

TABLE SEATING VENUES

The volunteer approaches a table and says...

“Excuse me please, are there any guests from out of town at this table?”

“Yes? (No! Thank you!) We are doing a count of those visitors who have travelled from outside of the city limits to attend the JazzFest.”

The interviewer then records the number of visitors (if any) in the visitors count section below and a record is made of the number of remaining people at the table in the resident count section below... then asks, but only if there are visitors at the table:

“Would any of you (visitors and/or guests) mind spending 5 minutes of your time to complete this survey please? This survey will help us understand the economic impact of JazzFest. The information you provide will be completely confidential and the results of the survey will only be released in the form of totals and percentages.”

The interviewer then gives a survey questionnaire and pencil to anyone willing to fill one out – especially visitors, to a maximum of one per party, indicating that s(he) will return momentarily to collect it. S(he) then moves on to the next table, until every table in the house is canvassed.*

Resident Count: _____

_____ Total _____

Visitor Count: _____
_____ Total _____

Interviewers Name: _____

Venue: _____

Time _____

Date: _____

Visitor survey questionnaires completed. _____

Resident surveys questionnaires completed. _____

*If, for example, there were a “party of six” at the table consisting of two couples from in town and a visiting couple, that would be considered three separate parties.

OPEN AIR VENUE

The volunteer randomly approaches a guest at an open air event, (paying attention to approach people of different age groups and gender) and says...

“Excuse me please. We are doing a count of those visitors who have travelled from outside of the city limits to attend JazzFest. Might you be a guest from out of town?”

The interviewer then records one visitor in the visitors count section below, if addressing a visitor, or alternatively counts one resident in the resident count section below. For every visitor, and every 10th resident, the volunteer then asks...

“Would you mind spending 5 minutes of your time to complete this survey with me please? This survey will help us understand the economic impact of JazzFest. The information you provide will be completely confidential and the results of the survey will only be released in the form of totals and percentages.”

If willing, the volunteer commences the interview. If interviewing a visitor, after reading question 10 and before asking 10 i., the volunteer hands the clipboard to the person and states:

“Please take whatever time you require to fill in these amounts as accurately as possible.” *Stepping back while patiently awaiting the answers to question 10, the volunteer subsequently urges the visitor to complete the survey on their own.*

If interviewing a resident, at question 7, the interviewer hands the clipboard to the guest suggesting... “Perhaps you could circle how or where you have heard of JazzFest from this list” while pointing out question 7... and subsequently urges the resident to complete the questionnaire on their own.

Resident Count: _____

_____ TOTAL _____

Visitor Count: _____

_____ TOTAL _____

Interviewers Name: _____

Venue: _____ Time: _____ Date: _____

Visitor survey questionnaires completed. _____ total.

Resident survey questionnaires completed. _____ total.

1. Are you a resident of the city of Medicine Hat?
 NO YES **If yes, go to section for residents on other side.**

FOR VISITORS ONLY

2. What is your Postal Code/ZIP Code? _____
3. How many nights do you intend on spending in Medicine Hat during this visit? _____
4. Including yourself, how many are in your party? Adults _____ Children _____
5. How important was JazzFest in choosing Medicine Hat as a destination for your travel?

<input type="checkbox"/> SOLE REASON – GO TO QUESTION 8	<input type="checkbox"/> VERY IMPORTANT	<input type="checkbox"/> SOMEWHAT IMPORTANT	<input type="checkbox"/> NOT IMPORTANT
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6. Did you or will you stay longer in Medicine Hat on this visit because of the Festival? Yes _____ No _____
7. How many more nights did you or will you stay? _____ nights.
8. Have you purchased the unlimited attendance festival pass? Yes _____ No _____
9. How many performances in total do you and your party anticipate attending while at JazzFest? _____
10. What is your total estimated expenditure in Medicine Hat during this visit? Please include all spending made by you or likely to be made by you and all members of your family or party. Remember to include all payments made by cheque, bankcard, and credit cards. Include your best estimates if you are unsure of exact amounts.

- | | |
|---|----------------|
| i. Accommodation | \$ _____ total |
| ii. Meals, food and drinks not included in your accommodation bill | \$ _____ total |
| iii. Festival tickets | \$ _____ total |
| iv. Other entertainment costs (e.g. from other cultural events/ tourists attractions) | \$ _____ total |
| Please specify _____ | |
| v. Transport in Medicine Hat (taxi fares, gas, vehicle repairs, car rental) | \$ _____ total |
| vi. Personal Services (e.g. haircut, laundry, medical) | \$ _____ total |
| vii. <u>Any</u> other expenditures? (e.g. films, gifts, books, wine, souvenirs, clothing, etc.) | \$ _____ total |

11. How/where did you hear about the Medicine Hat JazzFest? Circle all that apply:
 Medicine Hat News / Lethbridge Herald / Brochure / Poster / Alive 99.5 FM / CKUA Radio / CBC Radio / My 96 FM
 CHAT Radio / CHAT TV / web site / word of mouth / other: _____

12. In which of the following age categories are you?

<input type="checkbox"/> UNDER 24 YEARS	<input type="checkbox"/> 45-54 YEARS
<input type="checkbox"/> 25-34 YEARS	<input type="checkbox"/> 55-64 YEARS
<input type="checkbox"/> 35-44 YEARS	<input type="checkbox"/> 65 YEARS OR OLDER

13. What is the highest level of education that you have completed?

<input type="checkbox"/> LESS THAN HIGH SCHOOL	<input type="checkbox"/> UNIVERSITY DEGREE
<input type="checkbox"/> HIGH SCHOOL	<input type="checkbox"/> MASTERS/PhD DEGREE
<input type="checkbox"/> SOME COLLEGE OR UNIVERSITY	<input type="checkbox"/> OTHER:
<input type="checkbox"/> COLLEGE OR TECHNICAL DIPLOMA	

14. Before taxes, in your own currency, what is your approximate annual household income?

<input type="checkbox"/> \$25,000 or LESS	<input type="checkbox"/> \$65,000 to \$99,999
<input type="checkbox"/> \$25,000 to \$44,999	<input type="checkbox"/> \$100,000 PLUS
<input type="checkbox"/> \$45,000 to \$64,999	

15. Gender ____ Male ____ Female

Thank You Very Much for Participating!

FOR RESIDENTS ONLY

1. Have you chosen to stay at home to attend JazzFest rather than travel to another city for leisure activity? Yes__No__
2. How many people (including yourself) are in your party? _____
3. Have you purchased the 'unlimited attendance' festival pass? Yes _____ No _____
4. How many JazzFest performances and events do you anticipate you and your party will attend in total? _____
5. How much do you anticipate you and your party will spend on festival tickets in total? \$_____
6. How much do you estimate you and your party spent or will spend in total on JazzFest items or complimentary activities in addition to admission. For example, babysitters, souvenirs, dinner out before a performance, drinks or desert after a performance, transportation, etc.? \$_____
7. How/where did you hear about the Medicine Hat Jazz Fest? Circle all that apply:
 Medicine Hat News / Lethbridge Herald / Brochure / Poster / Alive 99.5 FM / CKUA Radio / CBC Radio / My 96 FM CHAT Radio / CHAT TV / Web site / word of mouth / other: _____

8. In which of the following age categories are you?

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11. Gender ____ Male ____ Female

Thank You Very Much for Participating!

Medicine Hat Jazz Fest Performer Survey
June 2003

*The Jazz Fest Organizational Committee is conducting an economic impact study of JazzFest this year. Answering the following questions would greatly assist us with this endeavor. Complete anonymity is assured by your return of the completed questionnaire in the enclosed return envelope **WITHOUT YOUR RETURN ADDRESS.***

1. Did you travel from outside of Medicine Hat to perform at Jazz Fest? No _____
Yes_____ If yes, please answer question 2 as well.

2. How much money did you spend in total on everything during your stay in Medicine Hat *that is NOT being paid for by JazzFest on your behalf?* \$ _____

Thank you kindly for your involvement in this important study!