



SURVEY OF CULTURAL ATTENDEES IN PALM BEACH COUNTY

One per party. Your answers are anonymous. **THANK YOU.**

1. Is this your first visit to this cultural organization? Yes No

2. Including yourself, how many people are visiting this activity in your immediate party today? (Do not count tour groups)

Adults: _____ Children (<age 18) _____

3. Please estimate the amount of money that **you and your immediate party** are spending in Palm Beach County **specifically as a result of this visit to this cultural activity**. Include spending before, during, and after the outing.

(If you are visiting from out of town, estimate only the portion of your spending that is **specific to this cultural activity**.)

- A. Admission/tickets to this cultural activity (e.g. ticket fees, membership dues) \$ _____
- B. Meals, drinks and/or snacks purchased here \$ _____
- C. Local meals/drinks/snacks before or after \$ _____
- D. Souvenirs, gifts, books, recordings, and/or art \$ _____
- E. Clothing/accessories specifically to attend/visit today \$ _____
- F. Local transportation (e.g. gas, parking, tolls, rental car, taxi/ride, bus - not air fare) \$ _____
- G. Child/elder-care specifically to attend/visit today \$ _____
- H. Overnight accommodations (e.g. hotel, motel, BnB, etc.) \$ _____
- I. Miscellaneous (Please specify): _____ \$ _____

4a. Check any websites you used to find cultural opportunities like this one in Palm Beach County.

- This organization's website
 ThePalmBeaches.com
 TripAdvisor.com
 Yelp
 Palmbeachculture.com
 SouthFlorida.com
 VisitFlorida.com

4b. Check any **social media platforms** you used to find cultural opportunities like this one in Palm Beach County.

- Facebook
 Instagram
 Twitter
 Snapchat
 Flickr
 LinkedIn

4c. Check any **other** ways you heard about cultural opportunities like this one in Palm Beach County.

- Brochure
 Printed mailer
 Newspaper
 Magazine
 Radio/Pandora
 TV
 Sign/banner
 Online ad
 Google
 Bing
 Word of mouth
 Hotel

5. If this cultural activity were **not** available, would you have traveled to someplace other than Palm Beach County in order to attend a similar cultural activity? (Check one)

- No, I would have **skipped** the activity altogether
 No, I would have **replaced** it with another cultural activity in Palm Beach County
 Yes, I would have **traveled to someplace else** to attend a similar cultural activity

6. How satisfied are you with...

Very Satisfied Neutral Very Dissatisfied

a. This cultural activity, event, or facility	5	4	3	2	1	N/A
b. Overall cultural activities in The Palm Beaches	5	4	3	2	1	N/A

7. What is the ZIP/postal code of your PRIMARY residence? ZIP/Postal code: _____

8. Which of the following describes your PRIMARY RESIDENCY?

- I am **NOT A RESIDENT** of Palm Beach County (primary residency is elsewhere) (Skip to Question 9)
 I am a **RESIDENT** of Palm Beach County (primary residence is here) (Continue with Question 8a)

8a. I live in Palm Beach County **FULL-TIME** OR I live in Palm Beach County **PART-TIME**

9. Your gender identity: Male Female I prefer to self-identify: _____

10. Your race/ethnicity: White/Caucasian Black/African American Hispanic/Latino Asian
 Multi-racial American Indian/Alaska Native Hawaiian/Pacific Islander Other

11. Your age: <18 18-24 25-34 35-44 45-54 55-64 65-74 75+

12. Your annual household income range: Less than \$40,000 \$40,000 - \$59,999 \$60,000 - \$79,999 \$80,000 - \$99,999 \$100,000 - \$119,999 \$120,000 or more

For NON-RESIDENTS of Palm Beach County ONLY

Please answer each question to the best of your ability.

13a. If you live in the U.S., what is your home state? _____ (Use abbreviation, e.g. OH, MA, NH, TX.)

13b. If you are visiting from outside the U.S., what is your home country? _____

14. How many times have you visited Palm Beach County during the past five years? (Check one)

- This is my first visit
 I have visited 1-2 times
 I have visited 3 or more times

15. How did you travel to Palm Beach County for this trip? (Check all that apply)

- Car
 Bus
 Boat
 Plane
 Train
 Other

16. When did you make your decision to visit this cultural activity? (Check one)

- Before arriving in Palm Beach County
 After arriving in Palm Beach County

17. To what degree were Palm Beach County's arts and cultural opportunities a factor in the decision to make this trip?

- A significant factor
 A contributing factor
 Not a factor at all

18. What is the PRIMARY REASON for this trip to Palm Beach County? (Check one)

- | | |
|---|--|
| <input type="checkbox"/> I am here specifically to visit this cultural activity/cultural site | <input type="checkbox"/> I am here to conduct business |
| <input type="checkbox"/> I am here specifically to experience Palm Beach County arts/culture | <input type="checkbox"/> I am attending a conference or convention |
| <input type="checkbox"/> I am here on a vacation/holiday | <input type="checkbox"/> I am here for sports or recreation |
| <input type="checkbox"/> I am here to visit family and/or friends | <input type="checkbox"/> I am here for a different reason |

19. How many days do you plan to spend in Palm Beach County on this trip (partial day=1)? # _____

20. Are you staying overnight in Palm Beach County as part of your trip?

- NO, I am not staying overnight in Palm Beach County at all during this visit **>> SKIP TO QUESTION 21**
 YES, I am staying overnight in Palm Beach County during this visit **>> Continue with Questions 20a-e**

20a. How many nights will your party spend in FREE lodging? (e.g., home of family/friends) # _____

20b. How many nights will your party spend in PAID lodging? (e.g. hotel, vacation rental) # _____

PAID LODGING ONLY:

20c. How many rooms/units will your party use each night in PAID lodging? # _____

20d. What is the average nightly rate your party will be charged per room/unit in PAID lodging? \$ _____

20e. Please check the type of PAID LODGING you used in Palm Beach County on this trip.

- Hotel/motel
 Airbnb, VRBO, HomeAway, etc.
 Campgrounds, RV, etc.
 Other

21. In addition to this cultural activity, how many other arts or cultural destinations have you attended (or plan to) in Palm Beach County during this trip? These may include cultural performances, museums, arts/science centers, zoos, historic sites, arts festivals, or nature preserves, for example. # _____

22. Please ESTIMATE how much your immediate travel party will spend on all purchases it will make in Palm Beach County during your entire trip. Include all overnight lodging, meals, drinks, admissions, activities, local transportation/parking, gifts, and souvenirs. Consider your entire "budget" for this trip, and include only an estimate of the dollars that you will spend in Palm Beach County. \$ _____
 Your best estimate is fine!

23. Do you anticipate visiting this cultural organization again in the future? Yes Maybe No

24. Do you anticipate visiting Palm Beach County again in the future? Yes Maybe No

Feel free to write any comments in the space below:



THANK YOU FOR YOUR PARTICIPATION!!