

**25<sup>th</sup> ANNUAL SALEM APPLE BUTTER FESTIVAL  
OCTOBER 1-4, 2009  
SURVEY**

Please complete the following questions and give to any Salem Apple Butter Festival Committee member, drop in the survey box in the Salem Depot, or mail to: Salem Apple Butter Festival, PO Box 293, Salem, WV 26426

- How many years have you attended the Salem Apple Butter Festival?  
 first time       2-5 times       6-10 years       11-15 years       15+ times
- How many days do you plan to (or did you) attend the 2009 festival?  
 1 day       2 days       3 days       4 days
- The festival holds activities in the weeks prior to the festival. They are the Queen & Teen Queen Pageant (September 12) as well as the Talent Show Preliminaries (September 27). Please mark all that you attended:  
 Queen & Teen Queen Pageant       Talent Show Preliminaries  
 SIU Homecoming       Salem Apple Butter Festival
- Pertaining to our 2009 festival, rate the following:

| ITEM                            | Strongly dislike | Dislike | Neither like nor dislike | Like | Strongly Like |
|---------------------------------|------------------|---------|--------------------------|------|---------------|
| Entertainment Quality           | 1                | 2       | 3                        | 4    | 5             |
| Entertainment Variety           | 1                | 2       | 3                        | 4    | 5             |
| Craft Vendors                   | 1                | 2       | 3                        | 4    | 5             |
| Cleanliness of Festival Grounds | 1                | 2       | 3                        | 4    | 5             |
| Food Quality                    | 1                | 2       | 3                        | 4    | 5             |
| Food Variety                    | 1                | 2       | 3                        | 4    | 5             |
| Grand Parade                    | 1                | 2       | 3                        | 4    | 5             |
| Pet Show-Off                    | 1                | 2       | 3                        | 4    | 5             |
| Quilt Show                      | 1                | 2       | 3                        | 4    | 5             |
| Car Show                        | 1                | 2       | 3                        | 4    | 4             |
| Cartoon Headquarters            | 1                | 2       | 3                        | 4    | 5             |
| Fireworks                       | 1                | 2       | 3                        | 4    | 5             |
| Celebrity Auction               | 1                | 2       | 3                        | 4    | 5             |

Comments \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- What would you like added to our next festival?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Will you attend The Salem Apple Butter Festival next year?  
 If yes, how many days?       1 Day       2 Days       3 Days       4 Days       Yes       No

- Would you recommend the Salem Apple Butter Festival to a friend?  
 Why?       Yes       No  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

8. Entertainment Preference (As we plan for our 2010 festival, we would like to know your preferences)

MUSIC PREFERENCES

| MUSIC              | Strongly dislike | Dislike | Neither like nor dislike | Like | Strongly Like |
|--------------------|------------------|---------|--------------------------|------|---------------|
| Rock & Roll Oldies | 1                | 2       | 3                        | 4    | 5             |
| Classic Rock       | 1                | 2       | 3                        | 4    | 5             |
| Pop Rock           | 1                | 2       | 3                        | 4    | 5             |
| Classic Country    | 1                | 2       | 3                        | 4    | 5             |
| Country Rock       | 1                | 2       | 3                        | 4    | 5             |
| Today's Country    | 1                | 2       | 3                        | 4    | 5             |
| Gospel             | 1                | 2       | 3                        | 4    | 5             |
| Bluegrass          | 1                | 2       | 3                        | 4    | 5             |
| Blues              | 1                | 2       | 3                        | 4    | 5             |

OTHER \_\_\_\_\_  
 \_\_\_\_\_

OTHER ENTERTAINMENT PREFERENCES

| OTHER               | Strongly dislike | Dislike | Neither like nor dislike | Like | Strongly Like |
|---------------------|------------------|---------|--------------------------|------|---------------|
| Comedian            | 1                | 2       | 3                        | 4    | 5             |
| Juggling            | 1                | 2       | 3                        | 4    | 5             |
| Magician            | 1                | 2       | 3                        | 4    | 5             |
| Story Telling       | 1                | 2       | 3                        | 4    | 5             |
| Ventriloquist       | 1                | 2       | 3                        | 4    | 5             |
| Fireworks           | 1                | 2       | 3                        | 4    | 5             |
| Bingo               | 1                | 2       | 3                        | 4    | 5             |
| Petting Zoo         | 1                | 2       | 3                        | 4    | 5             |
| Children's Games    | 1                | 2       | 3                        | 4    | 5             |
| Trail Rides – Horse | 1                | 2       | 3                        | 4    | 5             |
| Trail Rides - Buggy | 1                | 2       | 3                        | 4    | 5             |

OTHER \_\_\_\_\_  
 \_\_\_\_\_

9. Tell us about yourself:

- A. Are you a festival  visitor  vendor  entertainer
- B. What is your age?  under 18  18-29  30-40  41-60  over 60
- C. Do you live in West Virginia?  Yes  No  
 If yes, which county?  Harrison  Doddridge  Other \_\_\_\_\_  
 If no, list state or country of residence \_\_\_\_\_

10. Other comments

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

**THANKS FOR SHARING YOUR THOUGHTS WITH US!**