

## **SAMPLE BROCHURE EVALUATION**

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Methodology: You should obtain the cooperation of a representative group of lodgings, attractions, and other businesses that are represented in your brochure. Have each of these businesses identify 1-2 staff members who will participate in the brochure distribution process.

1. Your goal is to obtain 200-300 usable surveys (min); you should expect to receive a 75% (.75) response rate. Therefore, to obtain 300 usable surveys, you should plan to survey 400 visitors.
2. Since you will be conducting an intercept survey, you should plan to do 40% of your interviews on Tuesdays and the remaining 60% on Saturdays. These should be conducted over the course of the season you are studying. So, you should plan to do approximately 40 interviews per week, 16 each Tuesday, and 24 each Saturday. It works best to survey every \_\_th person, rather than stop people who look interesting to interview.

## **BROCHURE EVALUATION SEQUENCE**

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You should obtain the cooperation of a representative group of lodgings, attractions and other businesses that are represented in your brochure. Have each of these businesses identify 1-2 staff members who will participate in the brochure distribution process.

Visitors/customers should be approached and asked:

1. Have you seen our brochure? **(the staff member should hold a copy in his/her hand)**

or

Have you seen our listing in the \_\_\_\_\_ brochure?

Yes \_\_\_\_\_ No \_\_\_\_\_

If the response is **no**, the staff person should point out where a copy can be obtained. He/she should check the appropriate box on the form (above), then place the survey form where it can be counted later.

However, if the response is **yes**, the staff person should ask the visitor to complete the following items and return the survey form to the front desk/cashier, before leaving the premises.

The following questions should be completed by those who responded “yes.”

2. Is this your first visit to \_\_\_\_\_ **(name of your area)**?
3. Where did you first see the brochure? **(check one response)**
- \_\_\_ a. at a rest stop/information booth/welcome center
  - \_\_\_ b. it was mailed directly to me at my home
  - \_\_\_ c. it was emailed to me
  - \_\_\_ d. I downloaded it from a website
  - \_\_\_ e. other \_\_\_\_\_ please describe
4. What impact did the brochure have upon your decision to visit/stay at/patronize this place of business? **(check one response)**
- \_\_\_ a. it convinced me to come here
  - \_\_\_ b. I had already decided to come and the brochure reinforced my decision
  - \_\_\_ c. the brochure had no influence on my decision
  - \_\_\_ d. the brochure filled me with doubts, but I decided to come here anyway
5. Please indicate your state of residence and zip code:  
state \_\_\_\_\_ zip \_\_\_\_\_

The staff member should inform the visitor where the survey is to be submitted.