

# East Helena Valley Rodeo

**Q1. Are you a registered participant of the East Helena Valley Rodeo?**

Yes  No

**Q2. Are you a resident of Montana?**  Yes  No (Skip to Q4.)

**Q3. Do you reside in Lewis and Clark County, Montana?**

Yes (Skip to Q13. on back)  No (Skip to Q5.)

**Q4. In what state, province, or foreign country do you reside?**

**Q5. Is this your first time visiting the East Helena area?**  Yes  No

**Q6. Was attending this event your primary reason for being in the area?**  Yes  No

**Q7. For what other reasons are you visiting the area? (Check all that apply.)**

Vacation/recreation/pleasure  Just passing through  Business/convention/meeting  
 Visiting friends/relatives  Shopping

**Q8. For this event, how many nights did you spend in Montana?**

0 (Skip to Q11.)  1  2  3  4  5  6  7  8  9  10 or more

**Q9. Of your nights in Montana, how many did you stay in East Helena / Lewis and Clark County?**

0  1  2  3  4  5  6  7  8  9  10 or more

**Q10. In what type of accommodation(s) did you stay in East Helena / Lewis and Clark County? (Check all that apply.)**

Hotel/motel/bed & breakfast  Private campground  Resort/condominium  
 Rental cabin/home  Home of friend/relative  Guest ranch  
 Public land camping  Second home/cabin/condo  Vehicle in parking lot

**Q11. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in the East Helena / Lewis and Clark County area in each of the following categories. If you did not spend money in a category, please leave it blank.**

**ACCOMMODATIONS in East Helena / Lewis and Clark County**

**Hotel/rental home/bed & breakfast/cabin**

**Campground**

**FOOD in East Helena / Lewis and Clark County**

**Restaurant/bar**

**Groceries/snacks**

**TRANSPORTATION in East Helena / Lewis and Clark County**

**Gasoline/diesel**

**RETAIL/SERVICES in East Helena / Lewis and Clark County**

**Retail goods**

**Entertainment/recreation**

**Activities (rafting, horseback riding, bike rental, etc.)**

**Q12. How many people does the above spending represent (including yourself, i.e., your travel group/family size)?**

1  2  3  4  5  6  7  8  9  10  more than 10

*Continue on back...*

**Q13. What option best describes the group with whom you attended this event?**

- Self                       Immediate family                       Family & friends                       Business associates  
 Couple                       Extended family                       Friends                       Organized group/club

**Q14. Please select all the ages represented in your group:**

- 0-5 years                       11-17 years                       25-34 years                       45-54 years                       65-74 years  
 6-10 years                       18-24 years                       35-44 years                       55-64 years                       75 and over

**Q15. What best describes your annual household income? (in US dollars)**

- Less than \$20,000                       \$60,000 to \$79,999                       \$150,000 to \$199,999  
 \$20,000 to \$39,999                       \$80,000 to \$99,999                       \$200,000 and over  
 \$40,000 to \$59,999                       \$100,000 to \$149,999

**Q16. How long before this event did you make plans to attend?**

- The day of the event                       1-4 weeks before the event                       Over 6 months before the event  
 1-7 days before the event                       1-6 months before the event

**Q17. How did you hear about the East Helena Valley Rodeo? (Check all that apply.)**

- Word of mouth                       Posters                       E-mail from event planners                       Flyer  
 Newspaper                       Magazine                       Group or club                       Event website  
 Radio                       Direct mail                       Retail outlet                       Social media  
 Television                       Other website

**Q18. Please rate your satisfaction with the following aspects of the East Helena Valley Rodeo:**

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	N/A
Organization of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concessions available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of people at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sound system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage/directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q19. What is your age?**

**Q20. What is your gender?**  Male  Female

**Q21. When might you come to the East Helena Valley Rodeo again?**  
 Next year  Within 5 years  Never

**Q22. Please tell us what you liked about the East Helena Valley Rodeo.**

**Q23. Please tell us if there is anything you did not like about the East Helena Valley Rodeo.**

**Q24. What suggestions do you have for improvements to the event?**