

## APPENDIX D

### 2003 FAIR SAINT LOUIS EVENT PATRON SURVEY

**The Great American Celebration on the Saint Louis Riverfront July 3, 4, 5, 2003**  
*2003 A Salute to Freedom*

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We are collecting information about Fair Saint Louis. Your answers are very important and will be used to help plan future Fairs.

How do you usually receive information about Fair Saint Louis? (Choose one)

Have you ever previously attended Fair Saint Louis (or the VP Fair)? (Choose one)

How many days do you usually attend Fair Saint Louis? (Choose one)

Besides yourself, how many other people did you attend the Fair with? (Choose one)

How do you travel to the Fair? (Choose one)

How much money do you typically spend on a single visit to the Fair? (Choose one)

On a scale of 1 to 6 (1 = not important to 6 = very important) how important is each of these factors in your decision to attend the Fair?

**Fireworks** 1  2  3  4  5  6

**Air Shows** 1  2  3  4  5  6

**To see a specific performer or concert** 1  2  3  4  5  6

**A fun activity with family and friends** 1  2  3  4  5  6

**Came to the Fair from out of town as a vacation** 1  2  3  4  5  6

**Educational exhibits** 1  2  3  4  5  6

**Food Court (exotic foods)** 1  2  3  4  5  6

How likely are you to notice advertising/sponsor signs on the Fairgrounds? (Choose one)

What is your age? (Choose one)

What is your gender? (Choose one)

What is your marital status? (Choose one)

How many children under the age of 18 live in your household? (Choose one)

Which of the following best describes your highest level of education completed? (Choose one)

Which of the following best describes your occupation? (Choose one)

Which of the following best describes your annual household income (combined income of you and your spouse/partner)? (Choose one)

What is your ZIP code?

Comments?  
**(Replies will be read after the Fair)**

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