

# Appendix B

## Circleville Pumpkin Show: Vendor Survey

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Start of Block: Default Question Block

Q23 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: Q23 If By clicking "I consent," you are agreeing that: you are 18 years of age or older; your particip... = 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 particip... = I do not consent*

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Q22 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 vendors who do NOT have a permanent location in the city of Circleville. If you have a permanent business in the city, please fill out our "Permanent Business Survey". If you are an individual attending the show as a visitor, please fill out the "Patron Survey".

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Q1 Including yourself, how many people are in your group today?

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Q3 In which category best describes your business venture?

- ☐ In-Home Business (1)
- ☐ Sole Proprietorship (2)
- ☐ Joint Partnership or S-Corporation (3)
- ☐ Corporation (4)
- ☐ Non-profit (5)
- ☐ Government Organization (6)
- ☐ Other (Please Specify) (7)

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Q3 What is your goal that you wish to accomplish in the Pumpkin Show?

- ☐ Sell Product (1)
  - ☐ Sell Service (2)
  - ☐ Create Sales Lead (3)
  - ☐ Recruit (4)
  - ☐ Distribute Information (5)
  - ☐ Market (6)
  - ☐ Other (Please Specify) (7)
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Q17 What products does your business provide? (Multiple selections are possible)

- ☐ food/drink (1)
  - ☐ clothing (2)
  - ☐ artisan goods (3)
  - ☐ household goods (4)
  - ☐ other good (please specify) (7)
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- ☐ not applicable (9)

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Q18 Approximately, how much did you spend to prepare for the Pumpkin Show?

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Q19 If you purchased goods or services from others to prepare for the Pumpkin Show, approximately what percentage were from Ohio based businesses?

- ☐ 0% (1)
- ☐ 1-25% (4)
- ☐ 26-50% (5)
- ☐ 51-75% (6)
- ☐ 76-100% (7)
- ☐ not applicable (8)

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Q20 Approximately, how much sales/revenue do you anticipate over the course of the Pumpkin Show?

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Q5 Is your vendor from Pickaway County?

☐ Yes (1)

☐ No (2)

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*Display this question:*

*If Is your vendor from Pickaway County? = Yes*

Q5B If the Circleville Pumpkin show did not occur, would you go somewhere else to accomplish your previously stated goal?

☐ Yes (1)

☐ No (2)

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*Display this question:*

*If If the Circleville Pumpkin show did not occur, would you go somewhere else to accomplish your pre... = Yes*

Q5C If your vendor would leave for another venue, how many days would that be for?

\_\_\_\_\_

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*Display this question:*

*If Is your vendor from Pickaway County? = No*

Q5D How important was the Pumpkins Show's occurrence to your vendor traveling to Circleville to attain your goal(s)?

- ☐ Very important (1)
- ☐ Moderately important (2)
- ☐ Slightly important (3)
- ☐ Not at all important (4)

*Display this question:*

*If Is your vendor from Pickaway County? = No*

Q5E How many nights will you or your team stay in the area?

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Q6 How many days will your vendor be present at the Pumpkin Show?

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Q7 How many years has your vendor worked with or attended the Pumpkin Show? (Including this year)

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Q8 Please estimate the amount of money spent on each category by your vendor in Circleville surrounding the Show (Set-up and the Show itself)

Accommodations (Housing, Hotel, etc.) : \_\_\_\_\_ (1)

Restaurants and Bars : \_\_\_\_\_ (2)

Groceries : \_\_\_\_\_ (3)

Fuel and other Travel Expenses : \_\_\_\_\_ (4)

Local Transportation : \_\_\_\_\_ (5)

Admission/Fees : \_\_\_\_\_ (6)

Retail (Clothing, Goods, etc.) : \_\_\_\_\_ (7)

Set-up, Tent Rental, Fixture Rental : \_\_\_\_\_ (8)

Total : \_\_\_\_\_

End of Block: Default Question Block

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