

# **Summary of the National Intercollegiate Rodeo Association 2007 Membership Survey**



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## **Acknowledgement**

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I wish to express my gratitude to the coaches and student members of the National Intercollegiate Rodeo Association. This project could not have been completed without your cooperation. I also want to extend a special thanks to Nicole Emandi and Larissa Barnhart. The technical assistance that you provided while collecting, coding, cleaning, and entering the survey data was invaluable. Thanks to both of you.

## Preface

This document provides an illustrative summary of the 2007 survey results obtained from National Intercollegiate Rodeo Association (NIRA) members. Figures and tables are used to simplify presentation of the data.

The 2007 NIRA Membership Survey data were collected via survey questionnaire during the fall of 2007. A survey questionnaire was included with each of the 2007 – 2008 membership application packets administered in the 11 NIRA Regions located within the United States of America (i.e., Big Sky Region, Central Plains Region, Central Rocky Mountain Region, Grand Canyon Region, Great Plains Region, Northwest Region, Ozark Region, Rocky Mountain Region, Southern Region, Southwest Region, and West Coast Region).

The survey instrument contained 67 questions and required approximately 45 minutes to complete. It was designed to measure the attitudes, opinions, current behaviors, and behavioral intentions of the NIRA membership regarding selected products, services, and name-brand merchandise. In addition, the survey questionnaire collected information on students' educational status, rodeo background, and general sociodemographics, as well as the rodeo events that respondents regularly enter.

Students were instructed to complete the survey and return it with their membership application to the NIRA National Office. No additional communication regarding completion and return of the survey was made. Overall, 1,629 of the 3,278 NIRA members completed and returned their questionnaires. This resulted in a 50% response rate.

**Table 1**  
**Distribution of respondents by**  
**college/university**  
(n = 1,610)

<b>College/University</b>	<b>n</b>	<b>%<sup>a</sup></b>
Abraham Baldwin Agricultural College	4	0.2
Arizona State University	3	0.2
Arkansas State University	6	0.4
Black Hills State University	5	0.3
Blinn College	1	--
Blue Mountain Community College	16	1.0
Boise State University	2	0.1
Butte Community College	1	--
Cal Poly State University – San Luis Obispo	18	1.1
Central Arizona College	32	2.0
Central New Mexico College	1	--
Central Washington University	11	0.7
Clarendon College	17	1.1
Colby Community College	10	0.6
College of the Southwest – Carlsbad	1	--
Colorado State University	13	0.8
Connors State College	21	1.3
Cuesta Junior College	13	0.8
Dawson Community College	21	1.3
Diablo Valley College	2	0.1
Dickinson State University	24	1.5
Dodge City Community College	17	1.1
East Mississippi Community College	1	--
Eastern Oregon University	1	--
Eastern Wyoming College	1	--
Estrella Mountain Community College	1	--
Feather River College	39	2.4
Fort Hays State University	14	0.9
Frank Phillips College	15	0.9
Garden City Community College	33	2.0
Gillette College	17	1.1
Hill College	42	2.6

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Howard College	36	2.2
Idaho State University	4	0.2
Iowa Central Community College	32	2.0
Kansas State University	7	0.4
Kingwood College	1	--
Lamar Community College	14	0.9
Las Positas College	1	--
Lewis-Clark State College	2	0.1
Livingston College	1	--
Mitchell Technical Institute	8	0.5
Montana State University – Northern	8	0.5
Montana State University	32	2.0
Montana Tech	2	0.1
Murray State University	41	2.5
Navajo Technical College	9	0.6
New Mexico Junior College	21	1.3
New Mexico State University	80	5.0
North Dakota State University	13	0.8
Northeast Community College	1	--
Northeast Texas Community College	27	1.7
Northeastern Junior College	32	2.0
Northeastern Oklahoma A&M College	1	--
Northern Essex Community College	13	0.8
Northern Oklahoma College	1	--
Northern State University	2	0.1
Northwest Community College	2	0.1
Northwest Mississippi Community College	7	0.4
Northwest Missouri State University	9	0.6
Northwestern Oklahoma State University	84	5.2
Northwestern State University	3	0.2
Odessa College	34	2.1
Oklahoma Panhandle State University	5	0.3
Oregon State University	1	--
Our Lady of the Lake	1	--
Panola College	16	1.0
Perry Technical Institute	1	--
Portland Community College	1	--
Rogers State University	18	1.1
Salt Lake Community College	10	0.6
San Joaquin Delta College	1	--
Sheridan College	1	--

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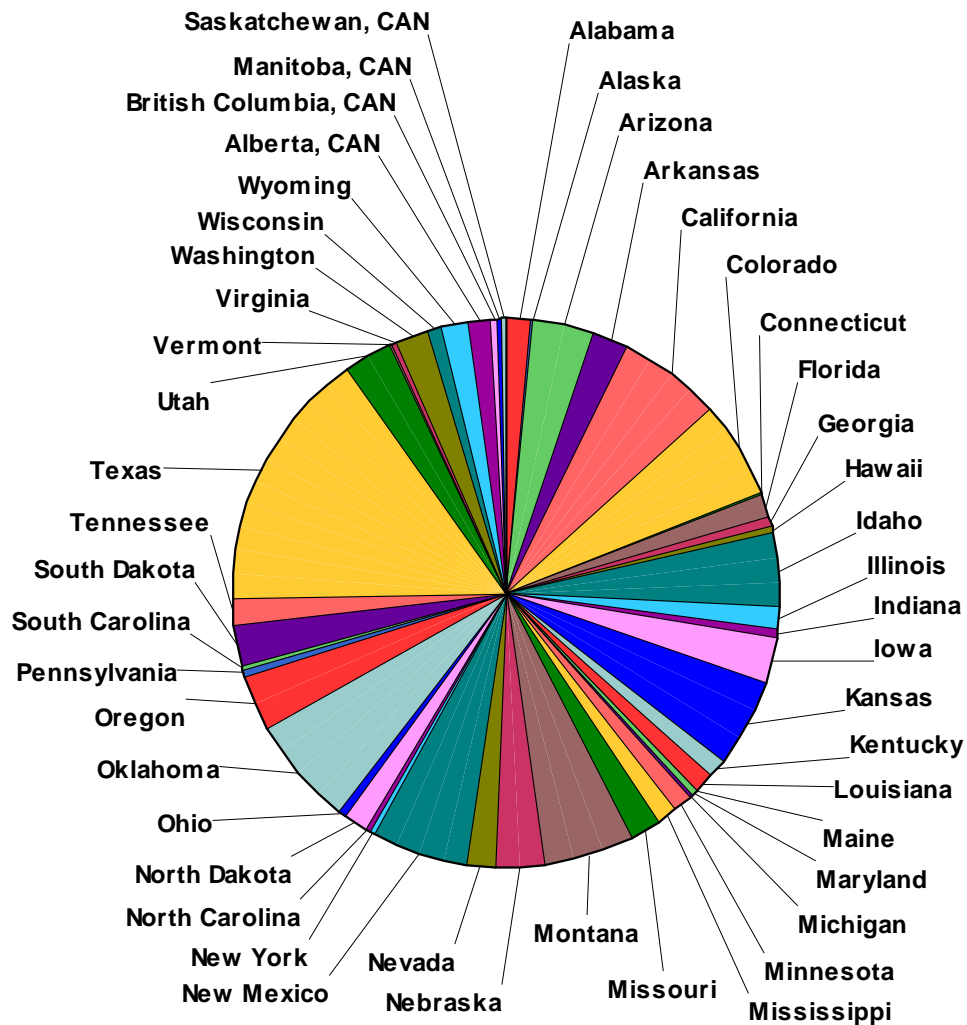
<b>South Dakota State University</b>	<b>2</b>	<b>0.1</b>
<b>South Plains College</b>	<b>31</b>	<b>1.9</b>
<b>Southeastern Oklahoma State University</b>	<b>30</b>	<b>1.9</b>
<b>Southern Arkansas University</b>	<b>15</b>	<b>0.9</b>
<b>Southwestern Oklahoma State University</b>	<b>42</b>	<b>2.6</b>
<b>Texas A&amp;M University – Kingsville</b>	<b>8</b>	<b>0.5</b>
<b>Texas A&amp;M University</b>	<b>30</b>	<b>1.9</b>
<b>Texas State Technical Institute</b>	<b>1</b>	<b>--</b>
<b>Tomball Junior College</b>	<b>1</b>	<b>--</b>
<b>Treasure Valley Community College</b>	<b>22</b>	<b>1.4</b>
<b>Troy University</b>	<b>24</b>	<b>1.5</b>
<b>Truckee Meadows Community College</b>	<b>1</b>	<b>--</b>
<b>University of Alabama</b>	<b>1</b>	<b>--</b>
<b>University of Arizona</b>	<b>9</b>	<b>0.6</b>
<b>University of Arkansas – Monticello</b>	<b>14</b>	<b>0.9</b>
<b>University of California – Los Angeles</b>	<b>1</b>	<b>--</b>
<b>University of Idaho</b>	<b>21</b>	<b>1.3</b>
<b>University of Mississippi</b>	<b>2</b>	<b>0.1</b>
<b>University of Montana – Western</b>	<b>58</b>	<b>3.6</b>
<b>University of Montana</b>	<b>10</b>	<b>0.6</b>
<b>University of Nevada – Las Vegas</b>	<b>10</b>	<b>0.6</b>
<b>University of New Mexico</b>	<b>1</b>	<b>--</b>
<b>University of Northern California</b>	<b>1</b>	<b>--</b>
<b>University of Northern Colorado</b>	<b>1</b>	<b>--</b>
<b>University of Tennessee – Martin</b>	<b>31</b>	<b>1.9</b>
<b>University of Washington</b>	<b>1</b>	<b>--</b>
<b>University of West Alabama</b>	<b>17</b>	<b>1.1</b>
<b>University of Wisconsin – River Falls</b>	<b>16</b>	<b>1.0</b>
<b>Utah State University – Uintah Basin</b>	<b>2</b>	<b>0.1</b>
<b>Utah State University</b>	<b>18</b>	<b>1.1</b>
<b>Utah Valley State College</b>	<b>14</b>	<b>0.9</b>
<b>Vernon College</b>	<b>22</b>	<b>1.4</b>
<b>Walla Walla Community College</b>	<b>28</b>	<b>1.7</b>
<b>Washington State University</b>	<b>1</b>	<b>--</b>
<b>Weatherford College</b>	<b>35</b>	<b>2.2</b>
<b>West Hills College</b>	<b>15</b>	<b>0.9</b>
<b>West Texas A&amp;M University</b>	<b>44</b>	<b>2.7</b>
<b>Western Montana College</b>	<b>1</b>	<b>--</b>
<b>Western Oklahoma State College</b>	<b>10</b>	<b>0.6</b>
<b>Western Texas College</b>	<b>33</b>	<b>2.0</b>

<sup>a</sup> “--” indicates less than 0.1%.

**Figure 1**

# Distribution of respondents by State/Province where graduated high school

(n = 1,606)



**Table 2**

## Distribution of respondents by State/Province where graduated high school

(n = 1,606)

State/Province	n	%
<b>State</b>		
Alabama	24	1.5
Alaska	1	0.1
Arizona	59	3.7
Arkansas	33	2.0
California	96	6.0
Colorado	93	5.8
Connecticut	2	0.1
Florida	21	1.3
Georgia	10	0.6
Hawaii	6	0.4
Idaho	70	4.4
Illinois	20	1.2
Indiana	8	0.5
Iowa	43	2.7
Kansas	84	5.2
Kentucky	17	1.1
Louisiana	20	1.2
Maine	1	0.1
Maryland	4	0.2
Michigan	4	0.2
Minnesota	18	1.1
Mississippi	18	1.1
Missouri	30	1.9
Montana	86	5.4

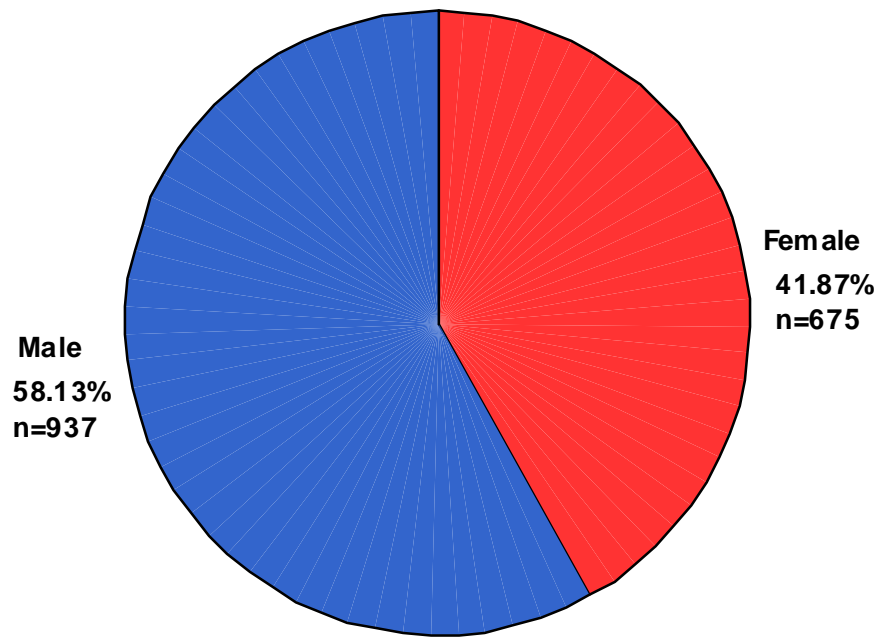
National Intercollegiate Rodeo Association

<b>Nebraska</b>	<b>46</b>	<b>2.9</b>
<b>Nevada</b>	<b>26</b>	<b>1.6</b>
<b>New Mexico</b>	<b>91</b>	<b>5.7</b>
<b>New York</b>	<b>4</b>	<b>0.2</b>
<b>North Carolina</b>	<b>7</b>	<b>0.4</b>
<b>North Dakota</b>	<b>22</b>	<b>1.4</b>
<b>Ohio</b>	<b>7</b>	<b>0.4</b>
<b>Oklahoma</b>	<b>103</b>	<b>6.4</b>
<b>Oregon</b>	<b>52</b>	<b>3.2</b>
<b>Pennsylvania</b>	<b>7</b>	<b>0.4</b>
<b>South Carolina</b>	<b>4</b>	<b>0.2</b>
<b>South Dakota</b>	<b>38</b>	<b>2.4</b>
<b>Tennessee</b>	<b>26</b>	<b>1.6</b>
<b>Texas</b>	<b>246</b>	<b>15.3</b>
<b>Utah</b>	<b>48</b>	<b>3.0</b>
<b>Vermont</b>	<b>1</b>	<b>0.1</b>
<b>Virginia</b>	<b>4</b>	<b>0.2</b>
<b>Washington</b>	<b>32</b>	<b>2.0</b>
<b>Wisconsin</b>	<b>12</b>	<b>0.7</b>
<b>Wyoming</b>	<b>26</b>	<b>1.6</b>
<b>Canadian Province</b>		
<b>Alberta</b>	<b>22</b>	<b>1.4</b>
<b>British Columbia</b>	<b>6</b>	<b>0.4</b>
<b>Manitoba</b>	<b>3</b>	<b>0.2</b>
<b>Saskatchewan</b>	<b>5</b>	<b>0.3</b>

## Figure 2

### Gender

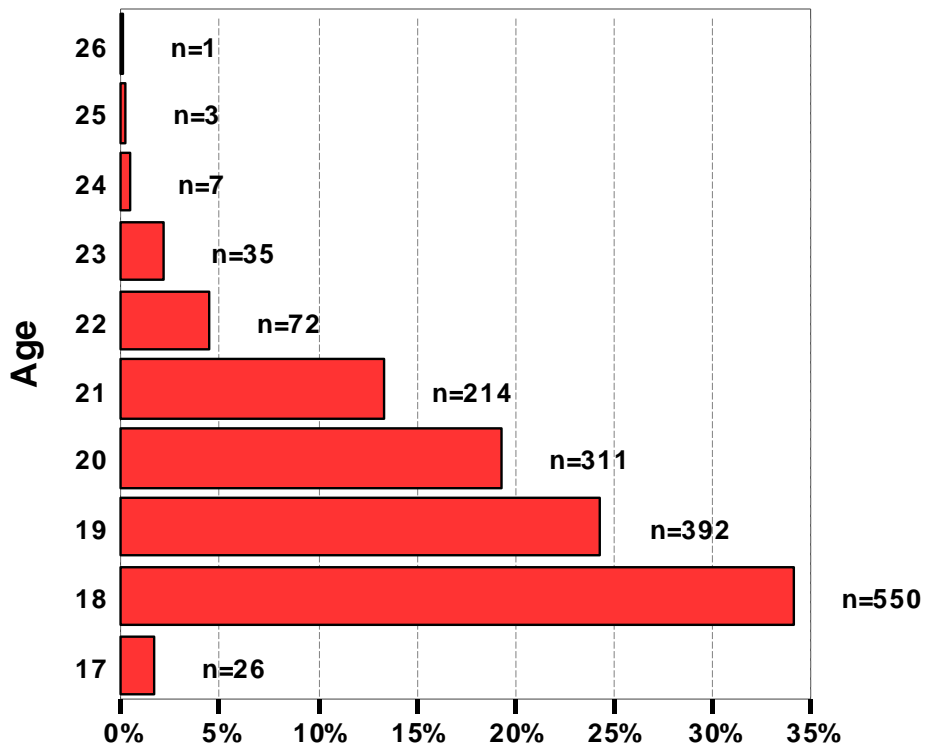
(n = 1,612)



### Figure 3

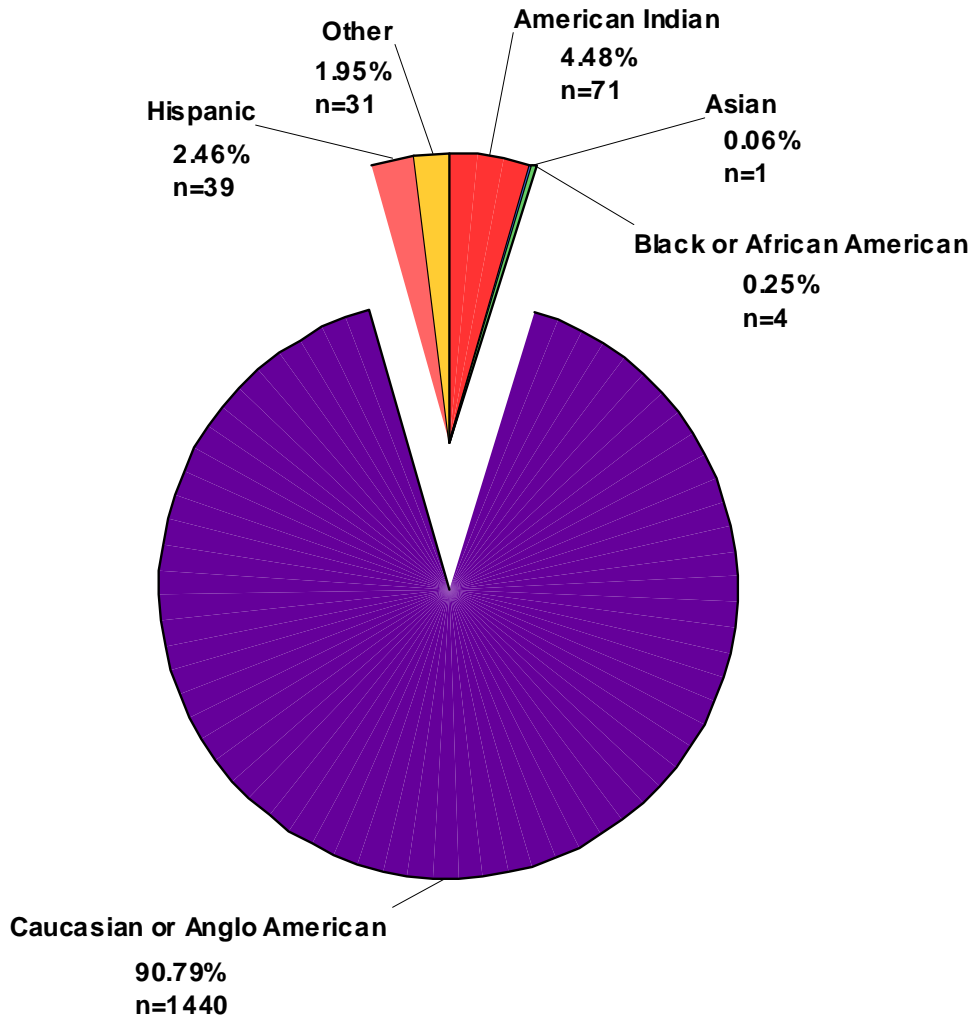
## Age

(n = 1,611)



Mean	19.34
Standard deviation	1.40

**Figure 4**  
**Ethnicity**  
(n = 1,586)

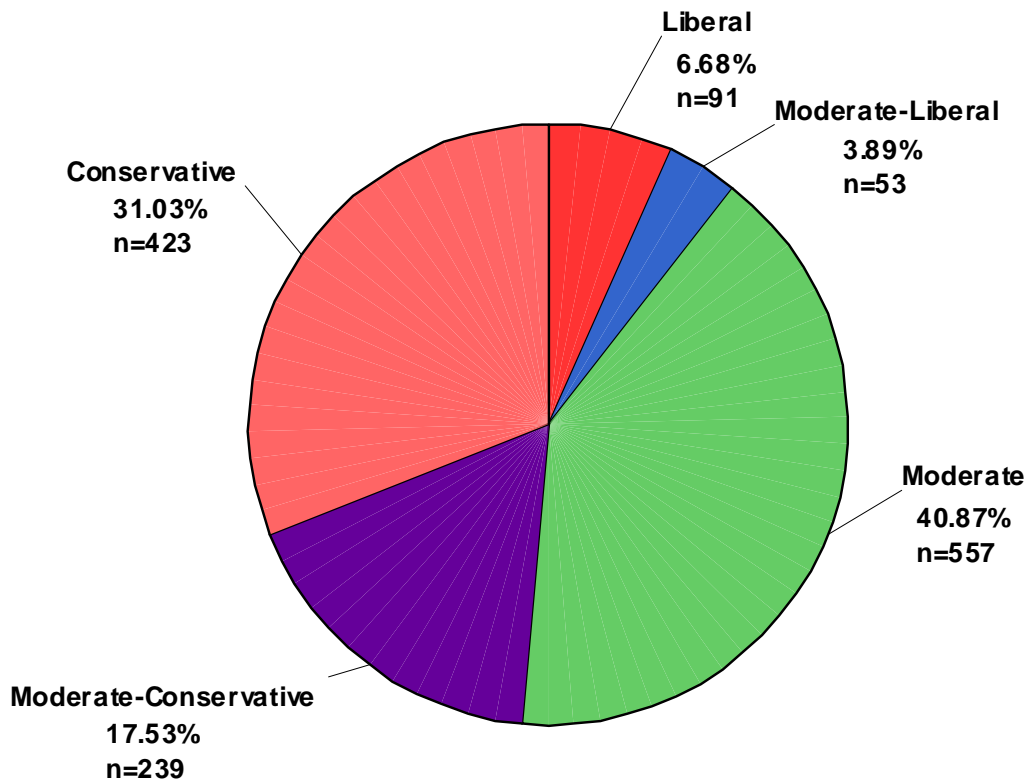


**NOTE:** A complete list of “Other” responses is available upon request from the author.

## Figure 5

# Political ideology

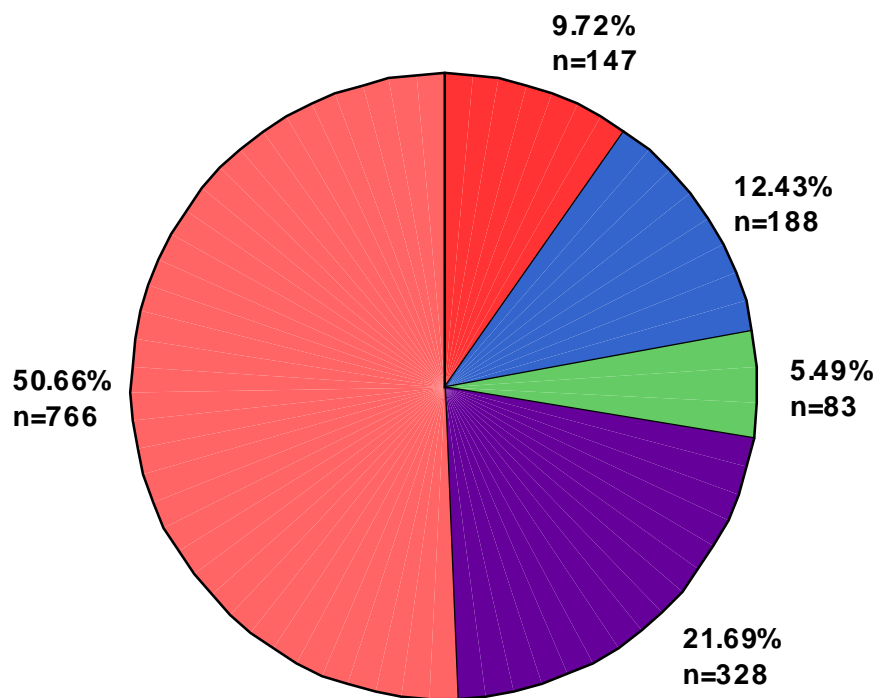
(n = 1,363)



**Figure 6**

**Size of place where spent most of childhood**

(n = 1,512)

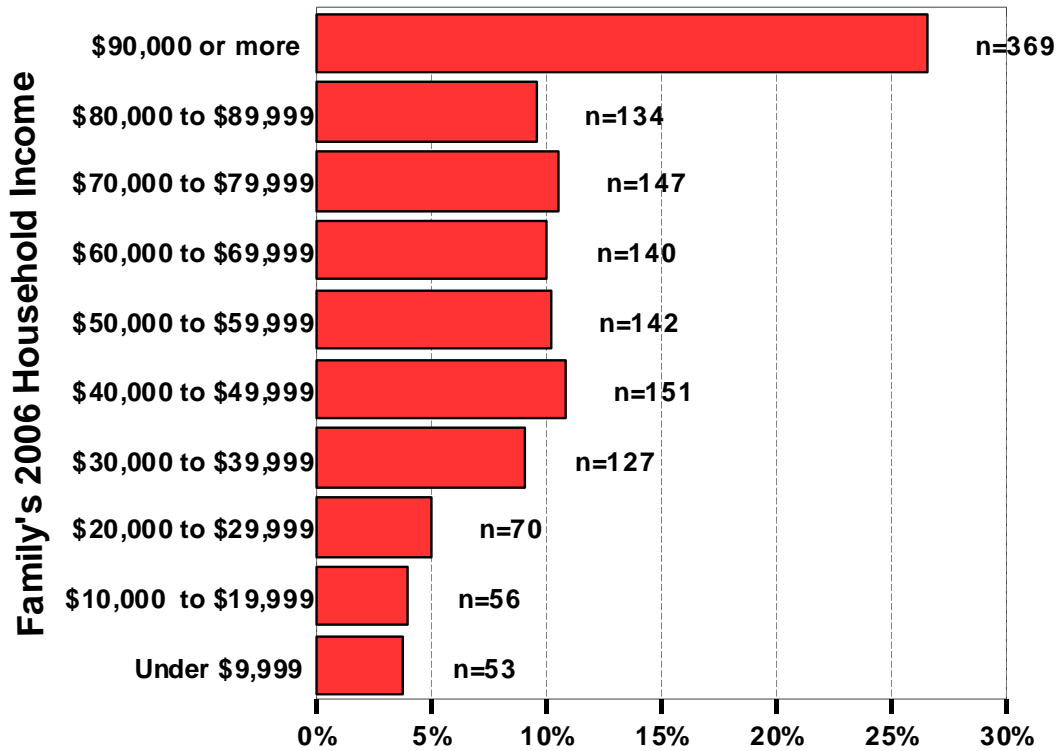


- A city of 50,000 or more people
- A smaller city of 10,000 to 50,000
- The suburbs of a city of 10,000 or more
- A town or village of 10,000 or fewer people
- In the countryside outside of any city or town

## Figure 7

### Family's 2006 total household income

(n = 1,389)



## Figure 8

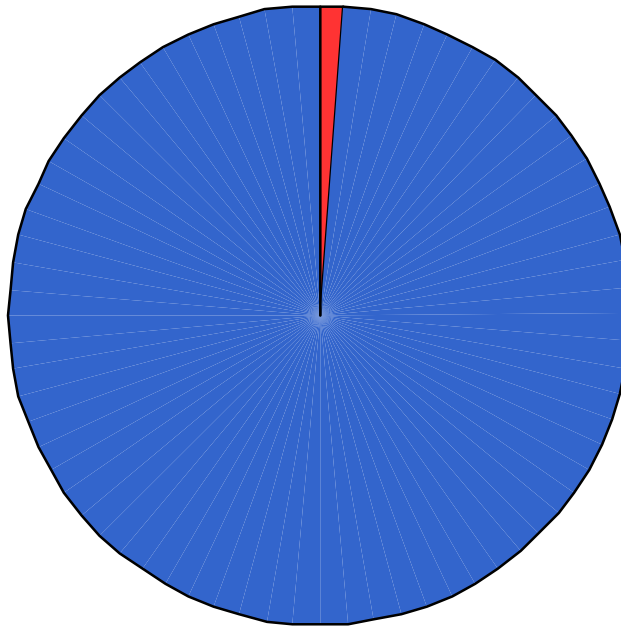
### Current student status

(n = 1,578)

Graduate student

1.27%

n=20



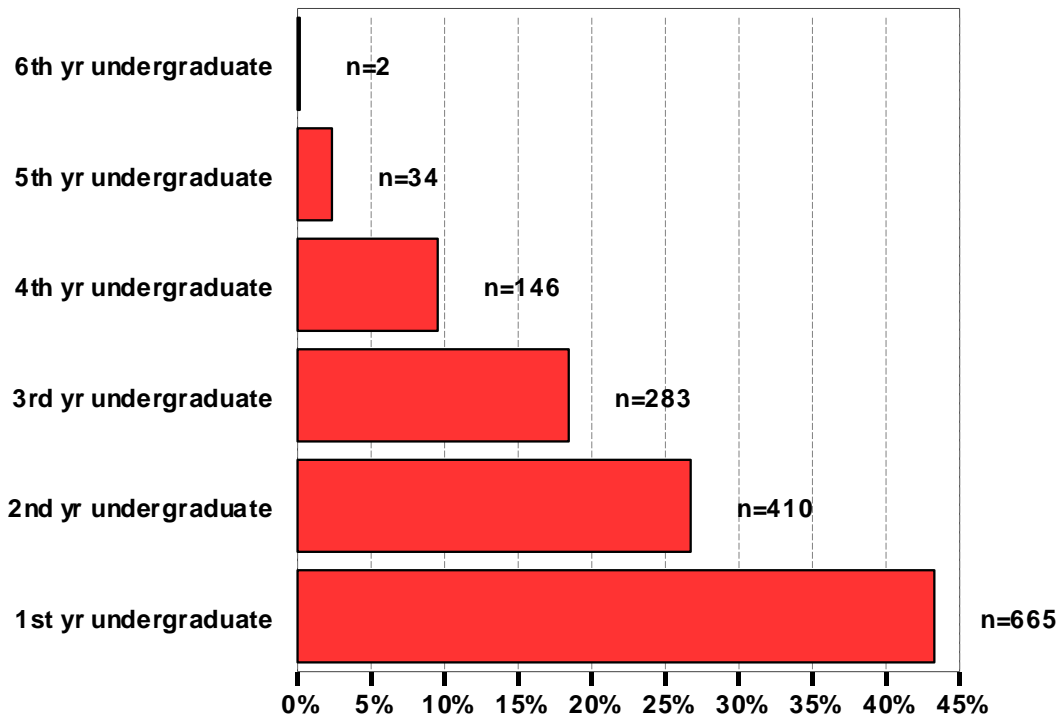
Undergraduate student

98.73%

n=1558

## Figure 9

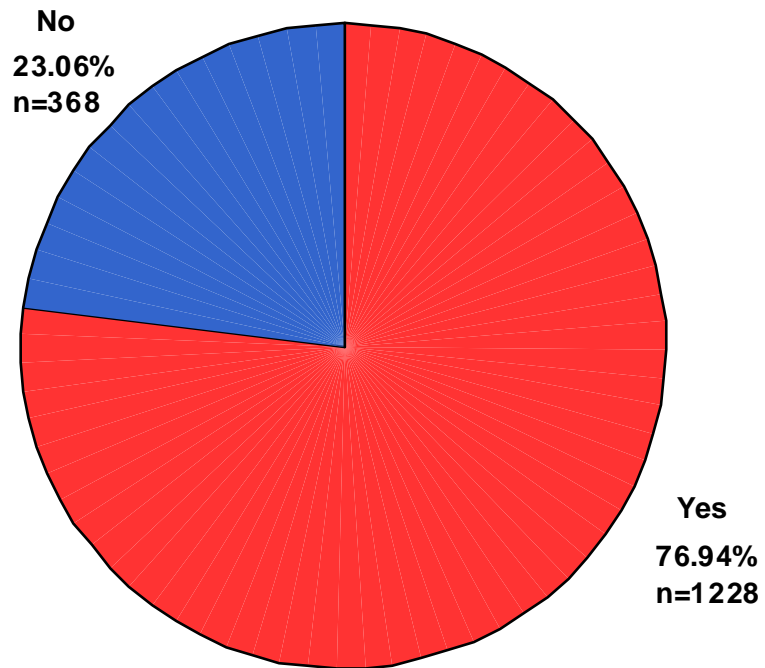
Year in college 2007 – 2008  
(undergraduates)  
(n = 1,540)



## Figure 10

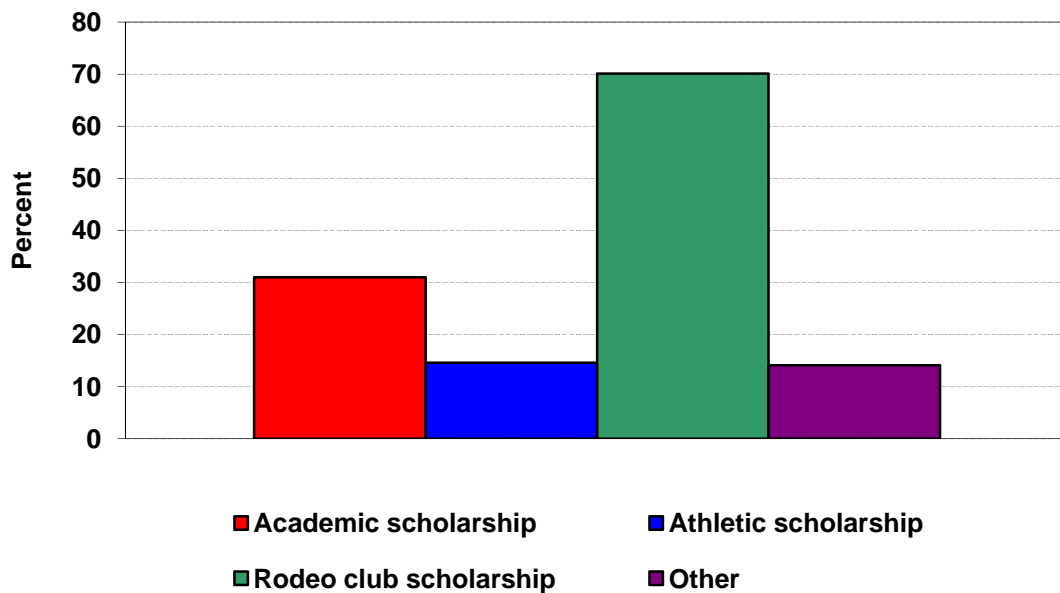
### Receiving scholarships or monetary awards

(n = 1,596)



**Figure 11**

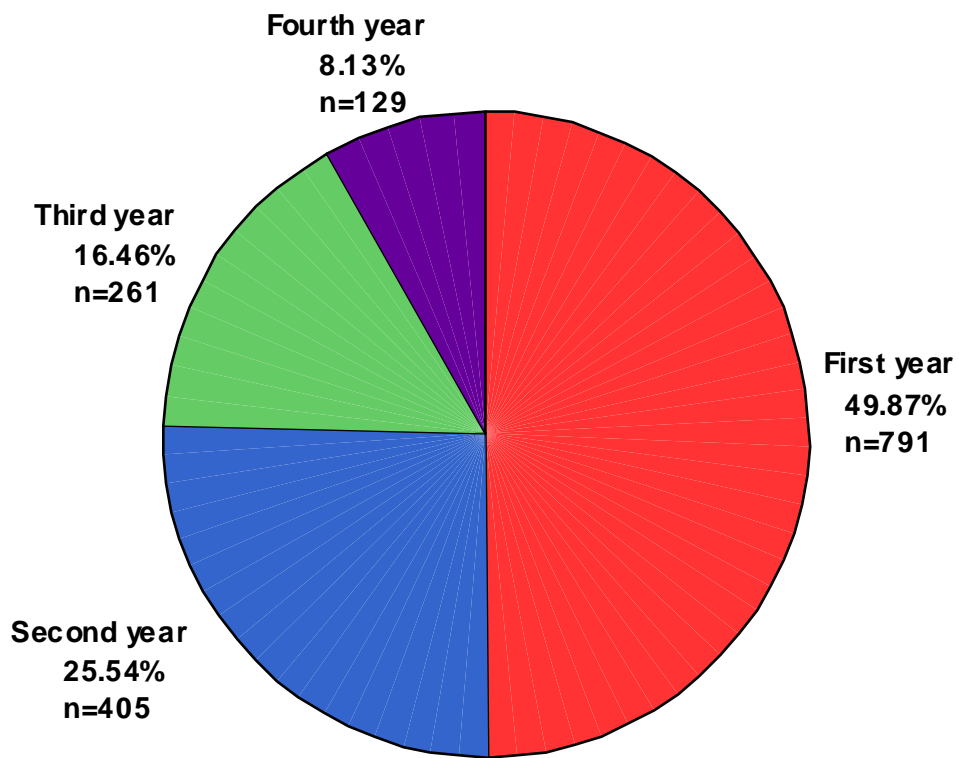
## Types of scholarships or monetary awards



**NOTE:** Each type of scholarship or monetary award was analyzed separately. The breakdown for each type of scholarship or monetary award is as follows: academic scholarship (n = 380 of 1,224); athletic scholarship (n = 179 of 1,223); rodeo club scholarship (n = 858 of 1,224); other scholarships (n = 172 of 1,224).

A complete list of "Other" responses is available upon request from the author.

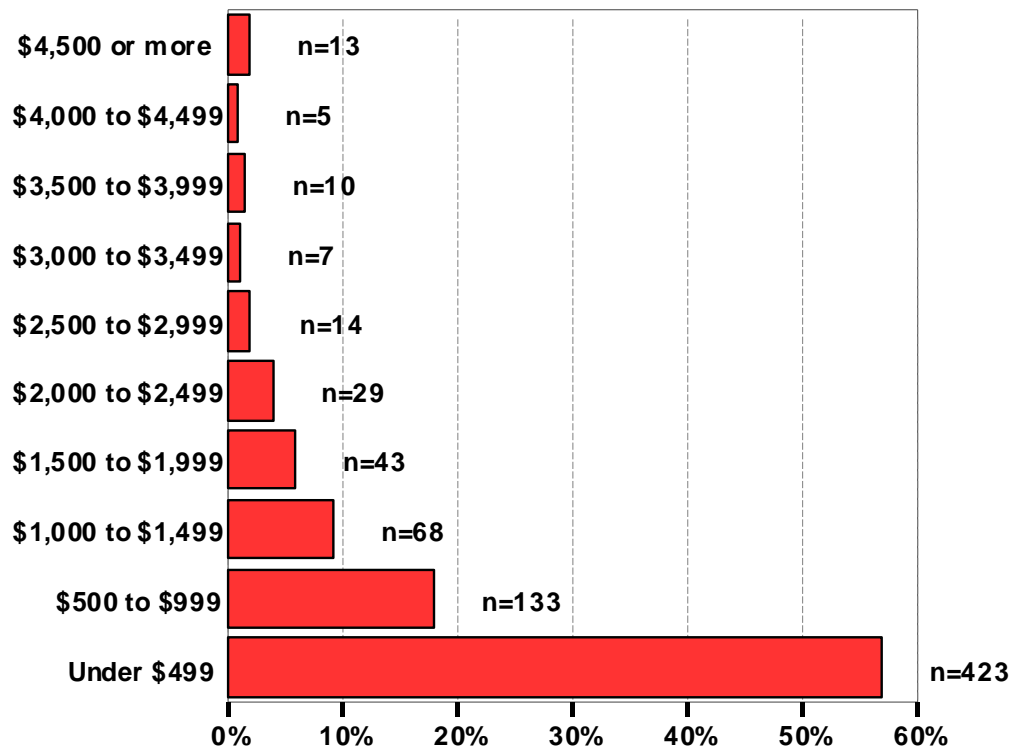
**Figure 12**  
**Year of NIRA eligibility in**  
**2007 – 2008**  
(n = 1,586)



## Figure 13

### Money won at NIRA rodeos during 2006 – 2007 season<sup>a</sup>

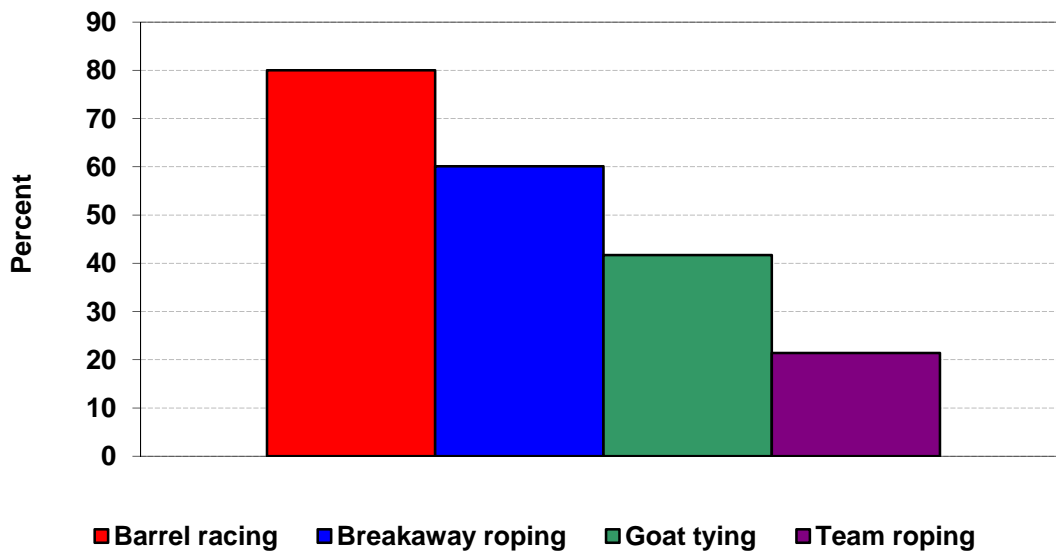
(n = 745)



<sup>a</sup> Excludes 1<sup>st</sup> year NIRA cardholders in 2007 – 2008.

**Figure 14**

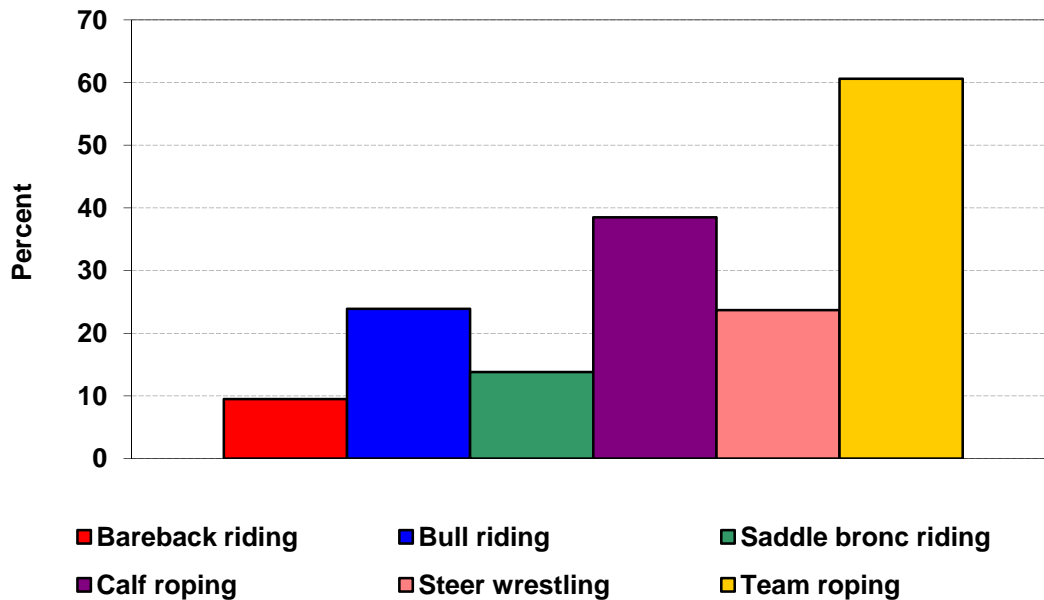
Events planning to regularly enter during the 2007 – 2008 college rodeo season (females)



NOTE: Each event was analyzed separately. The number of respondents who indicated they plan to regularly enter each event is as follows: barrel racing (n = 539 of 674); breakaway roping (n = 405 of 674); goat tying (n = 281 of 674); team roping (n = 144 of 674).

**Figure 15**

Events planning to regularly enter during the 2007 – 2008 college rodeo season (males)

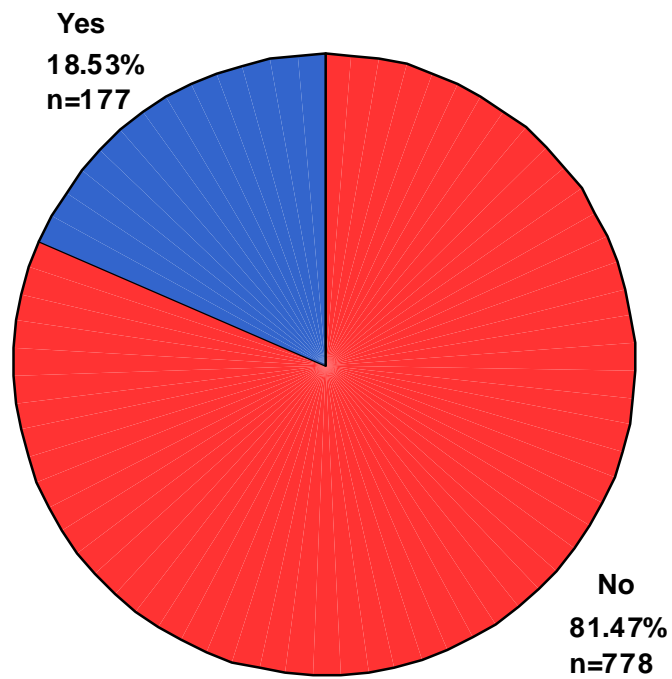


NOTE: Each event was analyzed separately. The number of respondents who indicated that they plan to regularly enter each event is as follows: bareback riding (n = 89 of 932); bull riding (n = 233 of 932); saddle bronc riding (n = 129 of 932); calf roping (n = 359 of 932); steer wrestling (n = 221 of 931); team roping (n = 564 of 930).

## Figure 16

### Mother competed in college rodeo

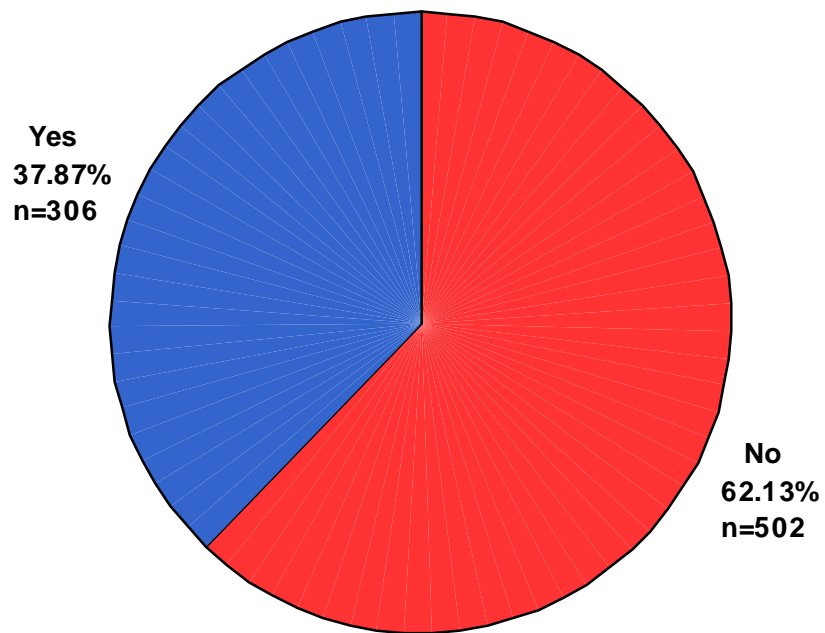
(n = 955)



## Figure 17

### Father competed in college rodeo

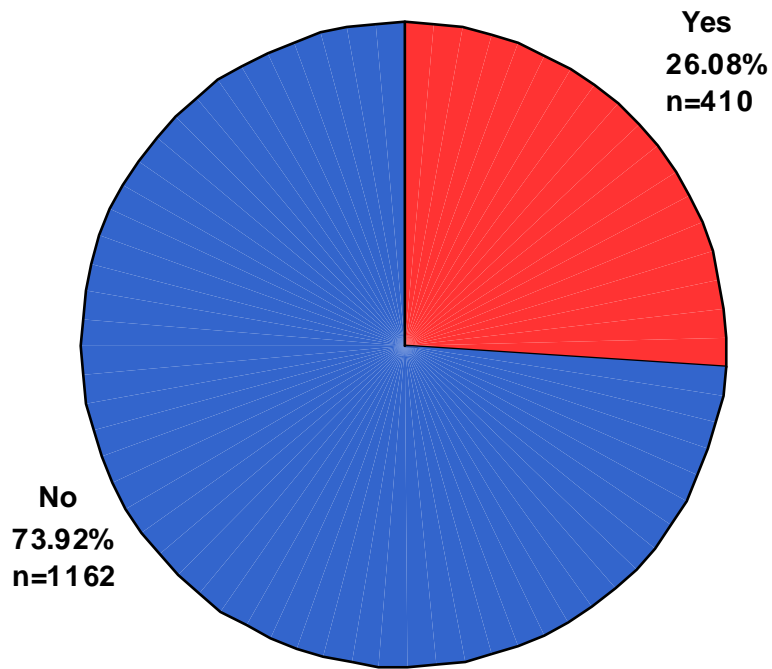
(n = 808)



## Figure 18

### Currently competes in professional rodeo

(n = 1,572)



**Table 3****Money won at professional rodeos in  
2006**

(females, n = 89; males, n = 244)

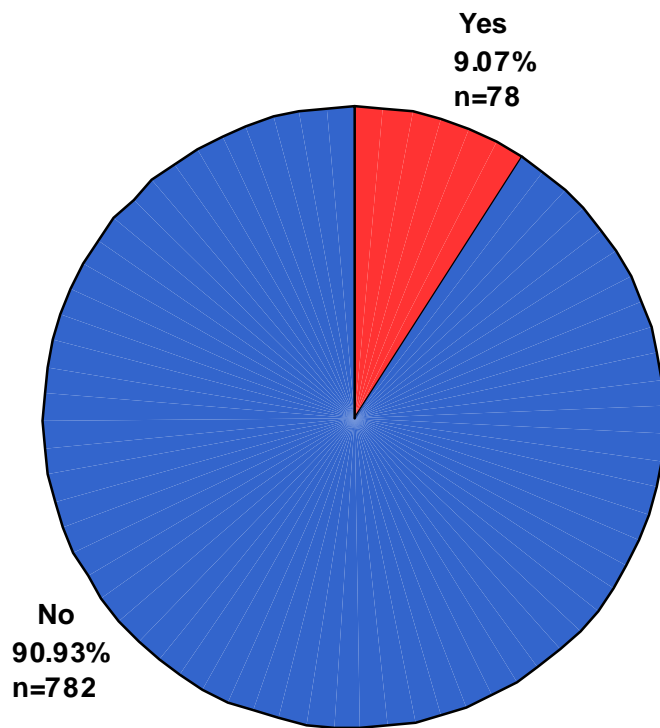
	Overall	Females	Males
<b>Mean</b>	\$3,563.86	\$2,371.00 ***	\$3,998.97
<b>Standard Deviation</b>	\$6,976.44	\$3,731.51	\$7,793.77
<b>Median</b>	\$1,000.00	\$700.00	\$1,400.00
<b>Mode</b>	\$0.00 (n = 73)	\$0.00 (n = 18)	\$0.00 (n = 55)
<b>Minimum</b>	\$0.00 (n = 73)	\$0.00 (n = 18)	\$0.00 (n = 55)
<b>Maximum</b>	\$70,000.00 (n = 1)	\$18,000.00 (n = 1)	\$70,000.00 (n = 1)

\*\*\* Indicates a statistically significant difference ( $p < 0.001$ ) between females and males.

## Figure 19

### Currently competes in professional bull riding (males)

(n = 860)



**Table 4**

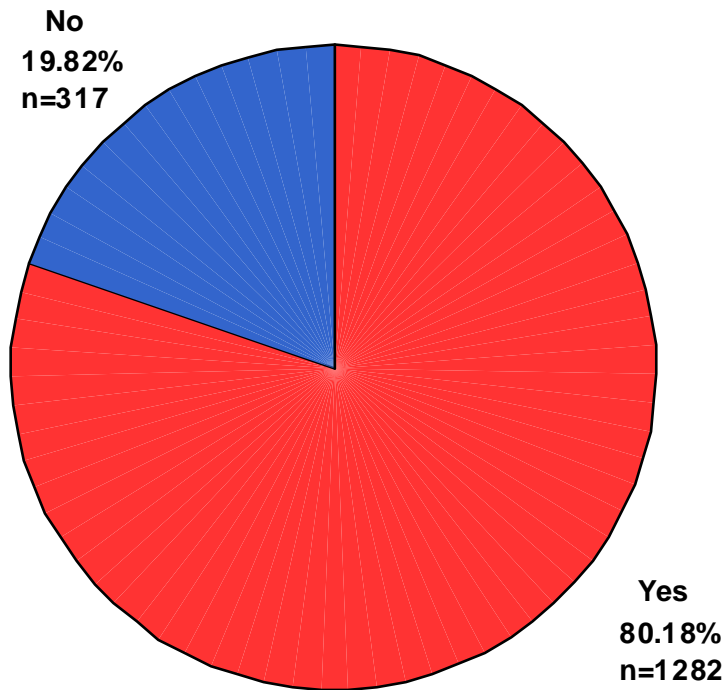
Money won at professional bull  
ridings in 2006 (males)  
(n = 51)

<b>Mean</b>	<b>\$3,504.86</b>
<b>Standard Deviation</b>	<b>\$6,064.61</b>
<b>Median</b>	<b>\$600.00</b>
<b>Mode</b>	<b>\$0.00</b> <b>(n = 16)</b>
<b>Minimum</b>	<b>\$0.00</b> <b>(n = 16)</b>
<b>Maximum</b>	<b>\$30,000.00</b> <b>(n = 1)</b>

## Figure 20

### Rodeoed in high school as a member of the National High School Rodeo Association

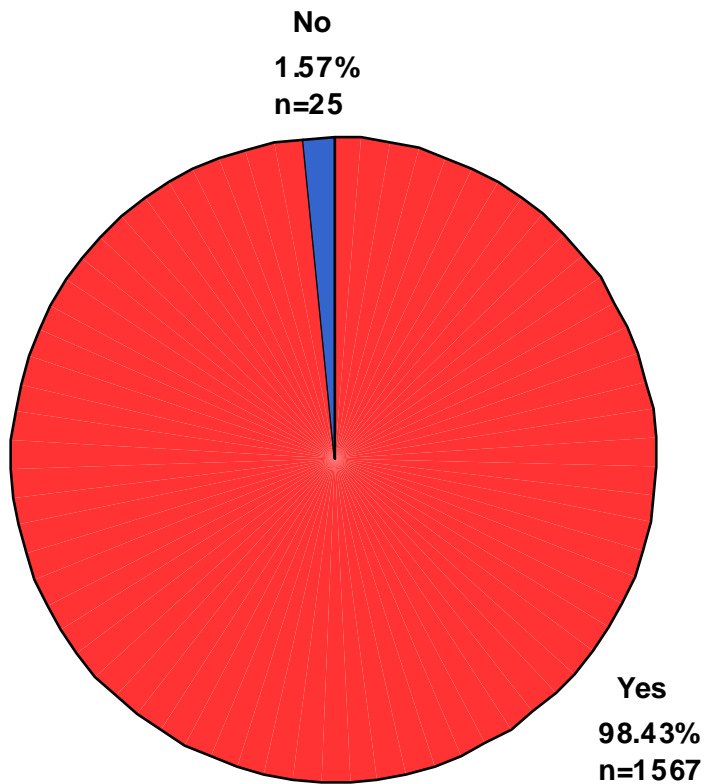
(n = 1,599)



## Figure 21

### Planning to rodeo after graduation

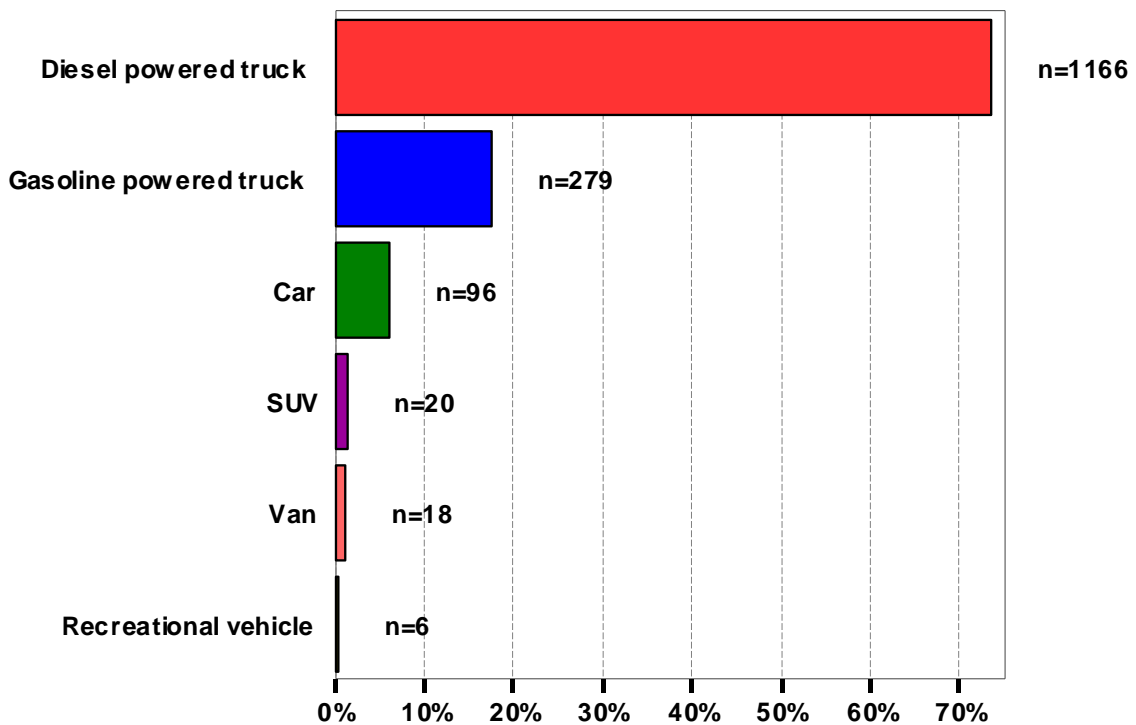
(n = 1,592)



**Figure 22**

**Type of vehicle primarily used to travel to NIRA rodeos**

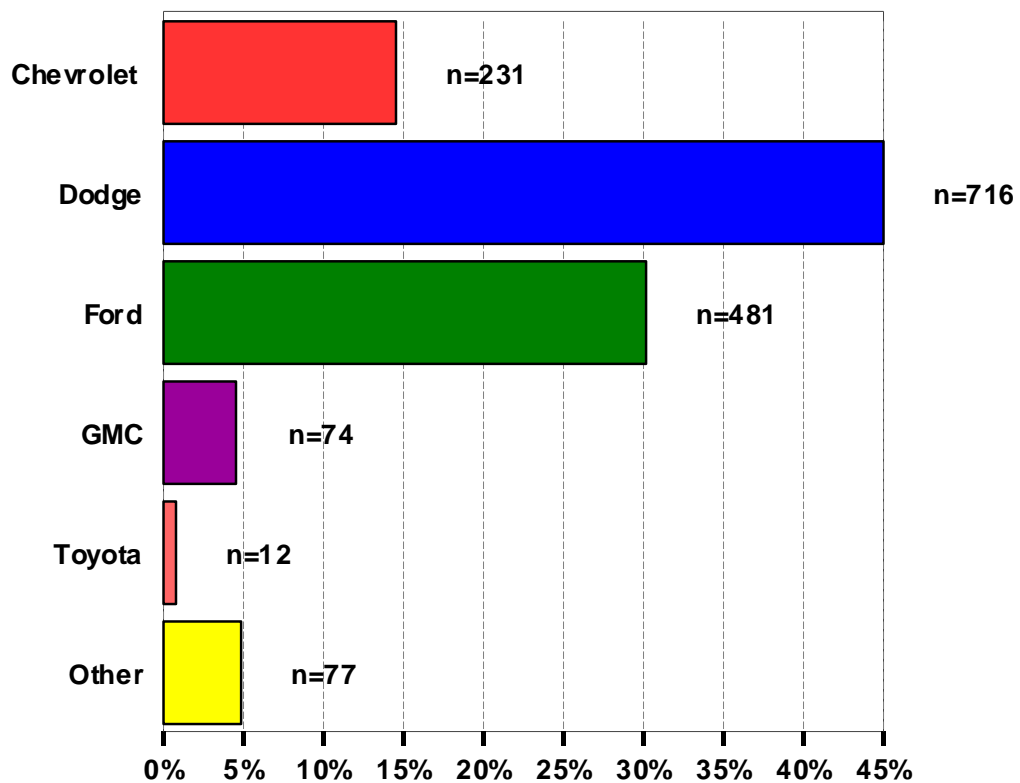
(n = 1,585)



**Figure 23**

**Make of vehicle primarily used to travel to NIRA rodeos**

(n = 1,591)

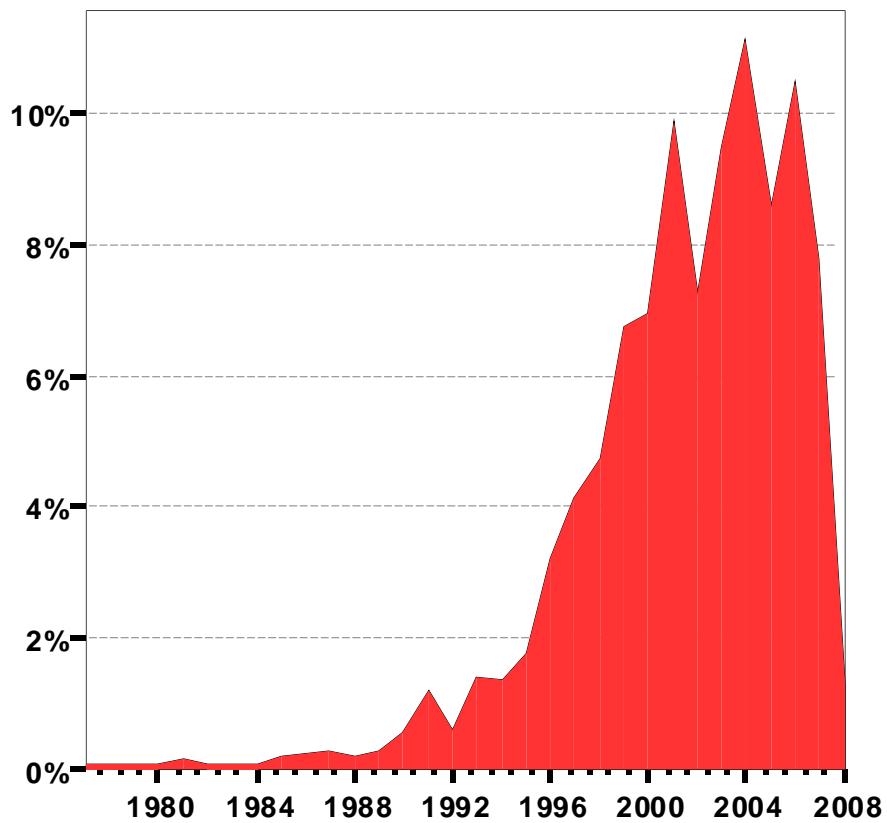


NOTE: A complete list of “Other” responses is available upon request from the author.

## Figure 24

### Year of vehicle primarily used to travel to NIRA rodeos

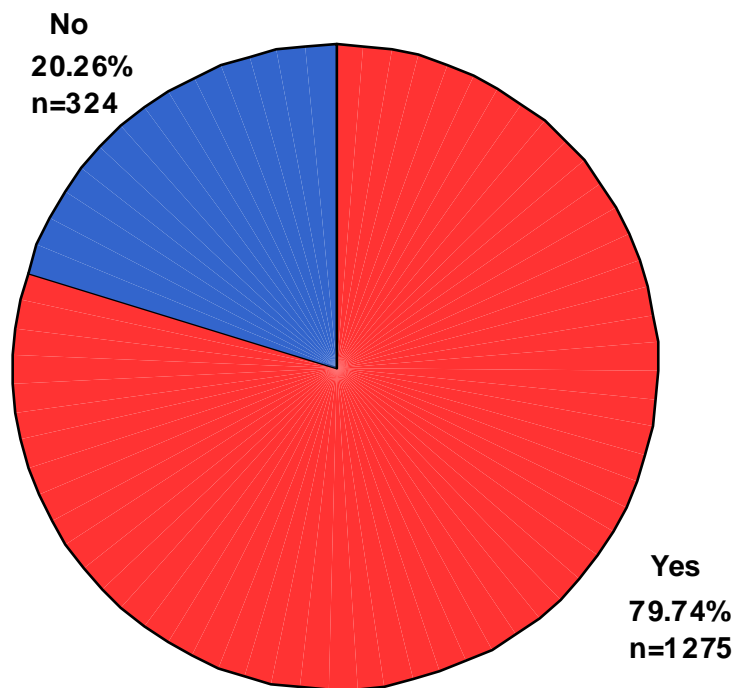
(n = 1,497)



## Figure 25

### Pulling a horse trailer to NIRA rodeos

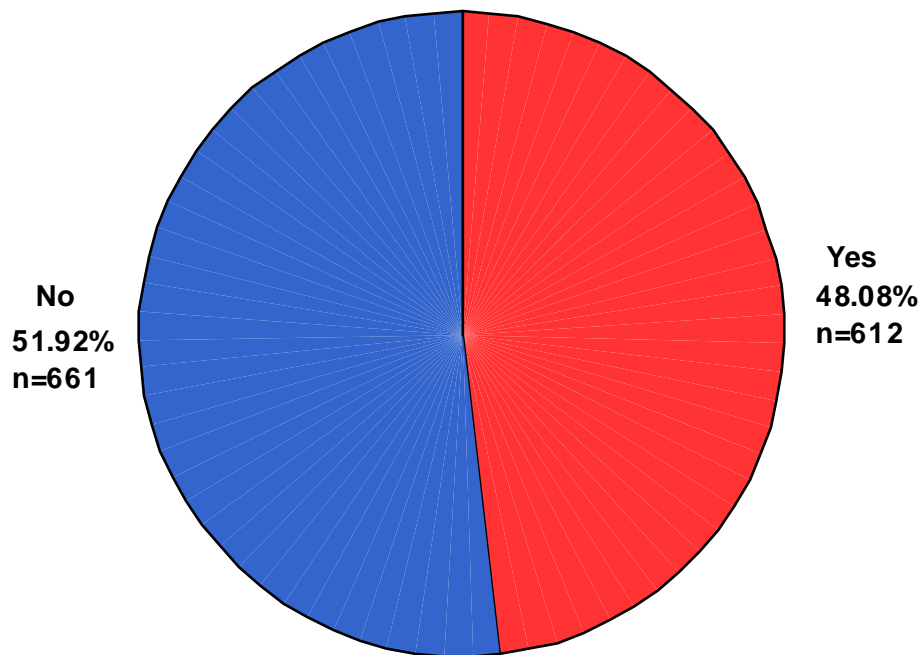
(n = 1,599)



## Figure 26

### Horse trailer has living quarters

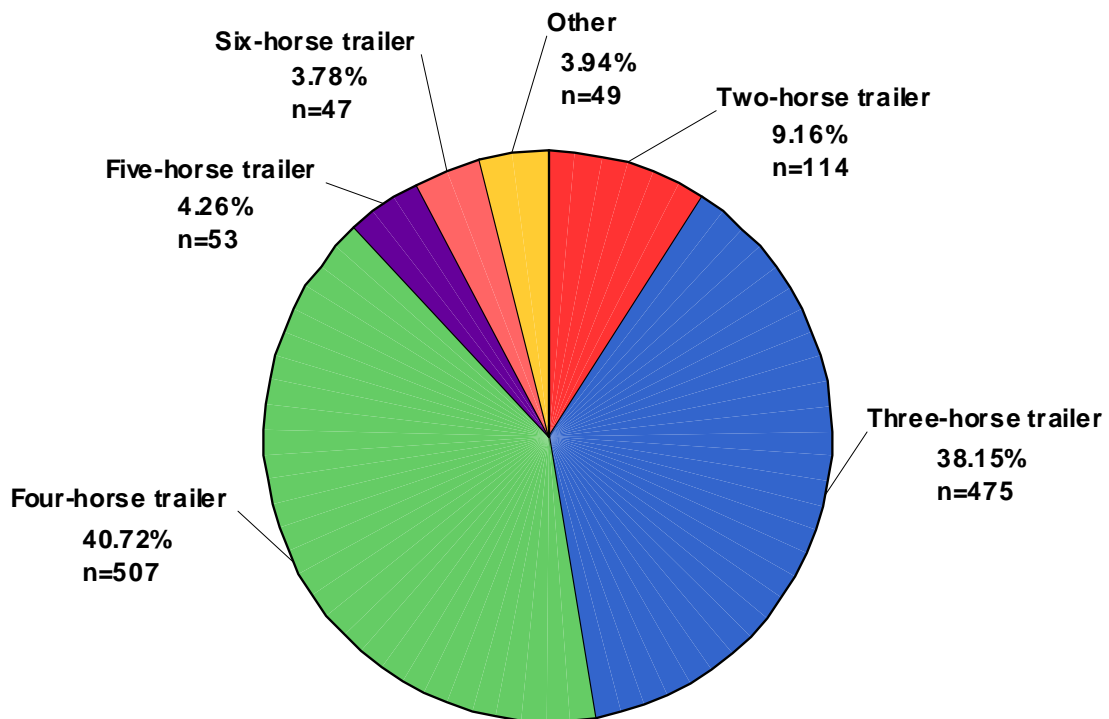
(n = 1,273)



## Figure 27

Type of horse trailer that will primarily be used when traveling to NIRA rodeos

(n = 1,245)

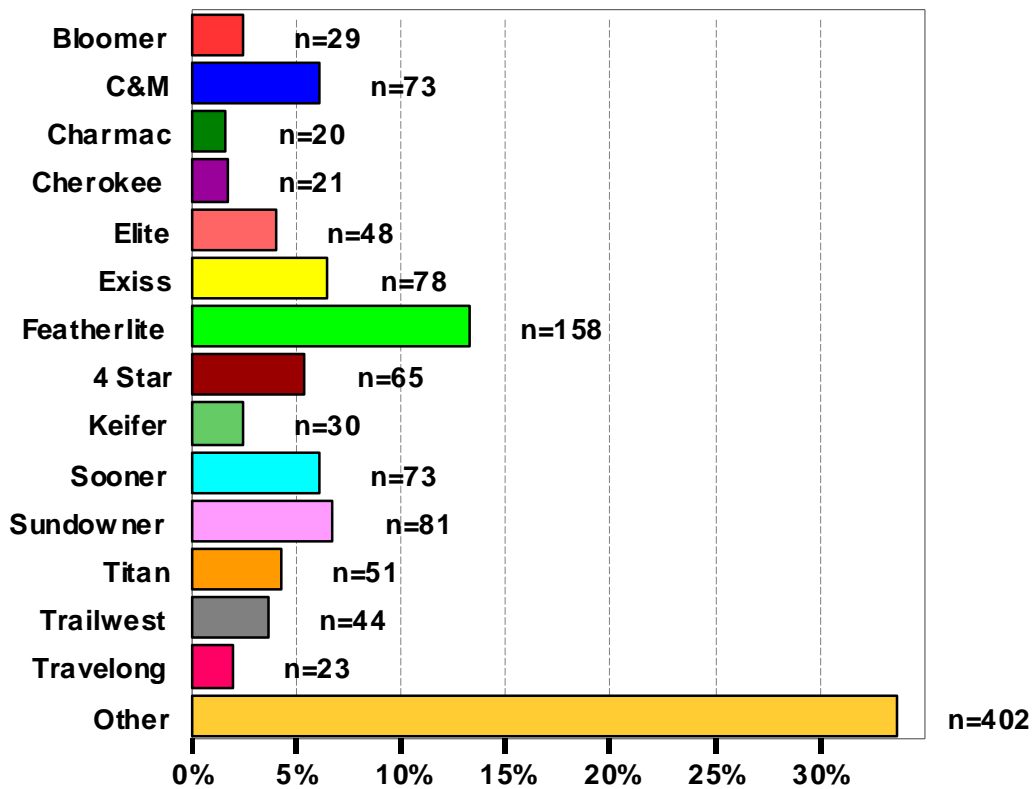


**NOTE:** A complete list of “Other” responses is available upon request from the author.

## Figure 28

Make of horse trailer that will primarily be used when traveling to NIRA rodeos

(n = 1,196)

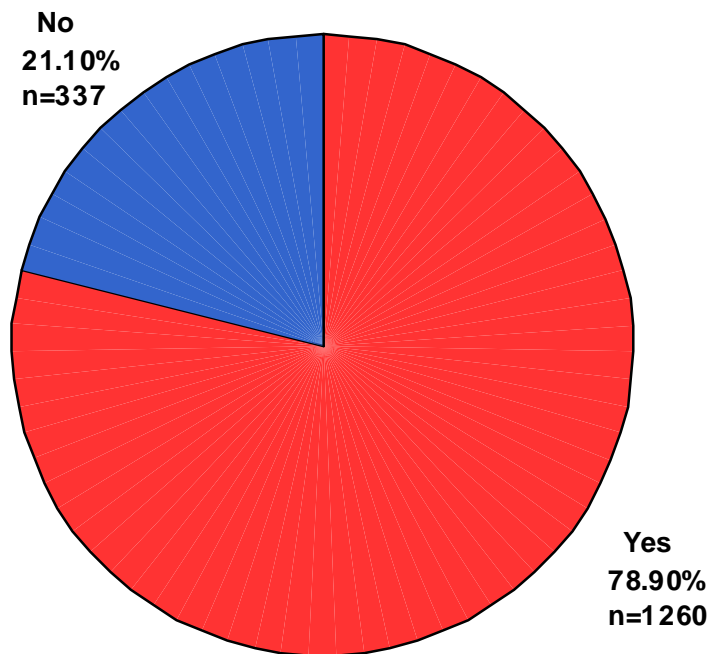


NOTE: A complete list of “Other” responses is available upon request from the author.

## Figure 29

Boarding and/or caring for own horse(s) this year while at college/university

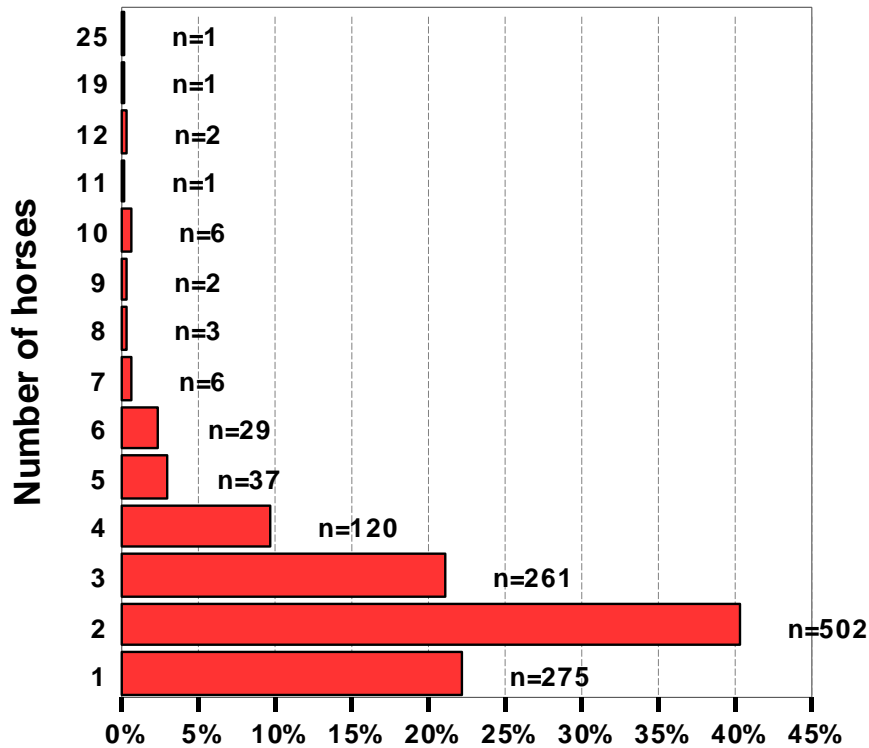
(n = 1,597)



### Figure 30

Number of horses boarded and/or cared for while at college/university this year

(n = 1,246)



Mean	2.51
Standard deviation	1.64

**Table 5**

Amount of money expecting to spend this year boarding and/or caring for horse(s) while at college/university

(females, n = 483; males, n = 451)

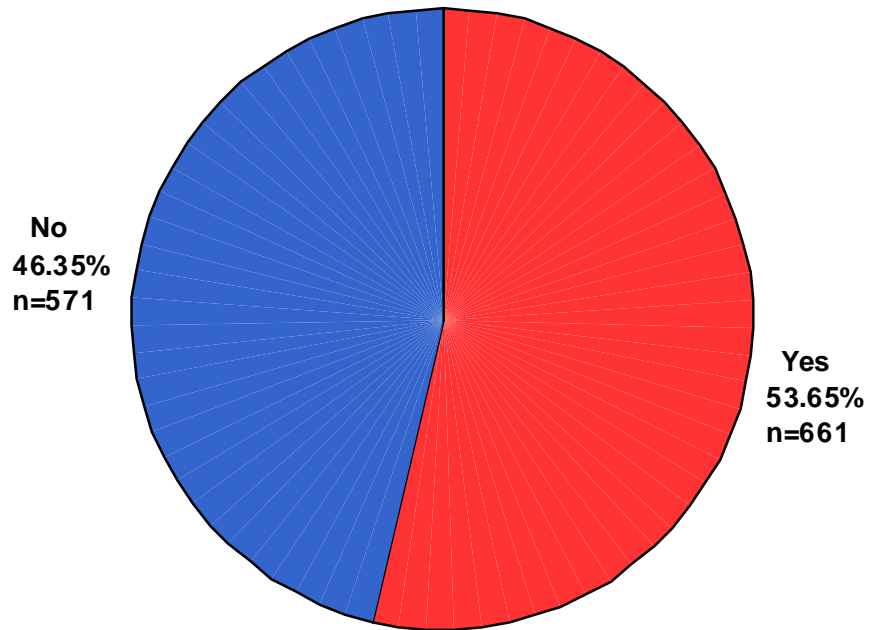
	Overall	Females	Males
<b>Mean</b>	\$2,017.27	\$2,215.60 *	\$1,804.87
<b>Standard Deviation</b>	\$3,036.55	\$3,471.73	\$2,473.87
<b>Median</b>	\$1,000.00	\$1,000.00	\$1,000.00
<b>Mode</b>	\$1,000.00 (n = 152)	\$1,000.00 (n = 85)	\$1,000.00 (n = 67)
<b>Minimum</b>	\$50.00 (n = 2)	\$70.00 (n = 1)	\$50.00 (n = 2)
<b>Maximum</b>	\$30,000.00 (n = 3)	\$30,000.00 (n = 3)	\$22,500.00 (n = 1)

\* Indicates a statistically significant difference ( $p < 0.05$ ) between females and males.

### Figure 31

Prefer a particular brand of  
pre-mixed horse feed

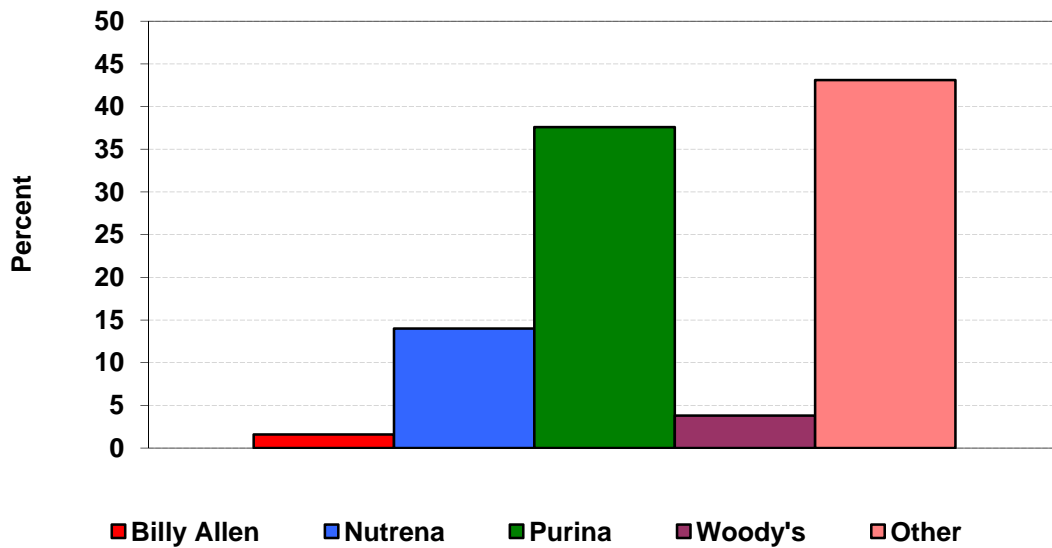
(n = 1,232)



**Figure 32**

## Preference of pre-mixed horse feed

(n = 687)



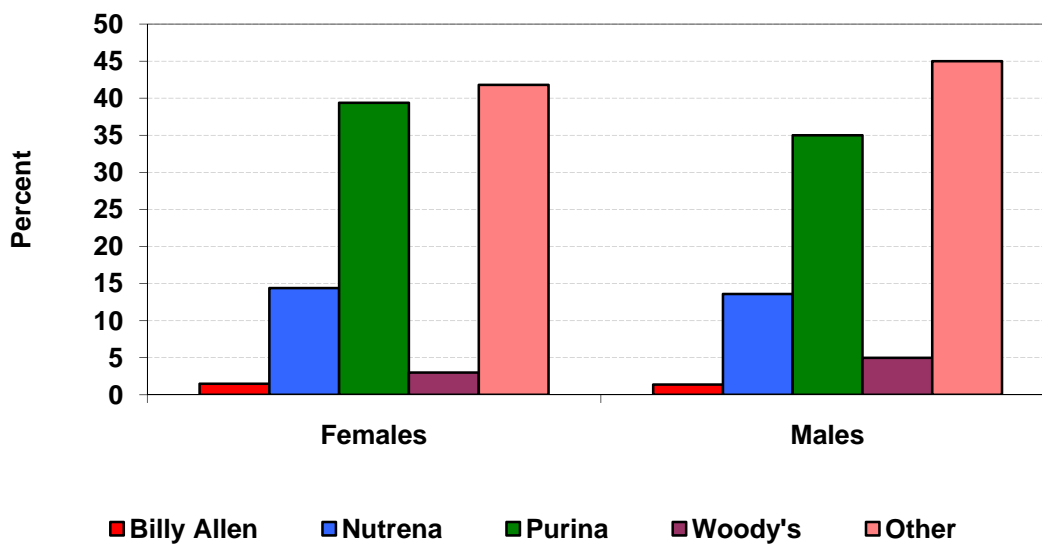
NOTE: Multiple responses were included in the analysis. The number of respondents who indicated they preferred each brand of horse feed is as follows: Billy Allen (n = 11); Nutrena (n = 96); Purina (n = 258); Woody's (n = 26); Other (n = 296).

A complete list of "Other" responses is available upon request from the author.

**Figure 33**

## Preference of pre-mixed horse feed by gender

(females, n = 404; males, n = 280)



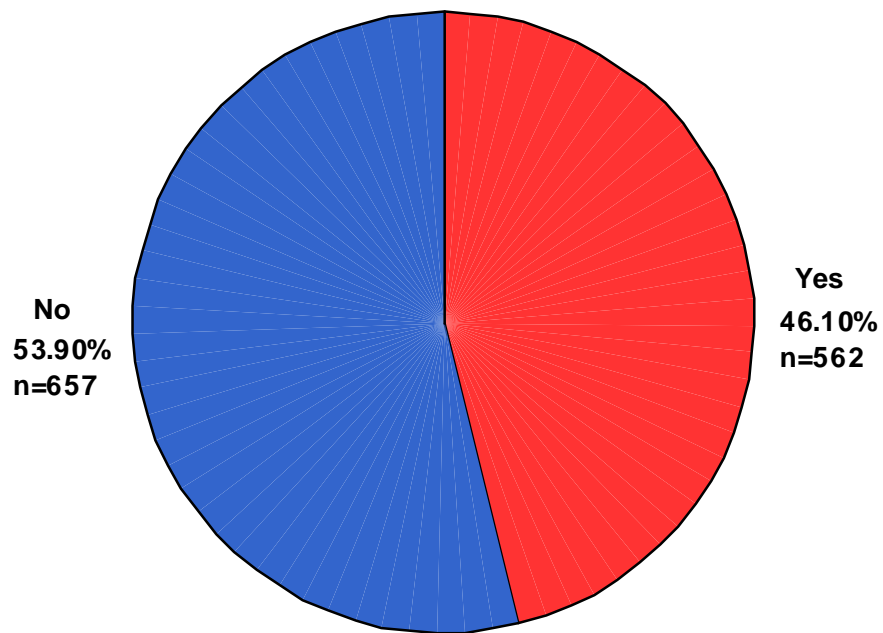
**NOTE:** Multiple responses were included in the analysis. The number of female respondents who indicated they preferred each brand of horse feed is as follows: Billy Allen (n = 6); Nutrena (n = 58); Purina (n = 159); Woody's (n = 12); Other (n = 169). The number of male respondents who indicated they preferred each brand of horse feed is as follows: Billy Allen (n = 4); Nutrena (n = 38); Purina (n = 98); Woody's (n = 14); Other (n = 126).

A complete list of "Other" responses is available upon request from the author.

### Figure 34

## Use feed supplements

(n = 1,219)



**Table 6**  
**Top five supplements fed**  
(n = 750)

<b>Brand Name</b>	<b>n</b>	<b>%</b>
Red Cell	72	9.6
Platinum Performance	27	3.6
Equine Nutrition Inc.	18	2.4
Corta-Fix	16	2.1
Strongid T	14	1.9

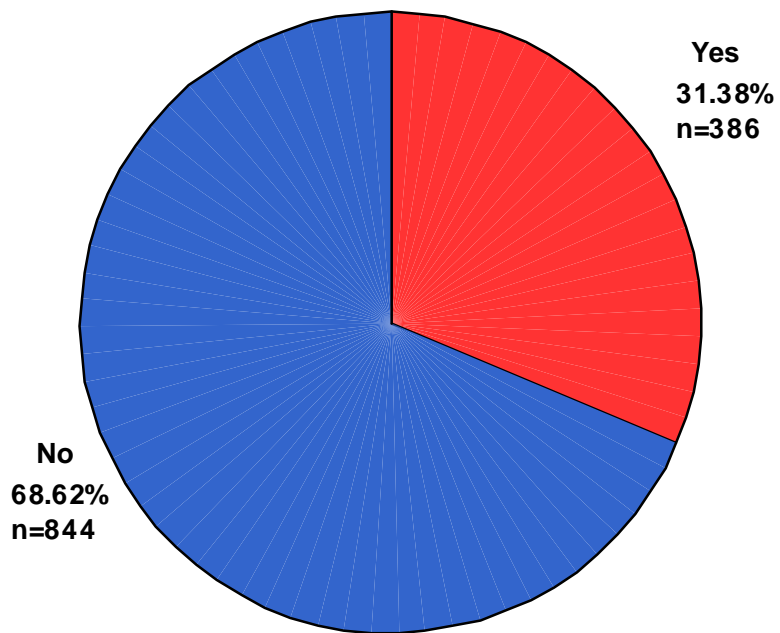
NOTE: Multiple responses were included in the analysis.

A complete list of "Other" responses is available upon request from the author.

### Figure 35

## Carry insurance on horse(s)

(n = 1,230)



**Table 7**

## Amount of money estimating to spend this year insuring horse(s)

(females, n = 121; males, n = 145)

	Overall	Females	Males
<b>Mean</b>	\$4,614.90	\$5,050.29	\$4,251.57
<b>Standard Deviation</b>	\$13,713.35	\$13,795.28	\$13,681.80
<b>Median</b>	\$1,000.00	\$1,000.00	\$800.00
<b>Mode</b>	\$1,000.00 (n = 34)	\$2,000.00 (n = 16)	\$500 <sup>a</sup> (n = 19)  \$1,000.00 <sup>a</sup> (n = 19)
<b>Minimum</b>	\$36.00 (n = 1)	\$45.00 (n = 1)	\$36.00 (n = 1)
<b>Maximum</b>	\$100,000.00 (n = 3)	\$100,000.00 (n = 1)	\$100,000.00 (n = 2)

<sup>a</sup> A bi-modal distribution existed for males.

**Table 8**

**Top seven insurance providers used  
to insure horses**

(n = 261)

<b>Insurance Provider</b>	<b>n</b>	<b>%</b>
Justin	40	15.3
Brooks-Mayberry	26	10.0
Wilkins	14	5.4
State Farm	10	3.8
Farm Bureau	7	2.7
LCI	7	2.7
Markel	7	2.7

NOTE: Multiple responses were included in the analysis.

A complete list of "Other" responses is available upon request from the author.

**Table 9**

## Amount of money spent on tack in a typical year<sup>a</sup>

(females, n = 557; males, n = 536)

	Overall	Females	Males
<b>Mean</b>	\$617.26	\$560.84 *	\$675.89
<b>Standard Deviation</b>	\$735.14	\$648.67	\$811.80
<b>Median</b>	\$400.00	\$350.00	\$500.00
<b>Mode</b>	\$500.00 (n = 208)	\$500.00 (n = 103)	\$500.00 (n = 105)
<b>Minimum</b>	\$20.00 (n = 2)	\$20.00 (n = 1)	\$20.00 (n = 1)
<b>Maximum</b>	\$6,000.00 (n = 1)	\$5,000.00 (n = 2)	\$6,000.00 (n = 1)

<sup>a</sup> Reported dollar figures exceeding \$6,000.00 were excluded from the analysis.

\* Indicates a statistically significant difference ( $p < 0.05$ ) between females and males.

**Table 10**

Amount of money spent on medicines, drugs, vaccines, and other health-related products for horses in a typical year<sup>a</sup>

(females, n = 545; males, n = 522)

	Overall	Females	Males
<b>Mean</b>	\$717.44	\$790.24 **	\$641.43
<b>Standard Deviation</b>	\$919.82	\$981.87	\$844.49
<b>Median</b>	\$400.00	\$500.00	\$300.00
<b>Mode</b>	\$500.00 (n = 186)	\$500.00 (n = 83)	\$500.00 (n = 103)
<b>Minimum</b>	\$20.00 (n = 2)	\$50.00 (n = 7)	\$20.00 (n = 2)
<b>Maximum</b>	\$6,000.00 (n = 1)	\$6,000.00 (n = 1)	\$5,000.00 (n = 7)

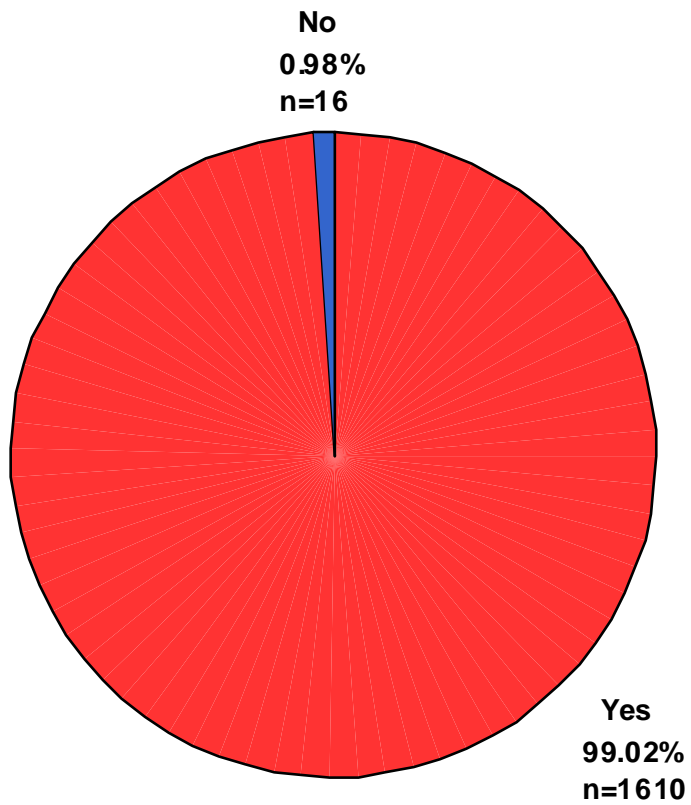
<sup>a</sup> Reported dollar figures exceeding \$6,000.00 were excluded from the analysis.

\*\* Indicates a statistically significant difference ( $p < 0.01$ ) between females and males.

### Figure 36

## Own and use a cellular telephone

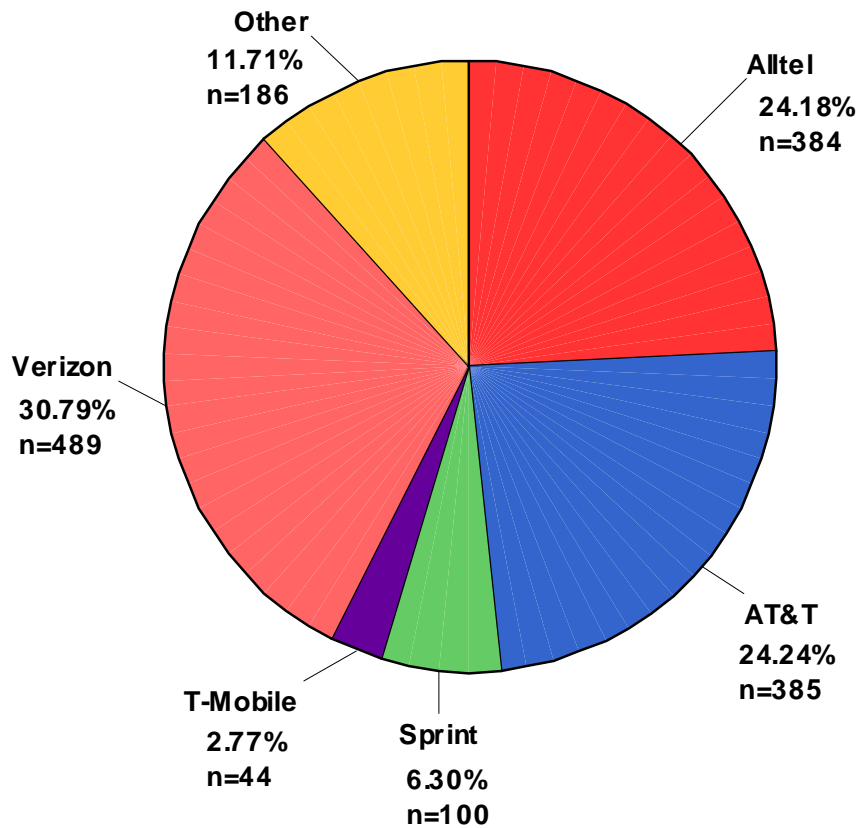
(n = 1,626)



**Figure 37**

**Company that provides cellular telephone service**

(n = 1,588)

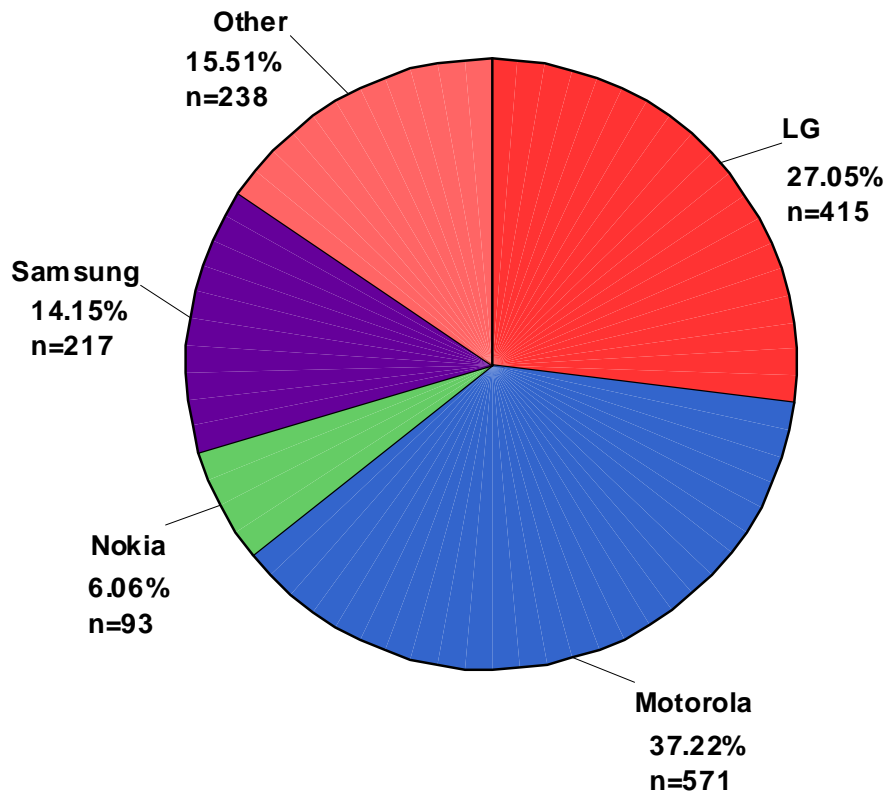


NOTE: A complete list of “Other” responses is available upon request from the author.

**Figure 38**

**Brand name cellular telephone**

(n = 1,535)

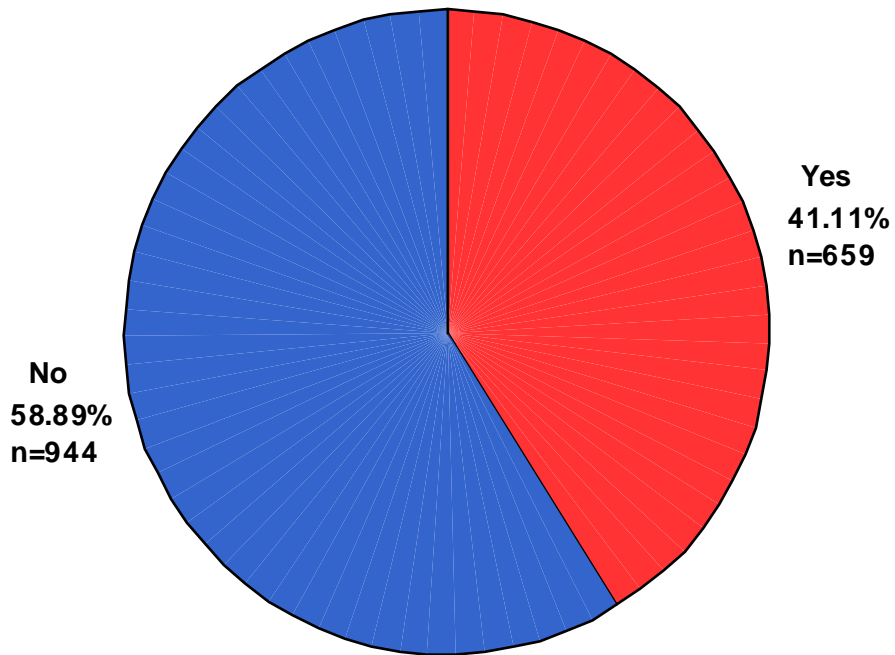


**NOTE:** A complete list of “Other” responses is available upon request from the author.

**Figure 39**

**Own a desktop computer**

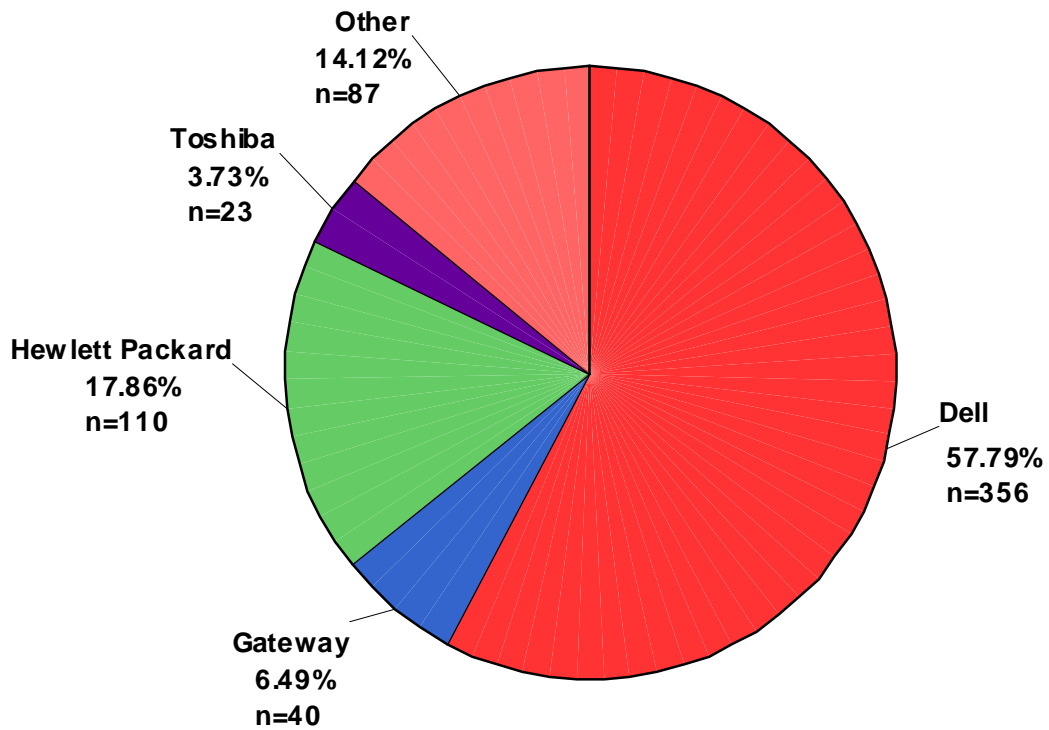
(n = 1,603)



**Figure 40**

**Brand name desktop computer**

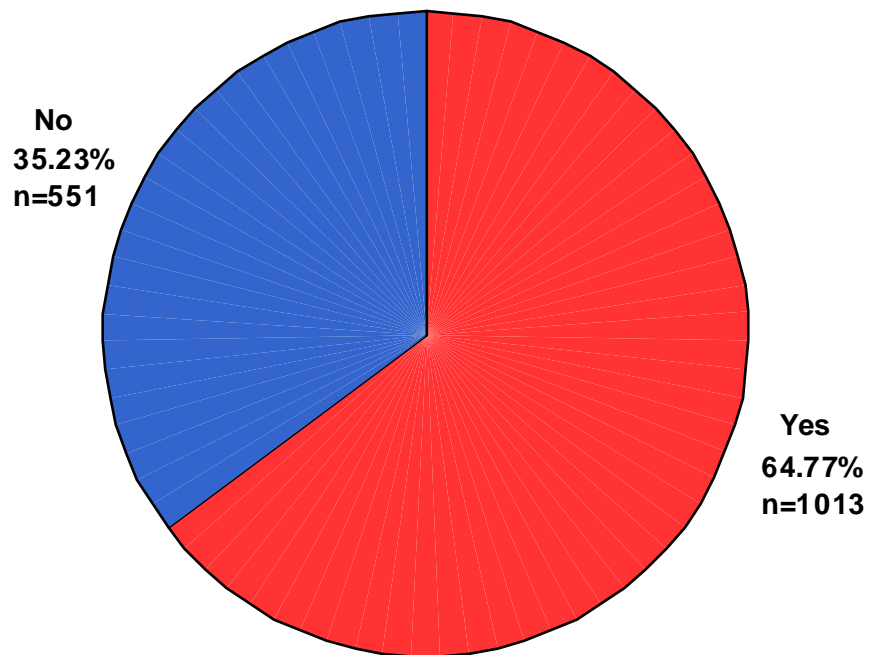
(n = 616)



**NOTE:** A complete list of “Other” responses is available upon request from the author.

## Figure 41

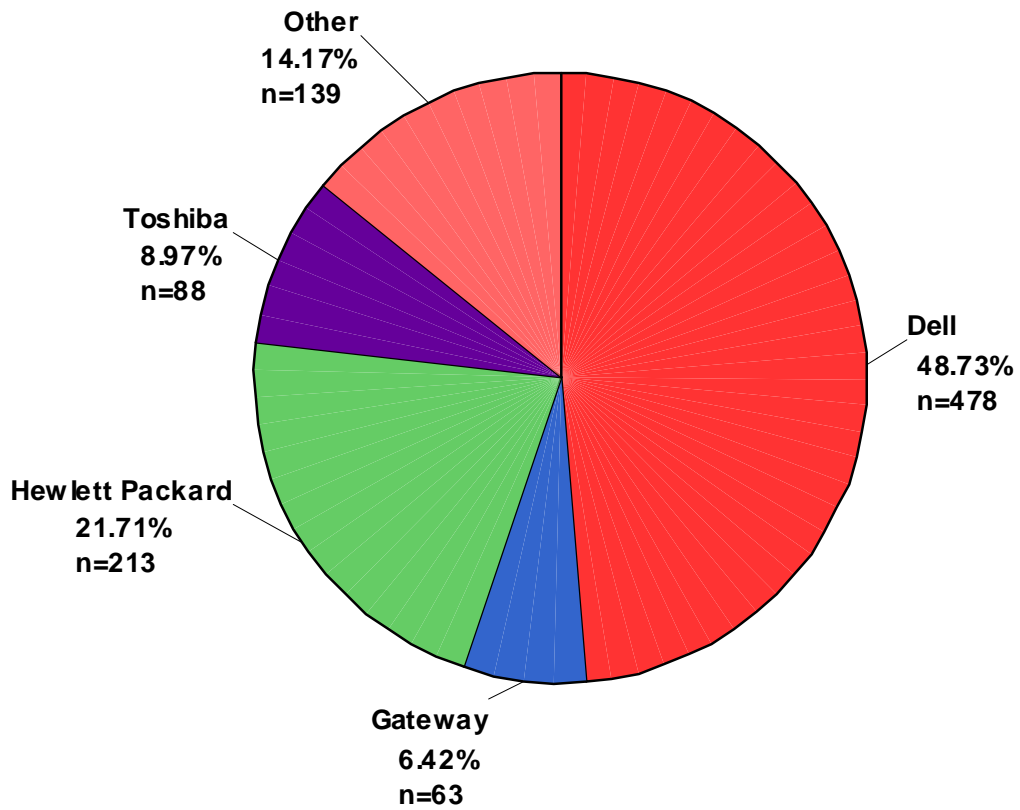
### Own a laptop computer (n = 1,564)



**Figure 42**

**Brand name laptop computer**

(n = 981)

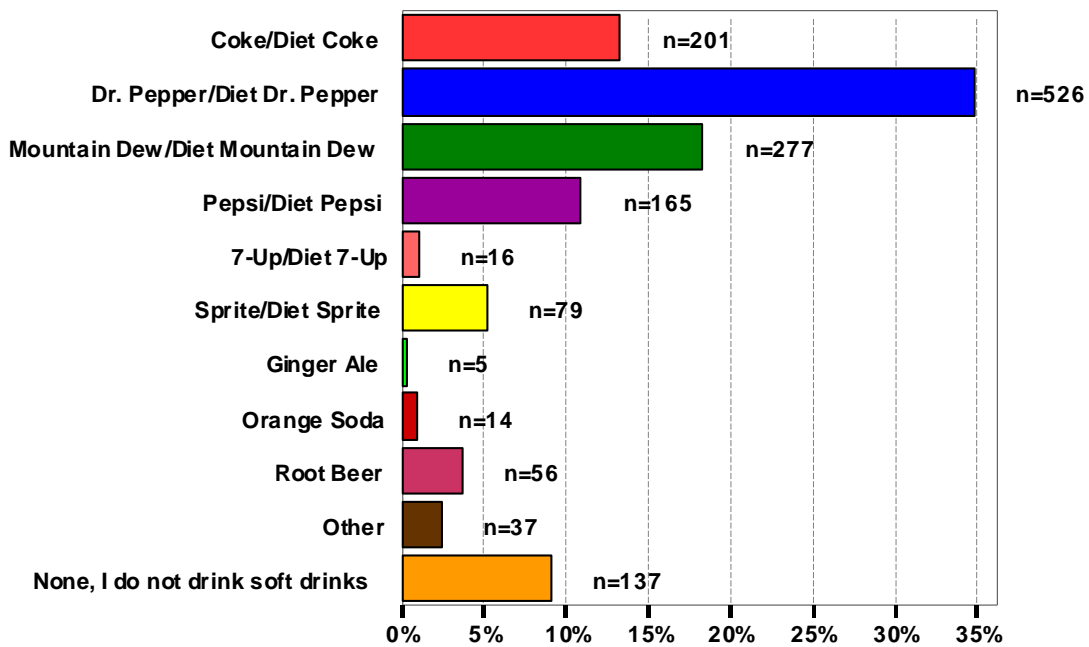


**NOTE:** A complete list of “Other” responses is available upon request from the author.

## Figure 43

### Favorite soft drink

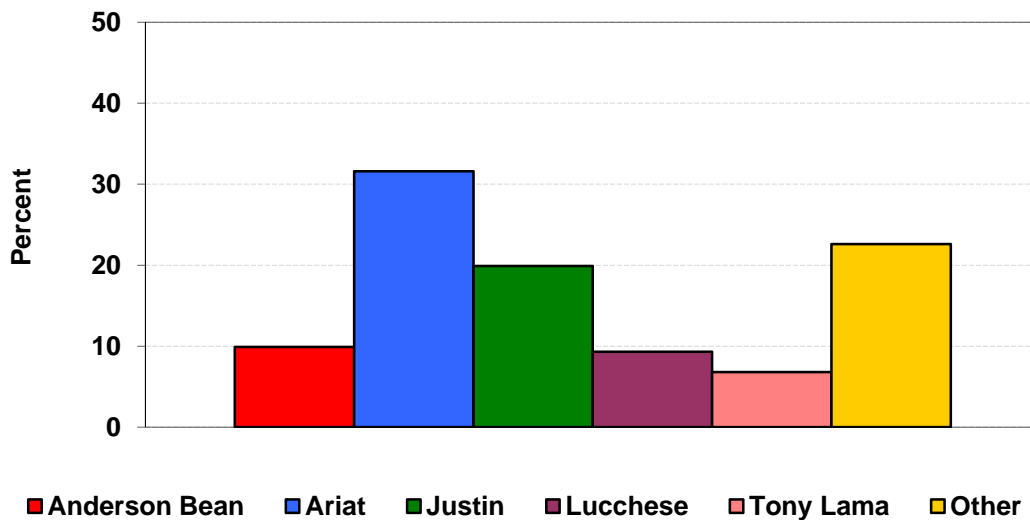
(n = 1,513)



NOTE: A complete list of “Other” responses is available upon request from the author.

## Figure 44

### Brand of cowboy boots most often purchased (n = 1,510)



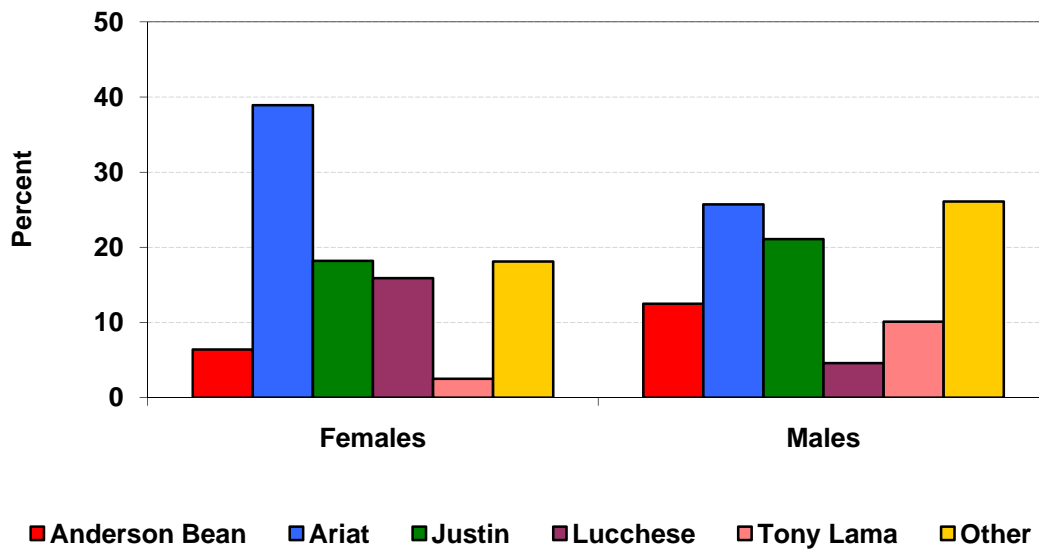
**NOTE:** Multiple responses were included in the analysis. The number of respondents who indicated they purchased each brand is as follows: Anderson Bean (n = 149); Ariat (n = 477); Justin (n = 300); Lucchese (n = 141); Tony Lama (n = 102); Other (n = 341).

A complete list of “Other” responses is available upon request from the author.

## Figure 45

### Brand of cowboy boots most often purchased by gender

(females, n = 642; males, n = 855)



**NOTE:** Multiple responses were included in the analysis. The number of female respondents who indicated they purchased each brand is as follows: Anderson Bean (n = 41); Ariat (n = 250); Justin (n = 117); Lucchese (n = 102); Tony Lama (n = 16); Other (n = 116). The number of male respondents who indicated they purchased each brand is as follows: Anderson Bean (n = 107); Ariat (n = 220); Justin (n = 180); Lucchese (n = 39); Tony Lama (n = 86); Other (n = 223).

A complete list of “Other” responses is available upon request from the author.

**Table 11**

## Amount of money spent on cowboy boots in a typical year<sup>a</sup>

(females, n = 615; males, n = 865)

	Overall	Females	Males
<b>Mean</b>	\$282.23	\$243.25 ***	\$309.95
<b>Standard Deviation</b>	\$199.16	\$175.07	\$210.40
<b>Median</b>	\$200.00	\$200.00	\$250.00
<b>Mode</b>	\$200.00 (n = 327)	\$200.00 (n = 132)	\$200.00 (n = 195)
<b>Minimum</b>	\$0.00 (n = 72)	\$0.00 (n = 45)	\$0.00 (n = 27)
<b>Maximum</b>	\$1,000.00 (n = 38)	\$1,000.00 (n = 6)	\$1,000.00 (n = 32)

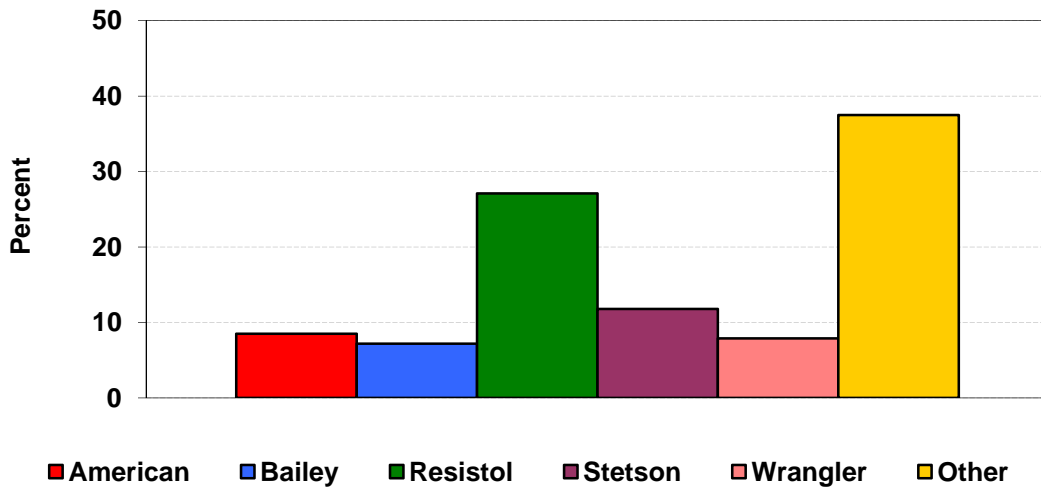
<sup>a</sup> Reported dollar figures exceeding \$1,000.00 were excluded from the analysis.

\*\*\* Indicates a statistically significant difference ( $p < 0.001$ ) between females and males.

**Figure 46**

**Brand of cowboy hats most often purchased**

(n = 1,324)



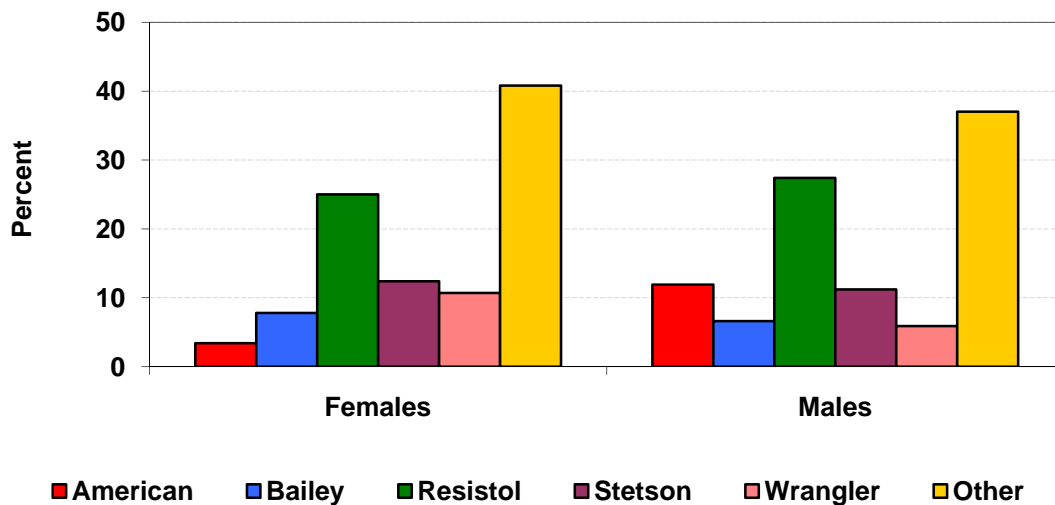
**NOTE:** Multiple responses were included in the analysis. The number of respondents who indicated they purchased each brand is as follows: American (n = 112); Bailey (n = 95); Resistol (n = 359); Stetson (n = 156); Wrangler (n = 105); Other (n = 497).

A complete list of "Other" responses is available upon request from the author.

## Figure 47

### Brand of cowboy hats most often purchased by gender

(females, n = 525; males, n = 792)



**NOTE:** Multiple responses were included in the analysis. The number of female respondents who indicated they purchased each brand is as follows: American (n = 18); Bailey (n = 41); Resistol (n = 131); Stetson (n = 65); Wrangler (n = 56); Other (n = 214). The number of male respondents who indicated they purchased each brand is as follows: American (n = 94); Bailey (n = 52); Resistol (n = 217); Stetson (n = 89); Wrangler (n = 47); Other (n = 293).

A complete list of “Other” responses is available upon request from the author.

**Table 12**

## Amount of money spent on cowboy hats in a typical year<sup>a</sup>

(females, n = 581; males, n = 857)

	Overall	Females	Males
<b>Mean</b>	\$159.14	\$131.26 ***	\$178.04
<b>Standard Deviation</b>	\$136.65	\$115.33	\$146.46
<b>Median</b>	\$122.50	\$100.00	\$150.00
<b>Mode</b>	\$100.00 (n = 311)	\$100.00 (n = 129)	\$200.00 (n = 185)
<b>Minimum</b>	\$0.00 (n = 140)	\$0.00 (n = 100)	\$0.00 (n = 40)
<b>Maximum</b>	\$1,000.00 (n = 7)	\$1,000.00 (n = 1)	\$1,000.00 (n = 6)

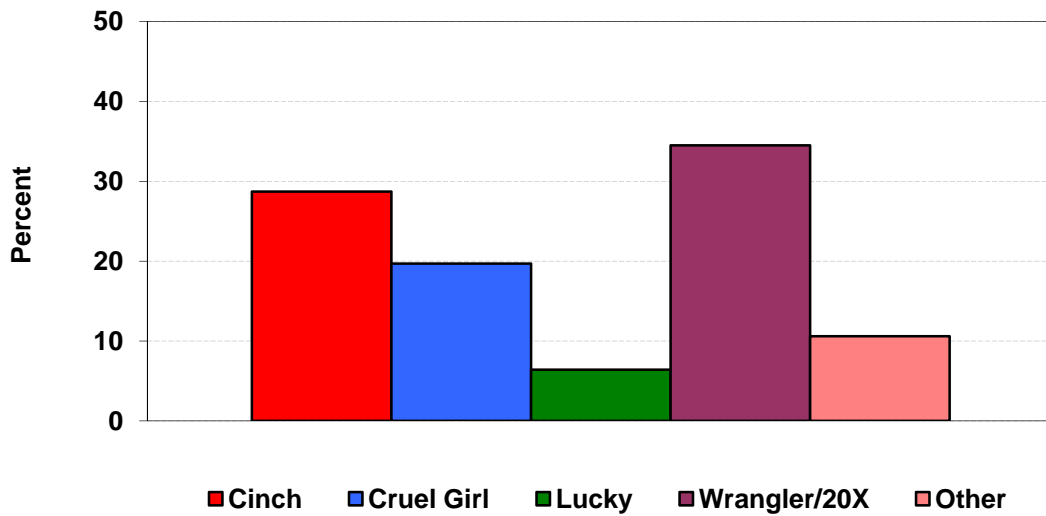
<sup>a</sup> Reported dollar figures exceeding \$1,000.00 were excluded from the analysis.

\*\*\* Indicates a statistically significant difference ( $p < 0.001$ ) between females and males.

## Figure 48

### Brand of jeans most often purchased

(n = 1,836)



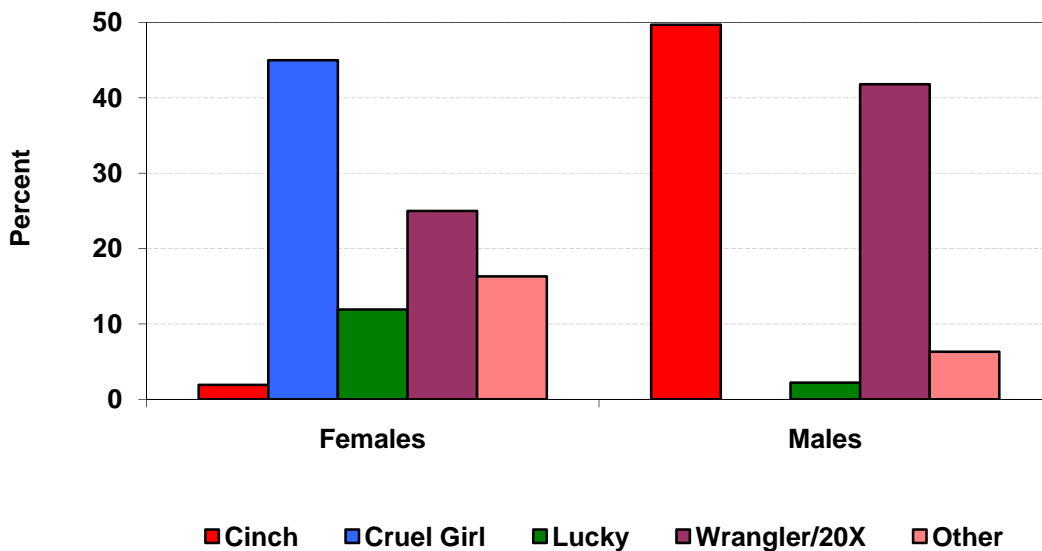
**NOTE:** Multiple responses were included in the analysis. The number of respondents who indicated they purchased each brand is as follows: Cinch (n = 527); Cruel Girl (n = 362); Lucky (n = 118); Wrangler/20X (n = 634); Other (n = 195).

A complete list of "Other" responses is available upon request from the author.

## Figure 49

# Brand of jeans most often purchased by gender

(females, n = 800; males, n = 1,025)



**NOTE:** Multiple responses were included in the analysis. The number of female respondents who indicated they purchased each brand is as follows: Cinch (n = 15); Cruel Girl (n = 360); Lucky (n = 95); Wrangler/20X (n = 200); Other (n = 130). The number of male respondents who indicated they purchased each brand is as follows: Cinch (n = 509); Cruel Girl (n = 0); Lucky (n = 23); Wrangler/20X (n = 428); Other (n = 65).

A complete list of "Other" responses is available upon request from the author.

**Table 13**

## Amount of money spent on jeans in a typical year<sup>a</sup>

(females, n = 616; males, n = 871)

	Overall	Females	Males
<b>Mean</b>	\$274.68	\$287.03 *	\$265.94
<b>Standard Deviation</b>	\$201.09	\$202.55	\$199.71
<b>Median</b>	\$200.00	\$200.00	\$200.00
<b>Mode</b>	\$200.00 (n = 334)	\$200.00 (n = 127)	\$200.00 (n = 207)
<b>Minimum</b>	\$0.00 (n = 18)	\$0.00 (n = 5)	\$0.00 (n = 13)
<b>Maximum</b>	\$1,000.00 (n = 44)	\$1,000.00 (n = 20)	\$1,000.00 (n = 24)

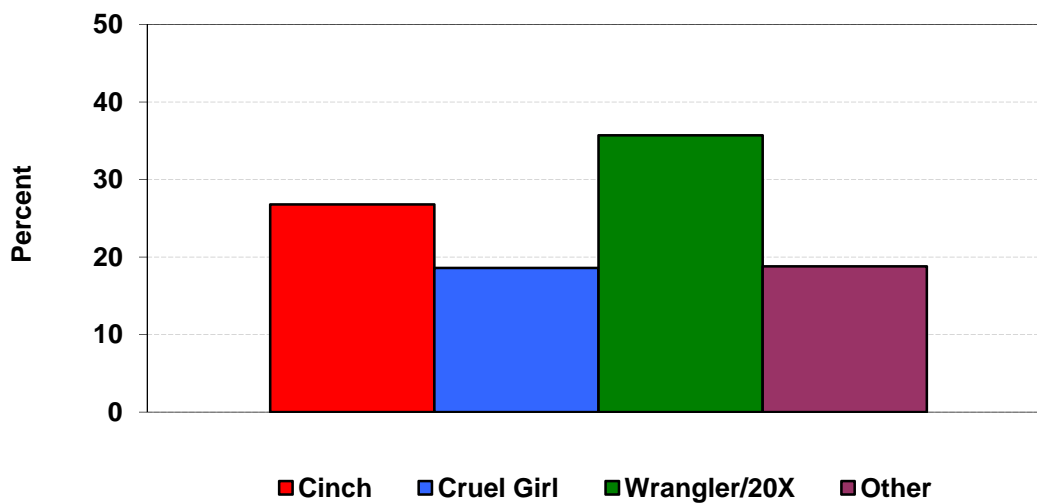
<sup>a</sup> Reported dollar figures exceeding \$1,000.00 were excluded from the analysis.

\* Indicates a statistically significant difference ( $p < 0.05$ ) between females and males.

## Figure 50

### Brand of western shirts most often purchased

(n = 1,658)



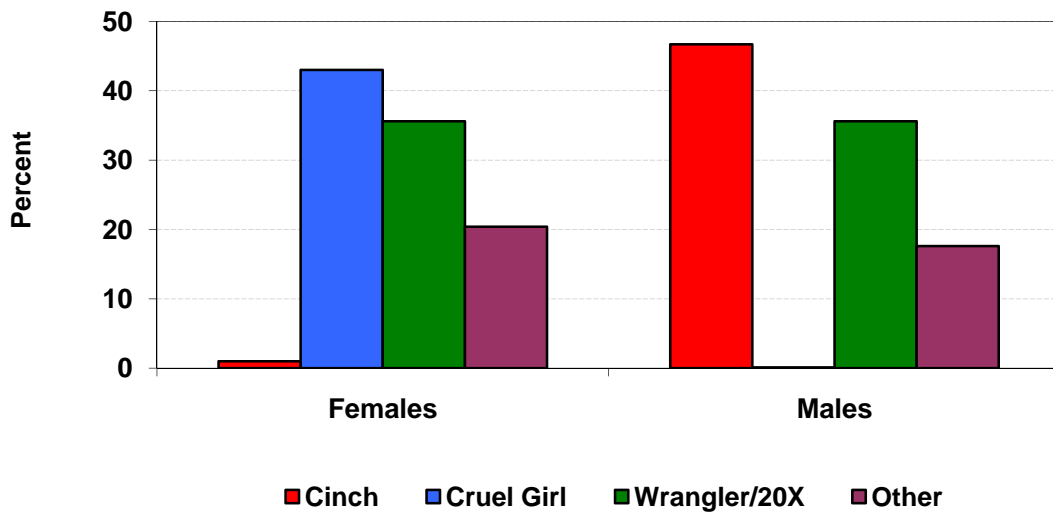
**NOTE:** Multiple responses were included in the analysis. The number of respondents who indicated they purchased each brand is as follows: Cinch (n = 445); Cruel Girl (n = 309); Wrangler/20X (n = 592); Other (n = 312).

A complete list of "Other" responses is available upon request from the author.

## Figure 51

### Brand of western shirts most often purchased by gender

(females, n = 714; males, n = 932)



**NOTE:** Multiple responses were included in the analysis. The number of female respondents who indicated they purchased each brand is as follows: Cinch (n = 7); Cruel Girl (n = 307); Wrangler/20X (n = 254); Other (n = 146). The number of male respondents who indicated they purchased each brand is as follows: Cinch (n = 435); Cruel Girl (n = 1); Wrangler/20X (n = 332); Other (n = 164).

A complete list of "Other" responses is available upon request from the author.

**Table 14**

## Amount of money spent on western shirts in a typical year<sup>a</sup>

(females, n = 616; males, n = 848)

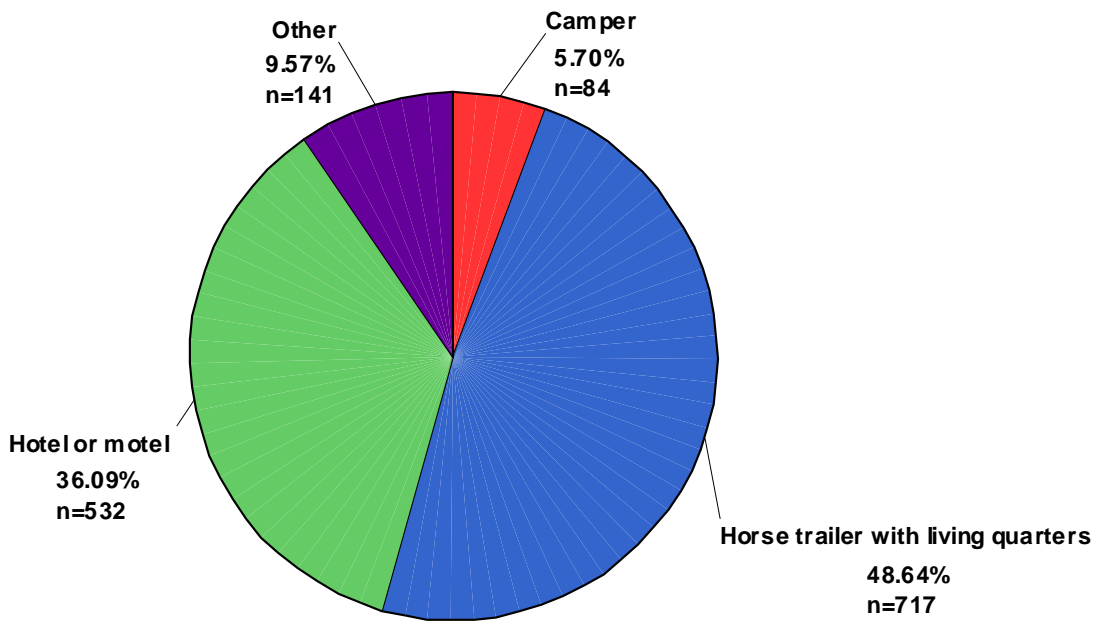
	Overall	Females	Males
<b>Mean</b>	\$190.68	\$178.00 **	\$199.90
<b>Standard Deviation</b>	\$158.26	\$137.59	\$171.21
<b>Median</b>	\$150.00	\$150.00	\$150.00
<b>Mode</b>	\$100.00 (n = 343)	\$100.00 (n = 153)	\$100.00 (n = 190)
<b>Minimum</b>	\$0.00 (n = 53)	\$0.00 (n = 16)	\$0.00 (n = 37)
<b>Maximum</b>	\$1,000.00 (n = 13)	\$1,000.00 (n = 2)	\$1,000.00 (n = 11)

<sup>a</sup> Reported dollar figures exceeding \$1,000.00 were excluded from the analysis.

\*\* Indicates a statistically significant difference ( $p < 0.01$ ) between females and males.

## Figure 52

Overnight accommodation most often used when traveling to rodeos  
(n = 2,136)

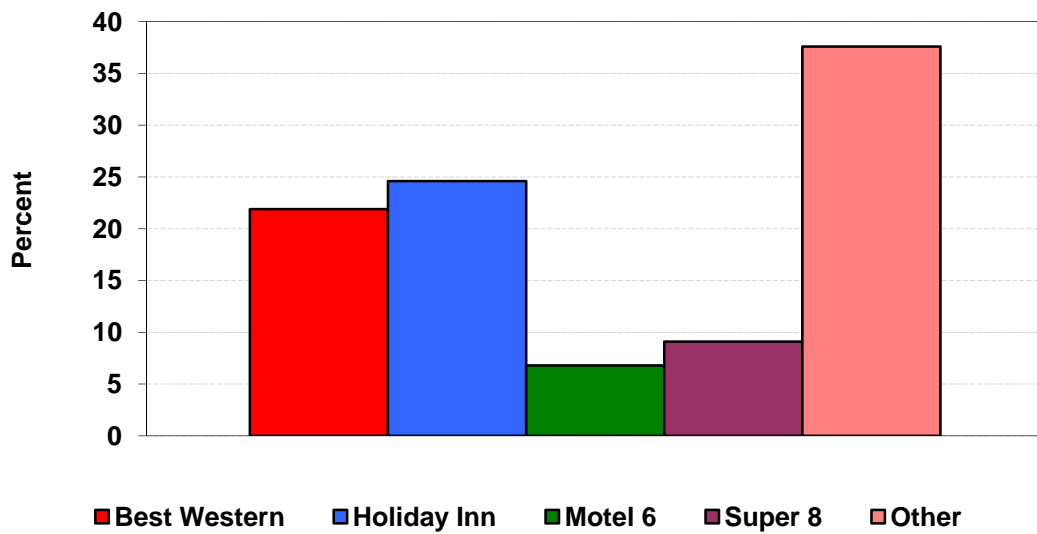


**NOTE:** A complete list of “Other” responses is available upon request from the author.

**Figure 53**

**Preference of major national hotels/motels**

(n = 1,193)



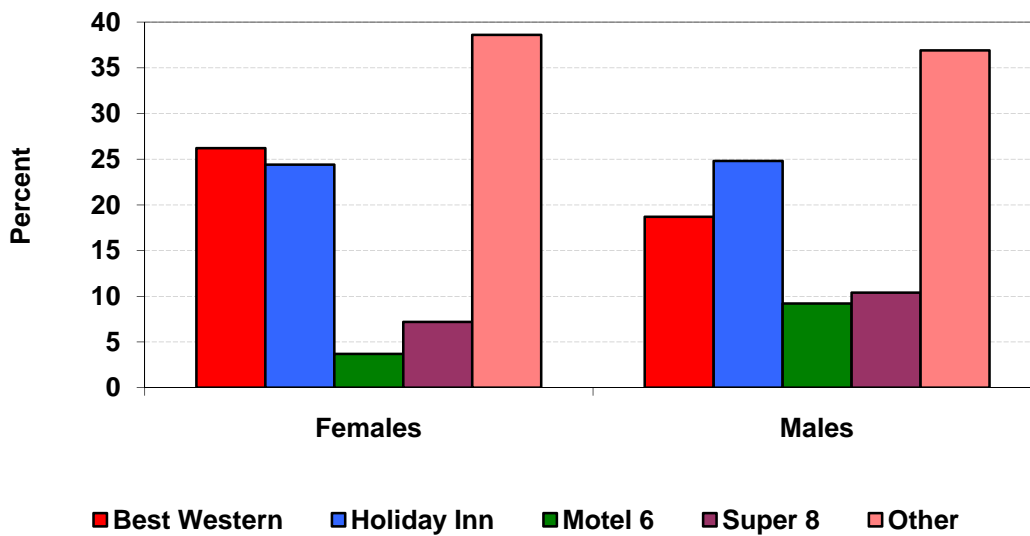
**NOTE:** Multiple responses were included in the analysis. The number of respondents who indicated they preferred each hotel/motel is as follows: Best Western (n = 261); Holiday Inn (n = 294); Motel 6 (n = 81); Super 8 (n = 108); Other (n = 449).

A complete list of "Other" responses is available upon request from the author.

**Figure 54**

## Preference of major national hotels/motels by gender

(females, n = 516; males, n = 674)



**NOTE:** Multiple responses were included in the analysis. The number of female respondents who indicated they preferred each hotel/motel is as follows: Best Western (n = 135); Holiday Inn (n = 126); Motel 6 (n = 19); Super 8 (n = 37); Other (n = 199). The number of male respondents who indicated they preferred each hotel/motel is as follows: Best Western (n = 126); Holiday Inn (n = 167); Motel 6 (n = 62); Super 8 (n = 70); Other (n = 249).

A complete list of "Other" responses is available upon request from the author.

**Table 15**

## Amount of money spent in either hotels or motels in a typical year<sup>a</sup>

(females, n = 497; males, n = 736)

	Overall	Females	Males
<b>Mean</b>	\$685.66	\$593.71 **	\$747.75
<b>Standard Deviation</b>	\$838.12	\$735.86	\$895.79
<b>Median</b>	\$400.00	\$300.00	\$500.00
<b>Mode</b>	\$0.00 (n = 227)	\$0.00 (n = 109)	\$0.00 (n = 118)
<b>Minimum</b>	\$0.00 (n = 227)	\$0.00 (n = 109)	\$0.00 (n = 118)
<b>Maximum</b>	\$6,000.00 (n = 1)	\$5,000.00 (n = 1)	\$6,000.00 (n = 1)

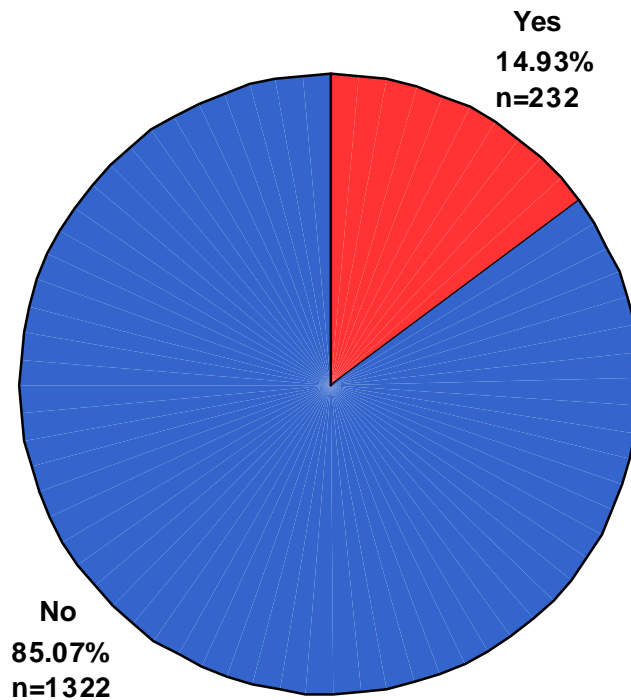
<sup>a</sup> Reported dollar figures exceeding \$6,000.00 were excluded from the analysis.

\*\* Indicates a statistically significant difference ( $p < 0.01$ ) between females and males.

## Figure 55

Made a purchase because of advertisement seen in  
*Collegiate Arena*

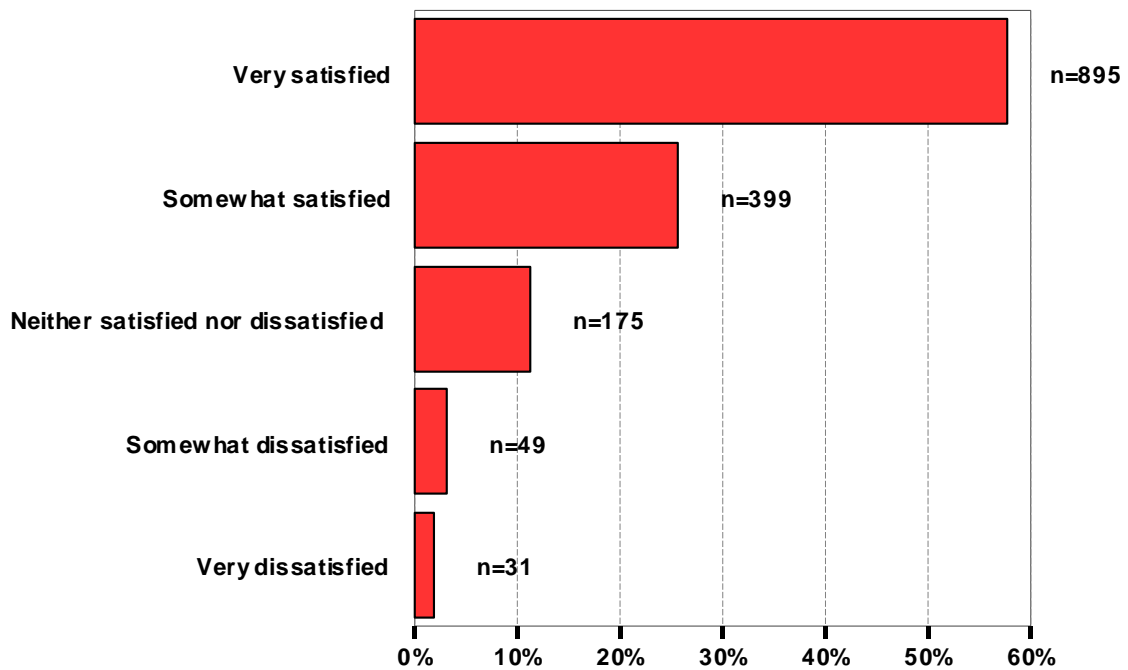
(n = 1,554)



## Figure 56

# Overall satisfaction with way rodeo program at college/university operates

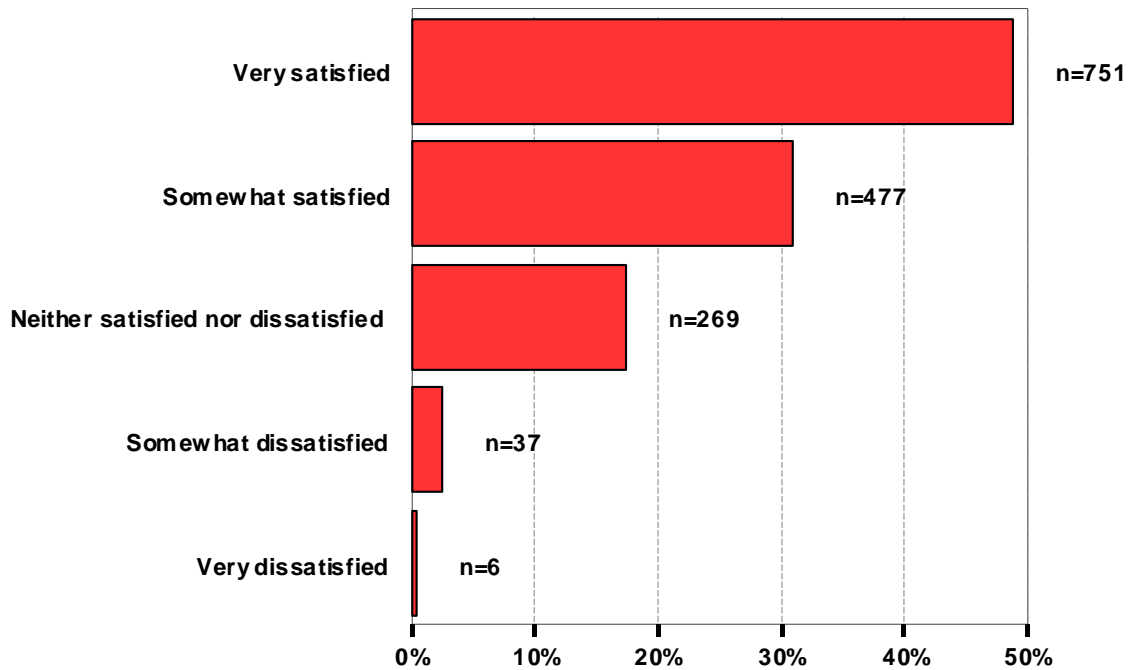
(n = 1,549)



## Figure 57

# Overall satisfaction with way NIRA operates

(n = 1,540)



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## Note

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