

National Intercollegiate Rodeo Association Membership Survey: An Illustrative Summary of the Big Sky Region



Prepared by:

Gene L. Theodori, Ph.D.

**Coach/Rodeo Team Advisor
Rural Sociology and Community Studies Program
Department of Recreation, Park & Tourism Sciences**

Texas A&M University

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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 located in the Big Sky Region. Figures and tables are used to simplify presentation of the data. All data utilized in this paper were extracted from the 2003 NIRA Membership Survey data set.

2003 NIRA Membership Survey

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.¹ 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.

Big Sky Region

A total of 158 of the 213 NIRA members from the Big Sky Region completed and returned a useable survey (74% completion rate). These figures may be slightly suppressed due to the fact the respondent's region was not identifiable on nine of the completed and returned surveys.

Note

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¹ 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.

Table 1

**Distribution of respondents by
College/University**
(n = 158)

College/University	n	%
Dawson Community College	32	20.3
Miles Community College	27	17.1
Montana State University – Northern	14	8.9
Montana State University	26	16.5
Northwest College	6	3.8
Rocky Mountain College	1	0.6
University of Montana – Western	29	18.4
University of Montana	23	14.6

Figure 1

Distribution of respondents by State/Province where graduated high school

(n = 157)

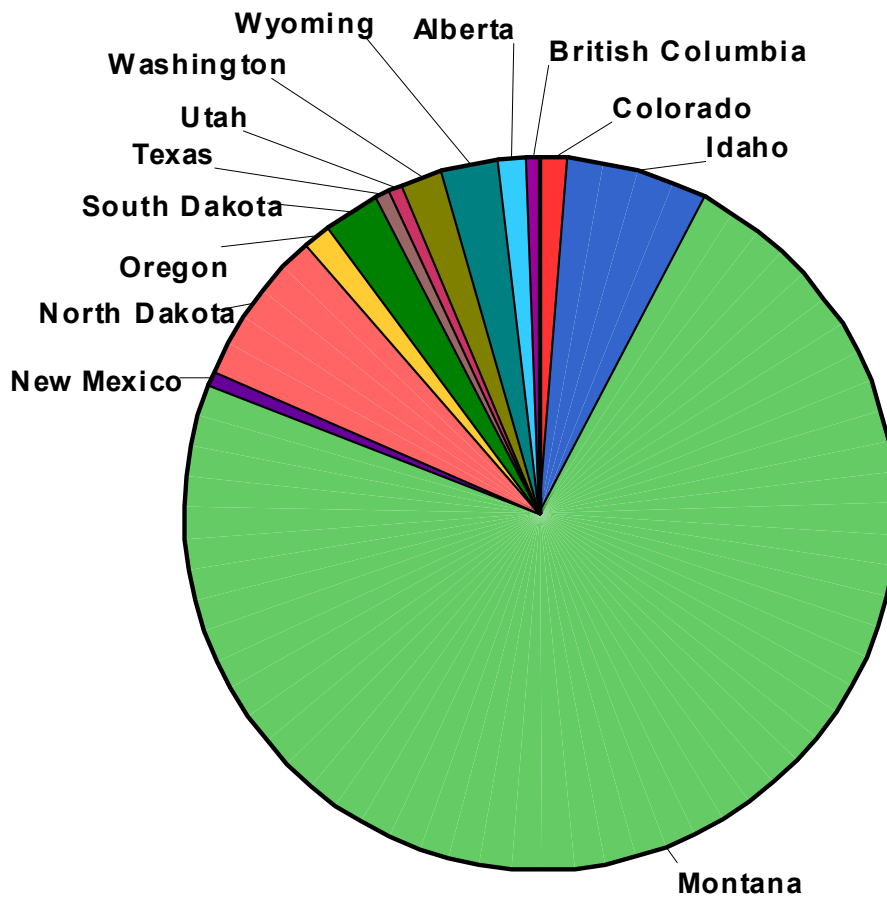


Table 2

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

(n = 157)

State/Province	n	%
State		
Colorado	2	1.3
Idaho	10	6.4
Montana	115	73.2
New Mexico	1	0.6
North Dakota	11	7.0
Oregon	2	1.3
South Dakota	4	2.5
Texas	1	0.6
Utah	1	0.6
Washington	3	1.9
Wyoming	4	2.5
Canadian Province		
Alberta	2	1.3
British Columbia	1	0.6

Figure 2

Gender

(n = 158)

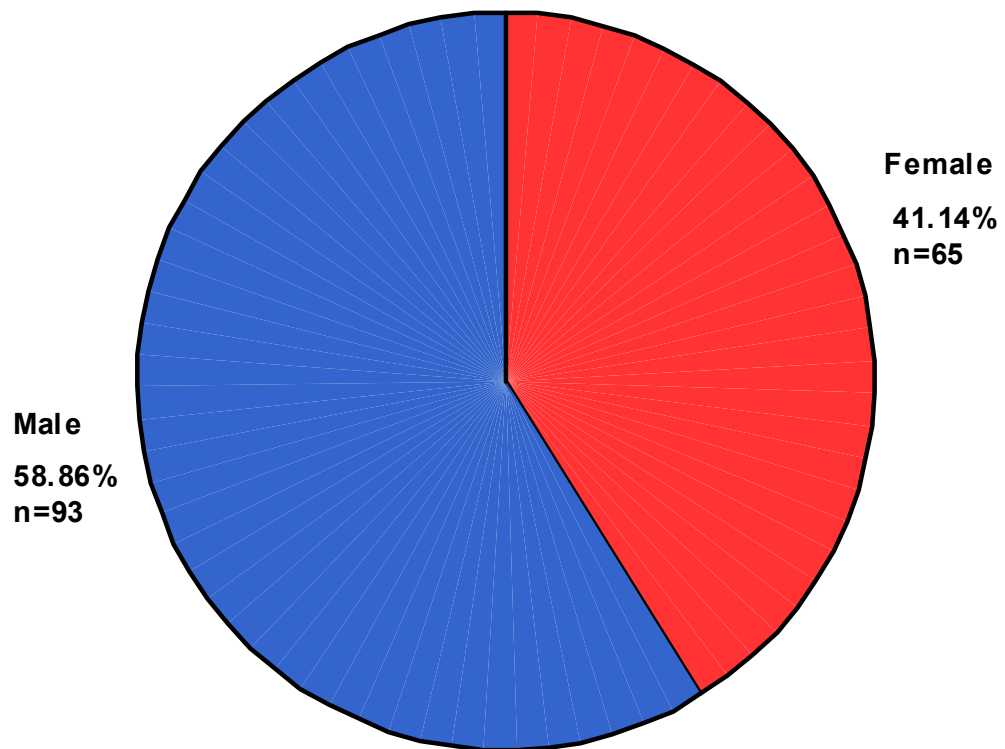
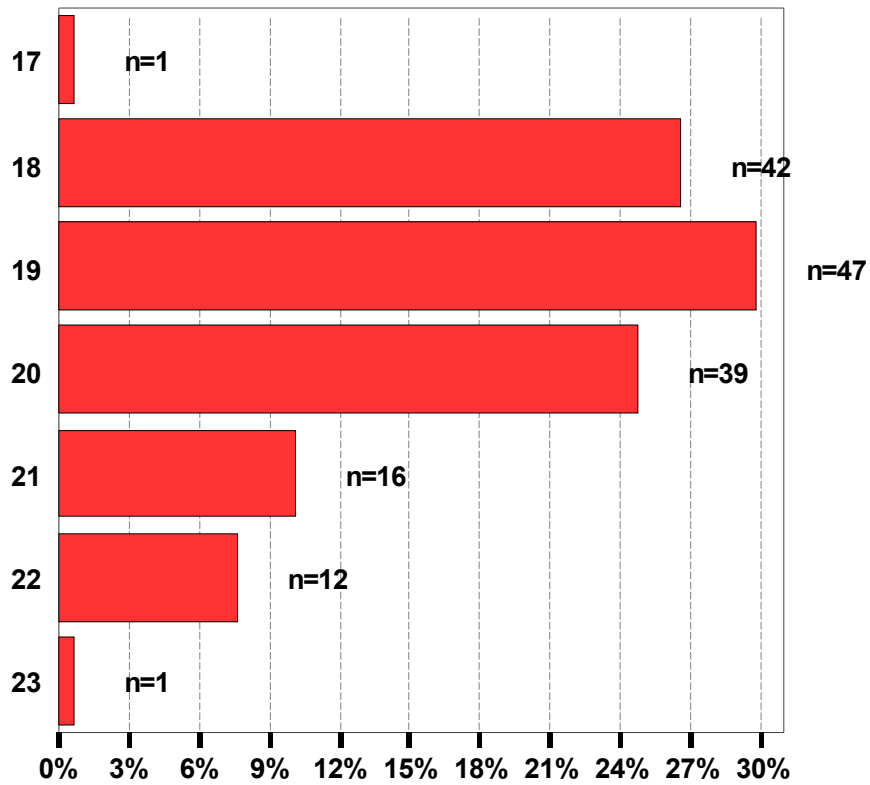


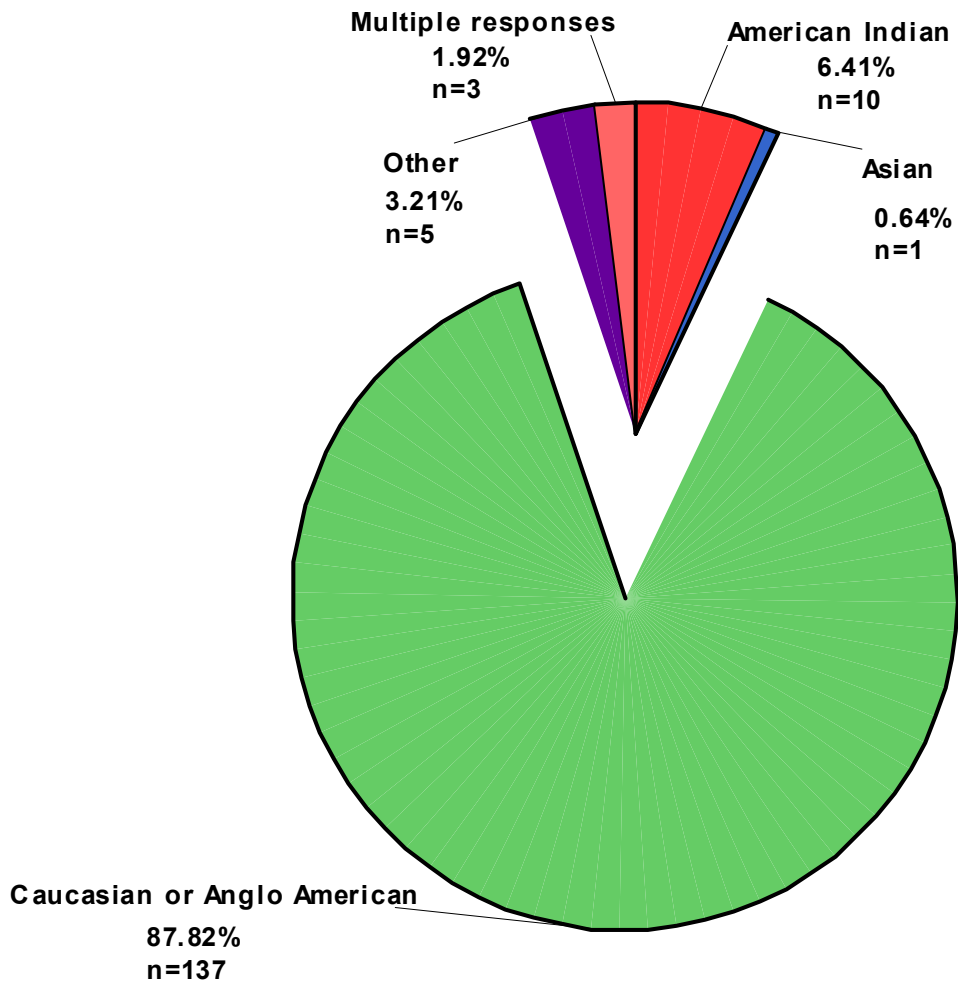
Figure 3

Age (n = 158)



Mean	19.42
Standard deviation	1.25

Figure 4
Ethnicity
(n = 156)



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

Figure 5

Political ideology

(n = 147)

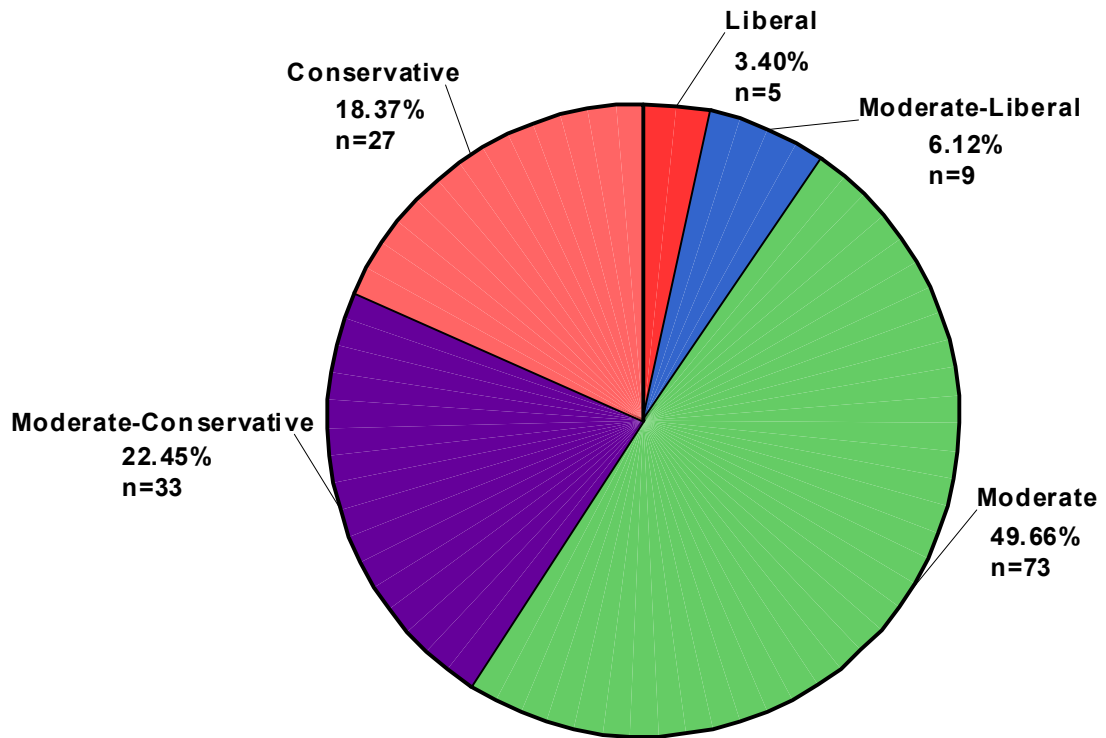


Figure 6

Size of place where spent most of childhood

(n = 153)

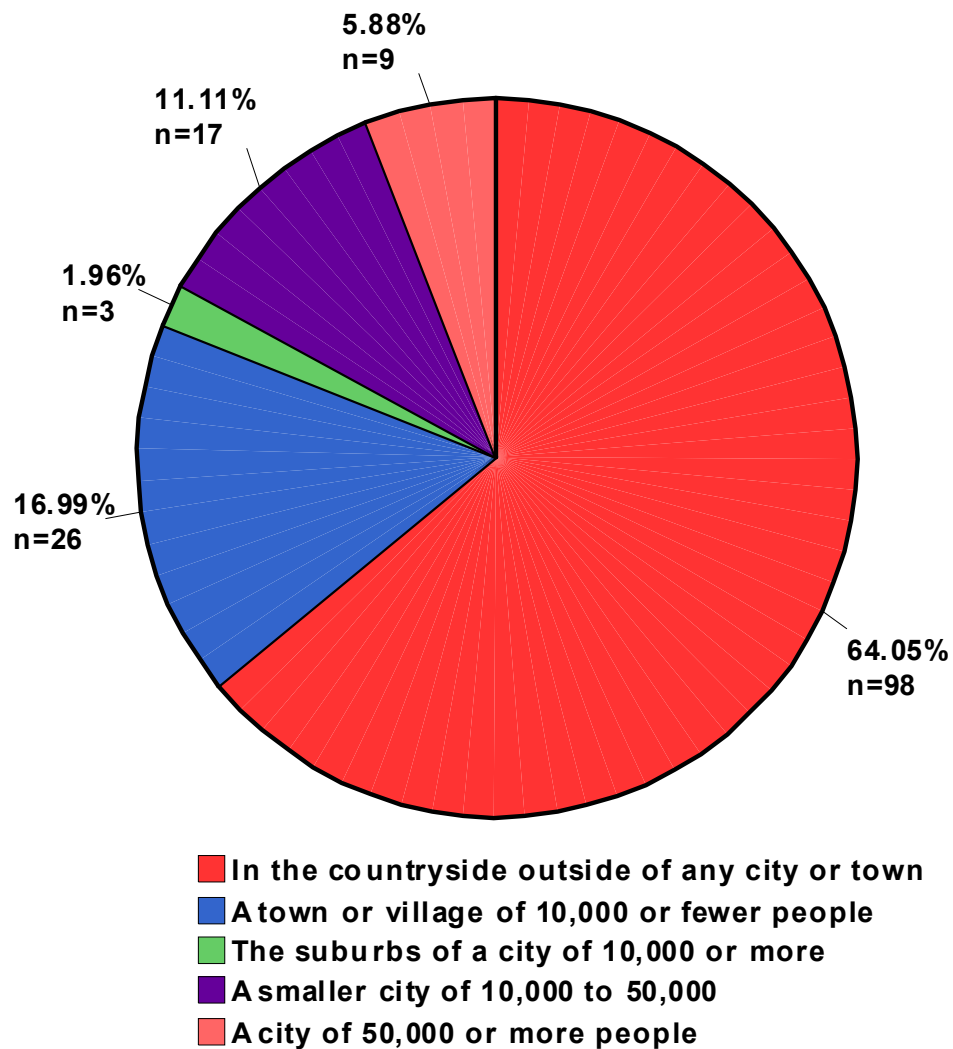


Figure 7

Family's 2002 total household income

(n = 126)

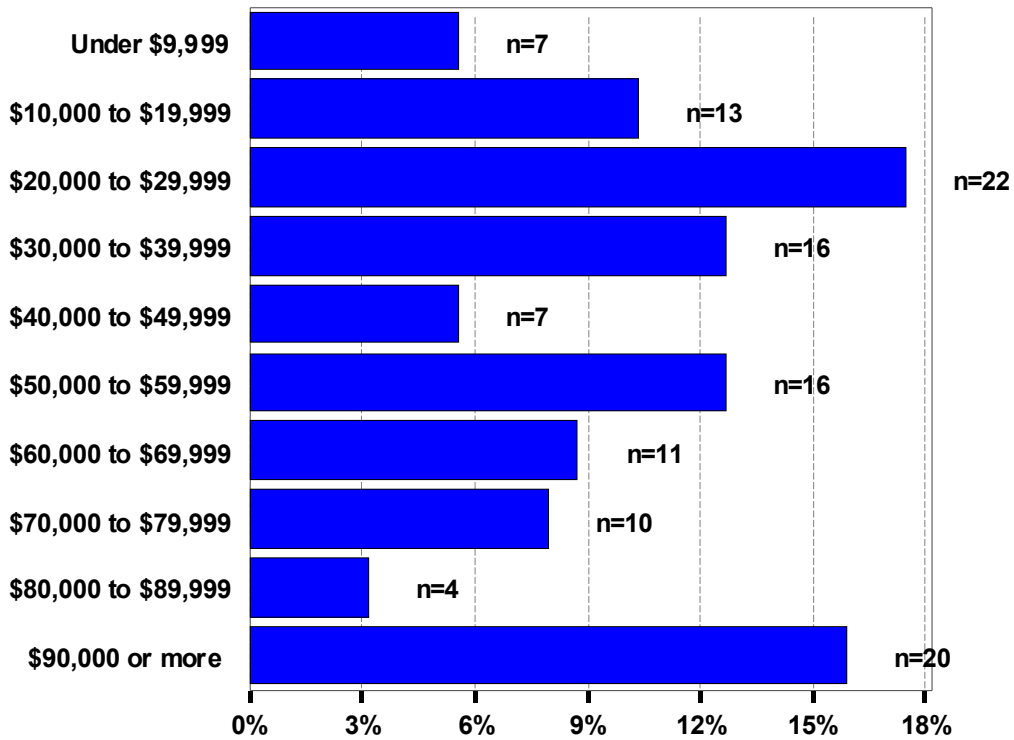


Figure 8

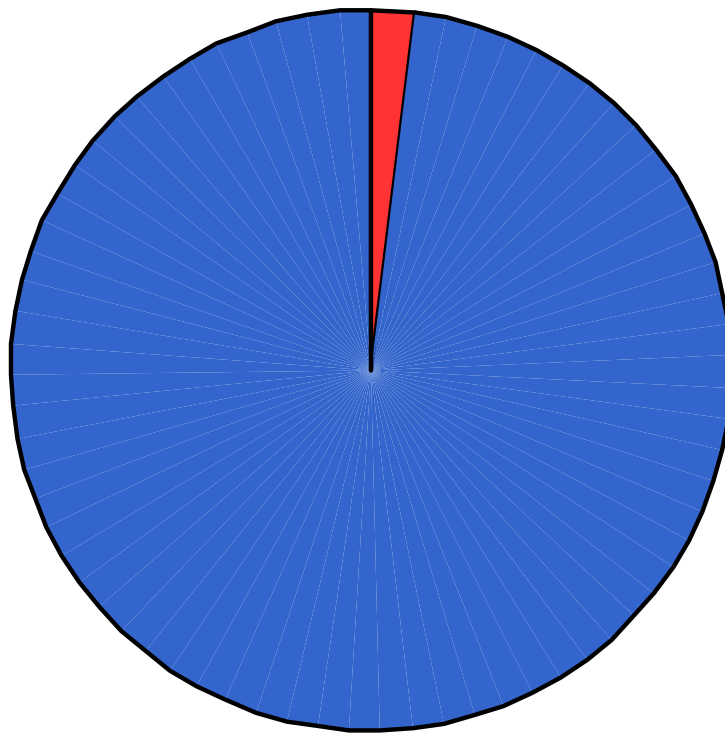
Current student status

(n =153)

Graduate student

1.96%

n=3



Undergraduate student

98.04%

n=150

Figure 9

Year in college 2003 - 2004 (undergraduates) (n = 149)

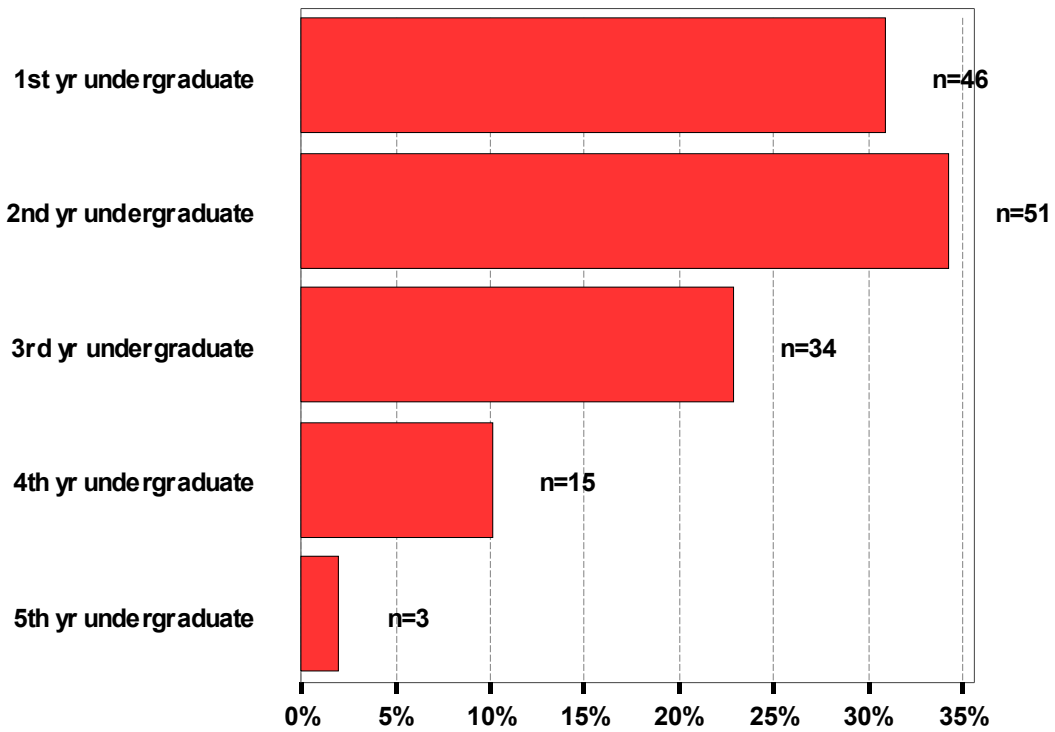


Figure 10

Receiving scholarships or monetary awards

(n = 153)

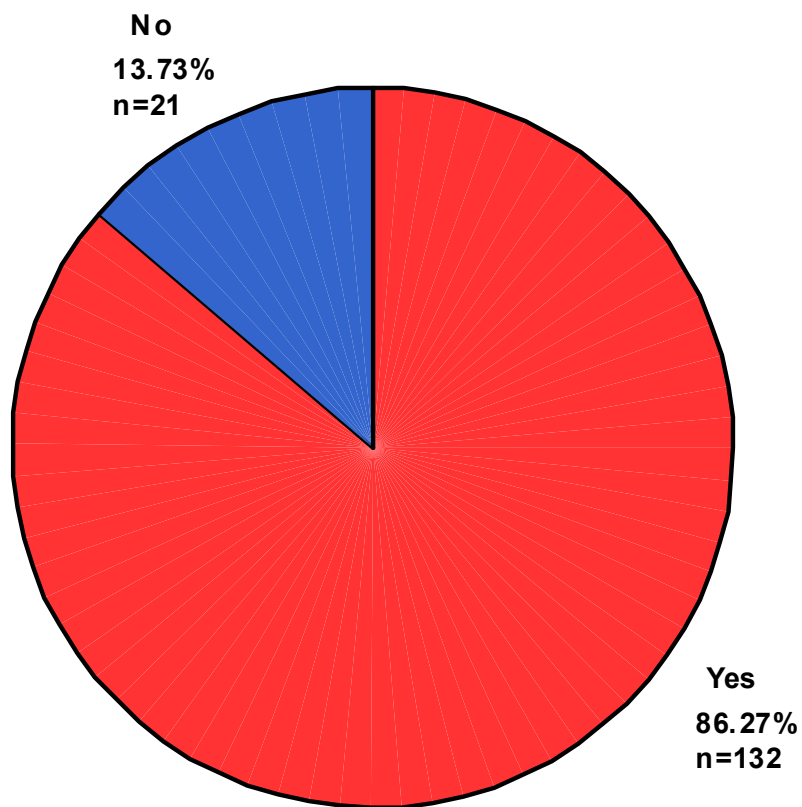
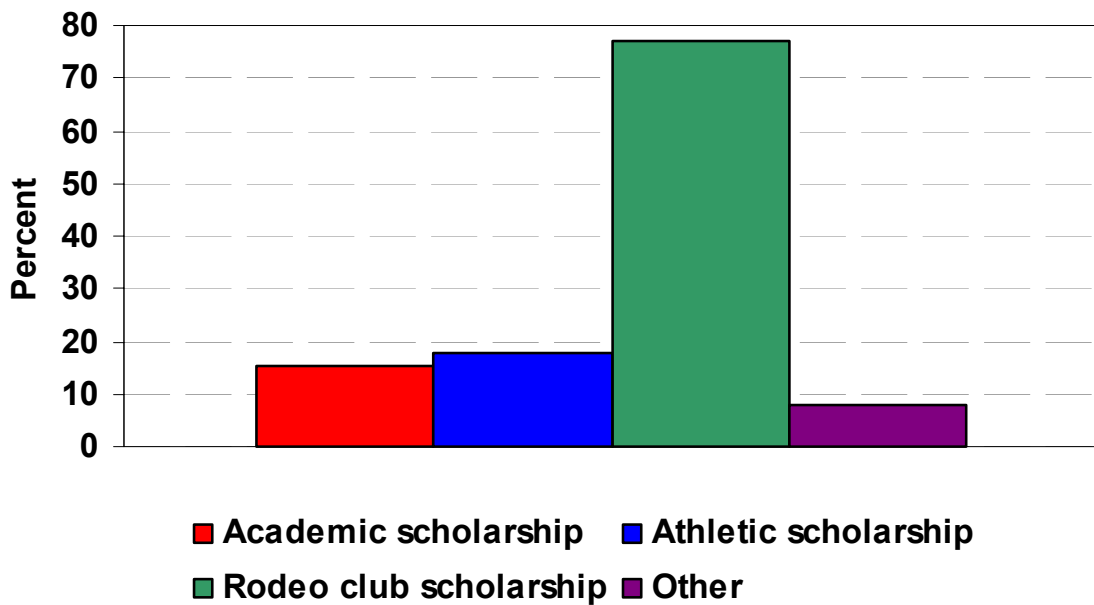


Figure 11
Types of scholarships or monetary awards



* 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 = 20); athletic scholarship (n = 23); rodeo club scholarship (n = 100); other scholarships (n = 10).

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

Figure 12
Year of NIRA eligibility in
2003 - 2004
(n = 155)

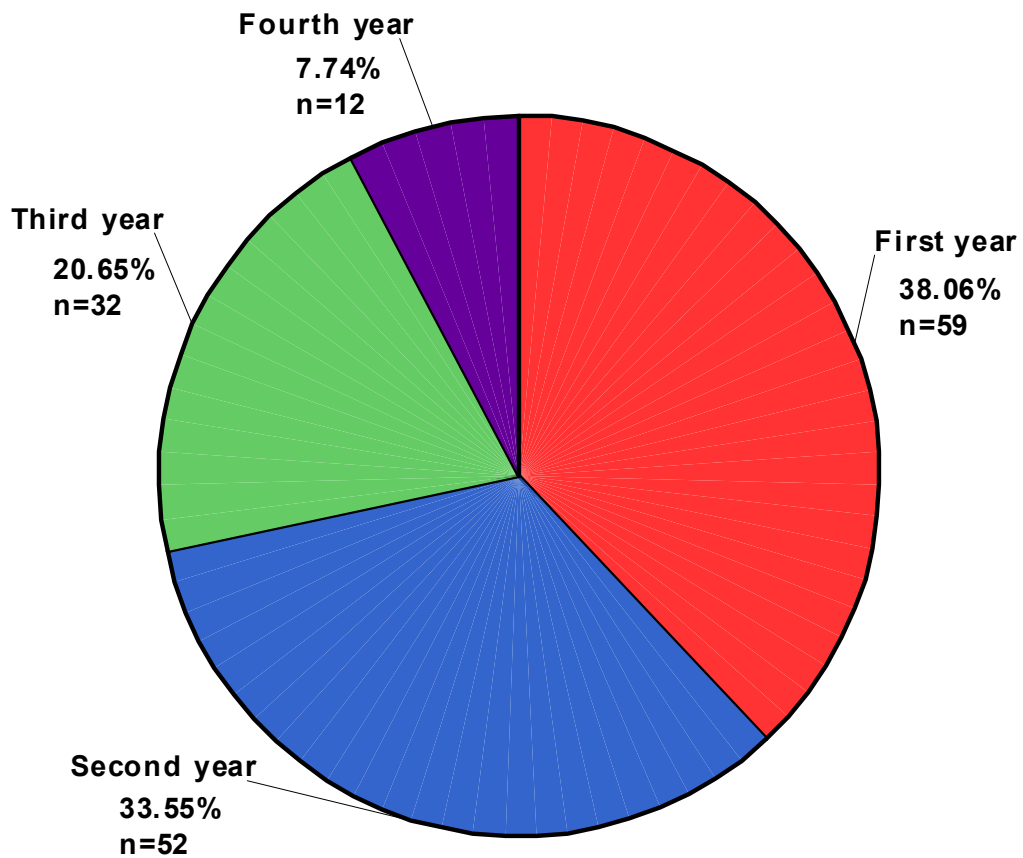


Figure 13

Money won at NIRA rodeos during 2002 – 2003 season

(n = 92)

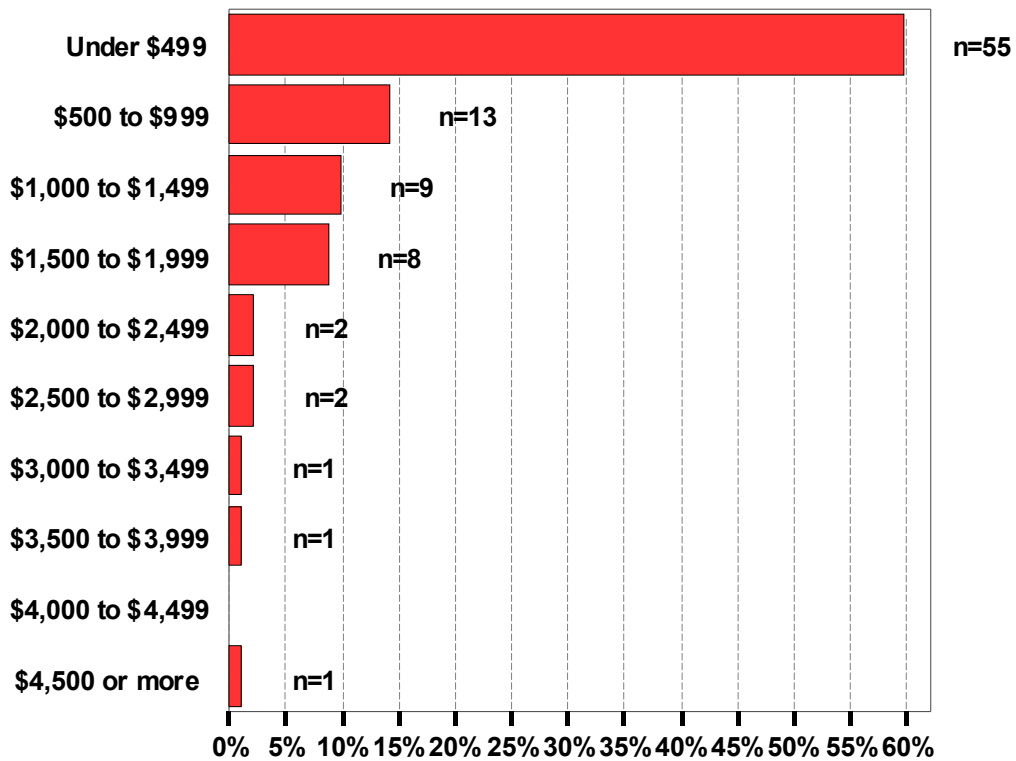


Figure 14

Competes in professional rodeo or professional bull riding

(n = 150)

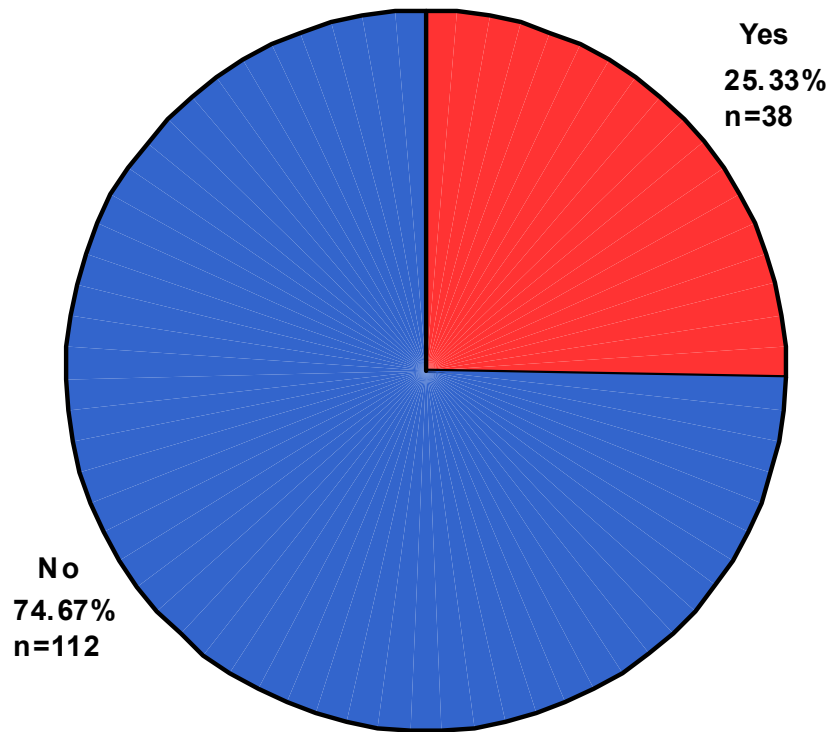


Figure 15

Money won at professional rodeos or professional bull riding in 2002

(n = 36)

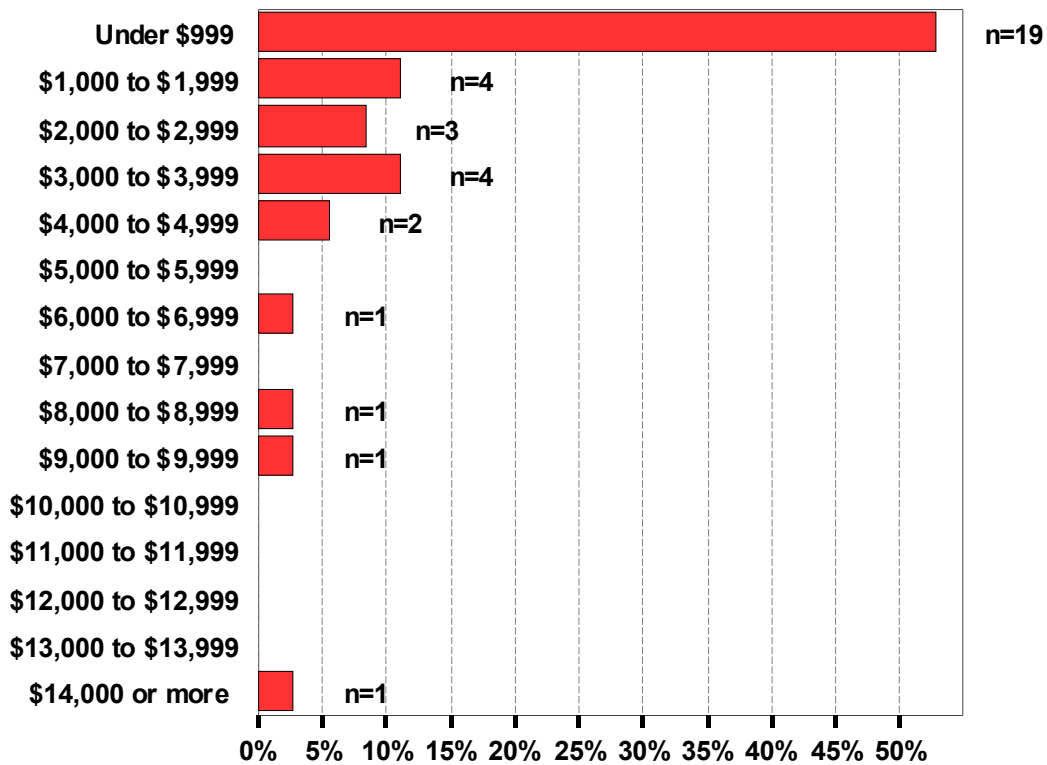


Figure 16

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

(n = 157)

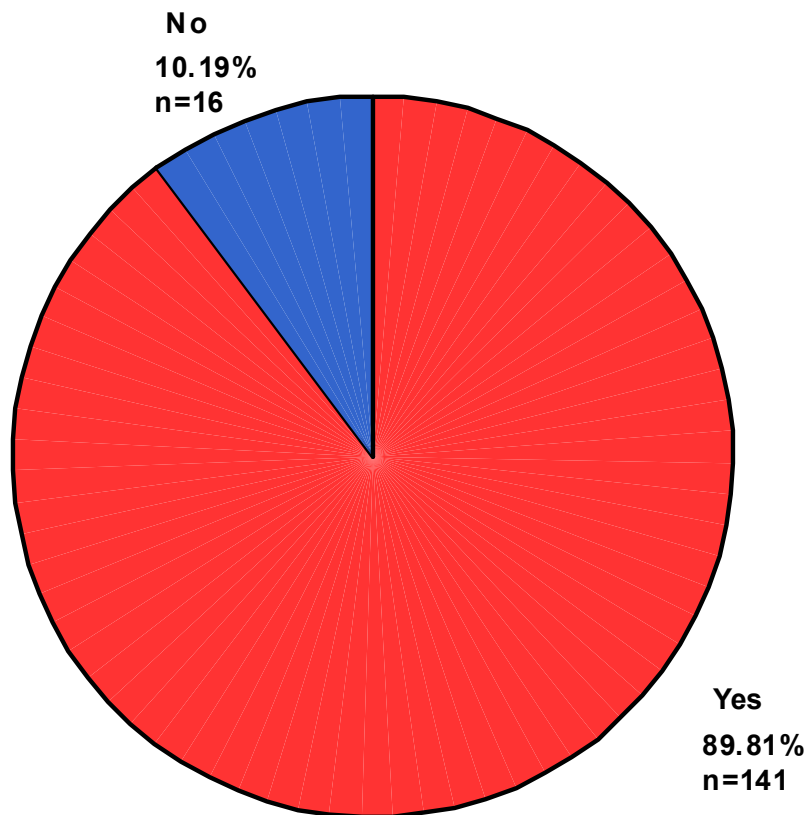


Figure 17

Planning to rodeo after graduation

(n = 155)

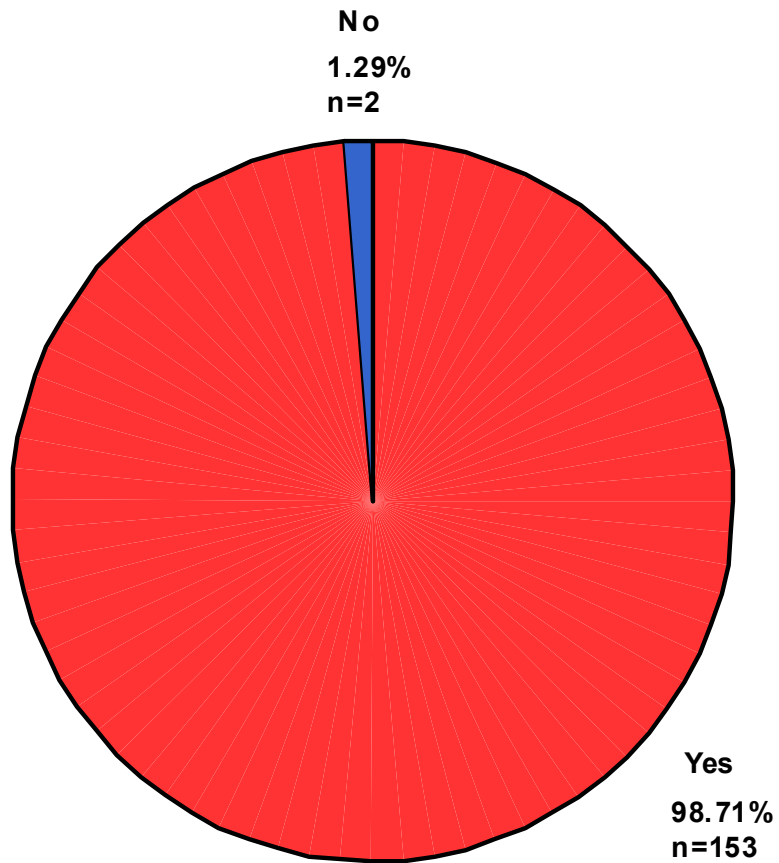
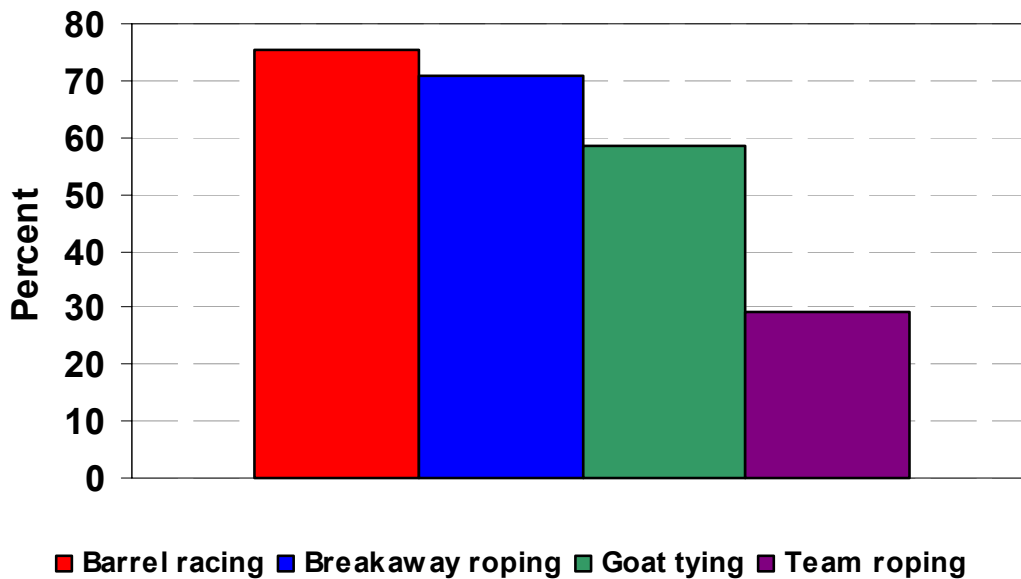


Figure 18

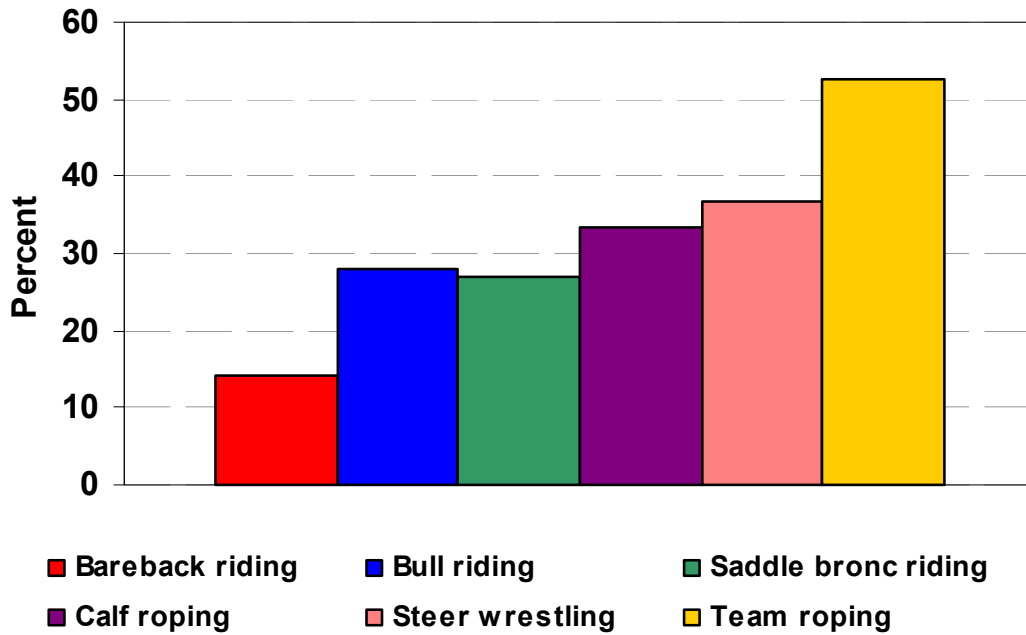
Events planning to regularly enter during the 2003 – 2004 college rodeo season (Females)



* 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 = 49); breakaway roping (n = 46); goat tying (n = 38); team roping (n = 19).

Figure 19

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

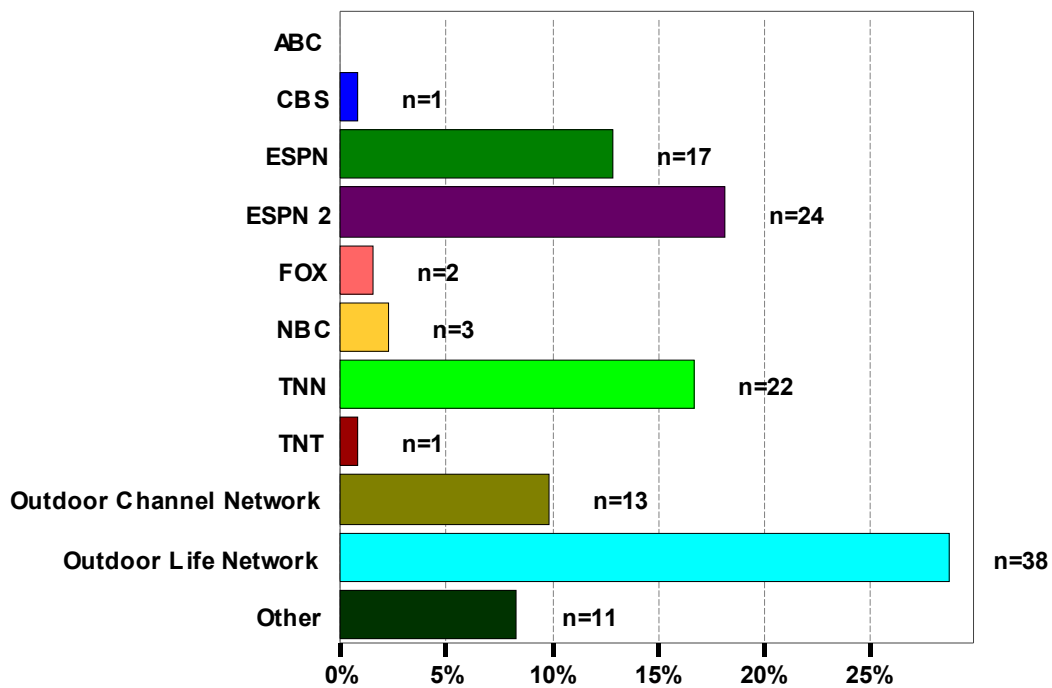


* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they plan to regularly enter each event is as follows: bareback riding (n = 13); bull riding (n = 26); saddle bronc riding (n = 25); calf roping (n = 31); steer wrestling (n = 34); team roping (n = 49).

Figure 20

Network most often watch rodeo on television

(n = 132)



* 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 = 152)

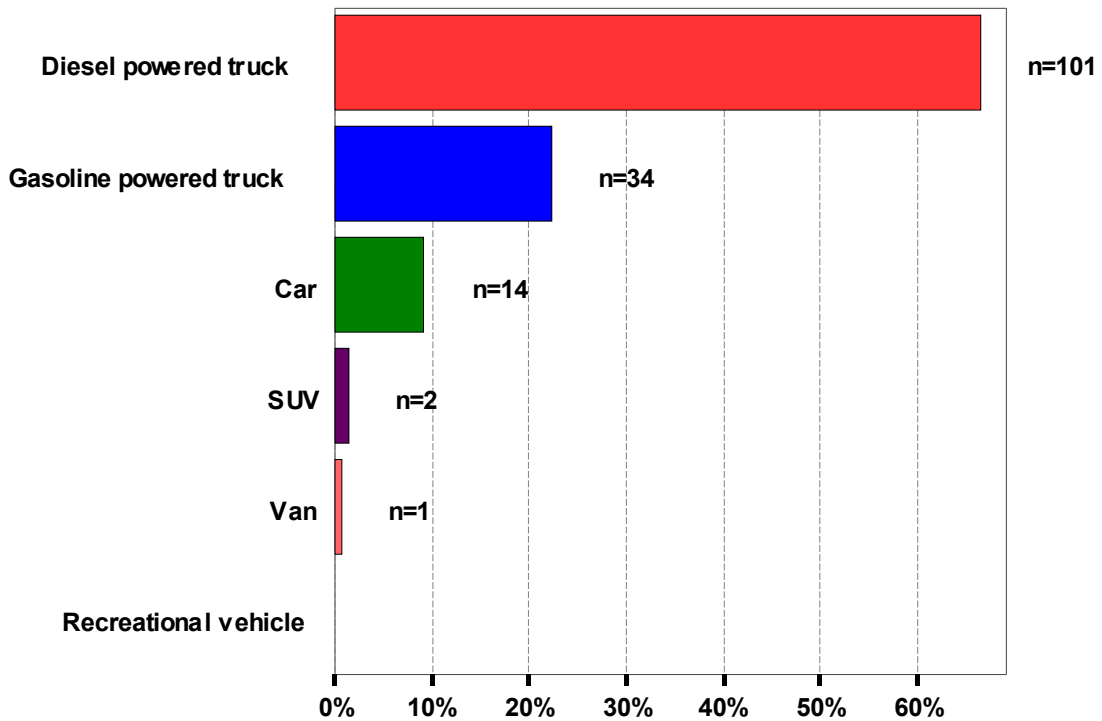
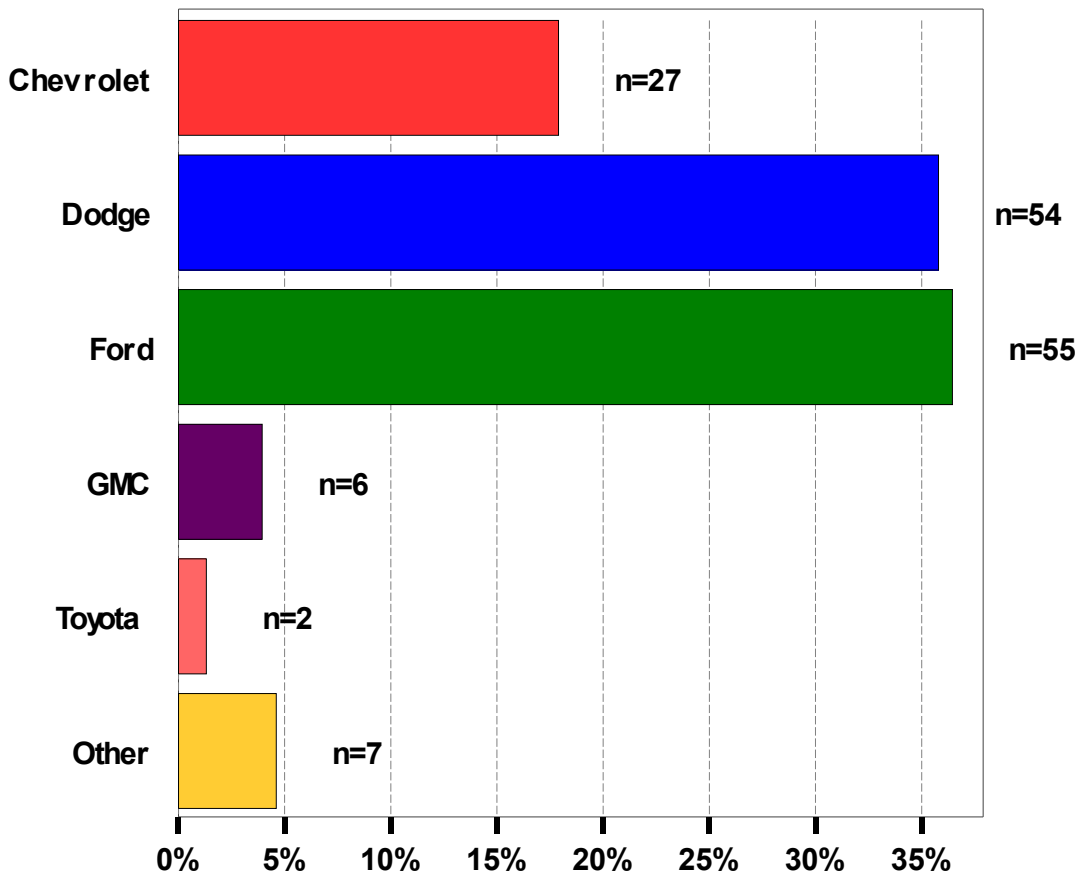


Figure 22

Make of vehicle primarily used to travel to NIRA rodeos

(n = 151)



* 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 = 139)

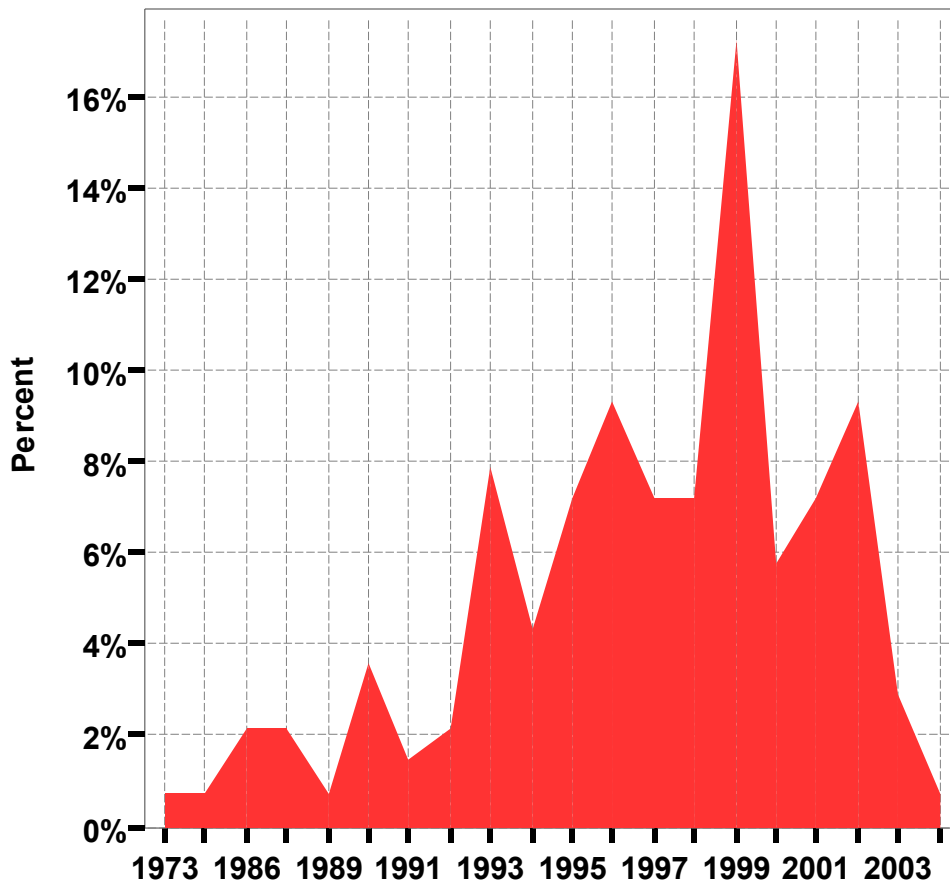


Figure 24

Pulling a horse trailer to NIRA rodeos

(n = 150)

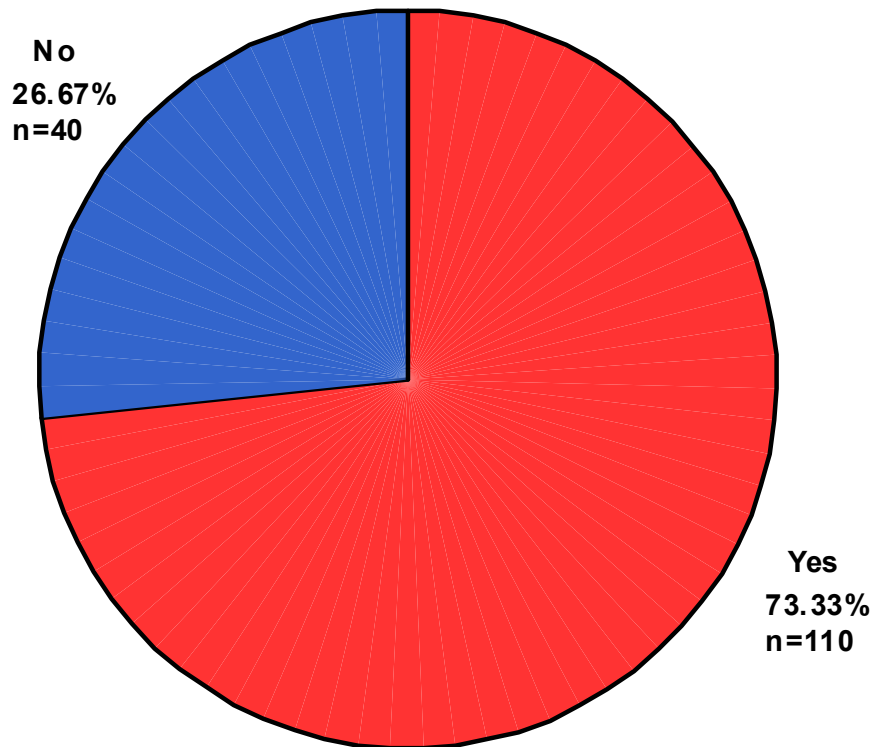


Figure 25

Horse trailer has living quarters

(n = 108)

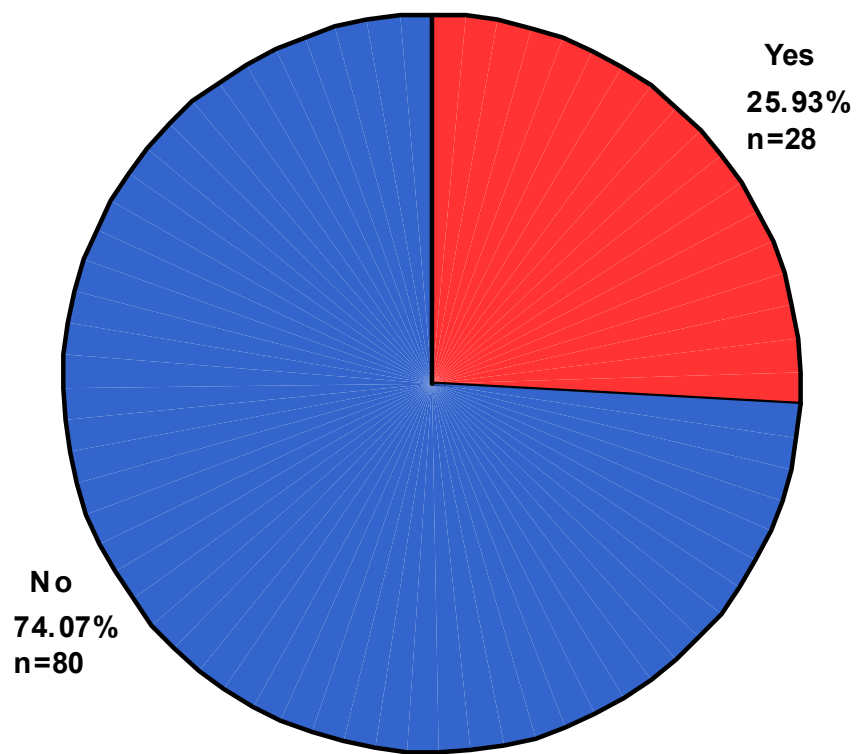
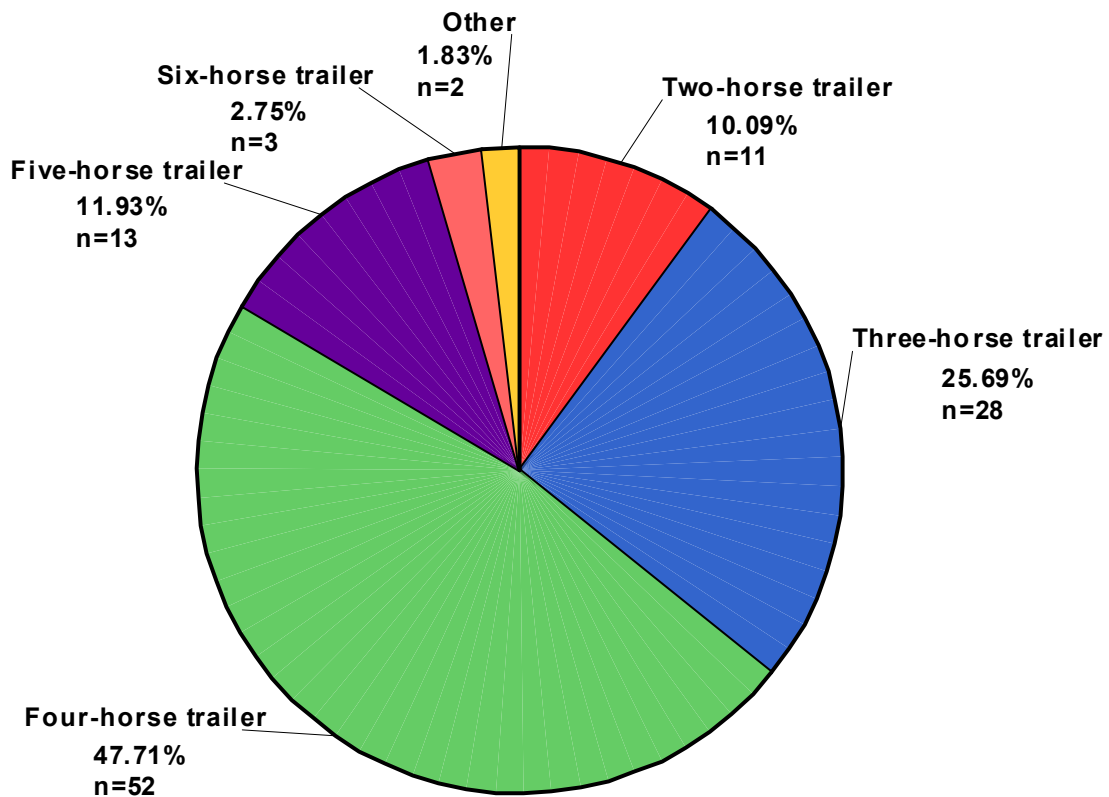


Figure 26

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

(n = 109)

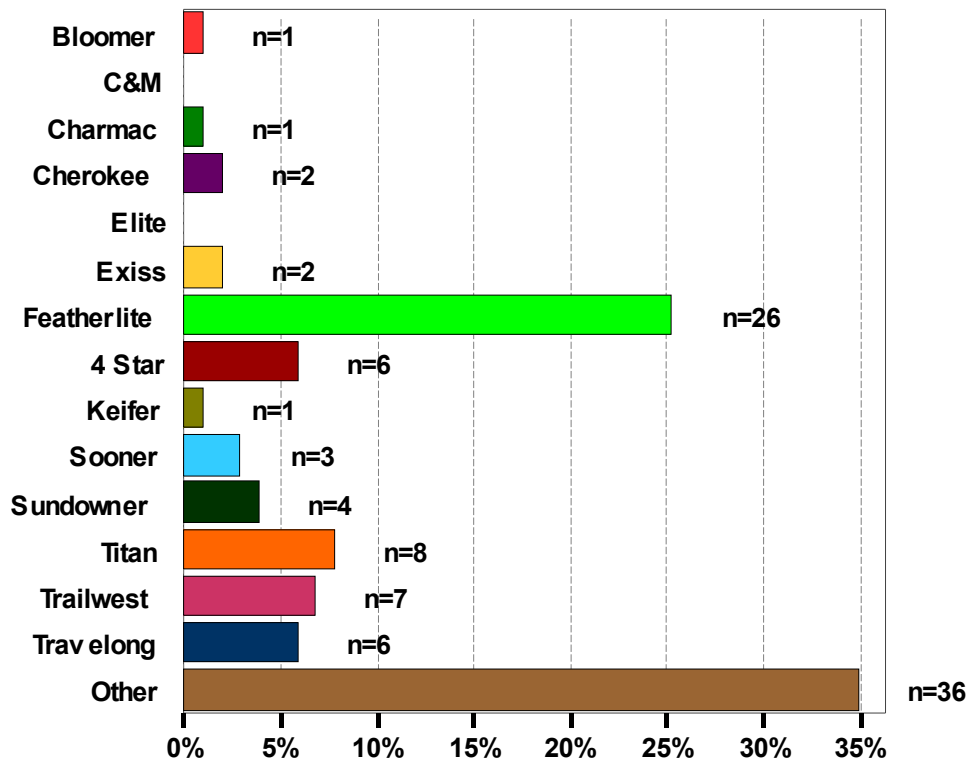


* A complete list of "Other" responses is available upon request from the author.

Figure 27

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

(n = 103)



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

Figure 28

Own and use a cellular telephone

(n = 158)

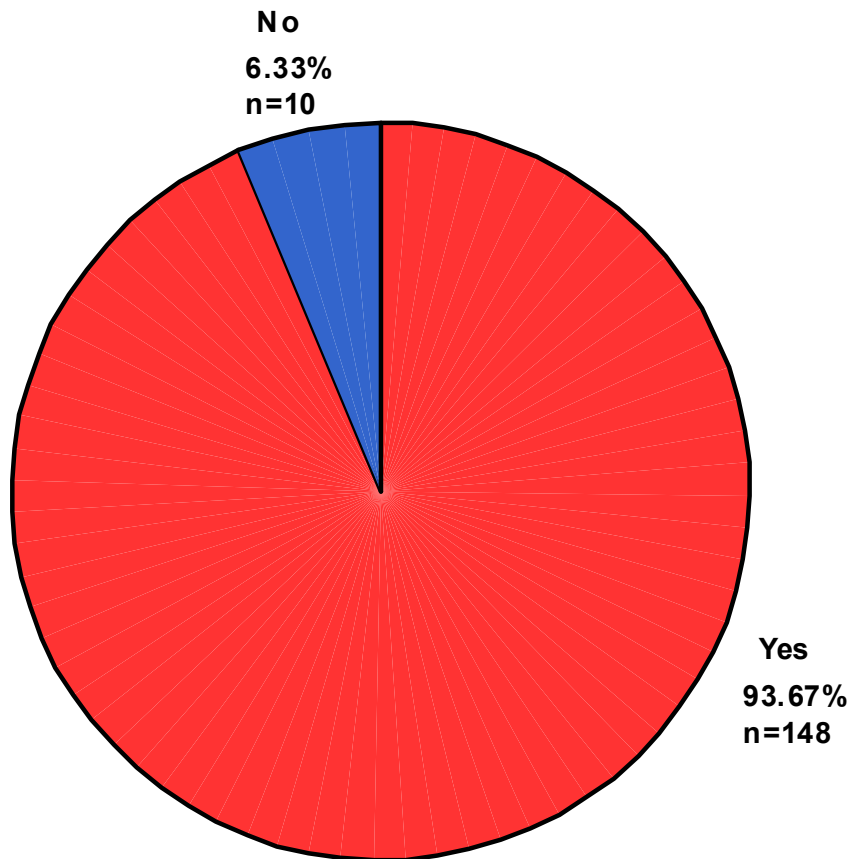


Figure 29

Company that provides cellular telephone service

(n = 146)

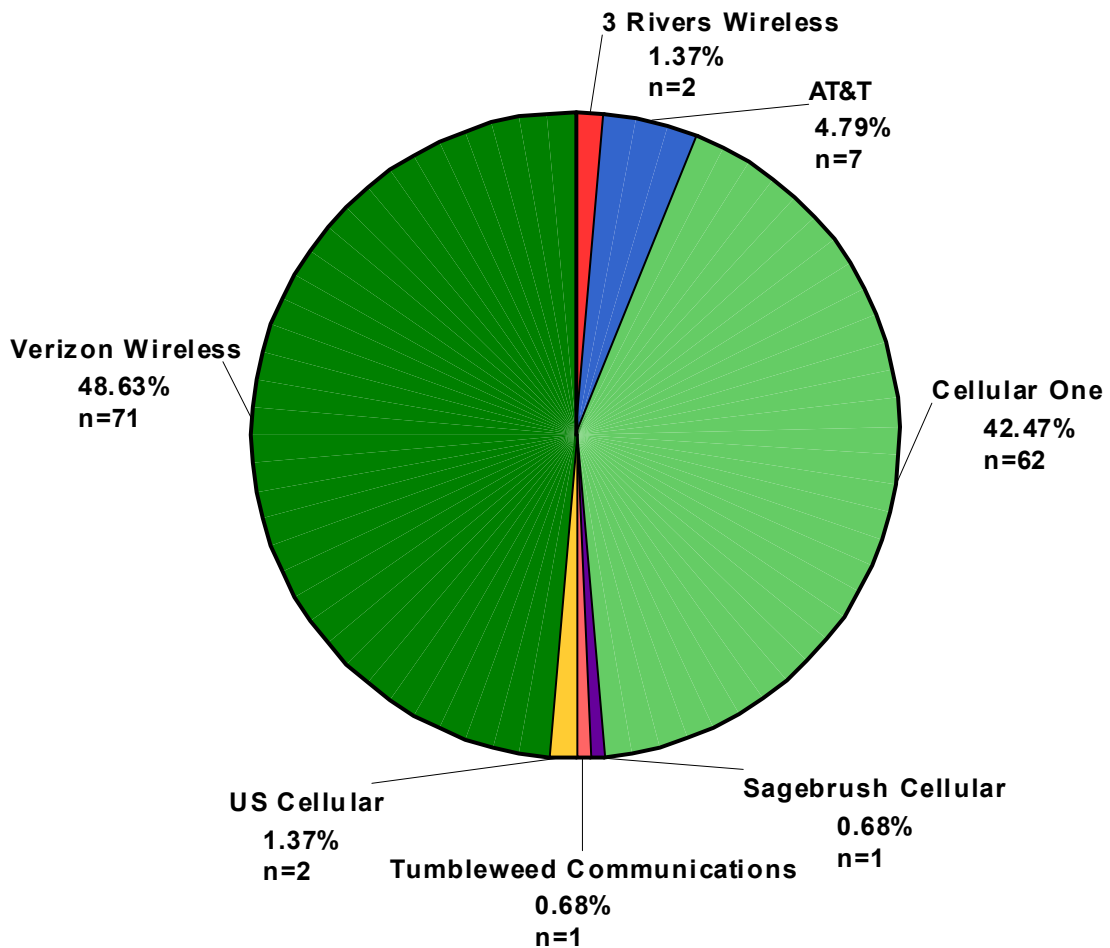
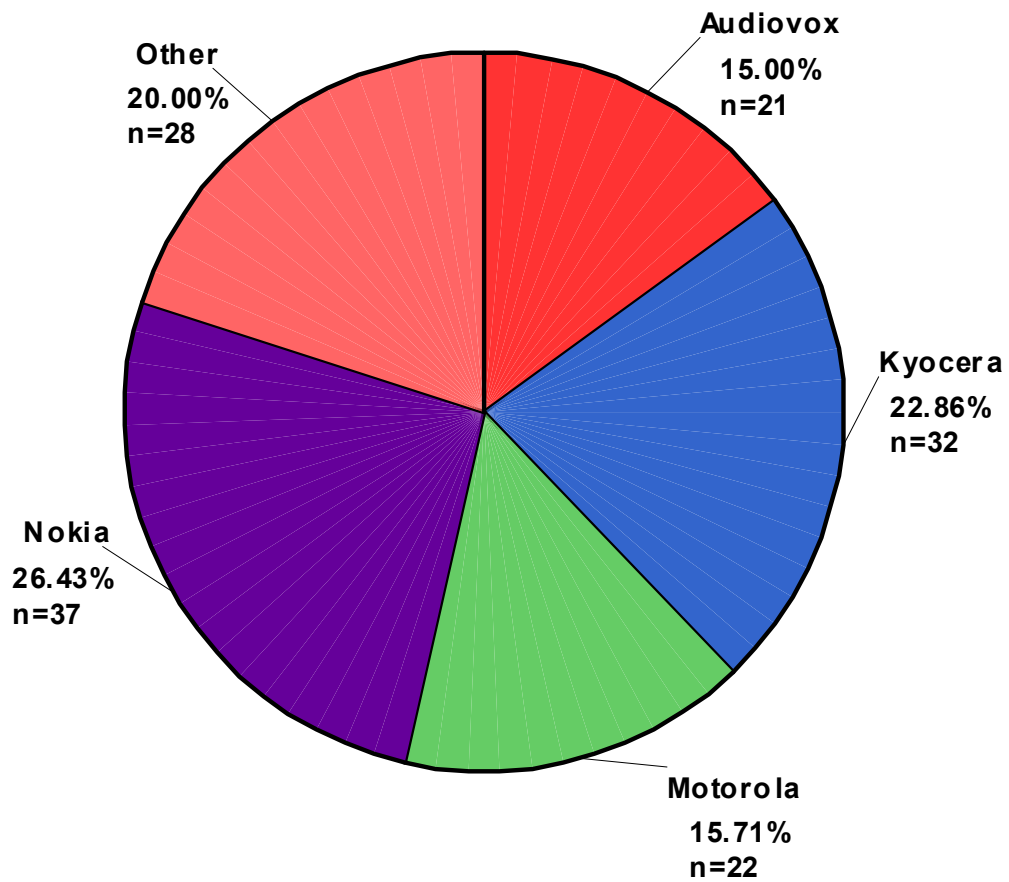


Figure 30

Brand name cellular telephone

(n = 140)



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

Figure 31

Own a desktop computer

(n = 156)

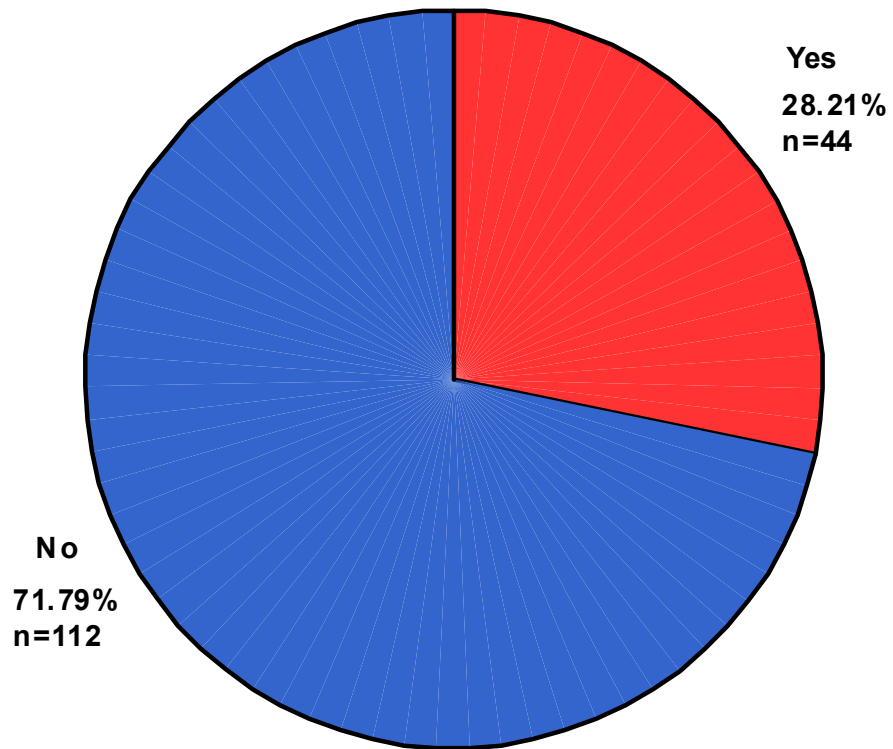
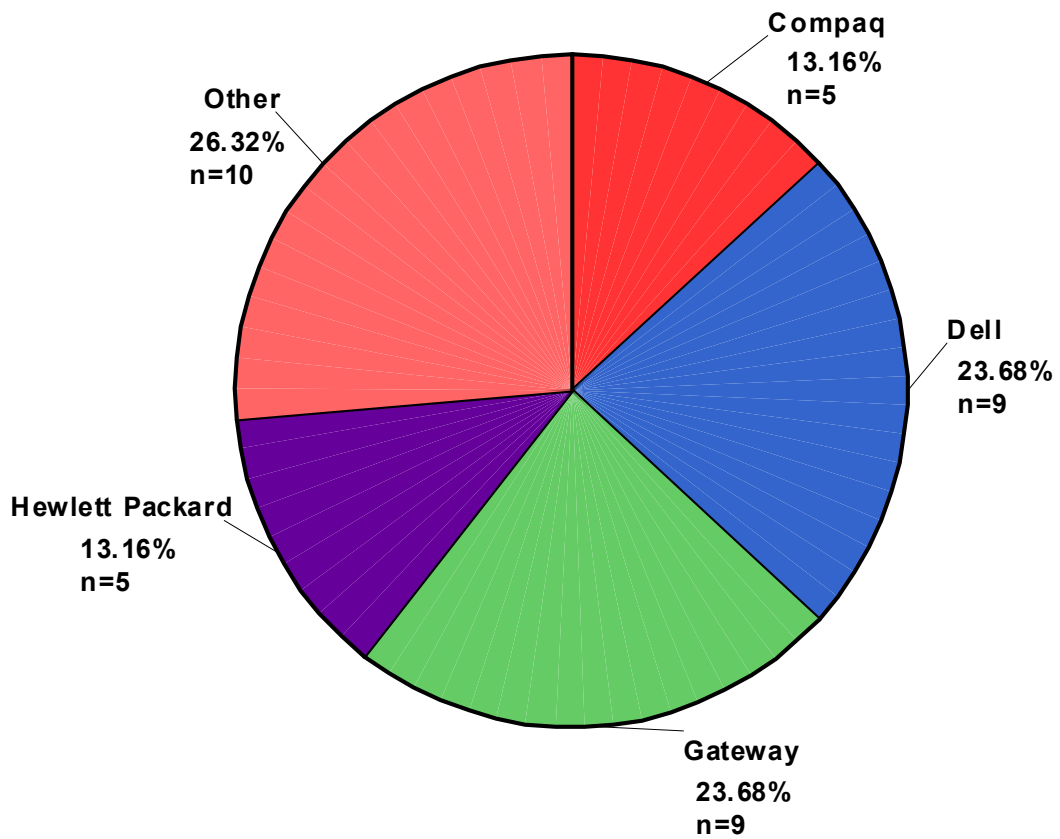


Figure 32

Brand name desktop computer

(n = 38)



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

Figure 33

Own a laptop computer

(n = 152)

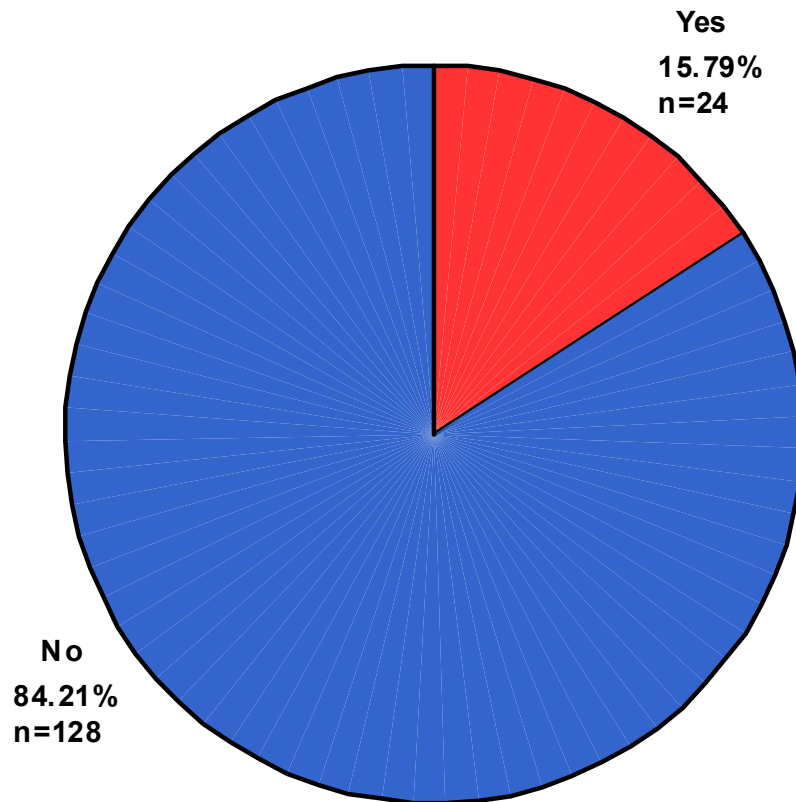


Figure 34

Brand name laptop computer

(n = 18)

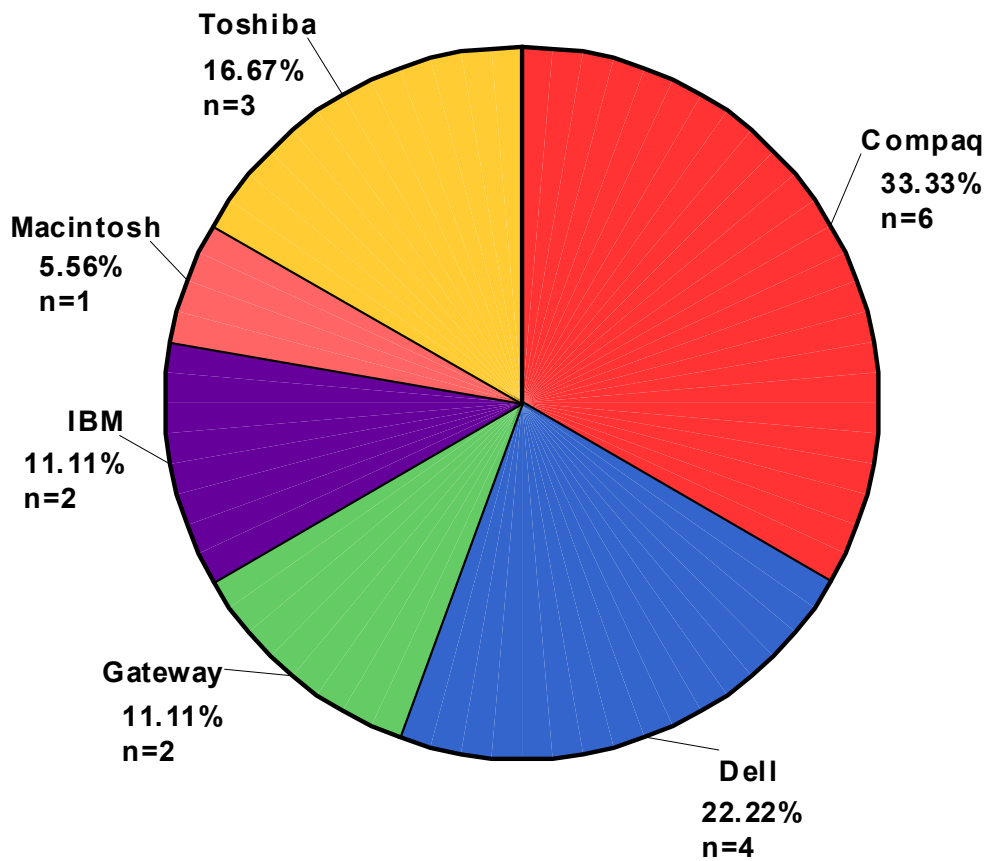


Figure 35

Eat at Arby's

(n = 142)

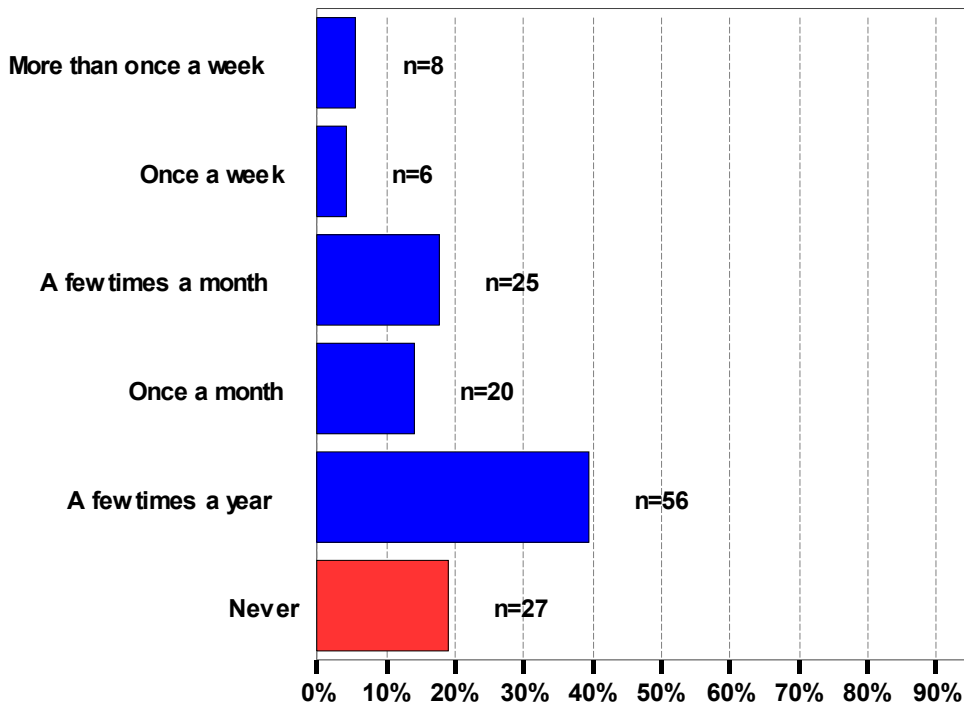


Figure 36
Eat at Burger King
(n = 140)

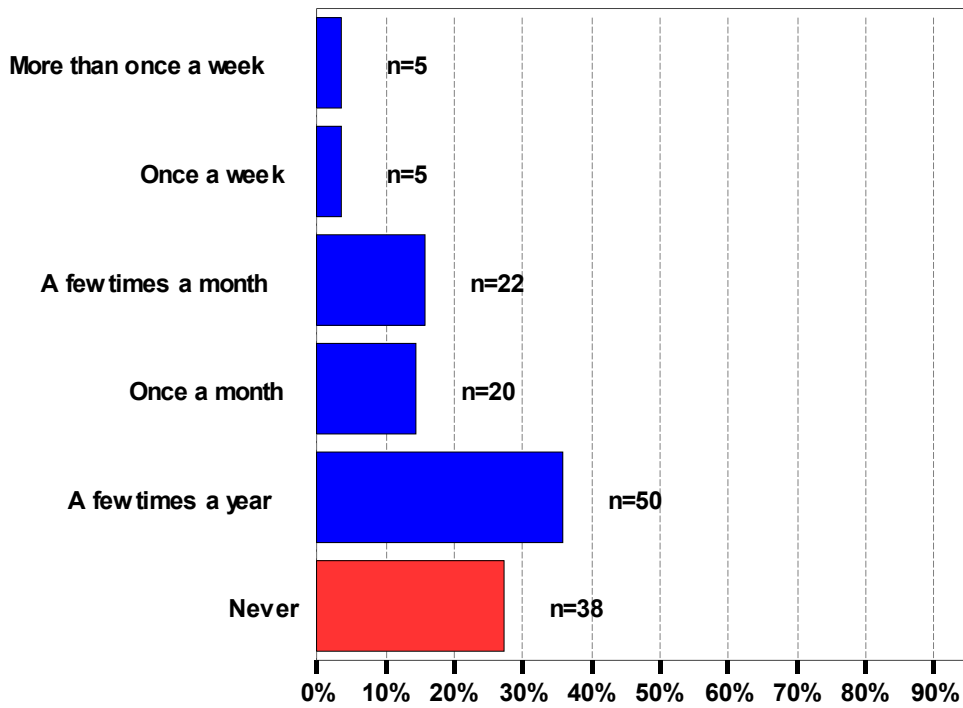


Figure 37

Eat at Chick-Fil-A
(n = 134)

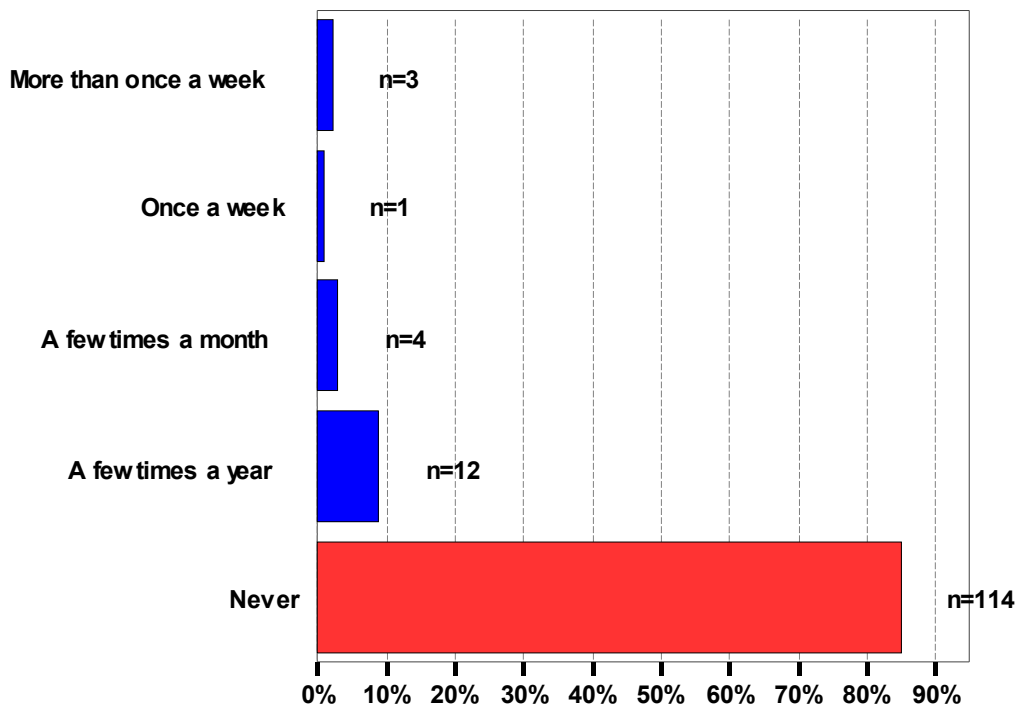


Figure 38

Eat at Dairy Queen

(n = 141)

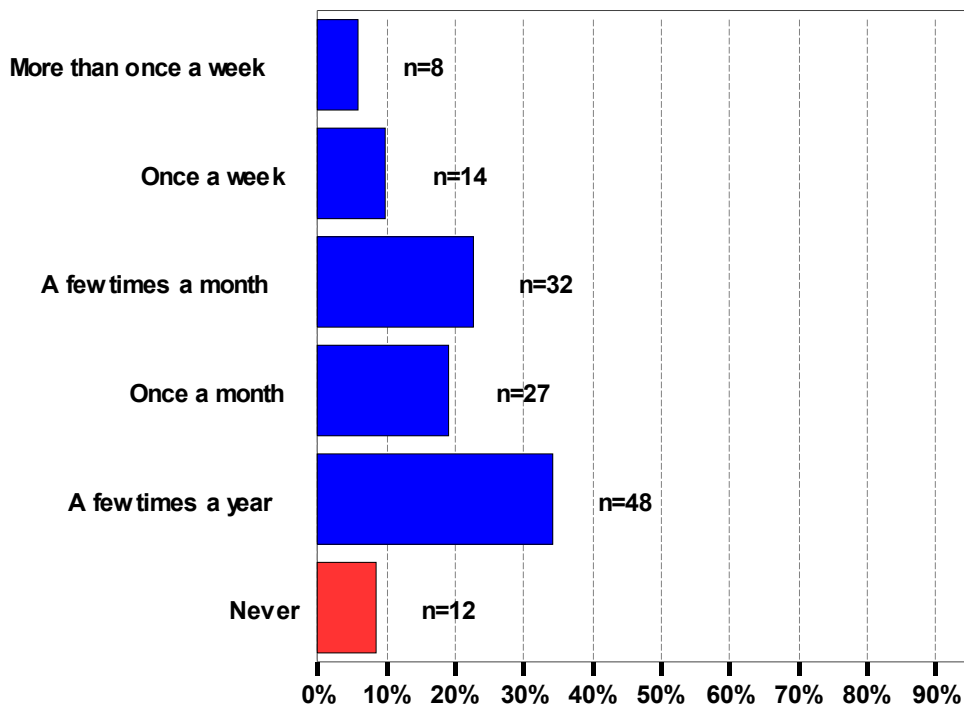


Figure 39

Eat at Hardee's (n = 136)

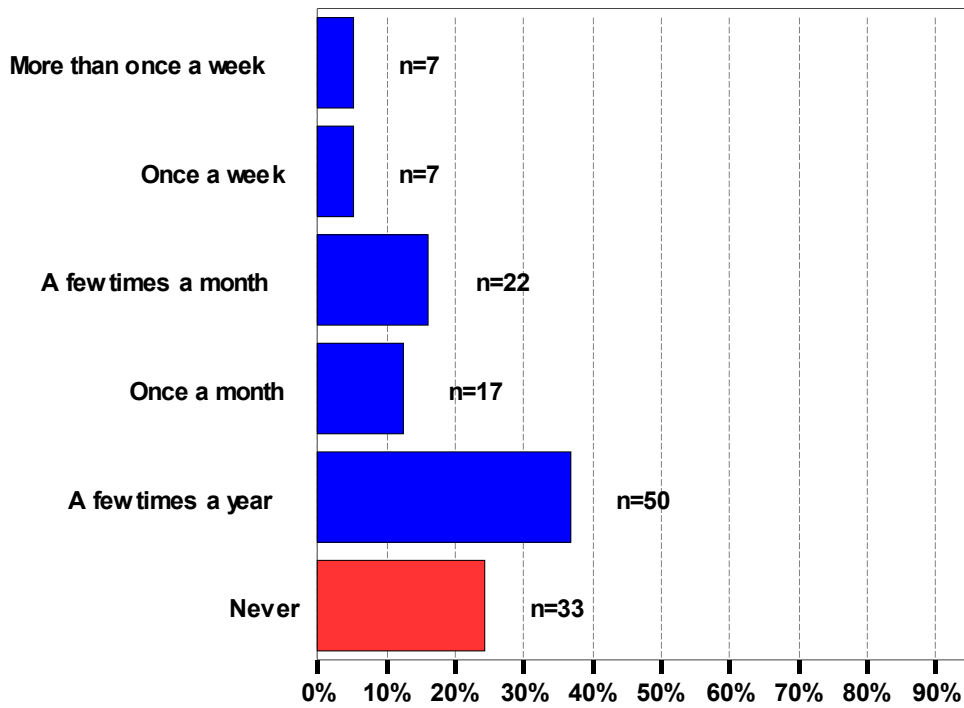


Figure 40

Eat at Jack in the Box

(n = 135)

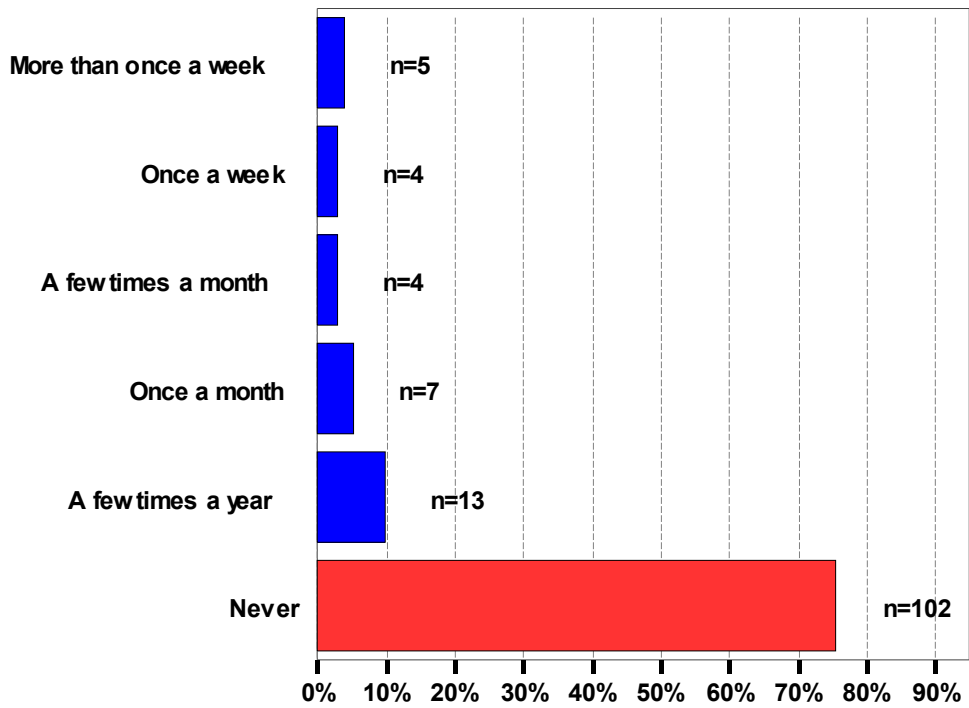


Figure 41
Eat at McDonalds
(n = 146)

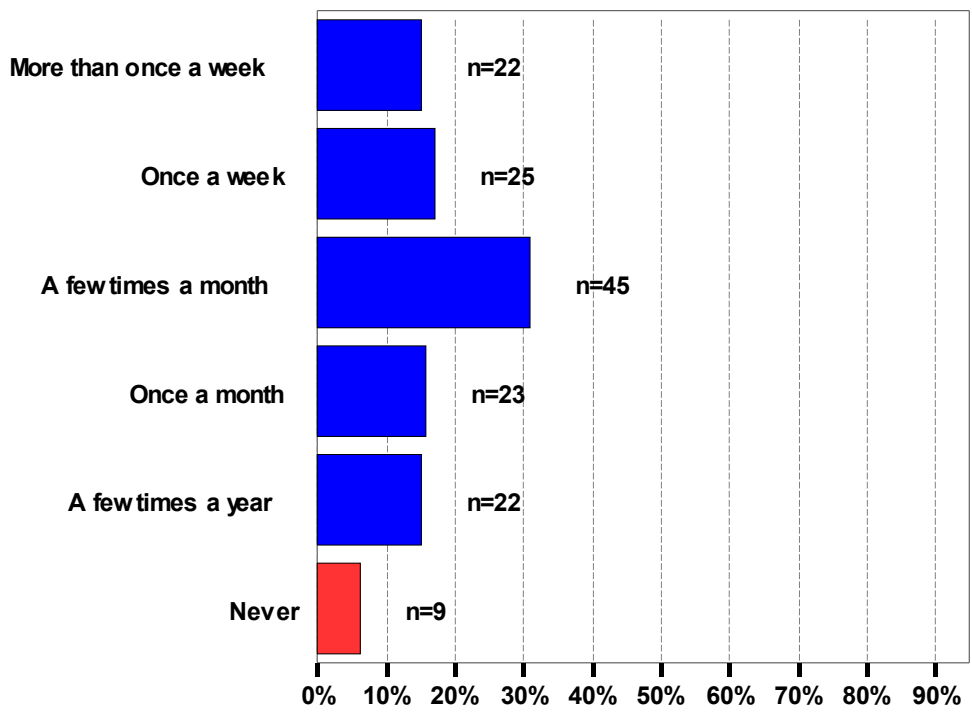


Figure 42

Eat at Sonic Drive-In (n = 133)

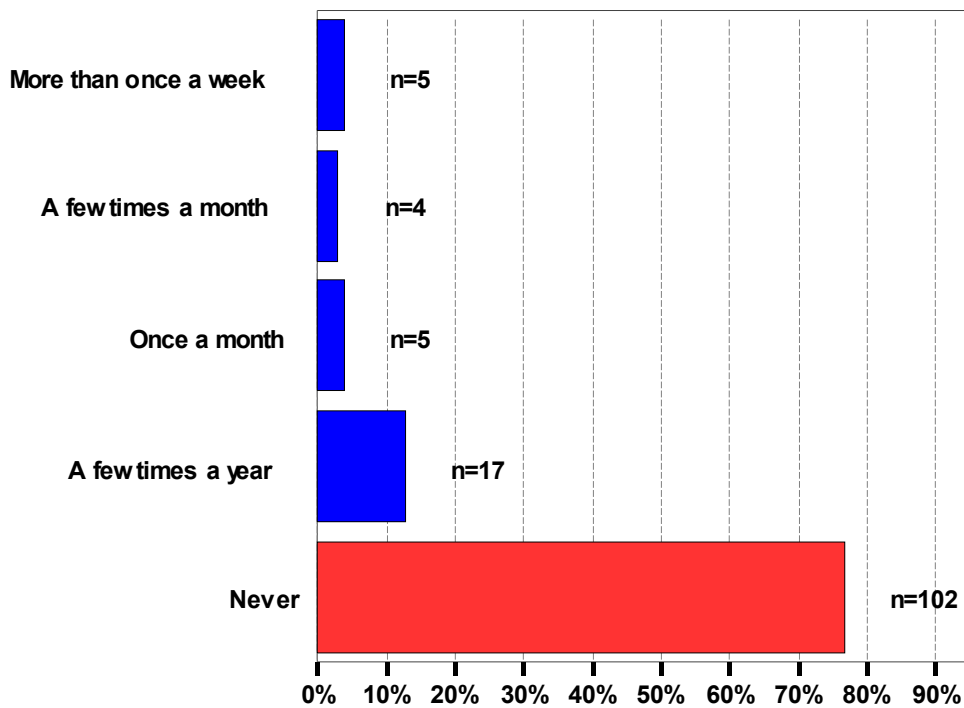


Figure 43

Eat at Taco Bell

(n = 137)

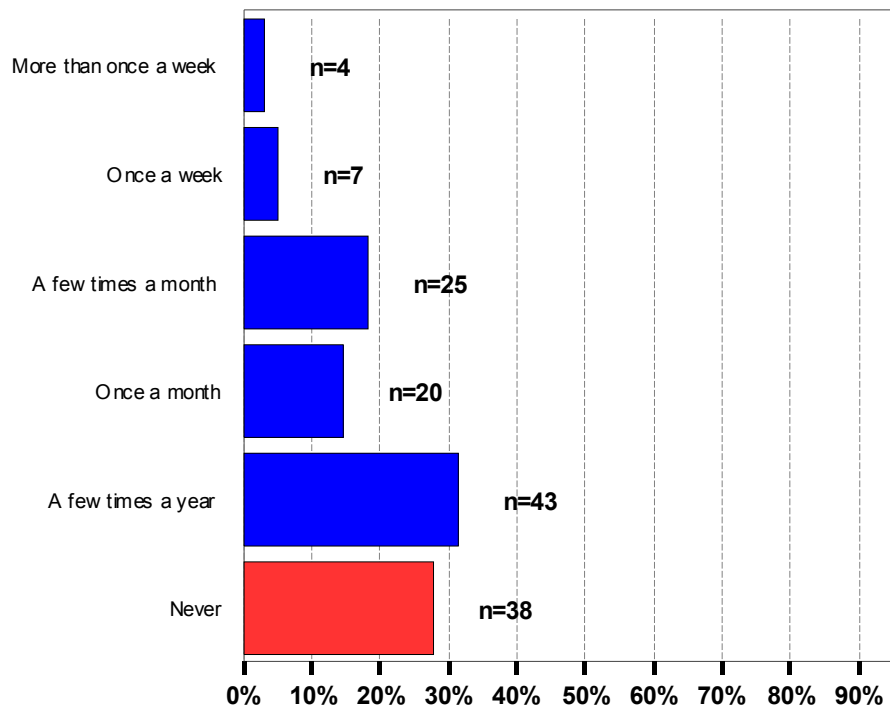


Figure 44

Eat at Taco Bueno

(n = 133)

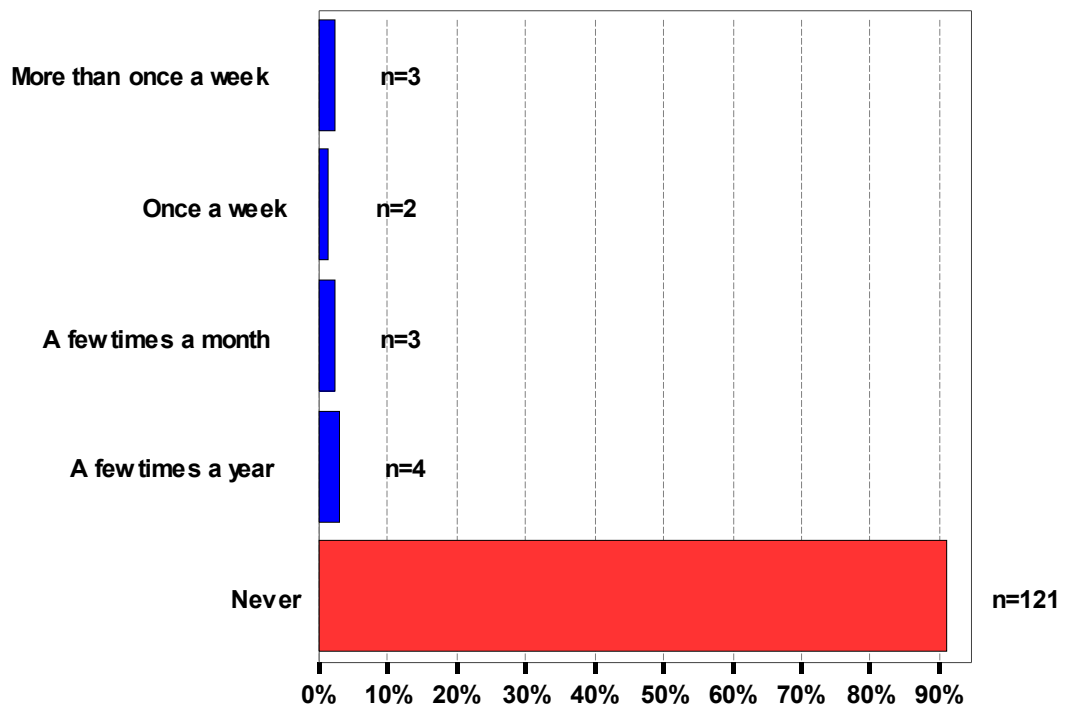


Figure 45
Eat at Wendys
(n = 143)

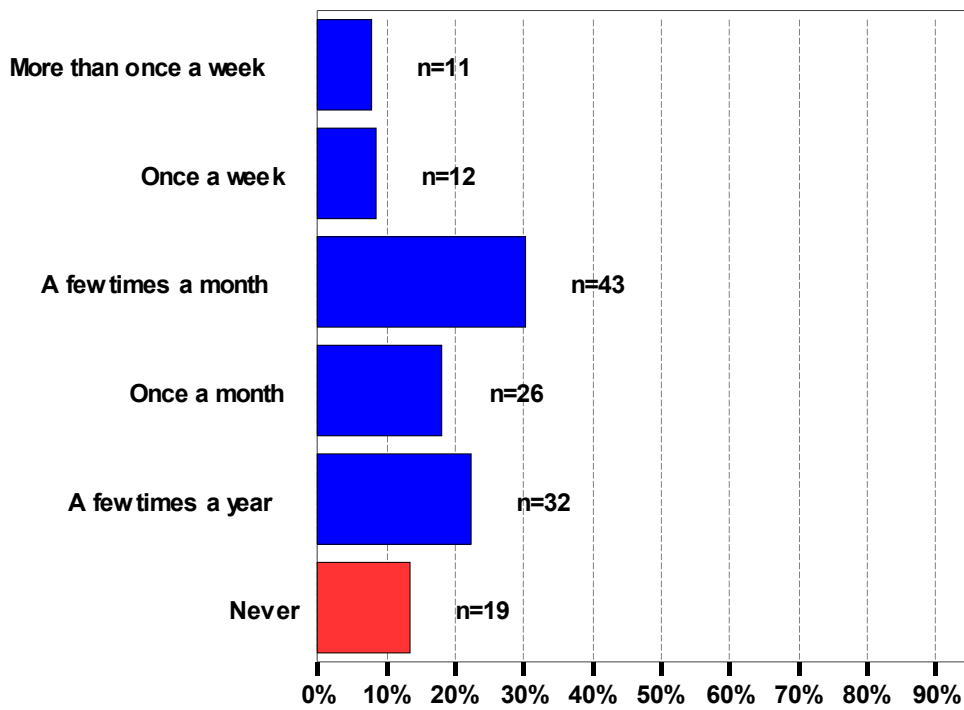


Figure 46

Eat at Whataburger

(n = 133)

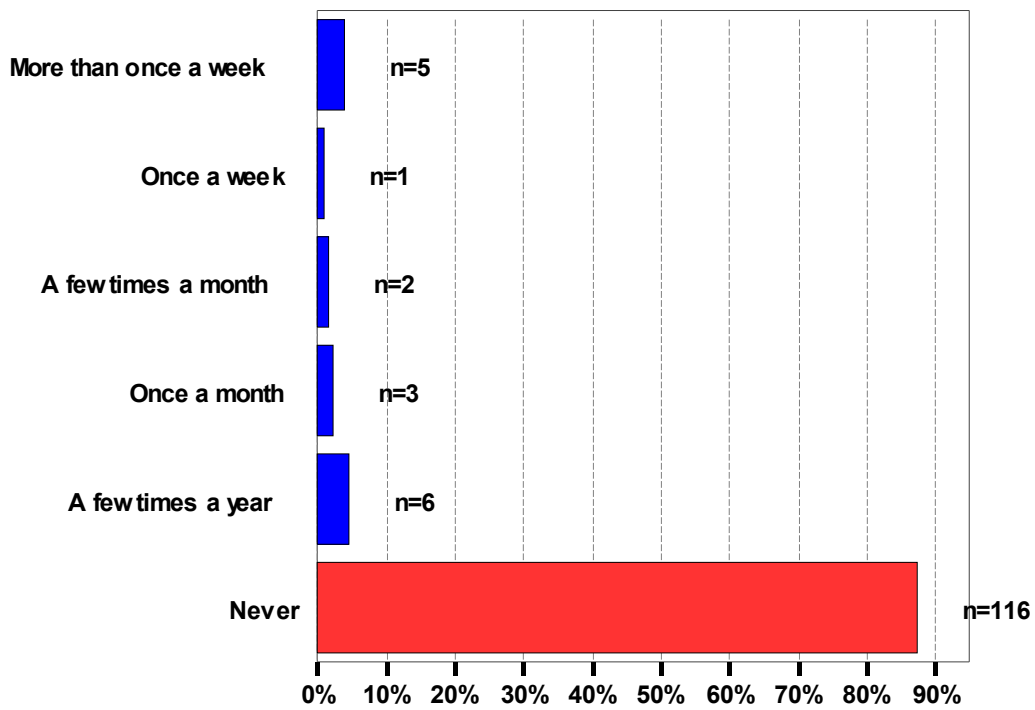
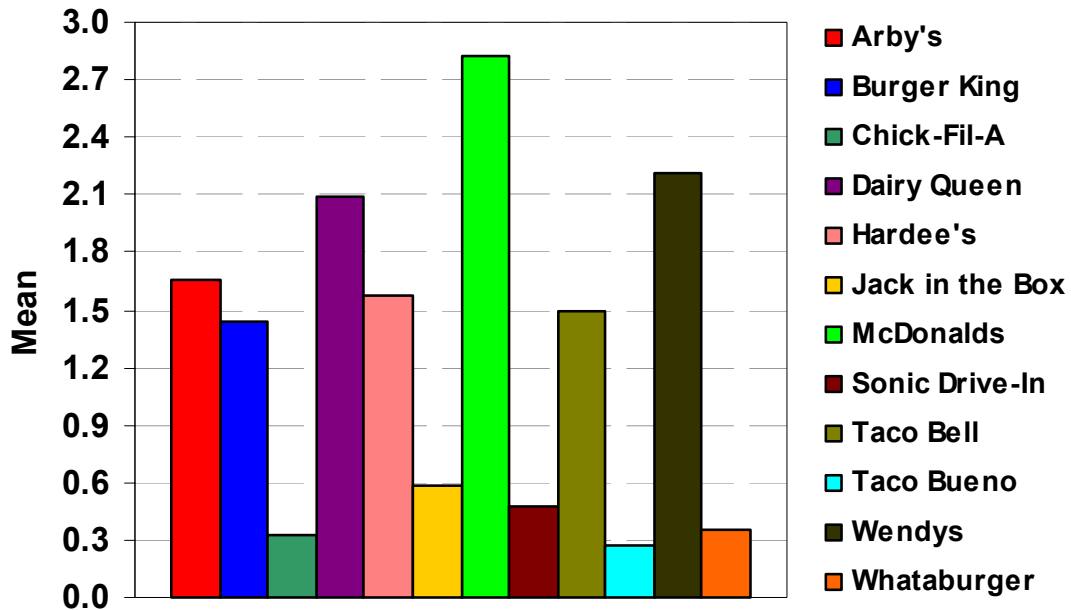


Figure 47

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 = 1.65; Burger King = 1.44; Chick-Fil-A = 0.32; Dairy Queen = 2.09; Hardee's = 1.57; Jack in the Box = 0.59; McDonalds = 2.83; Sonic Drive-In = 0.48; Taco Bell = 1.50; Taco Bueno = 0.27; Wendys = 2.21; Whataburger = 0.35.

Figure 48

Favorite fast food restaurant

(n = 148)

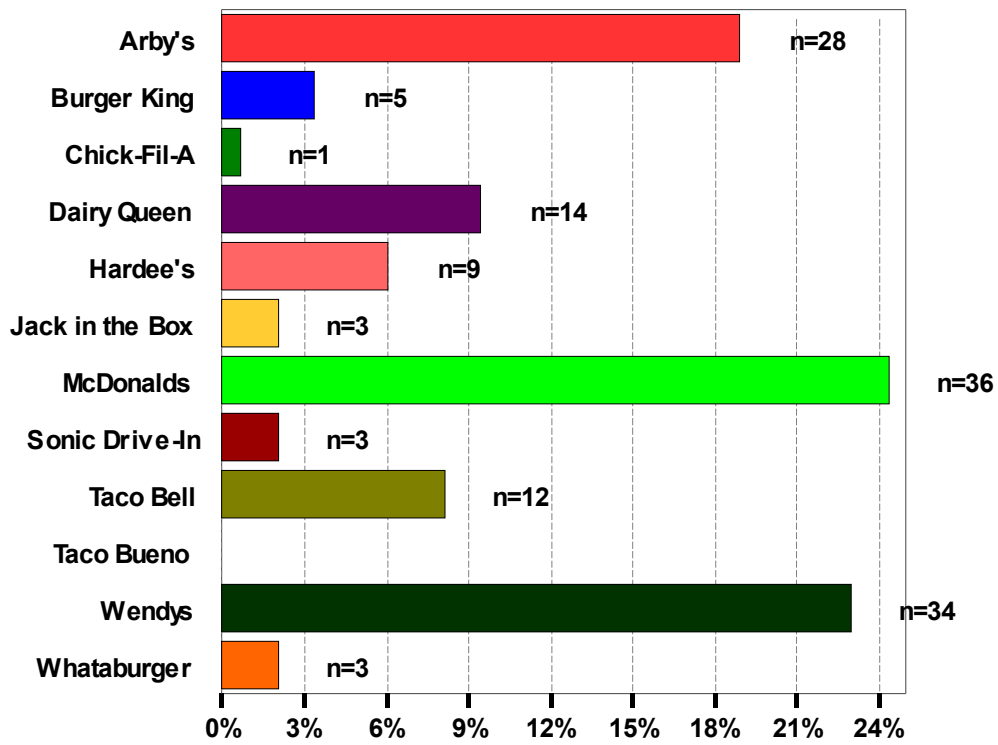


Figure 49

Favorite brand of pizza

(n = 145)

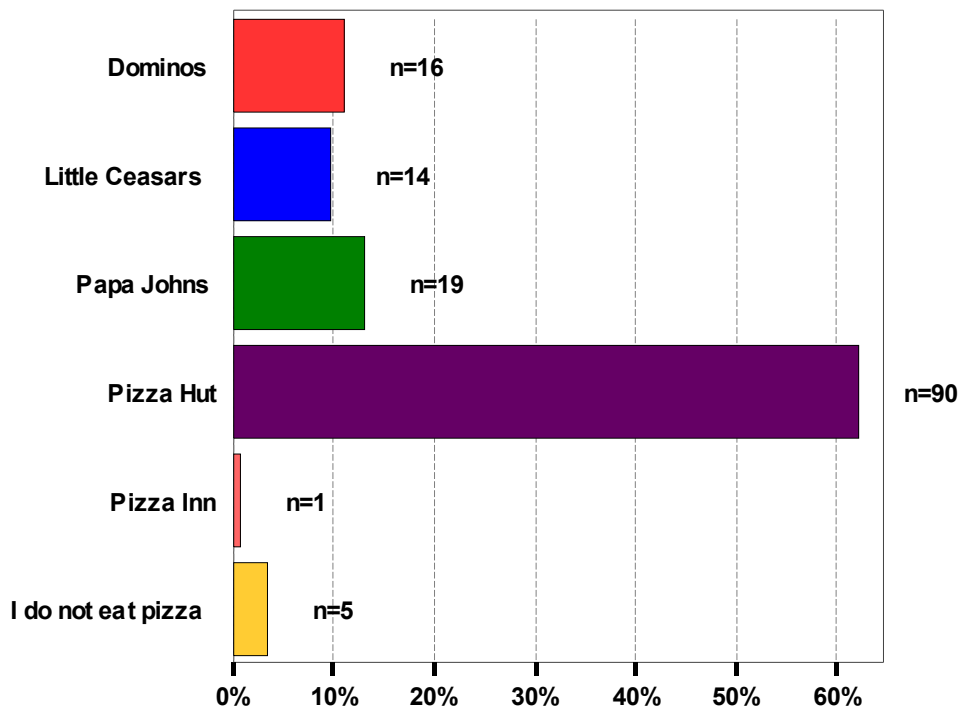


Figure 50

Favorite deli/sub shop

(n = 152)

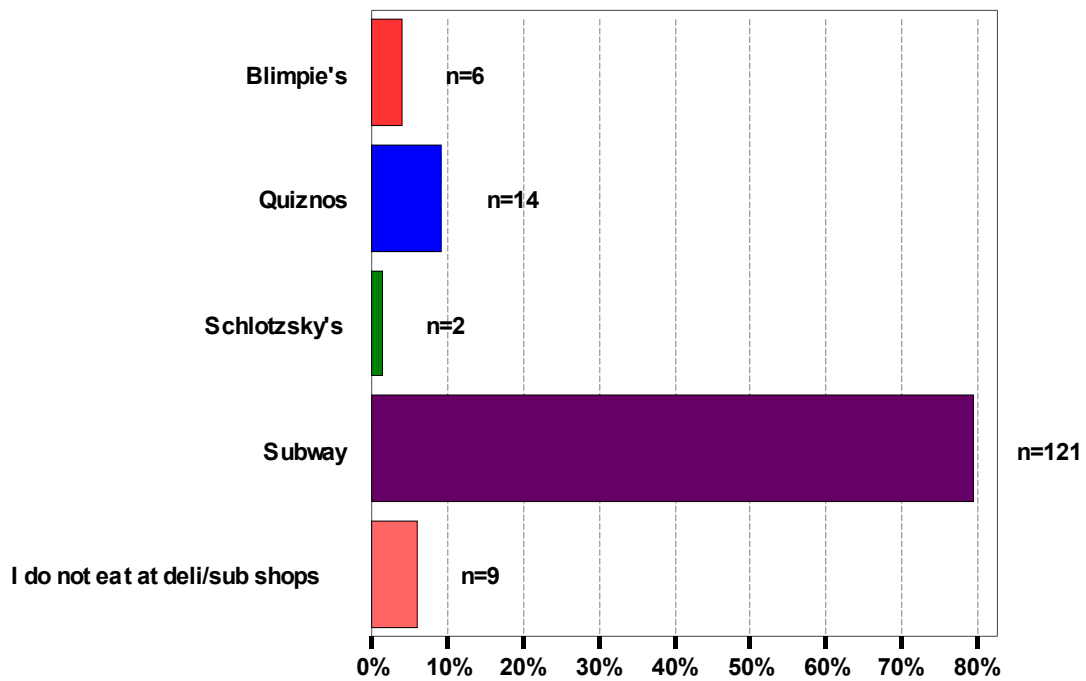


Figure 51

Favorite fast food chicken restaurant (n = 157)

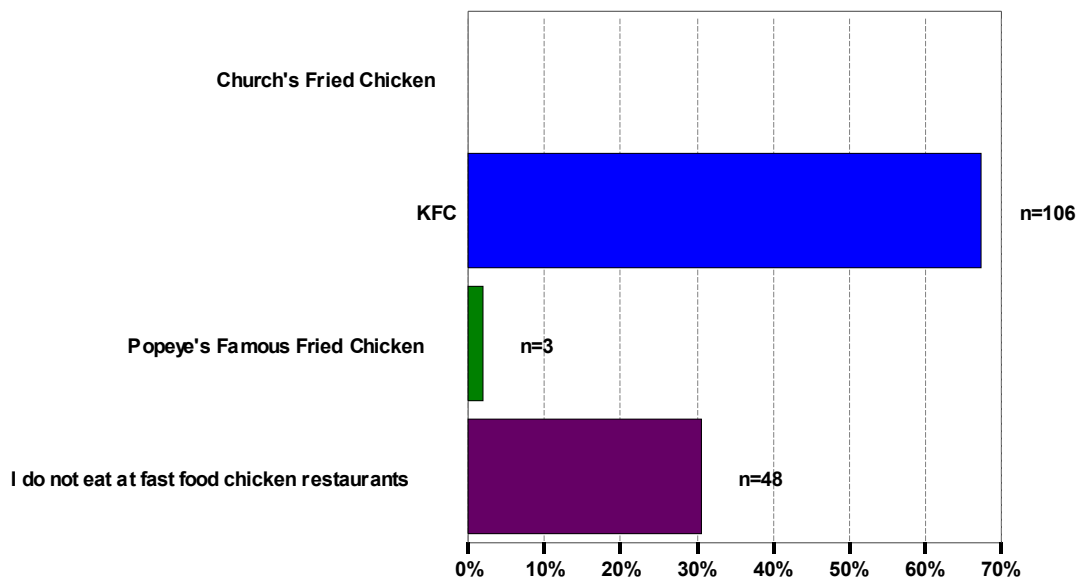
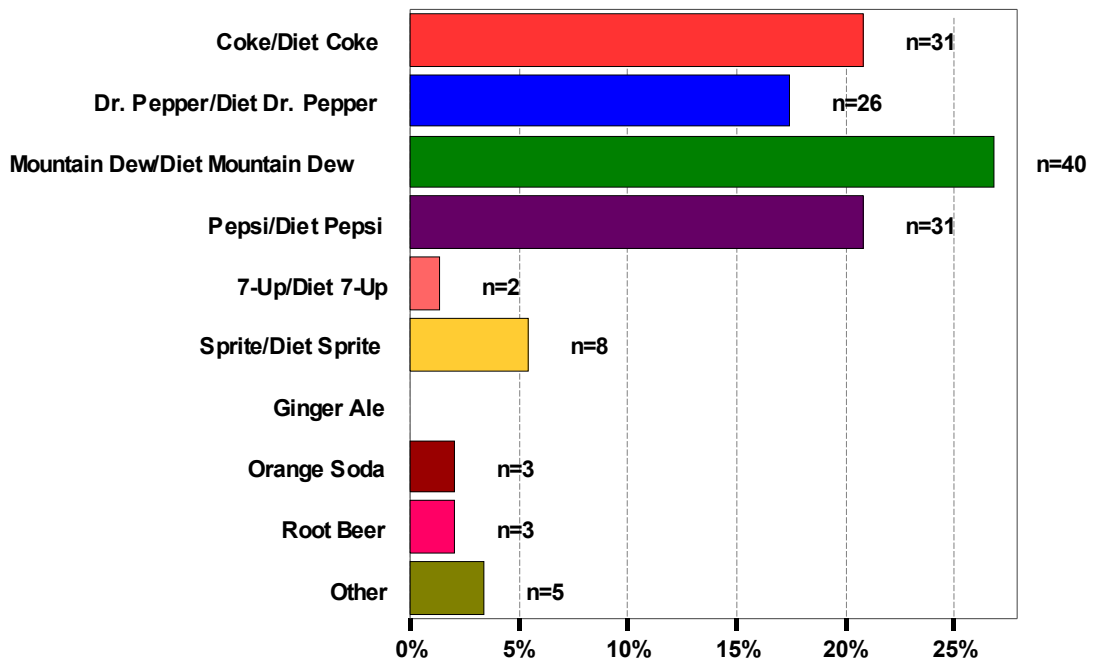


Figure 52

Favorite soft drink

(n = 149)

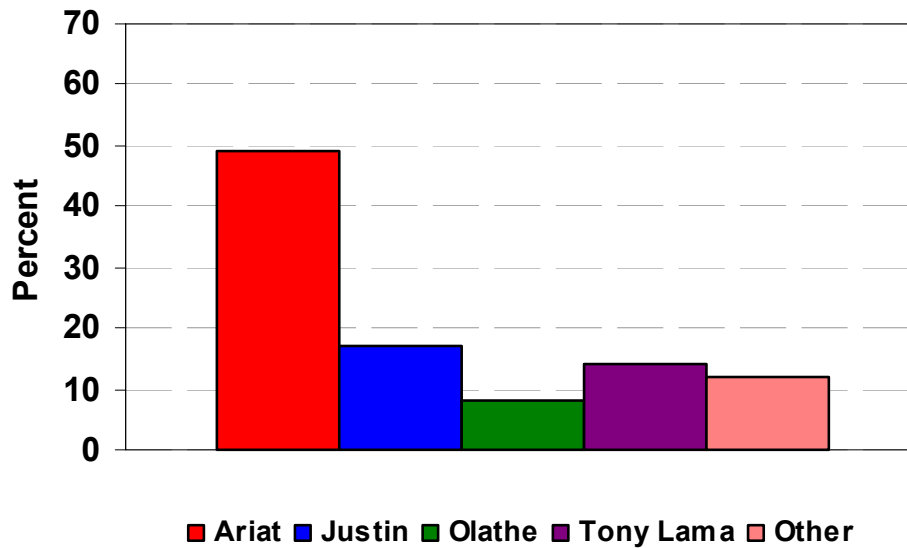


* A complete list of "Other" responses is available upon request from the author.

Figure 53

Brand of cowboy boots most often purchased

(n = 140)



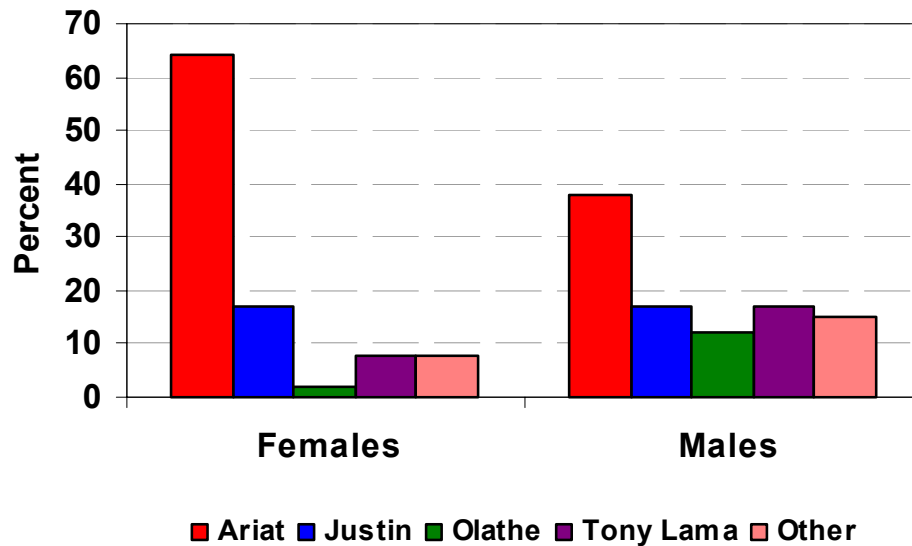
* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Ariat (n = 69); Justin (n = 24); Olathe (n = 11); Tony Lama (n = 19); Other (n = 17).

** 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 = 59; males, n = 81)



* The total percentage exceeds 100% due to multiple responses. The number of female respondents who indicated that they purchased each brand is as follows: Ariat (n = 38); Justin (n = 10); Olathe (n = 1); Tony Lama (n = 5); Other (n = 5). The number of male respondents who indicated that they purchased each brand is as follows: Ariat (n = 31); Justin (n = 14); Olathe (n = 10); Tony Lama (n = 14); Other (n = 12).

** 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^a

(females, n = 60; males, n = 89)

	Overall	Females ^b	Males
Mean	\$182.08	\$142.92 ***	\$208.48
Standard Deviation	\$109.00	\$95.16	\$110.27
Mode	\$200.00 (n = 40)	\$100.00 (n = 11) \$200.00 (n = 11)	\$200.00 (n = 29)
Minimum	\$0.00 (n = 10)	\$0.00 (n = 7)	\$0.00 (n = 3)
Maximum	\$600.00 (n = 1)	\$450.00 (n = 1)	\$600.00 (n = 1)

^a Reported dollar figures exceeding \$1000.00 were treated as missing values.

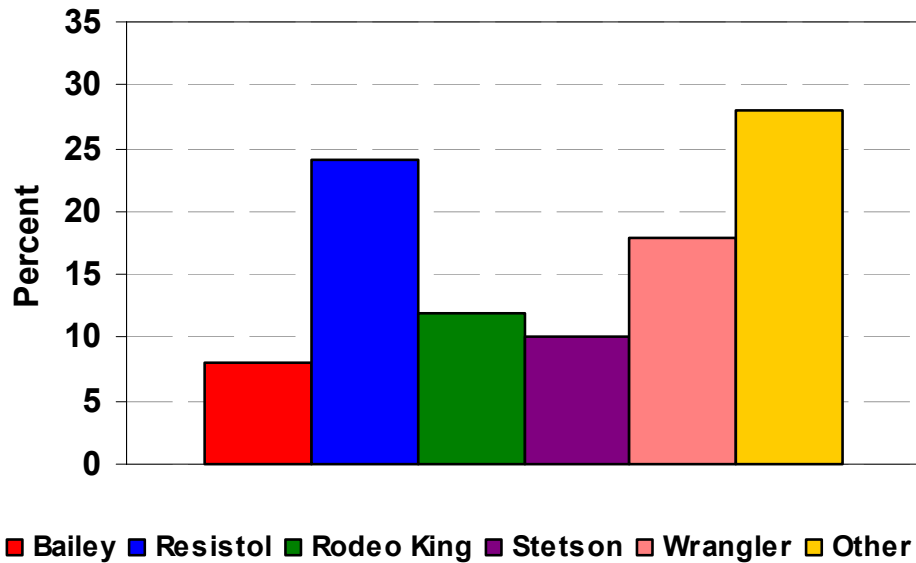
^b Multiple modes exist. Both values are shown.

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

Figure 55

Brand of cowboy hats most often purchased

(n = 125)



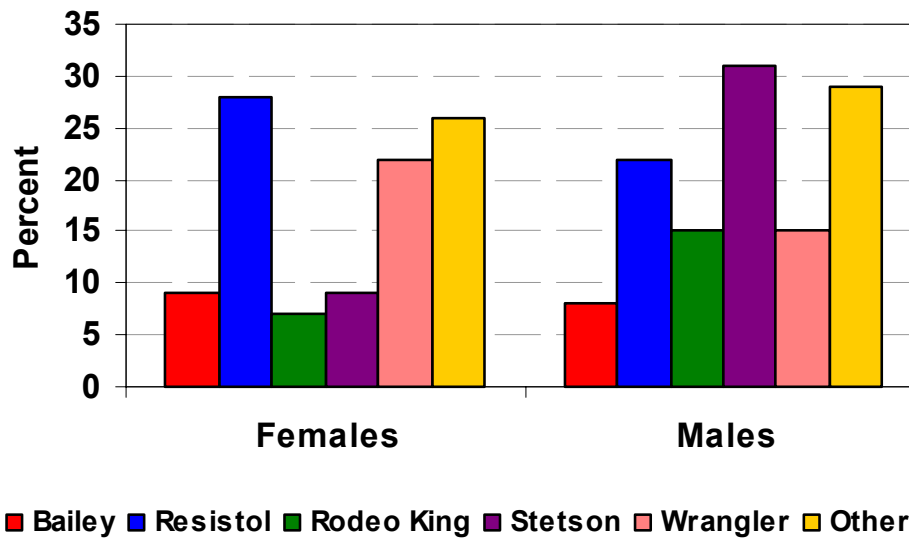
* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Bailey (n = 10); Resistol (n = 30); Rodeo King (n = 15); Stetson (n = 13); Wrangler (n = 22); Other (n = 35).

** 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 = 46; males, 79)



* 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 = 4); Resistol (n = 13); Rodeo King (n = 3); Stetson (n = 4); Wrangler (n = 10); Other (n = 12). The number of male respondents who indicated that they purchased each brand is as follows: Bailey (n = 6); Resistol (n = 17); Rodeo King (n = 12); Stetson (n = 9); Wrangler (n = 12); Other (n = 23).

** 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^a

(females, n = 60; males, n = 90)

	Overall	Females	Males ^b
Mean	\$127.92	\$86.83 ***	\$155.31
Standard Deviation	\$103.82	\$77.61	\$110.25
Mode	\$100.00 (n = 35)	\$0.00 (n = 16)	\$100.00 (n = 20)
			\$200.00 (n = 20)
Minimum	\$0.00 (n = 21)	\$0.00 (n = 16)	\$0.00 (n = 5)
Maximum	\$600.00 (n = 1)	\$300.00 (n = 1)	\$600.00 (n = 1)

^a Reported dollar figures exceeding \$1000.00 were treated as missing values.

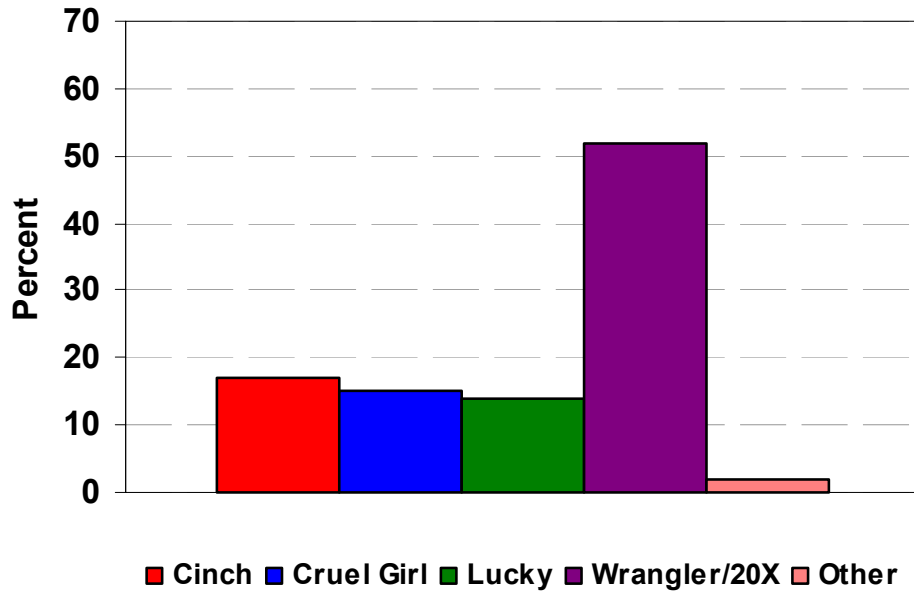
^b Multiple modes exist. Both values are shown.

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

Figure 57

Brand of jeans most often purchased

(n = 166)



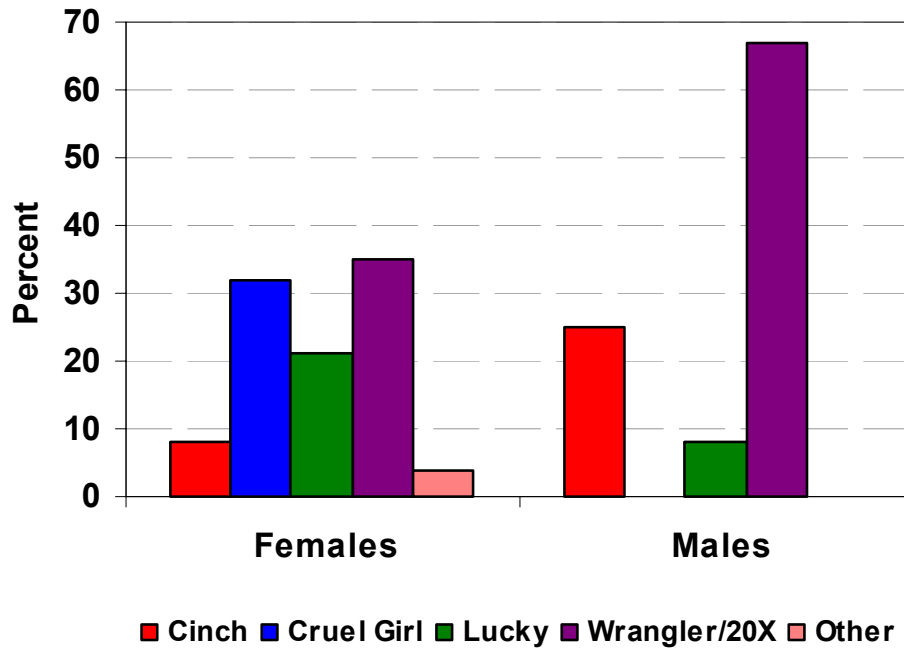
* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Cinch (n = 28); Cruel Girl (n = 25); Lucky (n = 23); Wrangler/20X (n = 87); Other (n = 3).

** 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 = 77; males, 89)



* 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 = 6); Cruel Girl (n = 25); Lucky (n = 16); Wrangler/20X (n = 27); Other (n = 3). The number of male respondents who indicated that they purchased each brand is as follows: Cinch (n = 22); Cruel Girl (n = 0); Lucky (n = 7); Wrangler/20X (n = 60); Other (n = 0).

** 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^a

(females, n = 62; males, n = 90)

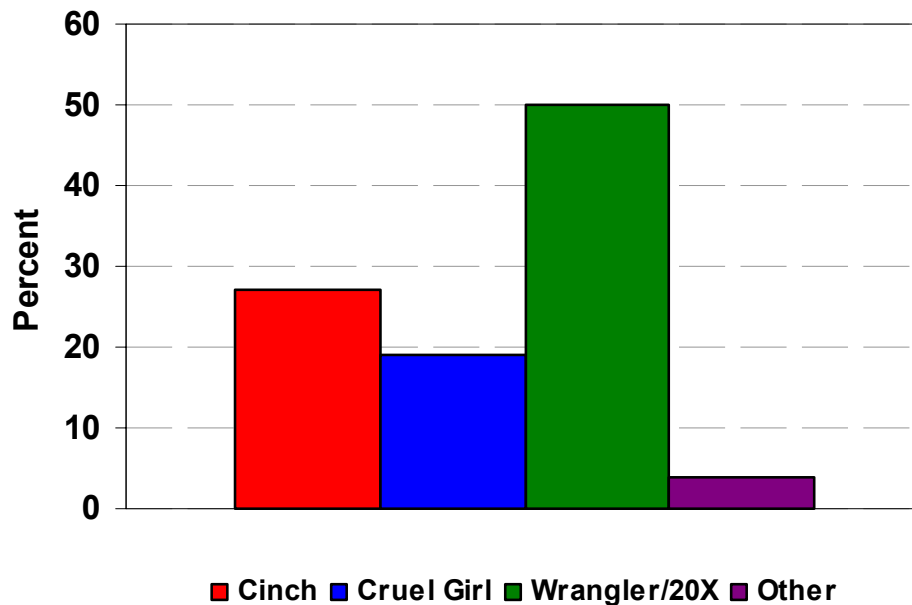
	Overall	Females	Males
Mean	\$204.26	\$209.24	\$200.83
Standard Deviation	\$142.49	\$145.46	\$141.13
Mode	\$200.00 (n = 45)	\$200.00 (n = 18)	\$200.00 (n = 27)
Minimum	\$0.00 (n = 3)	\$0.00 (n = 2)	\$0.00 (n = 1)
Maximum	\$1000.00 (n = 2)	\$1000.00 (n = 1)	\$1000.00 (n = 1)

^a Reported dollar figures exceeding \$1000.00 were treated as missing values.

Figure 59

Brand of western shirts most often purchased

(n = 142)



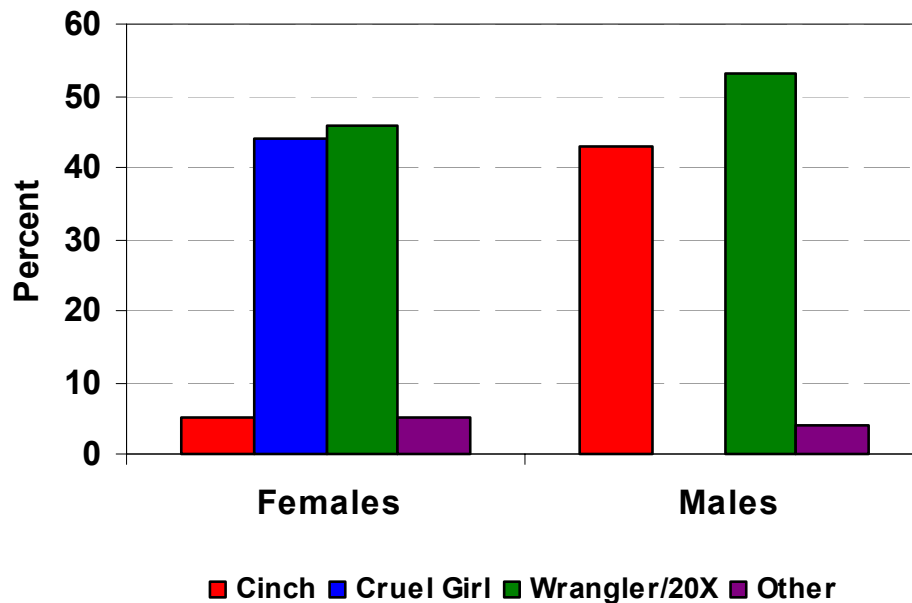
* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Cinch (n = 38); Cruel Girl (n = 27); Wrangler/20X (n = 71); Other (n = 6).

** 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 = 61; males, 81)



* 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 = 3); Cruel Girl (n = 27); Wrangler/20X (n = 28); Other (n = 3). The number of male respondents who indicated that they purchased each brand is as follows: Cinch (n = 35); Cruel Girl (n = 0); Wrangler/20X (n = 43); Other (n = 3).

** 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^a

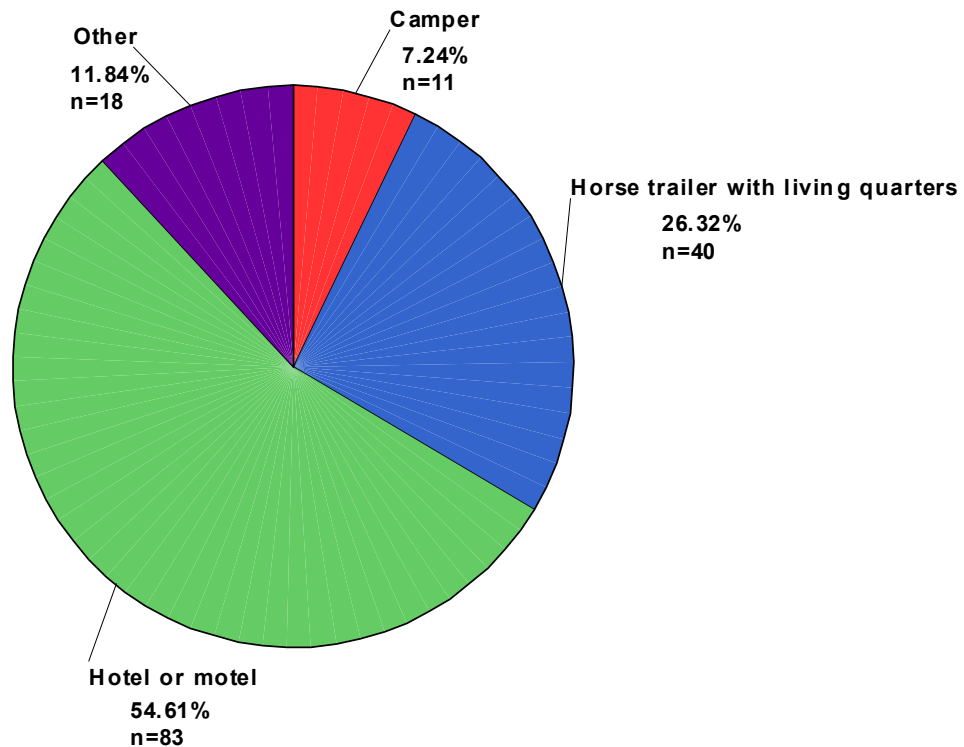
(females, n = 63; males, n = 90)

	Overall	Females	Males
Mean	\$137.48	\$125.00	\$146.22
Standard Deviation	\$95.81	\$87.31	\$100.90
Mode	\$100.00 (n = 36)	\$200.00 (n = 12)	\$100.00 (n = 27)
Minimum	\$0.00 (n = 7)	\$0.00 (n = 4)	\$0.00 (n = 3)
Maximum	\$500.00 (n = 2)	\$400.00 (n = 1)	\$500.00 (n = 2)

^a Reported dollar figures exceeding \$1000.00 were treated as missing values.

Figure 61

Overnight accommodation most often used when traveling to rodeos
(n = 152)

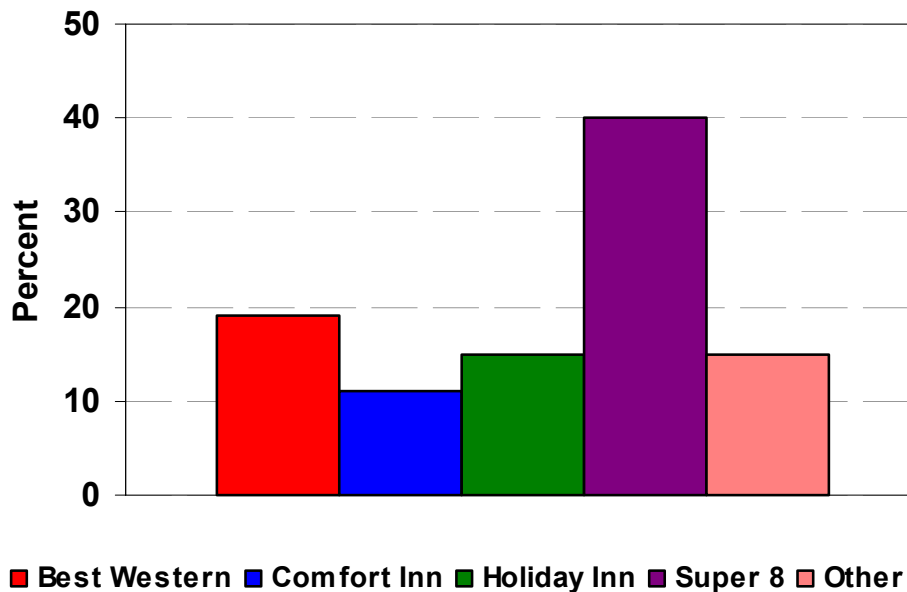


* A complete list of "Other" responses is available upon request from the author.

Figure 62

Preference of major national hotels/motels

(n = 118)



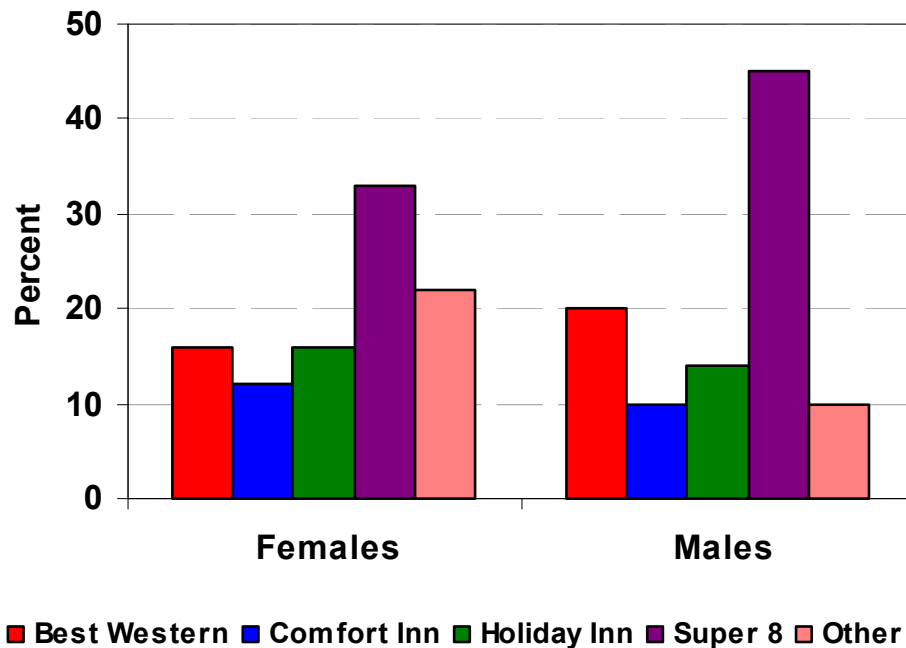
* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they preferred each hotel/motel is as follows: Best Western (n = 22); Comfort Inn (n = 13); Holiday Inn (n = 18); Super 8 (n = 47); Other (n = 18).

** 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 = 49; males, n = 69)



* 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 = 8); Comfort Inn (n = 6); Holiday Inn (n = 8); Super 8 (n = 16); Other (n = 11). The number of male respondents who indicated that they preferred each hotel/motel is as follows: Best Western (n = 14); Comfort Inn (n = 7); Holiday Inn (n = 10); Super 8 (n = 31); Other (n = 7).

** 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^a

(females, n = 51; males, n = 76)

	Overall	Females	Males
Mean	\$515.87	\$505.39	\$522.89
Standard Deviation	\$594.90	\$607.17	\$590.48
Mode	\$500.00 (n = 18)	\$0.00 (n = 9)	\$500.00 (n = 10)
Minimum	\$0.00 (n = 17)	\$0.00 (n = 9)	\$0.00 (n = 8)
Maximum	\$3000.00 (n = 3)	\$3000.00 (n = 1)	\$3000.00 (n = 2)

^a Reported dollar figures exceeding \$6000.00 were treated as missing values.

Figure 64

Made a purchase because of advertisement seen in
Collegiate Arena

(n = 157)

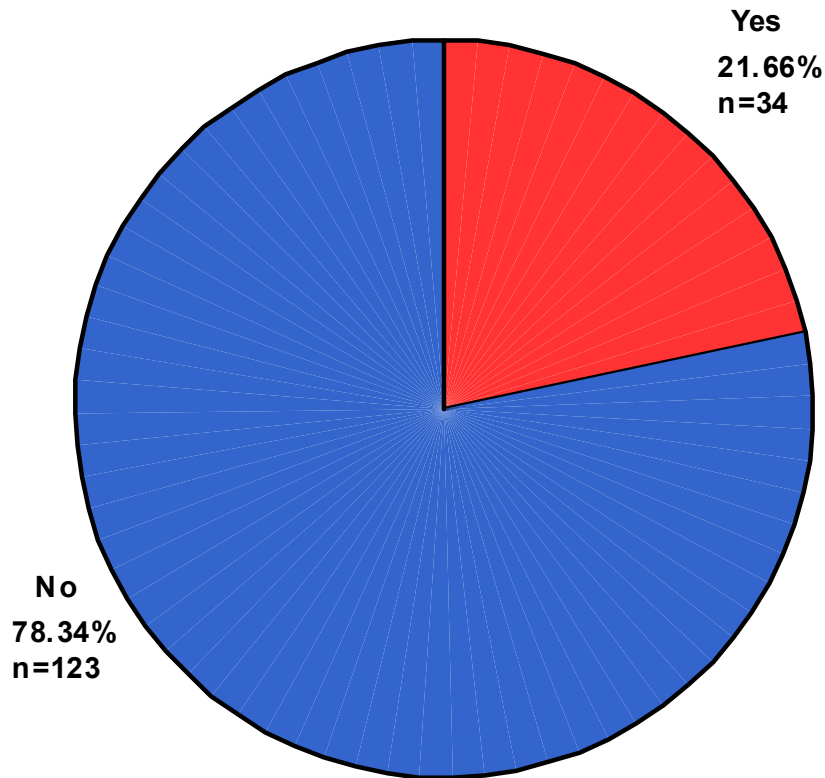
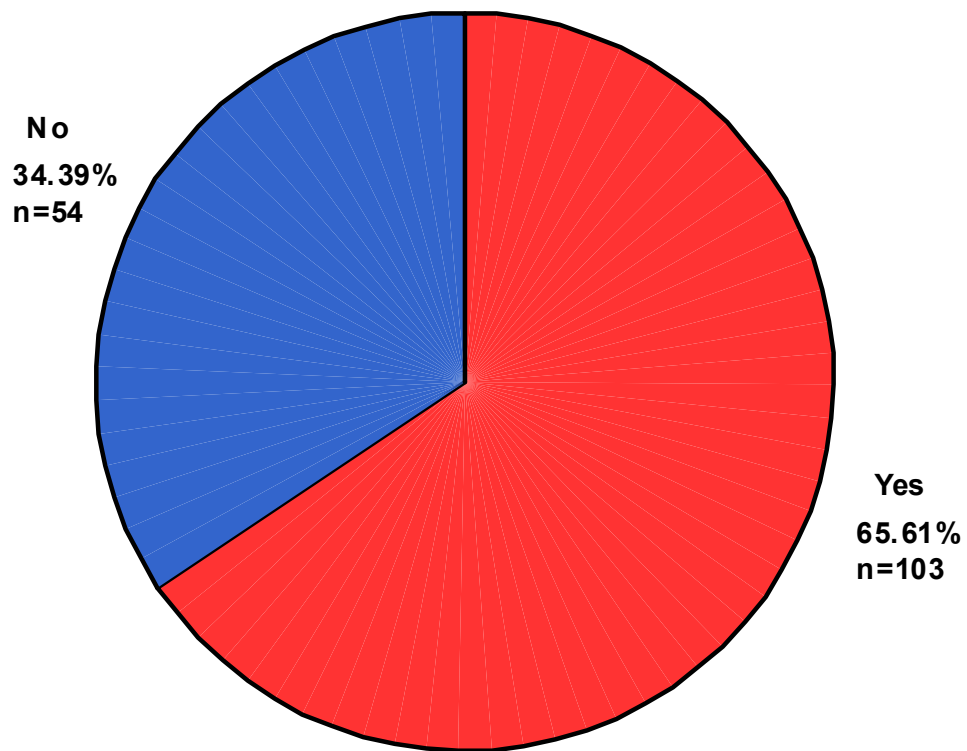


Figure 65

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

(n = 157)



Address correspondence to: Gene L. Theodori, Rural Sociology and Community
Studies Program, Department of Recreation, Park & Tourism Sciences, Texas
A&M University, 2261 TAMU, College Station, TX 77843-2261;
g-theodori@tamu.edu