**Appendix**

**Visitor Shopping Survey**

Q1 Date:\_\_\_\_\_\_\_\_\_\_\_ Q2 Site:\_Outlet Malls/San Antonio

Q3 Gender: \_\_\_\_\_ Male (1) \_\_\_\_\_\_ Female (2)

Please name the place you call home:

City:\_\_\_\_\_\_\_\_\_\_\_\_\_\_Q4 State\_\_\_\_\_\_\_\_\_\_\_\_\_ Q5

Zip Code\_\_\_\_\_\_\_\_\_\_ Q6 Country\_\_\_\_\_\_\_\_\_\_\_Q7

Q8 Today, where did you begin your trip to the shopping outlets/San Antonio?

Please identify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q9 How did you travel from your home to the outlet malls/San Antonio today?

\_\_\_\_\_automobile (1) \_\_\_\_\_boat (2) \_\_\_\_\_tour bus (3) \_\_\_\_\_\_ airplane (4)

\_\_\_\_\_recreational vehicle (5) \_\_\_\_\_other, please describe\_\_\_\_\_\_\_\_\_\_\_ (6)

Q10 How many nights will you spend in this area during this trip?\_\_\_\_\_\_\_\_

Q11 If you stay over night, what accommodations do you use?

|  |  |
| --- | --- |
| 1. Hotel Motel |  |
| 2. Condominium |  |
| 3. Private home |  |
| 4. Campground/RV Park |  |

Q12 How many members are in your travel party? \_\_\_\_\_\_

Q13 How many children under 18 are on this trip with you? Please give number. \_\_\_\_\_

Q14 Please describe how you spend your time when you visit the outlet malls/San Antonio.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q15 Please tell me what you like best about your visit to the outlet malls/San Antonio.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q16 Please tell me how often do you visit the outlet malls/San Antonio.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q17 Below is a list of information sources that provide information about shopping in the United States please circle a number to indicate how important this information source is to you (1 means not important at all; 5 means extremely important).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Not important at all |  |  |  | Extremely important |
| 1 | Internet | 1 | 3 | 2 | 4 | 5 |
| 2 | Television advertising in your country | 1 | 3 | 2 | 4 | 5 |
| 3 | Newspapers in your country | 1 | 3 | 2 | 4 | 5 |
| 4 | National publications in your country | 1 | 3 | 2 | 4 | 5 |
| 5 | US Television advertising | 1 | 3 | 2 | 4 | 5 |
| 6 | US Newspapers | 1 | 3 | 2 | 4 | 5 |
| 7 | US National publications | 1 | 3 | 2 | 4 | 5 |
| 8 | Specialized magazines devoted to shopping | 1 | 3 | 2 | 4 | 5 |
| 9 | From friends and family | 1 | 3 | 2 | 4 | 5 |
| 10 | US tourism resources | 1 | 3 | 2 | 4 | 5 |

Q 18 Please indicate the amount spent by your party in the past 24 hours.

|  |  |  |
| --- | --- | --- |
|  | Product category | Money Spent in Texas |
| A | Lodging | $ |
| B | Restaurant/meals/beverages | $ |
| C | Grocery /Convenience stores | $ |
| D | Sports activities | $ |
| E | Admission fees to events; attractions | $ |
| F | Evening entertainment | $ |
| G | Ground transportation | $ |
| H | Apparel Shopping | $ |
| I | Other Shopping | $ |
| J | All other purchases | $ |

Q19 In what year were you born? \_\_\_\_\_\_\_\_\_\_\_\_

Q20 Are you the primary purchaser for your household? \_\_\_\_Yes (1) \_\_\_No (2)

Q21 What is the highest education level you have completed?

\_\_\_\_High school graduate (1) \_\_\_\_Technical School/Some College/ (2) \_\_\_\_College graduate (3)

\_\_\_\_Postgraduate Degree (4) \_\_\_\_Other, please describe \_\_\_\_\_\_\_\_\_\_(5)

Q22 What is your primary daily activity?

\_\_\_\_ Student (1) \_\_\_\_\_Retired (2) \_\_\_\_Unemployed(3) \_\_\_\_\_caregiver for family(4) \_\_\_\_\_Employed (5) (List Occupation) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q23 Please check the category that best represents your annual household income before taxes. Please include income from pensions, child support and investments.

|  |  |  |  |
| --- | --- | --- | --- |
| \_\_ < $20,000 (1) | \_\_\_ $20,000 - $49,999 (2) | \_\_\_ $50,000 - $79,999(3) | \_\_ $80,000 +(4) |

Your time is appreciated!

Thank you