

# **National Intercollegiate Rodeo Association Membership Survey: An Illustrative Summary**



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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 Kathleen Schubert and Kathleen Banz. 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 2003 survey results obtained from National Intercollegiate Rodeo Association (NIRA) members. Figures and tables are used to simplify presentation of the data.

The 2003 NIRA Membership Survey data were collected via survey questionnaire during the fall of 2003. A survey questionnaire was included with each of the 2003 – 2004 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). Survey questionnaires were not included in the membership application packets dispensed in the Canadian Region.

The survey instrument contained 54 questions and required approximately 30 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, 2,303 of the 3,123 NIRA members located within the surveyed regions returned their questionnaires.<sup>1</sup> Eleven of the questionnaires were deemed unusable and excluded from the analysis. In sum, 2,292 useable surveys were received. This resulted in a 73% completion rate.

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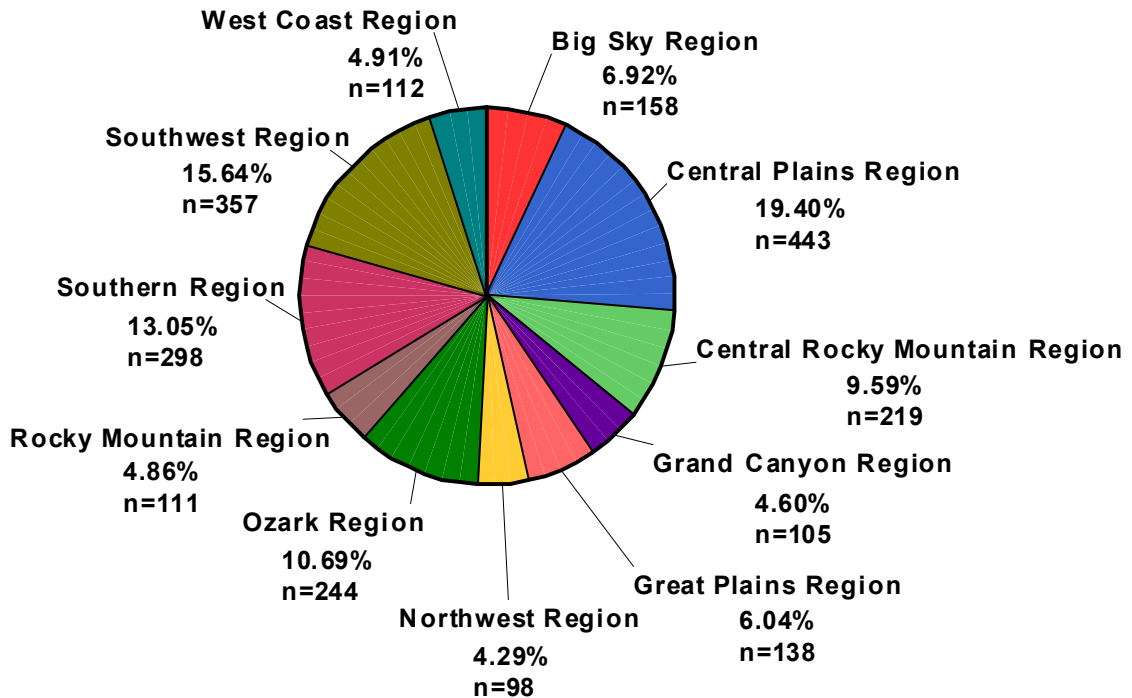
## Note

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<sup>1</sup> In the fall of 2003, student membership in the 11 NIRA Regions located within the United States of America totaled 3,123. Overall, NIRA membership totaled 3,233. This figure includes the 110 student members located in the Canadian Region.

**Figure 0**  
**Distribution of respondents by NIRA**  
**region<sup>a</sup>**  
(n = 2,283)



<sup>a</sup> The respondent's region was not identifiable on nine of the completed and returned surveys.

**Table 1**  
**Distribution of respondents by**  
**College/University**  
(n = 2,283)

<b>College/University</b>	<b>n</b>	<b>%<sup>a</sup></b>
Abraham Baldwin Agricultural College	3	0.1
Amarillo College	1	--
Black Hills State University	1	--
Blinn College	3	0.1
Blue Mountain Community College	28	1.2
Boise State University	6	0.3
Cal Poly State University – San Luis Obispo	34	1.5
California State University – Fresno	11	0.5
Casper College	38	1.7
Central Arizona College	44	1.9
Central Texas College	2	0.1
Central Washington University	4	0.2
Central Wyoming College	3	0.1
Chadron State College	26	1.1
Clovis Community College	1	--
Coastal Bend College	3	0.1
Cochise Community College	15	0.7
Colby Community College	22	1.0
College of Southern Idaho	20	0.9
College of the Southwest – Carlsbad	2	0.1
Colorado State University – Pueblo	3	0.1
Colorado State University	30	1.3
Connors State College	22	1.0
Cuesta Junior College	6	0.3
Dawson Community College	32	1.4
Dickinson State University	48	2.1
Dodge City Community College	12	0.5
East Central Community College	13	0.6
Eastern New Mexico University	53	2.3
Eastern Oklahoma State College	13	0.6

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Eastern Oregon University	17	0.7
Eastern Wyoming College	1	--
Ellsworth Community College	1	--
Faulkner State Community College	1	--
Fort Hays State University	30	1.3
Fort Lewis College	1	--
Fort Scott Community College	45	2.0
Frank Phillips College	20	0.9
Front Range Community College	1	--
Garden City Community College	26	1.1
Hill College	52	2.3
Hinds Junior College	1	--
Howard College	33	1.4
Idaho State University	11	0.5
Indiana University Southeast	1	--
Iowa State University	2	0.1
Kansas State University	10	0.4
Lamar Community College	22	1.0
Laramie County Community College	27	1.2
Lewis-Clark State College	3	0.1
Louisiana State University – Shreveport	2	0.1
Louisiana Technical College – Sowell	1	--
McNeese State University	38	1.7
Mesa State College	7	0.3
Michigan State University	4	0.2
Miles Community College	27	1.2
Mississippi State University	6	0.3
Missouri Valley College	54	2.4
Mitchell Technical Institute	15	0.7
Montana State University – Northern	14	0.6
Montana State University	26	1.1
Murray State University	50	2.2
New Mexico Junior College	13	0.6
New Mexico State University	30	1.3
North Dakota State University	14	0.6
Northeast Community College	8	0.4
Northeast Texas Community College	32	1.4
Northeastern Junior College	7	0.3
Northeastern Oklahoma A&M College	25	1.1
Northern Pioneer College	4	0.2
Northwest College	6	0.3

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Northwest Mississippi Community College	7	0.3
Northwestern Michigan College	1	--
Northwestern Oklahoma State University	47	2.1
Northwestern State University	4	0.2
Odessa College	37	1.6
Oklahoma Panhandle State University	41	1.8
Oklahoma State University	30	1.3
Paradise Valley Community College	1	--
Pearl River Community College	1	--
Prairie View A&M University	1	--
Pratt Community College	32	1.4
Reedley College	1	--
Rocky Mountain College	1	--
Rogers State University	11	0.5
Salt Lake Community College	11	0.5
Sam Houston State University	53	2.3
Shasta College	1	--
Sheridan College	9	0.4
Sitanka/Huron University	5	0.2
South Dakota State University	36	1.6
South Plains College	18	0.8
Southeastern Oklahoma State University	24	1.1
Southern Arkansas University	23	1.0
Southern Utah University	6	0.3
Southwest Missouri State University	6	0.3
Southwest Texas Junior College	13	0.6
Southwestern Oklahoma State University	38	1.7
Spokane Community College	1	--
Stephen F. Austin State University	6	0.3
Sul Ross State University	24	1.1
Tarleton State University	42	1.8
Temple Junior College	1	--
Texas A&M University – Kingsville	10	0.4
Texas A&M University	31	1.4
Texas State University	4	0.2
Texas Tech University	19	0.8
Trinity Valley Community College	9	0.4
University of Arizona	9	0.4
University of Arkansas – Monticello	11	0.5
University of Central Oklahoma	1	--
University of Idaho	15	0.7

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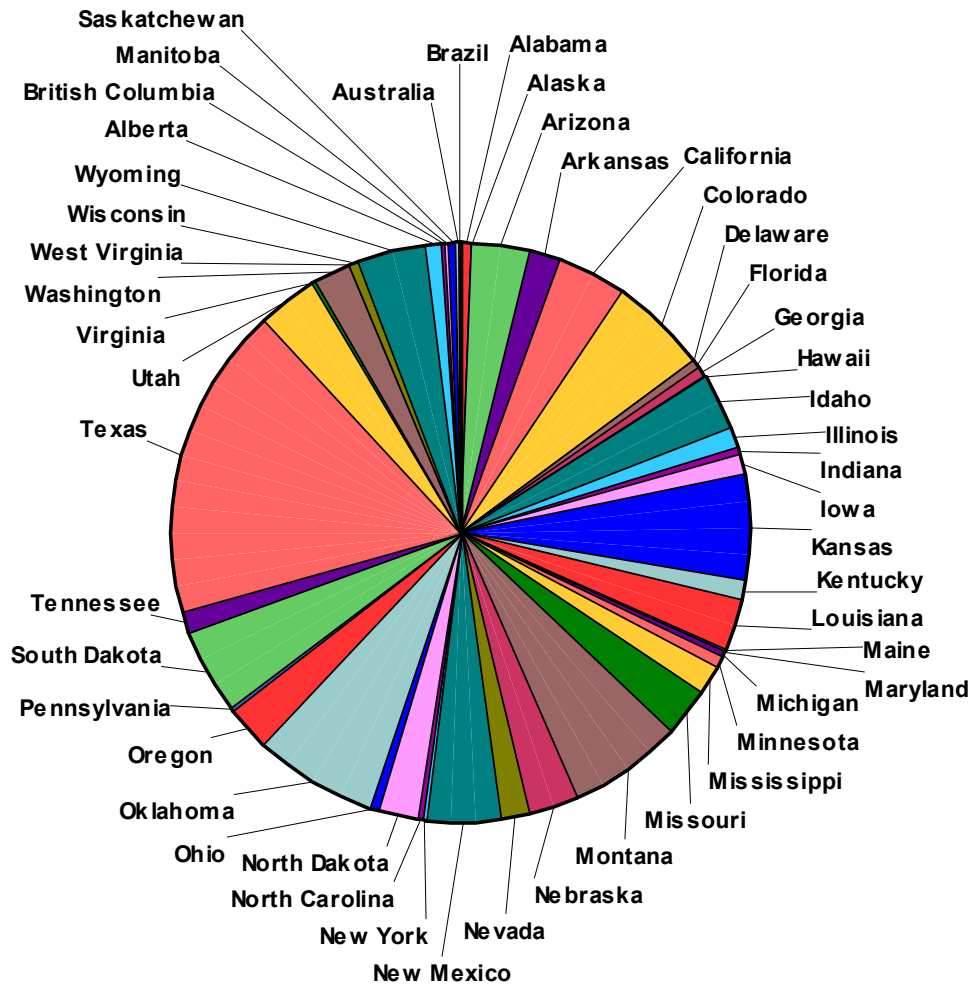
University of Montana – Western	29	1.3
University of Montana	23	1.0
University of Nebraska	6	0.3
University of Nevada – Las Vegas	23	1.0
University of New Mexico	1	--
University of North Texas	1	--
University of Tennessee – Martin	40	1.8
University of West Alabama	22	1.0
University of Wisconsin – Platteville	1	--
University of Wyoming	45	2.0
Utah State University – Uintah Basin	1	--
Utah State University	10	0.4
Utah Valley State College	27	1.2
Vernon College	22	1.0
Walla Walla Community College	17	0.7
Washington State University	12	0.5
Weatherford College	15	0.7
Weber State University	19	0.8
West Hills College	27	1.2
West Texas A&M University	19	0.8
Western Dakota Technical Institute	1	--
Western Nevada Community College	9	0.4
Western Oklahoma State College	14	0.6
Western Oregon University	1	--
Western Texas College	38	1.7
Wharton County Junior College	32	1.4

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

**Figure 1**

**Distribution of respondents by State/Province/Country where graduated high school**

(n = 2,240)



**Table 2**

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

(n = 2,240)

State/Province/Country	n	% <sup>a</sup>
<b>State</b>		
Alabama	13	0.6
Alaska	1	--
Arizona	72	3.2
Arkansas	39	1.7
California	87	3.9
Colorado	122	5.4
Delaware	1	--
Florida	10	0.4
Georgia	12	0.5
Hawaii	2	0.1
Idaho	69	3.1
Illinois	26	1.2
Indiana	10	0.4
Iowa	24	1.1
Kansas	133	5.9
Kentucky	24	1.1
Louisiana	65	2.9
Maine	1	--
Maryland	1	--
Michigan	7	0.3
Minnesota	15	0.7
Mississippi	36	1.6
Missouri	60	2.7
Montana	142	6.3
Nebraska	64	2.9
Nevada	34	1.5

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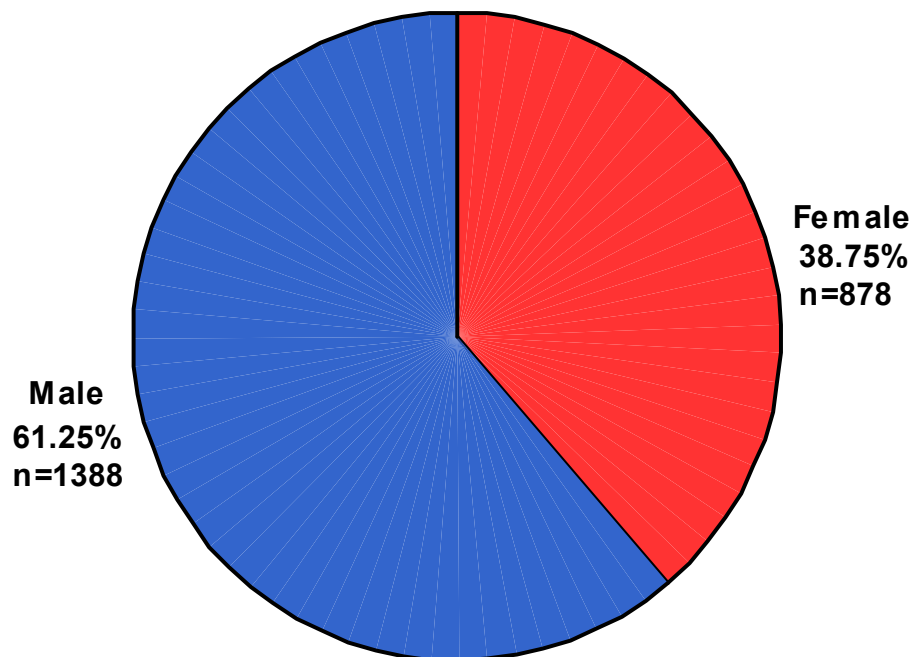
<b>New Mexico</b>	<b>94</b>	<b>4.2</b>
<b>New York</b>	<b>4</b>	<b>0.2</b>
<b>North Carolina</b>	<b>5</b>	<b>0.2</b>
<b>North Dakota</b>	<b>51</b>	<b>2.3</b>
<b>Ohio</b>	<b>10</b>	<b>0.4</b>
<b>Oklahoma</b>	<b>154</b>	<b>6.9</b>
<b>Oregon</b>	<b>56</b>	<b>2.5</b>
<b>Pennsylvania</b>	<b>4</b>	<b>0.2</b>
<b>South Dakota</b>	<b>107</b>	<b>4.8</b>
<b>Tennessee</b>	<b>26</b>	<b>1.2</b>
<b>Texas</b>	<b>392</b>	<b>17.5</b>
<b>Utah</b>	<b>76</b>	<b>3.4</b>
<b>Virginia</b>	<b>5</b>	<b>0.2</b>
<b>Washington</b>	<b>45</b>	<b>2.0</b>
<b>West Virginia</b>	<b>1</b>	<b>--</b>
<b>Wisconsin</b>	<b>12</b>	<b>0.5</b>
<b>Wyoming</b>	<b>85</b>	<b>3.8</b>
<b>Canadian Province</b>		
<b>Alberta</b>	<b>19</b>	<b>0.8</b>
<b>British Columbia</b>	<b>6</b>	<b>0.3</b>
<b>Manitoba</b>	<b>4</b>	<b>0.2</b>
<b>Saskatchewan</b>	<b>8</b>	<b>0.4</b>
<b>Country</b>		
<b>Australia</b>	<b>4</b>	<b>0.2</b>
<b>Brazil</b>	<b>2</b>	<b>0.1</b>

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

## Figure 2

### Gender

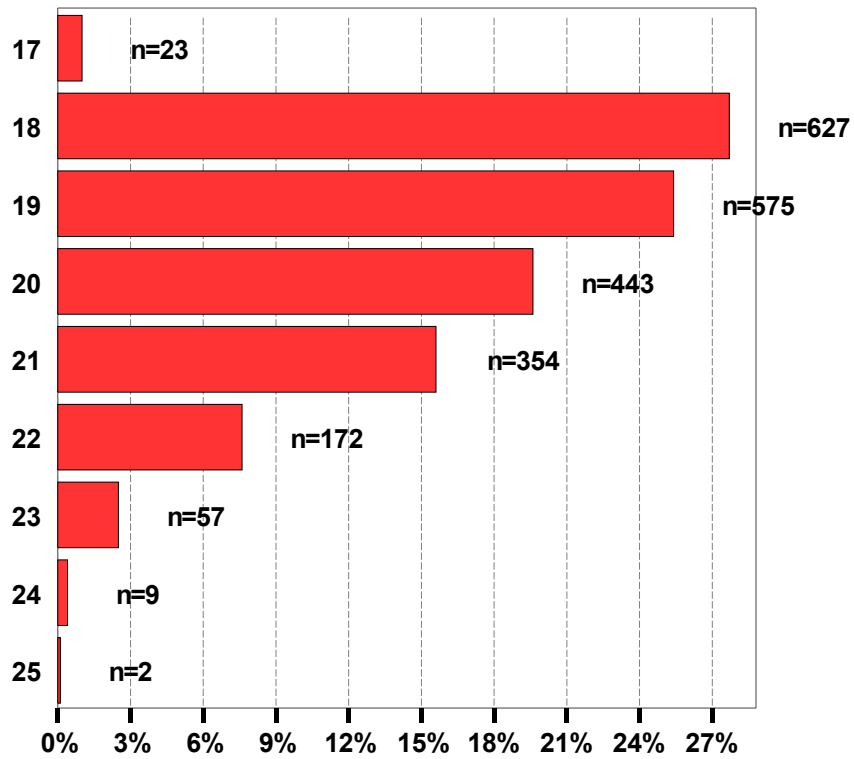
(n = 2,266)



### Figure 3

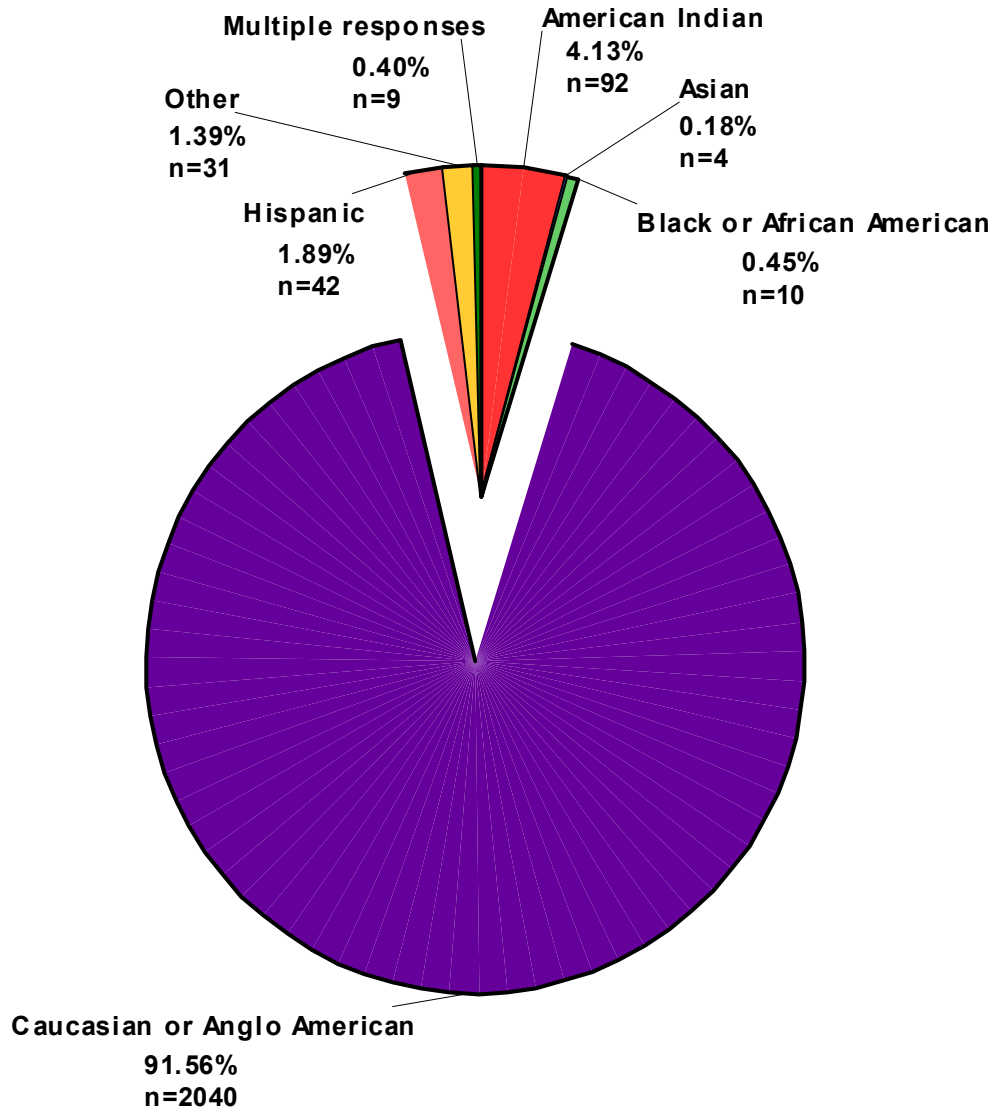
## Age

(n = 2,262)



Mean	19.57
Standard deviation	1.43

**Figure 4**  
**Ethnicity**  
(n = 2,228)

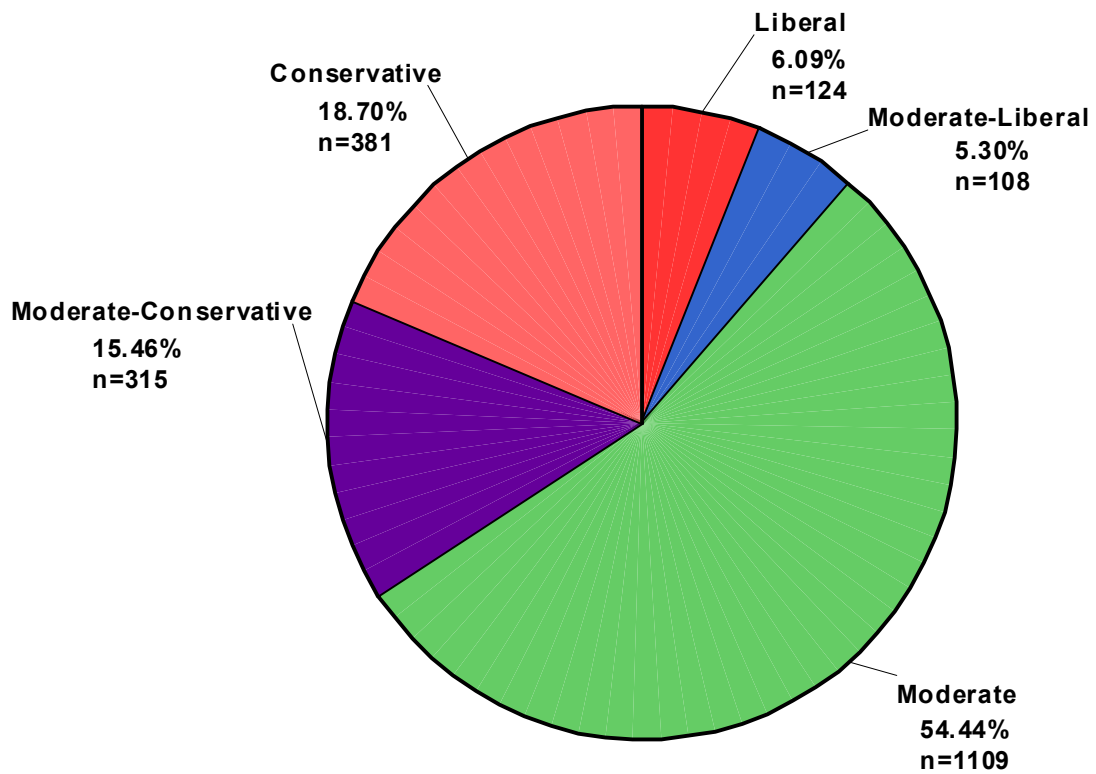


\* A complete list of "Other" responses is available upon request from the author.

## Figure 5

# Political ideology

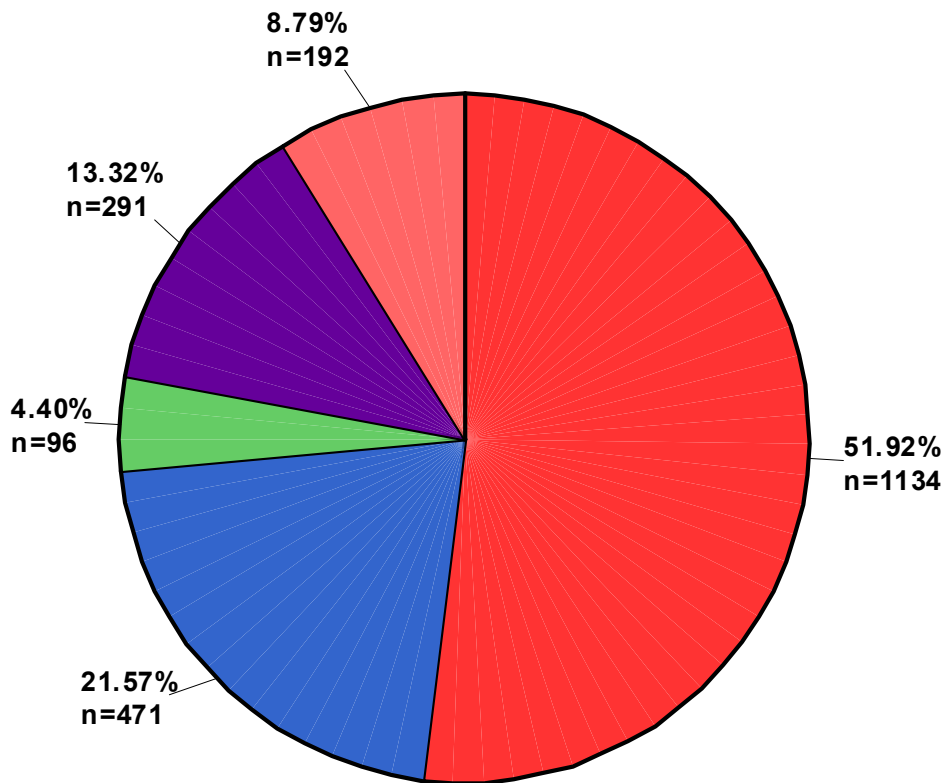
(n = 2,037)



**Figure 6**

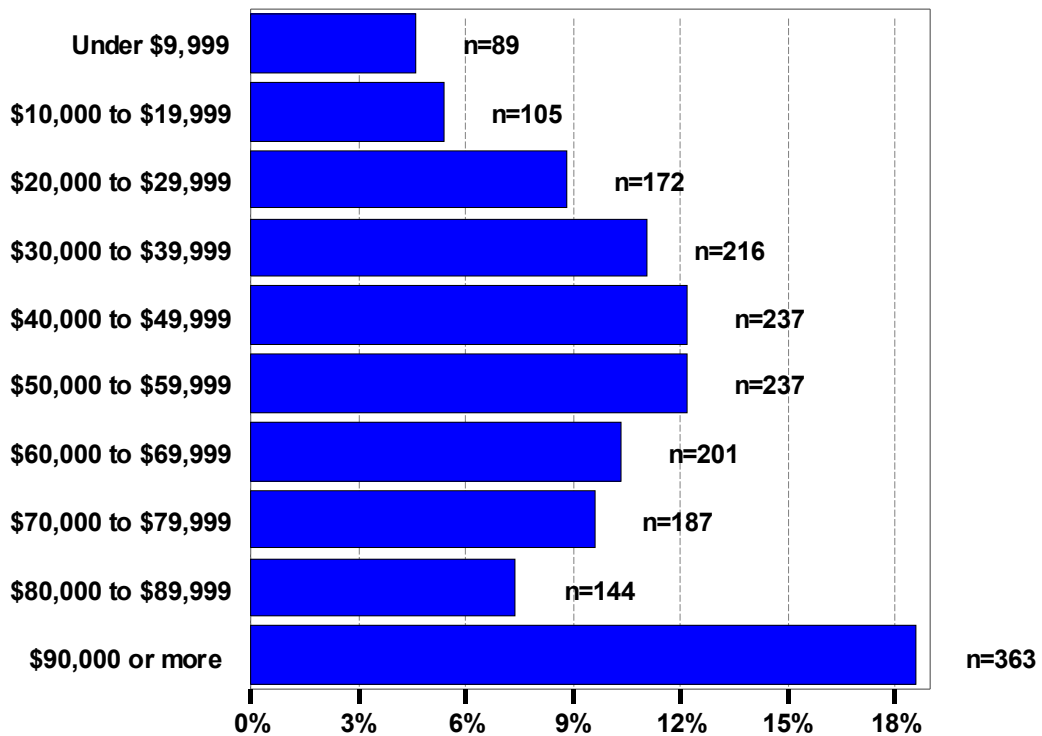
**Size of place where spent most of childhood**

(n = 2,184)



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

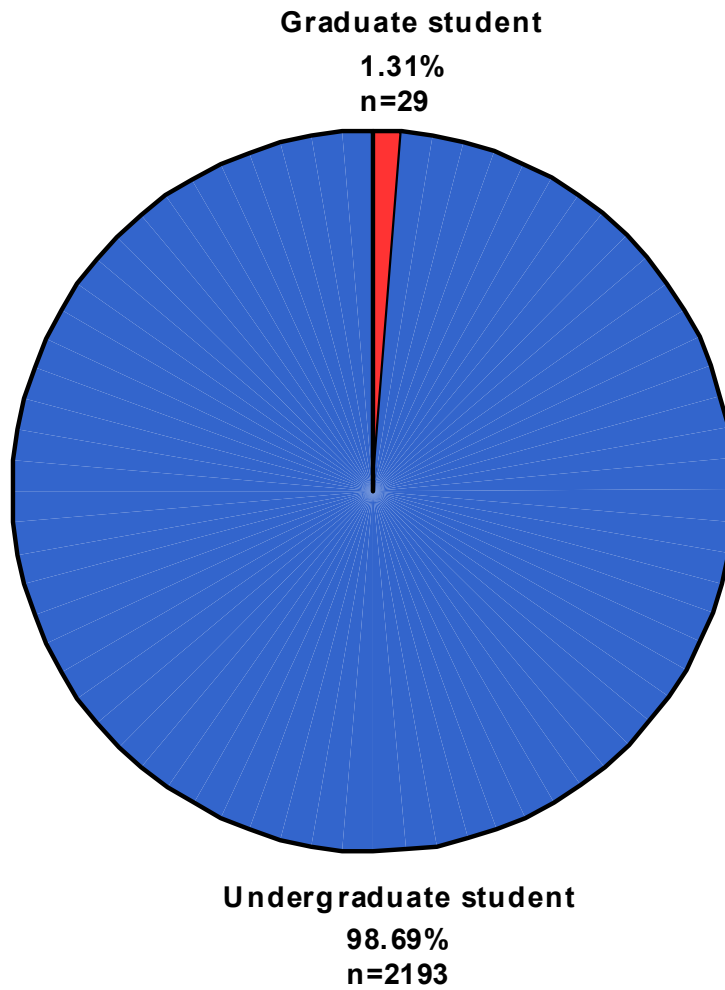
**Figure 7**  
**Family's 2002 total household income**  
(n = 1,951)



## Figure 8

### Current student status

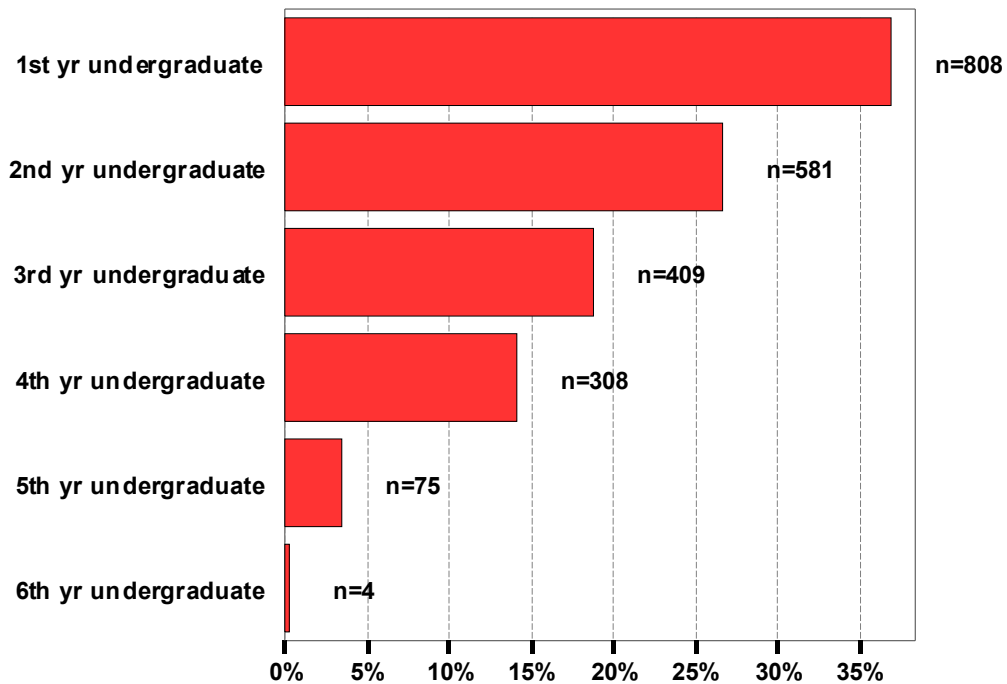
(n = 2,222)



## Figure 9

### Year in college 2003 - 2004 (undergraduates)

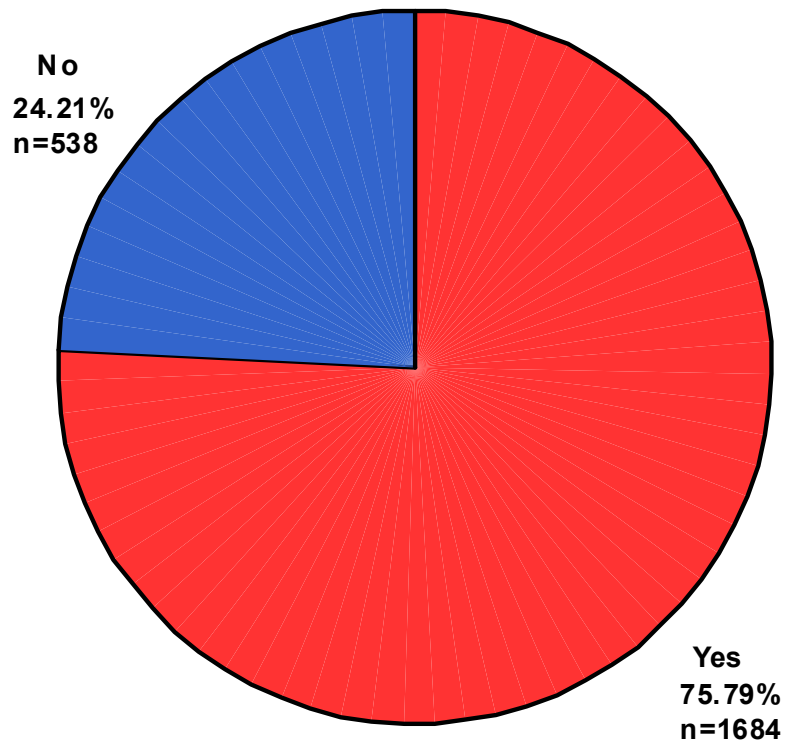
(n = 2,185)



## Figure 10

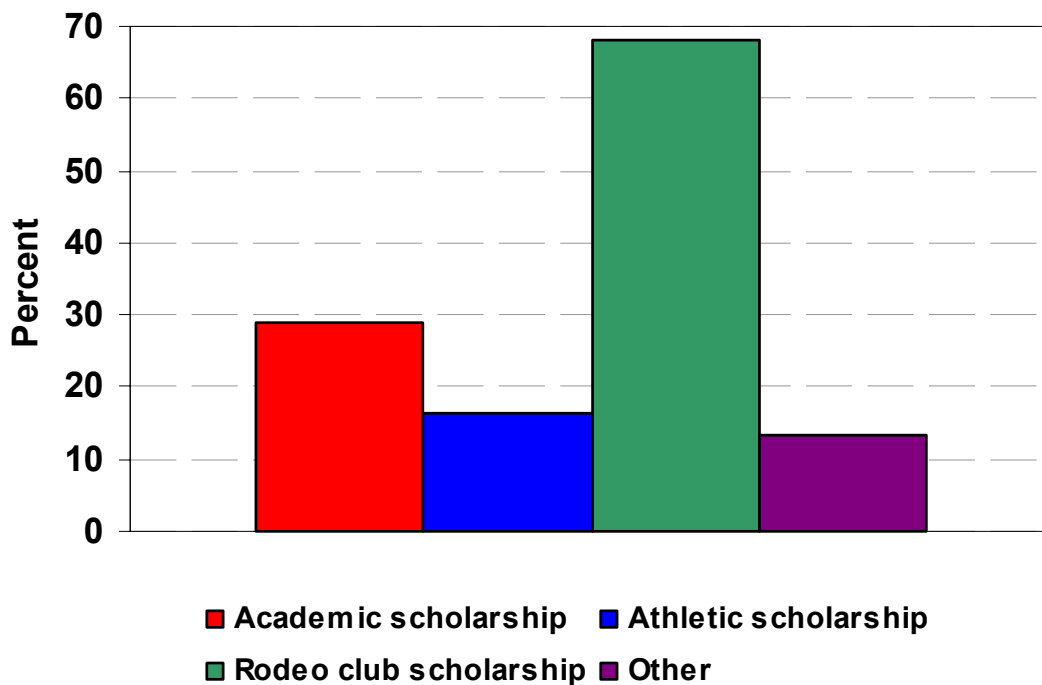
### Receiving scholarships or monetary awards

(n = 2,222)



**Figure 11**

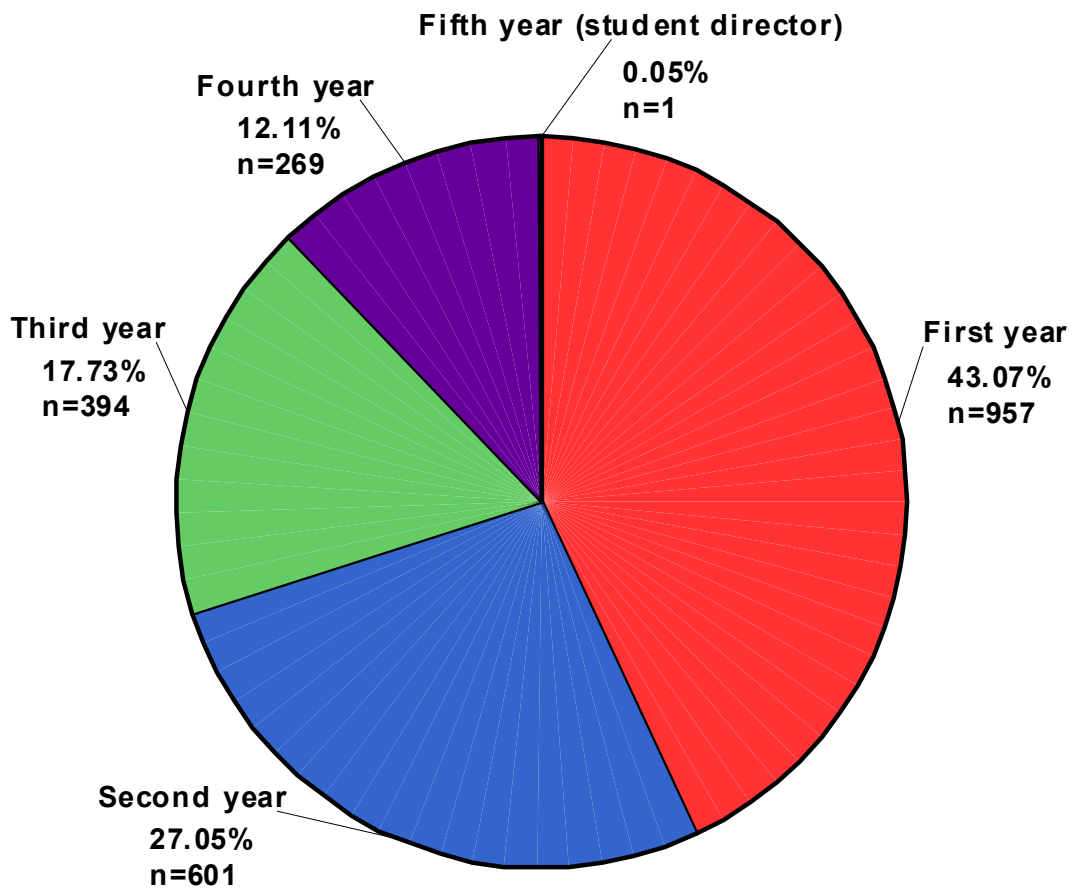
## Types of scholarships or monetary awards



\* The total percentage exceeds 100% due to multiple responses. The breakdown for each type of scholarship or monetary award is as follows: academic scholarship (n = 482); athletic scholarship (n = 272); rodeo club scholarship (n = 1,136); other scholarships (n = 221).

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

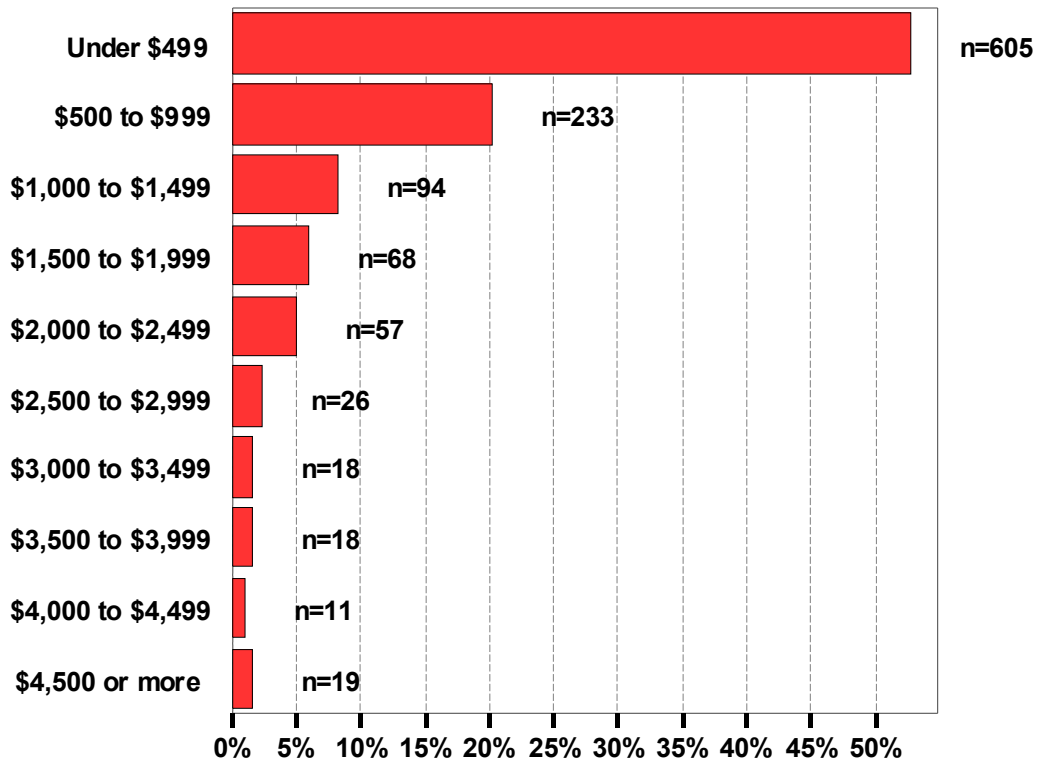
**Figure 12**  
**Year of NIRA eligibility in**  
**2003 - 2004**  
(n = 2,222)



## Figure 13

# Money won at NIRA rodeos during 2002 – 2003 season

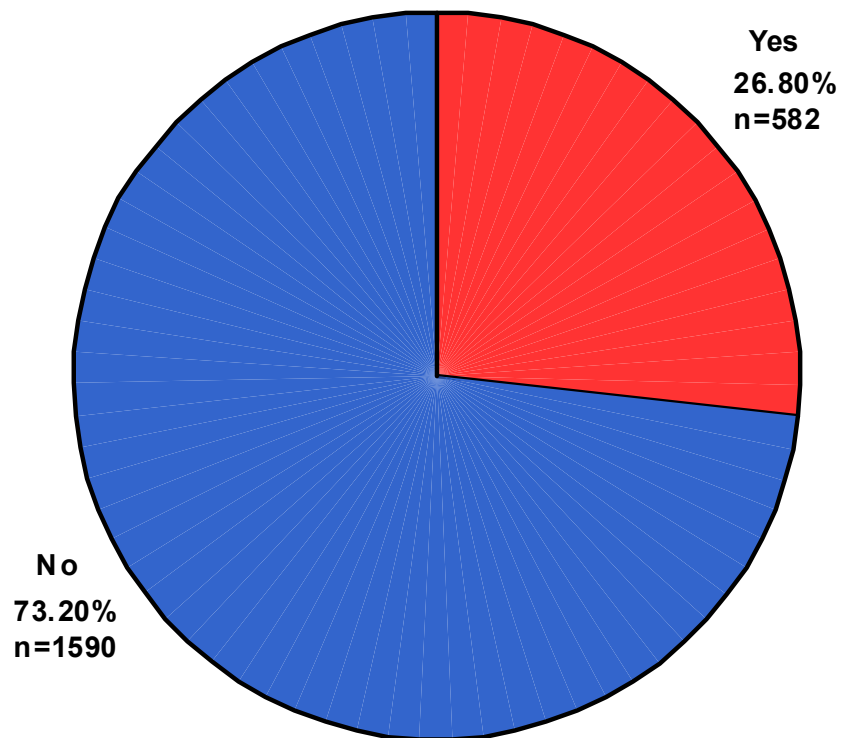
(n = 1,149)



## Figure 14

Competes in professional rodeo or  
professional bull riding

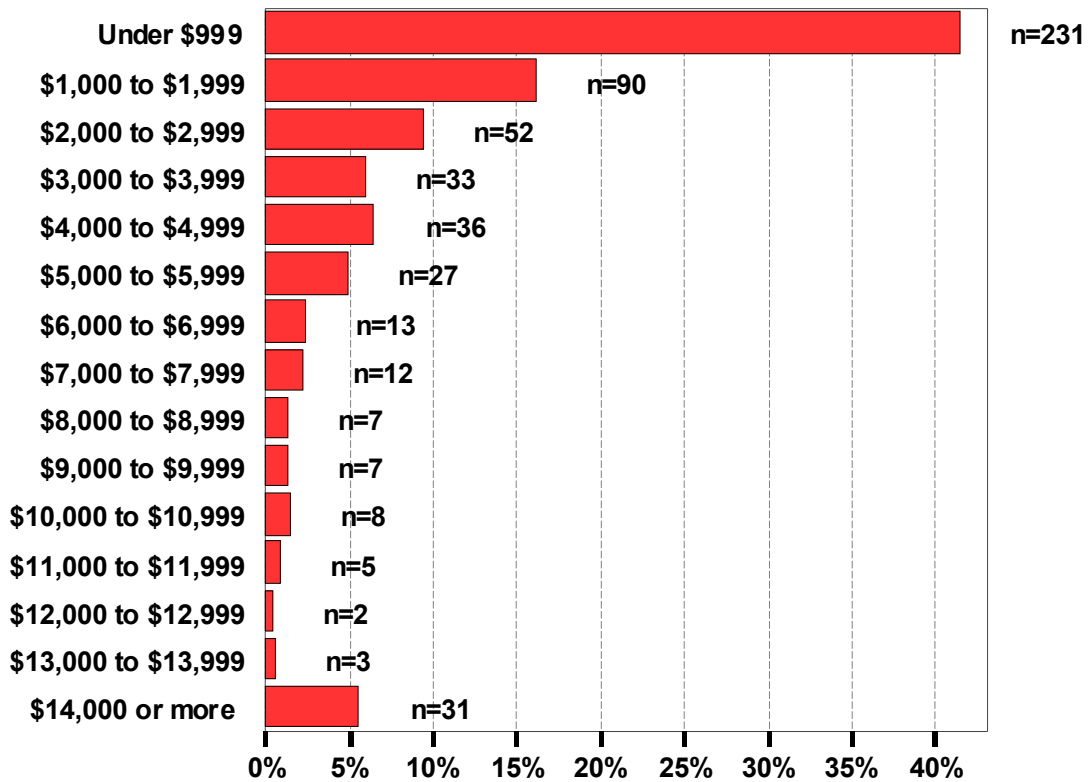
(n = 2,172)



## Figure 15

# Money won at professional rodeos or professional bull riding in 2002

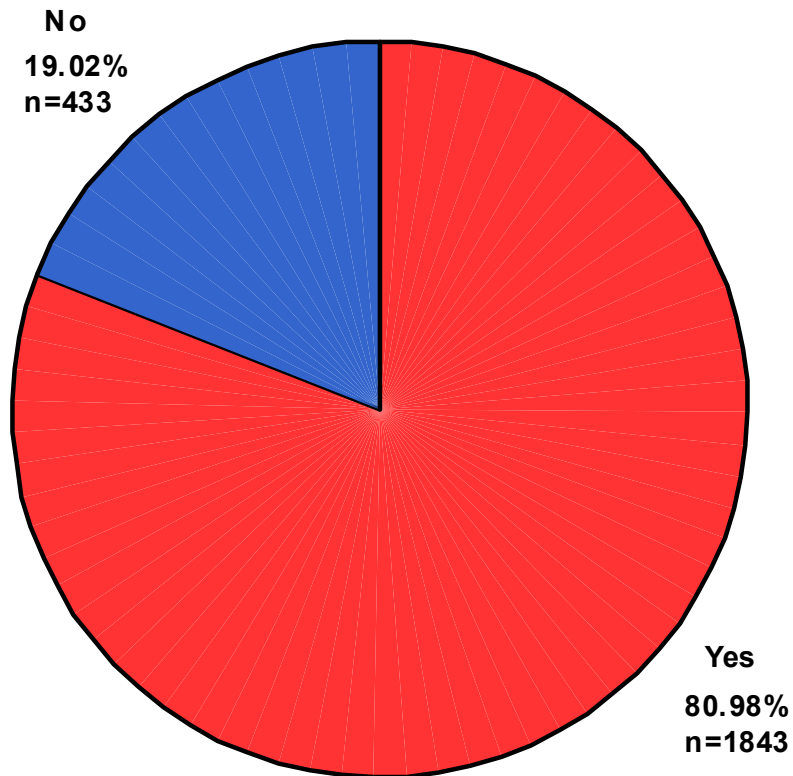
(n = 557)



## Figure 16

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

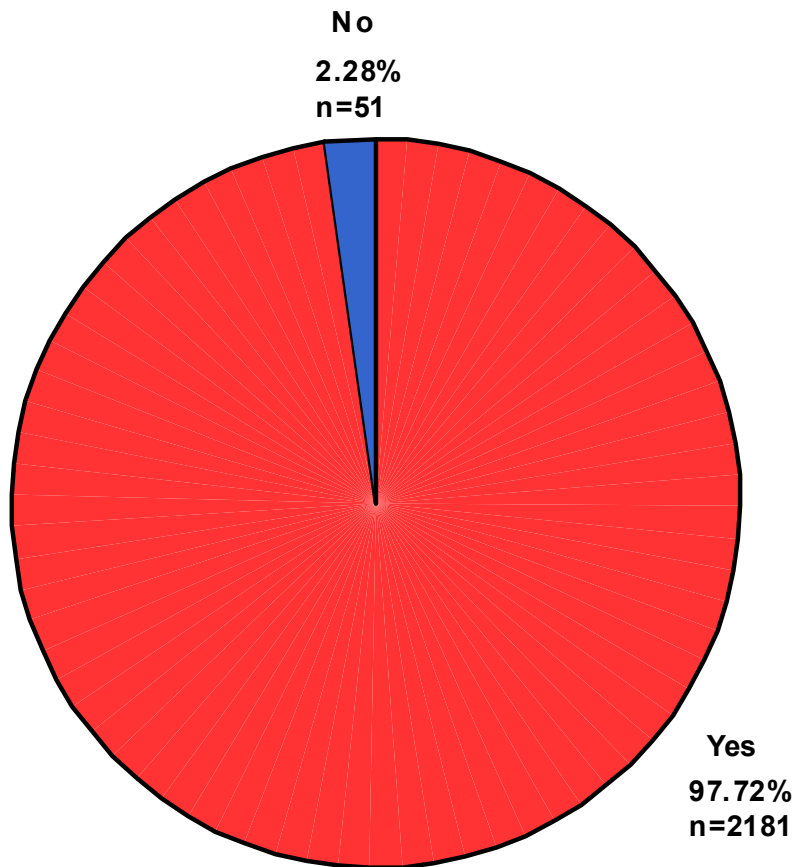
(n = 2,276)



## Figure 17

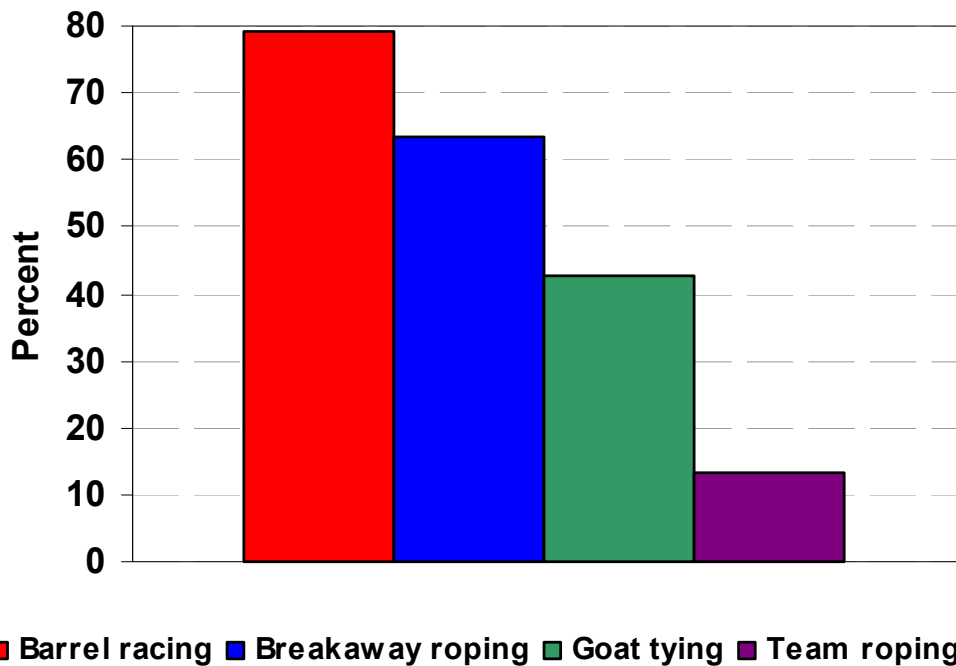
### Planning to rodeo after graduation

(n = 2,232)



**Figure 18**

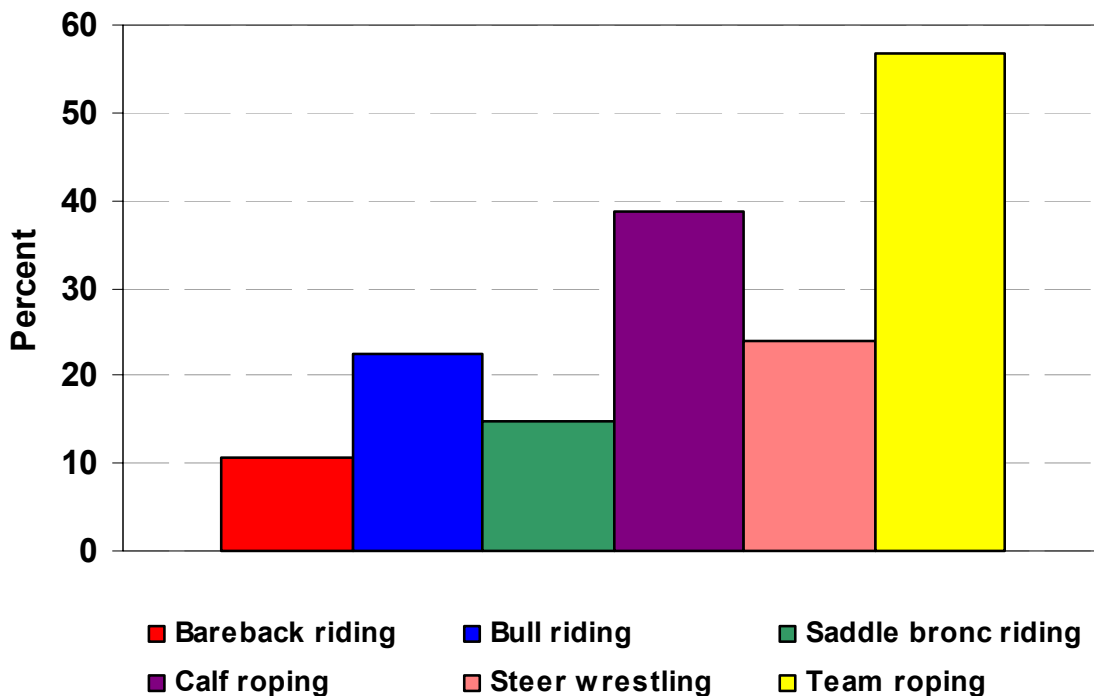
Events planning to regularly enter during the 2003 – 2004 college rodeo season (Females)



\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they plan to regularly enter each event is as follows: barrel racing (n = 691); breakaway roping (n = 553); goat tying (n = 374); team roping (n = 117).

**Figure 19**

Events planning to regularly enter during the 2003 – 2004 college rodeo season (Males)

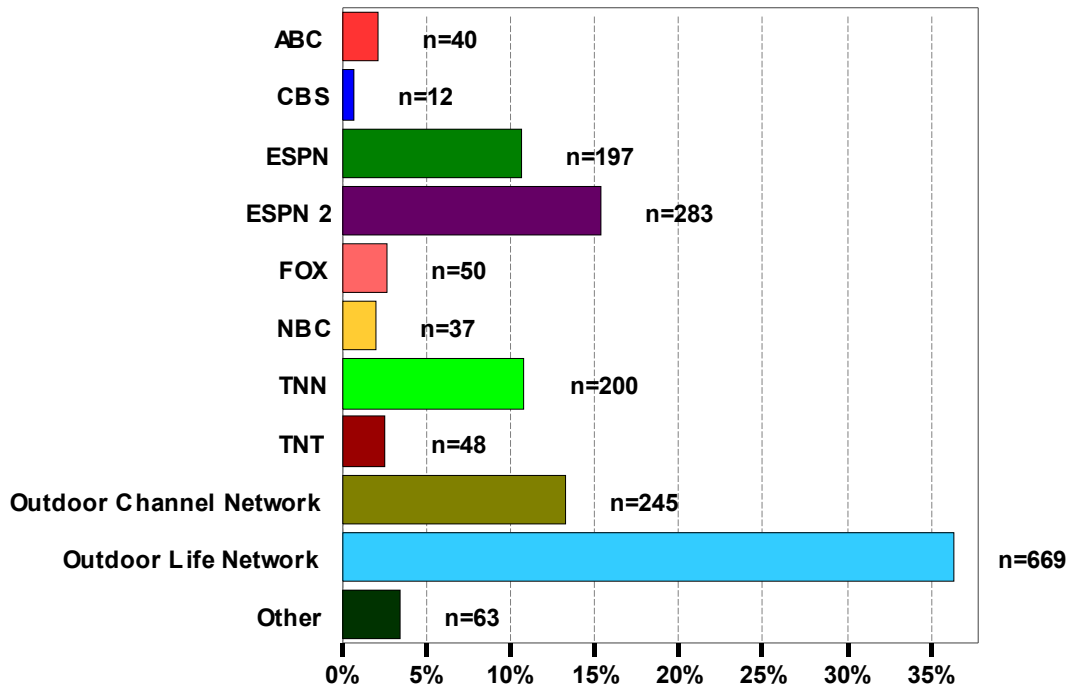


\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they plan to regularly enter each event is as follows: bareback riding (n = 144); bull riding (n = 309); saddle bronc riding (n = 202); calf roping (n = 533); steer wrestling (n = 328); team roping (n = 781).

## Figure 20

# Network most often watch rodeo on television

(n = 1,844)

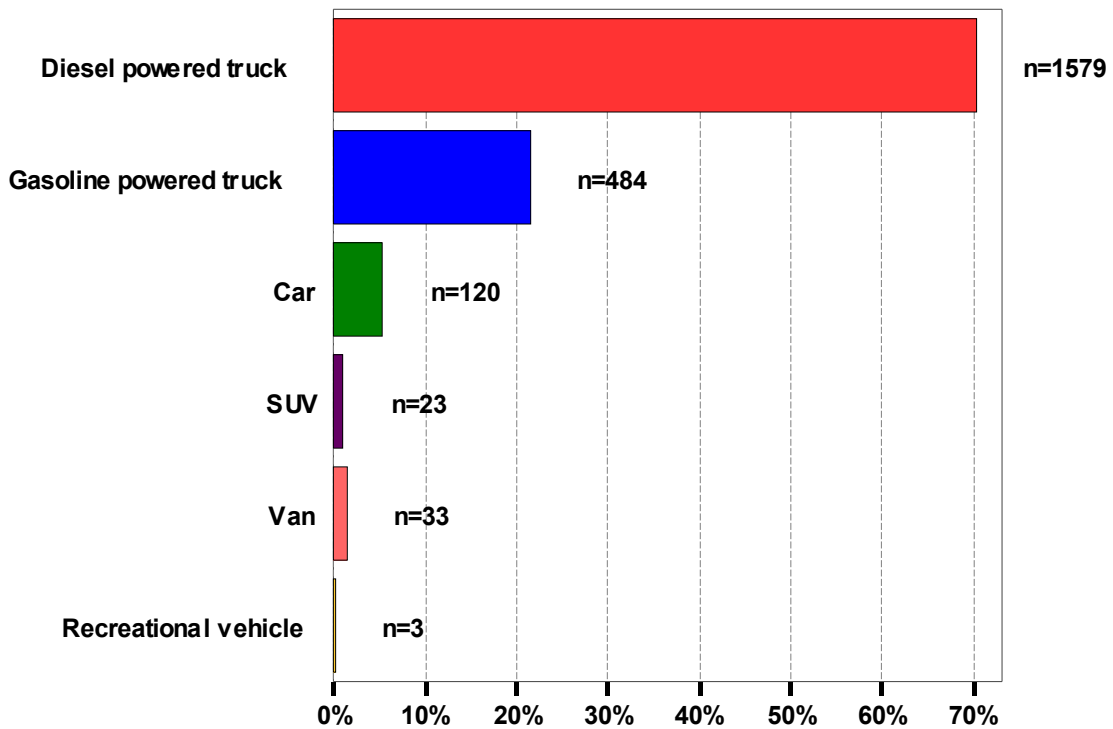


\* A complete list of "Other" responses is available upon request from the author.

**Figure 21**

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

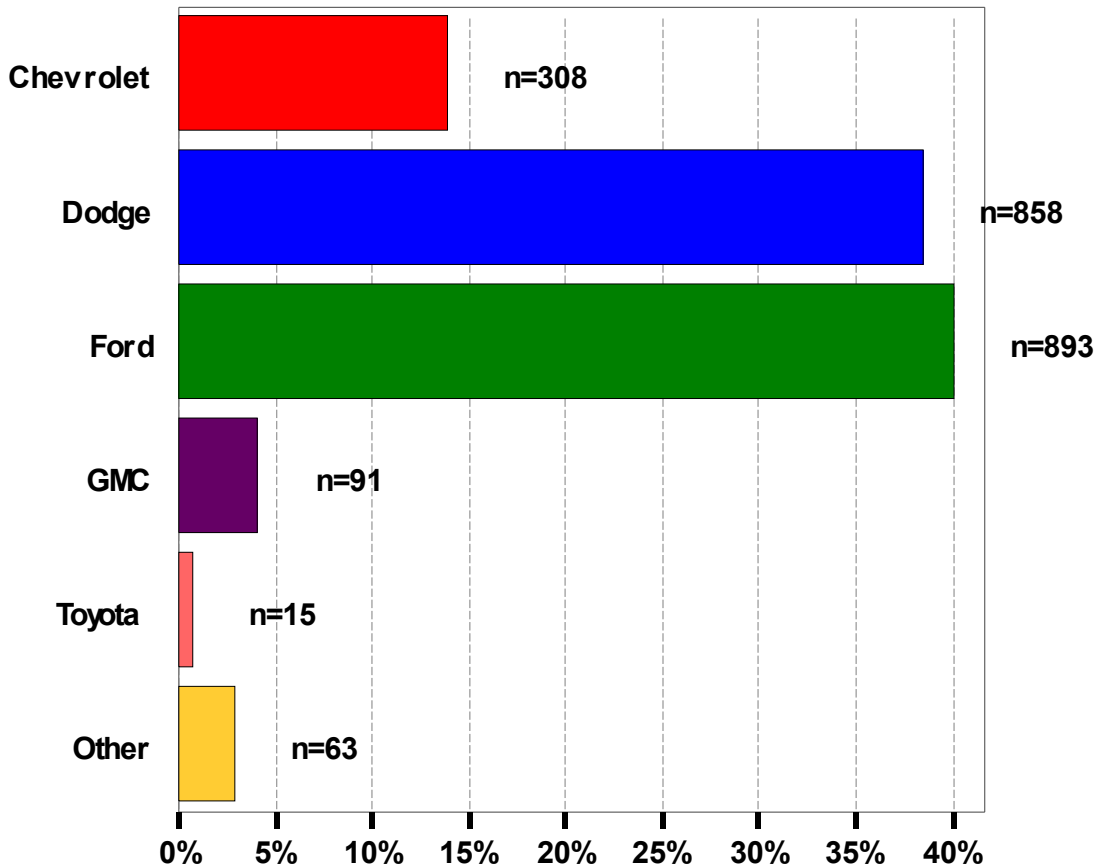
(n = 2,242)



**Figure 22**

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

(n = 2,228)

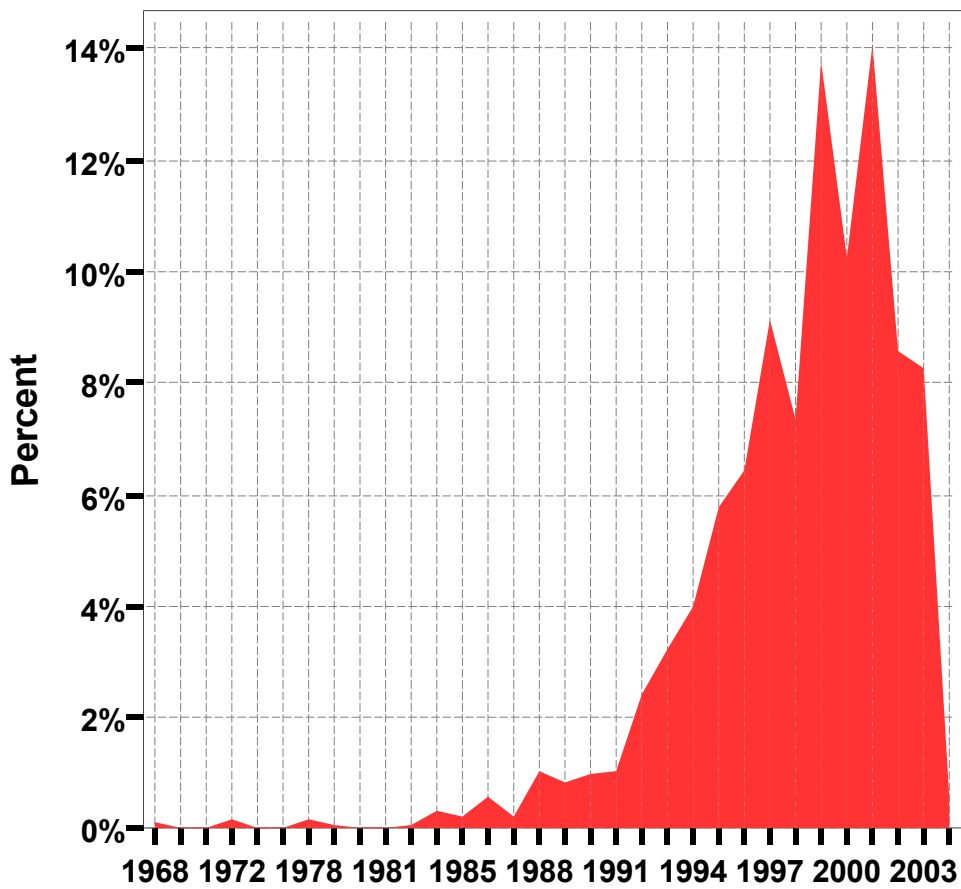


\* A complete list of "Other" responses is available upon request from the author.

**Figure 23**

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

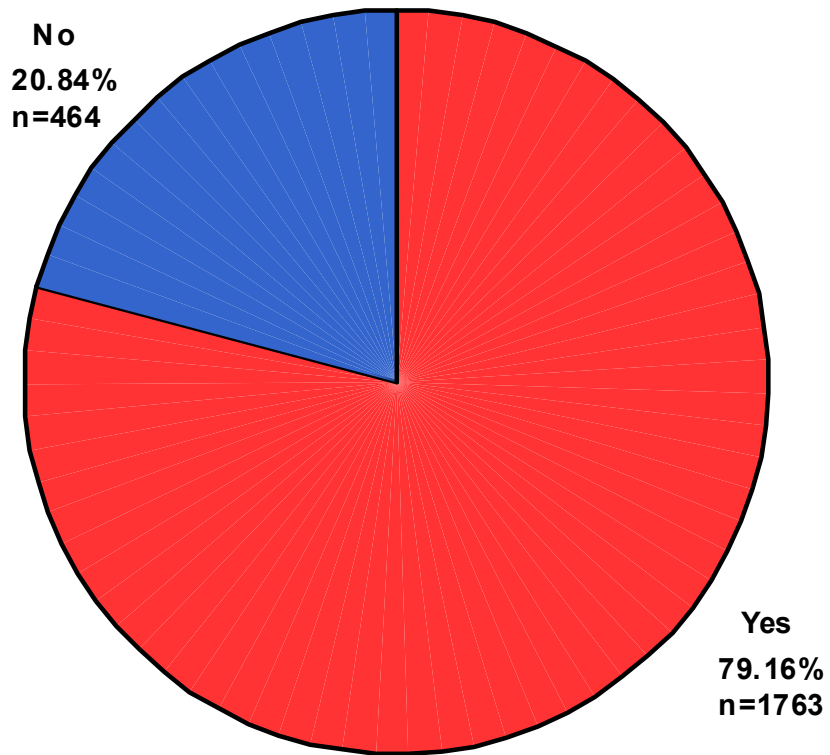
(n = 2,116)



## Figure 24

### Pulling a horse trailer to NIRA rodeos

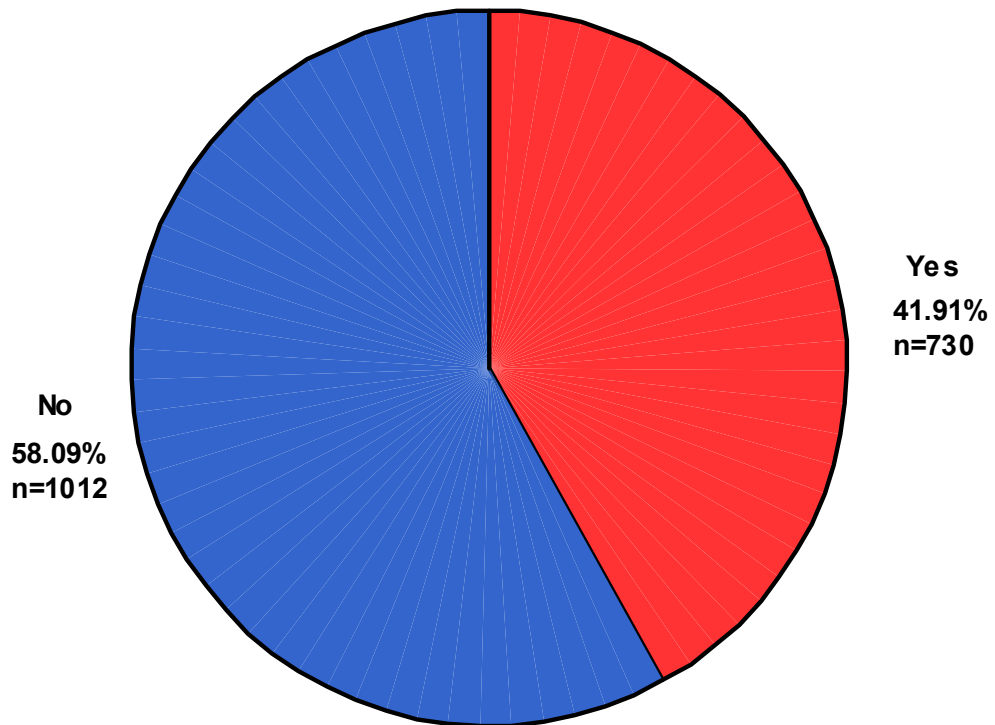
(n = 2,227)



## Figure 25

### Horse trailer has living quarters

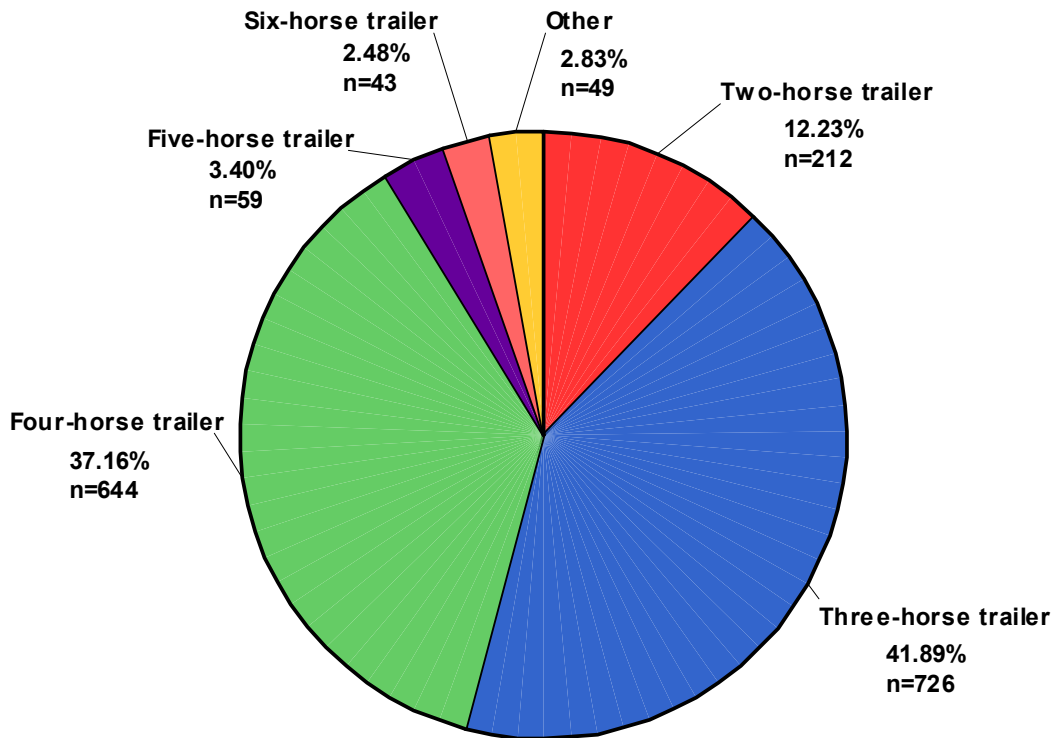
(n = 1,742)



**Figure 26**

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

(n = 1,733)

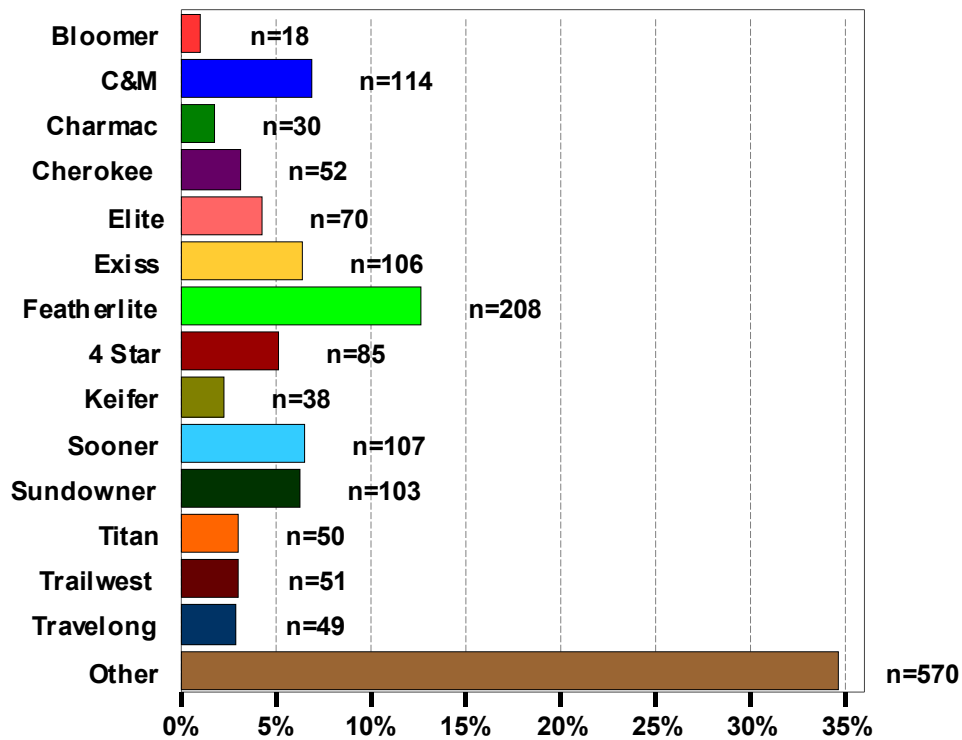


\* A complete list of "Other" responses is available upon request from the author.

## Figure 27

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

(n = 1,651)

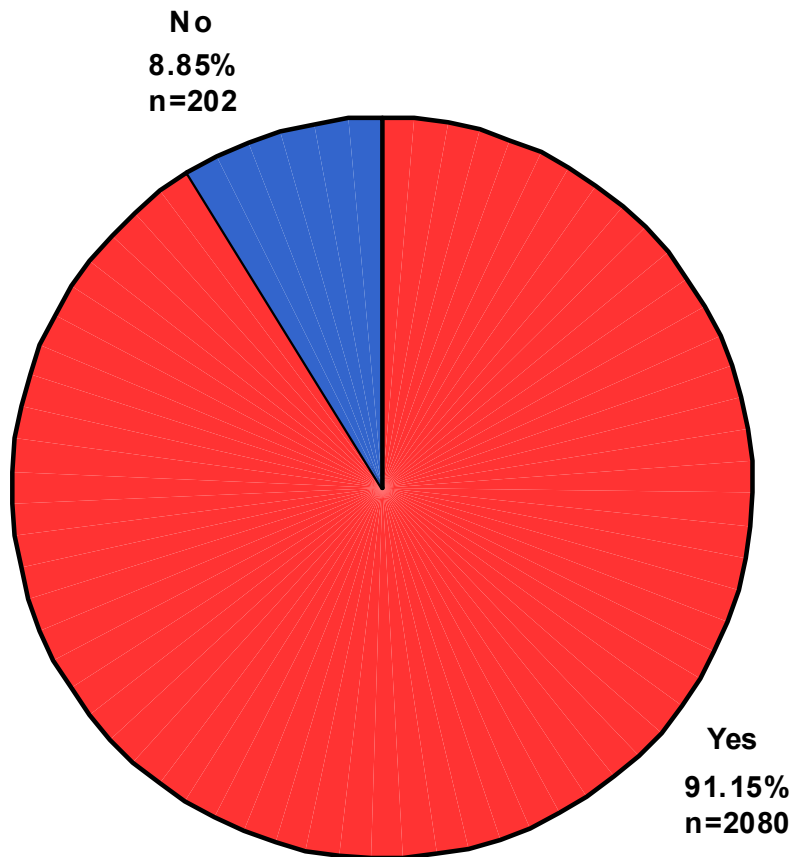


\* A complete list of "Other" responses is available upon request from the author.

## Figure 28

### Own and use a cellular telephone

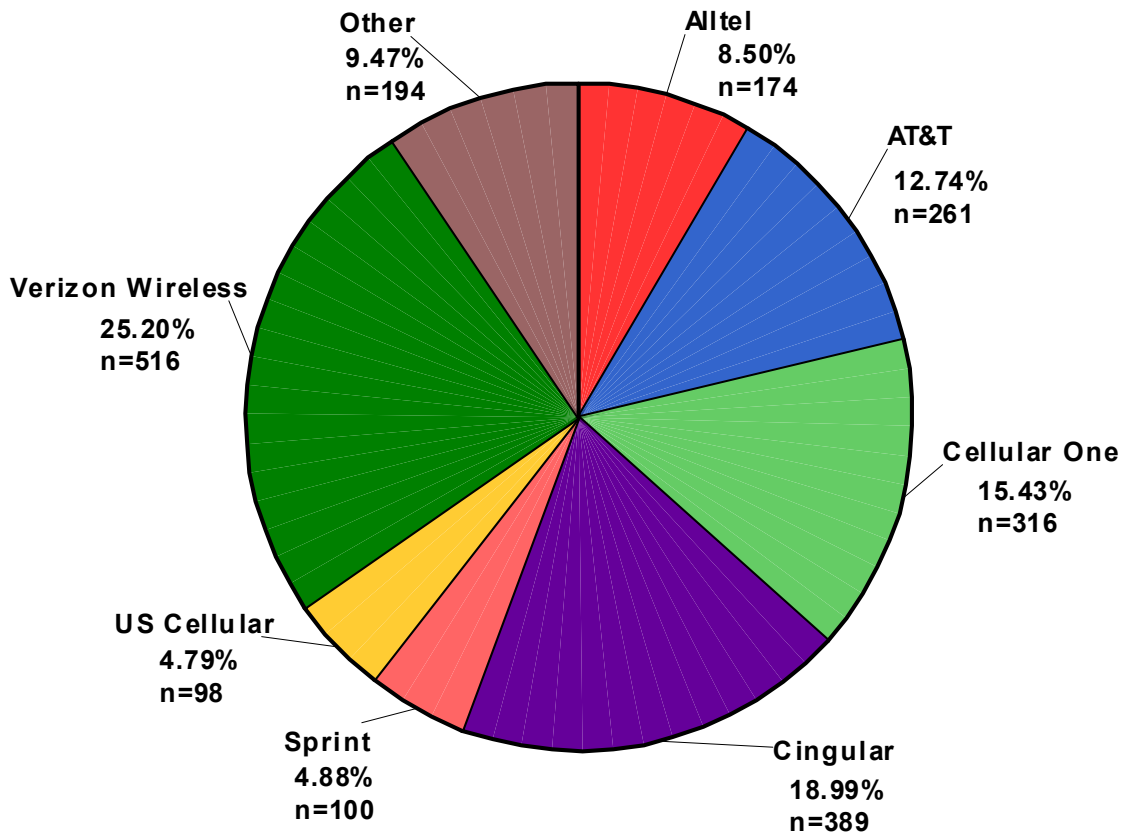
(n = 2,282)



**Figure 29**

**Company that provides cellular telephone service**

(n = 2,048)

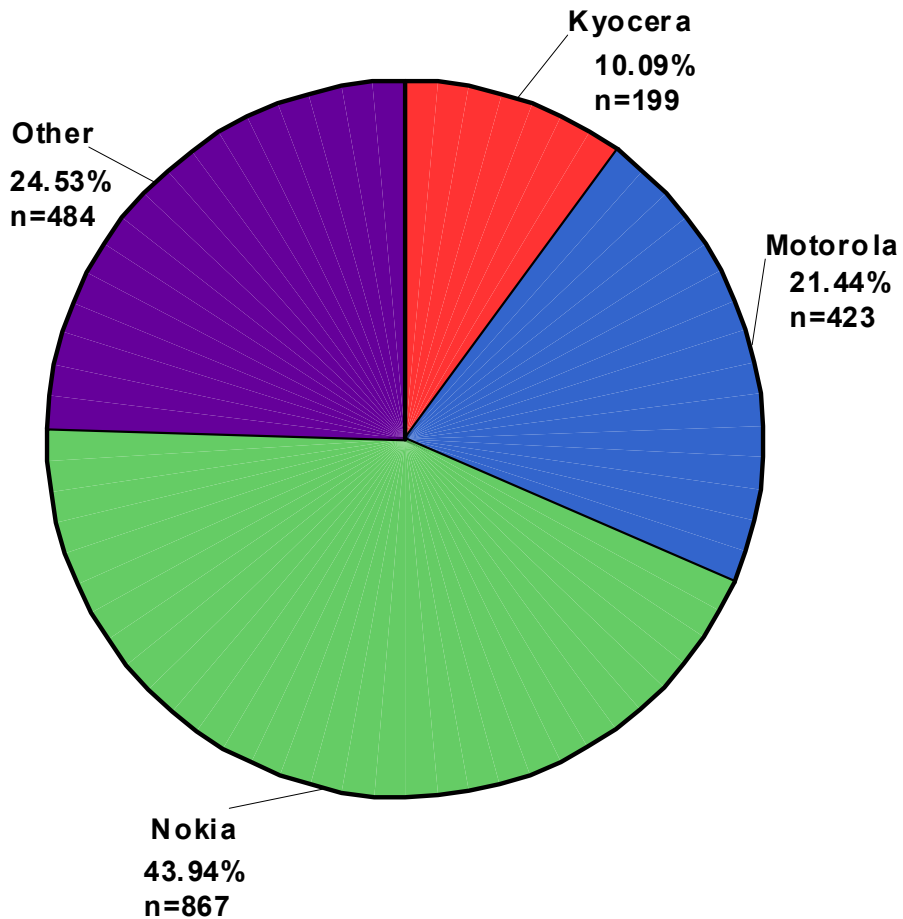


\* A complete list of "Other" responses is available upon request from the author.

**Figure 30**

**Brand name cellular telephone**

(n = 1,973)

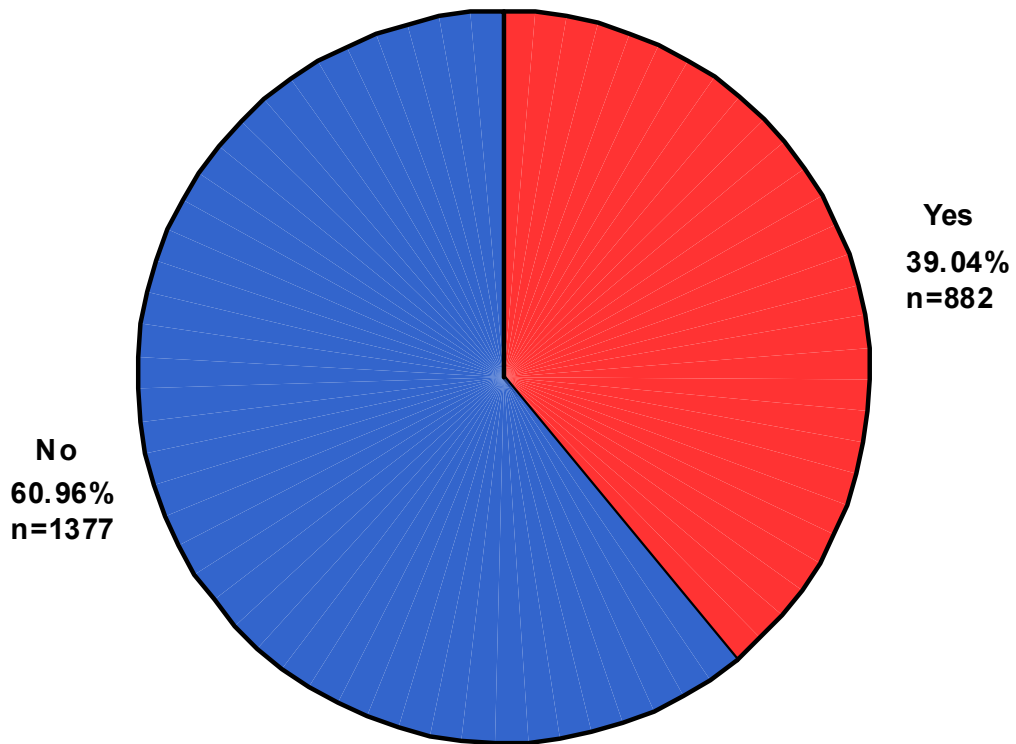


\* A complete list of "Other" responses is available upon request from the author.

### Figure 31

## Own a desktop computer

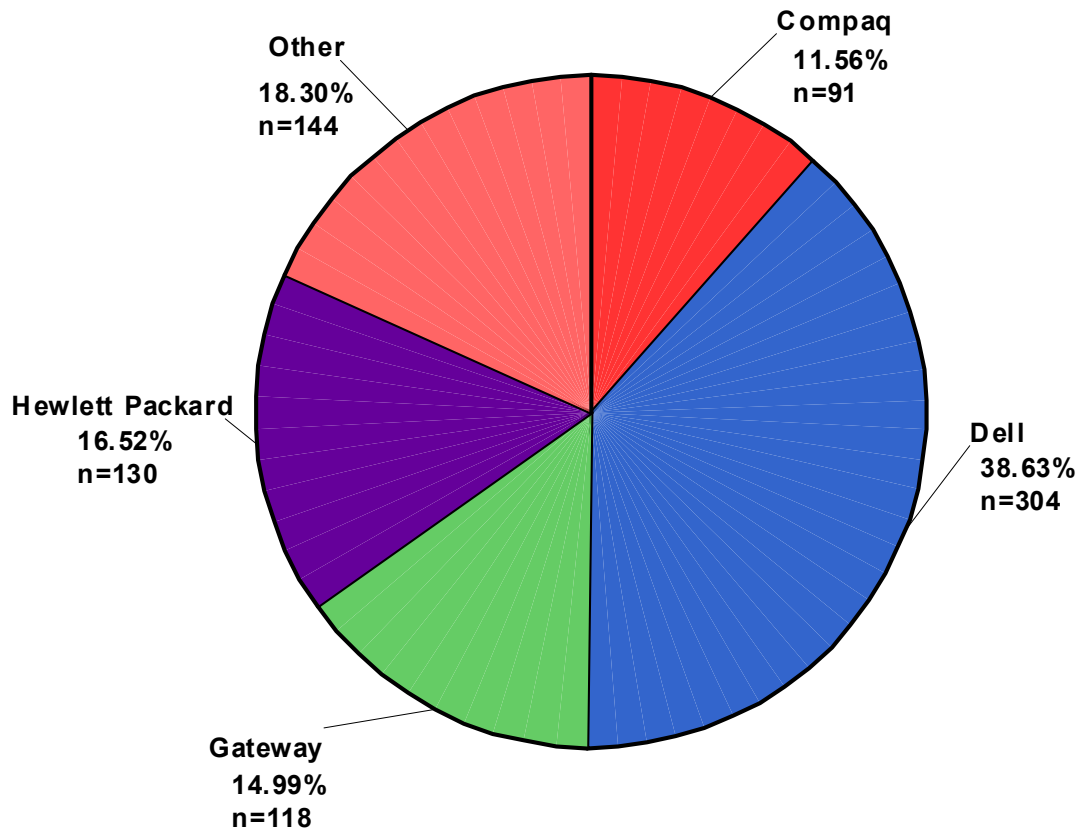
(n = 2,259)



**Figure 32**

**Brand name desktop computer**

(n = 787)

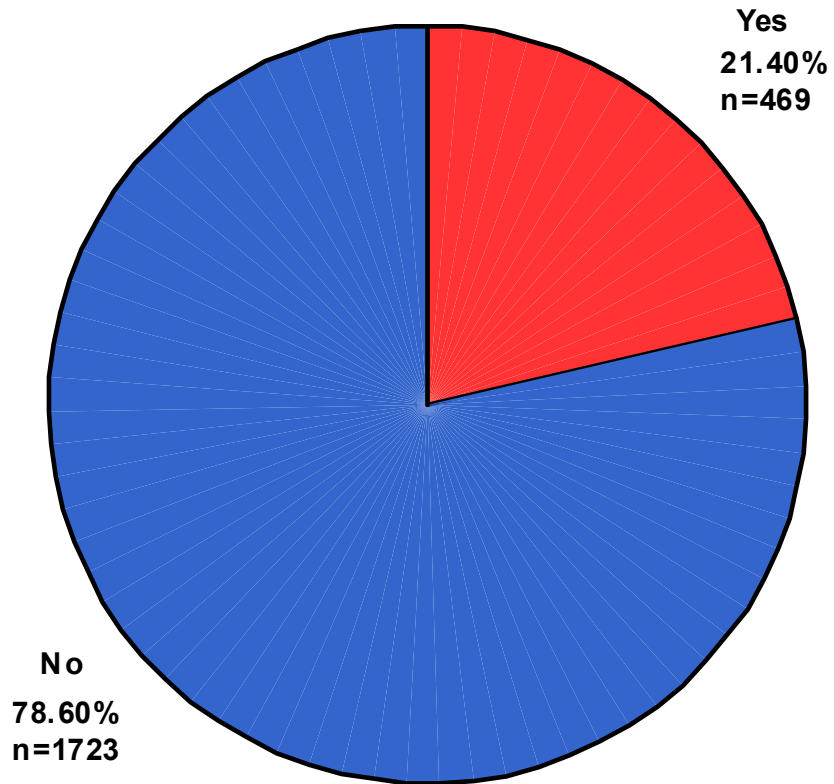


\* A complete list of "Other" responses is available upon request from the author.

**Figure 33**

**Own a laptop computer**

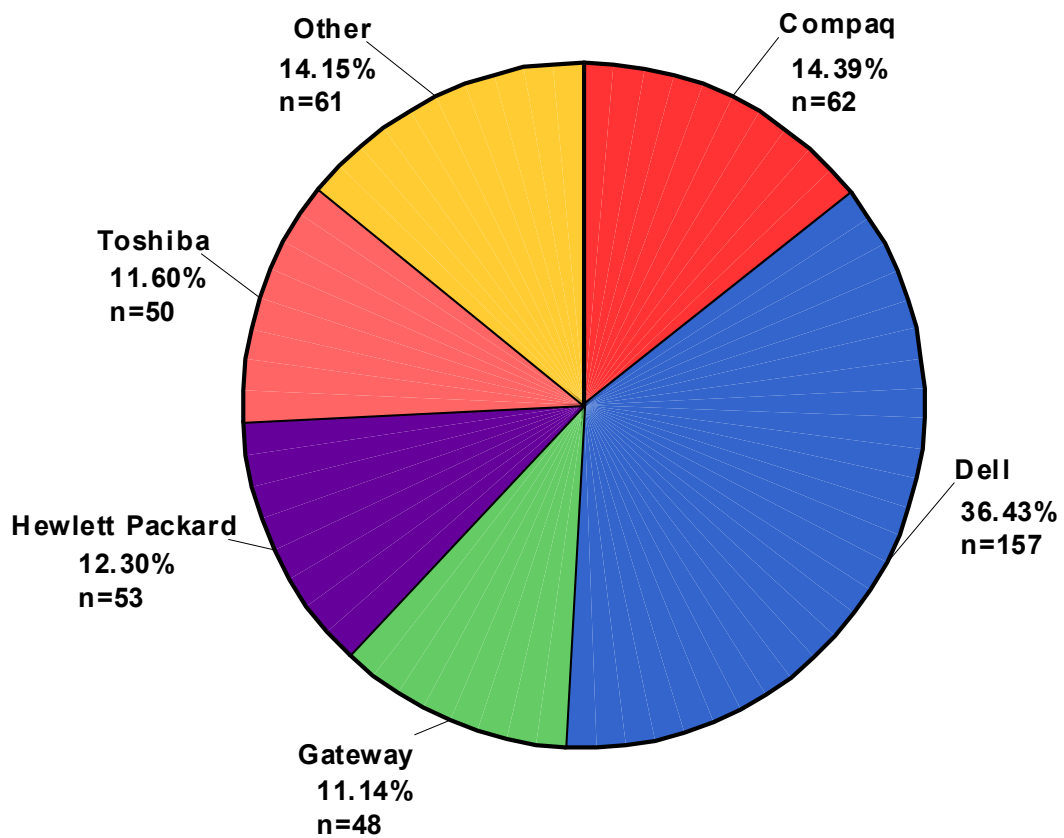
(n = 2,192)



**Figure 34**

**Brand name laptop computer**

(n = 431)

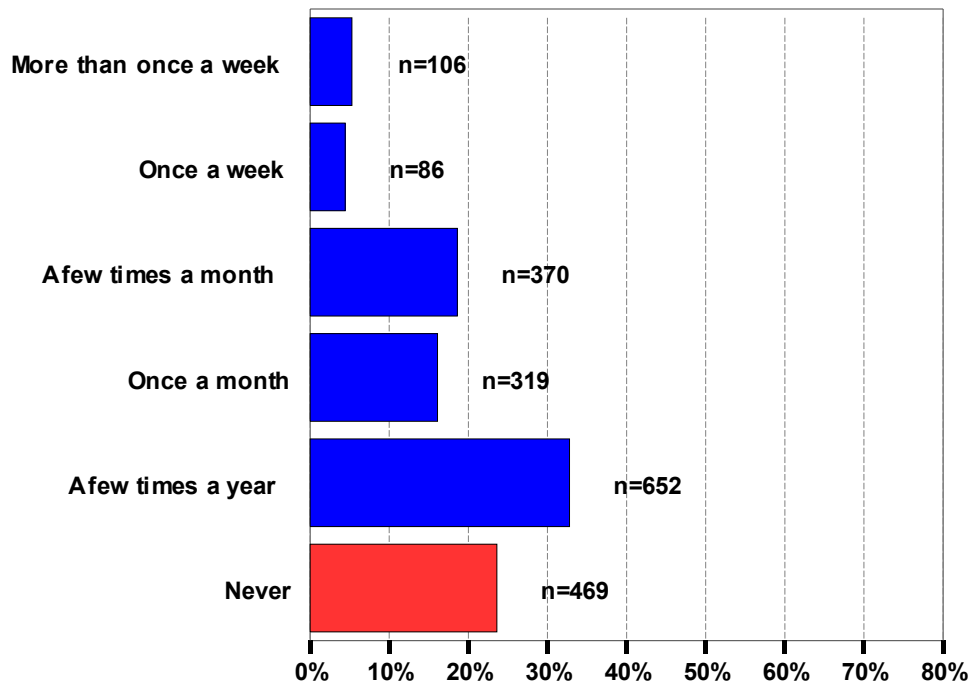


\* A complete list of "Other" responses is available upon request from the author.

## Figure 35

# Eat at Arby's

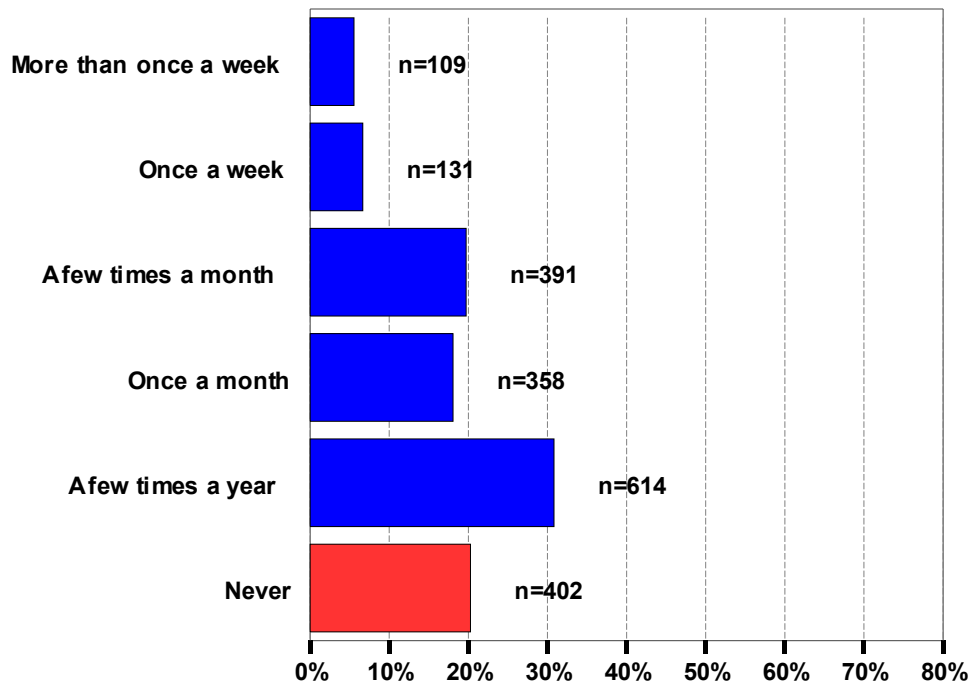
(n = 2,002)



**Figure 36**

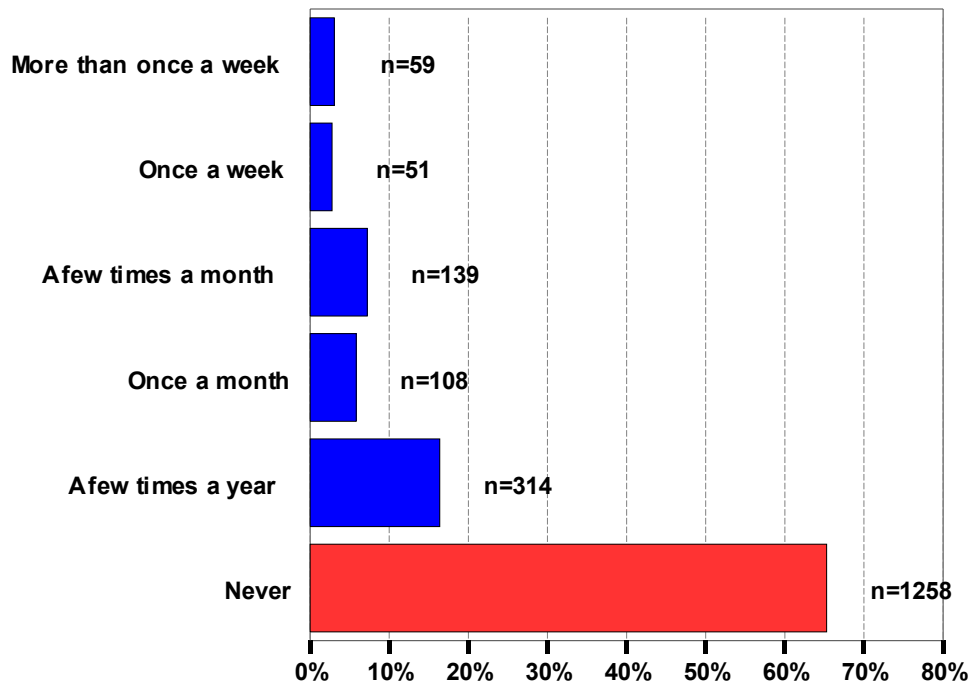
**Eat at Burger King**

(n = 2,005)



## Figure 37

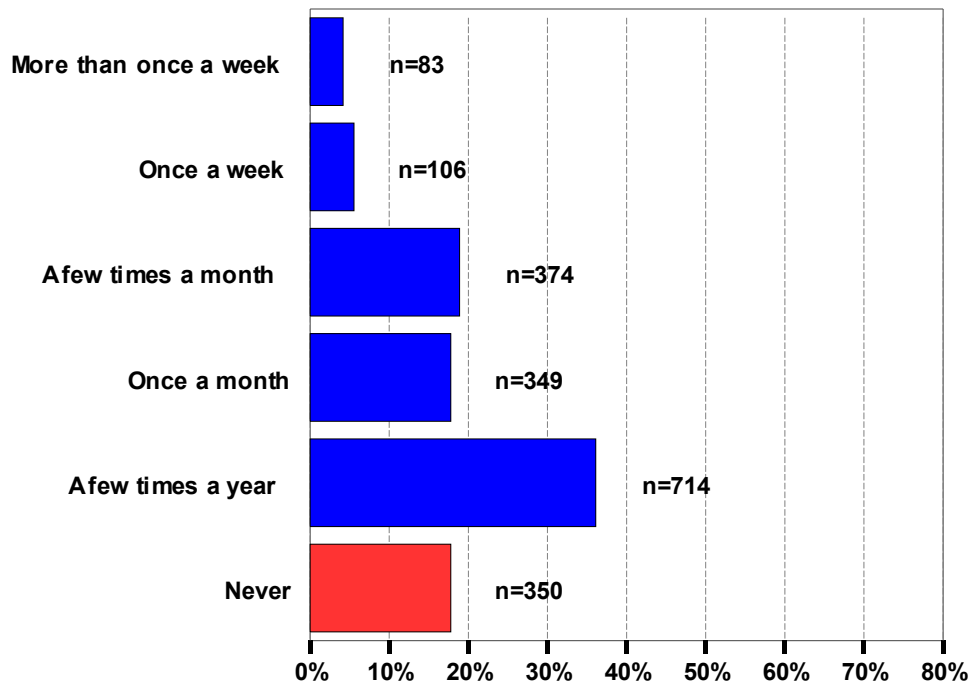
### Eat at Chick-Fil-A (n = 1,929)



## Figure 38

# Eat at Dairy Queen

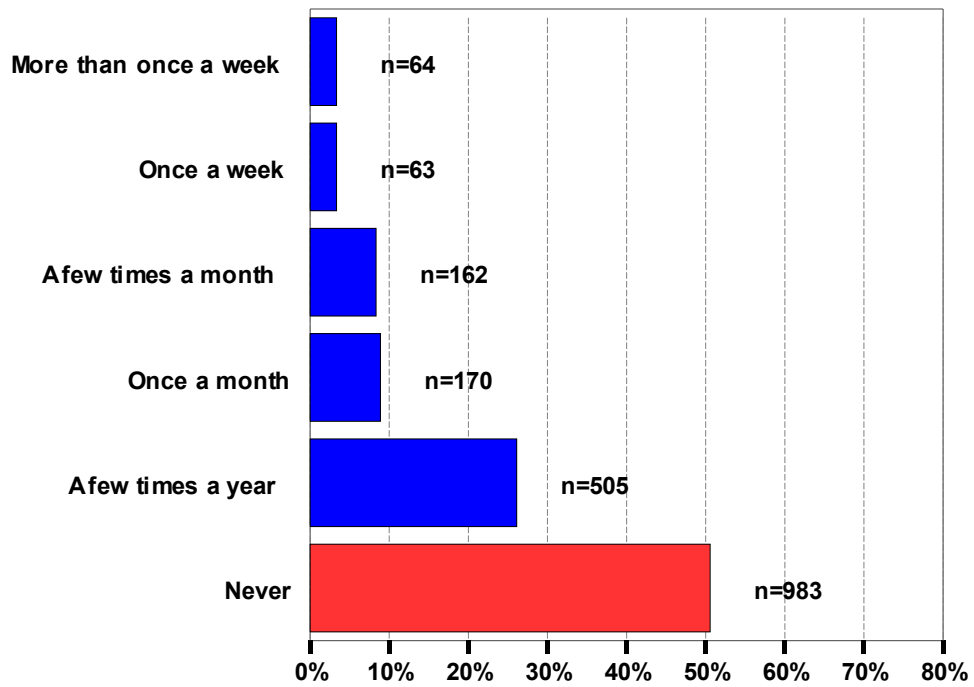
(n = 1,976)



## Figure 39

# Eat at Hardee's

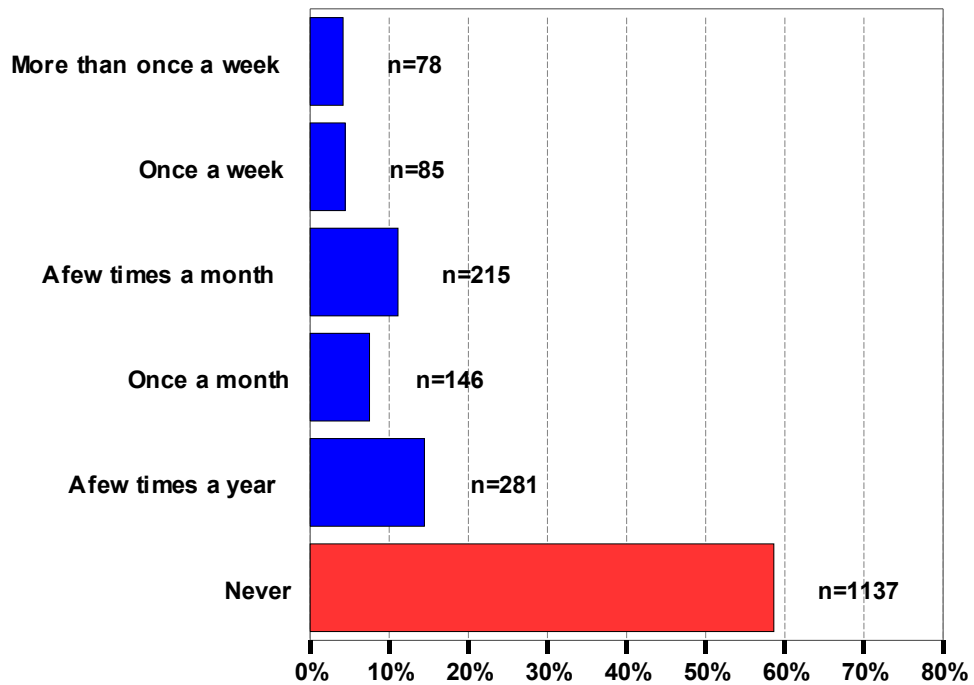
(n = 1,947)



## Figure 40

### Eat at Jack in the Box

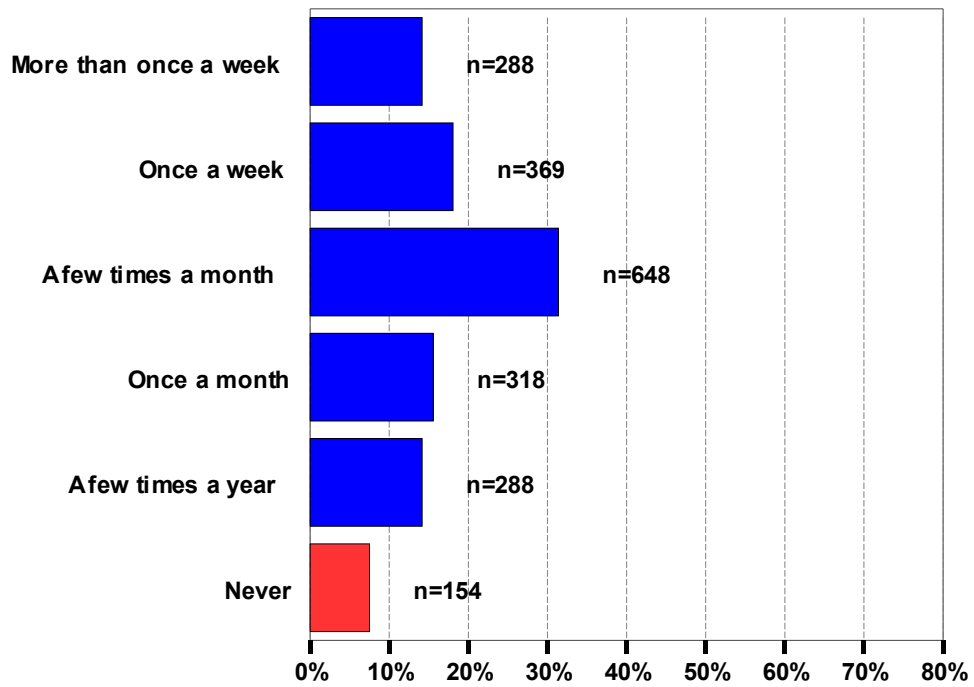
(n = 1,942)



## Figure 41

### Eat at McDonalds

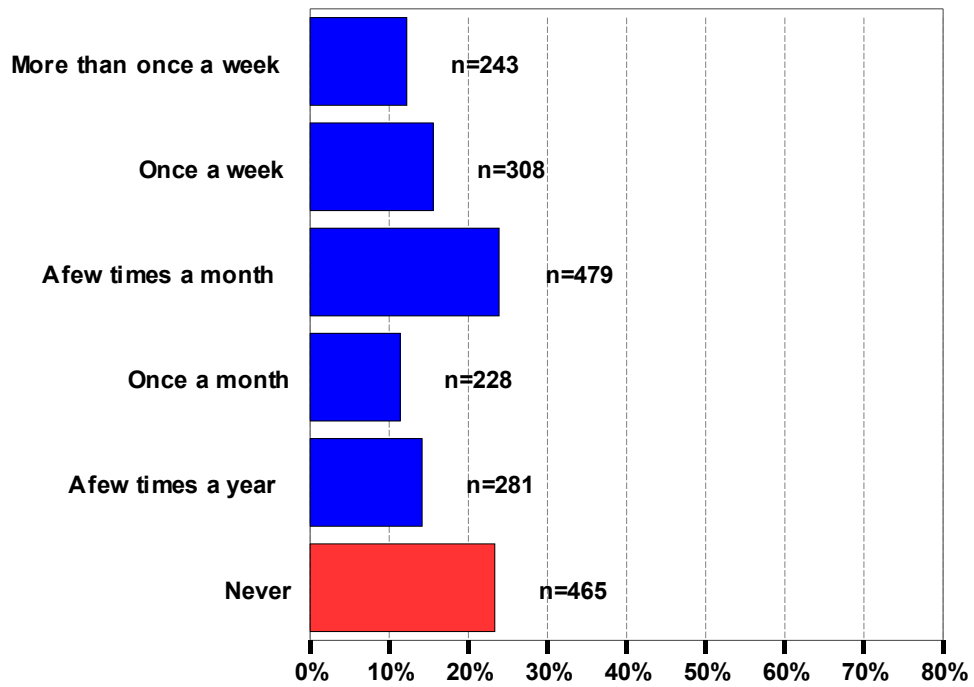
(n = 2,065)



## Figure 42

### Eat at Sonic Drive-In

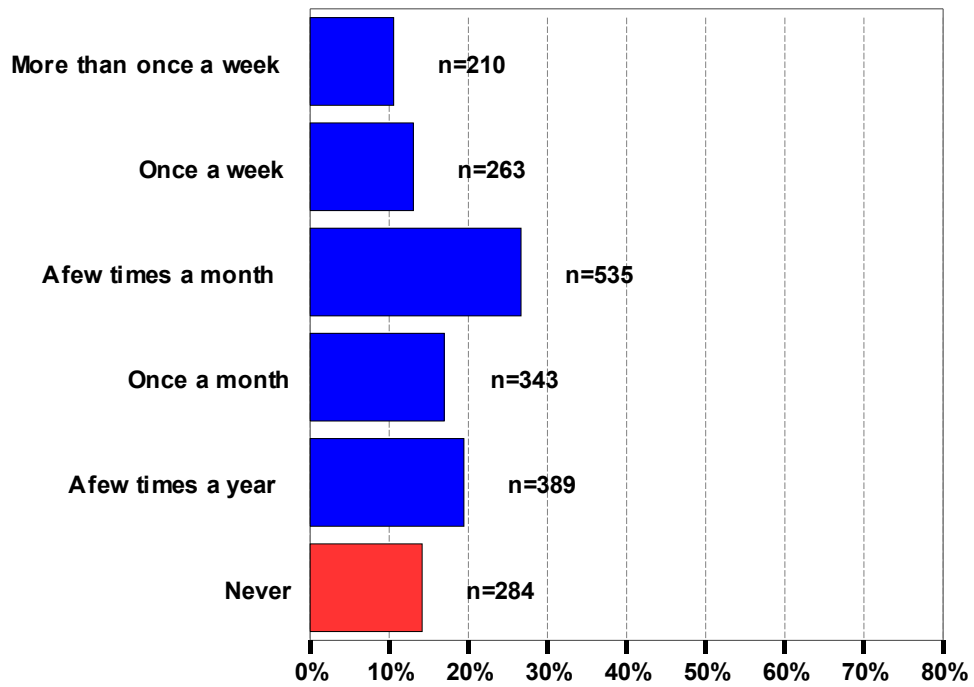
(n = 2,004)



## Figure 43

# Eat at Taco Bell

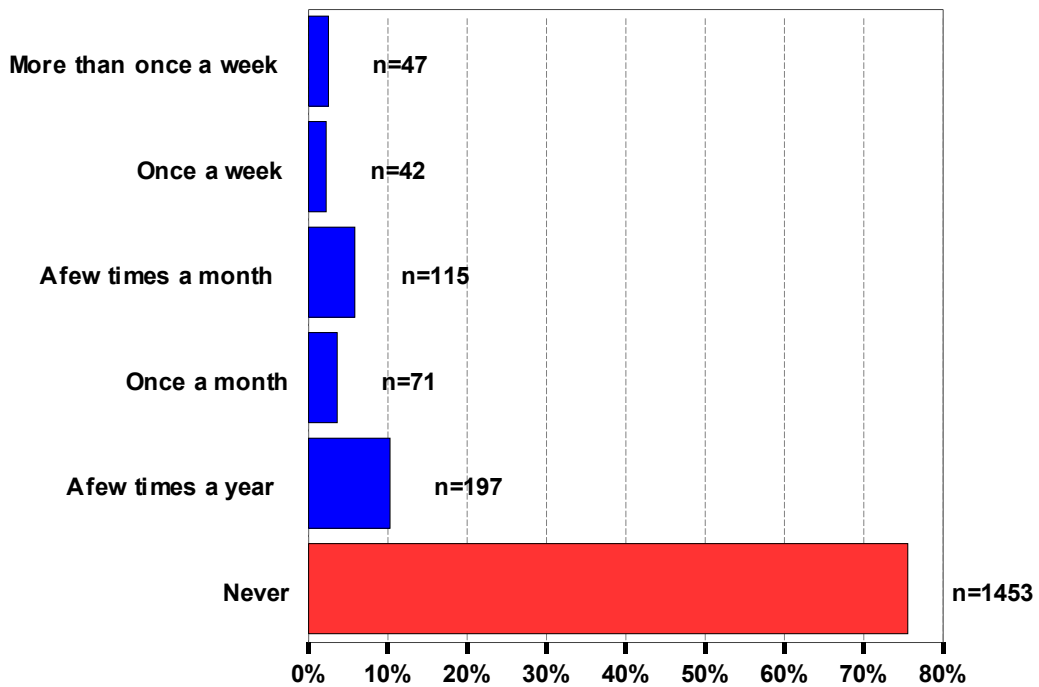
(n = 2,024)



## Figure 44

# Eat at Taco Bueno

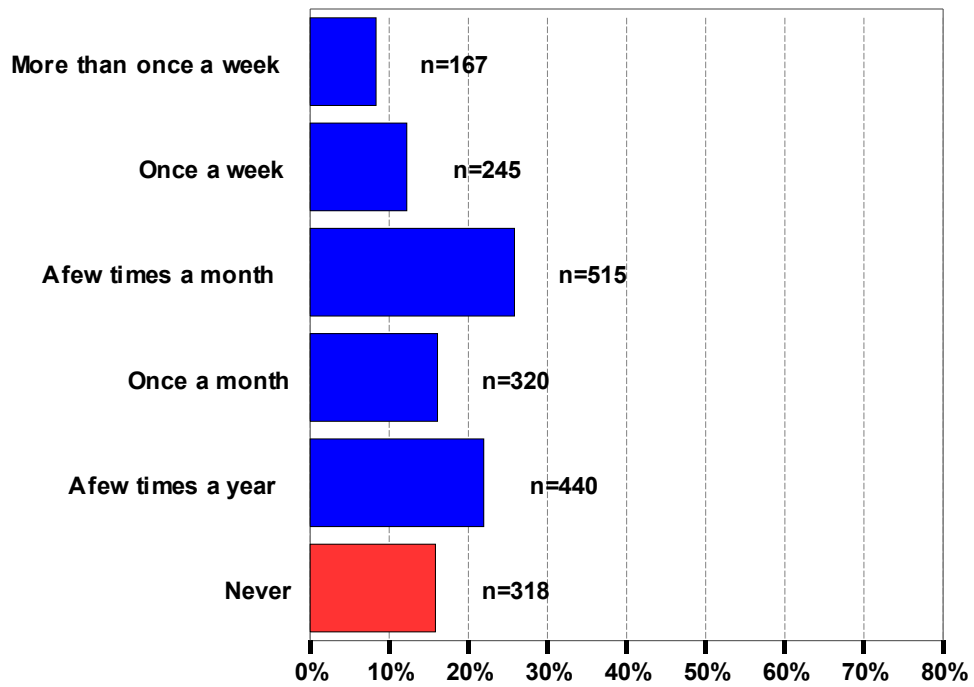
(n = 1,925)



## Figure 45

# Eat at Wendys

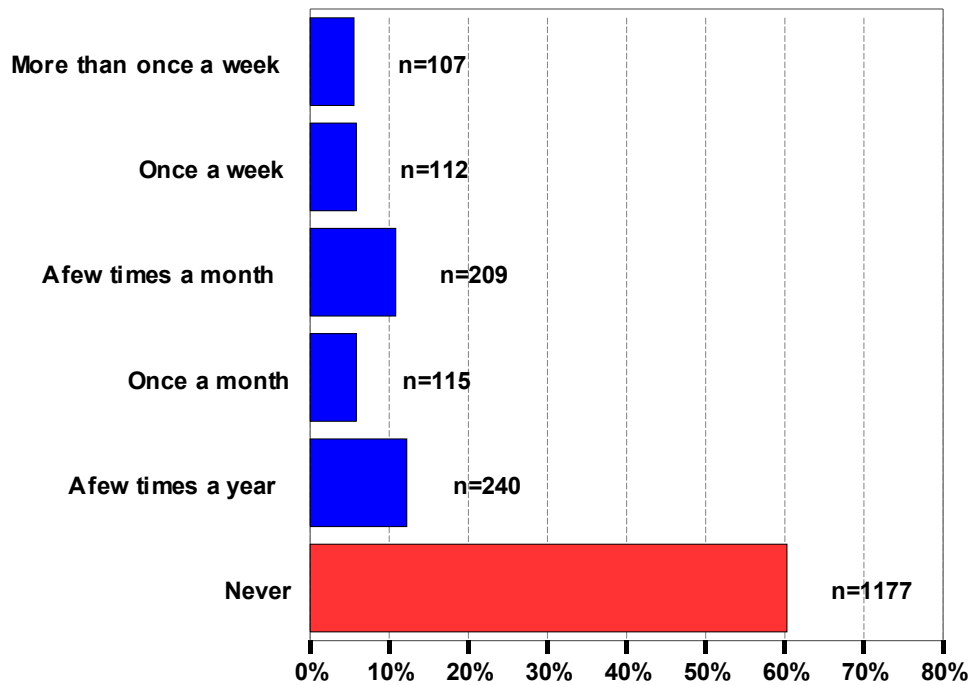
(n = 2,005)



## Figure 46

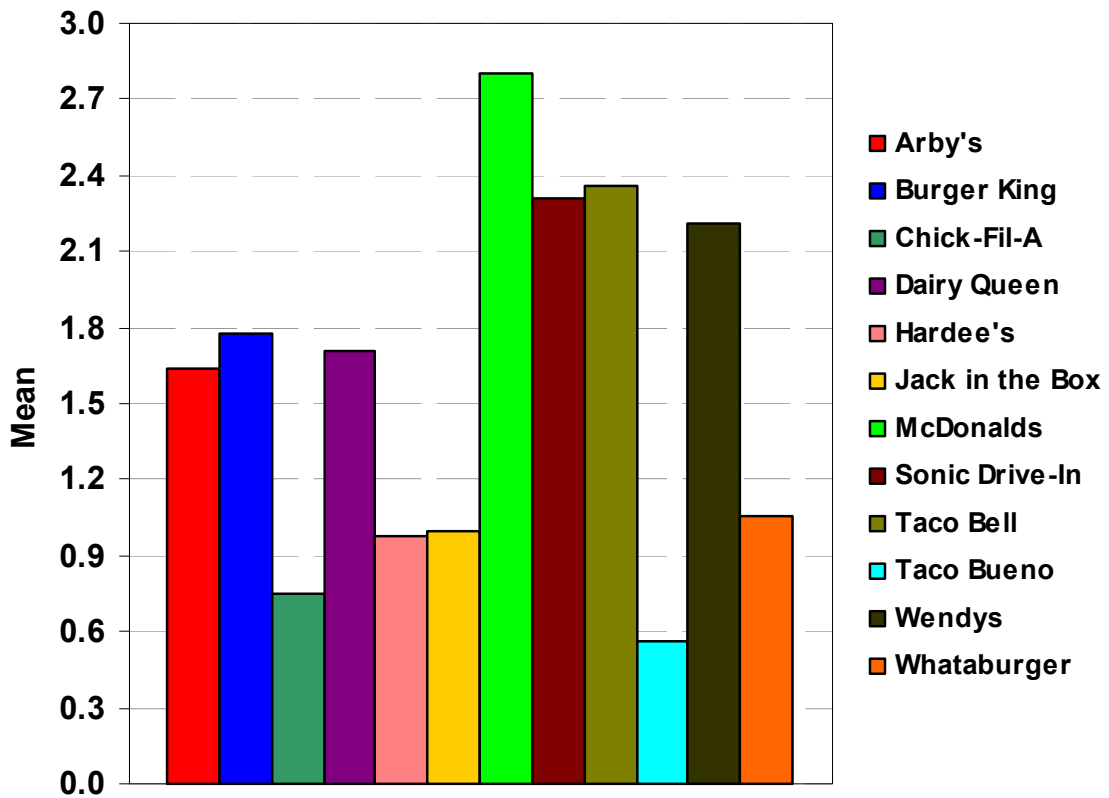
### Eat at Whataburger

(n = 1,960)



### Figure 47

## Average fast food restaurant visitation

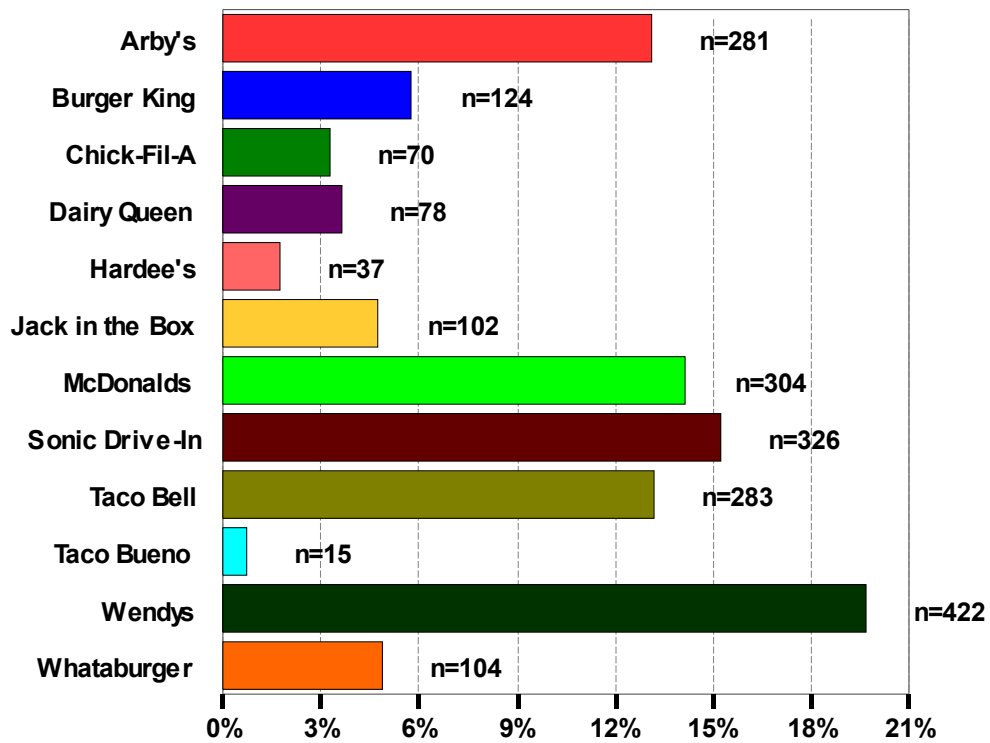


\* Coded using the following scale: 0 = never; 1 = a few times a year; 2 = once a month; 3 = a few times a month; 4 = once a week; 5 = more than once a week. Mean values: Arby's = 1.64; Burger King = 1.78; Chick-Fil-A = 0.75; Dairy Queen = 1.71; Hardee's = 0.98; Jack in the Box = 1.00; McDonalds = 2.80; Sonic Drive-In = 2.31; Taco Bell = 2.36; Taco Bueno = 0.56; Wendys = 2.21; Whataburger = 1.06.

**Figure 48**

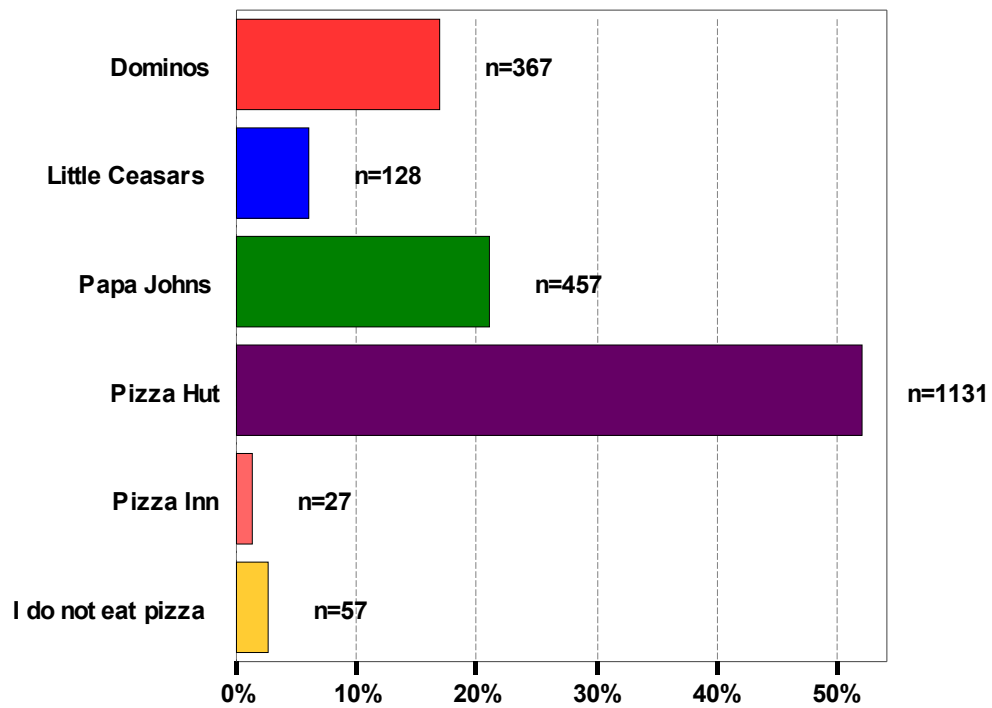
**Favorite fast food restaurant**

(n = 2,146)



**Figure 49**

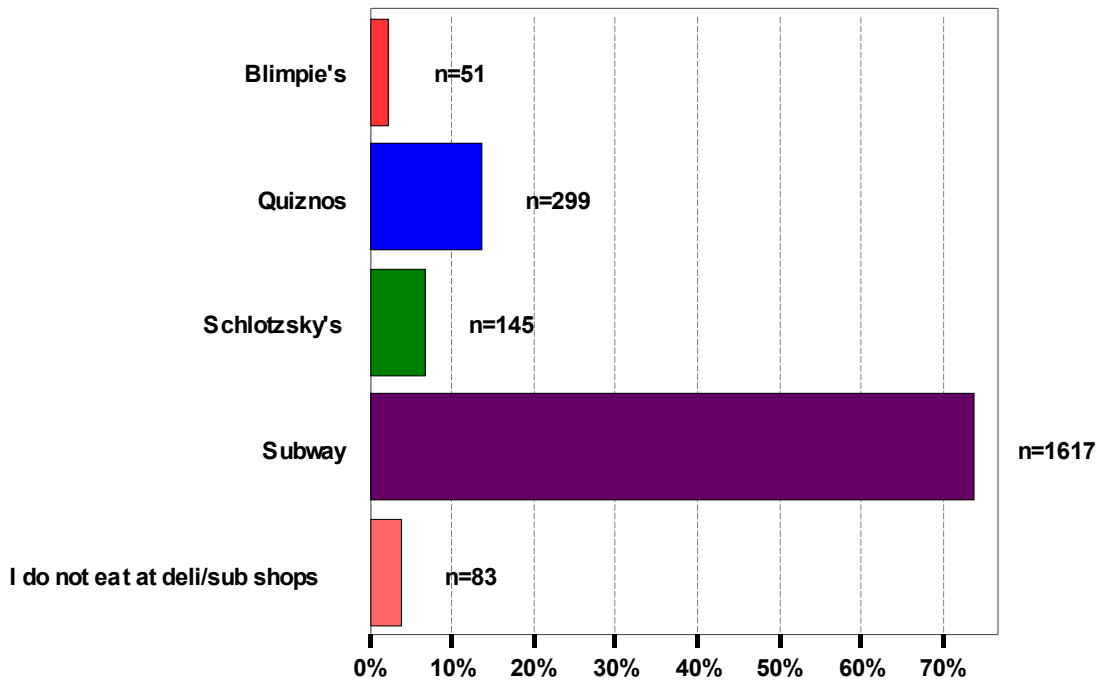
**Favorite brand of pizza**  
(n = 2,167)



## Figure 50

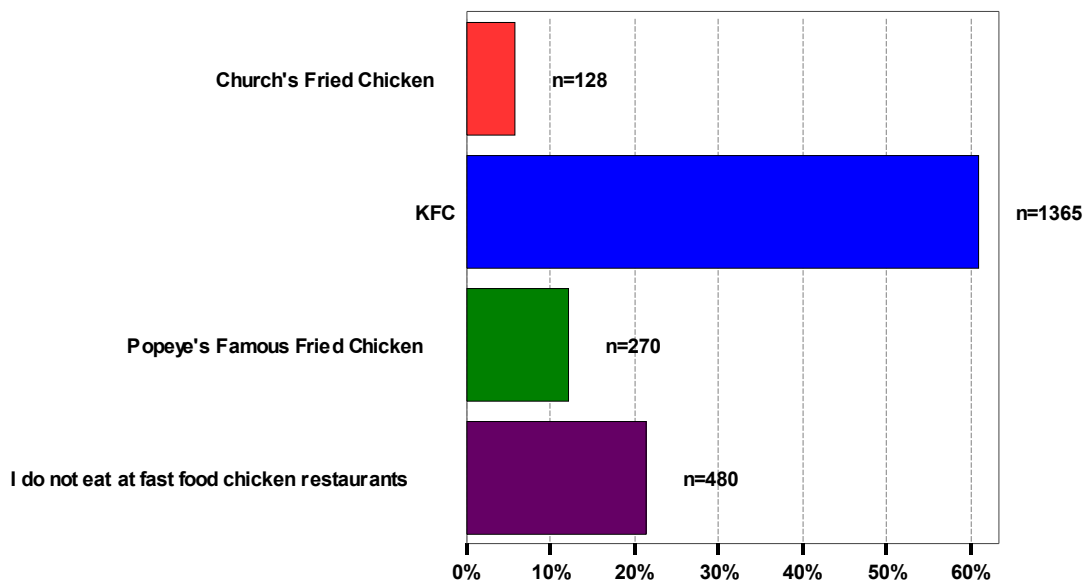
### Favorite deli/sub shop

(n = 2,195)



## Figure 51

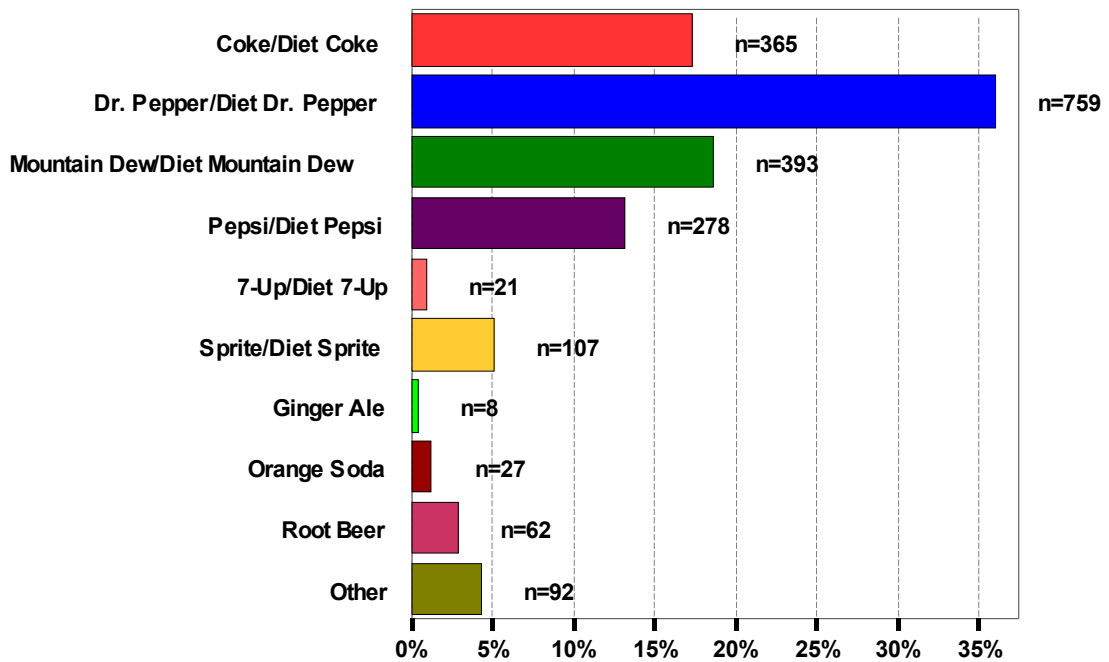
### Favorite fast food chicken restaurant (n = 2,243)



## Figure 52

### Favorite soft drink

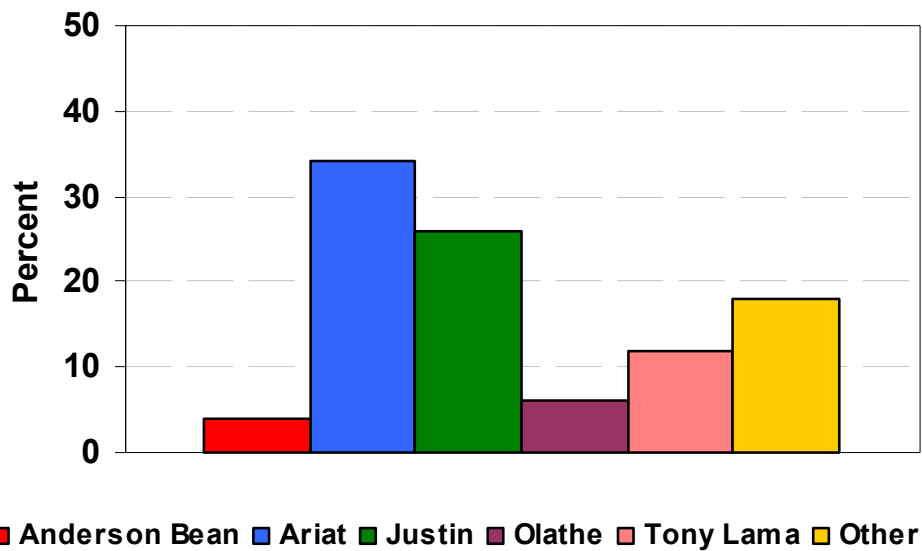
(n = 2,112)



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

**Figure 53**

**Brand of cowboy boots most often purchased**  
(n = 2,157)



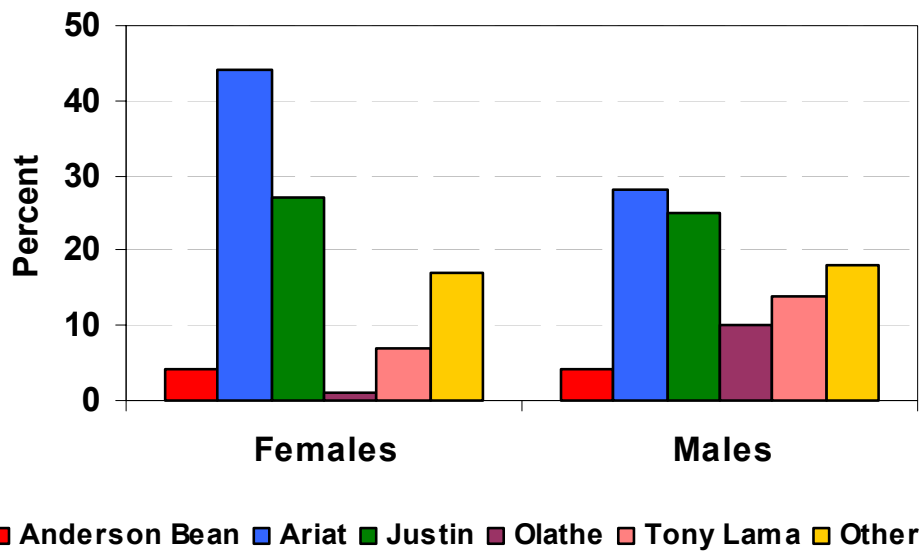
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Anderson Bean (n = 86); Ariat (n = 742); Justin (n = 565); Olathe (n = 134); Tony Lama (n = 248); Other (n = 382).

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

**Figure 54**

## Brand of cowboy boots most often purchased by gender

(females, n = 829; males, n = 1,312)



\* The total percentage exceeds 100% due to multiple responses. The number of female respondents who indicated that they purchased each brand is as follows: Anderson Bean (n = 34); Ariat (n = 366); Justin (n = 227); Olathe (n = 6); Tony Lama (n = 57); Other (n = 139). The number of male respondents who indicated that they purchased each brand is as follows: Anderson Bean (n = 51); Ariat (n = 371); Justin (n = 333); Olathe (n = 128); Tony Lama (n = 189); Other (n = 240).

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

**Table 3**

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

(females, n = 829; males, n = 1,333)

	Overall	Females	Males
<b>Mean</b>	<b>\$231.69</b>	<b>\$189.48</b> ***	<b>\$257.78</b>
<b>Standard Deviation</b>	<b>\$172.05</b>	<b>\$150.39</b>	<b>\$179.55</b>
<b>Mode</b>	<b>\$200.00</b> (n = 504)	<b>\$100.00</b> (n = 176)	<b>\$200.00</b> (n = 334)
<b>Minimum</b>	<b>\$0.00</b> (n = 118)	<b>\$0.00</b> (n = 69)	<b>\$0.00</b> (n = 48)
<b>Maximum</b>	<b>\$1000.00</b> (n = 30)	<b>\$1000.00</b> (n = 5)	<b>\$1000.00</b> (n = 25)

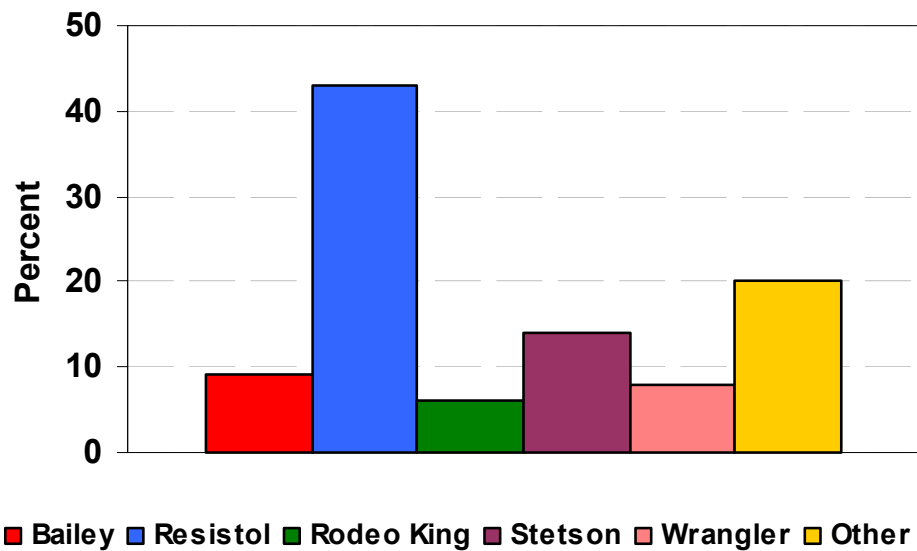
<sup>a</sup> Reported dollar figures exceeding \$1000.00 were treated as missing values.

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

**Figure 55**

**Brand of cowboy hats most often purchased**

(n = 1,883)



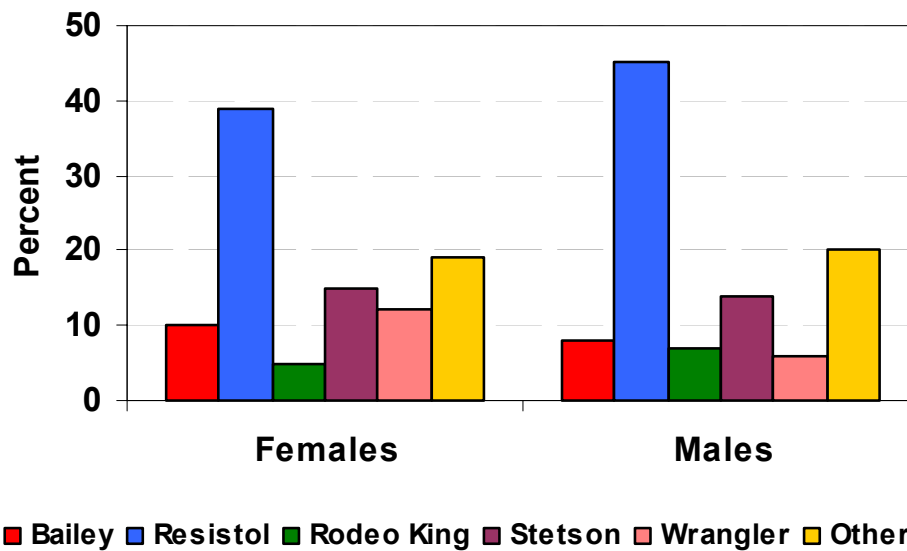
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Bailey (n = 172); Resistol (n = 812); Rodeo King (n = 113); Stetson (n = 266); Wrangler (n = 149); Other (n = 371).

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

**Figure 56**

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

(females, n = 670; males, n = 1,200)



\* The total percentage exceeds 100% due to multiple responses. The number of female respondents who indicated that they purchased each brand is as follows: Bailey (n = 70); Resistol (n = 261); Rodeo King (n = 34); Stetson (n = 103); Wrangler (n = 77); Other (n = 125). The number of male respondents who indicated that they purchased each brand is as follows: Bailey (n = 100); Resistol (n = 543); Rodeo King (n = 79); Stetson (n = 162); Wrangler (n = 71); Other (n = 245).

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

**Table 4**

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

(females, n = 813; males, n = 1,321)

	Overall	Females	Males
<b>Mean</b>	<b>\$146.46</b>	<b>\$114.32</b> ***	<b>\$165.88</b>
<b>Standard Deviation</b>	<b>\$125.22</b>	<b>\$111.04</b>	<b>\$129.40</b>
<b>Mode</b>	<b>\$100.00</b> (n = 510)	<b>\$100.00</b> (n = 219)	<b>\$100.00</b> (n = 286)
<b>Minimum</b>	<b>\$0.00</b> (n = 233)	<b>\$0.00</b> (n = 163)	<b>\$0.00</b> (n = 70)
<b>Maximum</b>	<b>\$1000.00</b> (n = 4)	<b>\$1000.00</b> (n = 1)	<b>\$1000.00</b> (n = 3)

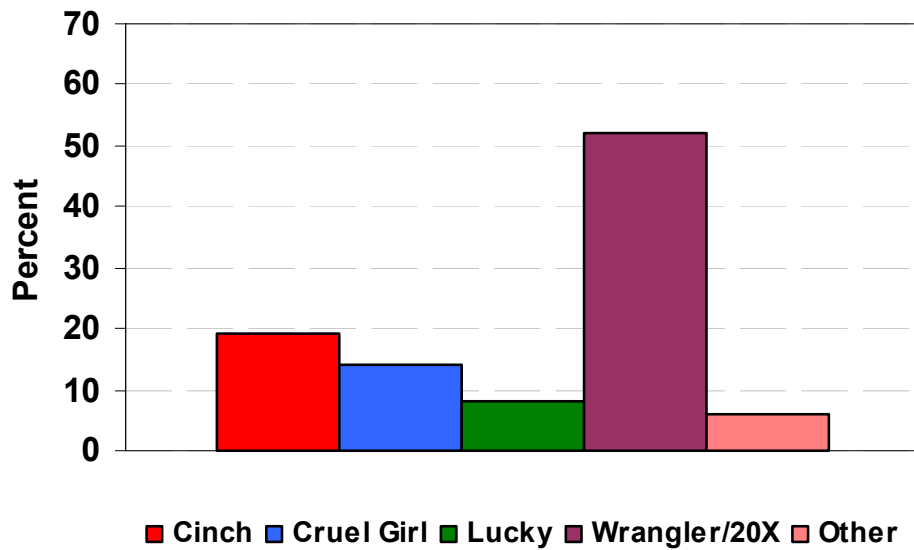
<sup>a</sup> Reported dollar figures exceeding \$1000.00 were treated as missing values.

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

**Figure 57**

## Brand of jeans most often purchased

(n = 2,497)



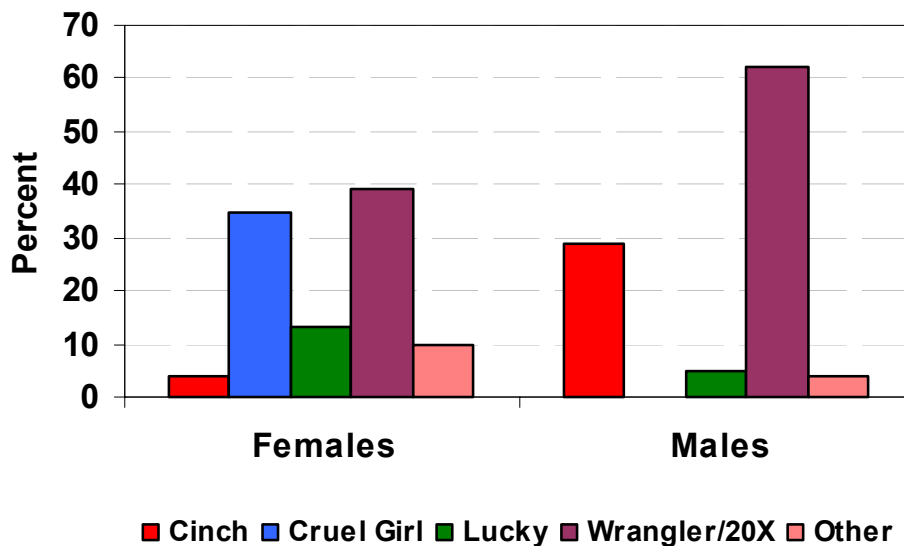
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Cinch (n = 476); Cruel Girl (n = 354); Lucky (n = 198); Wrangler/20X (n = 1,310); Other (n = 159).

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

## Figure 58

### Brand of jeans most often purchased by gender

(females, n = 1,015; males, n = 1,462)



\* The total percentage exceeds 100% due to multiple responses. The number of female respondents who indicated that they purchased each brand is as follows: Cinch (n = 45); Cruel Girl (n = 352); Lucky (n = 130); Wrangler/20X (n = 391); Other (n = 97). The number of male respondents who indicated that they purchased each brand is as follows: Cinch (n = 425); Cruel Girl (n = 0); Lucky (n = 67); Wrangler/20X (n = 909); Other (n = 61).

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

**Table 5**

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

(females, n = 836; males, n = 1,324)

	Overall	Females	Males
<b>Mean</b>	<b>\$232.55</b>	<b>\$242.28</b> *	<b>\$226.07</b>
<b>Standard Deviation</b>	<b>\$176.02</b>	<b>\$179.57</b>	<b>\$173.25</b>
<b>Mode</b>	<b>\$200.00</b> (n = 582)	<b>\$200.00</b> (n = 222)	<b>\$200.00</b> (n = 356)
<b>Minimum</b>	<b>\$0.00</b> (n = 53)	<b>\$0.00</b> (n = 13)	<b>\$0.00</b> (n = 40)
<b>Maximum</b>	<b>\$1000.00</b> (n = 39)	<b>\$1000.00</b> (n = 19)	<b>\$1000.00</b> (n = 20)

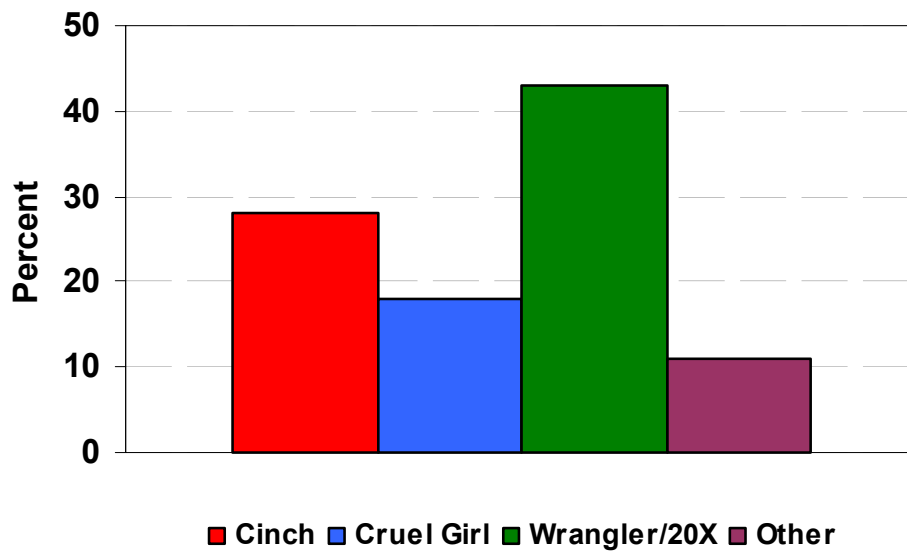
<sup>a</sup> Reported dollar figures exceeding \$1000.00 were treated as missing values.

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

**Figure 59**

**Brand of western shirts most often purchased**

(n = 2,106)



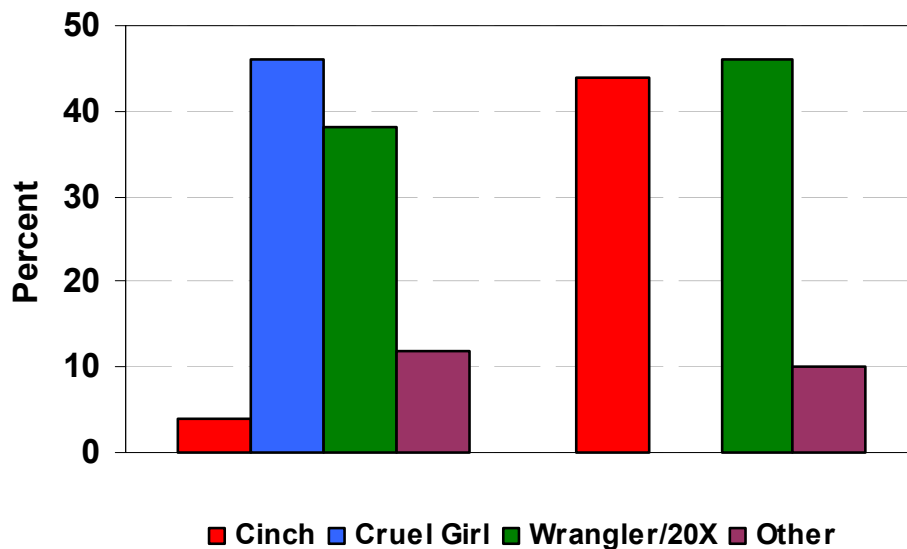
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Cinch (n = 592); Cruel Girl (n = 375); Wrangler/20X (n = 907); Other (n = 232).

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

## Figure 60

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

(females, n = 819; males, n = 1,274)



\* The total percentage exceeds 100% due to multiple responses. The number of female respondents who indicated that they purchased each brand is as follows: Cinch (n = 30); Cruel Girl (n = 374); Wrangler/20X (n = 315); Other (n = 100). The number of male respondents who indicated that they purchased each brand is as follows: Cinch (n = 556); Cruel Girl (n = 0); Wrangler/20X (n = 588); Other (n = 130).

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

**Table 6**

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

(females, n = 838; males, n = 1,317)

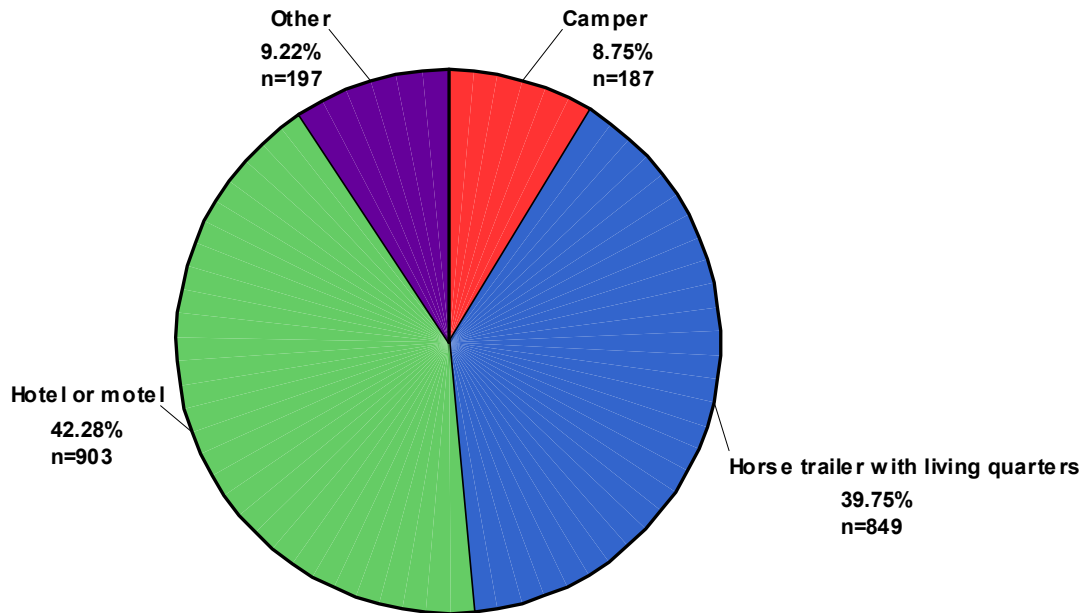
	Overall	Females	Males
<b>Mean</b>	<b>\$164.70</b>	<b>\$156.26</b> *	<b>\$169.90</b>
<b>Standard Deviation</b>	<b>\$138.56</b>	<b>\$135.07</b>	<b>\$140.84</b>
<b>Mode</b>	<b>\$100.00</b> (n = 548)	<b>\$100.00</b> (n = 231)	<b>\$100.00</b> (n = 315)
<b>Minimum</b>	<b>\$0.00</b> (n = 118)	<b>\$0.00</b> (n = 43)	<b>\$0.00</b> (n = 75)
<b>Maximum</b>	<b>\$1000.00</b> (n = 11)	<b>\$1000.00</b> (n = 3)	<b>\$1000.00</b> (n = 8)

<sup>a</sup> Reported dollar figures exceeding \$1000.00 were treated as missing values.

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

## Figure 61

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

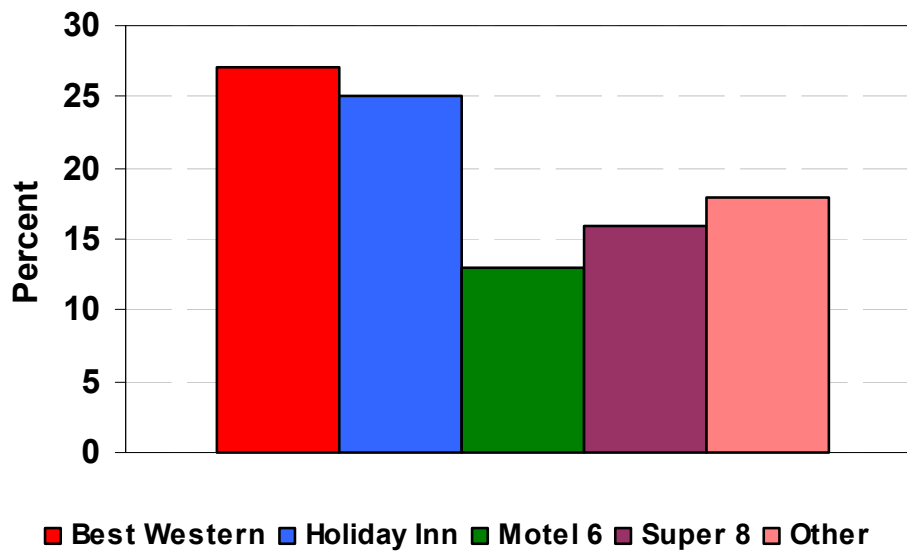


\* A complete list of "Other" responses is available upon request from the author.

**Figure 62**

**Preference of major national hotels/motels**

(n = 1,691)



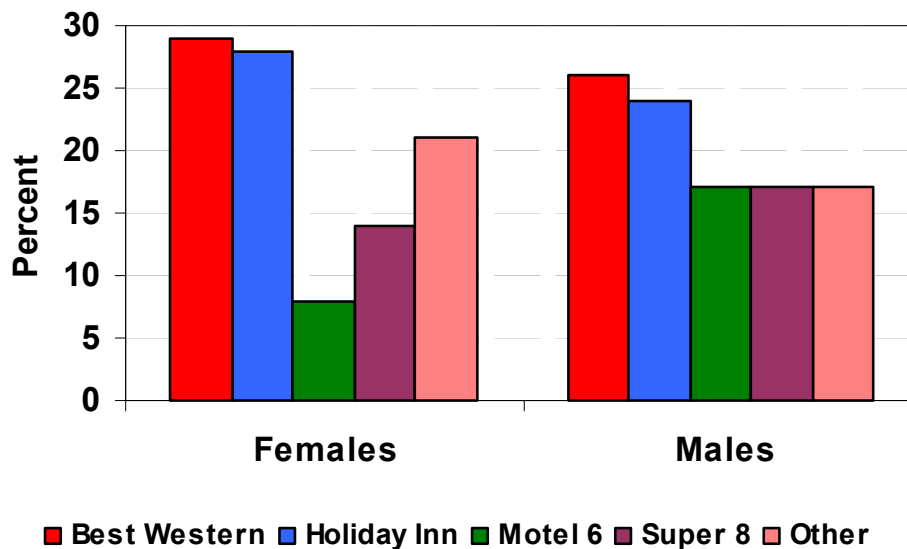
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they preferred each hotel/motel is as follows: Best Western (n = 459); Holiday Inn (n = 428); Motel 6 (n = 224); Super 8 (n = 270); Other (n = 310).

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

**Figure 63**

## Preference of major national hotels/motels by gender

(females, n = 673; males, n = 1,013)



\* The total percentage exceeds 100% due to multiple responses. The number of female respondents who indicated that they preferred each hotel/motel is as follows: Best Western (n = 198); Holiday Inn (n = 186); Motel 6 (n = 54); Super 8 (n = 95); Other (n = 140). The number of male respondents who indicated that they preferred each hotel/motel is as follows: Best Western (n = 259); Holiday Inn (n = 242); Motel 6 (n = 169); Super 8 (n = 174); Other (n = 169).

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

**Table 7**

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

(females, n = 702; males, n = 1,149)

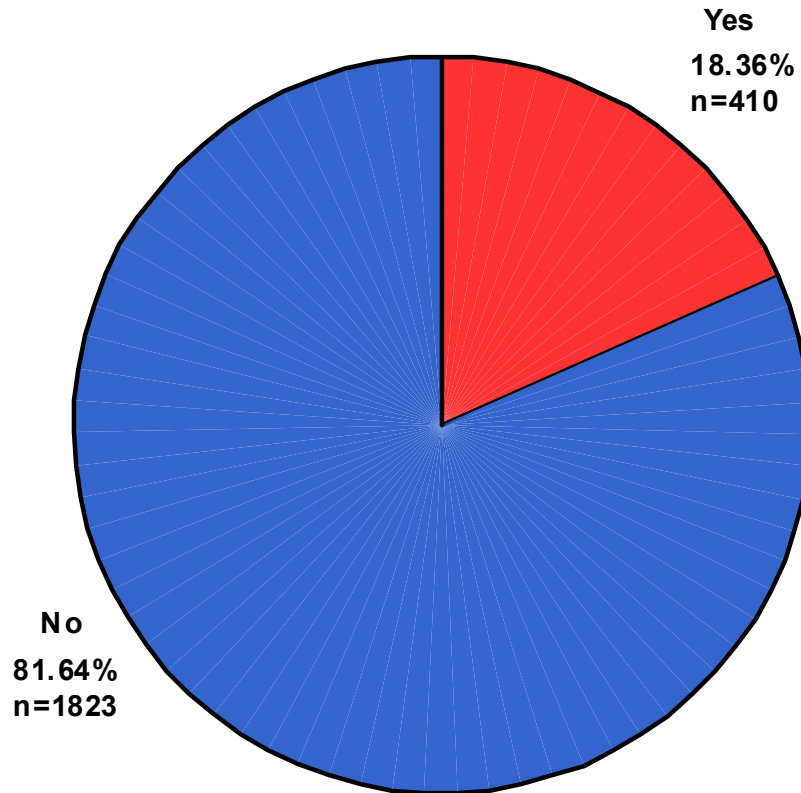
	Overall	Females	Males
<b>Mean</b>	<b>\$620.34</b>	<b>\$600.36</b>	<b>\$633.19</b>
<b>Standard Deviation</b>	<b>\$790.41</b>	<b>\$801.82</b>	<b>\$784.93</b>
<b>Mode</b>	<b>\$0.00</b> (n = 280)	<b>\$0.00</b> (n = 125)	<b>\$0.00</b> (n = 153)
<b>Minimum</b>	<b>\$0.00</b> (n = 280)	<b>\$0.00</b> (n = 125)	<b>\$0.00</b> (n = 153)
<b>Maximum</b>	<b>\$6000.00</b> (n = 6)	<b>\$6000.00</b> (n = 2)	<b>\$6000.00</b> (n = 4)

<sup>a</sup> Reported dollar figures exceeding \$6000.00 were treated as missing values.

## Figure 64

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

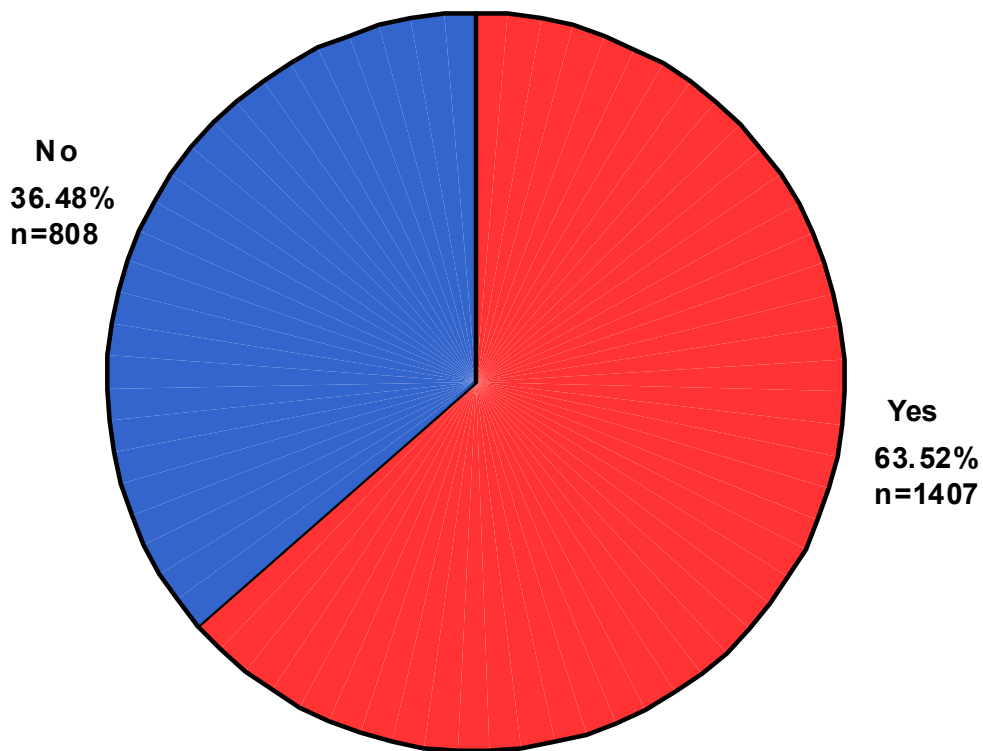
(n = 2,233)



### Figure 65

Would purchase a product from NIRA's national sponsor even if product was more expensive

(n = 2,215)



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