**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, etca \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_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.