



# GOLDEN SHOE CAMPAIGN

## Post-Campaign Evaluation Survey

You have received this survey because you identified yourself as having walked a Golden Shoe route. Please take the time to answer these questions so we can evaluate the outcomes of the campaign. Thank you!

#1. Do you usually walk about 20 minutes or more a couple of times a week? YES  
NO

#2. How many times did you walk 20 minutes or more **last** week? \_\_\_\_\_

#3. The GOLDEN SHOE CAMPAIGN had 4 walks on which you could find the GOLDEN SHOE. We'd like some information about those walks. Please circle either yes or no and on the bottom square list the number of times you have returned to the area:

	Downtown RiverWalk	Uptown All-around	Zoo to the U	Madison & More
Have you been in this area before the Golden Shoe Campaign?	YES	YES	YES	YES
	NO	NO	NO	NO
Did you walk this Golden Shoe route?	YES # of Times_____	YES # of Times_____	YES # of Times_____	YES # of Times_____
	NO	NO	NO	NO
Did you purchase anything here during or since your walk?	YES	YES	YES	YES
	NO	NO	NO	NO
Approximately, how many times have you come back to this area since your walk?				

#4 For each of the walks you went on, did you (choose all that apply)

- Go with a group organized by the Golden Shoe Campaign
- Go by yourself
- Go with an informal group

#5. Please provide some demographic information on you the walker:  
Age:\_\_\_\_\_ Gender: Male \_\_\_\_\_ Female \_\_\_\_\_ Race/Ethnicity: \_\_\_\_\_