APPENDIX D
2003 FAIR SAINT LOUIS EVENT PATRON SURVEY

The Great American Celebration on the Saint Louis Riverfront July 3, 4, 5, 2003
2003 A Salute to Freedom

We are collecting information about Fair Saint Louis. Your answers are very important and will be used to help plan future Fairs.

- How do you usually hear about Fair Saint Louis? (Choose one)
- Have you ever previously attended Fair Saint Louis or the VP Fair? (Choose one)
- How many days do you usually attend Fair Saint Louis? (Choose one)
- Besides yourself, how many other people did you attend the Fair with? (Choose one)

On a scale of 1 to 5 (1 = not important to 5 = very important), how important is each of these factors in your decision to attend the Fair?
- Fireworks: 1 2 3 4 5 6 7
- Air Shows: 1 2 3 4 5 6 7
- To see a specific performer or concert: 1 2 3 4 5 6 7
- A fun activity with family and friends: 1 2 3 4 5 6 7
- Came to the Fair from out of town as a vacation: 1 2 3 4 5 6 7

- Educational exhibits: 1 2 3 4 5 6 7
- Food Court (exotic foods): 1 2 3 4 5 6 7

How likely are you to notice advertising/sponsor signs on the Fairgrounds?
- Choose one

- What is your age? (Choose one)
- What is your gender? (Choose one)

- What is your marital status? (Choose one)

- How many children under the age of 18 live in your household? (Choose one)

- Which of the following best describes your highest level of education completed? (Choose one)

- Which of the following best describes your occupation? (Choose one)

- Which of the following best describes your annual household income (combined income of you and your spouse/partner)? (Choose one)

- What is your ZIP code?

Comments?
(Responses will be read after the Fair)

Source: www.fairstl.org