

Survey No. 2 Globe-Miami Area Visitor Survey

Place No. _____ Date: _____ Time: _____

Thank you for agreeing to complete this survey. We have designed the survey to take approximately 10 minutes of your time to complete. The responses that you provide will help businesses and citizens in the Globe-Miami area improve the services and goods that they offer to visitors. Please mail this survey form to us in the attached business return envelope or leave it with the person who gave it to you.

1. In what city, state and/or country is your home? _____ zip code

2. If you have taken up temporary residence in Arizona, how many months do you plan to be in Arizona?

3. As you left your home on this trip, what communities or areas were to be your main destinations?

4. What were the main reasons you visited the Globe-Miami area during this trip? (Rank your top three, using 1 to indicate the most important, 2 to indicate the second most important and 3 to indicate the third most important)
- | | |
|---|--------------------------------------|
| _____ Just passing through the area | _____ To visit friends and family |
| _____ To visit historical sites or museums | _____ Business or work related |
| _____ Outdoor recreation- hiking, camping, etc. | _____ To follow the Old West Highway |
| _____ To visit Besh-Ba-Gowah | _____ To visit the Cobre |
| Valley Center for the Arts | |
| _____ To go to the Apache Gold Casino | _____ To visit Roosevelt Lake |
| _____ To visit Tonto National Monument | _____ To visit Boyce Thompson |
| Arboretum | |
| _____ On our way to the White Mountains | _____ To raft the Salt River Canyon |
| _____ To learn about American Indians | _____ To attend a festival or event |
| _____ Other, please specify: _____ | |

5. What were the main leisure activities that you engaged in during your stay in the Globe-Miami area? (check all that apply)
- | | | |
|---|---|---|
| <input type="checkbox"/> general sight seeing | <input type="checkbox"/> visiting historical areas | <input type="checkbox"/> visiting museums |
| <input type="checkbox"/> shopping | <input type="checkbox"/> attending festivals/events | |
| <input type="checkbox"/> looking at/buying art | <input type="checkbox"/> 4 wheeling | |
| <input type="checkbox"/> buying antiques | <input type="checkbox"/> swimming/water sports | |
| <input type="checkbox"/> hiking/walking/jogging | <input type="checkbox"/> golfing | |
| <input type="checkbox"/> boating/rafting | <input type="checkbox"/> star gazing | |
| <input type="checkbox"/> bicycling | <input type="checkbox"/> hunting | |
| <input type="checkbox"/> wildlife/bird watching | <input type="checkbox"/> camping | |
| <input type="checkbox"/> horseback riding | <input type="checkbox"/> picnicking | |
| <input type="checkbox"/> rock hounding | <input type="checkbox"/> other, please | |
| <input type="checkbox"/> picture taking | | |
| <input type="checkbox"/> fishing | | |
- specify: _____

6. Which of the following modes of transportation did you use during this trip? (check all that apply)
- | | | |
|--|-------------------------------------|---------------------------------|
| <input type="checkbox"/> own car | <input type="checkbox"/> rental car | <input type="checkbox"/> own RV |
| <input type="checkbox"/> rental RV | | |
| <input type="checkbox"/> airplane | <input type="checkbox"/> tour bus | <input type="checkbox"/> train |
| <input type="checkbox"/> bicycle | | |
| <input type="checkbox"/> other, please describe: _____ | | |

7. How much time did you spend in the Globe-Miami area on this trip? _____ hours OR _____ days
How many nights did you stay in the Globe-Miami area on this trip? _____ nights

8. During which times of day were you physically in the Cities of Globe or Miami? (check all that apply):

all day
 afternoon (noon to 3 p.m.)
 early morning (4 a.m. to 7 a.m.)
 morning (7 a.m. to 10 a.m.)
 p.m.)
 late morning (10 a.m. to noon)
 a.m.)

early
 late afternoon (3 p.m. to 6 p.m.)
 early evening (6 p.m. to 9 p.m.)
 night time (9 p.m. to 4 a.m.)

9. How many total nights have you spent away from home during this trip? _____ nights

10. How many total visits (including this one) have you made to Globe-Miami in the past two years? _____ trips

11. Do you plan to return to the Globe-Miami area? no yes
 Please share your reasons: _____

12. What local sites have you visited during your stay? (check all that apply)

- Cobre Valley Center for the Arts
- Besh-Ba-Gowah
- Gila County Historical Museum
- Apache Gold
- Casino
- Roosevelt Lake
- Historic
- downtown Globe-Miami
- Globe-Miami Chamber of Commerce
- Tonto National Monument
- Boyce Thompson Arboretum
- Antique and specialty
- shops
- National Forest/Wilderness area
- San Carlos Apache Cultural Center
- San Carlos Lake
- Old West
- Sheriff's Museum
- other, please specify: _____

13. Please indicate the no. of members of the party you are traveling with that can be described as follows:

- a. _____ total number in party
- b. _____ spouse or significant other
- c. _____ own children
- d. _____ other relatives
- e. _____ friends
- f. _____ tour group members
- g. _____ business associates
- h. _____ other, please

specify: _____

14. How many people in your party are:

- 17 years of age or younger? _____
- 18 to 35 years of age? _____
- 36 to 59 years of age? _____
- 60 years of age or older? _____

15. Please estimate your expenditures while in Globe-Miami on this trip:

These expenditures are for _____ people

These expenditures were for _____ hours or _____ days spent in Globe-Miami.

If you did not have an expenditure in one or more of these categories, please write '0' in the appropriate categories.

a. lodging name of lodging: _____ \$

b. restaurant food
 \$ _____

c. groceries
 \$ _____

d. gas
 \$ _____

- e. admission fees and donations
\$ _____
- f. gifts, apparel, other shopping
\$ _____
- g. public transportation
\$ _____
- h. other expenses
\$ _____

please describe other expenses: _____

16. Please estimate the amount for the following expenses if you have had them on this trip. If you did not have expenditures in one or more of these categories, please write '0' in the appropriate categories.

These expenses are for _____ people

- a. airfare (round-trip)
\$ _____
- b. vehicle rental
\$ _____
- c. tour package
\$ _____

17. Was there anything that you wanted to buy or do in the Globe-Miami area that you could not find or do?
o no o yes. If yes, describe:

Local businesses would like to have your suggestions as to what they or the community can do to better serve your needs.

18. Please rate your experience in local lodging/campgrounds (circle the appropriate choice):

	<u>excellent</u>	<u>very good</u>	<u>good</u>	<u>fair</u>	<u>poor</u>
Choice/variety of facilities	5	4	3	2	1
Cleanliness	5	4	3	2	1
Decor/furnishings	5	4	3	2	1
Heating/cooling	5	4	3	2	1
Noise level	5	4	3	2	1
Service	5	4	3	2	1
Value (quality for amount paid)	5	4	3	2	1

19. If you did not receive this survey at your place of lodging, can you please tell us where you stayed? _____

20. How would you rate local restaurants? (circle the appropriate choice)

	<u>excellent</u>	<u>very good</u>	<u>good</u>	<u>fair</u>	<u>poor</u>
Choice/variety of food	5	4	3	2	1
Cleanliness	5	4	3	2	1
Service	5	4	3	2	1
Decor	5	4	3	2	1
Value (quality for amount paid)	5	4	3	2	1
Hours/days of operation	5	4	3	2	1
Restrooms	5	4	3	2	1
Noise level	5	4	3	2	1
Segregated smoking area	5	4	3	2	1

21. Are these ratings for a specific restaurant? o no o yes. If yes, which one: _____

22. How would you rate local retail shops in the Globe-Miami area? (circle the appropriate choice)

	<u>excellent</u>	<u>very good</u>	<u>good</u>	<u>fair</u>	<u>poor</u>
Choice/variety of merchandise	5	4	3	2	1
Cleanliness	5	4	3	2	1

Appearance of displays	5	4	3	2	1
Appearance of building	5	4	3	2	1
Service	5	4	3	2	1
Value (quality for amount paid)	5	4	3	2	1

23. Are these ratings for a specific shop? no yes, if yes, which shop: _____

24. How would you rate any of the local attractions:

	<u>excellent</u>	<u>very good</u>	<u>good</u>	<u>fair</u>	<u>poor</u>
Quality of displays/views	5	4	3	2	1
Entertainment value	5	4	3	2	1
Cleanliness (include restrooms)	5	4	3	2	1
Maintenance of attraction	5	4	3	2	1
Service	5	4	3	2	1
Accessibility (ease of locating)	5	4	3	2	1
Parking	5	4	3	2	1
Hours/days of operation	5	4	3	2	1
Availability of unique gifts	5	4	3	2	1

25. Are these ratings for a specific attraction? no yes, if yes, which attraction: _____

26. What did you like best about the Globe-Miami area? (check all that apply)

- small town feeling
- cleanliness
- quiet, peaceful place
- friendly people
- mining town feel
- the history of the place
- the scenery
- the climate
- other, please describe: _____

27. What suggestions do you have for improving the Globe-Miami area? (check all that apply)

- improve road signs
- provide more parking
- keep stores open later
- clean up town
- improve how businesses treat customers
- provide better access to viewpoints
- provide more picnic areas
- provide better access to places to observe mining
- provide more restrooms
- other, please describe: _____

28. How did you first learn about Globe-Miami? (check all that apply)

- through friends or family
- through newspaper ads
- through a travel agent
- through a magazine: other, please describe: _____
- through roadside signs
- through a guide book
- through a newspaper article
- don't remember or are not sure
- through a brochure
- other, please describe: _____

29. Which of the following information sources did you use during your visit to the Globe-Miami area: (check all that apply)

- brochures, newsletters
- maps
- books, guides
- video tapes
- computer programs
- displays at visitor center
- staff at visitor center
- tours or interpretive programs
- audio tapes
- other, please describe: _____

30. Which of the following ways of providing information would you prefer? (check all that apply)

- written material
- staff to talk to
- video or computer program
- audio programs on cassette
- activities I can do myself
- talk/lecture/slide show
- self-explained exhibits
- other, please describe: _____

31. Which terms best describe the interests of members of your party: (check all that apply)

- game fan
 - history buff
 - antique collector
 - rock hound, amateur geologist
 - camper, climber
 - conservationist, nature or eco tourist
 - angler/fishing
 - gourmet, cooking or eating
 - water sports enthusiast
 - boating enthusiast
 - team sports enthusiast
 - skier, snow
 - craftsperson or artist
 - flight fiend: pilot, skydiver, hang glider
 - photographer
 - amateur astronomer
 - computer enthusiast/ hacker
 - collector of: _____
 - health & fitness enthusiast
- video
 - shopper
 - outdoors person- hiker,
 - golfer
 - hunter
 - book lover
 - music lover
 - movie aficionado
 - religious
 -
 - like to gamble
 - star gazer,
 - horseman or woman
 - gardener, flower lover
 - other:

32. Check the category that best describes your family's before tax income:
- a. less than \$15,000
 - b. \$15,001-30,000
 - c. \$30,001-40,000
 - d. \$40,001-60,000
 - e. \$60,001-80,000
 - f. \$80,001-100,000
 - g. over \$100,000

33. Would you describe members of your party as: (check all that apply)
- White
 - Asian or Pacific Islander
 - American Indian
 - African American
 - Hispanic
 - Other

34. Are there international visitors in your party? no yes If yes, from where: _____

35. Was the person or people who completed this survey male female both.

Thank you very much for participating in this survey!

Survey No _____