

## APPENDIX 2:

### SURVEYS

#### Survey of Visitors to the Cheetah Conservation Fund (Please Complete One Survey Per Family)

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Your answers to this questionnaire will be an important part of a study of the economic impact of the Cheetah Conservation Fund. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate your taking the time to complete the form.

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1. In which Country do you live? \_\_\_\_\_
2. How did you learn about CCF? \_\_\_ Travel Agent, \_\_\_ media, \_\_\_ Website, \_\_\_ travel guide, \_\_\_ referred by friend, \_\_\_ road sign, \_\_\_ local information, \_\_\_ other (please list) \_\_\_\_\_

Please estimate your family's spending TODAY in the following categories. Please include ALL spending; for example, include dining and shopping at area restaurants and stores.

3. Travel N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
4. Food N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
5. Hotel or other lodging N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
6. Shopping & Gifts N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
7. Gasoline N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
8. Other Entertainment or Recreation N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
9. Other, please specify: \_\_\_\_\_ N\$ \_\_\_\_\_  
OR Your Currency? \_\_\_\_\_ (Which Currency?)
10. What percentage of this spending occurred in the Waterberg-Otjiwarongo area? \_\_\_\_\_%
11. How many family members, including children, are you traveling with today (in other words, how many people are included in the above spending)? \_\_\_\_\_

IF YOU DO NOT LIVE IN NAMIBIA, PLEASE ANSWER QUESTIONS 12-15 TO COMPLETE THE SURVEY

12. How many days will you be visiting Namibia? \_\_\_\_\_ days
13. How important was the Cheetah Conservation Fund in your decision to come to Namibia? (Please check ONLY ONE response)  
\_\_\_\_ It was the principal reason I came to Namibia  
\_\_\_\_ It was one of three or four reasons that I came to Namibia  
\_\_\_\_ It was mentioned in the tour information and looked interesting  
\_\_\_\_ It was not very important, because I would have come to Namibia anyway
14. How many extra days will you stay in Namibia because you are visiting the Cheetah Conservation Fund?  
\_\_\_\_ 0 days (visiting the Cheetah Conservation Fund has no effect on the length of my trip)  
\_\_\_\_ 1 day  
\_\_\_\_ 2 days or more (please list how many additional days \_\_\_\_\_)
15. How much value did the Cheetah Conservation Fund provide to your overall experience and enjoyment of Namibia?

Greatly increased to the value of my trip,  Moderately increased to my value of my trip,  
 Did not add value

**IF YOU LIVE IN NAMIBIA, PLEASE ANSWER QUESTION 16 IN ORDER TO COMPLETE THE SURVEY**

**16. If the Cheetah Conservation Fund did not exist, which of the following would you MOST likely do?  
(Please check ONLY ONE response)**

- Go to a different attraction in Namibia
- Go to an attraction in a different country
- Spend the money on something else

**THANK YOU VERY MUCH FOR YOUR ANSWERS TO THIS IMPORTANT SURVEY!**

# Survey of Visitors to the Rowe Bird Sanctuary

## (Please Complete One Survey Per Group)

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Your answers to this questionnaire will be an important part of a study of the economic impact of the Rowe Bird Sanctuary. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate your taking the time to complete the form.

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17. In which Country do you live? \_\_\_\_\_.
18. If you live in the United States, what is your zip code? \_\_\_\_\_.

Please estimate your family's spending TODAY in the following categories. Please include ALL spending; for example, include dining and shopping at area restaurants and stores.

19. Travel \$ \_\_\_\_\_
20. Food \$ \_\_\_\_\_
21. Hotel or other lodging \$ \_\_\_\_\_
22. Shopping & Gifts \$ \_\_\_\_\_
23. Gasoline \$ \_\_\_\_\_
24. Other Entertainment or Recreation \$ \_\_\_\_\_
25. Other, please specify: \_\_\_\_\_ \$ \_\_\_\_\_

26. What percentage of this spending occurred in the Kearney-Grand Island-Hastings area? \_\_\_\_\_%
27. How many people are included in the above spending? \_\_\_\_\_

**IF YOU DO NOT LIVE IN KEARNEY-GRAND ISLAND-HASTINGS AREA, PLEASE ANSWER QUESTIONS 12-14 TO COMPLETE THE SURVEY**

28. How many days will you be visiting the Kearney-Grand Island-Hastings area? \_\_\_\_\_ days
29. How important was the Rowe Bird Sanctuary in your decision to come to Kearney-Grand Island-Hastings area? (Please check ONLY ONE response)
- \_\_\_\_ It was the principal reason I came to the area
- \_\_\_\_ It was one of three or four reasons that I came to the area
- \_\_\_\_ It was mentioned in local visitors guides and looked interesting
- \_\_\_\_ It was not very important, because I would have come to area anyway
30. How many extra days will you stay in Kearney-Grand Island-Hastings area because you are visiting the Rowe Bird Sanctuary?
- \_\_\_\_ 0 days (visiting the Rowe Bird Sanctuary Fund has no effect on the length of my trip)
- \_\_\_\_ 1 day
- \_\_\_\_ 2 days or more (please list how many additional days \_\_\_\_\_)

**IF YOU LIVE IN THE KEARNEY-GRAND ISLAND-HASTINGS AREA, PLEASE ANSWER QUESTION 15 IN ORDER TO COMPLETE THE SURVEY**

31. **If the Rowe Bird Sanctuary did not exist, which of the following would you MOST likely do? (Please check ONLY ONE response)**

**View the Cranes at another location in the Kearney-Grand Island-Hastings area.**

**Go to a different attraction in the Kearney-Grand Island-Hastings area.**

**Go to an attraction in a different area**

**Spend the money on something else**

**THANK YOU VERY MUCH FOR YOUR ANSWERS TO THIS IMPORTANT SURVEY!**

## Survey of Volunteers and Students coming to the Cheetah Conservation Fund

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Your answers to this questionnaire will be an important part of a study of the economic impact of the Cheetah Conservation Fund. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate your taking the time to complete the form.

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1. In which Country do you live? \_\_\_\_\_.
2. How did you learn about CCF? \_\_\_ Travel Agent, \_\_\_ media, \_\_\_ website, \_\_\_ travel guide, \_\_\_ referred by friend, \_\_\_ road sign, \_\_\_ local information, \_\_\_ other (please list) \_\_\_\_\_.

Please estimate your spending during your stay in Namibia in the following categories. Please include ALL spending; for example, include dining and shopping at area restaurants and stores – but not including any money paid directly at CCF.

3. In country Travel N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
4. Food N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
5. Hotel or other lodging N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
6. Shopping & Gifts N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
7. Gasoline N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
8. Other Entertainment or Recreation N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
9. Other, please specify: \_\_\_\_\_ N\$ \_\_\_\_\_ OR Your Currency? \_\_\_\_\_ (Which Currency?)
10. What percentage of this spending occurred in the Waterberg-Otjiwarongo area? \_\_\_\_\_ %
11. How many people are included in the above spending? \_\_\_\_\_

IF YOU DO NOT LIVE IN NAMIBIA, PLEASE ANSWER QUESTIONS 12-14 TO COMPLETE THE SURVEY

12. How many days did you visit Namibia? \_\_\_\_\_ days
13. How important was the Cheetah Conservation Fund in your decision to come to Namibia? (Please check ONLY ONE response)  
\_\_\_\_ It was the principal reason I came to the area  
\_\_\_\_ It was one of three or four reasons that I came to the area  
\_\_\_\_ It was not very important, because I would have come to area anyway
14. How many extra days did you stay in Namibia area because you were visiting the Cheetah Conservation Fund?  
\_\_\_\_ 0 days (visiting the Cheetah Conservation Fund had no effect on the length of my trip)  
\_\_\_\_ 1 day  
\_\_\_\_ 2 days or more (please list how many additional days \_\_\_\_\_)
15. After your visit to Cheetah Conservation Fund, what do you think your future relationship with the Cheetah Conservation Fund will be?  
\_\_\_\_ Become a Donor, \_\_\_\_ Become an Advocate, \_\_\_\_ Follow CCF with Interest, \_\_\_\_ No relationship

**THANK YOU VERY MUCH FOR YOUR ANSWERS TO THIS IMPORTANT SURVEY!**

## Survey of Volunteers of the Rowe Bird Sanctuary

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Your answers to this questionnaire will be an important part of a study of the economic impact of the Rowe Bird Sanctuary. Your answers will be completely CONFIDENTIAL and ANONYMOUS. We appreciate your taking the time to complete the form.

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1. In which Country do you live? \_\_\_\_\_.
2. If you live in the United States, what is your zip code? \_\_\_\_\_.

Please estimate your spending during your stay in the Kearney-Grand Island-Hastings area in the following categories. Please include ALL spending; for example, include dining and shopping at area restaurants and stores – but not including any money paid directly at Rowe Bird Sanctuary.

3. Travel \$ \_\_\_\_\_
4. Food \$ \_\_\_\_\_
5. Hotel or other lodging \$ \_\_\_\_\_
6. Shopping & Gifts \$ \_\_\_\_\_
7. Gasoline \$ \_\_\_\_\_
8. Other Entertainment or Recreation \$ \_\_\_\_\_
9. Other, please specify: \_\_\_\_\_ \$ \_\_\_\_\_
10. What percentage of this spending was in the Kearney-Grand Island-Hastings area? \_\_\_\_\_ %
11. How many people are included in the above spending? \_\_\_\_\_

**IF YOU DO NOT LIVE IN KEARNEY-GRAND ISLAND-HASTINGS AREA, PLEASE ANSWER QUESTIONS 12-14 TO COMPLETE THE SURVEY**

12. How many days are you visiting the Kearney-Grand Island-Hastings area? \_\_\_\_\_ days
13. How important was the Rowe Bird Sanctuary in your decision to come to Kearney-Grand Island-Hastings area? (Please check ONLY ONE response)  
 It was the principal reason I came to the area  
 It was one of three or four reasons that I came to the area  
 It was mentioned in local visitors guides and looked interesting  
 It was not very important, because I would have come to area anyway
14. How many extra days are you staying in Kearney-Grand Island-Hastings area because you are visiting the Rowe Bird Sanctuary?  
 0 days (visiting the Rowe Bird Sanctuary has no effect on the length of my trip)  
 1 day  
 2 days or more (please list how many additional days \_\_\_\_\_)

**THANK YOU VERY MUCH FOR YOUR ANSWERS TO THIS IMPORTANT SURVEY!**