

Self-administered Technique

La Crosse Fairgrounds Speedway Questionnaire

- Q14) Marital Status 1) Single 2) Married 3) Divorced 4) Widowed 5) Separated
- Q15) Household Income Level: 1) Under \$20,000 2) \$20,001-\$40,000 3) \$40,001-\$60,000 4) Over \$60,000
- Q16) Who do you come to the races with most often? (Circle only one)
- 1) Self 2) Friends 3) Family 4) Significant Other 5) Co-Workers 6) Other (please specify)_____
- Q17) What other live sporting event do you attend the most? (Circle only one)
- 1) High School Sports 2) College Sports 3) Logger's Baseball 4) Air show 5) Other (please specify)

Thank you for your participation in our survey.

This survey is being conducted by University of Wisconsin-La Crosse students taking a business research course. The purpose of this survey is to understand the awareness of the Coulee Region Humane Society. All answers will be kept confidential. If you agree to take this survey it will only take a few moments to complete. For questions regarding this survey please contact: Professor Keith Sherony at 785-7101. Thank you.

Please check the box that corresponds with your answer

Q1) Before today, had you heard of the Coulee Region Humane Society?

Yes, proceed to Q2 (1)
 No, skip to Q5 (0)

Q2) Are you aware their facility moved from the La Crosse industrial park to Critter Court in Onalaska?

Yes (1)
 No (0)

Q3) Have you seen or heard advertisements for the Coulee Region Humane Society in any of the following media? (check all that apply)

a) Television
 b) Radio
 c) Newspaper
 d) Events
 e) Other Please specify: _____

Q4) Are you aware of the following services that the Coulee Region Humane Society provides? (check all that apply)

a) Animal Control
 b) Animal Adoption
 c) Animal surrender
 d) Behavior Assistance
 e) Pet Therapy
 f) Education

Q5) How important are these services to you?

	5: Very Important	4	3	2	1: Not Important	Don't Know
Animal Control						
Animal Adoption						
Animal Surrender						
Behavior Assistance						
Pet Therapy						
Education						
Microchip (pet ID)						
Foster Care (short in-home stays)						
Veterinarian Services						
Other (please state):						

Q6) Do you own a pet?

Yes (1)
 No (0)

For Q7-Q10, circle the answer that fits you.

Q7) How many miles did you travel to Sam's Club today?

(1) 0-10 (2) 11-20 (3) 21-30 (4) 31+

Q8) What is your gender?

(0) Male (1) Female

Q9) What is your age?

(1) 0-18 (2) 19-34 (3) 35-50 (4) 51-65 (5) 66+

Q10) What is your household income level?

(1) \$0-\$25,000 (2) \$25,001 - \$50,000 (3) \$50,001 - \$75,000
 (4) \$75,001 - \$100,000 (5) \$100,000+

Q11) What is your zip code: _____

Thank you for your time.

