

2018 Survey Summary



Survey Data Collection Stats

Collected 426 Surveys in 2018

- *96 Surveys from Friday
- *291 Surveys from Saturday
- *40 Surveys from Sunday

Data Collected Represents Information on 2,131 attendees.

Data collection point:

*In 2018 & 2017 surveys were collected primarily during the day at the Chick-Fil-A booth. In previous years many surveys were collected immediately following the rodeo by primarily youth volunteers.

How People Rated the Event

Roots N' Boots Queen Creek 2018

On a scale of 1 to 5
the event averaged
a rating of 4.61

2017 was 4.58
2016 was 4.67
2015 was 4.68
2014 was 4.67

For the second year in
a row **96%** of
attendees rated the
event as **Excellent or
Good!** (4 or 5 out of 5)



Less than 4% of the
attendees surveyed
rated the event "Ok".
(3 out of 5 rating)

No one rated the
event just "Fair"
or "No Fun at All".
(no 1 or 2 ratings
on scale of 1 – 5.)

Reasons attendees gave for low ratings

Ratings

- *Only 18 of the 426 people who completed a survey rated the event “OK”
- *No one rated the event “Fair” or “No Fun at All” in 2018
- *408 attendees rates the event “Excellent” or “Good”

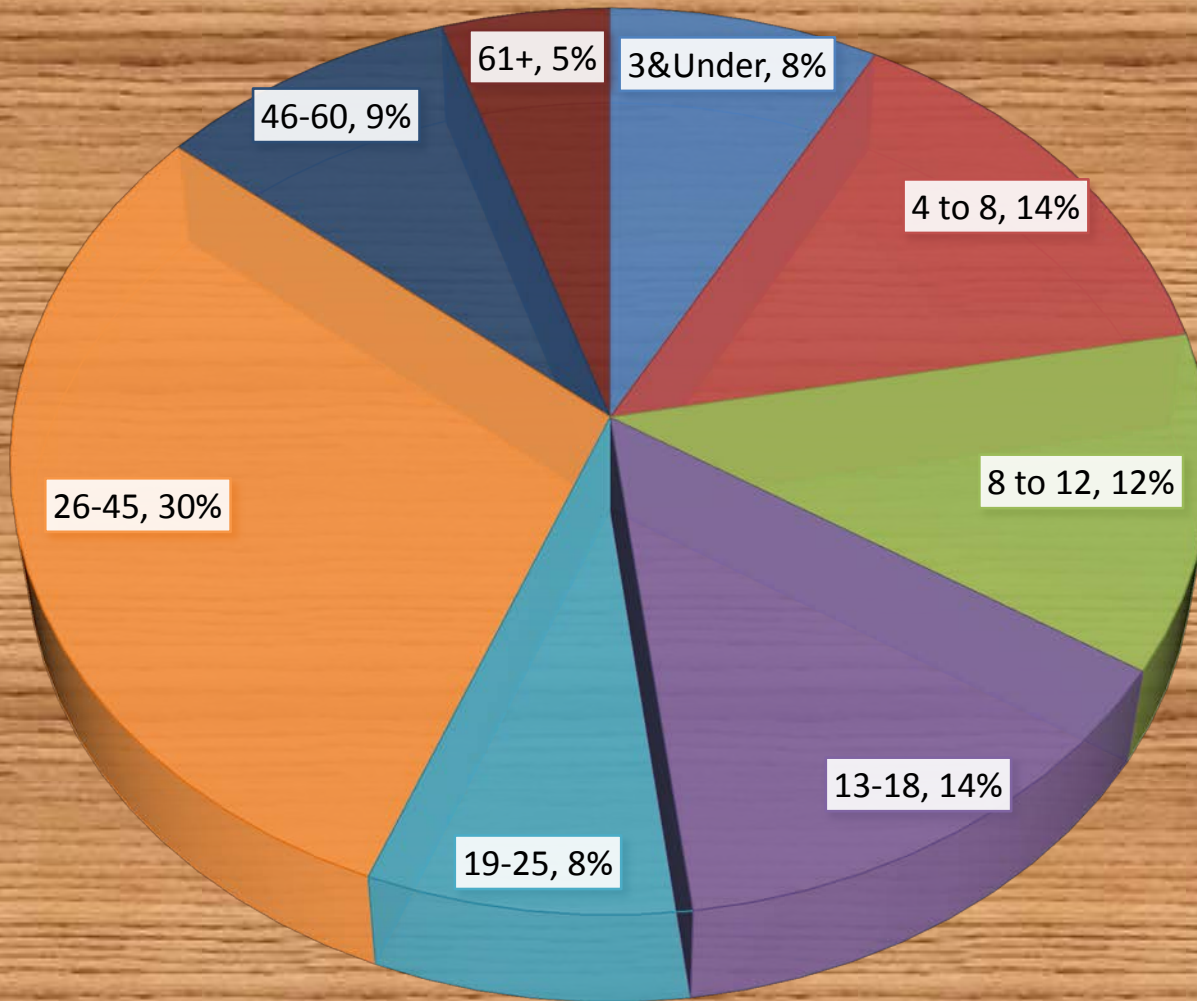
Family Rodeo

- *One third of the “OK” ratings came from families attending Kids N’ Kritters. Remember:(30% of attendees of Roots N’ Boots said Family activities were their favorite and 51% of those specifically named Kids N’ Kritters as their favorite Roots N’ Boots activity. So although low ratings from some, this is still one of our most popular and much loved weekend events.)
- *All said better organization of lines was their complaint

General

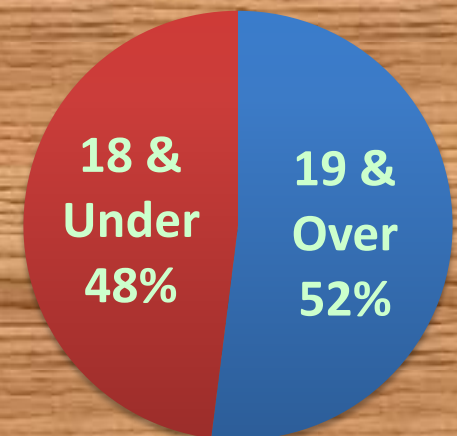
- *One third of the people who rated the event “OK” did not give any suggestions of things to change or improve.
- *Better signage and more newspaper ads were suggested.
- *Better carnival rides for teens and addition of a mechanical bull suggestions for improvement on surveys with low rating.

AGE OF ATTENDEES



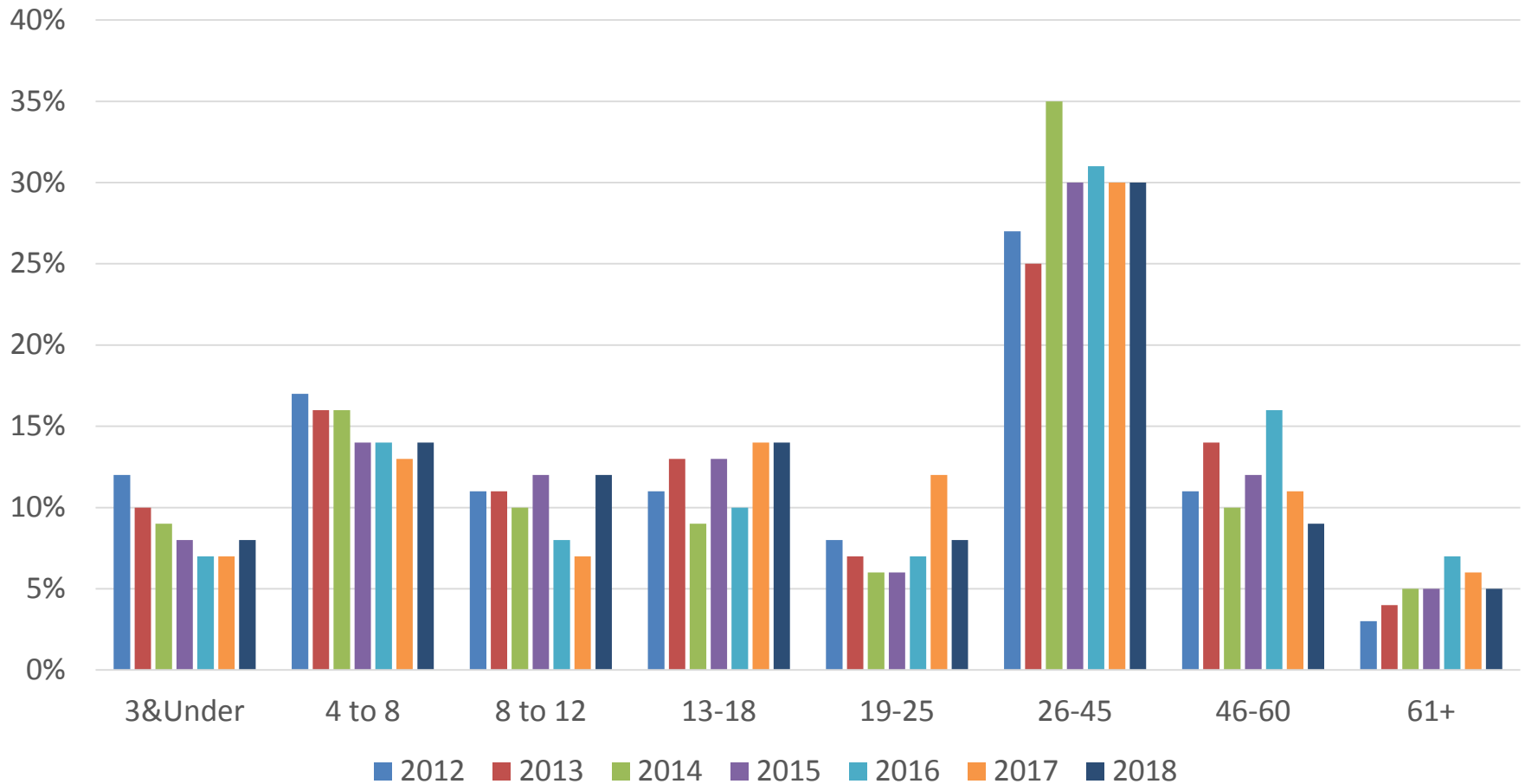
Adult vs. Children
ratio remains fairly
consistent from
year to year
according to our
survey data.

Adult vs. Children

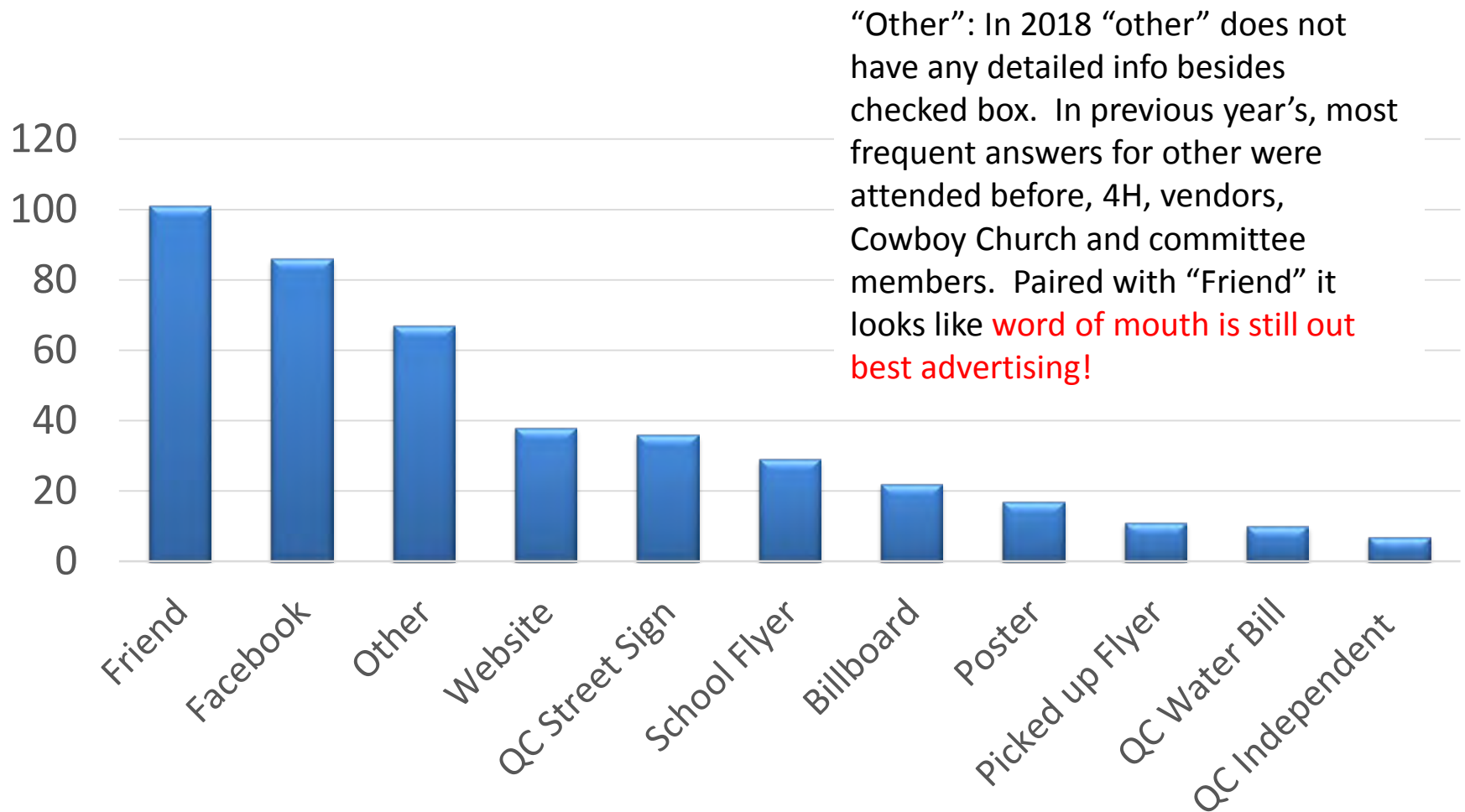


Who Attended Our Event

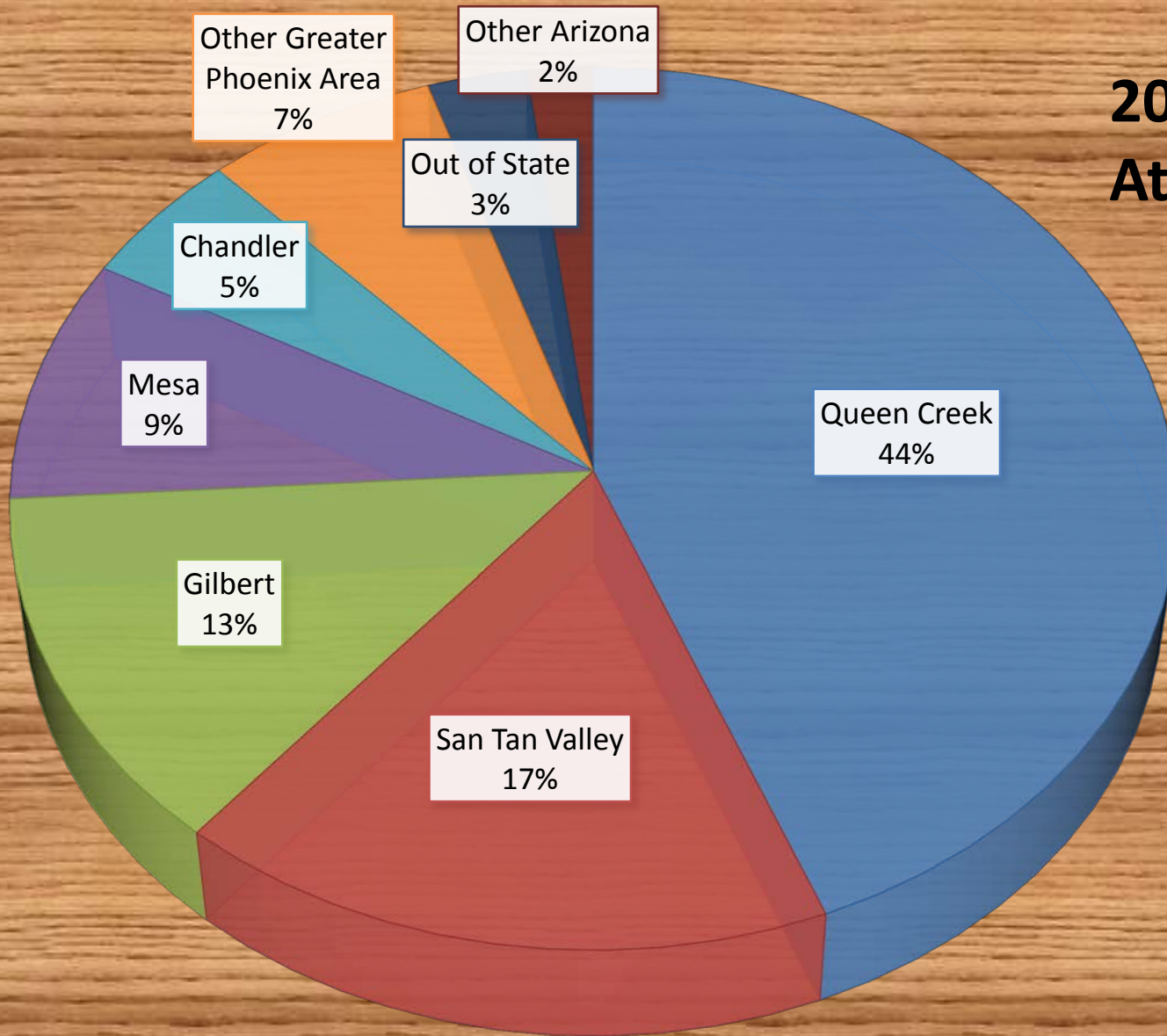
Comparison of the Age of Attendees



How They Heard About Event



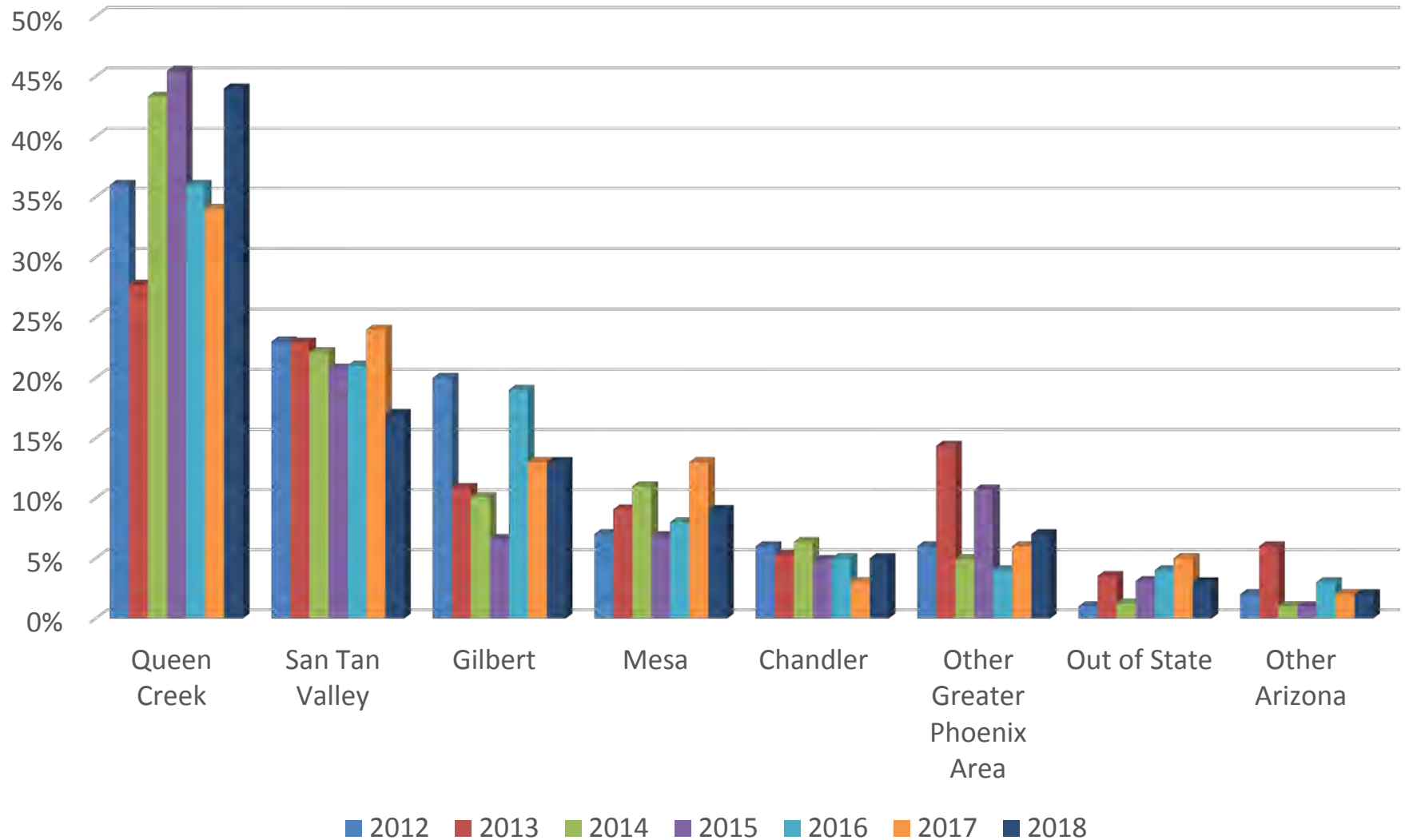
2018 Attendees



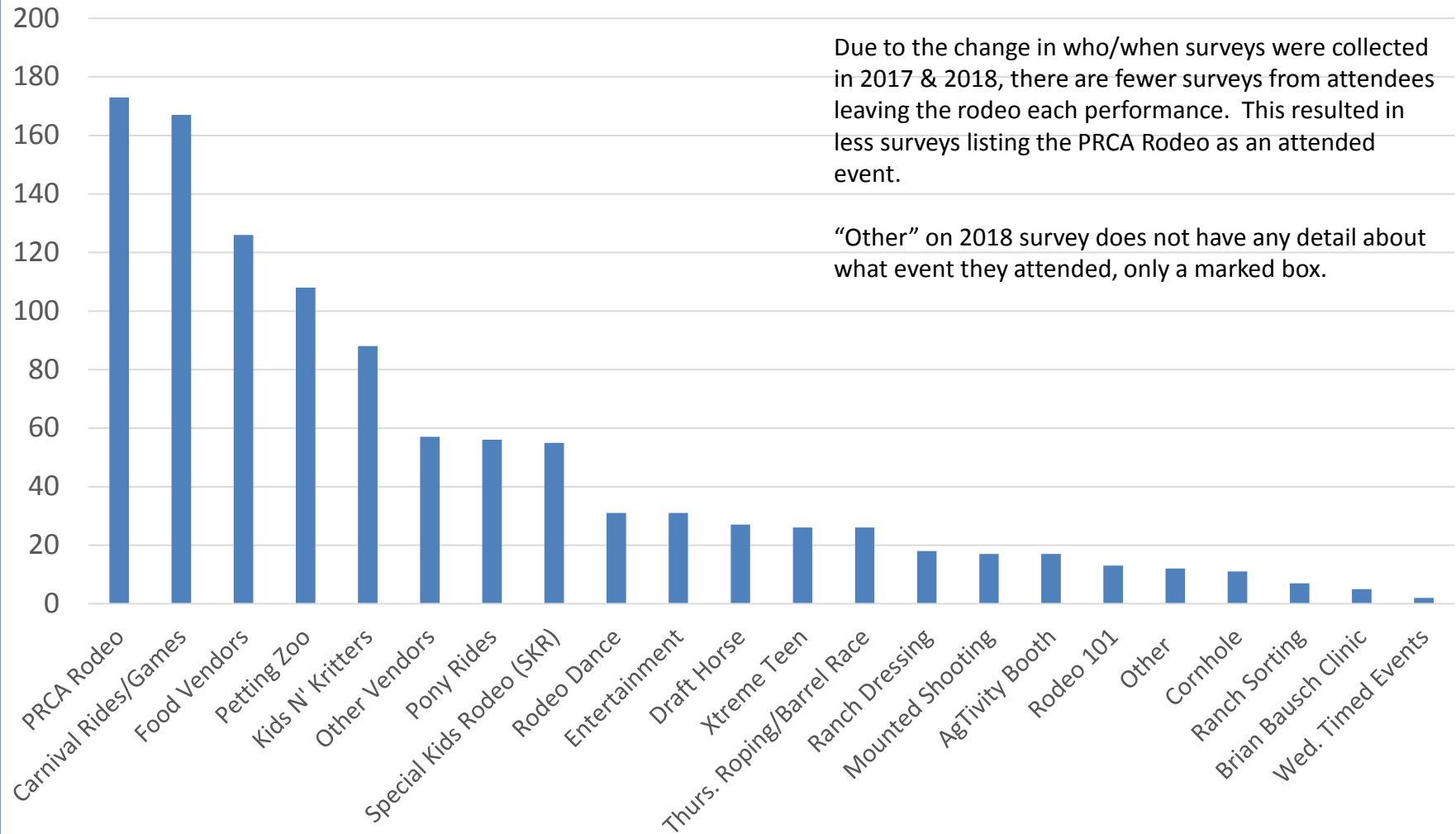
Almost 90% of our attendees reside in the East Valley area.

Over 50% surveyed lived in Queen Creek or San Tan Valley.

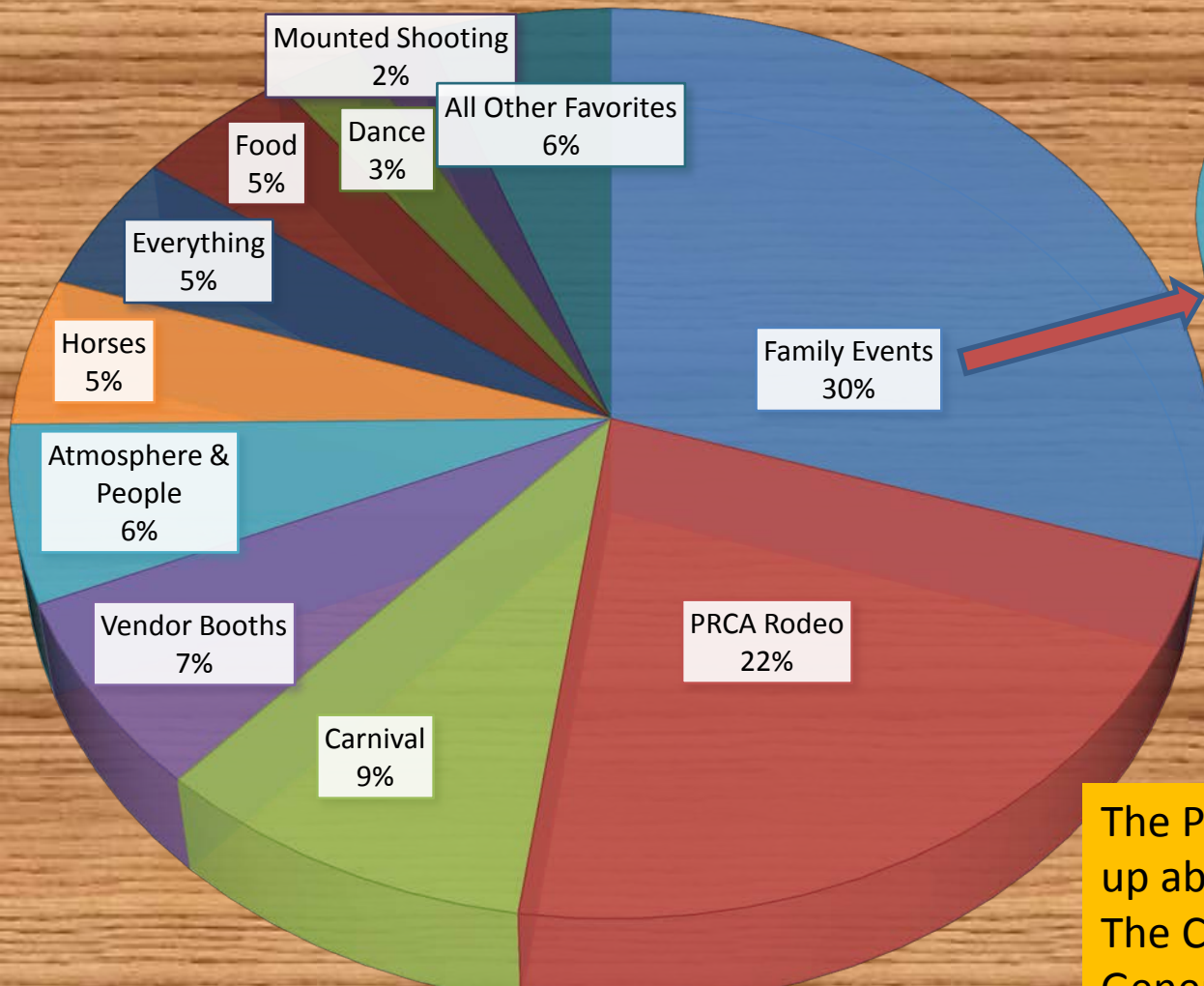
Where Folks Came From



What Events People Attended

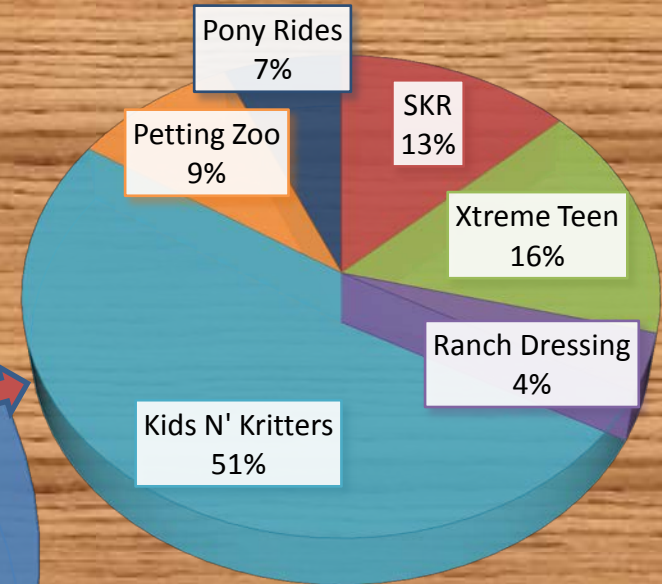


Favorite Activities



In 2018 Vendor Booths and Seeing Horses jumped significantly as attendee favorites at the event.

FAMILY FAVORITES



The PRCA and Family Events make up about 50% of attendee favorites. The Carnival, Food, Vendors and General Atmosphere make up another quarter of the favorites.

Compliments Written on Surveys!

Loved all of it! Great event.

Awesome family event.

Rides and smiles!

Loved seeing all the animals.

Family rodeo is so fun for kids.

Love volunteering and helping the community.

Large amount of things to do.

Petting zoo is so cute.

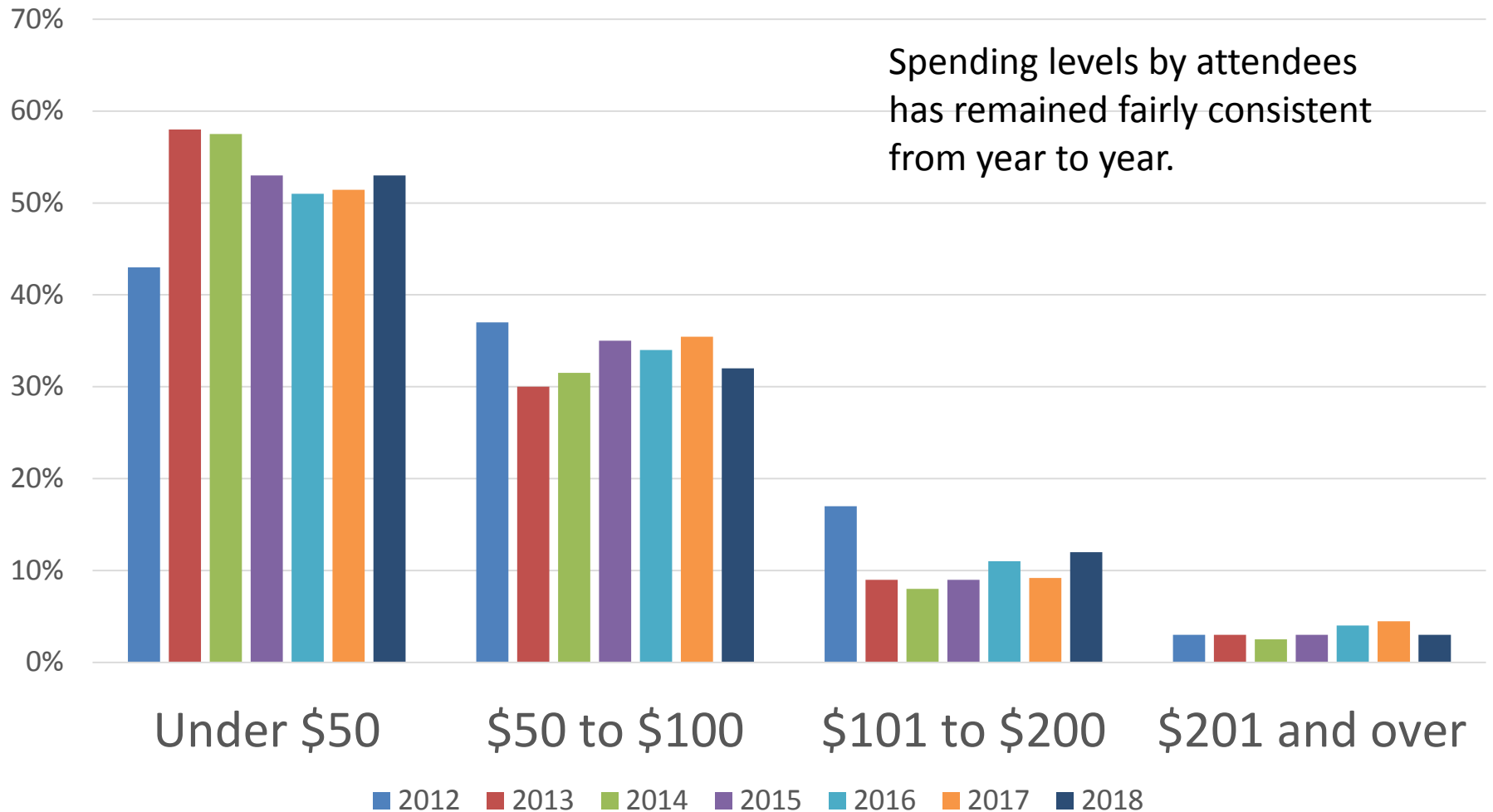
Food was delicious.

Friendly workers.

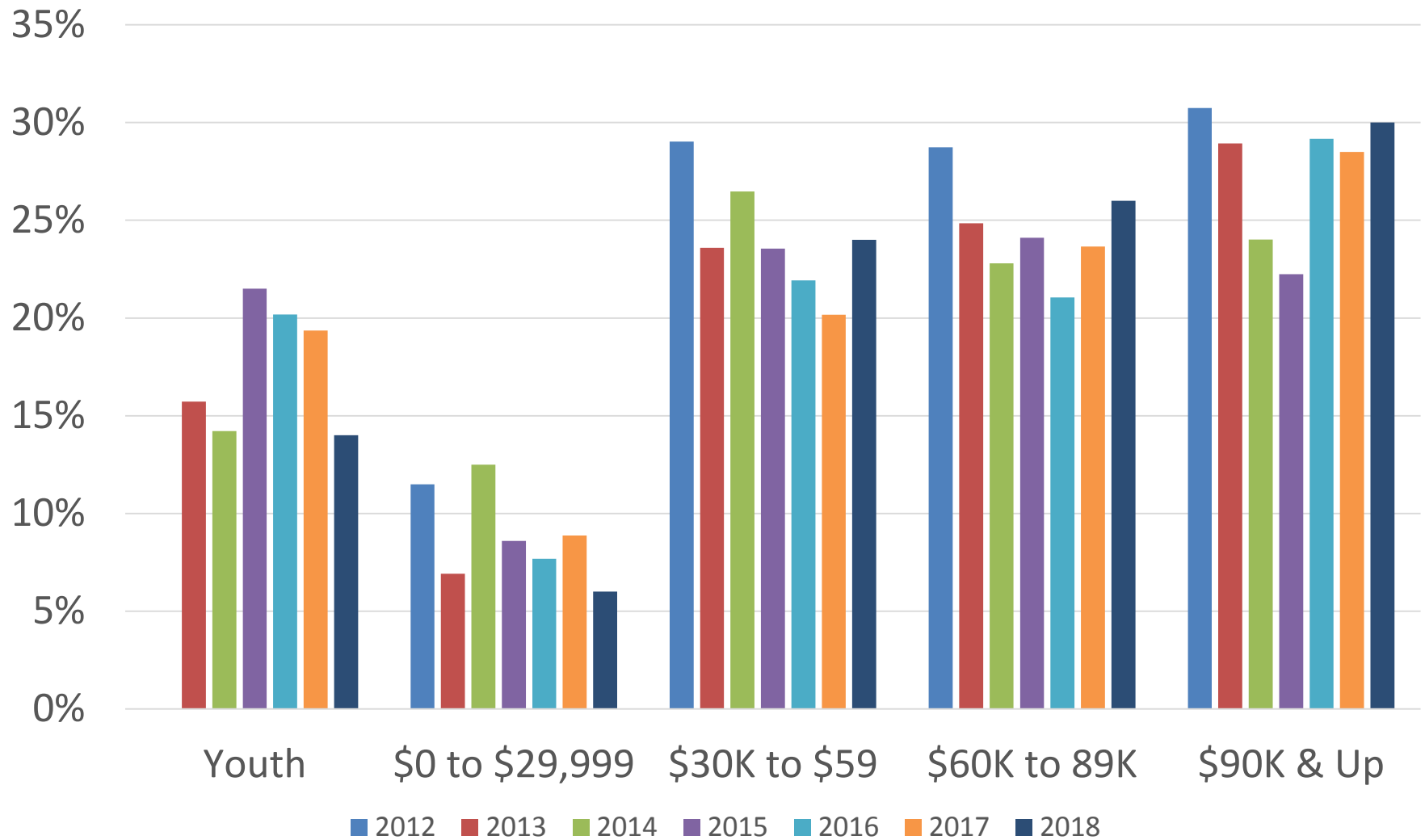
My son loves the Mutton Bustin'

The rodeo was awesome!

How Much People Spent

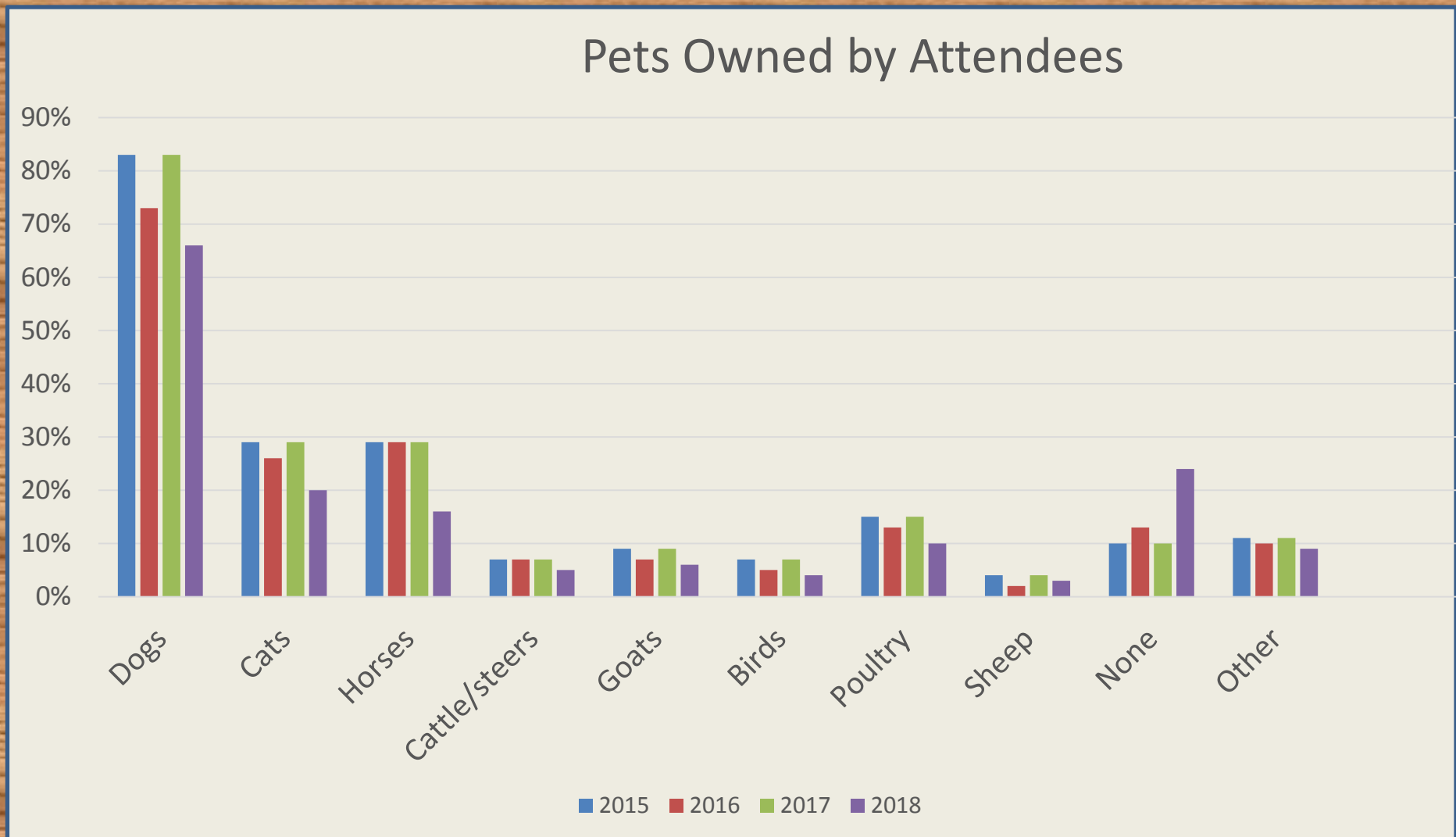


Income of Attendees



*Youth category added in 2013.

Animals Owned by Attendees



*Included Mules in Horses #. Other included mostly rabbits, pigs & reptiles.