



2010 Strawberry Hill Races Customer Survey

As a Strawberry Hill Races customer, you have a unique perspective on the event and what makes it special. Please take a few moments to answer the following questions so that we may improve and plan for future events. Upon receipt of your comments, you will be entered into a drawing to win a **FREE Carload Pass** for the 2011 Races.

Demographic information:

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

If using a P.O. Box, physical address zip code: _____

Your Age Range:

____ 18 – 24
____ 25 – 34
____ 35 – 44
____ 45 – 54

____ 55 – 59
____ 60 – 64
____ 65 or over

Ethnic Origin:

____ African-American ____ Hispanic
____ Asian ____ Other
____ Caucasian

What is the last grade you completed in school?

____ Some grade school ____ Some high school ____ Graduated high school ____ Technical/Vocational
____ Grad School/Professional ____ Some college ____ Graduated college

Household Income: (Optional)

____ Under \$20,000 ____ \$20,000 - 39,999 ____ \$40,000 - \$59,999 ____ \$60,000 - \$79,999
____ \$80,000 - \$99,999 ____ \$100,000 - \$124,999 ____ \$125,000 - \$174,999 ____ \$175,000 +

About the Races:

How many years have you attended the Races? _____

Did you purchase a: ____ Carload Pass ____ Shuttle Pass ____ Limousine Pass ____ Busload Pass
____ Rail Space ____ SkySuite ____ Corporate Row Tent ____ University Green ____ Non-Profit Tent
____ Jockey Club Champions Package for Four ____ Jockey Club Winners Package for Two

If Rail Space, how many years have you had your own space _____?

If you hosted a Rail Space picnic, please estimate the number of people at your party _____

Please estimate the percentage of guests at your space, in your carload or group that are:

Female _____ %
Male _____ %
100%

What is the age range of the other guests at your space, in your carload or group?

(Insert the total number of persons for that age range in all that apply)

____ 2 & under ____ 18 – 24 ____ 55 – 59
____ 3 – 6 ____ 25 – 34 ____ 60 – 64
____ 7 – 11 ____ 35 – 44 ____ 65 or over
____ 12 – 17 ____ 45 – 54

Did you monitor the race call of the Strawberry Hill Races on 88.7 FM? ____ Yes ____ No

Do you realize that the Strawberry Hill Races are a SFVA event which benefits the State Fair of Virginia Scholarship Program? ____ Yes ____ No

Did you attend any of the Race Week Events? Yes No

If so, which event(s)? (Please circle all that apply)

Richmond Ride, May 9

Richmond Ski Club Sizzling Summer Kickoff, May 11

Sushi Stampede, May 12

Martinis for Mutts & Cocktails for Cats May 13

Where do you learn about the Strawberry Hill Races? (Please circle all that apply)

Brochure Radio Television Style Weekly Richmond Magazine Facebook

Strawberry Hill Races website Richmond Times-Dispatch Richmond.com Word of mouth

Other website _____ Other _____

Which of the following Strawberry Hill Races sponsors did you notice, either during the race, or through the Races marketing and website? (Please circle all that apply)

Virginia College Savings Plan NHance Schettine & Nguyen Budweiser Select

Richmond Times Dispatch WRIC TV8 Y101 Mix 103.7 96.5 KLR K95

How did the race date changing from mid-April to mid-May affect your planning for this year's Strawberry Hill Races?

Did you participate in pari-mutuel wagering on simulcast races at Colonial Downs? Yes No

Do you like having the option of pari-mutuel wagering on simulcast races at The Strawberry Hill Races?
 Yes No

Did you purchase merchandise or food/beverage at the Races? Yes No

What kind of merchandise or food/beverage would you like to purchase at the Races?

If attended in previous years, what is the biggest change you have noticed?

How would you improve or change the Strawberry Hill Races?

What theme would you like to see at the Strawberry Hill Races?

Are you interested in receiving information on sponsorship, program advertising, or corporate hospitality for 2011? Yes No

Have you been to the State Fair of Virginia? Yes No If yes, when was your last visit? _____

Have you been to the Meadow Highland Games & Celtic Festival (formerly the Richmond Highland Games & Celtic Festival)? Yes No If yes, when was your last visit? _____

Would you like to receive our E-Newsletter with upcoming events and news from SFVA & The Meadow Event Park? Yes No Email Address _____

Note we do not sell or otherwise distribute our mailing list. Must be age 13 or older

Zip Code _____

Thank you for taking time to participate. Mark your calendars now for the 79th Running of the Strawberry Hill Races – May 21, 2011 at Colonial Downs



Please return by **June 25, 2010** to:
Strawberry Hill Races Survey
P.O. Box 130
Doswell, Virginia 23047
Fax: (804) 477-8216

