**SAMPLE Festivals & Events Survey**

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| Interviewer: \_\_\_\_\_\_\_\_\_ **DATE**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **HOUR**:\_\_\_\_\_\_\_\_\_\_\_\_\_  **Location:\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| **1.**  Are you a visitor to the Islands, or do you live here in Hawai‘i?  \_\_ \_\_\_ Resident of this island  \_\_\_ Resident of another island  \_\_\_ Part-time resident  \_\_\_ Visitor | | **2.** Get zip code [or country, if foreign visitor]  \_\_ \_\_\_ U.S. state (zip) \_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_ other country  (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **3.**  Did you see or hear about this event in **[READ LIST]**  Which one(s)? List specific newspaper, radio station, etc  a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  b \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  c \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  d \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_ Brochure  \_\_\_ Newspaper  \_\_\_ Radio  \_\_\_ TV  \_\_\_ Internet  \_\_\_ Free publication/  magazine  **[IF VISITOR]**  \_\_\_ hotel/concierge  \_\_\_ hotel information channel  [IF NONE OF THE ABOVE, ASK HOW THEY HEARD ABOUT IT]  \_\_\_ Walking, driving by  \_\_\_ Posters, signs, banners  \_\_\_ Word of mouth/friends/family  \_\_\_ Other  (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **4**. Have you been to the event in previous years?  \_\_\_ Yes  **4a**. If yes, how many times? \_\_\_\_\_\_ times  \_\_\_ No |
| **5.**  What was the primary reason you came to the event?  \_\_\_ I am one of the participants (worker, volunteer, performer)  \_\_\_ A friend or family member is a participant  \_\_\_ The entertainment  \_\_\_ The food  \_\_\_ One of the other activities, please specify:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_ Someone recommended it to me  \_\_\_ Just happened upon the event – spur of the moment decision |
| **6.**  How satisfied are you with the event overall?  \_\_\_ Very Satisfied – Excellent  \_\_\_ Satisfied – Average  \_\_\_ Unsatisfied – Disappointed |
| **7.** What three things did you like the best about the event?  1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **8.**  GENDER **9.** Age: \_\_\_18-24 \_\_\_45-54  \_\_\_M \_\_\_ 25-34 \_\_\_55-64  \_\_\_F \_\_\_35-44 \_\_\_ 65 or older  \_\_\_ Refused |

THANK YOU FOR TAKING THE TIME TO HELP US IMPROVE OUR EVENT.

WE HOPE TO SEE YOU AGAIN.