Appendix A

1. GENERAL QUESTIONNAIRE

2. GLOBE-MIAMI

QUESTONNAIRE

Survey No. 1 The [Place] Visitor Survey

Thank you for agreeing to complete this survey. It should take approximately five minutes of your time to complete. The survey is sponsored by [sponsoring group] and will be used to help businesses and citizens improve the goods and services that they offer to visitors [or some other use].

Place Number: Date: Time:

1. Where is your home? (please give city and state and/or country) ____________________________

2. What is your home zip code? ____________________________

3. What are your main destinations on this trip? ______________________________________________

4. What was your trip’s main purpose? ____ general sightseeing, vacation
   ____ business
   ____ visiting family and friends
   ____ outdoor recreation
   ____ looking to relocate to this area
   ____ other, please describe: _________________________

5. How much time did you spend in [place] on this trip? ________ hours or ___________ days

6. How many nights did you spend in [place] on this trip? ________ nights

7. How many nights have you spent away from home in total on this trip? ____________

8. Please estimate your expenditures today/yesterday only in [place] on this trip:

   These expenditures are for __________ people

   These expenditures were for __________ hours spent in [place]. Please put 24 if you spent all day today/yesterday and last night in [place]. If you did not have an expenditure in one or more of these categories, please write ‘0’ in the appropriate categories.

   a. lodging
      name of lodging: ______________________________
      $__________________ for 1 night

   b. restaurant food $__________________

   c. groceries $__________________

   d. gas $__________________

   e. admission fees and donations $__________________

   f. gifts, apparel, other shopping $__________________

   g. public transportation $__________________
h. other expenses $__________

please describe other expenses: _____________________________________________________
9. Please estimate the amount for the following expenses if you have had them on this trip. If you did not have expenditures in one or more of these categories, please write '0' in the appropriate categories. These expenses are for _____________ people.
   a. airfare (round-trip) $ ____________________
   b. vehicle rental $ ____________________
   c. tour package $ ____________________

10. How many people are traveling in your visitor party (including yourself)? ______________

11. How many people in your party fit the following description (please list each member in only one category):
   _____ spouse or significant other
   _____ friends (but not relatives)
   _____ own children
   _____ group member
   _____ other relatives
   _____ other tour associates
   _____ other, please describe:________________________________________________________

12. How many people in your party are:
   _____ 17 years of age or younger
   _____ 18 to 35 years of age
   _____ 36 to 59 years of age
   _____ 60 years of age or older

13. How many people in your party have the following levels of education:
   _____ less than a high school degree
   _____ high school degree
   _____ bachelor's degree
   _____ master's, MBA, MLA degree
   _____ associate degree
   _____ Ph.D., M.D. or similar degree

14. Check the category that best describes your family's before tax income: (check one only)
   _____ less than $15,000
   _____ $15,001-$30,000
   _____ $30,001-$60,000
   _____ $40,001-$60,000
   _____ $60,001-$80,000
   _____ $80,001-$100,000
   _____ $100,001-$150,000
   _____ $150,001-$200,000
   _____ $200,001-$250,000
   _____ $250,001-$300,000
   _____ $300,001-$350,000
   _____ $350,001-$400,000
   _____ $400,001-$450,000
   _____ $450,001-$500,000
   _____ $500,001-$600,000
   _____ $600,001-$750,000
   _____ $750,001-$1,000,000
   _____ $1,000,000+

15. Did you visit any of the following attractions during this visit? (please check all that apply)
   LIST OF LOCAL VISITOR ATTRACTIONS HERE

Thank you for completing this survey. Please mail it back to us in the attached postage paid envelope.

Additional interesting questions to include in survey:

16. During which times of the day were you physically in [place]?
   _____ all day
   _____ early afternoon (noon to 3 p.m.)
   _____ early morning (4 am to 7 am)
   _____ morning (7 am to 10 am)
   _____ 9 p.m.)
   _____ later afternoon (3 p.m. to 6 p.m.)
   _____ early morning (4 am to 7 am)
   _____ night time (9 p.m. to 4 am)
17. Where did you make the decision to visit [place]?
   _____ at home  
   _____ in [another major destination]  
   _____ in Phoenix  
   _____ on the highway while passing through  
   _____ in Tucson  
   _____ other. Please describe:

18. How many trips to [place] have you taken in the past two years? ________ trips

19. Do you plan to return to [place] in the next two years? _______ yes  _______ no
   If yes, how many times are you likely to return: ________ times

20. Are you a resident of Arizona for more than one month but less than eight months a year?
   ______ yes  ______ no
   If yes, how many months a year do you live in Arizona? _________ months.
21. The community of [place] is considering developing a [museum/park/guided tour/festival or event]. If such a place/event had been available to you during this trip, would you have been likely to visit it/participate? _____ yes _____ no.

Would you be likely to return to [place] to visit/participate in the _________ if it opens in the future? _____ yes _____ no.

22. Did you come to [place] as part of a day trip from your main destination?  
____ yes ____ no. If yes, what was your main destination?

________________________________________________________________________
Survey No. 2  Globe-Miami Area Visitor Survey

Place No. ___________________ Date: ________________ Time: ____________

Thank you for agreeing to complete this survey. We have designed the survey to take approximately 10 minutes of your time to complete. The responses that you provide will help businesses and citizens in the Globe-Miami area improve the services and goods that they offer to visitors. Please mail this survey form to us in the attached business return envelope or leave it with the person who gave it to you.

1. In what city, state and/or country is your home? _______________________________________ zip code ________________

2. If you have taken up temporary residence in Arizona, how many months do you plan to be in Arizona? ________________

3. As you left your home on this trip, what communities or areas were to be your main destinations?

4. What were the main reasons you visited the Globe-Miami area during this trip? (Rank your top three, using 1 to indicate the most important, 2 to indicate the second most important and 3 to indicate the third most important)
   - ____ Just passing through the area
   - ____ To visit historical sites or museums
   - ____ To visit friends and family
   - ____ Business or work related
   - ____ Outdoor recreation- hiking, camping, etc.
   - ____ To visit Besh-Ba-Gowah
   - ____ To follow the Old West Highway
   - ____ To visit the Cobre Valley Center for the Arts
   - ____ To go to the Apache Gold Casino
   - ____ To visit Tonto National Monument
   - ____ To visit Roosevelt Lake
   - ____ To visit Boyce Thompson Arboretum
   - ____ On our way to the White Mountains
   - ____ To learn about American Indians
   - ____ To attend a festival or event
   - ____ Other, please specify: ________________________________

5. What were the main leisure activities that you engaged in during your stay in the Globe-Miami area? (check all that apply)
   - __ general sightseeing
   - __ visiting historical areas
   - __ museums
   - __ shopping
   - __ attending festivals/events
   - __ looking at/buying art
   - __ buying antiques
   - __ 4 wheeling
   - __ hiking/walking/jogging
   - __ boating/rafting
   - __ swimming/water sports
   - __ bicycling
   - __ wildlife/bird watching
   - __ golfing
   - __ horseback riding
   - __ rock hounding
   - __ star gazing
   - __ picture taking
   - __ fishing
   - __ hunting
   - __ camping
   - __ other, please specify: ________________________________

6. Which of the following modes of transportation did you use during this trip? (check all that apply)
   - __ own car
   - __ rental car
   - __ own RV
   - __ rental RV
   - __ airplane
   - __ tour bus
   - __ train
   - __ bicycle
   - __ other, please describe: ________________________________

7. How much time did you spend in the Globe-Miami area on this trip? _____ hours OR _____ days
   How many nights did you stay in the Globe-Miami area on this trip? ________________ nights

8. During which times of day were you physically in the Cities of Globe or Miami? (check all that apply):
9. How many total nights have you spent away from home during this trip? ____________ nights

10. How many total visits (including this one) have you made to Globe-Miami in the past two years? ____ trips

11. Do you plan to return to the Globe-Miami area? o no    o yes
    Please share your reasons:

12. What local sites have you visited during your stay? (check all that apply)
    o Cobre Valley Center for the Arts
    o Gila County Historical Museum
    o Besh-Ba-Gowah
    o Apache Gold Casino
    o Roosevelt Lake
    o Historic downtown Globe-Miami
      o Globe-Miami Chamber of Commerce
      o Boyce Thompson Arboretum
    o Tonto National Monument
    o Antique and specialty shops
    o National Forest/Wilderness area
    o San Carlos Apache Cultural Center
    o San Carlos Lake
    o Old West Sheriff’s Museum
    o other, please specify: ________________________________

13. Please indicate the no. of members of the party you are traveling with that can be described as follows:
    a. ____ total number in party
e. _____ friends
    b. ____ spouse or significant other
    f. _____ tour group members
c. ____ own children
    g. _____ business associates
d. ____ other relatives
    h. _____ other, please specify: __________________________

14. How many people in your party are:
    17 years of age or younger? ______
    18 to 35 years of age? ______
    36 to 59 years of age? ______
    60 years of age or older? ______

15. Please estimate your expenditures while in Globe-Miami on this trip:
    These expenditures are for _____ people
    These expenditures were for _____ hours or ____ days spent in Globe-Miami.
    If you did not have an expenditure in one or more of these categories, please write ‘0’ in the appropriate categories.
    a. lodging name of lodging: ________________________________ $
    b. restaurant food
       $ __________________
    c. groceries
       $ __________________
    d. gas
       $ __________________
e. admission fees and donations
   $ __________________

f. gifts, apparel, other shopping
   $ __________________

g. public transportation
   $ __________________

h. other expenses
   $ __________________
   please describe other expenses: ________________________________

16. Please estimate the amount for the following expenses if you have had them on this trip. If you did not have expenditures in one or more of these categories, please write '0' in the appropriate categories.

   These expenses are for _____ people

   a. airfare (round-trip)
      $ __________________

   b. vehicle rental
      $ __________________

   c. tour package
      $ __________________

17. Was there anything that you wanted to buy or do in the Globe-Miami area that you could not find or do?
   o no   o yes.   If yes, describe:

   Local businesses would like to have your suggestions as to what they or the community can do to better serve your needs.

18. Please rate your experience in local lodging/campgrounds (circle the appropriate choice):

<table>
<thead>
<tr>
<th>Choice/variety of facilities</th>
<th>excellent</th>
<th>very good</th>
<th>good</th>
<th>fair</th>
<th>poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Decor/furnishings</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Heating/cooling</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Noise level</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Service</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Value (quality for amount paid)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

19. If you did not receive this survey at your place of lodging, can you please tell us where you stayed?

20. How would you rate local restaurants? (circle the appropriate choice)

<table>
<thead>
<tr>
<th>Choice/variety of food</th>
<th>excellent</th>
<th>very good</th>
<th>good</th>
<th>fair</th>
<th>poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Service</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Decor</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Value (quality for amount paid)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Hours/days of operation</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Restrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Noise level</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Segregated smoking area</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

21. Are these ratings for a specific restaurant?  o no  o yes.   If yes, which one: _____________________

22. How would you rate local retail shops in the Globe-Miami area? (circle the appropriate choice)

<table>
<thead>
<tr>
<th>Choice/variety of merchandise</th>
<th>excellent</th>
<th>very good</th>
<th>good</th>
<th>fair</th>
<th>poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Appearance of displays  5  4  3  2  1
Appearance of building  5  4  3  2  1
Service  5  4  3  2  1
Value (quality for amount paid)  5  4  3  2  1

23. Are these ratings for a specific shop? o no  o yes, if yes, which shop:___________________________

24. How would you rate any of the local attractions:
   Quality of displays/views  excellent  very good  good  fair  poor  
   Entertainment value  5  4  3  2  1
   Cleanliness (include restrooms)  5  4  3  2  1
   Maintenance of attraction  5  4  3  2  1
   Service  5  4  3  2  1
   Accessibility (ease of locating)  5  4  3  2  1
   Parking  5  4  3  2  1
   Hours/days of operation  5  4  3  2  1
   Availability of unique gifts  5  4  3  2  1

25. Are these ratings for a specific attraction? o no  o yes, if yes, which attraction:_____________________

26. What did you like best about the Globe-Miami area? (check all that apply)
   o small town feeling
   o quiet, peaceful place
   o friendly people
   o the history of the place
   o the scenery
   o the climate
   o other, please describe:

27. What suggestions do you have for improving the Globe-Miami area? (check all that apply)
   o improve road signs
   o keep stores open later
   o provide maps to the area
   o provide more parking
   o improve how businesses treat customers
   o provide better access to viewpoints
   o provide better access to places to observe mining
   o provide more restrooms
   o other, please describe:

28. How did you first learn about Globe-Miami? (check all that apply)
   o through friends or family
   o through a travel agent
   o through newspaper ads
   o through a magazine: other, please describe:

29. Which of the following information sources did you use during your visit to the Globe-Miami area: (check all that apply)
   o brochures, newsletters
   o maps
   o books, guides
   o computer programs
   o staff at visitor center
   o audio tapes
   o video tapes
   o displays at visitor center
   o tours or interpretive programs
   o other, please describe:

30. Which of the following ways of providing information would you prefer? (check all that apply)
   o written material
   o staff to talk to
   o video or computer program
   o activities I can do myself
   o self-explained exhibits
   o audio programs on cassette
   o talk/lecture/slide show
   o other, please describe:

31. Which terms best describe the interests of members of your party: (check all that apply)
o history buff o video
game fan
o antique collector
o rock hound, amateur geologist
o shopper
o outdoors person - hiker,
camper, climber
o conservationist, nature or eco tourist
o angler/ fishing
o gourmet, cooking or eating
o water sports enthusiast
o boating enthusiast
o team sports enthusiast
o skier, snow
o golfer
o hunter
o book lover
o music lover
o movie aficionado
o religious
o outdoors person - hiker,
craftsperson or artist
o flight fiend: pilot, skydiver, hang glider
o photographer
o like to gamble
o star gazer,
amateur astronomer
o computer enthusiast/ hacker
o collector of: ___________________
o gardener, flower lover
o horseman or woman
o health & fitness enthusiast
o other:
32. Check the category that best describes your family’s before tax income:
   ____ a. less than $15,000
   ____ b. $15,001-30,000
   ____ c. $30,001-40,000
   ____ d. $40,001-60,000
   ____ e. $60,001-80,000
   ____ f. $80,001-100,000
   ____ g. over $100,000
33. Would you describe members of your party as: (check all that apply)
o White o Asian or Pacific Islander
o American Indian o Hispanic
o African American o Other
34. Are there international visitors in your party? o no  o yes If yes, from where:_______________________
35. Was the person or people who completed this survey  ____ male  _____ female  _____ both.

Thank you very much for participating in this survey!

Survey No ______________