



CAPITAL DISTRICT GARDEN & FLOWER SHOW VISITOR QUESTIONNAIRE

Survey Instruction: This survey helps us better serve you. Your response will be anonymous and kept strictly confidential. We will use only aggregate data.

1. Is this your first time visiting this event?
 No Yes (Skip to question #3)
2. (If No) How many years have you attended this event, including this year?
 2-5 11+
 6-10+ Do Not Recall
3. How did you hear about the Garden and Flower Show? (Check all that apply.)
 Radio – Which station _____
 Internet
 Website
 TV – Which station _____
 Newspapers – Which paper _____
 Group Sales Brochure
 Garden Party Invitation
 Postcard Mailing
 Price Chopper Ads
 Friend/Relative (word of mouth)
 Billboard
 Other _____
4. Are you a local resident or a visitor to this event?
 Local resident
 Visitor from out of the area
5. If a visitor, is the primary purpose for visiting this area to attend this event?
 Yes, primary purpose for my visit is the event
 No, other primary reason for visiting
6. How far did you travel to get to this event?
 0-10 miles 51-100 miles
 11-30 miles 101-250 miles
 31-50 miles 251+ miles
7. How many people are accompanying you to this event?
 Just myself 1 2 3 4+
8. How did you travel to this event? (Check all that apply.)
 Car Bus
 Train Plane
 Taxi Other (specify) _____
9. What is your Zip Code?

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10. Did you utilize the Garden Show website? Yes No
Did you find it informative? Yes No
11. Are you staying at a hotel/motel?
 Yes No
12. (If Yes) How many nights total do you plan on staying at the hotel/motel?
 1 night 2 nights 3+ nights
13. How much time do you plan to spend at the event?
 0-1 hour 1 full day
 2-4 hours More than 1 full day
 4-8 hours Don't know
 Other (specify) _____
14. What do you enjoy most about this event? (Check all that apply.)
 Location
 Garden Displays
 Gardening Vendors
 Cut flower Displays
 Kid's Activities
 Lectures/Speakers
 Plant Society & Educational Exhibitors
 Food and Beverage selection
 Cooking Demonstrations
 Designer Challenge Competition
15. Overall, how satisfied are you with the event? (5 meaning "very satisfied" and 1 meaning "very unsatisfied".)
 5-Very satisfied
 4-Satisfied
 3-Neutral
 2-Unsatisfied
 1-Very unsatisfied
 Don't Know-N/A
16. Do you plan on coming next year?
 Definitely
 Maybe
 Don't know
 No, why: _____
17. How much do you plan to spend at the event?
 \$0 - \$20 \$201 - \$300
 \$21 - \$50 \$301 - \$200
 \$51 - \$100 \$400+
 \$101 - \$200
18. Did you cast your ballot for your favorite:
Floral Display? Yes No
Garden Display? Yes No
19. Would you like to receive email updates for next year's show?
Email: _____

Thank you for sharing this information with us!
(Please feel free to use the reverse side of this questionnaire for additional comments.)

Please return this questionnaire to the Information Booth or mail to:
Northeast Show Promoters, 12 Avis Drive, Latham, NY 12110
www.gardenandflowershow.com