



Welcome to STANTON
HOME OF 3000 FRIENDLY PEOPLE
AND A FEW OLD SOREHEADS

Old Sorehead Trade Days

Summary Report of a Visitor Survey

Prepared for the
Martin County Community Development Committee

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TABLE OF CONTENTS

List of Tables	ii
Introduction	1
Individual-Level Results	1
Characteristics of Survey Respondents	1
Group-Level Results	12
Characteristics of Travel Groups	12
Expenditures of Travel Groups	15
Conclusions	24
Appendix I	25

LIST OF TABLES

Table 1.	Characteristics of survey respondents	2
Table 2.	Places from where respondents traveled, number of respondents from that place, and estimated mileage to Stanton, Texas	4
Table 3.	Respondents' level of satisfaction with several characteristics of Old Sorehead Trade Days	6
Table 4.	Source of information about date to attend Old Sorehead Trade Days	7
Table 5.	Individuals' responses regarding whether or not they had attended an Old Sorehead Trade Days before October, 2000	8
Table 6.	Individuals' response regarding whether or not they previously had been to Stanton, Texas	8
Table 7.	Individuals' responses regarding whether or not they had visited the Martin County / Stanton, Texas, web-site	8
Table 8.	Individuals' responses to questions regarding things liked best about OSTD, things liked least about OSTD, and things that could be done to improve OSTD	9
Table 9.	Individuals' responses to question: Taking all things together, how enjoyable was your experience at Old Sorehead Trade Days?.....	11
Table 10.	Individuals' responses regarding likelihood of visiting Old Sorehead Trade Days in 2001	11
Table 11.	Individuals' responses regarding dates most likely to attend Old Sorehead Trade Days in 2001	11
Table 12.	Size of respondents' travel groups	12
Table 13.	Number of males and females in respondents' travel groups	13
Table 14.	Day or days respondents' travel group visited Old Sorehead Trade Days	13
Table 15.	Hours spent at Old Sorehead Trade Days on particular days	14
Table 16.	Overall expenditures at Old Sorehead Trade Days	15

Table 17.	Food and beverage expenditures	16
Table 18.	Arts and crafts expenditures	16
Table 19.	Antique expenditures	17
Table 20.	Tools and hardware expenditures	17
Table 21.	Clothing expenditures	18
Table 22.	Jewelry expenditures	18
Table 23.	Furniture expenditures	19
Table 24.	Other merchandise expenditures	19
Table 25.	Meals in restaurants or drug store expenditures	20
Table 26.	Groceries expenditures	21
Table 27.	Gasoline and vehicle expenditures	21
Table 28.	Shopping (other than food) expenditures	22
Table 29.	RV parking expenditures	22
Table 30.	Other expenditures	23

INTRODUCTION

This report summarizes findings of an October 2000 survey of visitors to Old Sorehead Trade Days (OSTD) in Stanton, Texas. The purpose of the survey was to collect attitudinal, behavioral, and general sociodemographic information on OSTD attendees. A copy of the survey is found in Appendix I.

Surveys were handed out to randomly selected individuals at OSTD in downtown Stanton, Texas, on Saturday, October 14 and Sunday, October 15, 2000. Pairs of field workers were stationed at several entrances to OSTD. The field workers were instructed to approach every fourth group of visitors as they entered the festival, introduce themselves, and read a prepared introduction. In order to obtain a representative sample, field workers requested to speak with the person in the party 18 years of age or older who most recently celebrated a birthday. Once that person was identified, the field workers explained the nature and purpose of the study. They then handed the individual a 9" x 12" manila envelop which contained a copy of the questionnaire, a cover letter, and a pre-paid addressed return envelop. Lastly, the field workers asked the individual to provide a phone number so that the researchers could contact them if needed. Phone numbers were recorded on a 3" x 5" index card which contained a 3 digit number that matched the identification number located on the questionnaire.

Four hundred and fifty-seven surveys were distributed during OSTD. Sampled individuals were instructed to complete the questionnaire within two weeks and return it using the pre-paid addressed envelop. Completed surveys were mailed to Dr. Gene L. Theodori at Texas A&M University. Follow-up phone calls to solicit participation of non-respondents were made through the middle of December. By early January 2001, a total of 273 individuals had completed and returned their questionnaire. Overall, a response rate of 60% was achieved.

At Texas A&M University, the survey data were entered into a computer file, verified, and cleaned. The data were then prepared for analysis using the Statistical Package for the Social Sciences (SPSS), version 10.0.

INDIVIDUAL-LEVEL RESULTS

Characteristics of Survey Respondents

Prior to presenting the findings from this survey, it is important to provide a description of the survey respondents included in the sample. As shown in Table 1, approximately 83% of the surveys were completed by females. Eight in ten survey respondents (80%) were married, while about one in ten (11%) were divorced or separated. Six percent were single and the remaining 3% were widowed. An overwhelming majority of respondents (88%) were white or Anglo American. Slightly more than one half (54%) were employed full-time. Of the 247 individuals who reported their level of education, 4% did not complete high school, 17% completed high school or equivalent, 43% completed some college or some technical/vocational school training,

30% were college or technical/vocational school graduates, and 6% completed graduate or professional training beyond their college degree. Thirty seven percent were 41 to 50 years of age. Twenty percent were 31 to 40 years old, and another 20% were 51 to 60. Eleven percent were 18 to 30 years of age, and a similar number (12%) were 61 years of age or older. While 2% had an annual household income of less the \$9,999, roughly one in seven (15%) indicated an income of more than \$90,000. On average, respondents reported an annual household income of between \$50,000 and \$59,999.

Table 1. Characteristics of survey respondents

Sex	<i>(n = 269)</i>
Male	17
Female	83
Marital Status	<i>(n = 267)</i>
Single (never married)	6
Married	80
Divorced or separated	11
Widowed	3
Race or Ethnicity	<i>(n = 265)</i>
American Indian	2
Asian	<1
Black or African American	0
Hispanic	9
White or Anglo American	88
Other	1
Education	<i>(n = 247)</i>
Did not complete high school	4
Completed high school or equivalent	17
Some college / some technical or vocational school training	43
College graduate / technical or vocational school graduate	30
Graduate or professional training beyond college degree	6
Occupational / Work Status	<i>(n = 250)</i>
Self-employed	11
Employed full-time	54
Employed part-time	7
Unemployed	<1
Retired	11
Student	1
Homemaker	15
Other	<1

Table continues on next page.

Table 1. Characteristics of survey respondents (continued)

Annual Household Income	<i>(n = 211)</i>
Under \$9,999	2
\$10,000 to \$19,999	5
\$20,000 to \$29,999	12
\$30,000 to \$39,999	13
\$40,000 to \$49,999	18
\$50,000 to \$59,999	12
\$60,000 to \$69,999	7
\$70,000 to \$79,999	11
\$80,000 to \$89,999	5
\$90,000 or more	15
Age	<i>(n = 261)</i>
18 to 30	11
31 to 40	20
41 to 50	37
51 to 60	20
61 or older	12

Table 2 shows the cities from where the survey respondents traveled to get to Old Sorehead Trade Days. The table also shows the number of respondents from that particular place, along with the estimated mileage from each city to Stanton, Texas.¹ As shown in Table 2, the overwhelming majority of respondents (254 of the 262 who provided their zip codes) were from cities across Texas. One hundred and eight of the 254 Texas respondents traveled from Midland (about 19 miles from Stanton). Thirty seven respondents were from Odessa (roughly 40 miles from Stanton), while 34 were from Stanton. Another 26 were from Big Spring (approximately 20 miles from Stanton).

Of the 8 respondents who were not currently living in Texas, 2 were from Bellflower, California, and 2 were from Henderson, California. Respectively, Bellflower and Henderson are roughly 1,122 and 1,1027 miles from Stanton. One survey respondent was from Portales, New Mexico, which is approximately 245 miles from Stanton. One respondent was from Edmond, Oklahoma (approximately 427 miles from Stanton), and another was from Mead, Oklahoma (approximately 408 miles from Stanton). Lastly, one survey respondent was from Europe.

¹ On the questionnaire, respondents were asked to report their zip code. The zip codes were converted to their matching cities and states to depict from where the respondents traveled. Estimated mileages for Texas cities were calculated using the Texas Mileage Guide <www.window.state.tx.us/comptrol/texastra.html>. Estimated mileages for cities in California, New Mexico, and Oklahoma were calculated using MapQuest.com <www.mapquest.com>.

Table 2. Places from where respondents traveled, number of respondents from that place, and estimated mileage to Stanton, Texas

State and City	Number of Respondents	Estimated Mileage
Texas		
Ackerly	2	38
Andrews	4	54
Big Spring	26	20
Bryan	1	380
Cedar Hill	1	303
Coahoma	4	31
Colorado City	4	58
Crane	1	71
El Paso	1	308
Garden City	3	32
Gardendale	2	48
Groveton	1	444
Hermleigh	1	77
Lamesa	6	45
Lenorah	4	15
Lubbock	2	107
Lufkin	1	462
Midland	108	19
Monahans	2	75
Odessa	37	40
Pecos	1	113
Penwell	1	56
Richardson	1	315
Robert Lee	1	97
San Angelo	1	105
Snyder	2	68
Stanton	34	0
Sweetwater	1	86
Tarzan	1	20
California		
Bellflower	2	1,122
Henderson	2	1,027
New Mexico		
Portales	1	245
Oklahoma		
Edmond	1	427
Mead	1	408
Europe	1	-

Survey respondents were asked to indicate their level of satisfaction with several characteristics of Old Sorehead Trade Days. As shown in Table 3, more than nine in ten respondents were either very satisfied or mostly satisfied with the following characteristics: Variety of food/beverages (95%); quality of food/beverages (93%); and variety of merchandise (92%). Over eight in ten respondents were either very or mostly satisfied with the following traits: Quality of merchandise (89%); friendliness of Trade Days staff (84%); location of parking (83%); prices of merchandise (83%); availability of parking (82%); safety and security (81%); and helpfulness of Trade Days staff (81%). About three in four respondents were either very or mostly satisfied with the prices of food/beverages (75%), while roughly two in three were either very satisfied or mostly satisfied with the availability of eating areas (66%). Slightly more than one half of the respondents were either very or mostly satisfied with the following characteristics: Variety of entertainment (57%); availability of sitting/resting areas (57%); quality of entertainment (56%); availability of restrooms (54%); and cleanliness of restrooms (52%). Lastly, less than half of the respondents (44%) were either very or mostly satisfied with youth-oriented activities at Old Sorehead Trade Days.

The findings presented in Table 3 also show that nearly one in four respondents (23%) were either very or mostly unsatisfied with the availability of sitting/resting areas. The next four most frequently cited characteristics with which survey respondents rated as very or mostly unsatisfactory included: Availability of restrooms (16%); availability of eating areas (16%); cleanliness of restrooms (13%); and prices of food/beverages (10%). No respondents were unsatisfied with either the helpfulness or friendliness of the Trade Days staff.

Table 3. Respondents' level of satisfaction with several characteristics of Old Sorehead Trade Days

Characteristics	Very or Mostly Satisfied	Neither Satisfied nor Unsatisfied	Mostly or Very Unsatisfied
Availability of parking (<i>n</i> = 267)	82	12	6
Location of parking (<i>n</i> = 263)	83	12	5
Availability of restrooms (<i>n</i> = 257)	54	30	16
Cleanliness of restrooms (<i>n</i> = 245)	52	35	13
Variety of food / beverages (<i>n</i> = 269)	95	4	1
Prices of food / beverages (<i>n</i> = 267)	75	15	10
Quality of food / beverages (<i>n</i> = 265)	93	6	1
Variety of merchandise (<i>n</i> = 269)	92	7	1
Prices of merchandise (<i>n</i> = 267)	83	14	3
Quality of merchandise (<i>n</i> = 265)	89	10	1
Variety of entertainment (<i>n</i> = 244)	57	41	2
Quality of entertainment (<i>n</i> = 244)	56	41	3
Availability of sitting / resting areas (<i>n</i> = 264)	57	20	23
Availability of eating areas (<i>n</i> = 267)	66	18	16
Safety and security (<i>n</i> = 263)	81	18	1
Helpfulness of Trade Days Staff (<i>n</i> = 263)	81	19	0
Friendliness of Trade Days Staff (<i>n</i> = 263)	84	16	0
Youth-oriented activities (<i>n</i> = 227)	44	52	4

Respondents were asked to report where they heard, saw, or read about the date to attend Old Sorehead Trade Days. As indicated in Table 4, the top four most frequently cited sources of information were as follows: (1) Conversations with people (e.g., family, friends) (56%); (2) newspaper (44%); (3) television (36%); and (4) sign or billboard (33%). The four least cited sources were as follows: (1) Internet web-site (1%); (2) magazine (Texas Monthly, etc.) (1%); (3) church bulletin (1%); and (4) newsletter (e.g., club, school, etc.) (5%). About one in four individuals (27%) heard about the date to attend Old Sorehead Trade Days on the radio. Roughly 15% (41 of 270) checked the response category labeled “other,” which indicated that they heard, saw, or read about the date to attend Old Sorehead Trade Days by a means other than those listed above.

Table 4. Source of information about date to attend Old Sorehead Trade Days

Source of Information	Yes	No
Radio (<i>n</i> = 271)	27	73
Television (<i>n</i> = 271)	36	64
Newspaper (<i>n</i> = 271)	44	56
Magazine (Texas Monthly, etc.) (<i>n</i> = 271)	1	99
Newsletter (e.g., club, school, etc.) (<i>n</i> = 271)	5	95
Internet web-site (<i>n</i> = 271)	1	99
Sign or billboard (<i>n</i> = 271)	33	67
Church bulletin (<i>n</i> = 271)	2	98
Conversations with people (e.g., family, friends) (<i>n</i> = 271)	56	44
Other (<i>n</i> = 270)	15	85

When respondents were asked whether or not they had attended an Old Sorehead Trade Days before their visit in October of 2000, 82% said that they had (Table 5). For the remaining 18%, October was their first time to attend OSTD.

Table 5. Individuals' responses regarding whether or not they had attended an Old Sorehead Trade Days before October, 2000 (n = 267)

Response	Percent
Yes	82
No	18

Respondents were also asked whether or not they had been to Stanton, Texas, before their trip to Old Sorehead Trade Days in October 2000. Eighty seven percent previously had been to Stanton, while 13% had not (Table 6).

Table 6. Individuals' responses regarding whether or not they previously had been to Stanton, Texas (n = 267)

Response	Percent
Yes	87
No	13

When asked whether or not they had visited the Martin County/Stanton, Texas, web-site <www.stantonfolks.com>, 94% said that they had not (Table 7). Sixteen of the 268 respondents (6%) have logged on to the web-site.

Table 7. Individuals' responses regarding whether or not they had visited the Martin County / Stanton, Texas, web-site (n = 268)

Response	Percent
Yes	6
No	94

Using a series of open-ended questions, survey respondents were asked to indicate (1) the two things that they liked *best* about OSTD, (2) the two things that they liked *least* about OSTD, and (3) two things that could be done to improve OSTD. Although not all respondents provided two answers for each question, most did give at least one response (246 reported at least one thing that they liked best; 186 indicated at least one thing that they liked least; 180 specified at least one thing that could be done to improve OSTD). For purposes of analysis, responses were coded and classified under broad headings. The four general categories with the most responses for each question are shown in Table 8.

The leading four things reported as being liked *best* included: Merchandise (including variety of, quality of, prices of, etc.) (n = 197); food (including variety of, quality of, prices of, etc.) (n = 78); the atmosphere (friendly people, helpful staff, good organization, etc.) (n = 55); and entertainment (music, dance, activities for kids, etc.) (n = 18). Nine individuals reported that they liked everything about OSTD, while one person indicated that she liked nothing (not shown in Table 8).

The top four things reported as being liked *least* were: Restrooms and sitting/resting areas (including availability of, cleanliness of, etc.) (n = 78); vendors (including service of, friendliness of, etc.) (n = 35); the large crowd (n = 25); and parking (including availability of, location of, etc.) (n = 24). Thirteen individuals indicated that they did not dislike anything about OSTD (not shown in Table 8).

The four things reported that could be done to improve OSTD included: Have more sitting/resting areas (n = 39); have more restrooms (n = 24); advertise more (n = 24); improve the parking (n = 20). Thirty-six individuals suggested that nothing needs to be improved with OSTD (not shown in Table 8).

Table 8. Individuals' responses to questions regarding things liked best about OSTD, things liked least about OSTD, and things that could be done to improve OSTD

Question and Top Four Responses	Number of respondents
What two things did you like BEST about Old Sorehead Trade Days?	
Merchandise	197
Food	78
Atmosphere	55
Entertainment	18

Table continues on next page.

Table 8. Individuals' responses to questions regarding things liked best about OSTD, things liked least about OSTD, and things that could be done to improve OSTD (continued)

Question and Top Four Responses	Number of respondents
What two things did you like LEAST about Old Sorehead Trade Days?	
Restrooms and sitting/resting areas	78
Vendors	35
Large crowd	25
Parking	24
What can we do to improve Old Sorehead Trade Days?	
More sitting/resting areas	39
More restrooms	24
Advertise more	24
Improve the parking	20

Respondents were asked the following question: Taking all things together, how enjoyable was your experience at Old Sorehead Trade Days? Of the 269 responses, 60% reported that it was very enjoyable, 37% indicated that it was mostly enjoyable, and 3% noted that it was neither enjoyable nor unenjoyable (Table 9). No respondents reported that their experience was unenjoyable.

Table 9. Individuals' responses to question: Taking all things together, how enjoyable was your experience at Old Sorehead Trade Days? (n = 269)

Response	Percent
Very enjoyable	60
Mostly enjoyable	37
Neither enjoyable nor unenjoyable	3
Mostly unenjoyable	0
Very unenjoyable	0

When asked if they are likely to visit Old Sorehead Trade Days within the upcoming year (2001), 96% said yes (Table 10). Twelve respondents (4%) indicated that they are not likely to visit OSTD in 2001.

Table 10. Individuals' responses regarding likelihood of visiting Old Sorehead Trade Days in 2001 (n = 268)

Response	Percent
Yes	96
No	4

Of those who noted that they are likely to visit OSTD in 2001, more than eight in ten respondents indicated that they will probably visit the April and October shows (81% and 85%, respectively) (Table 11). Roughly one half (52%) indicated that they will probably attend the June show also.

Table 11. Individuals' responses regarding dates most likely to attend Old Sorehead Trade Days in 2001 (n = 255)

Month	Percent
April	81
June	52
October	85

GROUP-LEVEL RESULTS

Characteristics of Travel Groups

Table 12 shows the size of the sampled individuals' travel groups. The number of individuals in each travel group ranged from a low of 1 to a high of 28. About one third of the groups were comprised of two individuals. Twenty-one percent consisted of 3 individuals, while about the same percent (20%) included 4 people.

Table 12. Size of respondents' travel groups (n = 267)

Number of Individuals	Percent
1	3
2	32
3	21
4	20
5	7
6	7
7	2
8	4
9	2
10	1
12	<1
20	<1
28	<1

As shown in Table 13, approximately one in four groups did not include any males. Conversely, only 2% of the travel groups did not consist of any females.

Table 13. Number of males and females in respondents' travel groups (n = 270)

Number of Males	Percent	Number of Females	Percent
0	24	0	2
1	40	1	29
2	21	2	34
3	8	3	16
4	5	4	11
5	<1	5	4
9	<1	6	3
11	<1	7	<1
14	<1	8	<1
-	-	11	<1
-	-	14	<1

One hundred and fifty sampled individuals (55%) reported that their travel group only attended OSTD on Saturday, while 48 (18%) indicated that they and their group only attended OSTD on Sunday (Table 14). Seventy-five respondents (27%) noted that their group attended OSTD both Saturday and Sunday.

Table 14. Day or days respondents' travel group visited Old Sorehead Trade Days (n = 273)

Day(s)	Percent Attended
Saturday only	55
Sunday only	18
Saturday and Sunday	27

As shown in Table 15, of the 150 groups who only attended OSTD on Saturday, 4% stayed 1 hour or less. Twelve percent stayed at OSTD for 2 hours, while nearly twice that many (25%) stayed for 3 hours. Thirty six percent stayed for 4 hours. The remaining 23% spent 5 to 8 hours at OSTD on Saturday.

Of the 48 groups who attended OSTD only on Sunday, about one in twelve (8%) stayed 1 hour or less. Nineteen percent stayed for 2 hours. Another 31% stayed for 3 hours, while 27% stayed for 4 hours. The remaining 15% spent 5 or 6 hours at OSTD on Sunday.

Twenty-six percent of the 72 groups who attended both days of OSTD stayed for 4 hours on Saturday. An identical percentage (26%) spent 3 hours at OSTD on Sunday. One group spent 10 hours at OSTD on Saturday. The same group spent 7 hours at the festival on Sunday.

Table 15. Hours spent at Old Sorehead Trade Days on particular days (percentages)

Hours	Saturday only (n = 150)	Sunday only (n = 48)	Saturday and Sunday (n = 72)	
			Saturday	Sunday
1 or less	4	8	4	14
2	12	19	17	35
3	25	31	21	27
4	36	27	26	15
5	13	13	13	8
6	6	2	13	0
7	3	0	4	1
8	<1	0	1	0
9	0	0	0	0
10	0	0	1	0

Expenditures of Travel Groups

Measures of central tendency were used to describe the amount of money travel groups spent at Old Sorehead Trade Days. The measures of central tendency used in this report were as follows: Mean, median, mode, and range. The mean refers to the average dollar amount which was spent. The median is the dollar amount that fell in the middle of the expenditure distribution. The mode is the dollar amount that was spent most frequently. The range refers to the difference between the maximum and the minimum dollar amount that was expended.

Respondents were first asked to estimate to the nearest dollar the amount of money their travel group spent, overall, at Old Sorehead Trade Days. Respondents were instructed to not include traveling expenses or money spent on goods and/or services outside the festival at businesses in Stanton. As shown in Table 16, the mean was \$98.16. The median was \$72.00. The mode was \$100.00. The range was \$500.00. Four individuals reported that their group spent nothing at OSTD, while 3 indicated that their group spent \$500.00.

Table 16. Overall expenditures at Old Sorehead Trade Days (n = 259)

Measure of Central Tendency	Dollar Amount*
Mean	\$98.16
Median	\$72.00
Mode	\$100.00 (36)
Range	\$500.00
Minimum value	\$0.00 (4)
Maximum value	\$500.00 (3)

* Figure in parentheses represents number of groups who spent that much money.

Respondents were then asked to estimate the total expenditures that their group made on the following items at OSTD: Food/beverages; arts/crafts; antiques; tools/hardware; clothing; jewelry; furniture; and other merchandise. Measures of central tendency for each item are presented in Tables 17 through 24.

Table 17. Food and beverage expenditures (n = 257)

Measure of Central Tendency	Dollar Amount*
Mean	\$19.14
Median	\$15.00
Mode	\$20.00 (50)
Range	\$300.00
Minimum value	\$0.00 (18)
Maximum value	\$300.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 18. Arts and crafts expenditures (n = 256)

Measure of Central Tendency	Dollar Amount*
Mean	\$30.20
Median	\$15.00
Mode	\$0.00 (97)
Range	\$290.00
Minimum value	\$0.00 (97)
Maximum value	\$290.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 19. Antique expenditures (n = 256)

Measure of Central Tendency	Dollar Amount*
Mean	\$6.70
Median	\$0.00
Mode	\$0.00 (214)
Range	\$200.00
Minimum value	\$0.00 (214)
Maximum value	\$200.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 20. Tools and hardware expenditures (n = 258)

Measure of Central Tendency	Dollar Amount*
Mean	\$2.84
Median	\$0.00
Mode	\$0.00 (238)
Range	\$275.00
Minimum value	\$0.00 (238)
Maximum value	\$275.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 21. Clothing expenditures (n = 258)

Measure of Central Tendency	Dollar Amount*
Mean	\$11.79
Median	\$0.00
Mode	\$0.00 (186)
Range	\$275.00
Minimum value	\$0.00 (186)
Maximum value	\$275.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 22. Jewelry expenditures (n = 258)

Measure of Central Tendency	Dollar Amount*
Mean	\$6.79
Median	\$0.00
Mode	\$0.00 (198)
Range	\$185.00
Minimum value	\$0.00 (198)
Maximum value	\$185.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 23. Furniture expenditures (n = 257)

Measure of Central Tendency	Dollar Amount*
Mean	\$5.32
Median	\$0.00
Mode	\$0.00 (243)
Range	\$370.00
Minimum value	\$0.00 (243)
Maximum value	\$370.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 24. Other merchandise expenditures (n = 256)

Measure of Central Tendency	Dollar Amount*
Mean	\$13.05
Median	\$0.00
Mode	\$0.00 (165)
Range	\$225.00
Minimum value	\$0.00 (165)
Maximum value	\$225.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Lastly, respondents were asked to estimate the amount of money that their group spent on goods and services in Stanton, Texas. Respondents were instructed to not include money expended on food, beverages, and/or other merchandise at Old Sorehead Trade Days. Goods and/or services listed on the questionnaire included: Meals in restaurants or drug store; groceries; gasoline and vehicle expenses; shopping (other than food); RV parking; and other expenses. Measures of central tendency for each item are presented in Tables 25 through 30.

Table 25. Meals in restaurants or drug store expenditures (n = 251)

Measure of Central Tendency	Dollar Amount*
Mean	\$1.88
Median	\$0.00
Mode	\$0.00 (224)
Range	\$200.00
Minimum value	\$0.00 (224)
Maximum value	\$200.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 26. Groceries expenditures (n = 252)

Measure of Central Tendency	Dollar Amount*
Mean	\$1.33
Median	\$0.00
Mode	\$0.00 (239)
Range	\$200.00
Minimum value	\$0.00 (239)
Maximum value	\$200.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 27. Gasoline and vehicle expenditures (n = 251)

Measure of Central Tendency	Dollar Amount*
Mean	\$3.49
Median	\$0.00
Mode	\$0.00 (222)
Range	\$300.00
Minimum value	\$0.00 (222)
Maximum value	\$300.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 28. Shopping (other than food) expenditures (n = 251)

Measure of Central Tendency	Dollar Amount*
Mean	\$1.55
Median	\$0.00
Mode	\$0.00 (238)
Range	\$100.00
Minimum value	\$0.00 (238)
Maximum value	\$100.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 29. RV parking expenditures (n = 252)

Measure of Central Tendency	Dollar Amount*
Mean	\$1.27
Median	\$0.00
Mode	\$0.00 (249)
Range	\$260.00
Minimum value	\$0.00 (249)
Maximum value	\$260.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

Table 30. Other expenditures (n = 251)

Measure of Central Tendency	Dollar Amount*
Mean	\$2.95
Median	\$0.00
Mode	\$0.00 (241)
Range	\$370.00
Minimum value	\$0.00 (241)
Maximum value	\$370.00 (1)

* Figure in parentheses represents number of groups who spent that much money.

CONCLUSIONS

Overall, the results of this analysis suggest that a large majority of visitors to Old Sorehead Trade Days are married white females. The findings also indicate that most visitors live within roughly a 125 mile radius of Stanton, Texas, have previously visited Stanton and OSTD, and plan to attend at least one OSTD in 2001. Word of mouth appears to be the most common source of information about the date to attend OSTD. On the other hand, virtually nobody reads or sees information about the date to attend OSTD in magazines or on the internet. Moreover, most visitors do not log on to the Martin County/Stanton, Texas, web-site <www.stantonfolks.com>. Whether or not they are aware that such a web-site exists cannot be concluded from these data.

The vast majority of visitors tend to enjoy their overall experience at Old Sorehead Trade Days. Despite the high levels of satisfaction expressed by the visitors, several characteristics of OSTD are deemed unsatisfactory by a substantial minority. The areas with which more than one in ten visitors are unsatisfied include the availability of sitting/resting areas, the availability and cleanliness of restrooms, the availability of eating areas, and the prices of food/beverages. Several survey respondents indicated that these are the things which they liked least about OSTD. Many folks also noted that the aforementioned items and other things, including advertising efforts and parking, and should be improved in the near future.

Measures of central tendency reveal that, on average, visitor groups spend roughly \$98.00 at OSTD. Approximately \$20.00 is spent on food and beverages, \$30.00 on arts and crafts, \$7.00 on antiques, \$3.00 on tools and hardware, \$12.00 on clothing, \$7.00 on jewelry, \$6.00 on furniture, and \$13.00 on other merchandise. However, due to the skewness of the data, many of these averages are somewhat misleading. For most items, the mode provides a more appropriate depiction of the amount of money expended by visitors at OSTD. As indicated by the modal responses, a large number of groups do not spend anything on arts and crafts and the majority of groups spend nothing on antiques, tools and hardware, clothing, jewelry, or furniture. Similarly, most visitor groups do not expend money on meals in restaurants or the drug store, groceries, gasoline or vehicle expenses, shopping (other than on food and at OSTD), or RV parking while in Stanton for OSTD.

Appendix I

Survey questionnaire administered
to visitors at Old Sorehead Trade Days



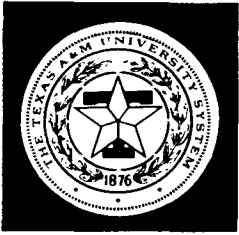
Welcome to STANTON
HOME OF 3000 FRIENDLY PEOPLE
AND A FEW OLD SOREHEADS

Old Sorehead Trade Days

2nd Weekend in April, June, & October

A Visitor Survey Sponsored By:
Martin County Community Development Committee
and the
Texas Agricultural Extension Service
The Texas A&M University System

www.stantonfolks.com



Texas Agricultural Extension Service

The Texas A&M University System

October, 2000

Dear Old Sorehead Trade Days Attendee:

How was your visit to Old Sorehead Trade Days? We really want to know!

You are part of a randomly-selected sample of visitors who is being asked for opinions on Old Sorehead Trade Days. The information we are requesting will help us better serve folks like you at future Trade Days.

It is important that you complete and return this questionnaire. However, your participation in this survey is voluntary. You may skip the questions you don't want to answer. Completion of the questionnaire should only take about 10 to 15 minutes. All responses to the survey will remain strictly confidential. The identification number on the questionnaire will only be used to keep track of the surveys that have been completed and returned. All responses will be combined so that no single survey respondent can be identified. A summary report will be prepared and presented to the Martin County Community Development Committee and the Martin County Chamber of Commerce. Their job will be to use the information to make your future visits more enjoyable.

Please try to complete and return the questionnaire within two weeks of the date that it was received. When you have completed the survey, please mail it back to us using the pre-paid addressed envelope. If you have any questions, please contact either of us at the numbers listed below.

Thank you in advance for taking the time to fill out this survey. Your opinion is important!

Sincerely,

Gene L. Theodori
Assistant Professor and Extension
Specialist for Community Development
Texas Agricultural Extension Service
The Texas A&M University System
(979) 862-8561

Kathryn Burch
County Extension Agent – FCS
Martin County
Texas Agricultural Extension Service
The Texas A&M University System
(915) 756-3316

PART I – Here we want to gather some information about your visit to Old Sorehead Trade Days and Stanton, Texas. Please check [✓] the response that best describes your answer. All answers are confidential.

1. Have you attended an Old Sorehead Trade Days before this visit?

- [] No
 [] Yes → If Yes,

A) How many times? _____

B) What months / years? _____

2. How satisfied were you with the following characteristics of Old Sorehead Trade Days? Please check [✓] the box indicating your level of satisfaction.

Characteristic	Very Satisfied	Mostly Satisfied	Neither Satisfied nor Unsatisfied	Mostly Unsatisfied	Very Unsatisfied
Availability of parking	[]	[]	[]	[]	[]
Location of parking	[]	[]	[]	[]	[]
Availability of restrooms	[]	[]	[]	[]	[]
Cleanliness of restrooms	[]	[]	[]	[]	[]
Variety of food / beverages	[]	[]	[]	[]	[]
Prices of food / beverages	[]	[]	[]	[]	[]
Quality of food / beverages	[]	[]	[]	[]	[]
Variety of merchandise	[]	[]	[]	[]	[]
Prices of merchandise	[]	[]	[]	[]	[]
Quality of merchandise	[]	[]	[]	[]	[]
Variety of entertainment	[]	[]	[]	[]	[]
Quality of entertainment	[]	[]	[]	[]	[]
Availability of sitting / resting areas	[]	[]	[]	[]	[]
Availability of eating areas	[]	[]	[]	[]	[]
Safety and security	[]	[]	[]	[]	[]
Helpfulness of Trade Days staff	[]	[]	[]	[]	[]
Friendliness of Trade Days staff	[]	[]	[]	[]	[]
Youth-oriented activities	[]	[]	[]	[]	[]

3. Where did you hear, see, or read about the date to attend Old Sorehead Trade Days? (check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Radio | <input type="checkbox"/> Internet web-site |
| <input type="checkbox"/> Television | <input type="checkbox"/> Sign or billboard |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Church bulletin |
| <input type="checkbox"/> Magazine (Texas Monthly, etc.) | <input type="checkbox"/> Conversations with people (e.g., family, friends) |
| <input type="checkbox"/> Newsletter (e.g., club, school, etc.) | <input type="checkbox"/> Other (please specify) _____ |

4. Including yourself, how many people were in your TRAVEL GROUP? _____

- A) # of males in your travel group _____ (count yourself if you are a male)
- B) # of females in your travel group _____ (count yourself if you are a female)
- C) # of people from your immediate household _____ (count yourself)

5. Including yourself, indicate how many people in your TRAVEL GROUP were in the following age categories:

<u>Age:</u>	<u># of people:</u>
13 years old or younger	_____
14 to 18 years old	_____
19 to 24 years old	_____
25 to 44 years old	_____
45 to 64 years old	_____
65 years old or older	_____

6. How many vehicles did your TRAVEL GROUP use to get to Old Sorehead Trade Days? _____

7. What day or days did you and your TRAVEL GROUP attend Old Sorehead Trade Days? (check all that apply)

- Saturday
- Sunday

8. How many hours did you and your TRAVEL GROUP stay on ...

Saturday _____ Sunday _____

9. Approximately how much money did your immediate TRAVEL GROUP spend at Old Sorehead Trade Days? (Please estimate to the nearest dollar. DO NOT include traveling expenses or money spent on goods and/or services outside the festival at businesses in Stanton, Texas).

\$ _____

10. Please estimate the TOTAL expenditures that your immediate TRAVEL GROUP made on the following items at Old Sorehead Trade Days. (Please estimate to the nearest dollar. If you did not spend anything on an item, please write "0" on the line).

Food / beverages	\$ _____	Clothing	\$ _____
Arts / crafts	\$ _____	Jewelry	\$ _____
Antiques	\$ _____	Furniture	\$ _____
Tools / hardware	\$ _____	Other merchandise	\$ _____

11. Approximately how much money did your immediate TRAVEL GROUP spend on goods and/or services in Stanton, Texas? (Please estimate to the nearest dollar. DO NOT include money spent on food, beverages and/or merchandise at Old Sorehead Trade Days).

Meals in restaurants / or drug store	\$ _____
Groceries	\$ _____
Gasoline and vehicle expenses	\$ _____
Shopping (other than food)	\$ _____
RV parking	\$ _____
Other expenses	\$ _____

12. What two things did you like **BEST** about Old Sorehead Trade Days?

A) _____
B) _____

13. What two things did you like **LEAST** about Old Sorehead Trade Days?

A) _____
B) _____

14. What can we do to improve Old Sorehead Trade Days?

A) _____
B) _____

15. Taking all things together, how enjoyable was your experience at Old Sorehead Trade Days?

- Very enjoyable
- Mostly enjoyable
- Neither enjoyable nor unenjoyable
- Mostly unenjoyable
- Very unenjoyable

16. Are you likely to visit an Old Sorehead Trade Days within the next year?

- No
- Yes → If Yes, which Old Sorehead Trade Days will you most likely attend?

- April 2001
- June 2001
- October 2001

17. Before this visit to Old Sorehead Trade Days, had you ever been to Stanton, Texas?

- No
- Yes → If Yes, for what reasons? (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Just passed through | <input type="checkbox"/> To visit family / relatives |
| <input type="checkbox"/> Vacation / recreation | <input type="checkbox"/> To visit friends |
| <input type="checkbox"/> Business / work | <input type="checkbox"/> Other (please specify) _____ |

18. Approximately how far is Stanton, Texas, from your home? _____ miles

19. Have you visited the Martin County / Stanton, Texas, web-site <www.stantonfolks.com>?

- No
- Yes

PART II – We need to ask some questions about you and your household. This information, as with all information provided in this survey, will be used for statistical analysis only and will remain strictly confidential. You will not be personally associated with any of the answers you give. Feel free to skip any questions you don't want to answer.

20. Are you?

- Male
- Female

21. In what year were you born? _____

22. What is your current marital status?

- Single (never married)
- Married
- Divorced or separated
- Widowed

23. What race or ethnicity do you consider yourself?

- | | |
|--|---|
| <input type="checkbox"/> American Indian | <input type="checkbox"/> Hispanic |
| <input type="checkbox"/> Asian | <input type="checkbox"/> White or Anglo American |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> Other (please specify) _____ |

24. What is the highest level of formal education that you have completed?

- Did not complete high school
- Completed high school or equivalent
- Some college / some technical or vocational school training
- College graduate / technical or vocational school graduate
- Graduate or professional training beyond college degree (*i.e.*, M.A.; Ph.D.; M.D.; J.D.)

25. What is your zip code? _____

26. Which of the following categories best describes you? (please check only one)

- | | |
|---|---|
| <input type="checkbox"/> Self-employed | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Employed full-time | <input type="checkbox"/> Student |
| <input type="checkbox"/> Employed part-time | <input type="checkbox"/> Homemaker |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Other (please specify) _____ |

27. What is your approximate annual household income from all sources before taxes?

- | | |
|---|---|
| <input type="checkbox"/> Under \$9,999 | <input type="checkbox"/> \$50,000 to \$59,999 |
| <input type="checkbox"/> \$10,000 to \$19,999 | <input type="checkbox"/> \$60,000 to \$69,999 |
| <input type="checkbox"/> \$20,000 to \$29,999 | <input type="checkbox"/> \$70,000 to \$79,999 |
| <input type="checkbox"/> \$30,000 to \$39,999 | <input type="checkbox"/> \$80,000 to \$89,999 |
| <input type="checkbox"/> \$40,000 to \$49,999 | <input type="checkbox"/> \$90,000 or more |

You have now completed the survey. THANK YOU very much for your time and effort! If you wish to make any additional comments, please use any blank space. When finished, please return this questionnaire in the enclosed envelope. DO NOT put your name or address on the questionnaire itself.