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  □ 9  □ 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  □ 9  □ 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
- 5-10 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
- Email from event planners
- Flyer
- Event website
- Social media
- Group or club
- Retail outlet
- Other website

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

<table>
<thead>
<tr>
<th></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>Organization of the event</td>
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<tr>
<td>Event staff</td>
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<tr>
<td>Cost of the event</td>
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<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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<tr>
<td>Sound system</td>
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<td>Variety of activities</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? [ ]