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
   _____ Outdoor recreation- hiking, camping, etc.
   _____ To visit Besh-Ba-Gowah
   _____ To visit the Cobre Valley Center for the Arts
   _____ To go to the Apache Gold Casino
   _____ To visit Tonto National Monument
   _____ On our way to the White Mountains
   _____ To visit Roosevelt Lake
   _____ To follow the Old West Highway
   _____ To visit Boyce Thompson Arboretum
   _____ 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)
   o general sight seeing
   o visiting historical areas
   o museums
   o shopping
   o looking at/buying art
   o buying antiques
   o hiking/walking/jogging
   o boating/rafting
   o bicycling
   o wildlife/bird watching
   o horseback riding
   o rock hounding
   o picture taking
   o fishing
   o camping
   o picnicking
   o 4 wheeling
   o swimming/water sports
   o golfing
   o star gazing
   o hunting
   o other, please specify: ____________________________

6. Which of the following modes of transportation did you use during this trip? (check all that apply)
   o own car
   o rental car
   o own RV
   o rental RV
   o airplane
   o tour bus
   o train
   o bicycle
   o 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 San Carlos Lake
   o San Carlos Apache Cultural Center
   o Historic downtown Globe-Miami
   o National Forest/Wilderness area
   o Globe-Miami Chamber of Commerce
   o Tonto National Monument
   o Antique and specialty shops
   o San Carlos Lake
   o San Carlos Apache Cultural Center
   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
   b. ____ spouse or significant other
   c. ____ own children
   d. ____ other relatives
   e. ____ friends
   f. ____ tour group members
   g. ____ business associates
   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></th>
<th>excellent</th>
<th>very good</th>
<th>good</th>
<th>fair</th>
<th>poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice/variety of facilities</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<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></th>
<th>excellent</th>
<th>very good</th>
<th>good</th>
<th>fair</th>
<th>poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice/variety of food</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Service</td>
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<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></th>
<th>excellent</th>
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<th>good</th>
<th>fair</th>
<th>poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice/variety of merchandise</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
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
   - Entertainment value
   - Cleanliness (include restrooms)
   - Maintenance of attraction
   - Service
   - Accessibility (ease of locating)
   - Parking
   - Hours/days of operation
   - Availability of unique gifts

<table>
<thead>
<tr>
<th></th>
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<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

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 provide better access to viewpoints
   - o provide better access to places to observe mining
   - o provide more picnic areas
   - 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 newspaper ads
   - o through a travel agent
   - o through a magazine: other, please describe:_______________________________
   - o through roadside signs
   - o through a newspaper article
   - o through a brochure
   - o through a guide book
   - o don't remember or are not sure
   - o 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 video or computer program
   - o activities I can do myself
   - o self-explained exhibits
   - o staff to talk to
   - 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 antique collector

o rock hound, amateur geologist

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 conservationist, nature or eco tourist

o golfer

o hunter

o book lover

o music lover

o movie aficionado

o religious

o like to gamble

o star gazer,

o flight fiend: pilot, skydiver, hang glider

o photographer

o gardener, flower lover

o health & fitness enthusiast

o craftsperson or artist

o computer enthusiast/ hacker

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 American Indian

o African American

o Hispanic

o Other

o Asian or Pacific Islander

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 _____________