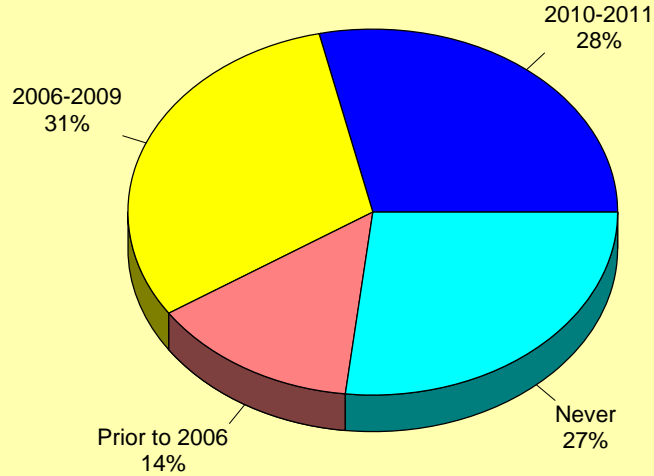


### Q1. When Was the MOST RECENT YEAR(S) You And/Or Members of Your Household Visited the Botanical Center?

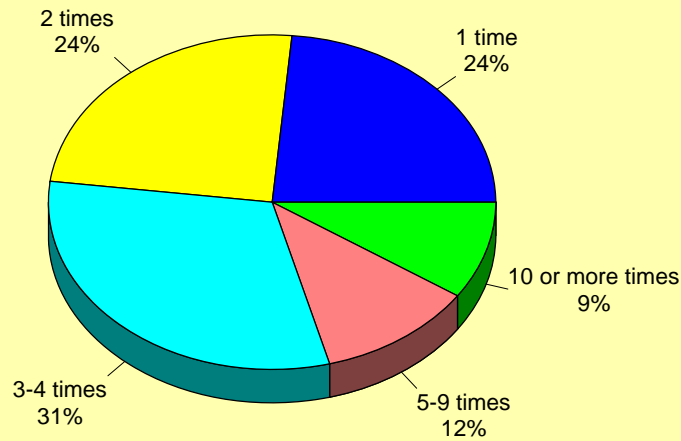
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (August 2011)

### Q2. Amount of Times Respondent Households Have Visited the Botanical Center in the Past 5 Years

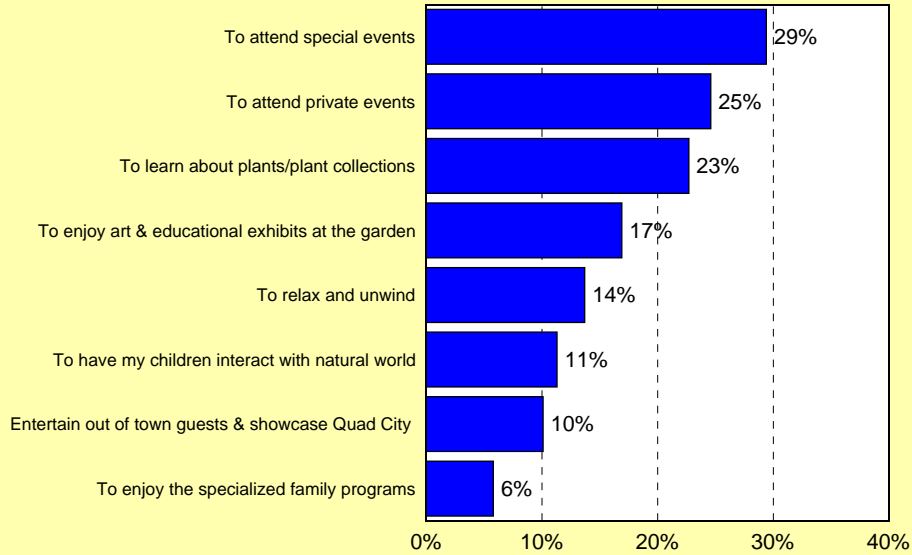
by percentage of respondents who indicated that they have visited the Botanical Center (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (August 2011)

### Q3. TWO Major Reasons Respondent Households Visit the Quad City Botanical Center

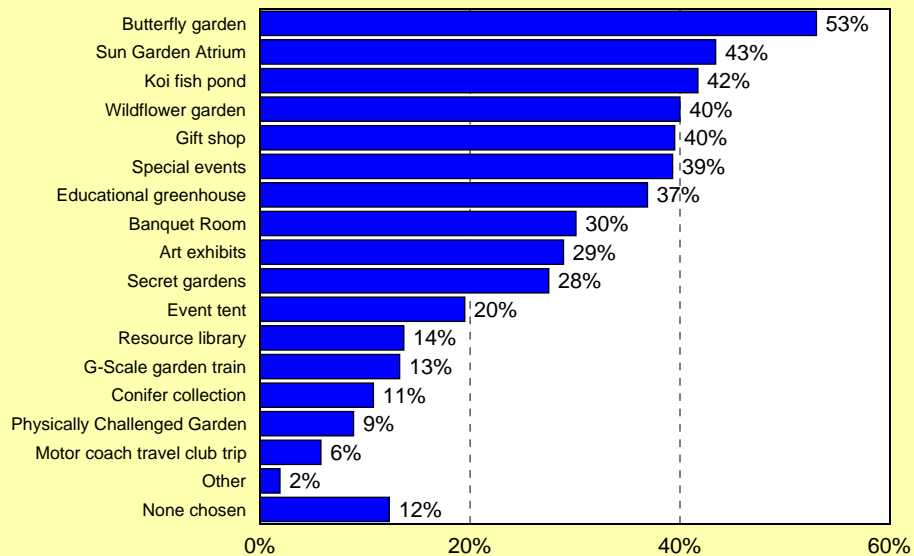
by percentage of respondents who indicated that they have visited the Botanical Center  
(multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2011)

### Q4. ALL Facilities & Programs Respondent Households Have Used at the Quad City Botanical Center

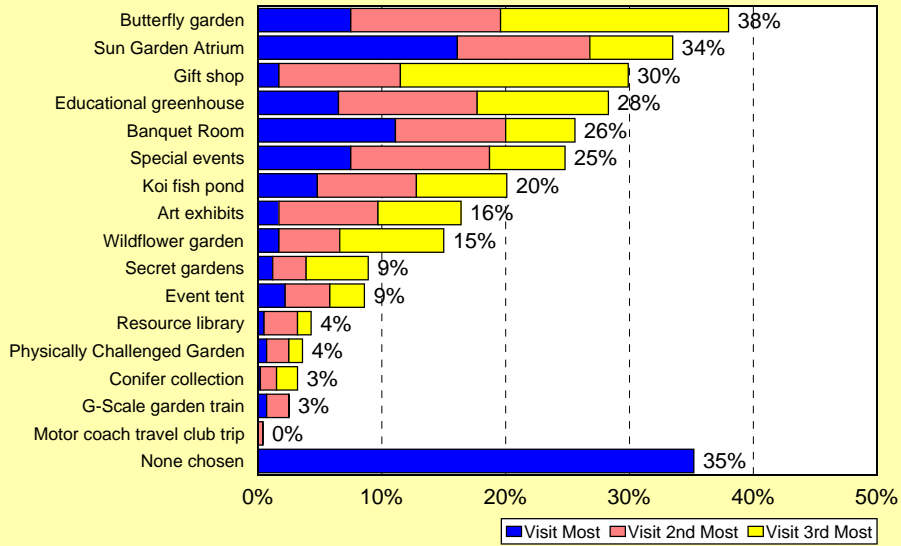
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2011)

### Q5. THREE Exhibits That Respondent Households Indicated They Have Visited the Most Often

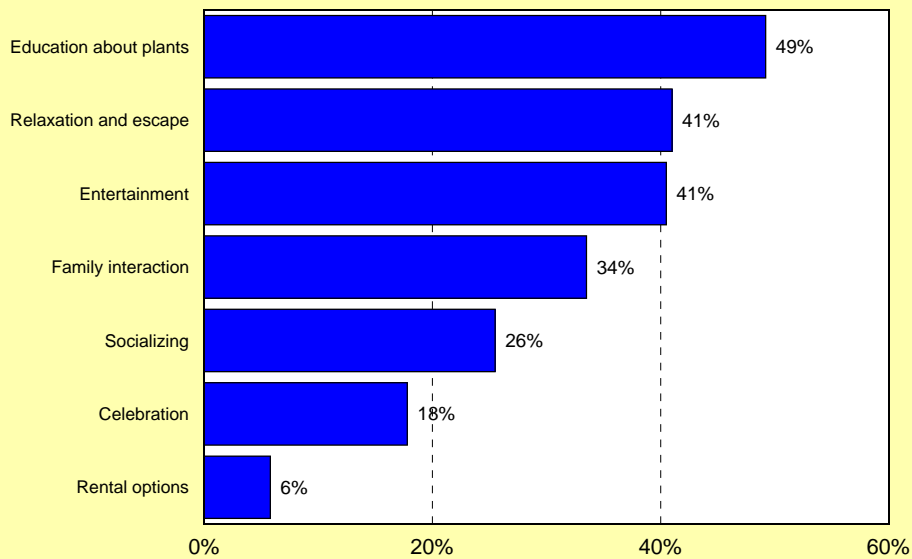
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (August 2011)

### Q6. THREE Most Important Experiences Respondent Households Gain From Visiting the Quad City Botanical Center

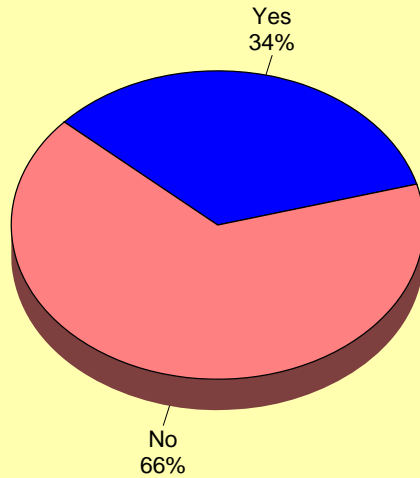
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2011)

**Q7. Did You Know that the Quad City Botanical Center is Governed By a Non-Profit Organization of Local Citizens and Does Not Receive Any Local Tax Dollars?**

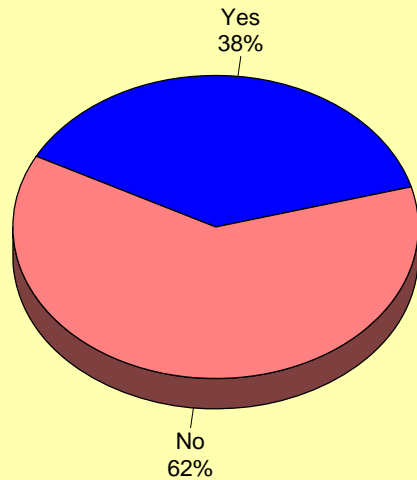
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (August 2011)

**Q8. Did You Know that Membership at Quad Cities Botanical Center is Open to Any Resident of Iowa or Illinois in the Greater Quad City Area, and That Members at the Quad City Botanical Center Receive Free Admission to the Center and Many Other Privileges?**

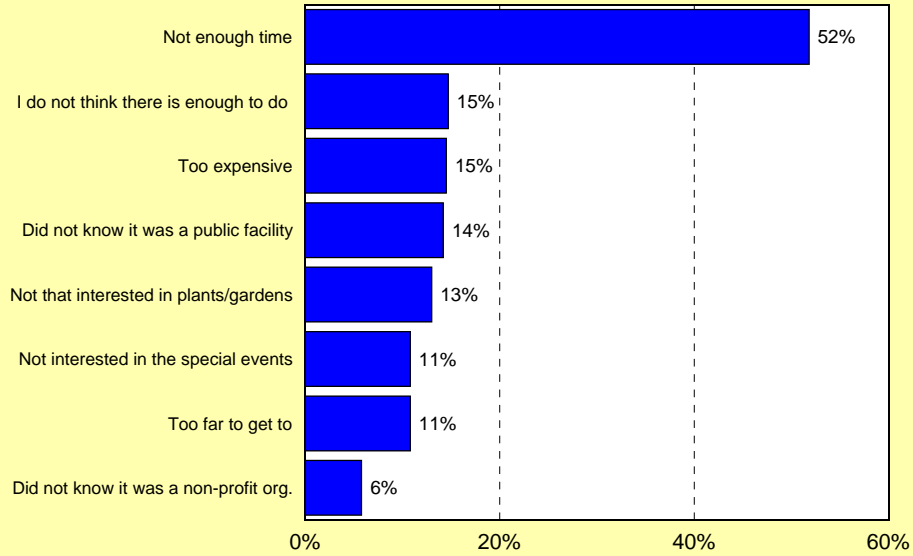
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (August 2011)

**Q9. ALL Reasons Respondent Household Has Not Used the Botanical Center or Reasons Respondent Household Does Not Use the Botanical Center More Often**

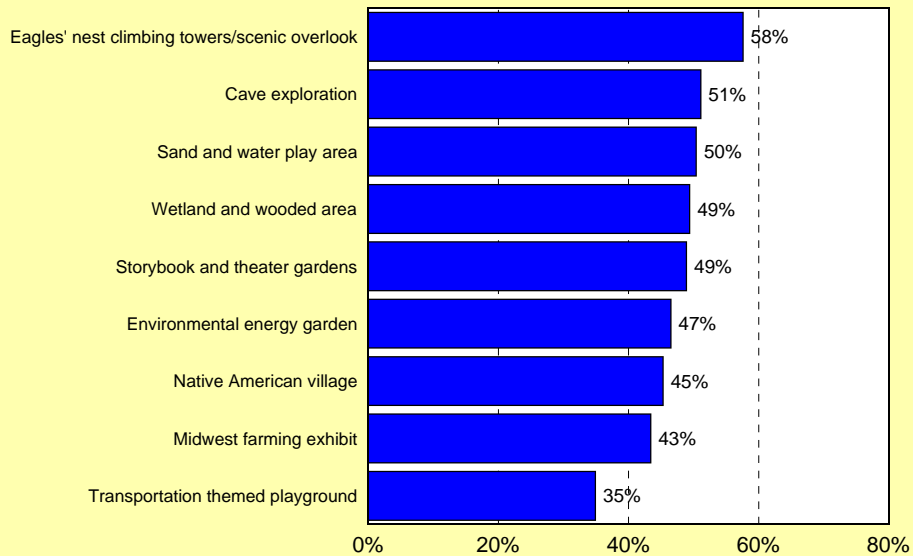
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2011)

**Q10. ALL the Attractions Respondents Would Visit With Their Children If the Quad City Botanical Center Developed a Special CHILDREN'S GARDEN**

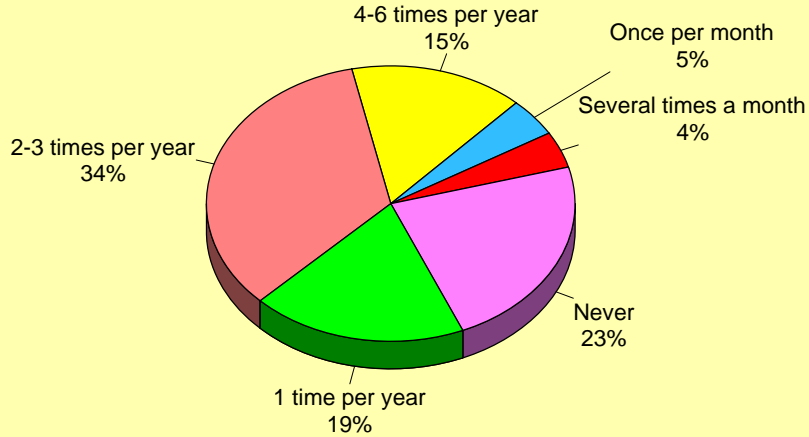
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2011)

**Q11. How Often Would You Visit the Botanical Center if they Built a CHILDREN'S GARDEN and It Had the Features Most Important to Your Household?**

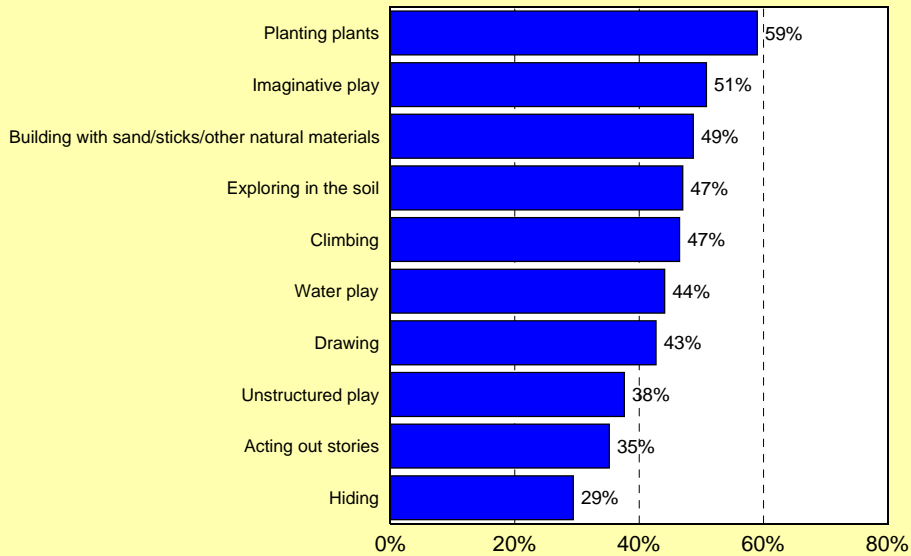
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (August 2011)

**Q12. ALL the Experiences Respondents Would Like Added to Their Child's Life**

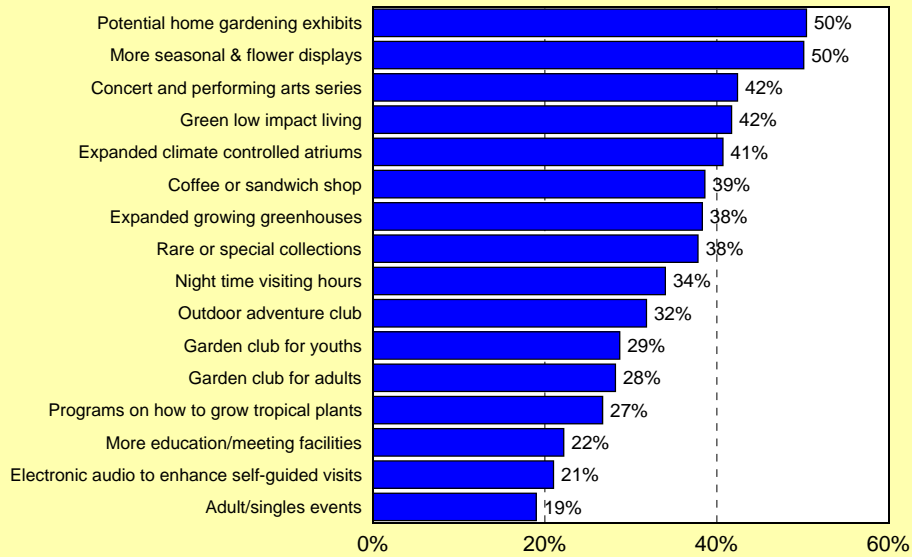
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2011)

### Q13. ALL the Exhibits, Facilities, and Programs that Respondents Would Visit or Use At the Botanical Center

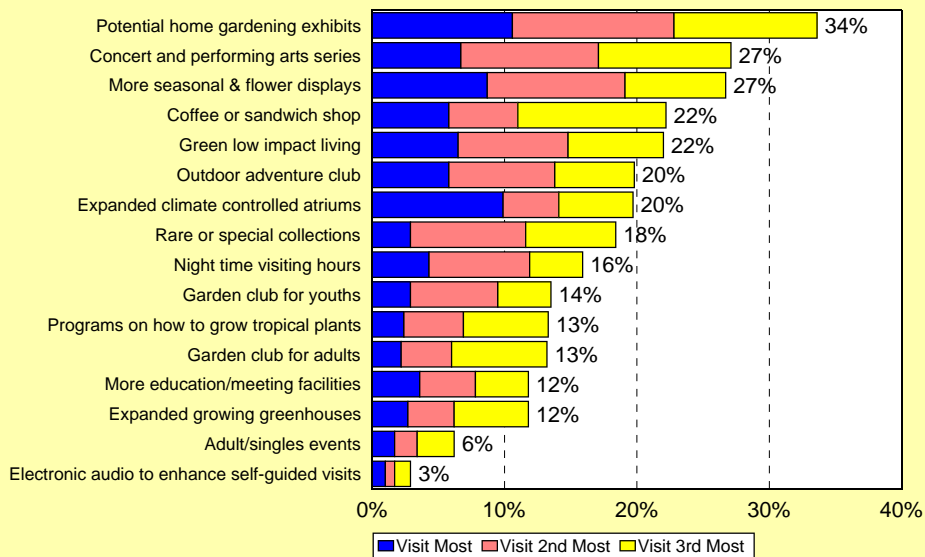
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2011)

### Q14. Which THREE Exhibits, Facilities and Programs Respondents Would Visit or Use the Most Often

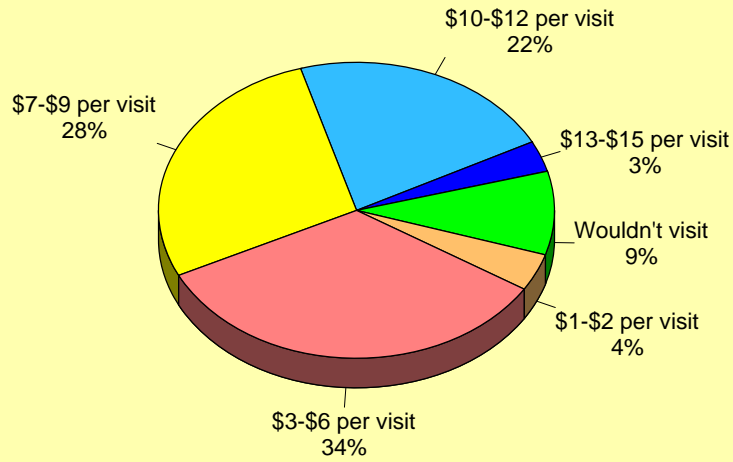
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (August 2011)

**Q15. Maximum Amount Respondent Would Be Willing to Pay For An Adult Admission Pass If the Improvements Made to the Quad City Botanical Center Included Those Things That Are Most Important to You and Your Family**

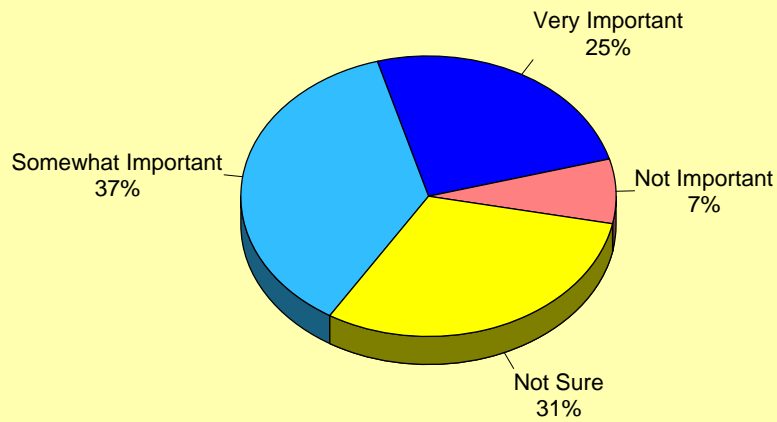
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (August 2011)

**Q16. How Important Do You Think It Is to Expand the Botanical Center?**

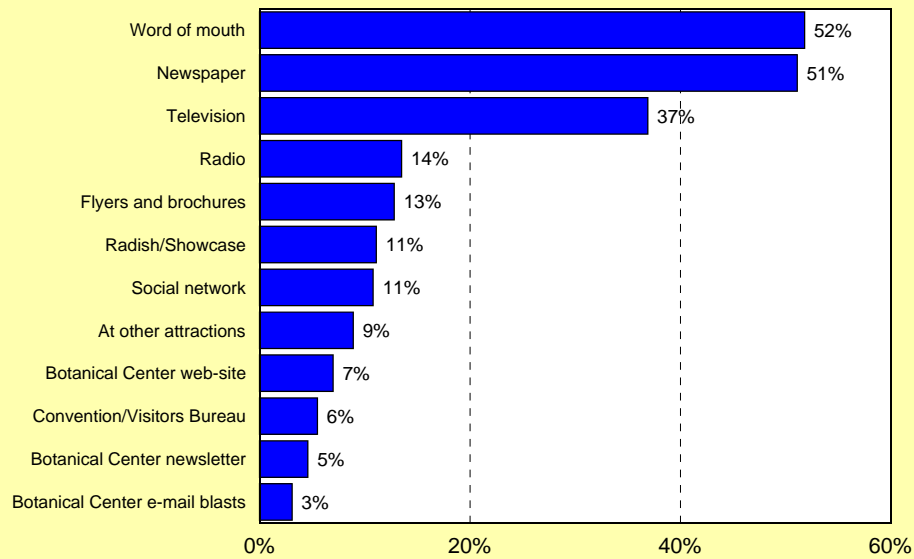
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (August 2011)

## Q17. ALL the Ways Respondents Learn About the Quad City Botanical Center

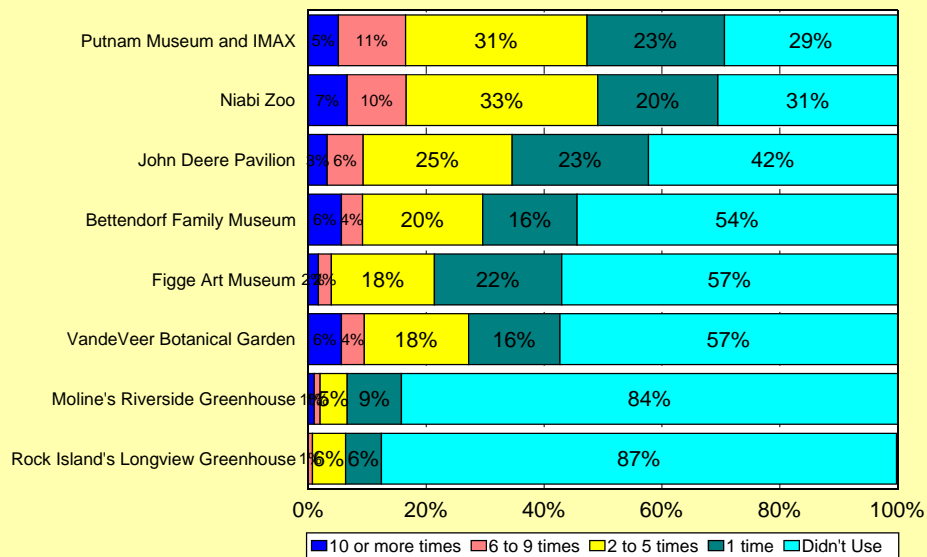
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2011)

## Q18. How Often Respondents Have Visited Each of the Quad City Facilities Listed Over the Past THREE Years

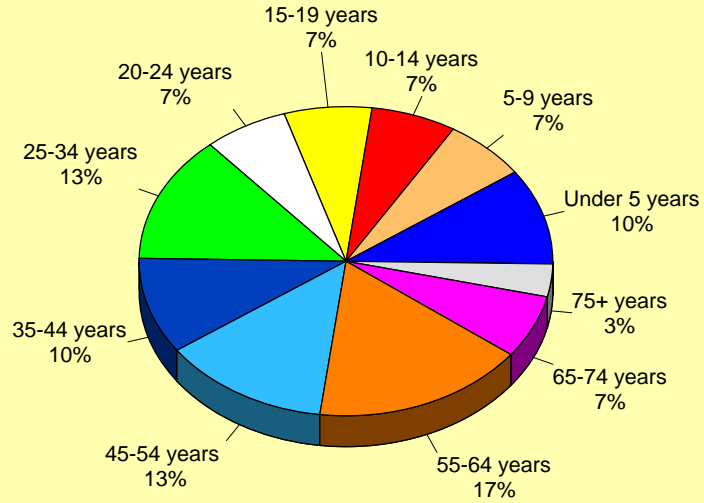
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (August 2011)

### Q19. Demographics: Ages of People in Household

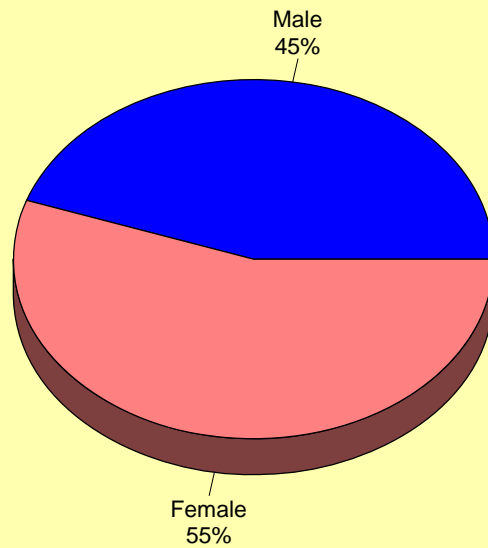
by percentage of household occupants



Source: Leisure Vision/ETC Institute (August 2011)

### Q20. Demographics: Gender of Respondent

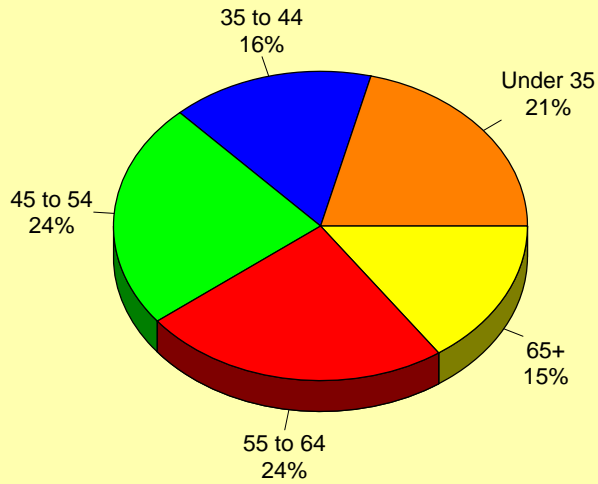
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2011)

### Q21. Demographics: Age of Respondents

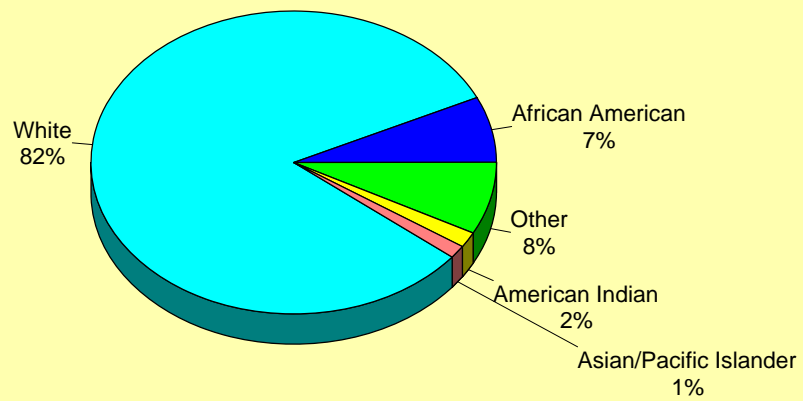
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2011)

### Q22. Demographics: Ethnicity

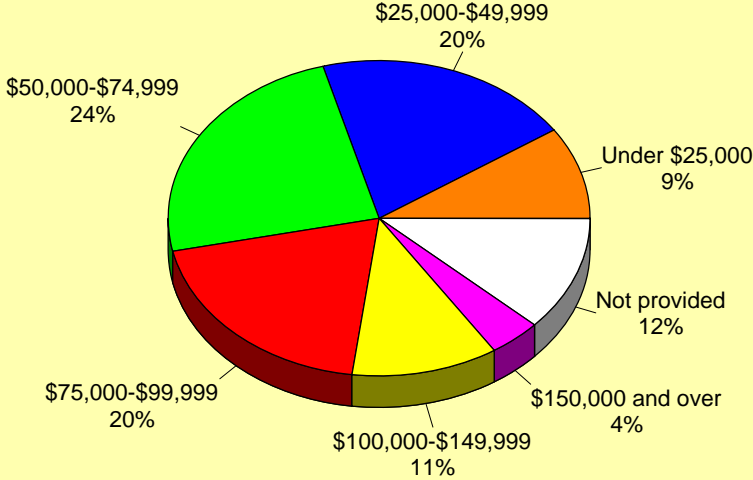
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2011)

### Q23. Demographics: Annual Household Income

by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2011)