



This survey is being conducted as part of a study to measure the impact of the horse industry on the economy of Genesee County. The study is sponsored by the Genesee County Agricultural Society, Inc. Participation is voluntary, but your cooperation in this effort will be extremely valuable. The survey should take approximately 10 minutes to complete. This 3-page survey is confidential – please do not use names/addresses/phone numbers.



Name of Event _____

Name of Venue: Genesee County Fairgrounds

Date of Event _____

1. I participated as (Please circle all that apply):

Spectator

Horse Exhibitor or Owner (Number of horses that you rode or owned _____)

Horse Trainer (Number of horses you trained _____)

Paid Staff / Management

Volunteer Staff

Other (please specify _____)

2. Did you travel to this area specifically for this event?

Yes

No

3. How far in advance did you plan for this event?

100 or More days

60-100 days

30-60 days

1-30 days

4. How many people, including yourself, are in your immediate travel party?

Adults, 18 & Over _____

Children, Infant to 17 years _____

5. Where is your principal residence (please circle one below) and your zip code? _____

Genesee County

In New York, outside of Genesee County

Other state

6. If you live within New York State, are any non-state visitors staying with you that are attending this show?

Yes

If Yes, how many? Adults, 18 & Over _____

Children, Infant to 17 years _____

No

7. If you are from outside of Genesee County, have you visited Genesee County before?

Yes

No

Not sure/ don't know

8. How many days will you stay in Genesee County during this visit? _____

8a. Will you be visiting anywhere else in Genesee County? (Museums, Hiking Trails, Amusement Parks)

Thinking about what you've spent so far and what you think you'll spend for the rest of your visit, what are your travel party's total expected expenses for this trip for following categories:
(please count all your spending by cash, checks, credit or debit cards. If you don't know for sure, give your best estimate rather than leaving it blank)

Category 1

	On site	In Genesee County and related to event but off site
a. Spectator admission fees, parking, and programs	\$ _____	\$ _____
b. Food and Drink	\$ _____	\$ _____
c. Lodging (hotels, motels, campsites)	\$ _____	\$ _____
d. Entertainment	\$ _____	\$ _____
e. Gifts, Souvenirs, Clothing etc.	\$ _____	\$ _____
f. Travel (gas, tolls, fares)	\$ _____	\$ _____
g. Car Rental	\$ _____	\$ _____
h. Other <i>(Please Describe)</i> _____	\$ _____	\$ _____
i. Sponsorship	\$ _____	\$ _____

Category 2

Event participant Rider, Owner, or Trainer:

a. Entry, registration, show fees	\$ _____	\$ _____
b. Stalls or boarding	\$ _____	\$ _____
c. Feeding and bedding	\$ _____	\$ _____
d. Horse care services (e.g. farrier, veterinary, grooming)	\$ _____	\$ _____
e. Tack and supplies	\$ _____	\$ _____
f. Other, horse related expenses (Please describe)	\$ _____	\$ _____

If you paid someone to transport your horse(s) to or from this event

- a. How much did it cost? \$ _____
- b. Where is this transport company located?
 - In Genesee County
 - In New York, but outside Genesee County
 - Outside of New York

If you stayed at a regional Hotel/Motel or Bed & Breakfast during your visit, where did you stay?

Hotel/Motel: _____
 City: _____ State: _____

The following questions apply to the individual filling out this survey:

12. Your age group:

- Under 25 years old
- 25-44 years old
- 45-64 years old
- 65 years old or older

13. Your education level:

Some high school or less
High school graduate
Some college or trade school
Bachelor's degree
Some graduate or graduate

14. Your gender

Male
Female

15. Your annual household income:

Less than \$50,000
\$50,000 to \$100,000
\$100,000 to \$149,000
\$150,000 or more

We thank you for your time and support to complete this survey. If you have any questions or concerns please contact Genesee County Agricultural Society, Inc.

Please return this form (all 3 pages) by sending it to:

Mail: GCAS, PO Box 355, Batavia, New York 14021

Email: agallo0718@gmail.com or suzy.duyssen@gmail.com

Fax: 585-768-9487 (please put Attn: Sue on it)