

SAMPLE SPECIAL EVENT SURVEY

1. What is your zip code?

2. How did you hear about (your event)?

Word of Mouth

Radio ad

Newspaper ad

TV ad

Website

Social Media

Other _____

3. Age Male Female

4. How much money will you spend at (event)?

\$ _____

5. How much money will you spend in Fallon (not including event)?

\$ _____

6. Will you spend the night in a motel? If yes, how many nights?

Yes No

7. What did you like best? _____

What would you like to see? _____

What did you like least? _____

8. Would you like to receive information about future events and Fallon?

Yes No If yes, email address: _____