

Tour Bus Stated Choice Matrix

Indicators (Attributes) and Standards (Levels) for the Stated Choice Questions

Indicators (Attributes)	Standards (Levels)
1. Percentage chance of seeing a grizzly bear	A. 25% B. 50% C. 75%
2. Number of buses seen along the road at one time	A. Photo 1 (0 buses) B. Photo 3 (2 buses) C. Photo 5 (6 buses)
3. Number of buses seen at informal wildlife stops	A. Photo 1 (0 buses) B. Photo 3 (2 buses) C. Photo 5 (6 buses)
4. Number of buses seen at rest stops	A. Photo 1 (0 buses) B. Photo 3 (2 buses) C. Photo 5 (6 buses)
5. Accessibility of buses	A. You would need to make a reservation for a bus trip about a month in advance. B. You would need to make a reservation for a bus trip about 6 months in advance. C. You would need to make a reservation for a bus trip about a year in advance.
6. Trip length	A. Bus trips would average about 4 hours (reach the Teklanika area). B. Bus trips would average about 6 hours (reach the Toklat area). C. Bus trips would average 8 hours or more (travel most or all of the road, including the Eielson, Wonder Lake/Kantishna areas).

VTS Bus Stated Choice Matrix

Indicators (Attributes) and Standards (Levels) for the Stated Choice Questions

Indicators (Attributes)	Standards (Levels)
1. Percentage chance of seeing a grizzly bear	A. 25% B. 50% C. 75%
2. Number of buses seen along the road at one time	A. Photo 1 (0 buses) B. Photo 3 (2 buses) C. Photo 5 (6 buses)
3. Number of buses seen at informal wildlife stops	A. Photo 1 (0 buses) B. Photo 3 (2 buses) C. Photo 5 (6 buses)
4. Number of buses seen at rest stops	A. Photo 1 (0 buses) B. Photo 3 (2 buses) C. Photo 5 (6 buses)
5. Accessibility of buses	A. Most visitors would be able to get on a bus on the day and time they prefer. B. Many visitors would have to get on a bus earlier or later in the day than they prefer. C. Many visitors would have to wait a day to get on a bus.
6. Trip length	A. Bus trips would average about 4 hours (reach the Teklanika area). B. Bus trips would average about 6 hours (reach the Toklat area). C. Bus trips would average 8 hours or more (travel most or all of the road, including the Eielson, Wonder Lake/Kantishna areas).