

SAMPLE ATTENDEE QUESTIONNAIRE FOR ON-SITE SPENDING STUDY**(Suitable for Gated and Ungated Events)****INSTRUCTIONS FOR COMPLETING THIS QUESTIONNAIRE**

- Who should complete this survey?** An adult who is **most able to report on spending** for *all* people in this household who went to NAME EVENT.
- Why is the survey important?** Information you provide will help NAME EVENT organizers plan for future events and demonstrate the benefits the event brings to the community and to people like yourself.
- Is the information I provide kept confidential?** Yes. All information collected in the survey is used only for statistical analysis. Your responses are never associated with your name and all information you provide is confidential and anonymous. If you want to receive the NAME INCENTIVE be entered in the NAME CONTEST, include your name, address and telephone number in the space provided. This information will be detached from your survey responses and discarded once your gift has been sent/the winner has been notified.
- Who can I call to verify the legitimacy of the survey?** Here is a number you can call if you have any questions or wish to verify the legitimacy of the survey (INSERT PHONE NUMBER)
- What do I do with the completed survey?** There are “drop off” boxes at each gate or mail it back to us in the postage paid envelope we have provided. The cut-off date for processing returns is **Day-Month-Year**.
- Freedom of Information** To be inserted
- What is “on-site” spending?** By “on-site” (spending), we mean within the event’s immediate area. For example, if you parked at the event’s parking facility, you would write in your parking costs under “on-site spending”, but if you parked a few blocks away, you would *NOT* enter your parking costs.
- What if I have more than one copy of the questionnaire?** If you received more than one questionnaire, please complete **ONLY** one questionnaire for all the days you have or plan to attend NAME EVENT.
- What if I don’t know exactly what I/all members of my household spent?** Please provide your best estimate of spending for yourself and all other household members (people who live in the same permanent residence) who came to NAME EVENT with you throughout *all* your visits to the event.
- What if I plan to come to this event on another day?** If you plan to come to the event again, please provide your best estimate of spending for yourself and all other household members for *all* your visits to the event including future visits.

Stint ID: _____		Unique ID: _____ (PRE-PRINT A UNIQUE NUMBER ON EACH ATTENDEE SURVEY BEFORE DISTRIBUTION. RECORD THIS NUMBER ON TALLY SHEET WHEN THE QUESTIONNAIRE IS HANDED OUT.)																																																																																																													
WHERE DO YOU LIVE? (Write in) City/Town _____ Province/State _____ Country _____ IF CANADA/USA: Postal/Zip Code _____		OVERALL RATING OF EVENT <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Very Unsatisfied</td> <td colspan="8"></td> <td style="text-align: center;">Very Satisfied</td> <td style="text-align: center;">Don't Know</td> </tr> <tr> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td><td style="text-align: center;">7</td><td style="text-align: center;">8</td><td style="text-align: center;">9</td><td style="text-align: center;">10</td><td style="text-align: center;">X</td> </tr> </table>		Very Unsatisfied									Very Satisfied	Don't Know	1	2	3	4	5	6	7	8	9	10	X																																																																																						
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NUMBER OF DIFFERENT DAYS VISITED/PLAN TO VISIT [NAME EVENT] WRITE IN # OF DAYS _____		Add additional characteristics, if desired.																																																																																																													

ON-SITE SPENDING AT [NAME EVENT] TODAY		ATTENDANCE AT [NAME EVENT] IN PAST 3 YEARS																															
➤ Please report your spending in XX currency for you and all other household members who came with you to the [EVENT]. ➤ If you went or plan to go to the event on more than one day, include spending for you and other members of your household for <i>all</i> your visits to the event. Please include your best estimate of what you will spend on future visits to this event. ➤ By "on the event site" we mean within the boundaries of the event. If you parked or purchased food, beverages or souvenirs <i>near</i> but not on the site, you would NOT include this spending. ➤ Provide your best estimate, including cash, credit cards, debit cards, travellers cheques. Include taxes and tips. Please report your spending in XX currency. ➤ For each item, check box [] if any money was spent on the item and provide your best estimate of the amount. If you cannot estimate the amount, check the "Don't Know" box for the item and complete the "Total Amount" at the end of each list.		Never attended before [] Attended last year [] Attended two years ago [] Attended three years ago [] LIKELIHOOD OF RETURNING IF EVENT HELD NEXT YEAR Definitely would return [] Probably would return [] Might or might not return [] Probably would not return [] Definitely would not return [] Don't Know/No Opinion []																															
If you went or plan to go to NAME EVENT on more than one day, please write in your best estimate of the total amount you have or will spend on <i>all</i> your visits to the event for each category for yourself and <i>all other</i> household members who attended the event with you. <table border="0"> <thead> <tr> <th></th><th>Spent Any?</th><th>Amount in XX\$ (currency)</th></tr> </thead> <tbody> <tr> <td>Admission to [NAME EVENT] (including tickets purchased in advance)</td><td>[]</td><td>\$ _____ .00 Don't know []</td></tr> <tr> <td>Other on-site tickets/ admissions (rides, movies, etc. on the event site)</td><td>[]</td><td>\$ _____ .00 Don't know []</td></tr> <tr> <td>Food & beverages at restaurants, fast food outlets, concessions</td><td>[]</td><td>\$ _____ .00 Don't know []</td></tr> <tr> <td>At lounges, bars, clubs</td><td>[]</td><td>\$ _____ .00 Don't know []</td></tr> <tr> <td>Souvenirs</td><td>[]</td><td>\$ _____ .00 Don't know []</td></tr> <tr> <td>Other shopping/retail</td><td>[]</td><td>\$ _____ .00 Don't know []</td></tr> <tr> <td>Parking</td><td>[]</td><td>\$ _____ .00 Don't know []</td></tr> <tr> <td>TOTAL</td><td></td><td></td></tr> <tr> <td>Total spent at [NAME EVENT]</td><td></td><td>\$ _____ .00 Don't know []</td></tr> </tbody> </table>			Spent Any?	Amount in XX\$ (currency)	Admission to [NAME EVENT] (including tickets purchased in advance)	[]	\$ _____ .00 Don't know []	Other on-site tickets/ admissions (rides, movies, etc. on the event site)	[]	\$ _____ .00 Don't know []	Food & beverages at restaurants, fast food outlets, concessions	[]	\$ _____ .00 Don't know []	At lounges, bars, clubs	[]	\$ _____ .00 Don't know []	Souvenirs	[]	\$ _____ .00 Don't know []	Other shopping/retail	[]	\$ _____ .00 Don't know []	Parking	[]	\$ _____ .00 Don't know []	TOTAL			Total spent at [NAME EVENT]		\$ _____ .00 Don't know []	WHERE FIRST HEARD ABOUT [NAME EVENT] (mark ONE only) Newspaper [] Radio [] Television [] Magazine [] Billboard or poster [] Word of mouth from friends/relatives [] Other [] <i>You can request the respondent to write in the name of the media source if you wish to have this additional information.</i>	
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ABOUT YOU AND YOUR HOUSEHOLD (OPTIONAL)																																	
YEAR OF BIRTH _____		GENDER Male [] Female [] HOUSEHOLD COMPOSITION All household members 18 years of age or over [] Any household members under 18 years [] Any household members under 12 years []																															
THANK YOU!		YOUR CHANCE TO WIN!																															
Please drop this completed questionnaire in one of the specially marked boxes or mail it back to us in the postage paid envelope provided. [INSERT MAILING ADDRESS HERE]. If you have any questions about this study, please contact: NAME OF CONTACT PERSON PHONE NUMBER		If you are interested in winning XX/receiving your [GIFT], please provide your name and complete mailing address so we can contact you. This information will be separated from your answers to this questionnaire so your responses will be anonymous and confidential. To have a chance to win/receive your gift, we must have your completed questionnaire no later than [INSERT DEADLINE]. Your Name _____ City/Town _____ Province/State _____ Country _____ IF CANADA/USA: Postal/Zip Code _____																															