Survey Kit Template for Race or Registered Participants

Q1. Are you a registered participant of the (EVENT NAME)?  
☐ Yes (Skip to Q2.)  ☐ No (answer Q1a.)

Q1a. Does your group include someone who is a registered participant of the (EVENT NAME)?  
☐ Yes (Skip to Q14. on back)  ☐ No

Q2. Are you a resident of Montana?  
☐ Yes  ☐ No (Skip to Q4.)

Q3. Do you reside in (COUNTY NAME WHERE EVENT IS HELD)?  
☐ Yes (Skip to Q14. on back)  ☐ No (Skip to Q5.)

Q4. In what state, province, or foreign country do you reside?  

Q5. Is this your first time visiting the (AREA WHERE EVENT IS) area?  
☐ Yes  ☐ No

Q6. Was attending this event your primary reason for being in the area?  
☐ Yes  ☐ No

Q7. 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

Q8. For this event, how many nights did you spend away from home?  
☐ 0 (Skip to Q12.)  ☐ 1  ☐ 2  ☐ 3  ☐ 4  ☐ 5  ☐ 6  ☐ 7  ☐ 8  ☐ 9  ☐ 10 or more

Q9. How many of those nights were in Montana?  
☐ 0  ☐ 1  ☐ 2  ☐ 3  ☐ 4  ☐ 5  ☐ 6  ☐ 7  ☐ 8  ☐ 9  ☐ 10 or more

Q10. Of your nights in Montana, how many did you stay in (EVENT COMMUNITY)?  
☐ 0  ☐ 1  ☐ 2  ☐ 3  ☐ 4  ☐ 5  ☐ 6  ☐ 7  ☐ 8  ☐ 9  ☐ 10 or more

Q11. 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

Q12. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in the (EVENT COMMUNITY) area in each of the following categories.  
If you did not spend money in a category, please leave it blank.

<table>
<thead>
<tr>
<th>ACCOMMODATIONS in (AREA)</th>
<th>TRANSPORTATION in (AREA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/motel/bed &amp; breakfast</td>
<td>Gasoline/diesel</td>
</tr>
<tr>
<td>Campground</td>
<td>Local transportation</td>
</tr>
<tr>
<td></td>
<td>Auto rental</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FOOD in (AREA) area</th>
<th>RETAIL/SERVICES in (AREA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant/bar</td>
<td>Retail goods</td>
</tr>
<tr>
<td>Groceries/snacks</td>
<td>Entertainment/recreation</td>
</tr>
</tbody>
</table>

Q13. 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  ☐ more than 10

Continue on back...
Q14. What option best describes the group with whom you attended this event?

- Self
- Couple
- Immediate family
- Extended family
- Family & friends
- Friends
- Business associates
- Organized group/club

Q15. 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

Q16. 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

Q17. 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

Q18. 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

Q19. 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>
</tr>
</thead>
<tbody>
<tr>
<td>Event staff</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cost of the event</td>
<td></td>
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<tr>
<td>Location of the event</td>
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<tr>
<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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<tr>
<td>Sound system</td>
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<td></td>
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<tr>
<td>Variety of activities</td>
<td></td>
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<tr>
<td>Signage/directions</td>
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<tr>
<td>Cleanliness</td>
<td></td>
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<tr>
<td>Availability of restrooms</td>
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</tbody>
</table>

Q20. What is your age? [ ]

Q21. What is your gender?

- Male
- Female

Q22. When might you come to the (EVENT NAME) again?

- Next year
- Within 5 years
- Never

Q23. Please tell us what you liked about the (EVENT NAME). [ ]

Q24. Please tell us what you did not like about the (EVENT NAME). [ ]

Q25. What suggestions do you have for improvements to the event? [ ]

Thank you!