APPENDIX 2:

SURVEYS

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

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.

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)

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.

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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td>$______</td>
</tr>
<tr>
<td>Food</td>
<td>$______</td>
</tr>
<tr>
<td>Hotel or other lodging</td>
<td>$______</td>
</tr>
<tr>
<td>Shopping &amp; Gifts</td>
<td>$______</td>
</tr>
<tr>
<td>Gasoline</td>
<td>$______</td>
</tr>
<tr>
<td>Other Entertainment or Recreation</td>
<td>$______</td>
</tr>
<tr>
<td>Other, please specify:</td>
<td>$______</td>
</tr>
</tbody>
</table>

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

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.

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

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.

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!