Thank you for taking the time to respond to this survey. Your responses will assist this not-for-profit cultural organization in making some decisions about its programs and activities and will also help with the data needed for reporting to its public and private funding sources. All responses are confidential.

1. Is this your first visit to this organization/event/site? _____ YES _____NO

2. If NO, how many times do you usually visit each year?
   ___Less than once a year   ___2-3 times a year   ___4-5 times a year   ___More than 5

3. Would you recommend it to a friend or relative? _____YES _____NO

4. Are you a member? ___YES _____NO   ___In the past, but not now

5. What three words would you use to describe this organization/event/site to a friend?
   1. ________________________________________________________________
   2. ________________________________________________________________
   3. ________________________________________________________________

6. While visiting this organization/event/site (now or in the past) did you participate in any of the following activities? (Check all that apply)
   ___A performance   ___A fundraiser
   ___A lecture   ___A special holiday or themed event
   ___A film   ___A family or children’s program
   ___A guided tour   ___A festival
   ___An exhibit   ___To shop in the gift shop
   ___A workshop
   Other (specify) ____________________________________________________

7. What motivated you to attend today? (Please select three choices in rank order. A ranking of "1" indicates your first choice, "2" your second choice, and "3" your third choice.)
   ___a. To experience something new or different.
   ___b. To experience a particular artist or art form.
   ___c. To spend time with family or friends
   ___d. To entertain out-of-town guests
   ___e. To take advantage of a coupon or discounted admission.
   ___f. Because of an enjoyed a past visit
   ___g. To conduct research/do a school assignment
   ___h. To do something different to impress a date
   ___i. Other (specify) ________________________________________________

8. What would encourage you to come back to this organization/event/site?
   __________________________________________________________________
   __________________________________________________________________

9. Did anything interfere with your ability to enjoy your visit today? If YES, please specify:
   ___NO _____YES   Explain: ______________________________________________
10. Do you regularly visit arts or history activities when traveling?  ____Yes  ____No

11. How long ago did you make plans to visit this organization/event/site?
    ____Months ago  ____Weeks ago  ____In the last few days  ____Spur of the moment

12. Where did you hear about this organization/event/site or its activities? Check any that apply.
    ____Friends  ____Website  ____Radio ads
    ____Posters  ____Events calendars  ____Other:
    ____Flyers/brochures  ____Online Social media
    ____Newspaper  ____TV ads

13. If there was an admission charge, did you feel the price for the event was:
    ____too low  ____reasonable  ____too high

14. To what extent did your participation in this activity today meet your expectations?
    Very Much  Somewhat  Not at all

15. How likely are you to come back for other programs within the next twelve months?
    Very Likely  Not sure  Not at All

16. If visiting the area: Where did you stay last night, or will be staying tonight? (Please circle one.)
    Hotel/Motel  Friends/family  Campground  Boat  Other

17. Is this organization/event/site your only tourist destination today?  ____Yes  ____No

Note: Our funders request us to provide demographic information to illustrate that our programs are being offered to or utilized by the widest range of persons:

18. Level of education attained by the survey responder:
    ____High School  ____Attended College  ____Undergraduate Degree  ____Graduate School

19. Household income of the responder:  ____Under $35,000  ____$35,000-$65,000  ____$65,000-$90,000
    ____$90,000-$125,000  ____$125,000 plus  ____Prefer not to say

20. Responder’s zip code: ___________

21. Gender:  ____Male  ____Female

22. Responder’s age range?  ____Under 18  ____18-28  ____29-40  ____41-59  ____over 60

23. What is survey responder’s race/origin?  ____Native American  ____Hispanic/Latino/Spanish  ____Asian
    ____Pacific Islander  ____Black/African American  ____White/Caucasian  ____Other  ____Prefer not to say

24. If you’d like to receive direct news of the activities of this organization/event/site please join the email list.
    ____No thank you  ____I’m already signed-up
    ____Sure! Here’s my email address: _______________________________@_____________________

25. If there’s anything else you want us to know about your visit, please tell us here: