

# Appendix A

## Circleville Pumpkin Show: Patron Survey

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Start of Block: Default Question Block

By clicking "I consent," you are agreeing that:      you are 18 years of age or older;      your participation in this project is completely voluntary.

☐ I consent (1)

☐ I do not consent (2)

*Skip To: Q24 If By clicking "I consent," you are agreeing that:    you are 18 years of age or older; your partici... = I consent*

*Skip To: End of Survey If By clicking "I consent," you are agreeing that:    you are 18 years of age or older; your partici... = I do not consent*

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Q24 The Circleville Pumpkin Show in collaboration with the Voinovich School of Public Leadership at Ohio University invites you to complete this survey for Circleville Pumpkin Show. The goal is to provide demographic data to help local businesses and local residents learn more about the impact of the show on the community. This survey is entirely optional. Any question you do not wish to answer can be left blank. You may leave this survey at any time, but your responses will not be recorded. We thank you for taking the time to complete the survey and hope you have had or will have a great time at the Pumpkin Show. This survey is intended for individuals who are attending the Pumpkin show as visitors. If you are a vendor that is attending the show with a temporary operation, please fill out our "Vendor Survey". If you have a permanent business in the city, please fill out our "Permanent Business Survey".

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Q1 What is your Age? (Please specify)

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Q2 What is Gender (Male, Female, Other)

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Q3 Are you from the State of Ohio?

☐ Yes (1)

☐ No (2)

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*Display this question:*

*If Are you from the State of Ohio? = Yes*

Q3B If you are from Ohio, are you from Pickaway County?

☐ Yes (1)

☐ No (2)

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*Display this question:*

*If If you are from Ohio, are you from Pickaway County? = No*

Q3C What Ohio County do you reside in?

\_\_\_\_\_

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*Display this question:*

*If Are you from the State of Ohio? = No*

Q3D If you are not from Ohio, where do you reside? (State, or Country)

\_\_\_\_\_

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Q4 Is this your first time to the Circleville Pumpkin Show?

☐ Yes (1)

☐ No (2)

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Q5 Was the Pumpkin Show the main reason you visited Circleville today?

☐ Yes (1)

☐ No (2)

☐ N/A (I live in Circleville) (3)

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*Display this question:*

*If Was the Pumpkin Show the main reason you visited Circleville today? = No*

Q5B If your primary reason for visiting Circleville was not the Pumpkin Show, please state what the primary reason was?

☐ Visiting Family/Friends (1)

☐ Business Purposes (2)

☐ Passing Through (3)

☐ Shopping (4)

☐ Other (5) \_\_\_\_\_

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Q6 How many days are you planning to or have attended the Circleville Pumpkin Show?

- ☐ 1 Day (1)
  - ☐ 2 Days (2)
  - ☐ 3 Days (3)
  - ☐ 4 Days (4)
  - ☐ 5 Days (5)
- 

Q7 How much time do you plan on, or have spent at the Circleville Pumpkin Show (Estimate of Combined Total Hours: Please put the Number Only)

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*Display this question:*

*If If you are from Ohio, are you from Pickaway County? = No  
Or Are you from the State of Ohio? = No*

Q7B If you are not from Circleville or Pickaway County, How many nights are you staying away from home?

- ☐ 1 Night (1)
  - ☐ 2 Nights (2)
  - ☐ 3 Nights (3)
  - ☐ 4 Nights (4)
  - ☐ 5 Nights or more (5)
  - ☐ I am not staying away from home (6)
- 

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Display this question:

*If you are not from Circleville or Pickaway County, How many nights are you staying away from home? != I am not staying away from home*

Q26 Where is your accommodation for the Pumpkin Show located?

- ☐ Circleville / Pickaway County (1)
- ☐ Columbus / Franklin County (2)
- ☐ Other (3) \_\_\_\_\_

Display this question:

*If you are not from Circleville or Pickaway County, How many nights are you staying away from home? != I am not staying away from home*

Q7C What is your primary type of accommodation you are staying at for the Show?

- ☐ Hotel or Motel (1)
- ☐ AirBnB / VRBO or similar (5)
- ☐ Staying with Friends/Family (2)
- ☐ Camping or RV (3)
- ☐ Other (4) \_\_\_\_\_

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Q8 What was your main mode of transportation to get to the Circleville Pumpkin Show?

- ☐ Personal Vehicle (1)
- ☐ Car-Pool (2)
- ☐ Bike/Walk (3)
- ☐ Public Transportation (Bus, train, etc.) (4)
- ☐ Other (please Specify) (5)

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Q9 Including yourself, how many people are in your party/group/family that are in attendance for the Pumpkin Show?

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Q10 Of those attending the Pumpkin Show, what are the age groups represented? (How many people fit into each age group?)

- ☐ 0-5 (1) \_\_\_\_\_
- ☐ 6-12 (2) \_\_\_\_\_
- ☐ 13-17 (3) \_\_\_\_\_
- ☐ 18-24 (4) \_\_\_\_\_
- ☐ 25-34 (5) \_\_\_\_\_
- ☐ 35-44 (6) \_\_\_\_\_
- ☐ 45-54 (7) \_\_\_\_\_
- ☐ 55-64 (8) \_\_\_\_\_
- ☐ 65+ (9) \_\_\_\_\_

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Q11 How much money has you are your party spent or plans to spend in Circleville surrounding the Pumpkin Show? (round each category to the nearest \$5 increment)

☐

Accomadations (Hotels, Camping, etc.) (1)

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☐

Food/drinks (2) \_\_\_\_\_

☐

Retail (3) \_\_\_\_\_

☐

Transportation (Gas, Rental, Ride Share etc.) (4)

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☐

Other (Please Specify) (5)

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Q12 What is the estimated income of your household?

- ☐ Less than \$20,000 (1)
  - ☐ \$20,000-\$39,999 (2)
  - ☐ \$40,000-\$59,000 (3)
  - ☐ \$60,000-\$79,999 (4)
  - ☐ \$80,000-\$99,999 (5)
  - ☐ \$100,000-\$150,000 (6)
  - ☐ More than \$150,000 (7)
  - ☐ Prefer not to say (8)
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Q13 How long in advance did you or your party plan to attend the Pumpkin Show?

- ☐ Today or yesterday (1)
  - ☐ 2-7 days before (2)
  - ☐ 1-4 weeks before (3)
  - ☐ More than 1 month before (4)
  - ☐ More than 6 months before (5)
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Q14 How did you hear about this event? (Multiple selections are possible)

- ☐ Word of Mouth (Friends, Family, Other) (1)
  - ☐ Social Media (2)
  - ☐ Physical Advertisement (3)
  - ☐ Other (Please Specify) (4)
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End of Block: Default Question Block

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