Visitor Survey

Site/Location: ____________________________             Date: __________________

1. Is this your first trip to Freedom’s Frontier National Heritage Area?
☐ Yes        ☐ No

2. How familiar are you with Freedom’s Frontier?
☐ Very familiar
☐ Somewhat familiar
☐ Not Sure
☐ Not Familiar

3. Is your trip to Freedom’s Frontier part of a:
☐ Day trip – Local resident
☐ Day trip – Out of town resident
☐ Overnight trip

3a. For overnight trips, what type of lodging did you use in the local area?
☐ Hotel, Motel, or Bed & Breakfast
☐ Campground
☐ Friends or relatives in the area
☐ Overnight outside local area

4. How long do you plan to stay in the local area?
   _____ hours if day trip   _____ nights if overnight trip

5. How much money are you likely to spend during this visit?
☐ $0 - $50
☐ $50 - $100
☐ $100 - $150
☐ $150 - $200
☐ over $200

6. How many people are in your travel party?
   _____ adults   _____ children (under 18)

7. What is the zip code of your permanent residence? (if outside the US, please indicate the country of residence) __________________________

8. How important were historical attractions in motivating you to make this trip?
☐ Primary reason for this trip
☐ One of the reasons for this trip
☐ Didn’t factor into why we took this trip

9. On a scale of 1-5, how influential were the following factors in motivating your decision to visit Freedom’s Frontier National Heritage Area?
   (5=Very influential, 4=Somewhat influential, 3=Neutral, 2=Not very influential, 1=Not at all influential)

   Website of Freedom’s Frontier
   ☐ ☐ ☐ ☐ ☐

   Other attraction’s Websites
   ☐ ☐ ☐ ☐ ☐

   Freedom’s Frontier Map
   ☐ ☐ ☐ ☐ ☐

   Advertising
   ☐ ☐ ☐ ☐ ☐

   Word of mouth
   ☐ ☐ ☐ ☐ ☐

   My own knowledge of the area
   ☐ ☐ ☐ ☐ ☐

   Other, please specify: ____________________________

10. Do you plan to visit other historic sites within Freedom’s Frontier?
    ☐ Yes        ☐ No

11. Are you likely to revisit Freedom’s Frontier during the next year?
    ☐ Yes        ☐ No

12. What is your highest completed educational level?
    ☐ High School
    ☐ Some college
    ☐ Bachelors’ degree or equivalent
    ☐ Masters’/Doctoral degree or equivalent

Providing your name & address is optional. Freedom’s Frontier will not sell, transmit or reveal any information you provide to third-party organizations.

Name __________________________________________

City, State, ZIP _________________________________

Phone _________________________________________

Address _______________________________________

Email _________________________________________

May we add you to our email list? ☐ Yes ☐ No