

# 2018 River Jam Survey

Thank you for helping improve the River Jam Festival! For participating, your name will be entered into a raffle to receive a \$100 gift certificate to the downtown businesses of your choice.

## 1. Email Address

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## 2. Phone number (if you don't have an email address)

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## 3. What was your favorite part of River Jam?

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## 4. How could we improve River Jam for next year?

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## 5. Where do you currently live?

*Mark only one oval.*

- Biddeford/Saco
- Dayton/Lyman/Arundel/Alfred/Sanford and surrounding
- Old Orchard Beach
- Kennebunk/Kennebunkport
- Greater Portland area
- Other Part of Maine
- Outside of Maine

**6. Are you a UNE student?***Mark only one oval.*

- Yes  
 No

**7. Have you attended River Jam before?***Mark only one oval.*

- Yes  
 No

**8. After attending River Jam, are you more likely, less likely, or about the same to come back to downtown Biddeford and/or Saco?***Mark only one oval.*

- more likely  
 less likely  
 about the same

**9. About how much have you spent locally this weekend on food?***Check all that apply.*

- None  
 Less than \$20  
 \$20-\$40  
 More than \$40

**10. About how much have you spent locally this weekend on retail?***Check all that apply.*

- None  
 Less than \$20  
 \$20-\$40  
 More than \$40

**11. About how much have you spent locally this weekend on lodging?***Check all that apply.*

- None  
 Less than \$100  
 More than \$100

**12. How did you hear about River Jam? (please check all that apply)***Check all that apply.*

- HOB Newsletter or on Facebook
- Print ad or article
- TV Commercial
- Radio ads
- Posters/post cards/banners
- From a friend

**13. Demographic question (if you feel comfortable answering): Your age***Check all that apply.*

- Under 18
- 18-34
- 35-55
- 55+

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