

## Mildura Show

Hi, My name is \_\_\_\_\_. Would you please spend 5 minutes of your time to complete this questionnaire with me? This questionnaire will help to identify and quantify the benefits of Mildura Show to the Mildura Region. The information you provide will be completely confidential and the results of the survey will only be released in aggregate form so that there is no chance of identifying any respondents.

### (01) Gender:

- 1.) Female
- 2.) Male

### (02) In which age bracket do you fall?

- 1.) 15 to 17
- 2.) 18 to 24
- 3.) 25 to 34
- 4.) 35 to 44
- 5.) 45 to 54
- 6.) 55 to 64
- 7.) 65 or more

(03) This question seeks to identify details about the region in which you live

### (03a) What is your postcode? - Mandatory

### (03b) What region is this in? - Mandatory

- 1.) Mildura
- 2.) Melbourne
- 3.) Other parts of Victoria besides Mildura
- 4.) Other states besides Victoria
- 5.) International

### (07a) How many nights do you intend to stay in Mildura during this visit? - Mandatory

*Local residents do not answer this questions.*

### (07c) How many days or part days did you attend or do you expect to attend the Mildura Show? -

Mandatory

(08) This question seeks to identify the expenditure that you made or will make during your visit to Mildura. Please include all spending made by you or likely to be made by you and all members of your family. Remember to include all payments made by cheques and credit cards. Include your best estimates if you are unsure of exact amounts.

### (08a) Accommodation (Include prepaid) - Mandatory

### (08b) Meals, food and drinks not included in your accommodation bill - Mandatory

### (08c) Event Tickets? (include advance bookings) - Mandatory

(08d) Other Entertainment Costs (eg. If going to other tourist attractions not connected to "Mildura Show" eg. Museum) Mandatory

### (08e) Transport in Mildura? (eg. Taxi fares, petrol, vehicle repairs, car hire) - Mandatory

### (08f) Personal services? (eg. Hairdressing, laundry, medical) - Mandatory

### (08g) Any other expenditures? (eg. Showbags)- Mandatory

### (09a) How many adults are included in these expenditure estimates? - Mandatory

### (09b) How many children are included in these expenditure estimates? - Mandatory

### (10) Would you have come to Mildura this year had Mildura Show not been held? - Mandatory

*If answer no, skip next 3 questions*

- 1.) Yes
- 2.) No
- 3.) Don't Know

### (11) If you were coming to Mildura in any case this year, was your visit an additional visit especially for Mildura Show? By additional visit we mean you came on an extra visit because of the event. -

Mandatory

**If answer yes, skip next 2 questions**

- 1.) Yes
- 2.) No

### (12) Since you were coming to Mildura in any case at this time of year, did you extend your stay because of Mildura Show – Mandatory. *If answer no, skip next question*

- 1.) Yes
- 2.) No

**(13) How many more nights did you stay? - Mandatory**  
*Answer only if you answered yes in Question 12.*

**(14) What was the primary reason for your attendance at the Mildura Show?**

- |                                      |  |
|--------------------------------------|--|
| 1.) Socialise with friends or family | 2.) Support community organisation/event |
| 3.) Enjoyment/relaxation             | 4.) Accompany partner                    |
| 5.) Fun and excitement               | 6.) Experience something different       |

**(15) How did you first find out about the Mildura Show?**

- |                                       |                                   |
|---------------------------------------|-----------------------------------|
| 1.) TV programs or advertising        | 2.) Radio programs or advertising |
| 3.) Newspaper advertising or articles | 4.) Internet                      |
| 5.) Friends or relatives              | 6.) Been there before             |

**(16) With whom did you attend the Mildura Show?**

- |  |                                       |
|--|---------------------------------------|
| 1.) Alone                                | 2.) Partner                           |
| 3.) Family Group                         | 4.) Friends or relatives and children |
| 5.) Friends or relatives but no children |                                       |

**(17) How many people, including yourself, accompanied you at the Mildura Show?**

- |       |       |            |                 |
|-------|-------|------------|-----------------|
| 1.) 1 | 2.) 2 | 3.) 3 to 5 | 4.) More than 5 |
|-------|-------|------------|-----------------|

**(18) Prior to this occasion, how many times have you been to the Mildura Show?**

- |       |       |       |            |                 |
|-------|-------|-------|------------|-----------------|
| 1.) 0 | 2.) 1 | 3.) 2 | 4.) 3 to 5 | 5.) More than 5 |
|-------|-------|-------|------------|-----------------|

**(19) On a scale of 1 to 5, where 1 represents very dissatisfied and 5 represents very satisfied, how satisfied were you with the Mildura Show?**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1.) 1 | 2.) 2 | 3.) 3 | 4.) 4 | 5.) 5 |
|-------|-------|-------|-------|-------|

**(20) What did you like least about the Mildura Show?**

- |                      |   |
|----------------------|---|
| 1.) Organisation     | 2.) Amenities (toilets etc)               |
| 3.) Catering         | 4.) Program                               |
| 5.) Parking          | 6.) Spectator comfort/Participant comfort |
| 7.) Nothing-all good |   |

**(21) What did you like best about the Mildura Show?**

- |                  |   |
|------------------|---|
| 1.) Organisation | 2.) Amenities (toilets etc)               |
| 3.) Catering     | 4.) Program                               |
| 5.) Parking      | 6.) Spectator comfort/Participant comfort |
| 7.) Everything   |   |

**(22) On a scale of 1 to 5, where 1 represents very unlikely and 5 represents very likely, how likely are you to attend the Mildura Show next time it is held?**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1.) 1 | 2.) 2 | 3.) 3 | 4.) 4 | 5.) 5 |
|-------|-------|-------|-------|-------|

**(23) On a scale of 1 to 5, where 1 represents very unlikely and 5 represents very likely, how likely are you to recommend the Mildura Show to friends and family?**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1.) 1 | 2.) 2 | 3.) 3 | 4.) 4 | 5.) 5 |
|-------|-------|-------|-------|-------|

**(24) On a scale of 1 to 5, where 1 represents very unlikely and 5 represents very likely, how likely are you to return to Mildura?**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1.) 1 | 2.) 2 | 3.) 3 | 4.) 4 | 5.) 5 |
|-------|-------|-------|-------|-------|