****

SIGHTSEEING MODULE

SSTRIPS   During the past 12 months approximately, how many trips did you take where the primary purpose was to sightsee, drive for pleasure, or to visit farms, ranches and other agricultural settings?

> A..   ENTER RESPONSE   ****
> -98   Don't know
> -99   Refused

IF (SSTRIPS = 0) SKIPTO CBIKE1

SSFARM   Did the following reasons influence your decision to take any of these __ trips? Please answer YES if the reason positively influenced your decision to take a trip or NO if it was never an important reason.

> To visit a farm?
>
> 1   Yes
> 2   No
> 8   Don't know
> 9   Refused
>
> Examples: to pick apples, buy produce, to hunt small game, to cut a Christmas tree, take a hayride, watch farmyard activities, or learn about agriculture.

SSSCENE   Did the following reasons influence your decision to take any of these __ trips? Please answer YES if the reason positively influenced your decision to take a trip or NO if it was never an important reason.

> To enjoy scenery?
>
> 1   Yes
> 2   No
> 8   Don't know
> 9   Refused
>
> Examples: to look at the countryside and scenic views.

SSDRIVE   Did the following reasons influence your decision to take any of these __ trips? Please answer YES if the reason positively influenced your decision to take a trip or NO if it was never an important reason.

> To drive for pleasure?
>
> 1   Yes
> 2   No
> 8   Don't know
> 9   Refused

SSVUAGB   On any of these___trips, was viewing agricultural scenery one of the things you did?

1	Yes
2	No
8	Don't know
9	Refused

IF NEEDED: By agricultural scenery, we mean croplands, orchards, pastures, farmsteads, and any other rural landscape that is used for agriculture.

IF (SSVUAGB <> 1 & SSFARM <> 1) SKIPTO CBIKE1

SSNAME1   Please think about your most recent trip during which you visited a farm or viewed agricultural scenery.   Where did you go on this trip?

A..   ENTER RESPONSE   ****

For example: what city or town the endpoint of your trip?
By endpoint, I mean the place you turned around and headed back home.
Try to get a specific location, not a state name.
By farm, I mean farms, ranches, orchards, and any other type of agricultural setting.

SSWHEN1   How many months ago was your most recent visit to SSNAME1?

A..   ENTER RESPONSE   ****
-98   Don't know
-99   Refused

IF (SSWHEN1=1|SSWHEN1=2) SKIPTO SSWHEN2
SKIPTO SS_FARM1

SSWHEN2   How many days ago was that visit?

A..   ENTER RESPONSE   ****
-98   Don't know
-99   Refused

SS_FARM1   During your trip to SSNAME1 did you stop and visit a farm?

1	Yes	
2	No	<go to SSVFIELD>
8	Don't know	<go to SSVFIELD>
9	Refused	<go to SSVFIELD>

By farm, I mean farms, ranches, orchards, and any other type of agricultural setting.

SSFAMILY   In general, when deciding to visit this farm, how important were the following reasons.

Would you say To visit family or friends was important, somewhat important or not at all important?

1	Important
2	Somewhat important
3	Not at all important

8   Don't know
9   Refused

SSFPICK   [REMIND IF NEEDED]   In general, when deciding to visit this farm, how important were the following reasons.

Would you say To pick fruit or produce was important, somewhat important or not at all important?

1   Important
2   Somewhat important
3   Not at all important
8   Don't know
9   Refused

CLARIFY IF NEEDED: such as apples or peaches, or to cut a Christmas tree

SSFBUY   [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To purchase agricultural products?

1   Important
2   Somewhat important
3   Not at all important
8   Don't know
9   Refused

CLARIFY IF NEEDED: such as fruits and vegetables, or to cut a Christmas tree

SSFACTIV   [REMIND IF NEEDED] In general, when deciding to visit this farm, how important   were the following reasons.

To watch and participate in farm activities?

1   Important
2   Somewhat important
3   Not at all important
8   Don't know
9   Refused

CLARIFY IF NEEDED: such as milking a cow

SSFSCENE   [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To enjoy the rural scenery around the farm?

1   Important
2   Somewhat important
3   Not at all important
8   Don't know
9   Refused

CLARIFY IF NEEDED: such as the variety of animal life, the mixture of crops, or the appearance of farm barns and silos

SSFLEARN [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To learn about, or to better appreciate, where our food comes from?

1 Important
2 Somewhat important
3 Not at all important
8 Don't know
9 Refused

SSFHUNT [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To hunt or fish?

1 Important
2 Somewhat important
3 Not at all important
8 Don't know
9 Refused

SSLAD How did you first learn about this farm?

READ LIST IF NECESSARY, CHECK ALL THAT APPLY

_____ From advertisements
_____ From an article in a local newspaper
_____ From TV or radio report
_____ From friends or family (word of mouth)
_____ Discovered it on a prior trip
_____ Just happened to pass by it
_____ From the internet
_____ Other
_____ No other

IF (SSFBUY <> 1 & SSFPICK <> 1) SKIPTO SSVFIELD

SSFSPEND On your most recent trip to this farm, about how much did you spend on farm products?

A.. ENTER RESPONSE   ****
-98 Don't know
-99 Refused

IF (SSFSPEND > 0) SKIPTO SSRSAVE
IF (SSFSPEND = 0) SKIPTO SSVFIELD

SSFSPEN2 Did you spend:

1 Less than 5 dollars
2 Between 5 and 25 dollars
3 Between 26 and 50 dollars
4 Between 51 and 100 dollars
5 Greater than 100 dollars

8   Don't know
9   Refused

SSRSAVE   Why did you purchase these farm products?

READ LIST IF NECESSARY, CHECK ALL THAT APPLY

_____ To save money
_____ To obtain fresher farm products
_____ To obtain unusual farm products
_____ To obtain organic products
_____ To support local farmers
_____ Other
_____ No other

SSVFIELD   During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Cropland

1   Less
2   About the same
3   More
8   Don't know
9   Refused

[cropland = suchs as fields of corn, soybean, wheat and hay]

SSVPASTU   During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Land in pasture or range

1   Less
2   About the same
3   More
8   Don't know
9   Refused

[and other types of grasslands]

SSVCOWS   During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Grazing animals

1   Less
2   About the same
3   More
8   Don't know
9   Refused

[grazing animals = such as cattle, sheep, and horses]

SSVBARNS   During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Farmsteads, such as barns, silos, tractors, and other farm buildings and equipment

    1   Less
    2   About the same
    3   More
    8   Don't know
    9   Refused

SSVORCH   During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Land in orchards and vines

    1   Less
    2   About the same
    3   More
    8   Don't know
    9   Refused

SSVTREES   During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Woodlands

    1   Less
    2   About the same
    3   More
    8   Don't know
    9   Refused

[woodlands = land that is forested]

SSVCITY   During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Non-farm, such as business and residential, development along the route

    1   Less
    2   About the same
    3   More
    8   Don't know
    9   Refused

SS_TRIP1   How many trips did you take to SSNAME1?

    A..   ENTER RESPONSE   ****
        -98   Don't know
        -99   Refused

    IF NEEDED: P lease consider trips for which viewing agricultural scenery, or visiting a farm, was an important reason for taking the trip.

IF (SSTRIPS = 1) SSTRIP1 = 1
IF (SSTRIPS = 1) SKIPTO SSCITY1

SSCITY1   IF ALREADY KNOW THAT YOU HAVE CITY NAME, JUST TYPE IT IN AGAIN.

What is the name of the city or town closest to SSNAME1 ?

A..   ENTER RESPONSE   ****

SSstate1   What state is SSCITY1 in?

ASK IF DON'T KNOW CITY:

What state is SSNAME1 in?

A..   ENTER RESPONSE   ****

SSORIG1   Did you travel to SSNAME1 from your home, a vacation home, cottage, or condo, or from somewhere else?

1   Home   <go to SSDIST1>
2   Vacation home, cottage, condo
3   Somewhere else
8   Don't know   <go to SSDIST1>
9   Refused   <go to SSDIST1>

Somewhere else could include a relative or a friend's house, a resort, a campsite, or any place you were visiting for a few days.

SSORIG1B   From what city or town did you travel to SSNAME1?

A..   ENTER RESPONSE   ****

[What city or town is your vacation home located in]

SSORIG1C   What state is SSORIG1B in?

A..   ENTER RESPONSE   ****

SSORIG1D   Was your trip to SSNAME1 an important reason for traveling to SSORIG1B?
                In other words, was the opportunity to visit:

1   One of the most important reasons for traveling to

SSNAME1 ?

2   One of several reasons, or
3   Not a consideration
8   Don't know
9   Refused

SKIPTO CBIKE1

SSDIST1   About how many miles from your home is SSNAME1 ?

A..   ENTER RESPONSE   ****
-98   Don't know
-99   Refused

SSDIRE1   What direction from your home is SSNAME1?

1	North
2	Northeast
3	East
4	Southeast
5	South
6	Southwest
7	West
8	Northwest
9	Don't know
10	Refused

SSROUTE   On your most recent trip to SSNAME1 did you change your route to improve the quality of your sight seeing?

1	Yes	
2	No	<go to ASK_COST>
8	Don't know	<go to ASK_COST>
9	Refused	<go to ASK_COST>

CLARIFICATION: For example, did you take secondary roads?

SSROUTET   About how many extra minutes did you drive due to changing your route to better enjoy the scenery?

A..	ENTER RESPONSE ****
-98	Don't know
-99	Refused

SSCOST1X   How much did your trip to SSNAME1 cost you?

A..   ENTER RESPONSE   ****   <If SSCOST1X >= 0 goto SS_ADDC>
-98   Don't know
-99   Refused

If it was a family trip, how much did it cost overall?

If the person takes more than a few seconds to answer, enter -98

SSCOST1A   Was your trip cost:

0	Nothing
1	Between 1 and 10 dollars
2	Between 11 and 25 dollars
3	Between 26 and 50 dollars
4	Greater than 51 dollars
8	Don't know
9	Refused

SSTRIPC   Suppose the cost of a trip to SSNAME1 were to increase by _____ for example, due to an increase in the price of gas. Would you change the number of trips you took to SSNAME1 ?

1	No change (same number of trips)	\<go to CBIKE1\>
2	1 less trip	\<go to CBIKE1\>
3	2 less trips	\<go to CBIKE1\>
4	Taken no trips	\<go to CBIKE1\>
5	Other	\<go to CBIKE1\>
8	Don't know	\<go to CBIKE1\>
9	Refused	\<go to CBIKE1\>

IF NEEDED: Please assume that only the cost of visiting SSNAME1 increases, all other prices and trip costs remain the same.

IF SKEPTICAL: Though our example of an increase in gas prices is likely to increase the costs of going to any site, for purposes of this question please imagine that only the cost of visiting SSNAME1increases.