

## 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%<br>B. 50%<br>C. 75%  |
| 2. Number of buses seen along the road at one time | A. Photo 1 (0 buses)<br>B. Photo 3 (2 buses)<br>C. Photo 5 (6 buses)  |
| 3. Number of buses seen at informal wildlife stops | A. Photo 1 (0 buses)<br>B. Photo 3 (2 buses)<br>C. Photo 5 (6 buses)  |
| 4. Number of buses seen at rest stops              | A. Photo 1 (0 buses)<br>B. Photo 3 (2 buses)<br>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.<br>B. You would need to make a reservation for a bus trip about 6 months in advance.<br>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).<br>B. Bus trips would average about 6 hours (reach the Toklat area).<br>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%<br>B. 50%<br>C. 75%  |
| 2. Number of buses seen along the road at one time | A. Photo 1 (0 buses)<br>B. Photo 3 (2 buses)<br>C. Photo 5 (6 buses)  |
| 3. Number of buses seen at informal wildlife stops | A. Photo 1 (0 buses)<br>B. Photo 3 (2 buses)<br>C. Photo 5 (6 buses)  |
| 4. Number of buses seen at rest stops              | A. Photo 1 (0 buses)<br>B. Photo 3 (2 buses)<br>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.<br>B. Many visitors would have to get on a bus earlier or later in the day than they prefer.<br>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).<br>B. Bus trips would average about 6 hours (reach the Toklat area).<br>C. Bus trips would average 8 hours or more (travel most or all of the road, including the Eielson, Wonder Lake/Kantishna areas). |