Survey Kit Template for Event

Q1. Are you a resident of Montana?
- Yes
- No (Skip to Q3.)

Q2. Do you reside in (COUNTY WHERE EVENT IS HELD)?
- Yes (Skip to Q13. on back)
- No (Skip to Q4.)

Q3. In what state, province, or foreign country do you reside?

Q4. Is this your first time visiting (AREA)?
- Yes
- No

Q5. Was attending this event your primary reason for being in the area?
- Yes
- No

Q6. For what other reasons are you visiting the area? (Check all that apply.)
- Vacation/recreation/pleasure
- Just passing through
- Business/convention/meeting
- Visiting friends/relatives
- Shopping

Q7. For this event, how many nights did you spend away from home?
- 0 (Skip to Q11.)
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more

Q8. How many of those nights were in Montana?
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 10 or more

Q9. Of your nights in Montana, how many did you stay in (EVENT COMMUNITY)?
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 10 or more

Q10. In what type of accommodation(s) did you stay in (EVENT COMMUNITY)? (Check all that apply.)
- Hotel/motel/bed & breakfast
- Private campground
- Resort/condominium
- Rental cabin/home
- Home of friend/relative
- Guest ranch
- Public land camping
- Second home/cabin/condo
- Vehicle in parking lot

Q11. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in (EVENT COMMUNITY) in each of the following categories. If you did not spend money in a category, please leave it blank.

**ACCOMMODATIONS in (AREA)**
- Hotel/motel/bed & breakfast
- Campground

**FOOD in (AREA)**
- Restaurant/bar
- Groceries/snacks

**TRANSPORTATION in (AREA)**
- Gasoline/diesel
- Local transportation
- Auto rental

**RETAIL/SERVICES in (AREA)**
- Retail goods
- Entertainment/recreation

Q12. How many people does the above spending represent (including yourself, i.e., your travel group/family size)?
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- more than 10

Continue on back...
Q13. What option best describes the group with whom you attended this event?
- Self
- Couple
- Immediate family
- Extended family
- Family & friends
- Business associates
- Organized group/club

Q14. Please select all the ages represented in your group?
- 0-5 years
- 6-10 years
- 11-17 years
- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 and over

Q15. What best describes your annual household income? (in US dollars)
- Less than $20,000
- $20,000 to $39,999
- $40,000 to $59,999
- $60,000 to $79,999
- $80,000 to $99,999
- $100,000 to $149,999
- $150,000 to $199,999
- $200,000 and over

Q16. How long before this event did you make plans to attend?
- The day of the event
- 1-7 days before the event
- 1-4 weeks before the event
- 1-6 months before the event
- Over 6 months before the event

Q17. How did you hear about the (EVENT NAME)? (Check all that apply.)
- Word of mouth
- Newspaper
- Radio
- Television
- Posters
- Magazine
- Direct mail
- E-mail from event planners
- Group or club
- Retail outlet
- Flyer
- Event website
- Social media
- Other website

Q18. Please rate your satisfaction with the (EVENT NAME):

<table>
<thead>
<tr>
<th>Organization of the event</th>
<th>Very dissatisfied</th>
<th>Dissatisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
<th>Very satisfied</th>
<th>N/A</th>
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</thead>
<tbody>
<tr>
<td>Event staff</td>
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<tr>
<td>Cost of the event</td>
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<tr>
<td>Location of the event</td>
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<td>Concessions available</td>
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<tr>
<td>Number of people at the event</td>
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<tr>
<td>Parking</td>
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<td>Sound system</td>
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<tr>
<td>Variety of activities</td>
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<td>Signage/directions</td>
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<tr>
<td>Cleanliness</td>
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<tr>
<td>Availability of restrooms</td>
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</tbody>
</table>

Q19. What is your age?

Q20. What is your gender?
- Male
- Female

Q21. When might you come to the (EVENT NAME) again?
- Next year
- Within 5 years
- Never

Q22. Please tell us what you liked about the (EVENT NAME).

Q23. Please tell us what you did not like about (EVENT NAME).

Q24. What suggestions do you have for improvements to the event?