

**National Intercollegiate Rodeo  
Association Membership Survey:  
An Illustrative Summary of the  
Great Plains Region**



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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 Great Plains 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.<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.

## Great Plains Region

A total of 138 of the 261 NIRA members from the Great Plains Region completed and returned a useable survey (53% 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.

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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.

## Table 1

# Distribution of respondents by College/University

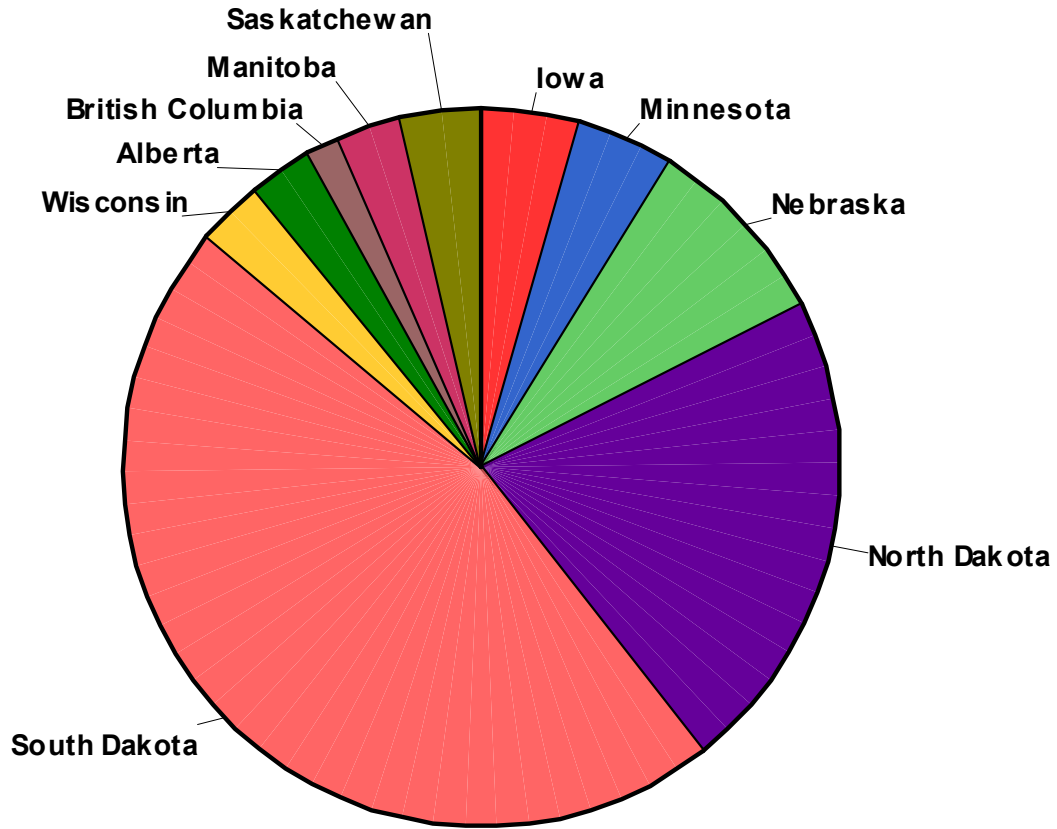
(n = 138)

<b>College/University</b>	<b>n</b>	<b>%</b>
Black Hills State University	1	0.7
Dickinson State University	48	34.8
Ellsworth Community College	1	0.7
Iowa State University	2	1.4
Mitchell Technical Institute	15	10.9
North Dakota State University	14	10.1
Northeast Community College	8	5.8
Sitanka/Huron University	5	3.6
South Dakota State University	36	26.1
University of Nebraska	6	4.3
University of Wisconsin – Platteville	1	0.7
Western Dakota Technical Institute	1	0.7

# Figure 1

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

(n = 137)



## Table 2

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

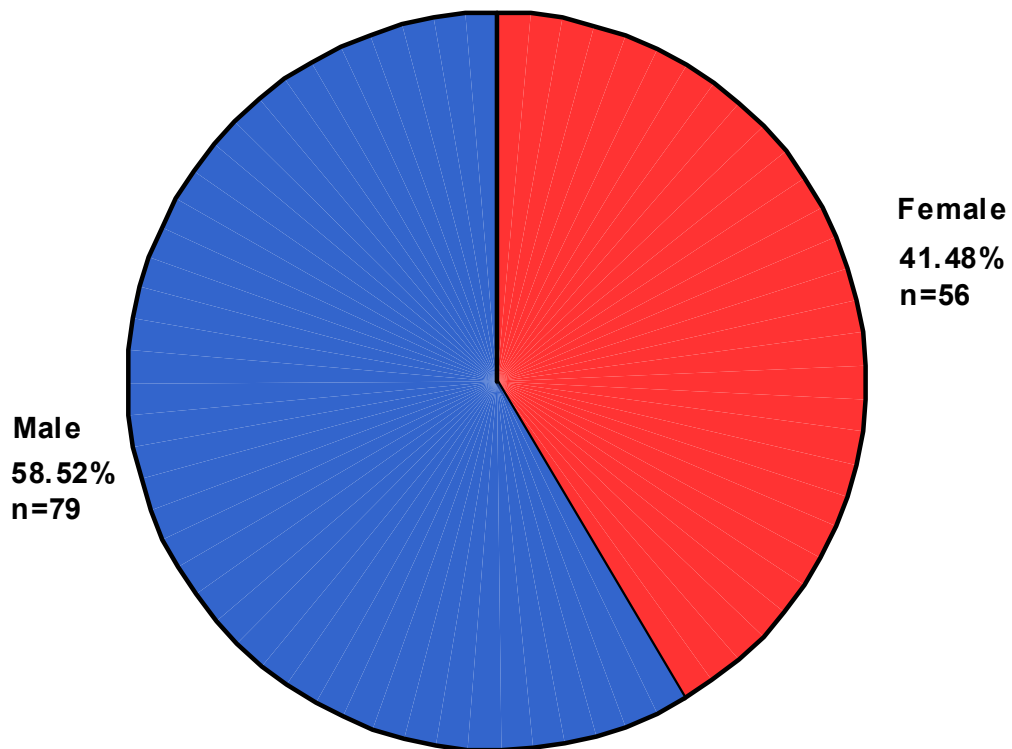
(n = 137)

State/Province	n	%
<b>State</b>		
Iowa	6	4.4
Minnesota	6	4.4
Nebraska	12	8.8
North Dakota	30	21.9
South Dakota	64	46.7
Wisconsin	4	2.9
<b>Canadian Province</b>		
Alberta	4	2.9
British Columbia	2	1.5
Manitoba	4	2.9
Saskatchewan	5	3.6

## Figure 2

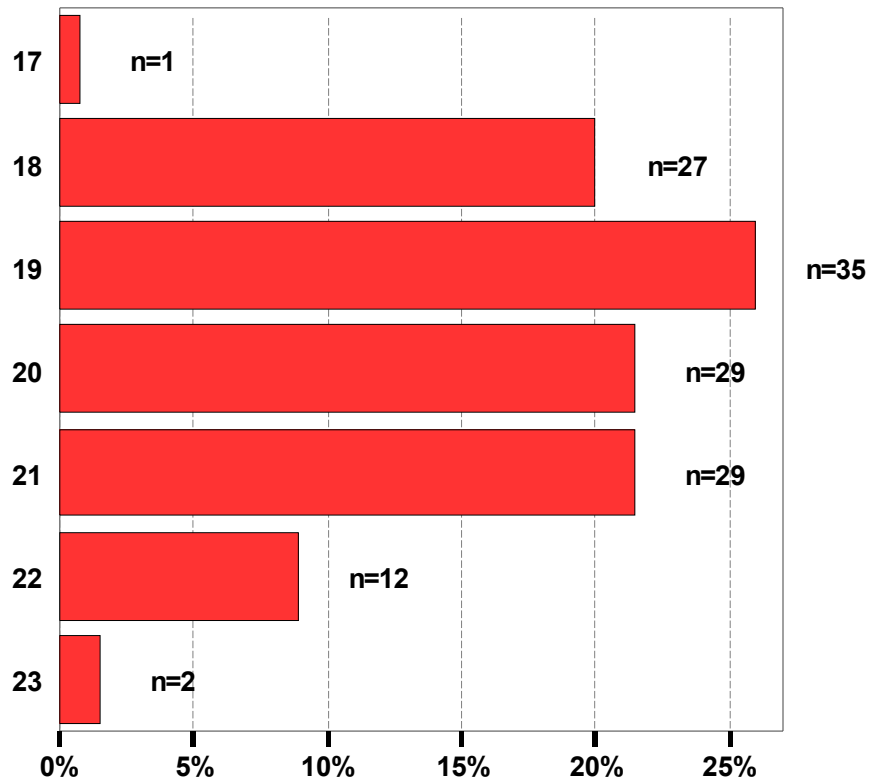
### Gender

(n = 135)



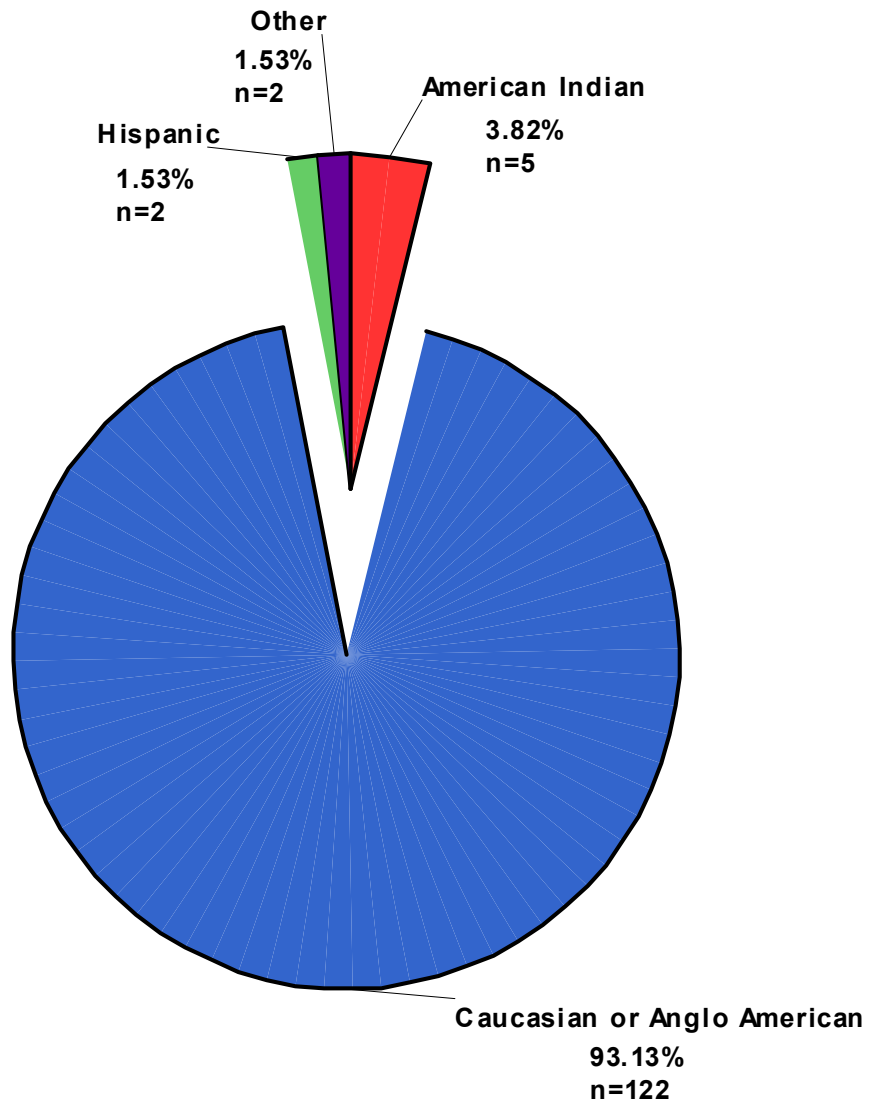
### Figure 3

## Age (n = 135)



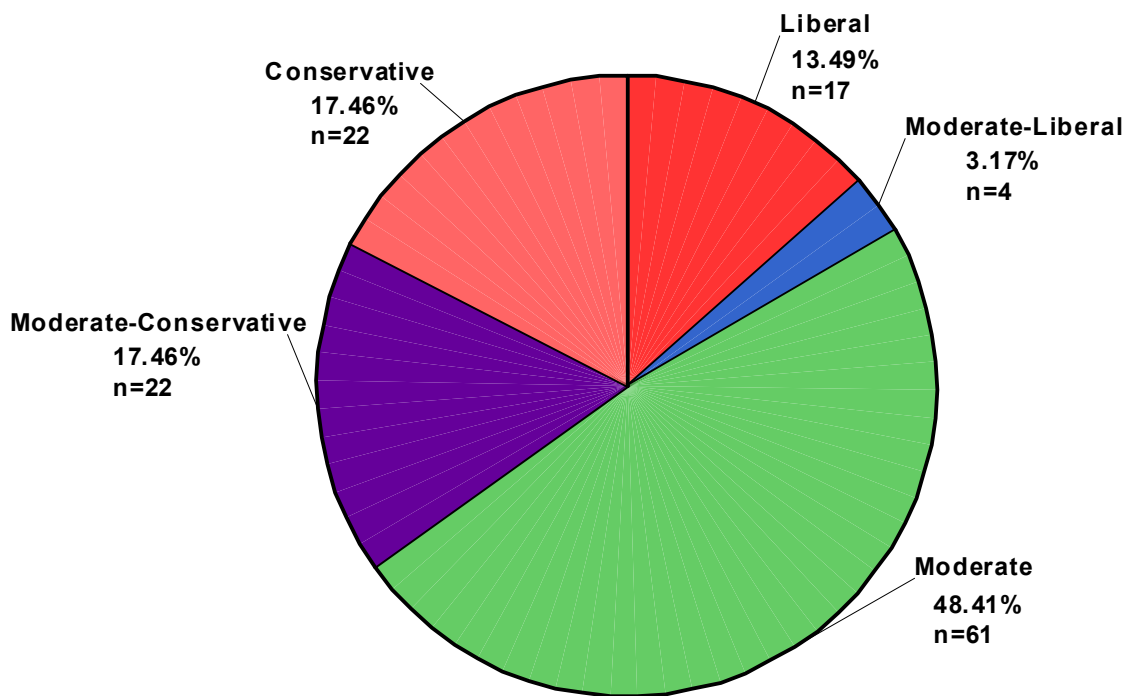
Mean	19.76
Standard deviation	1.34

**Figure 4**  
**Ethnicity**  
(n = 131)



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

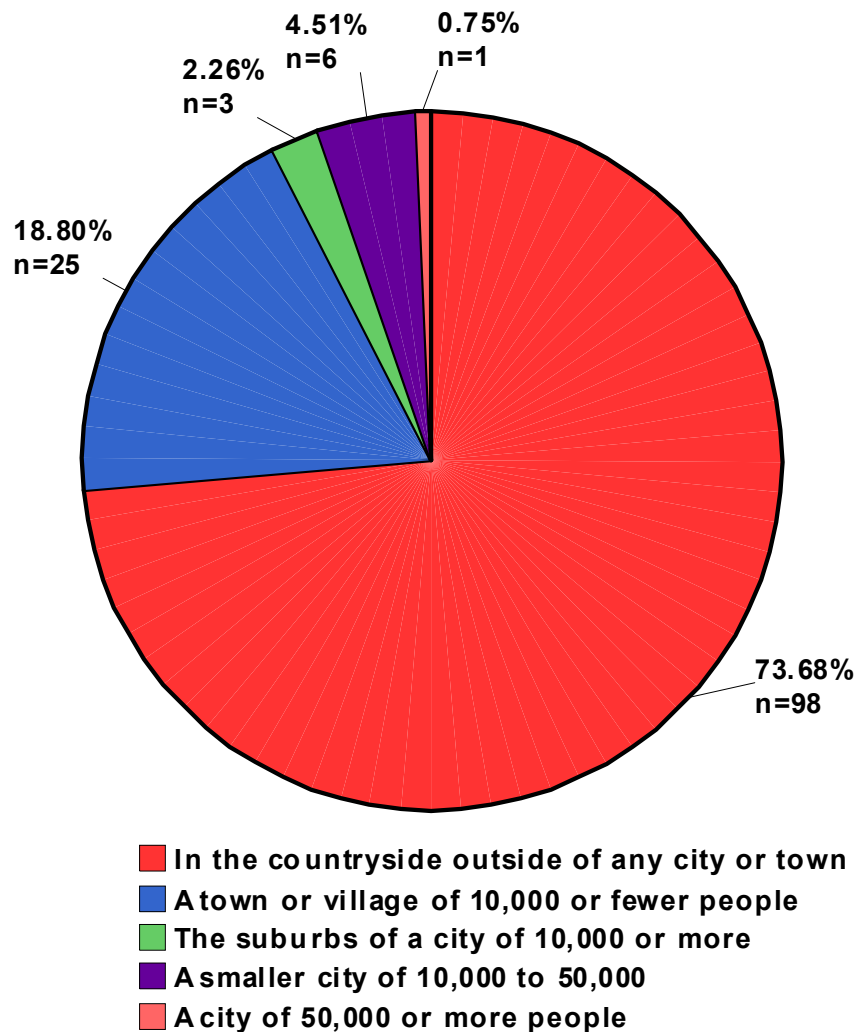
**Figure 5**  
**Political ideology**  
(n = 126)



**Figure 6**

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

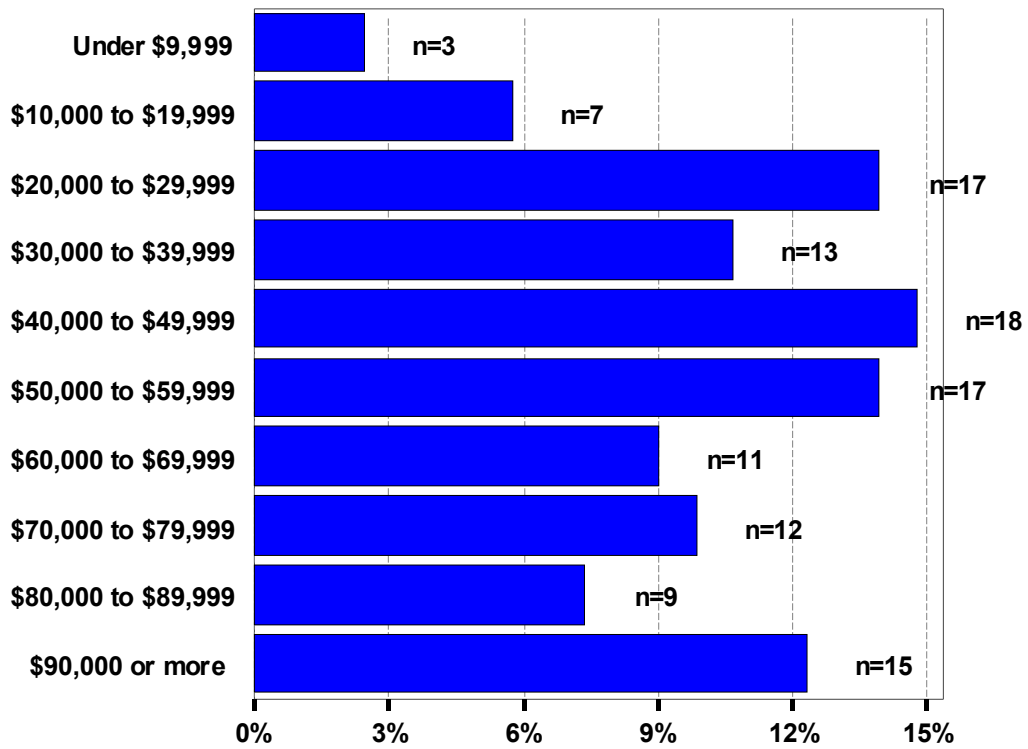
(n = 133)



## Figure 7

# Family's 2002 total household income

(n = 122)



## Figure 8

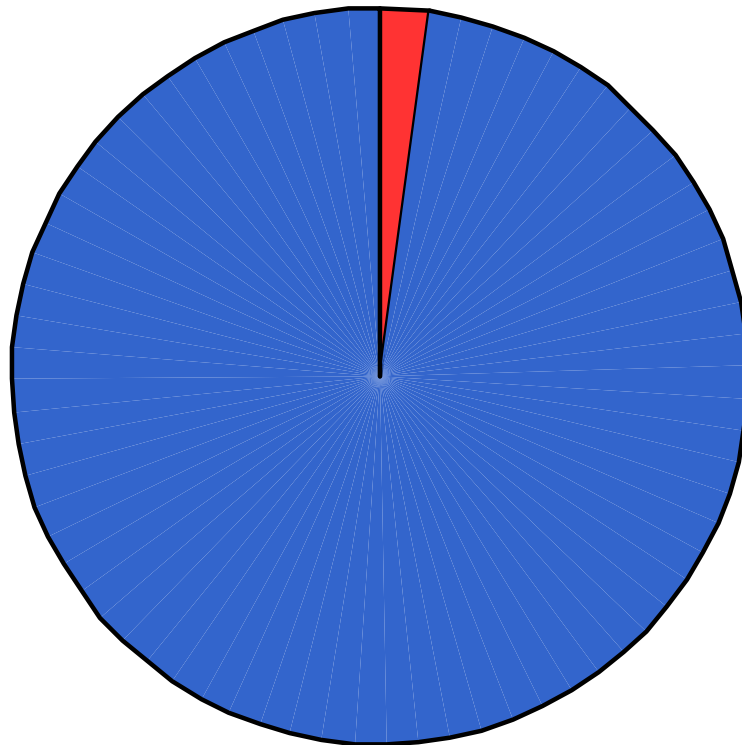
### Current student status

(n = 137)

**Graduate student**

**2.19%**

**n=3**



**Undergraduate student**

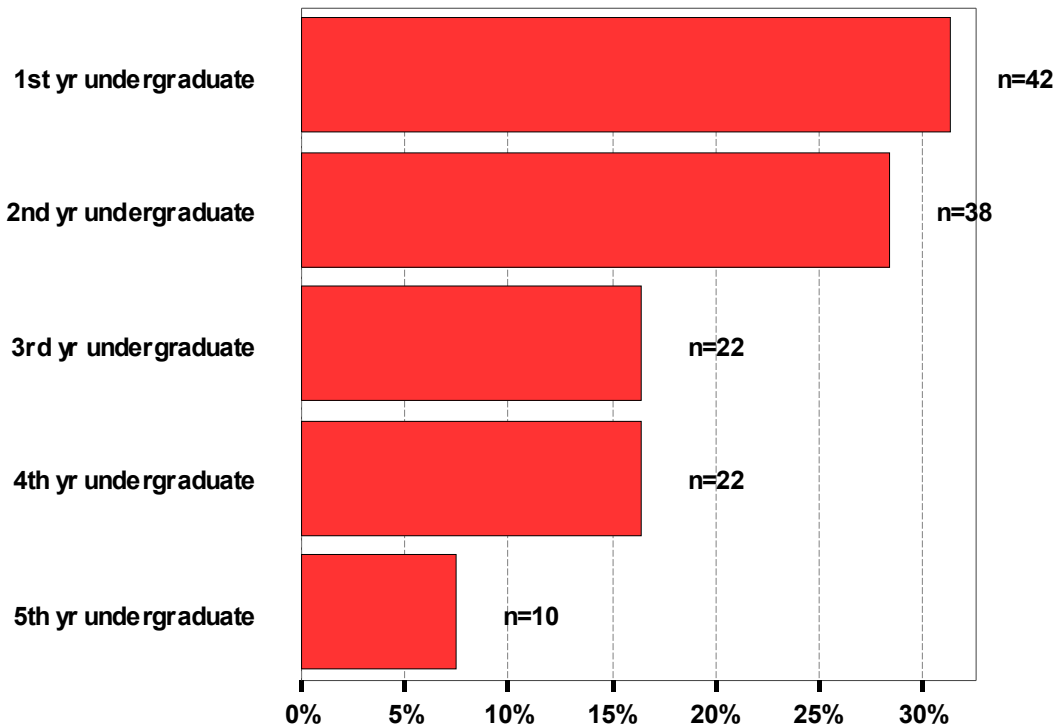
**97.81%**

**n=134**

## Figure 9

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

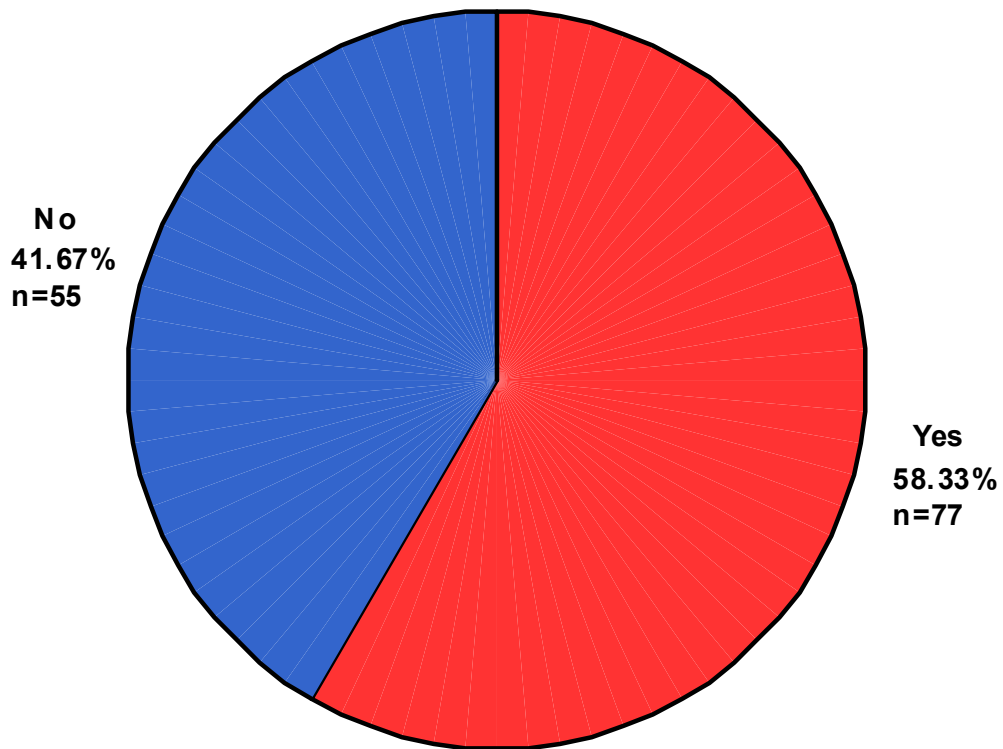
(n = 134)



## Figure 10

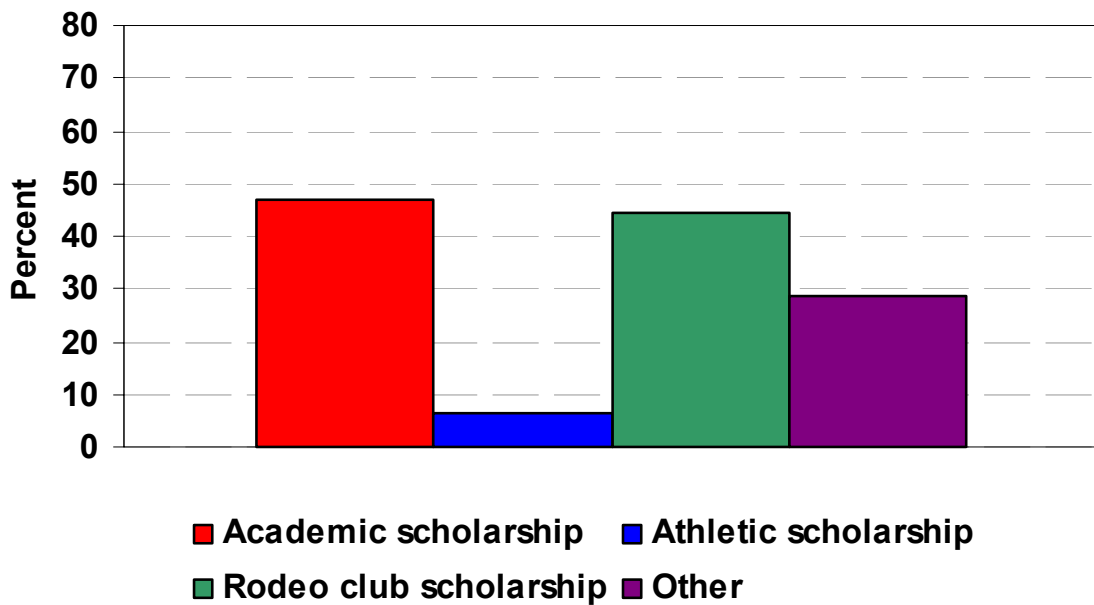
### Receiving scholarships or monetary awards

(n = 132)



**Figure 11**

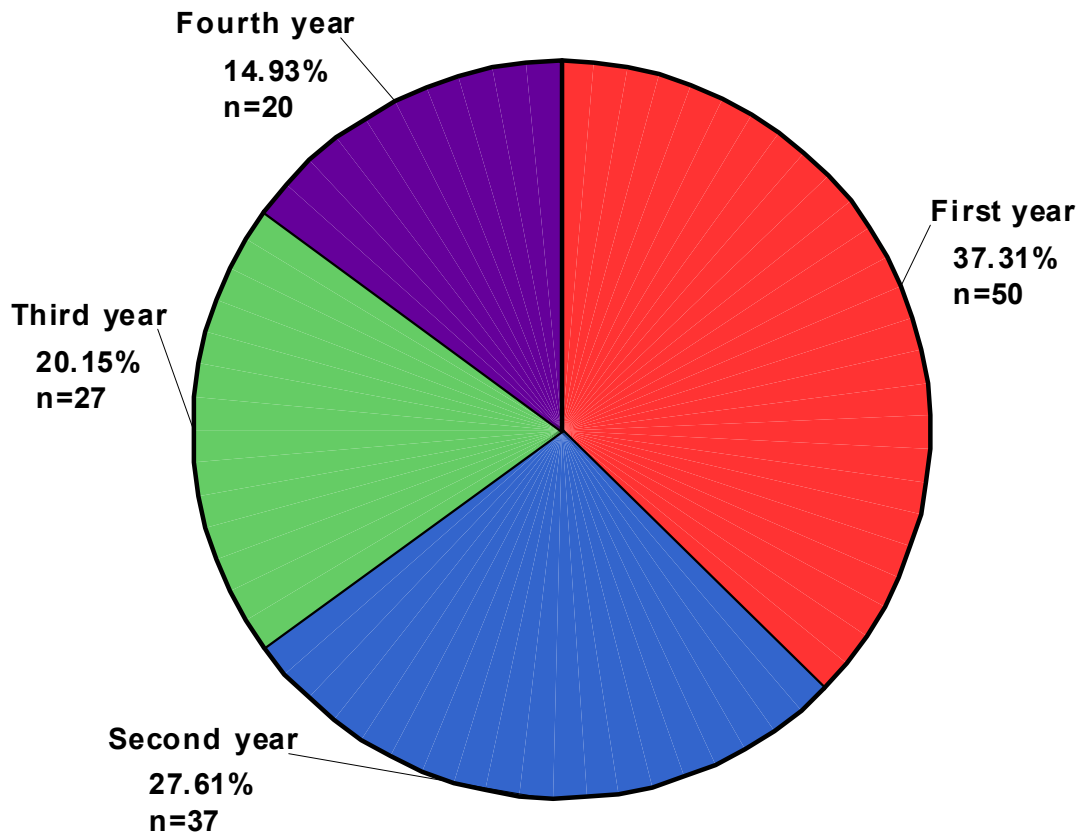
**Types of scholarships or monetary awards**



\* 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 = 36); athletic scholarship (n = 5); rodeo club scholarship (n = 34); other scholarships (n = 22).

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

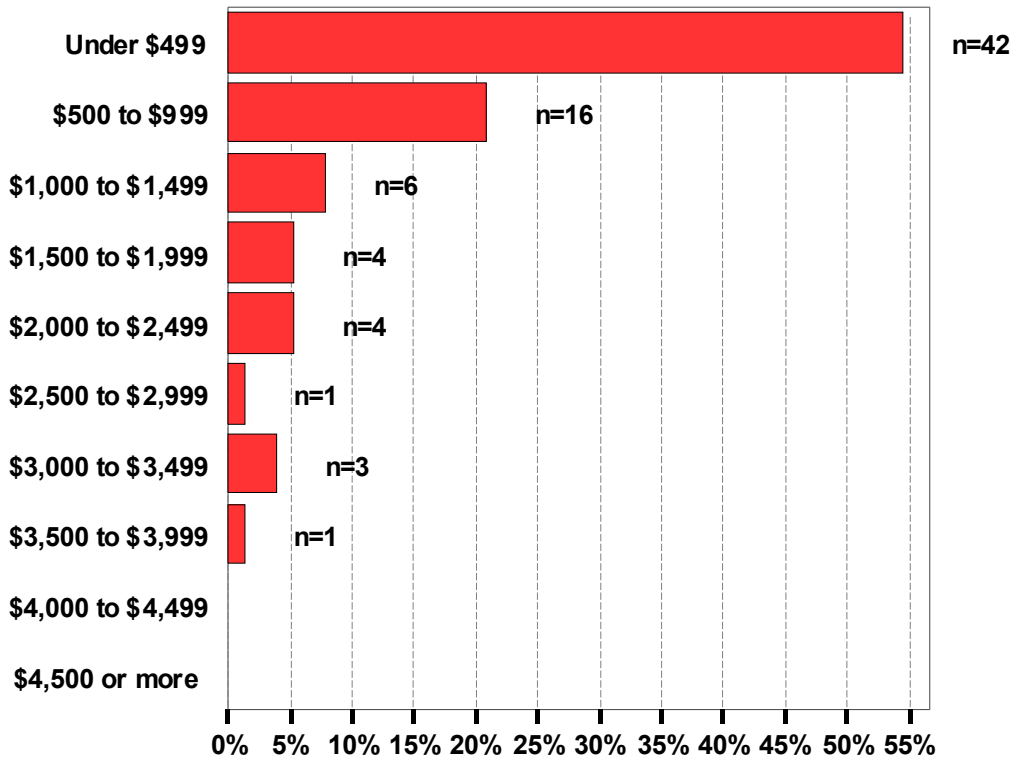
**Figure 12**  
**Year of NIRA eligibility in**  
**2003 - 2004**  
(n = 134)



### Figure 13

## Money won at NIRA rodeos during 2002 – 2003 season

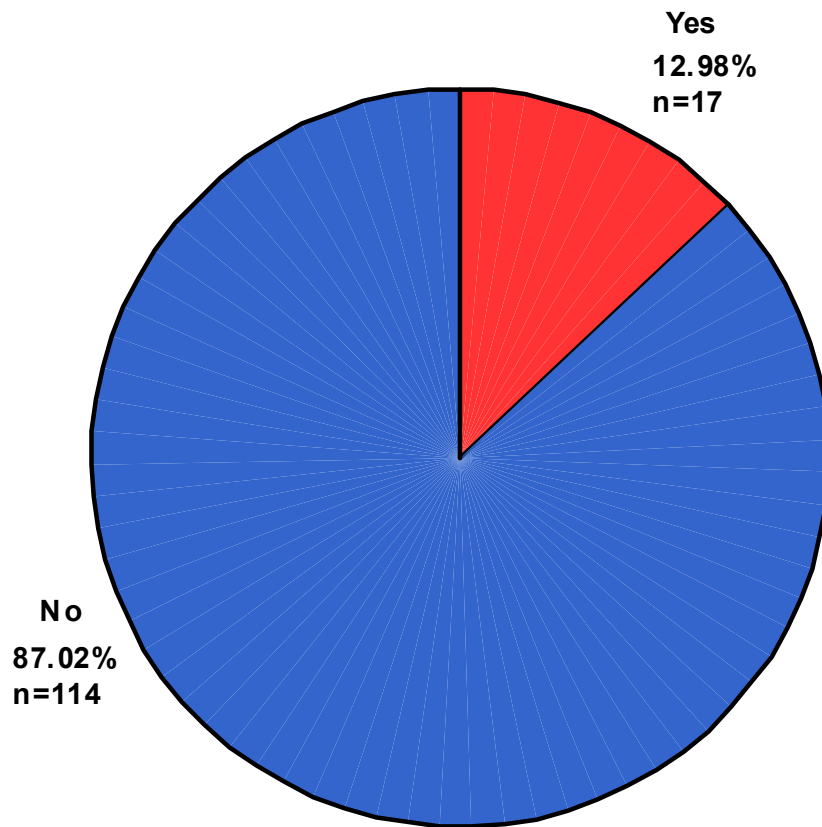
(n = 77)



## Figure 14

### Competes in professional rodeo or professional bull riding

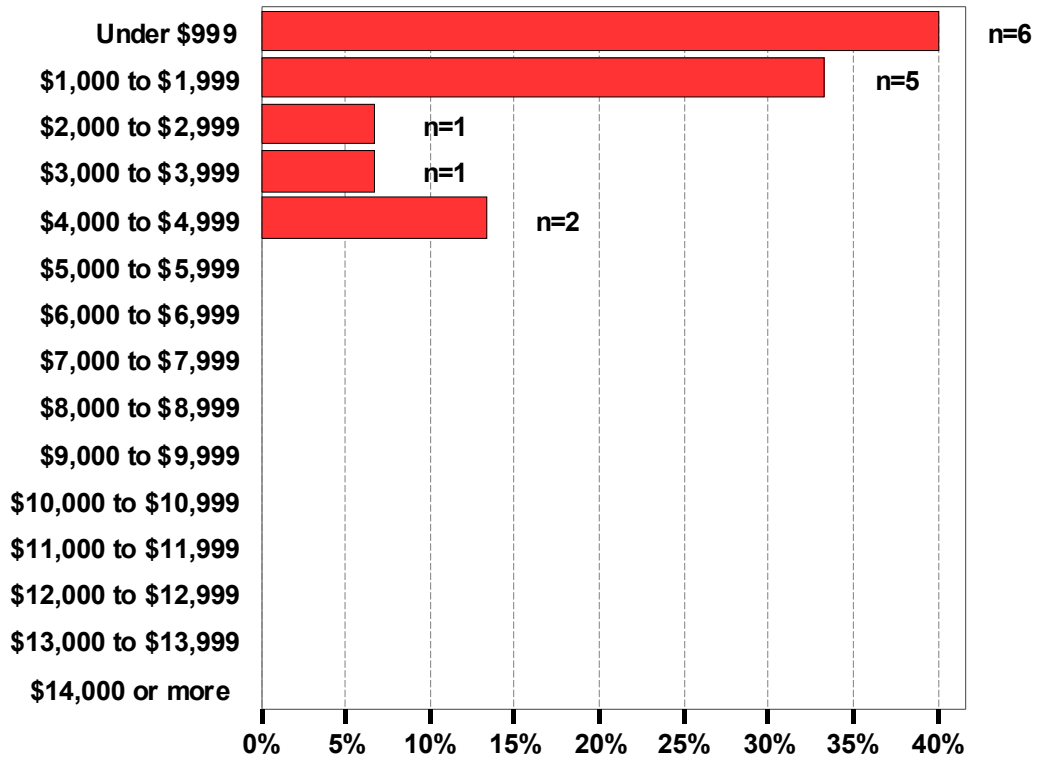
(n = 131)



## Figure 15

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

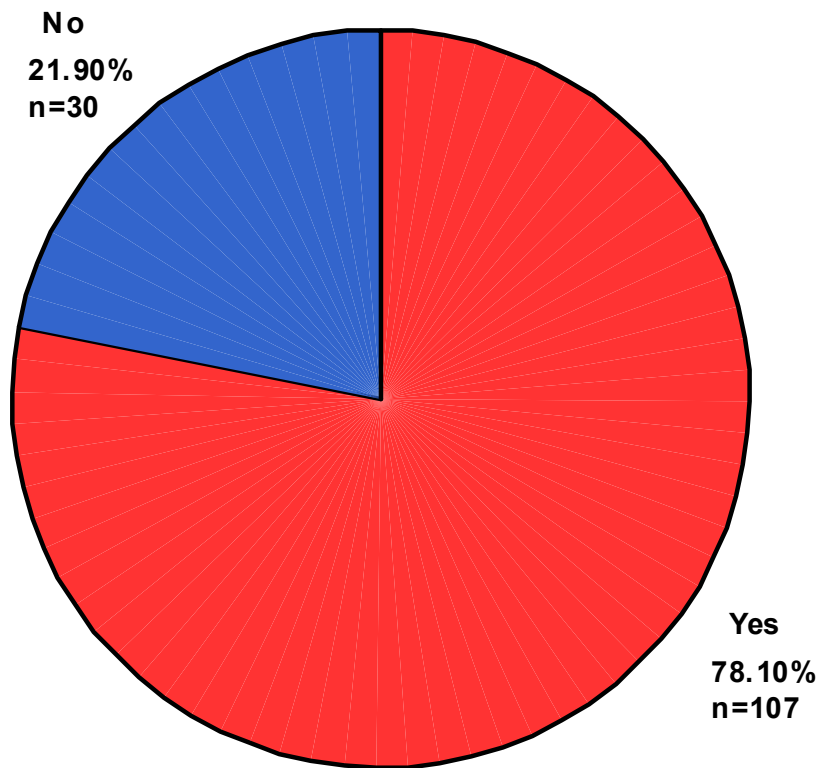
(n = 15)



## Figure 16

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

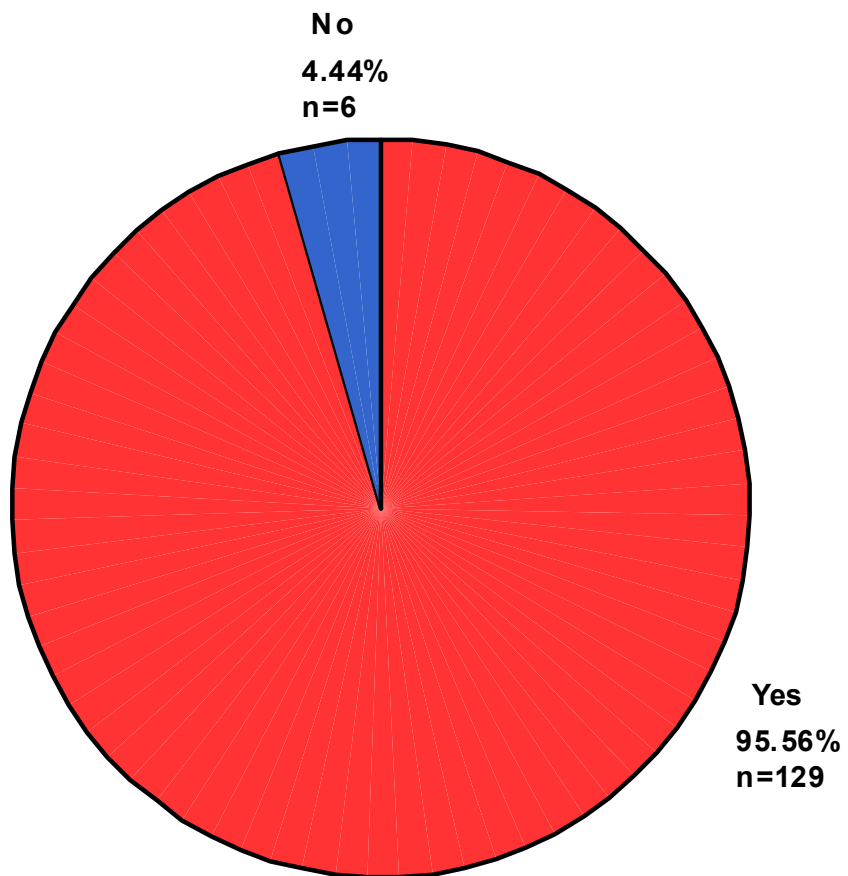
(n = 137)



## Figure 17

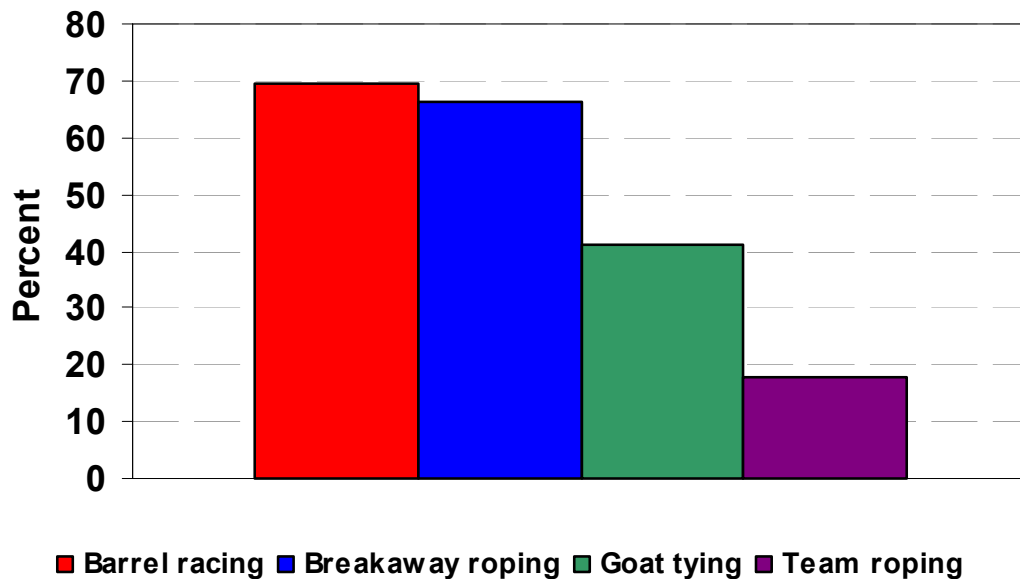
### Planning to rodeo after graduation

(n = 135)



**Figure 18**

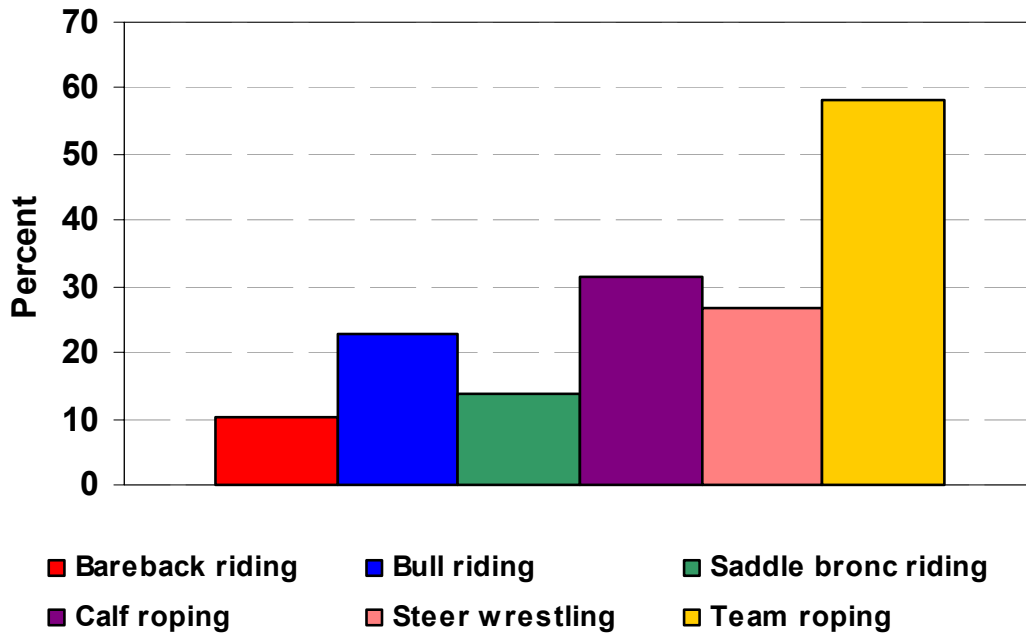
Events planning to regularly enter during the 2003 – 2004 college rodeo season (Females)



\* 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 = 39); breakaway roping (n = 37); goat tying (n = 23); team roping (n = 10).

**Figure 19**

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

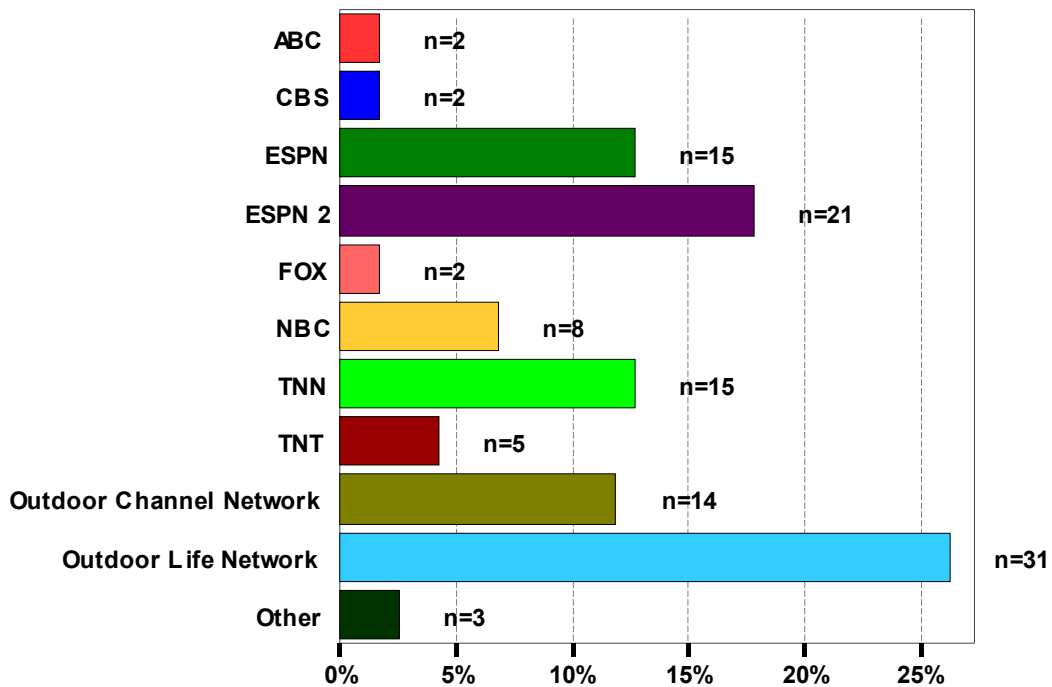


\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they plan to regularly enter each event is as follows: bareback riding (n = 8); bull riding (n = 18); saddle bronc riding (n = 11); calf roping (n = 25); steer wrestling (n = 21); team roping (n = 46).

## Figure 20

# Network most often watch rodeo on television

(n = 118)

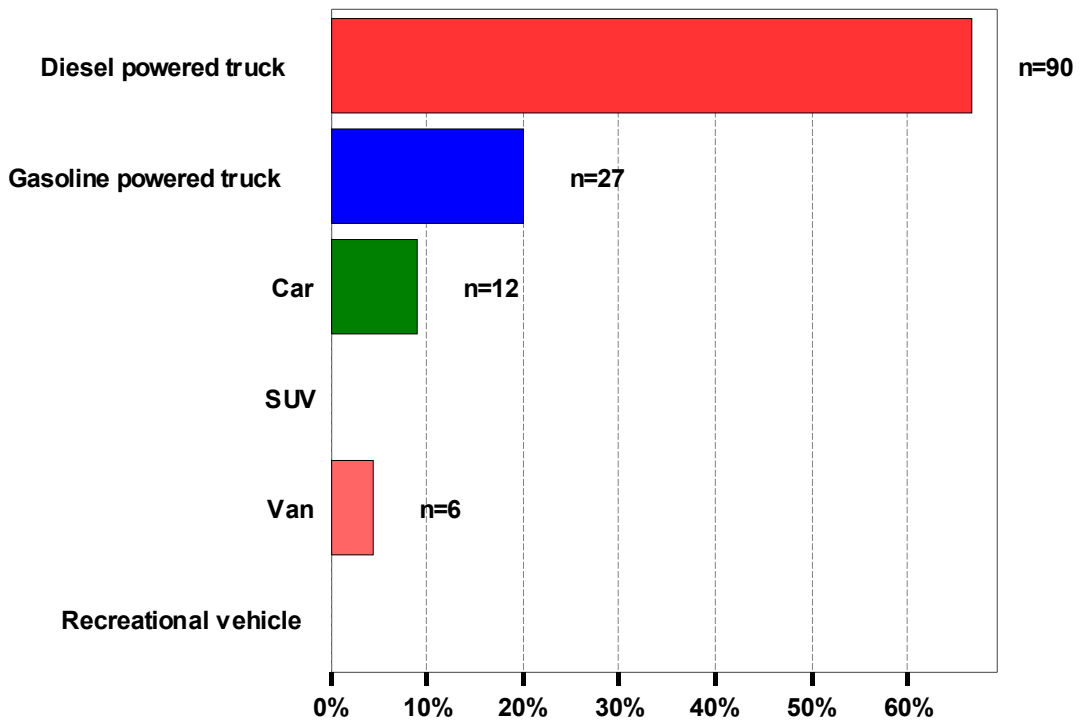


\* A complete list of "Other" responses is available upon request from the author.

**Figure 21**

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

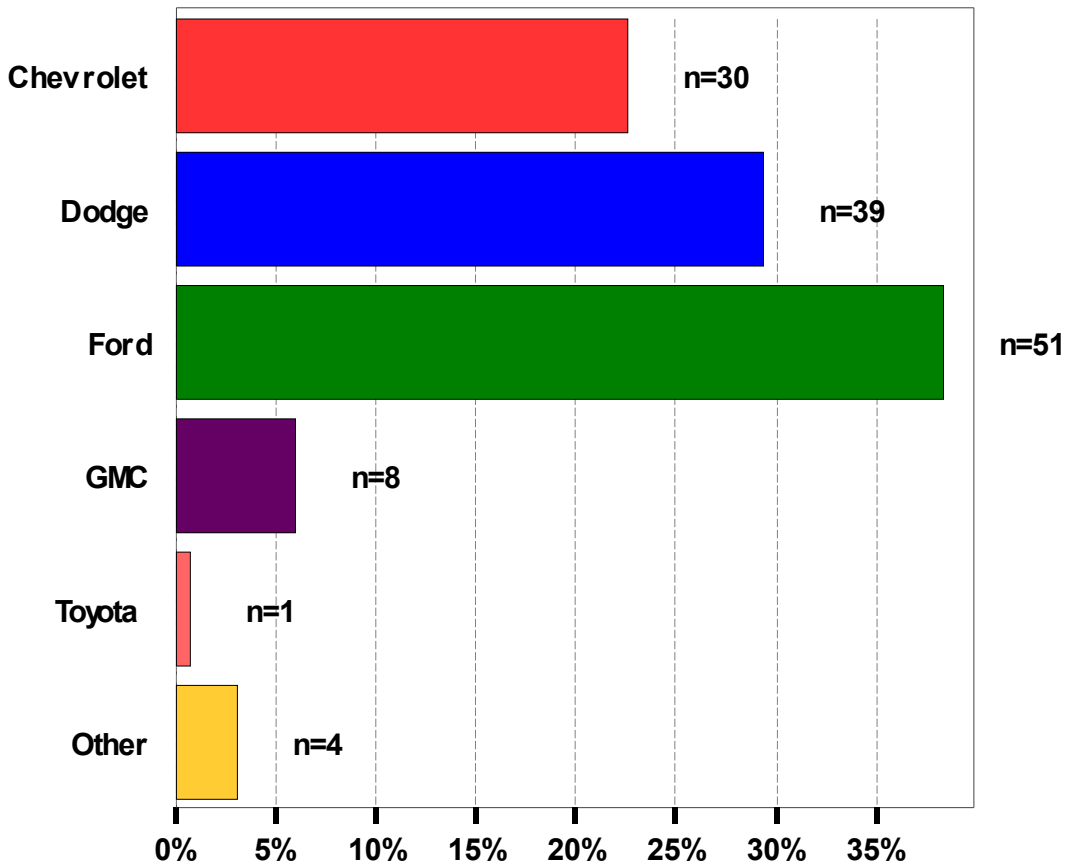
(n = 135)



**Figure 22**

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

(n = 133)

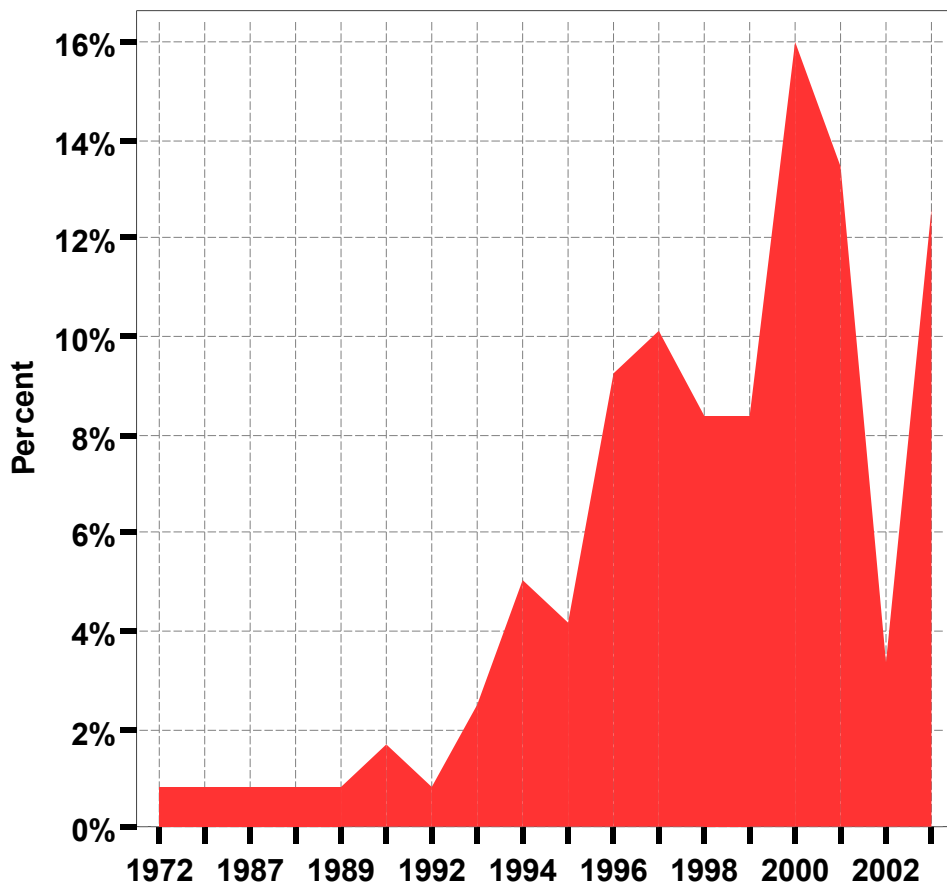


\* A complete list of "Other" responses is available upon request from the author.

**Figure 23**

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

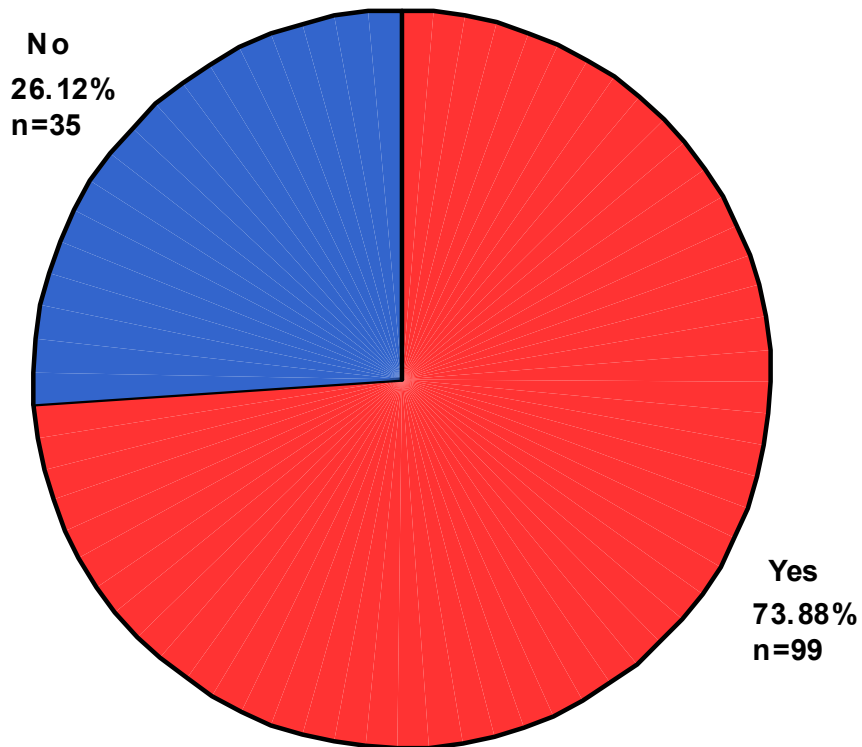
(n = 119)



## Figure 24

### Pulling a horse trailer to NIRA rodeos

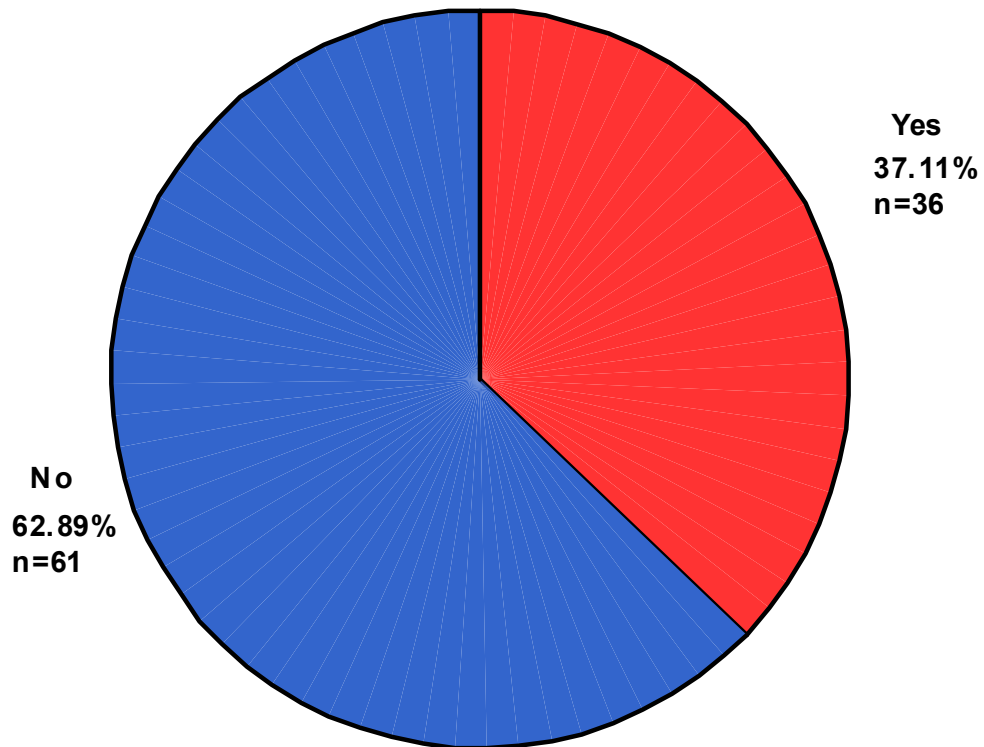
(n = 134)



## Figure 25

### Horse trailer has living quarters

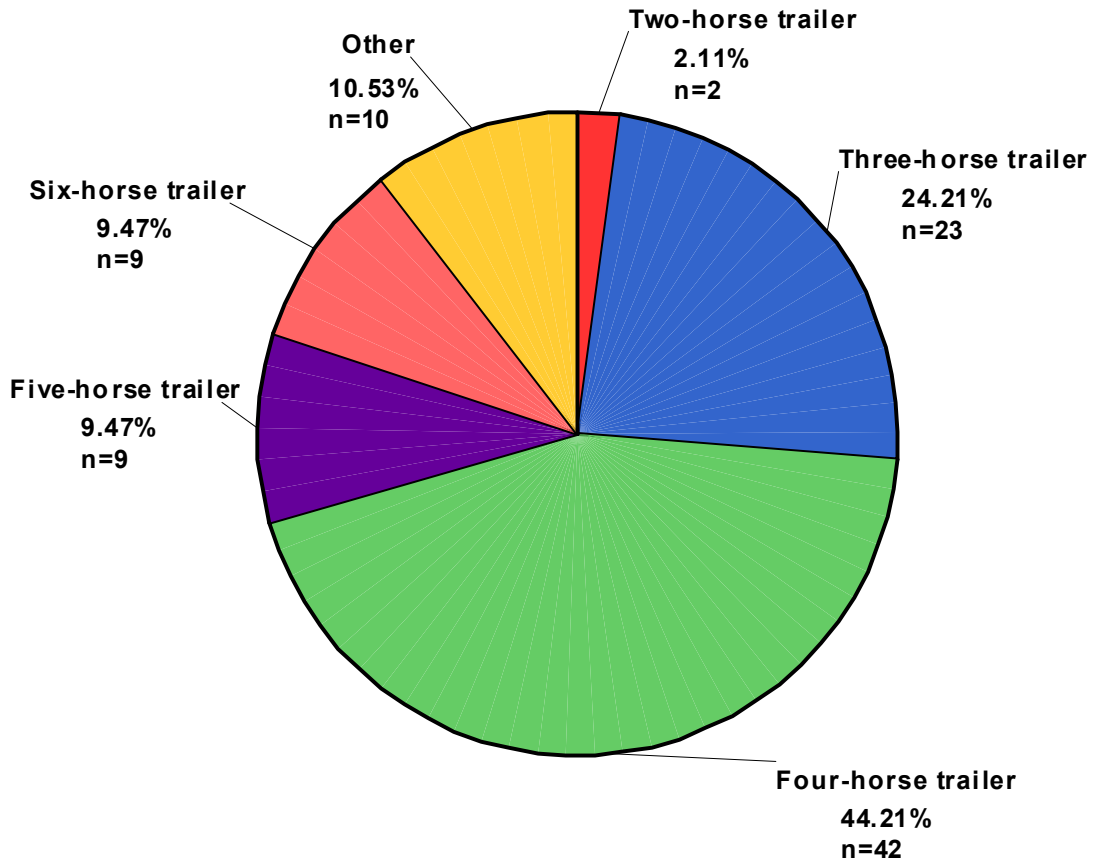
(n = 97)



**Figure 26**

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

(n = 95)

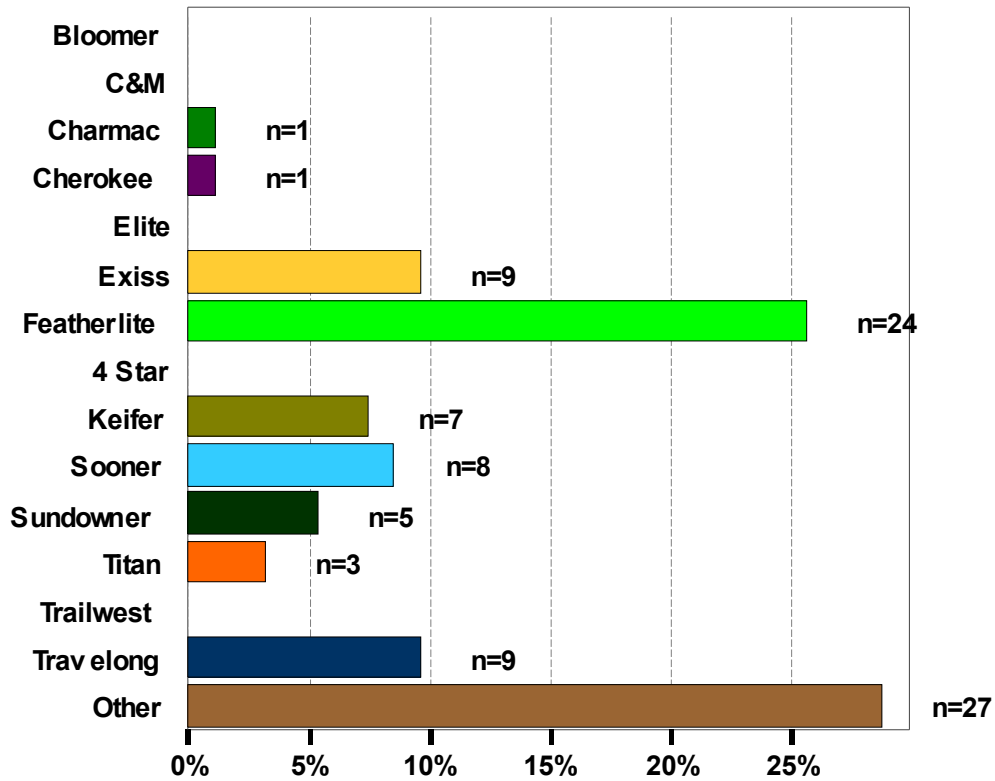


\* A complete list of "Other" responses is available upon request from the author.

## Figure 27

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

(n = 94)

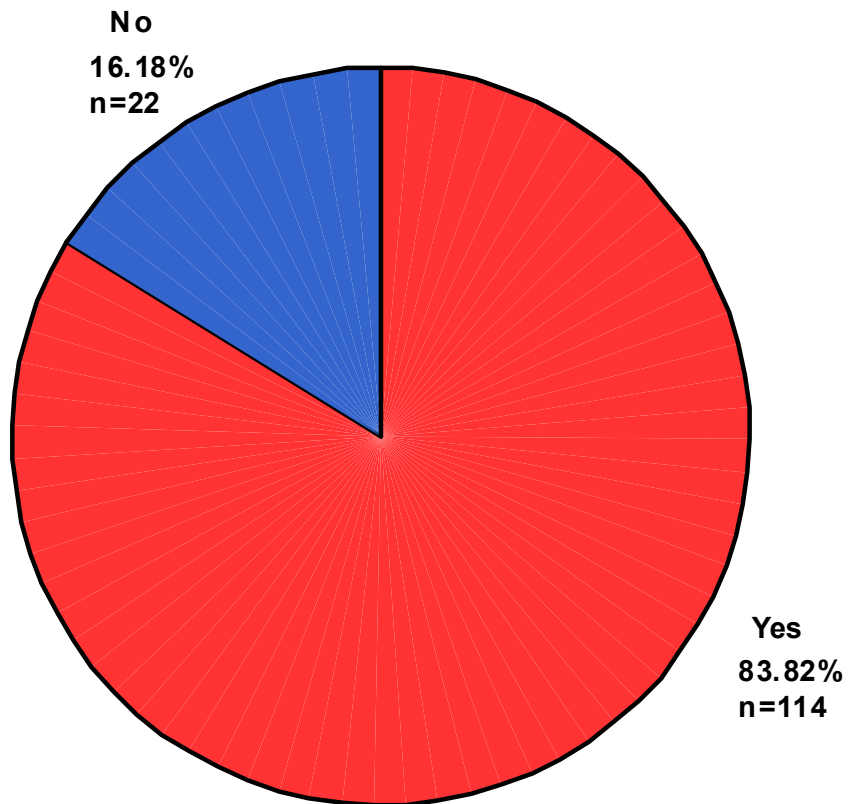


\* A complete list of "Other" responses is available upon request from the author.

## Figure 28

### Own and use a cellular telephone

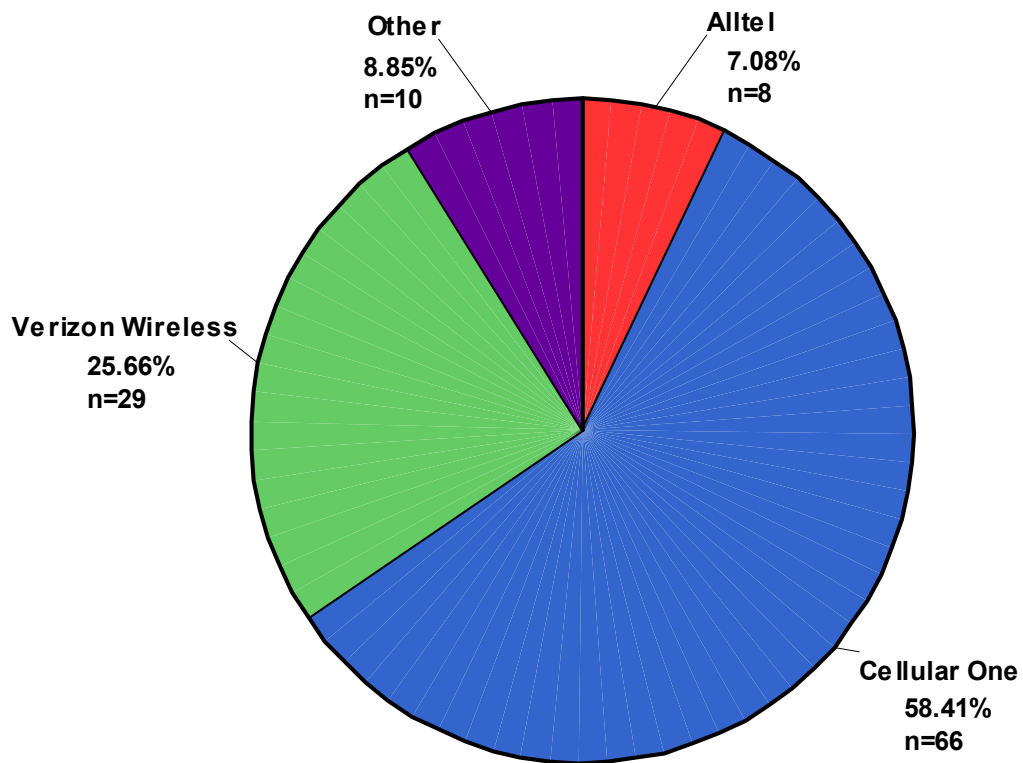
(n = 136)



## Figure 29

### Company that provides cellular telephone service

(n = 113)

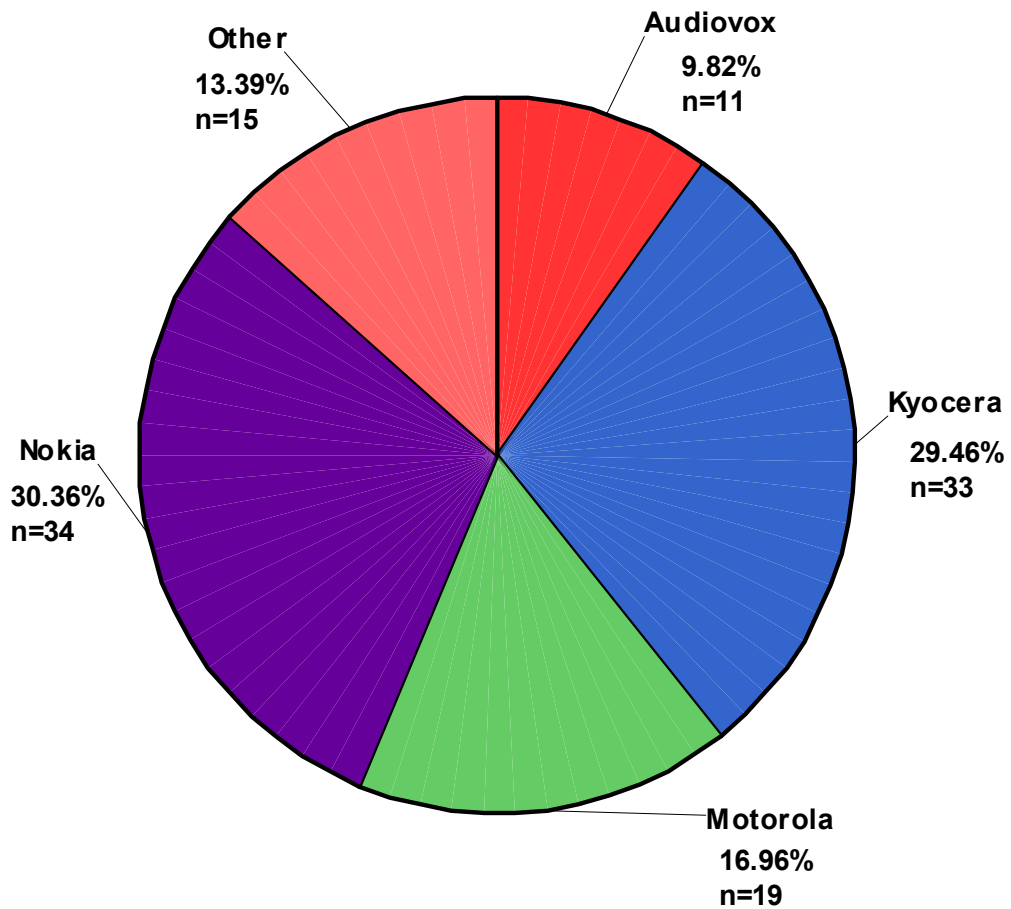


\* A complete list of "Other" responses is available upon request from the author.

**Figure 30**

**Brand name cellular telephone**

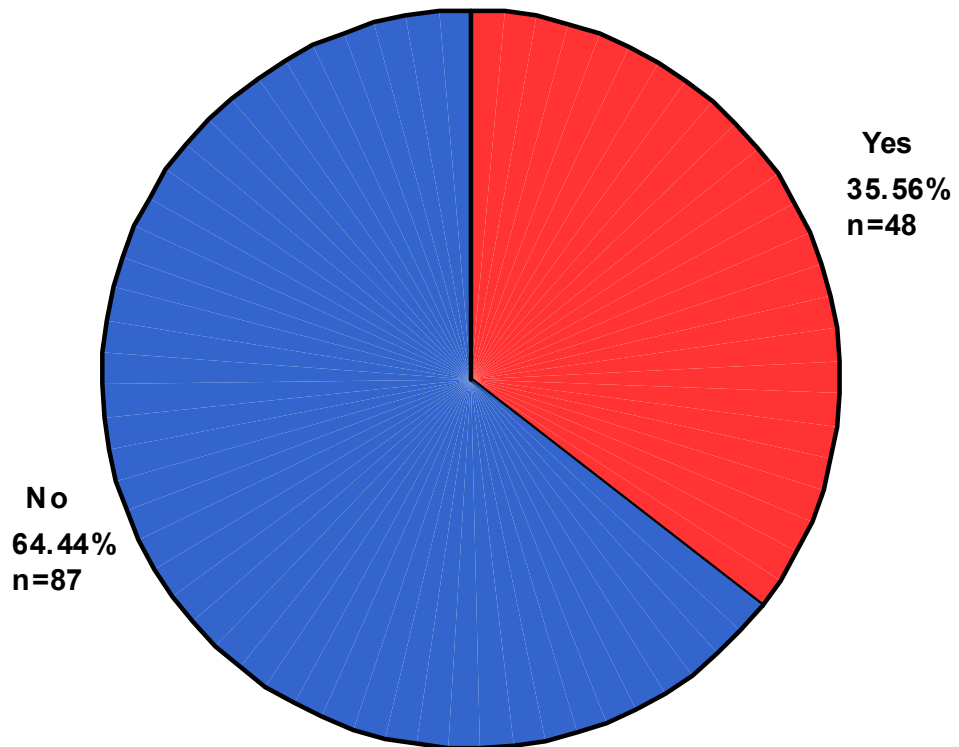
(n = 112)



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

### Figure 31

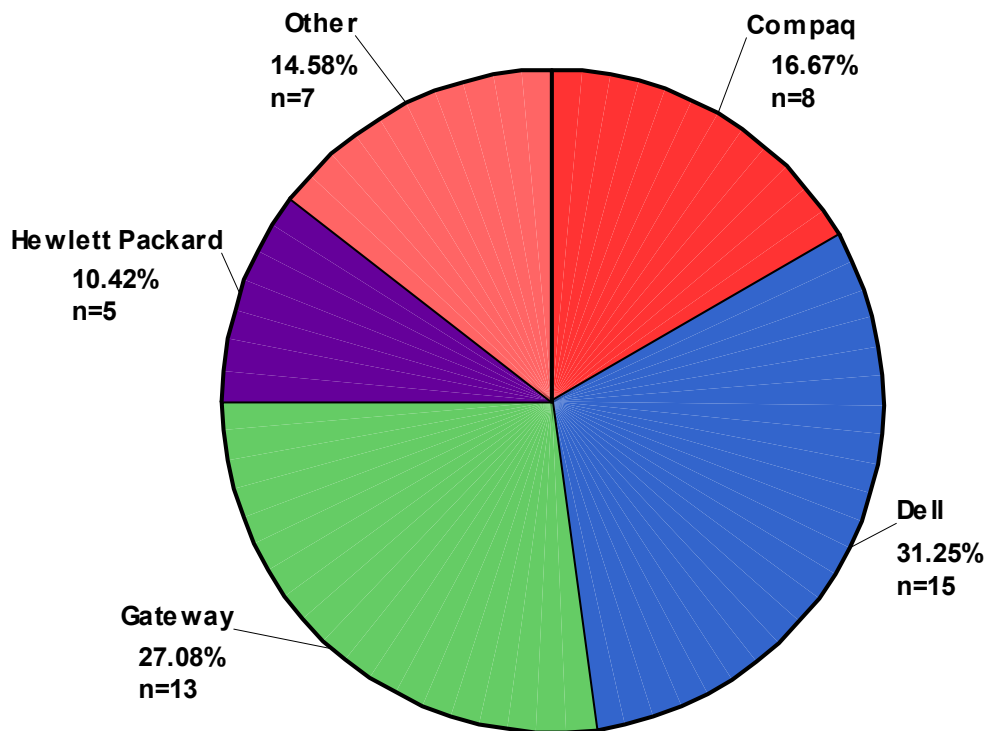
## Own a desktop computer (n = 135)



**Figure 32**

**Brand name desktop computer**

(n = 48)

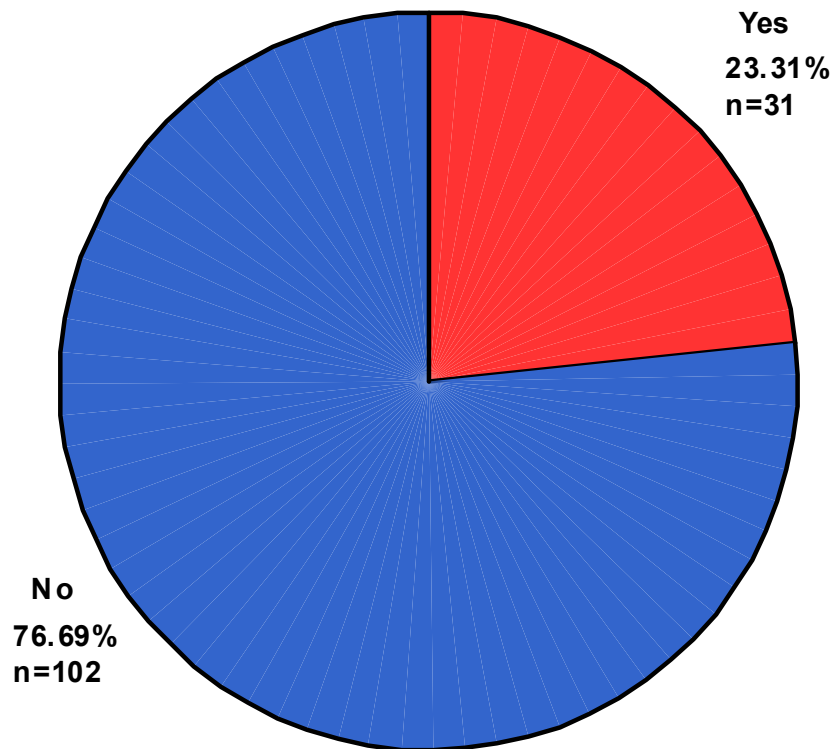


\* A complete list of "Other" responses is available upon request from the author.

**Figure 33**

**Own a laptop computer**

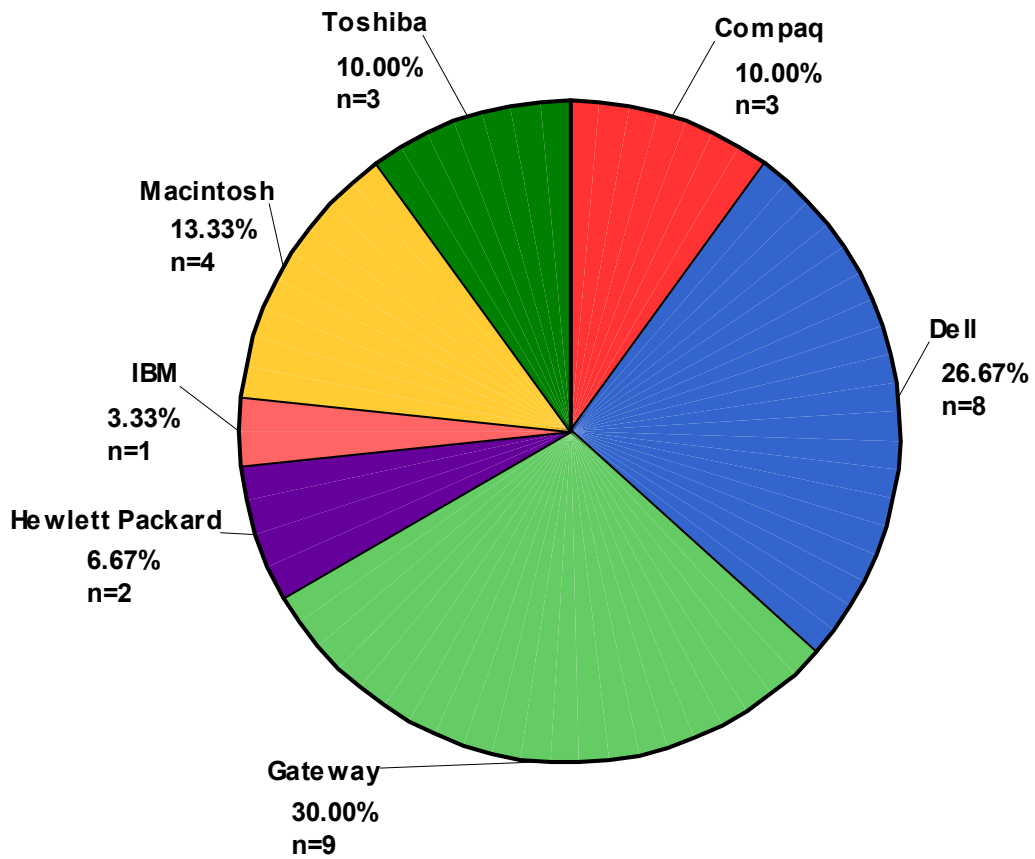
(n = 133)



### Figure 34

## Brand name laptop computer

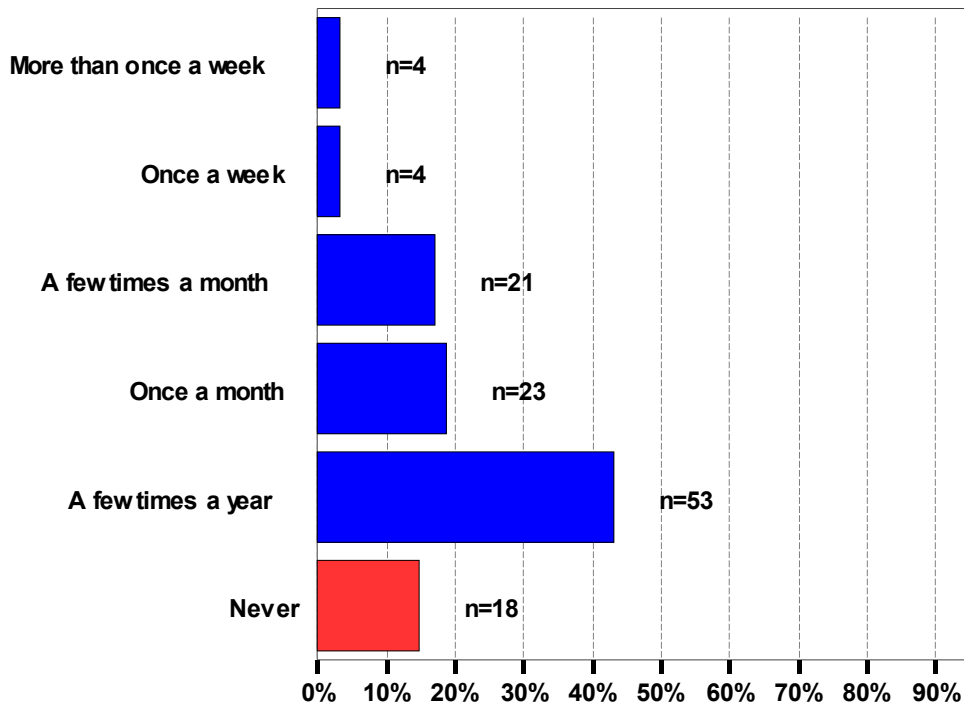
(n = 30)



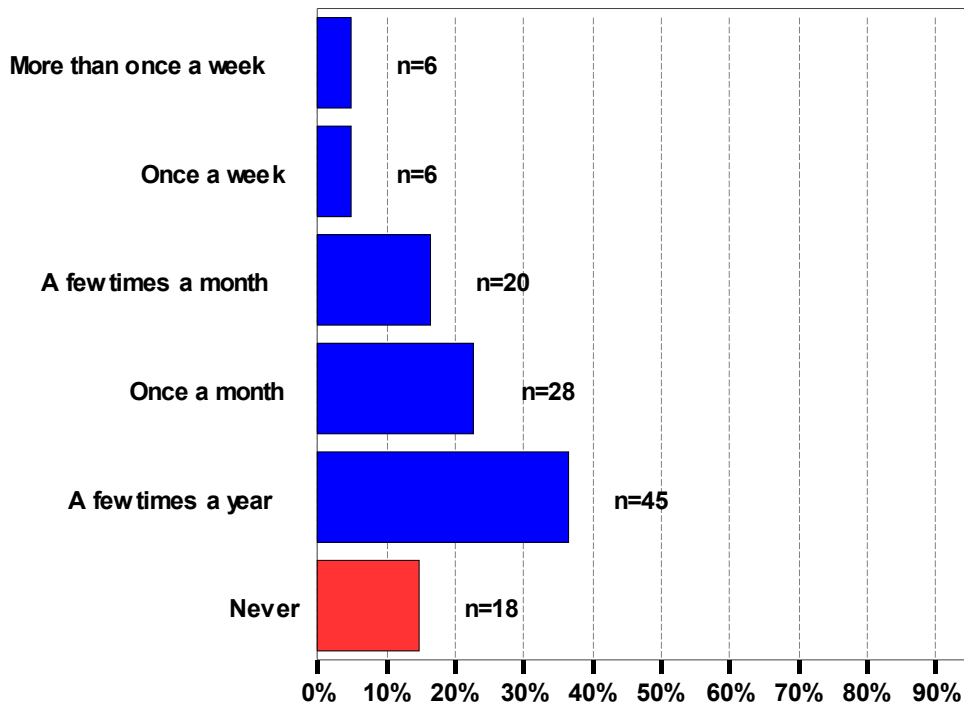
## Figure 35

# Eat at Arby's

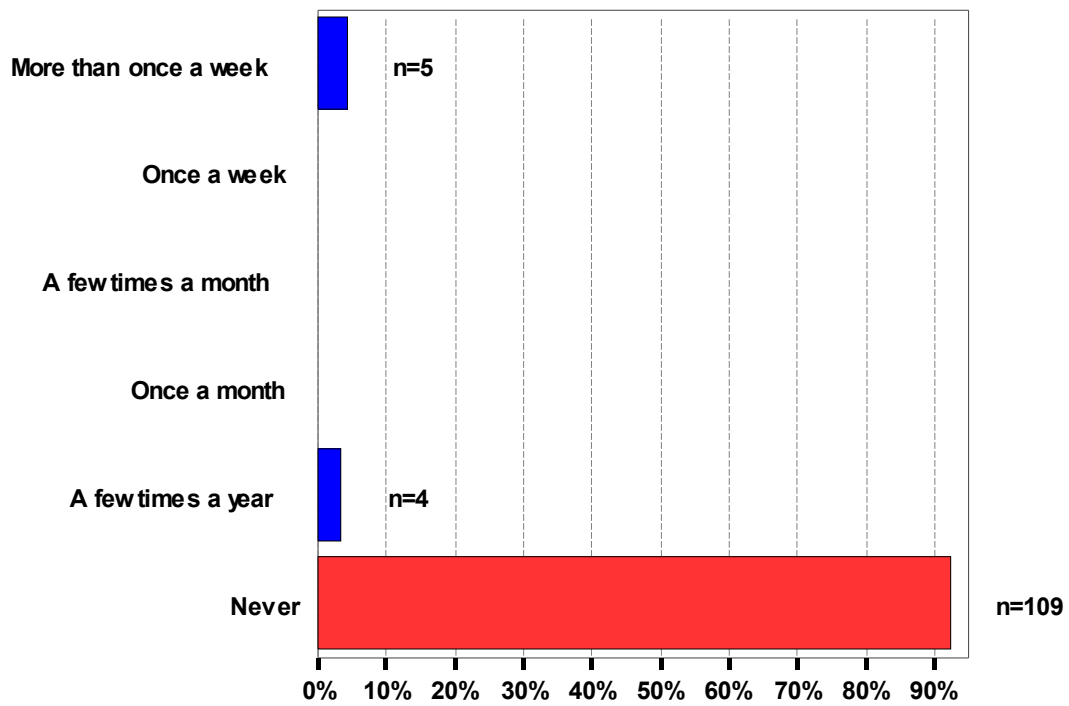
(n = 123)



**Figure 36**  
**Eat at Burger King**  
(n = 123)



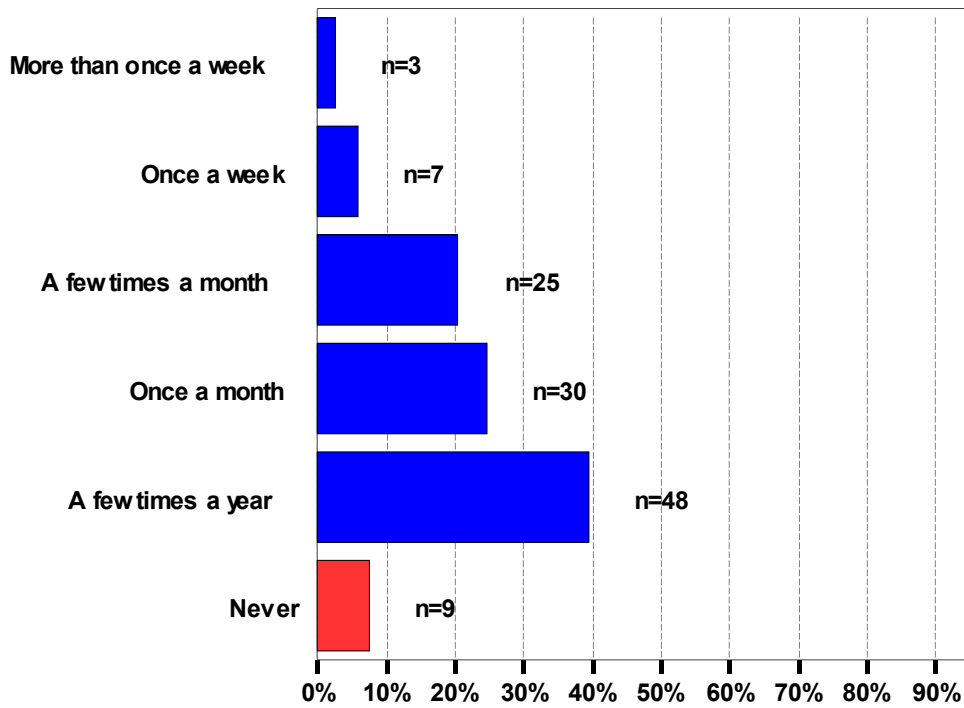
**Figure 37**  
**Eat at Chick-Fil-A**  
(n = 118)



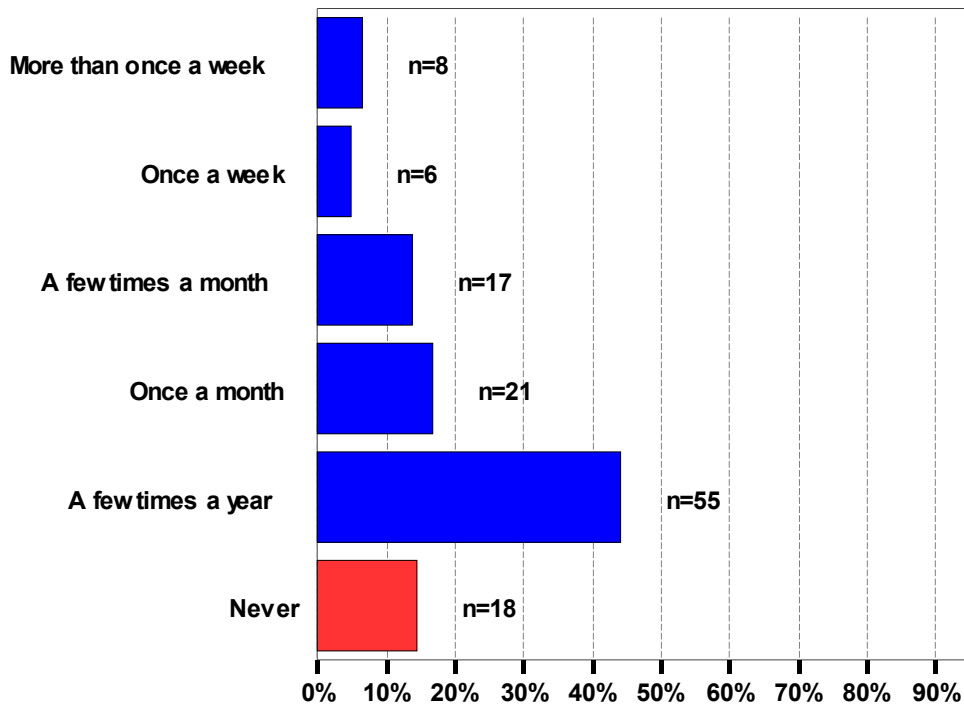
## Figure 38

# Eat at Dairy Queen

(n = 122)



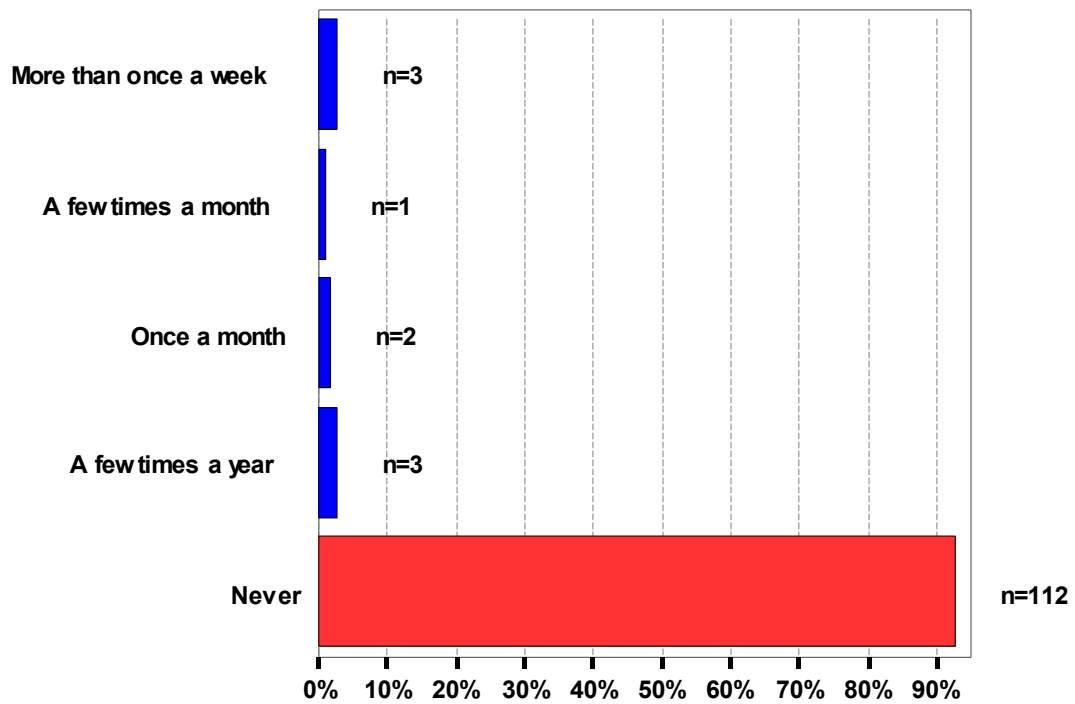
**Figure 39**  
**Eat at Hardee's**  
(n = 125)



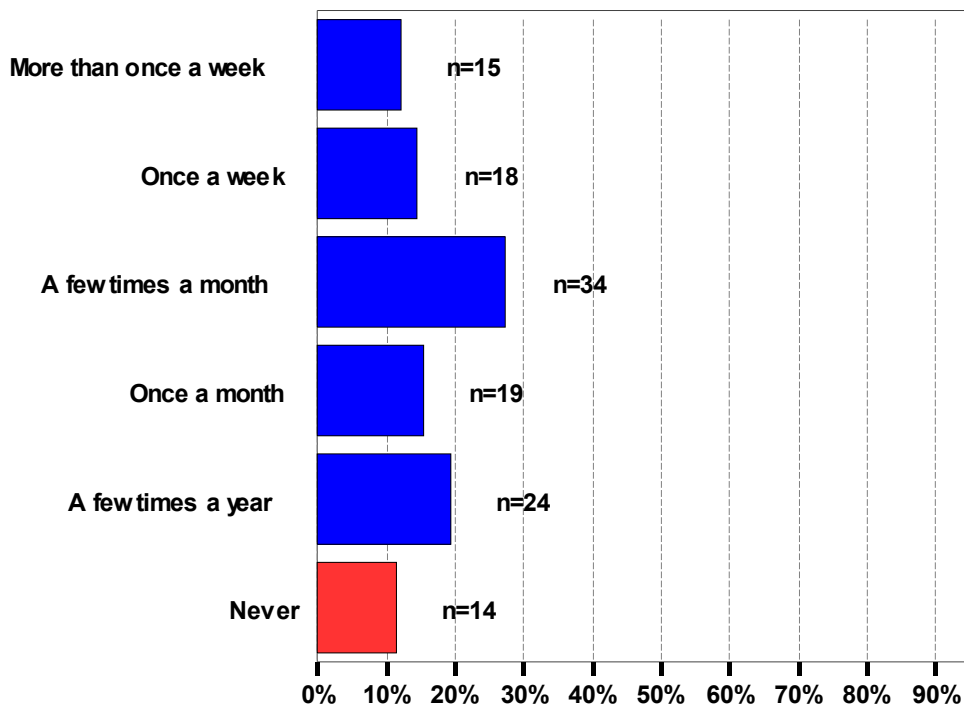
## Figure 40

### Eat at Jack in the Box

(n = 121)

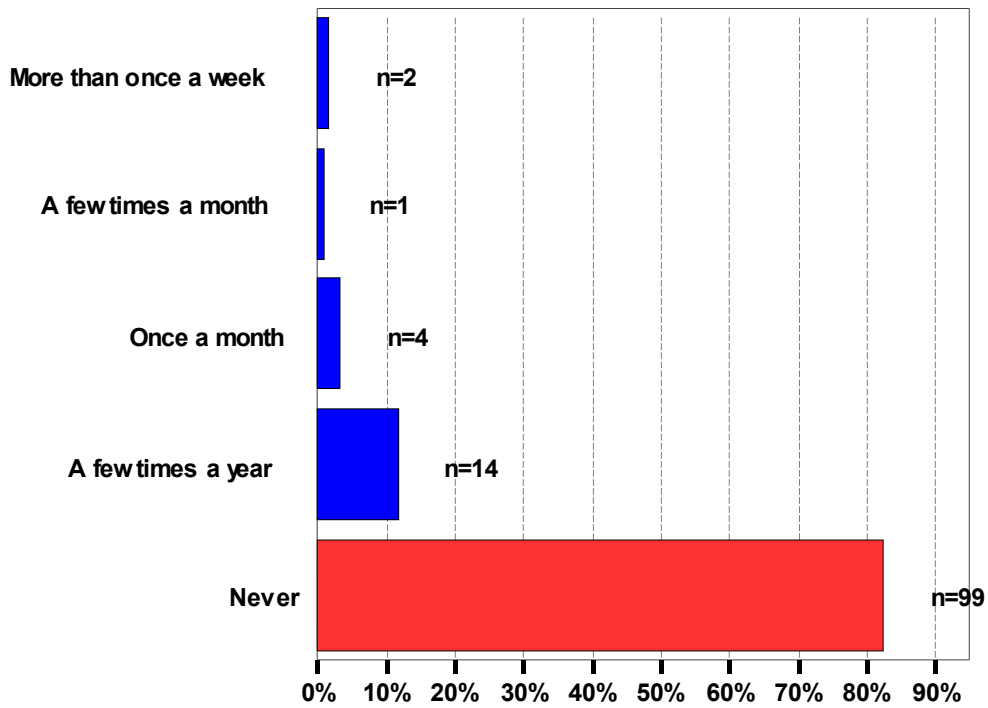


**Figure 41**  
**Eat at McDonalds**  
(n = 124)



## Figure 42

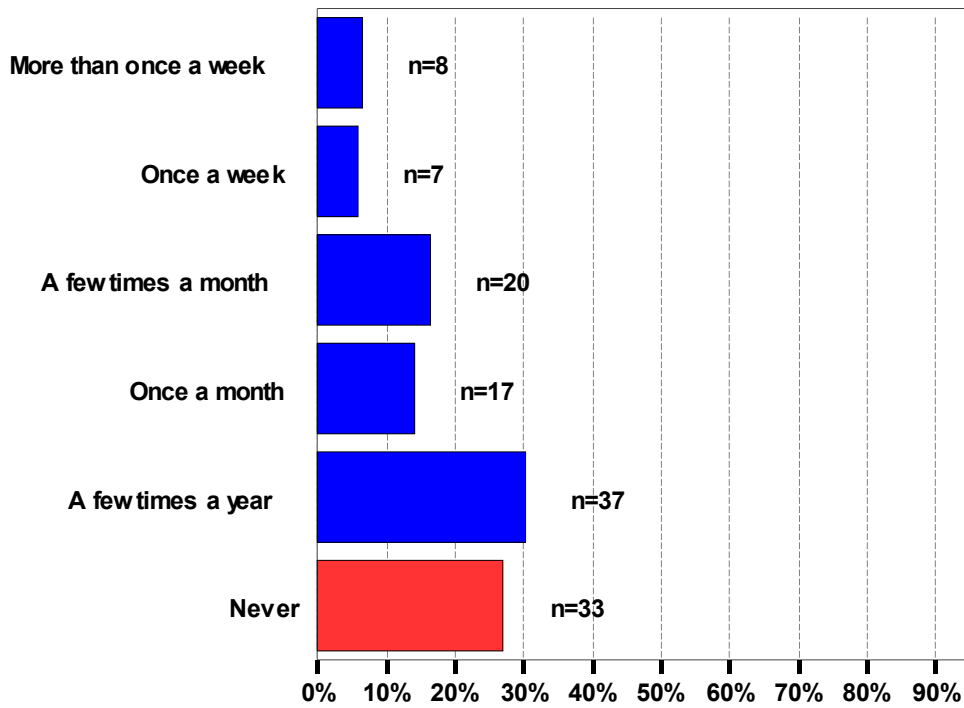
### Eat at Sonic Drive-In (n = 120)



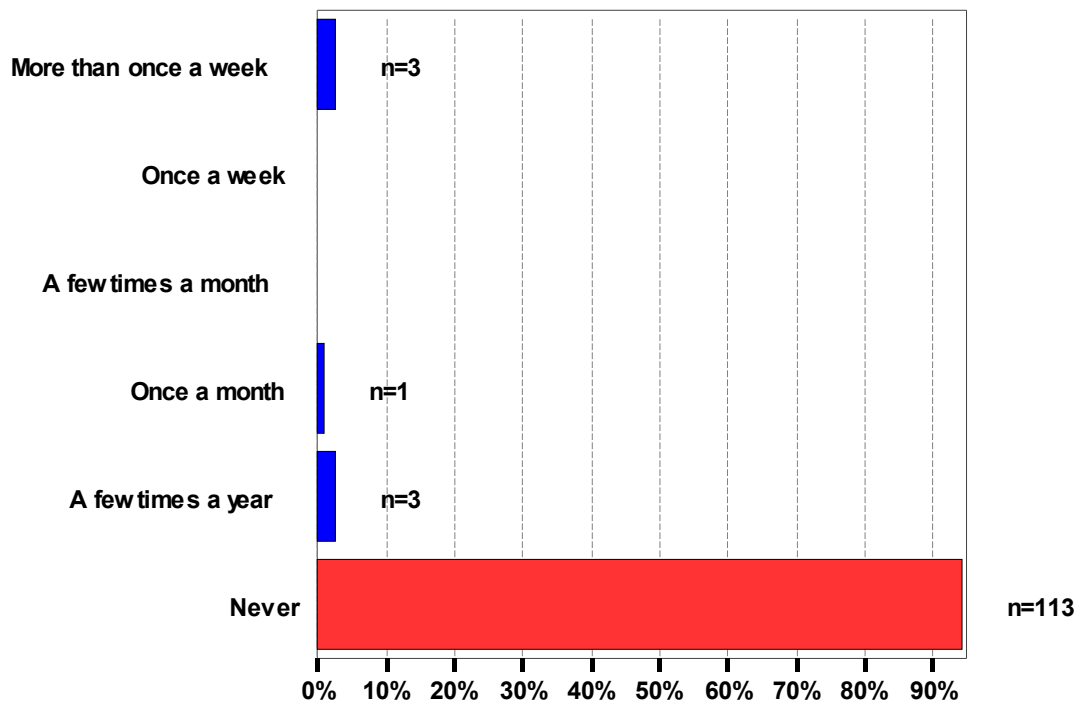
## Figure 43

# Eat at Taco Bell

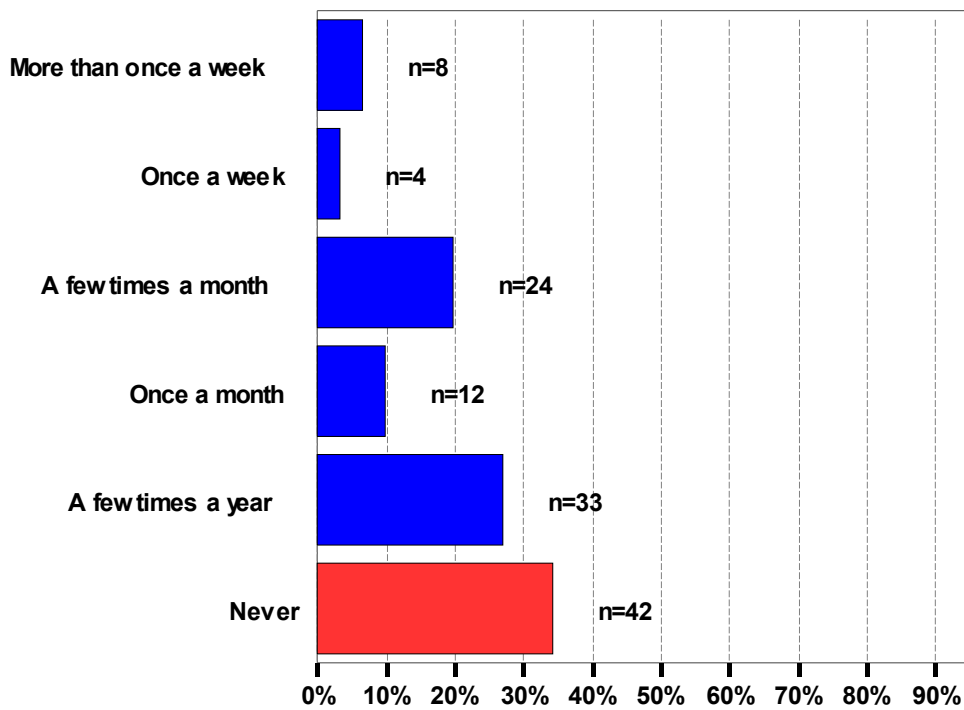
(n = 122)



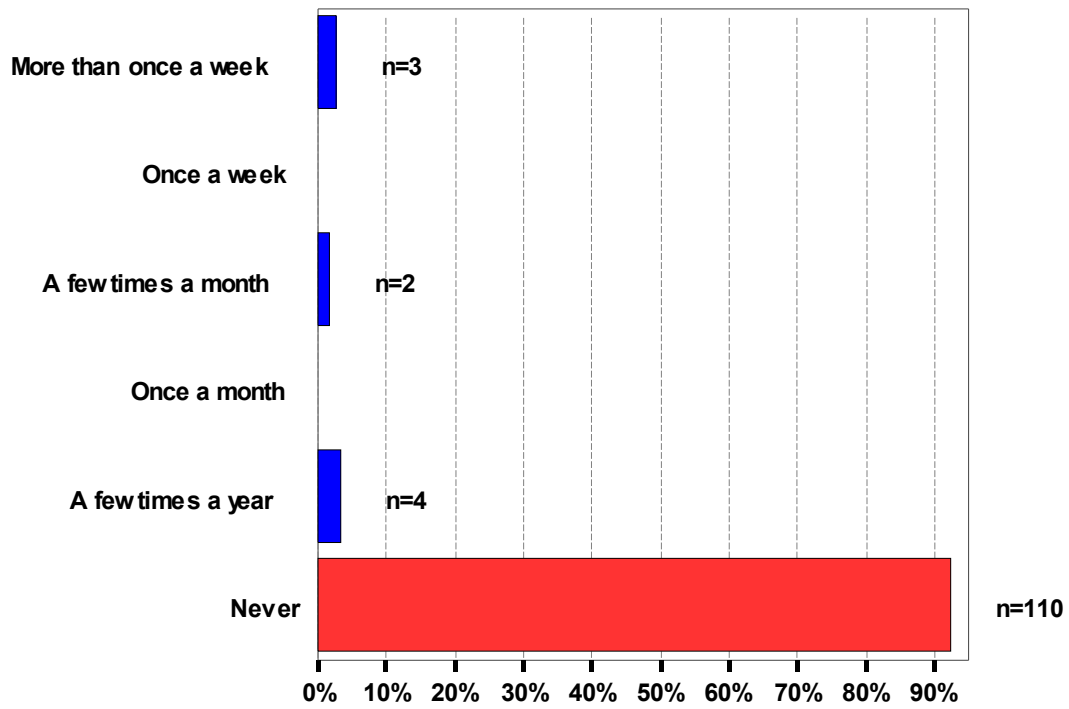
**Figure 44**  
**Eat at Taco Bueno**  
(n = 120)



**Figure 45**  
**Eat at Wendys**  
(n = 123)

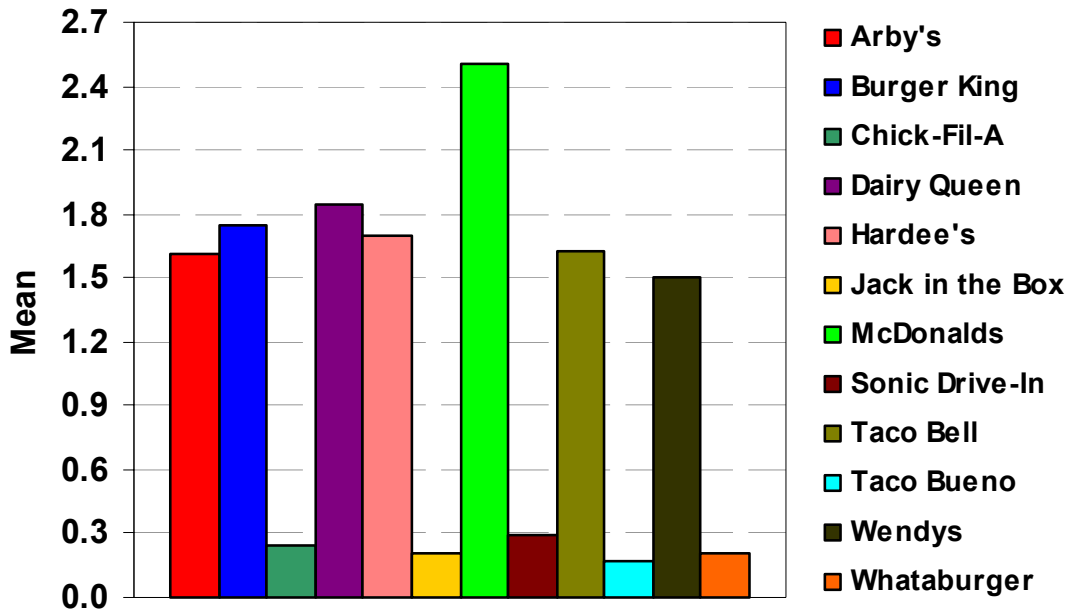


**Figure 46**  
**Eat at Whataburger**  
(n = 119)



### Figure 47

## Average fast food restaurant visitation

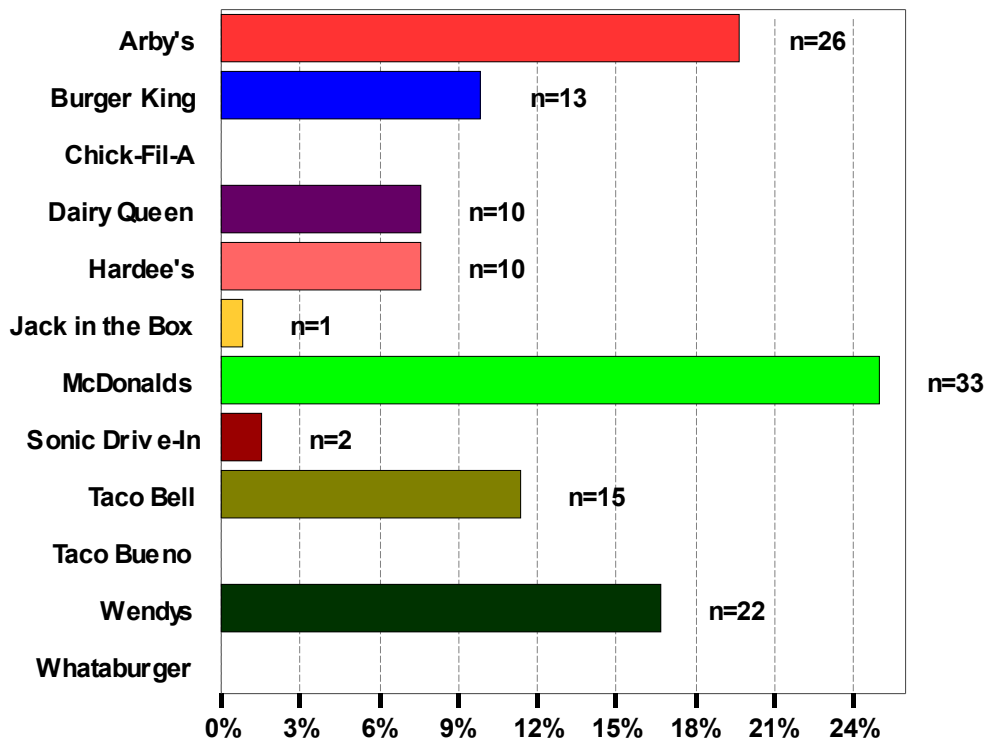


\* Coded using the following scale: 0 = never; 1 = a few times a year; 2 = once a month; 3 = a few times a month; 4 = once a week; 5 = more than once a week. Mean values: Arby's = 1.61; Burger King = 1.75; Chick-Fil-A = 0.25; Dairy Queen = 1.85; Hardee's = 1.70; Jack in the Box = 0.21; McDonalds = 2.51; Sonic Drive-In = 0.29; Taco Bell = 1.63; Taco Bueno = 0.17; Wendys = 1.50; Whataburger = 0.21.

## Figure 48

### Favorite fast food restaurant

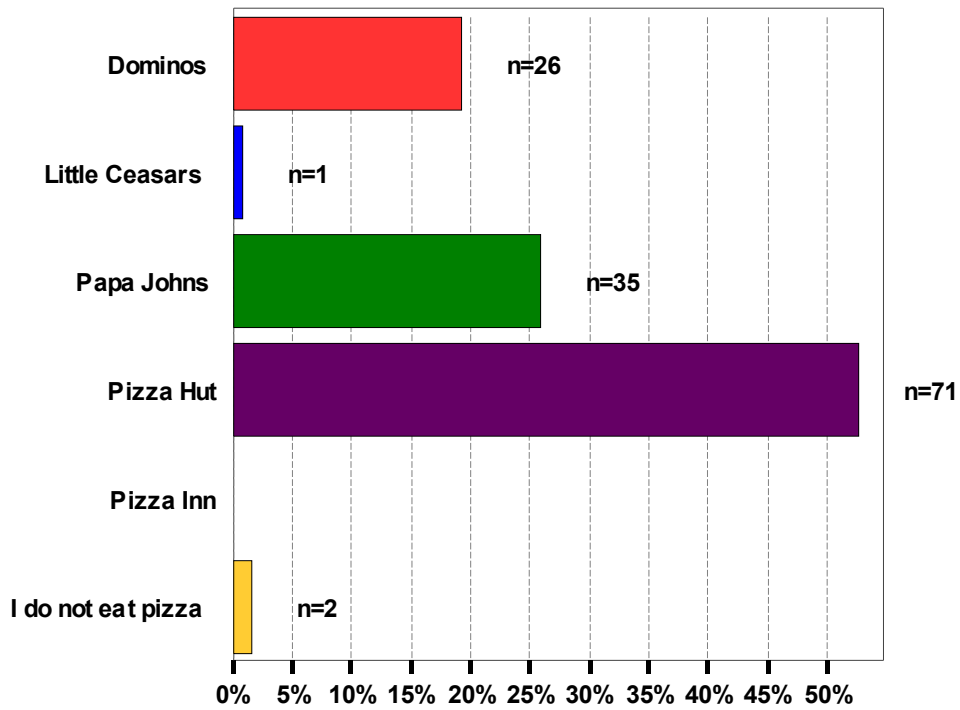
(n = 132)



### Figure 49

## Favorite brand of pizza

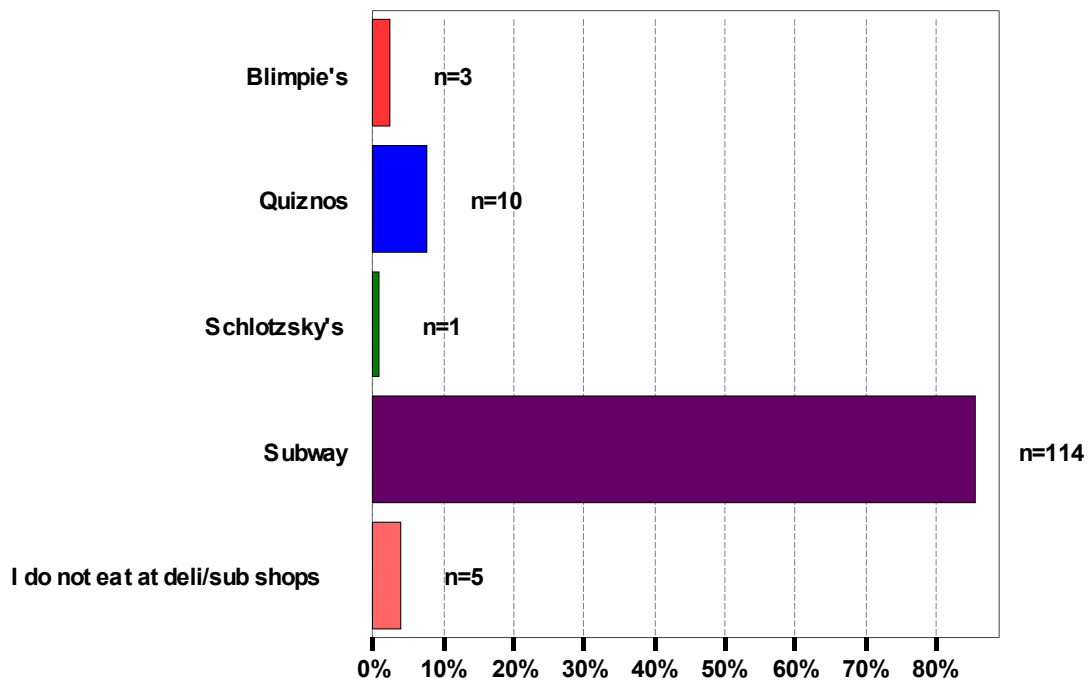
(n = 135)



## Figure 50

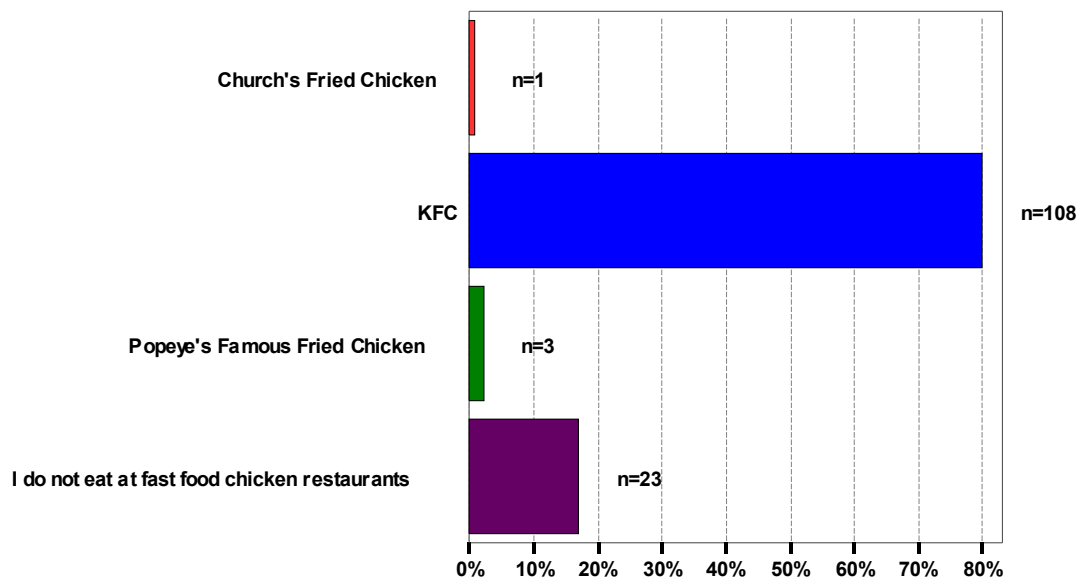
### Favorite deli/sub shop

(n = 133)



## Figure 51

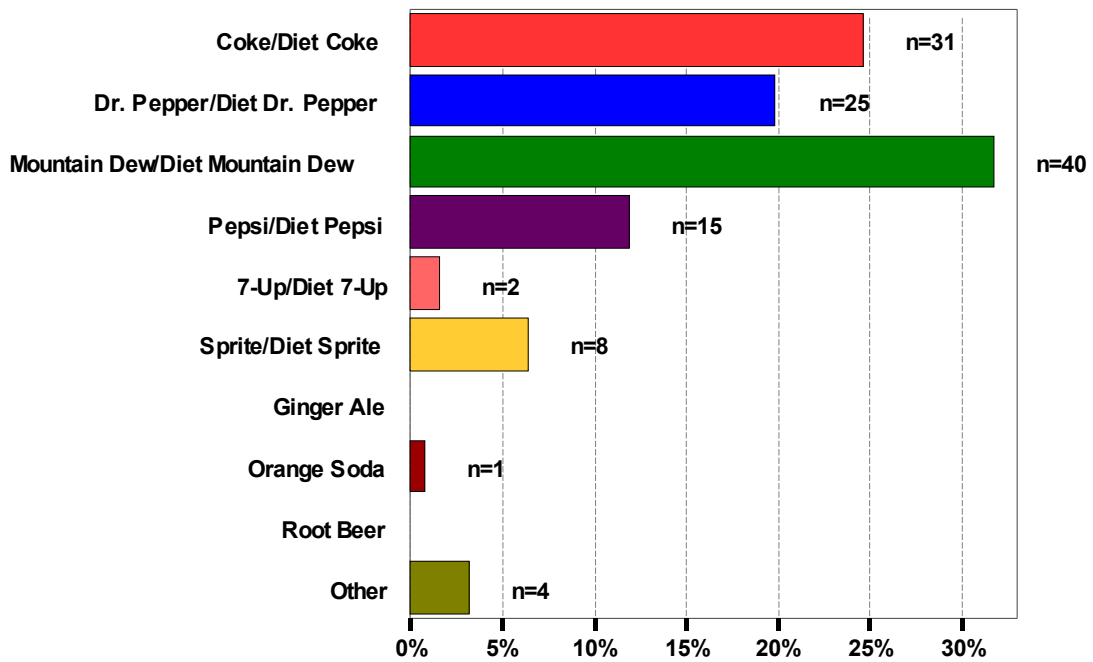
### Favorite fast food chicken restaurant (n = 135)



## Figure 52

### Favorite soft drink

(n = 126)

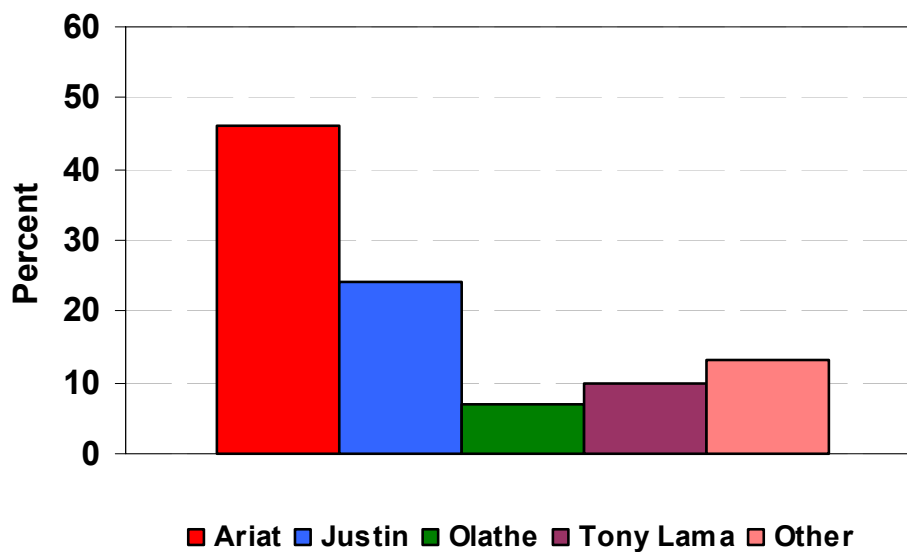


\* A complete list of "Other" responses is available upon request from the author.

**Figure 53**

**Brand of cowboy boots most often purchased**

(n = 136)



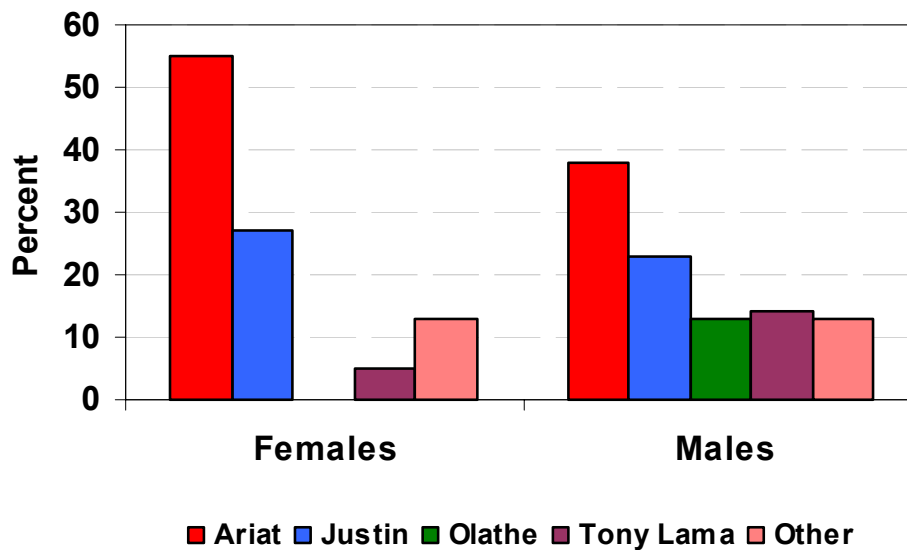
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Ariat (n = 62); Justin (n = 33); Olathe (n = 10); Tony Lama (n = 14); Other (n = 17).

\*\* 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 = 55; males, n = 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: Ariat (n = 30); Justin (n = 15); Olathe (n = 0); Tony Lama (n = 3); Other (n = 7). The number of male respondents who indicated that they purchased each brand is as follows: Ariat (n = 30); Justin (n = 18); Olathe (n = 10); Tony Lama (n = 11); Other (n = 10).

\*\* 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 = 55; males, n = 79)

	Overall	Females	Males
<b>Mean</b>	<b>\$166.44</b>	<b>\$136.73</b> *	<b>\$187.97</b>
<b>Standard Deviation</b>	<b>\$118.82</b>	<b>\$116.69</b>	<b>\$116.96</b>
<b>Mode</b>	<b>\$100.00</b> (n = 31)	<b>\$100.00</b> (n = 17)	<b>\$200.00</b> (n = 18)
<b>Minimum</b>	<b>\$0.00</b> (n = 7)	<b>\$0.00</b> (n = 4)	<b>\$0.00</b> (n = 3)
<b>Maximum</b>	<b>\$800.00</b> (n = 1)	<b>\$800.00</b> (n = 1)	<b>\$600.00</b> (n = 1)

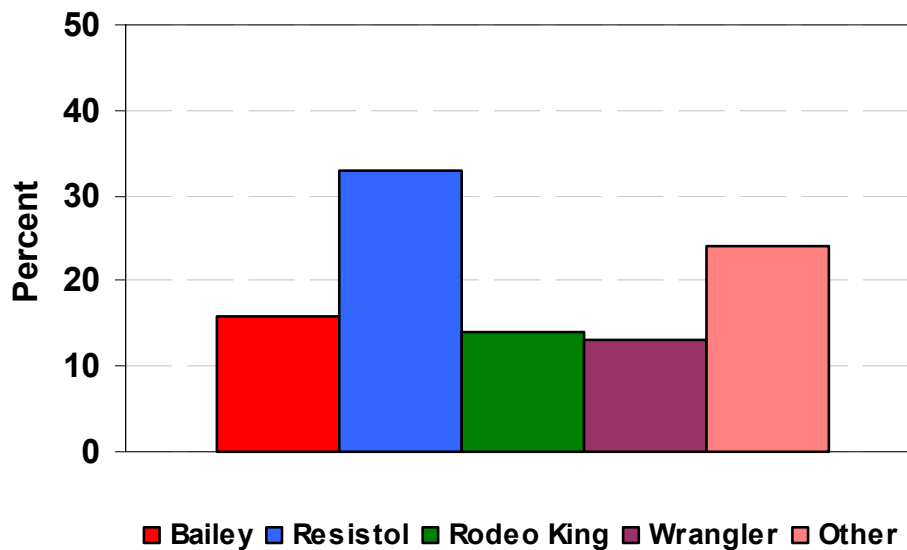
<sup>a</sup> Reported dollar figures exceeding \$1000.00 were treated as missing values.

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

**Figure 55**

**Brand of cowboy hats most often purchased**

(n = 108)



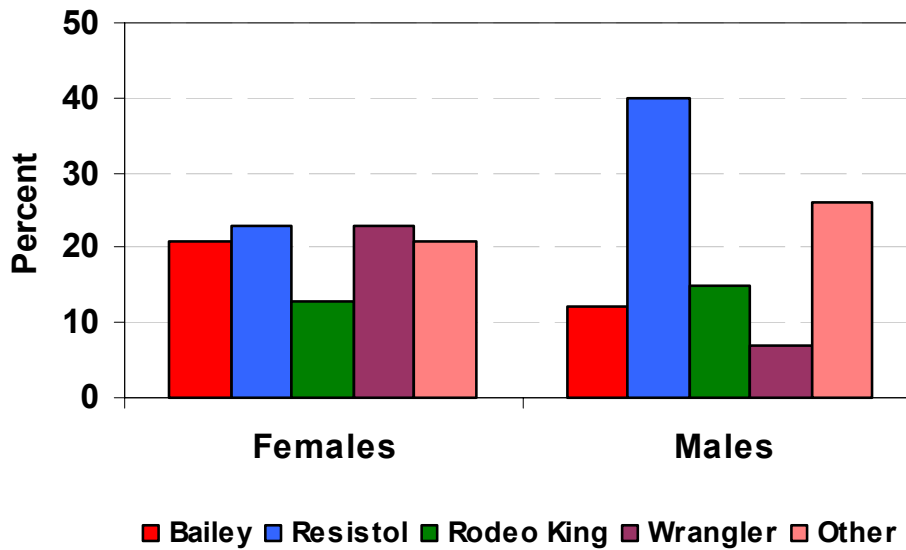
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Bailey (n = 17); Resistol (n = 36); Rodeo King (n = 15); Wrangler (n = 14); Other (n = 26).

\*\* 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 = 39; males, n = 68)



\* 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 = 8); Resistol (n = 9); Rodeo King (n = 5); Wrangler (n = 9); Other (n = 8). The number of male respondents who indicated that they purchased each brand is as follows: Bailey (n = 8); Resistol (n = 27); Rodeo King (n = 10); Wrangler (n = 5); Other (n = 18).

\*\* 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 = 54; males, n = 76)

	Overall	Females	Males
<b>Mean</b>	<b>\$127.52</b>	<b>\$101.11</b> *	<b>\$146.64</b>
<b>Standard Deviation</b>	<b>\$105.70</b>	<b>\$91.76</b>	<b>\$111.95</b>
<b>Mode</b>	<b>\$100.00</b> (n = 32)	<b>\$100.00</b> (n = 15)	<b>\$100.00</b> (n = 16)
<b>Minimum</b>	<b>\$0.00</b> (n = 19)	<b>\$0.00</b> (n = 12)	<b>\$0.00</b> (n = 7)
<b>Maximum</b>	<b>\$500.00</b> (n = 2)	<b>\$400.00</b> (n = 2)	<b>\$500.00</b> (n = 2)

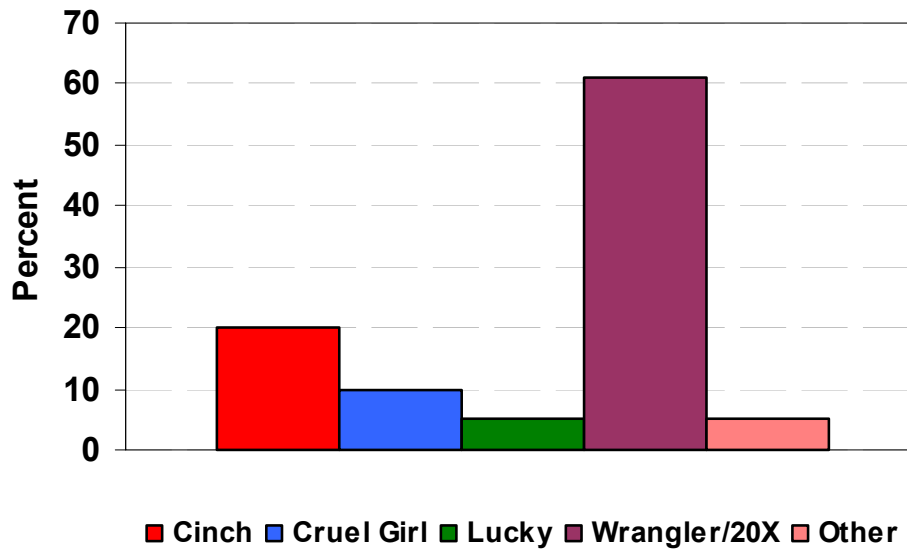
<sup>a</sup> Reported dollar figures exceeding \$1000.00 were treated as missing values.

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

**Figure 57**

## Brand of jeans most often purchased

(n = 155)



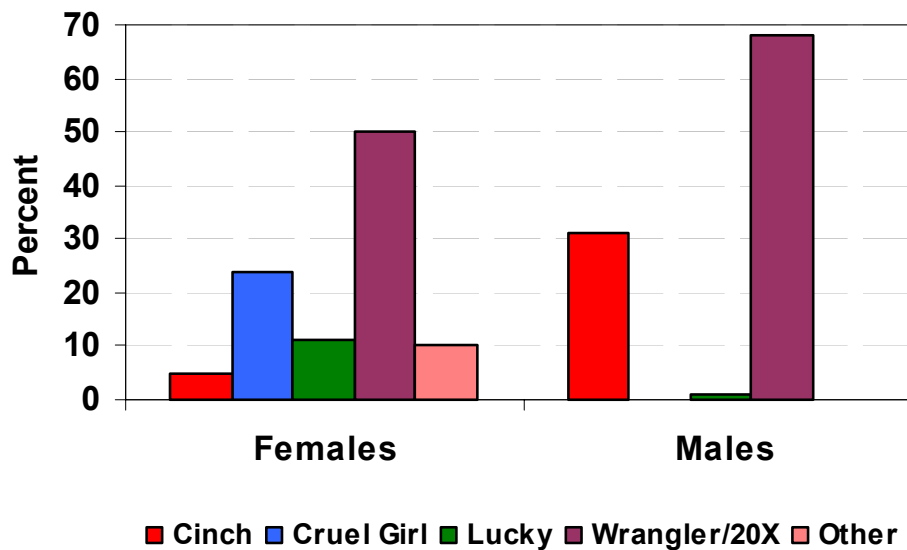
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Cinch (n = 31); Cruel Girl (n = 15); Lucky (n = 8); Wrangler/20X (n = 94); Other (n = 7).

\*\* 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 = 62; males, n = 91)



\* 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 = 15); Lucky (n = 7); Wrangler/20X (n = 31); Other (n = 6). The number of male respondents who indicated that they purchased each brand is as follows: Cinch (n = 28); Cruel Girl (n = 0); Lucky (n = 1); Wrangler/20X (n = 62); 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<sup>a</sup>**

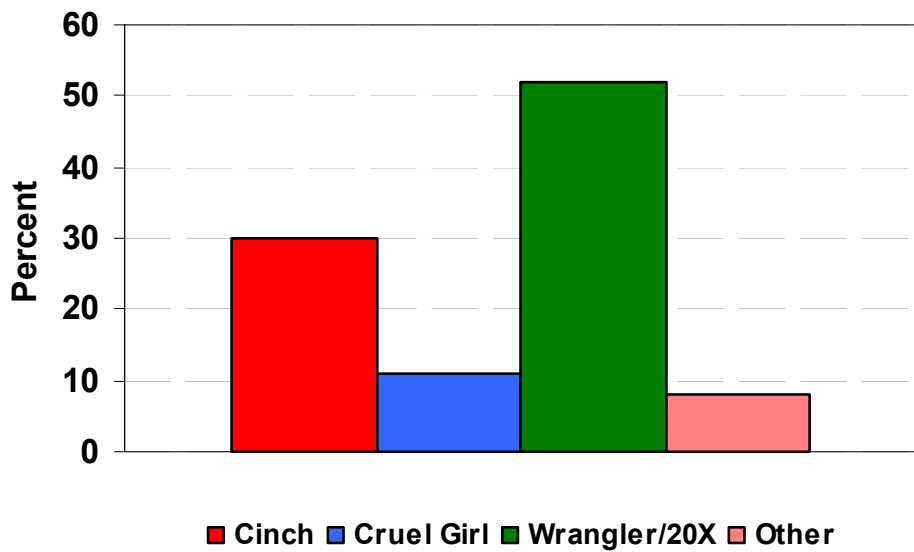
(females, n = 55; males, n = 78)

	<b>Overall</b>	<b>Females</b>	<b>Males</b>
<b>Mean</b>	<b>\$180.91</b>	<b>\$182.09</b>	<b>\$179.84</b>
<b>Standard Deviation</b>	<b>\$101.99</b>	<b>\$94.29</b>	<b>\$108.29</b>
<b>Mode</b>	<b>\$200.00</b> (n = 37)	<b>\$200.00</b> (n = 16)	<b>\$200.00</b> (n = 20)
<b>Minimum</b>	<b>\$0.00</b> (n = 2)	<b>\$45.00</b> (n = 1)	<b>\$0.00</b> (n = 2)
<b>Maximum</b>	<b>\$500.00</b> (n = 4)	<b>\$500.00</b> (n = 1)	<b>\$500.00</b> (n = 3)

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

**Figure 59**

**Brand of western shirts most often purchased**  
(n = 128)



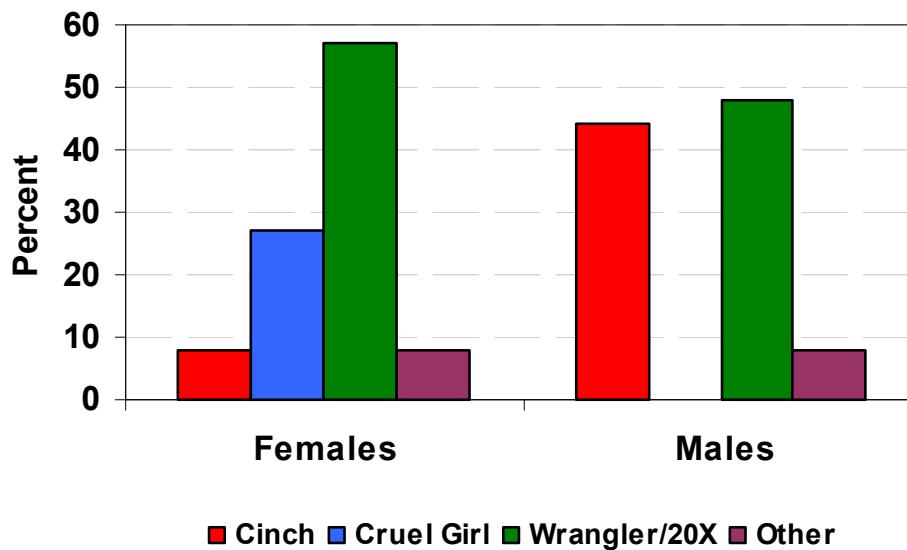
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they purchased each brand is as follows: Cinch (n = 38); Cruel Girl (n = 14); Wrangler/20X (n = 66); Other (n = 10).

\*\* 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 = 51; males, n = 77)



\* 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 = 4); Cruel Girl (n = 14); Wrangler/20X (n = 29); Other (n = 4). The number of male respondents who indicated that they purchased each brand is as follows: Cinch (n = 34); Cruel Girl (n = 0); Wrangler/20X (n = 37); Other (n = 6).

\*\* 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>**

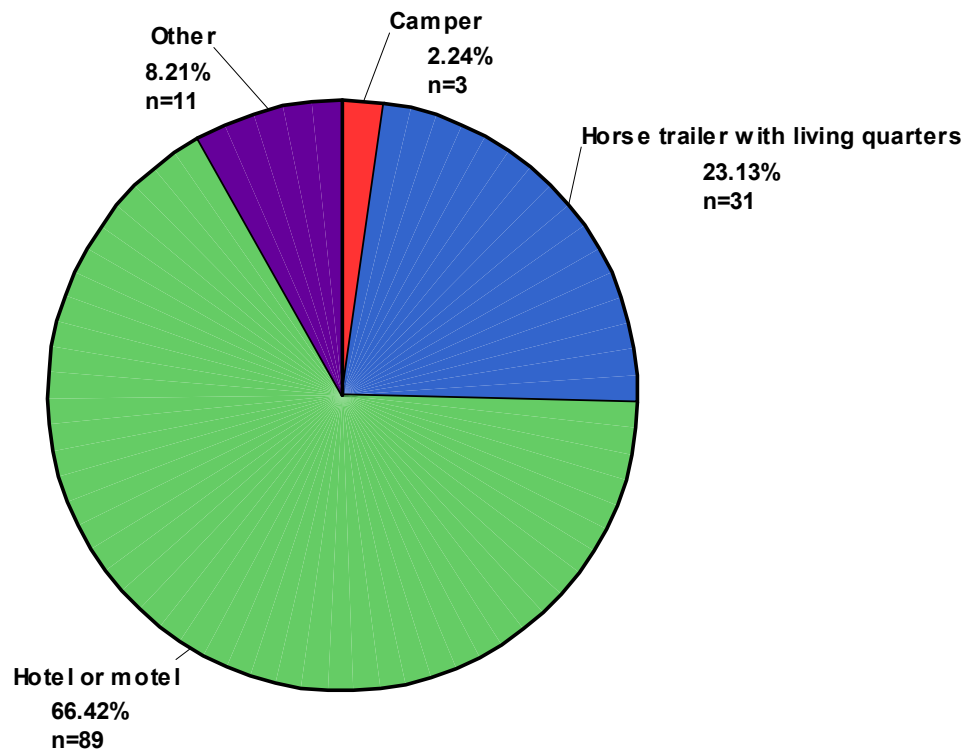
(females, n = 55; males, n = 76)

	<b>Overall</b>	<b>Females</b>	<b>Males</b>
<b>Mean</b>	<b>\$130.34</b>	<b>\$113.82</b>	<b>\$142.70</b>
<b>Standard Deviation</b>	<b>\$108.35</b>	<b>\$99.13</b>	<b>\$114.29</b>
<b>Mode</b>	<b>\$100.00</b> (n = 42)	<b>\$100.00</b> (n = 16)	<b>\$100.00</b> (n = 25)
<b>Minimum</b>	<b>\$0.00</b> (n = 5)	<b>\$0.00</b> (n = 2)	<b>\$0.00</b> (n = 3)
<b>Maximum</b>	<b>\$750.00</b> (n = 1)	<b>\$500.00</b> (n = 2)	<b>\$750.00</b> (n = 1)

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

## Figure 61

Overnight accommodation most often used when traveling to rodeos  
(n = 134)



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

## Figure 62

### Preference of major national hotels/motels

(n = 108)



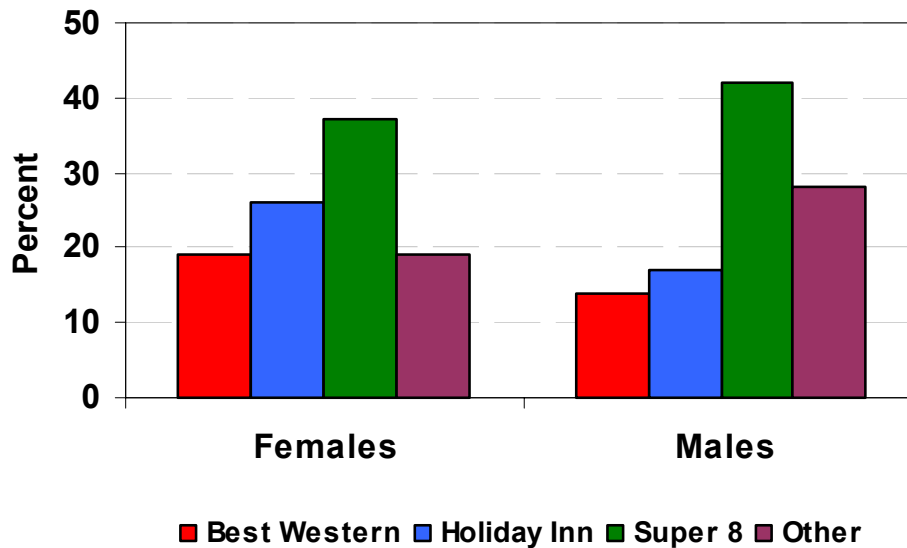
\* The total percentage exceeds 100% due to multiple responses. The number of respondents who indicated that they preferred each hotel/motel is as follows: Best Western (n = 17); Holiday Inn (n = 22); Super 8 (n = 43); Other (n = 26).

\*\* 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 = 43; males, n = 65)



\* 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); Holiday Inn (n = 11); Super 8 (n = 16); Other (n = 8). The number of male respondents who indicated that they preferred each hotel/motel is as follows: Best Western (n = 9); Holiday Inn (n = 11); Super 8 (n = 27); Other (n = 18).

\*\* 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 = 44; males, n = 72)

	<b>Overall</b>	<b>Females<sup>b</sup></b>	<b>Males</b>
<b>Mean</b>	<b>\$624.96</b>	<b>\$588.18</b>	<b>\$649.17</b>
<b>Standard Deviation</b>	<b>\$696.95</b>	<b>\$797.72</b>	<b>\$637.62</b>
<b>Mode</b>	<b>\$500.00</b> (n = 15)	<b>\$200.00</b> (n = 6)	<b>\$500.00</b> (n = 10)
		<b>\$300.00</b> (n = 6)	
<b>Minimum</b>	<b>\$0.00</b> (n = 6)	<b>\$0.00</b> (n = 3)	<b>\$0.00</b> (n = 3)
<b>Maximum</b>	<b>\$3600.00</b> (n = 1)	<b>\$3000.00</b> (n = 2)	<b>\$3600.00</b> (n = 1)

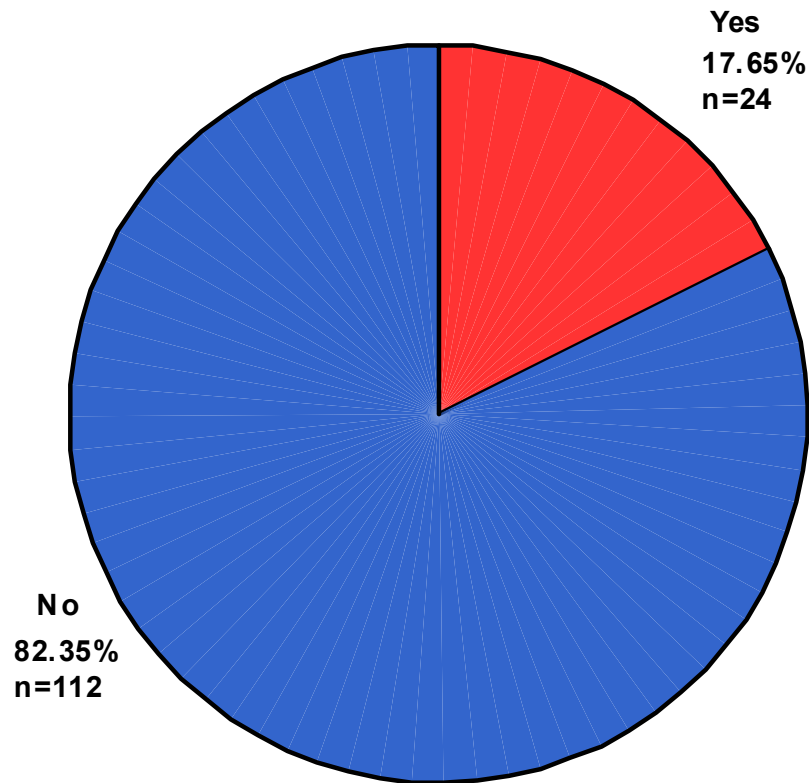
<sup>a</sup> Reported dollar figures exceeding \$6000.00 were treated as missing values.

<sup>b</sup> Multiple modes exist. Both values are shown.

### Figure 64

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

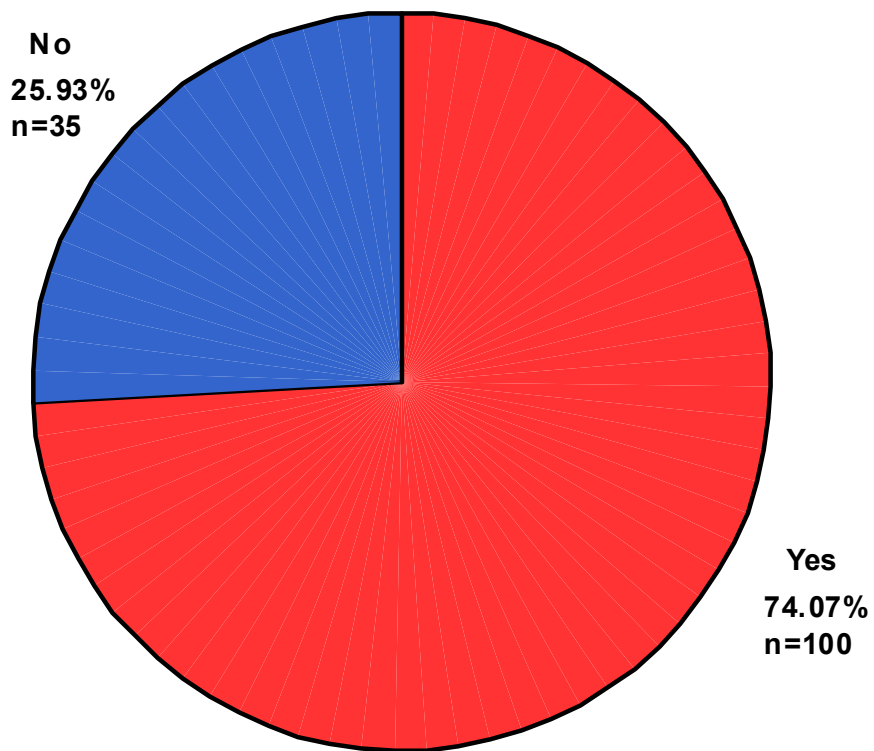
(n = 136)



### Figure 65

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

(n = 135)



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