



# 2019 Survey Summary



# Survey Data Collection Stats

Collected 670 Surveys in 2019

- \*308 Surveys from Friday
- \*224 Surveys from Saturday
- \*141 Surveys from Sunday

Data Collected Represents Information on 2,243 attendees.

Data collection point:

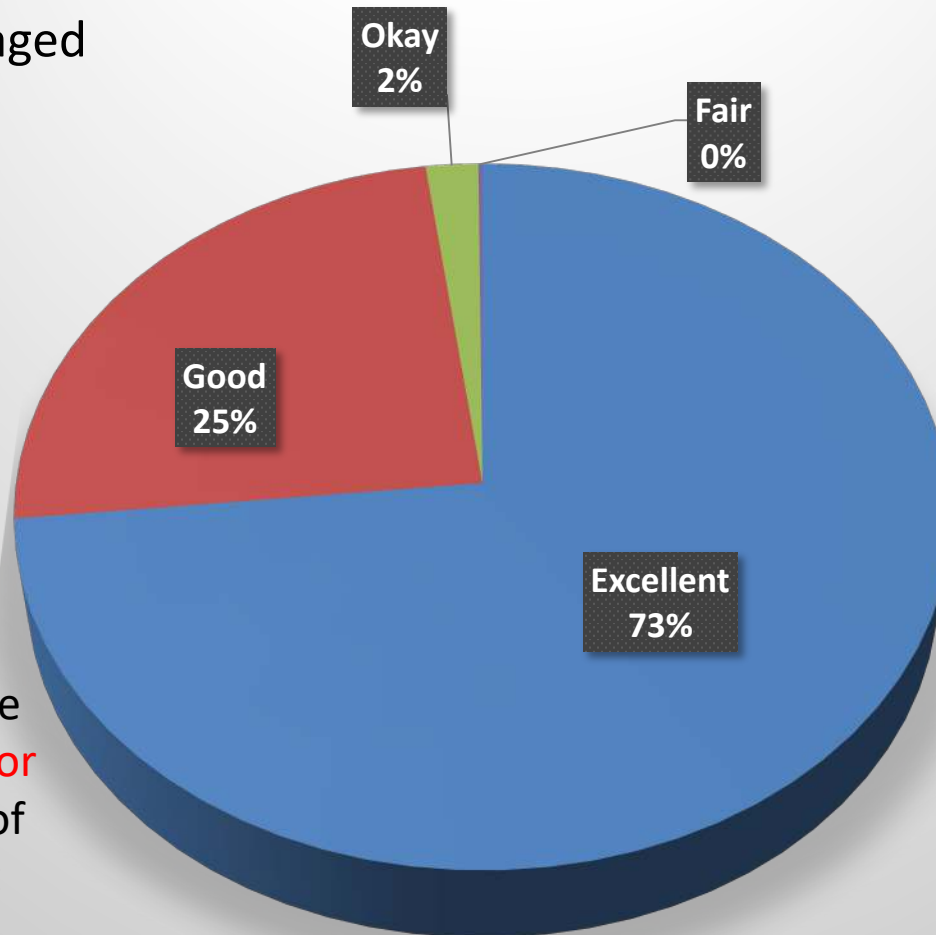
\*In 2017 to 2019, surveys were collected primarily during the day at the Chick-Fil-A booth. In previous years many surveys were collected immediately following the rodeo by primarily youth volunteers.

# How People Rated the Event

On a scale of 1 to 5  
the event averaged  
a rating of 4.7

2018 was 4.61  
2017 was 4.58  
2016 was 4.67  
2015 was 4.68  
2014 was 4.67

In 2019, **98%** of  
attendees rated the  
event as **Excellent or  
Good!** (4 or 5 out of  
5). This is our best  
rating yet!



Less than 3% of the  
attendees surveyed  
rated the event “Ok”  
or “Fair”.

We received only  
13 “Ok” ratings  
and 1 “Fair” rating  
in 2019 out of 670  
surveys collected.



# Reasons attendees gave for low ratings

## Ratings

- \*Only 13 of the 670 people who completed a survey rated the event “OK”
- \*One person rated the event “Fair”, no ratings of “No Fun at All” in 2019
- \*641 attendees rated the event “Excellent” or “Good”

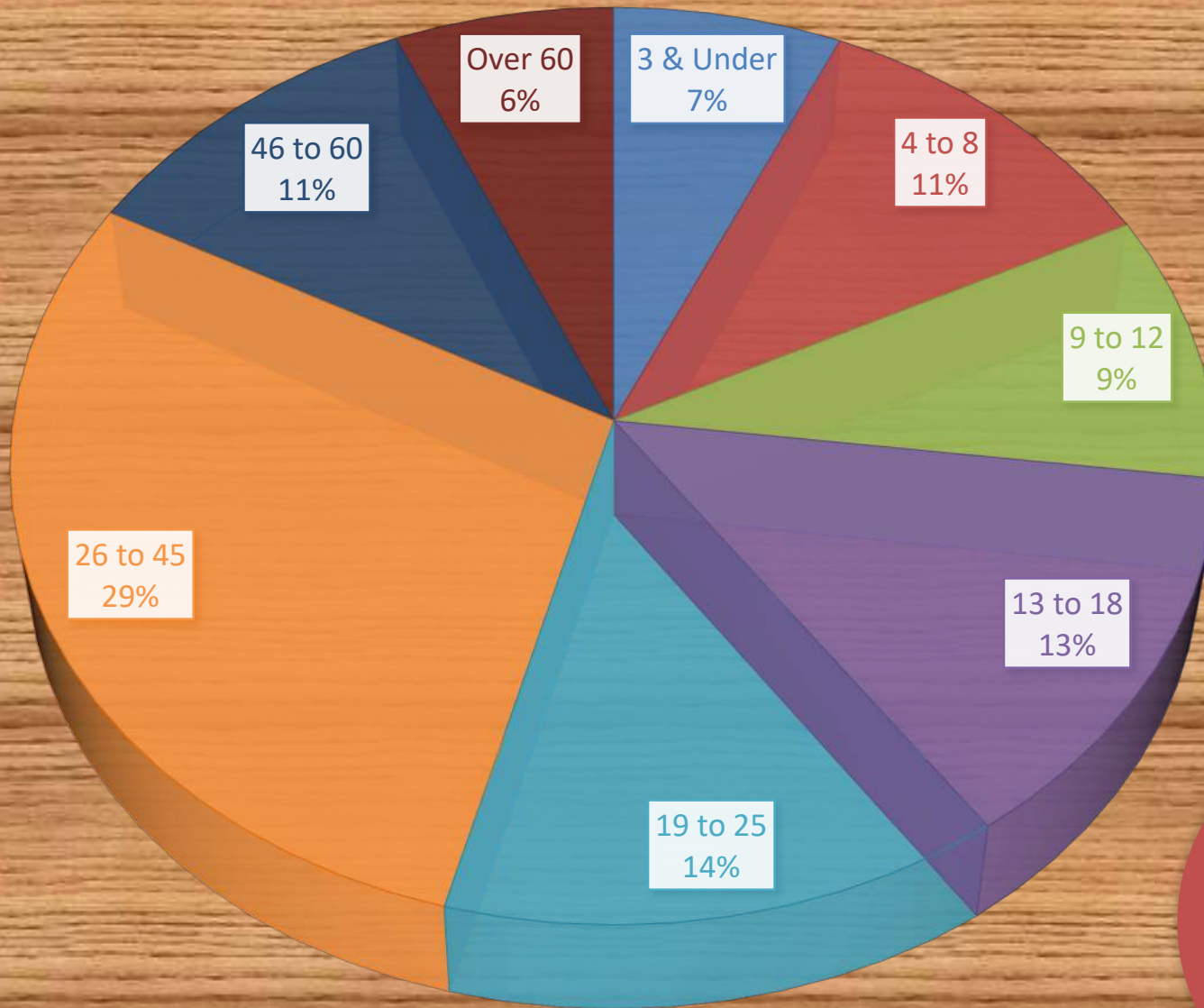
## Reasons:

- \*Most of the ok ratings did not give suggestions for improvement. Half of them were from teens/youth.
- \*A sold out comment, notify when sold out.
- \*Less people
- \*Free parking
- \*More events for kids during the day.

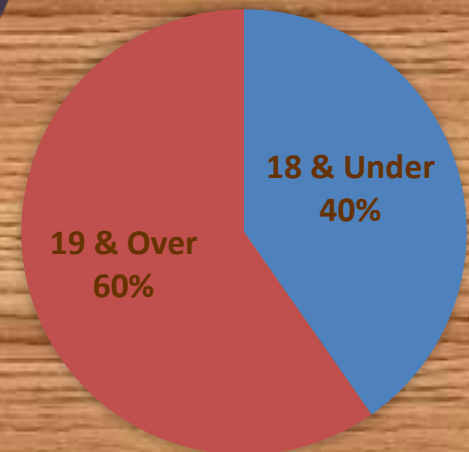
## General

- \*One “Fair” rating from a youth, attending Friday. No activities attended listed on survey.

## AGE OF ATTENDEES

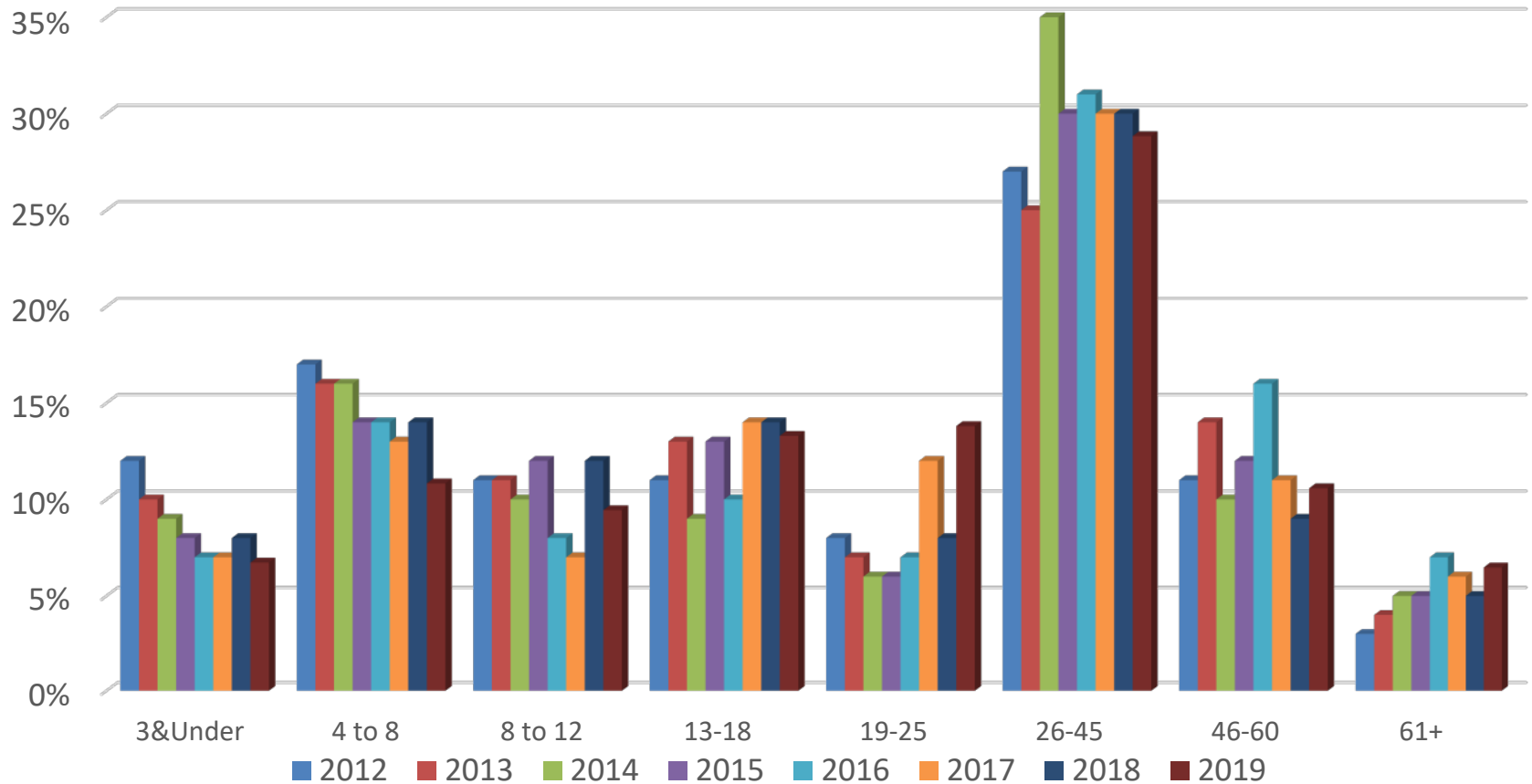


In 2019, we saw the survey results show more adults than youth attending the event. In previous years, these numbers were closer to 52 % adults to 48% youth.



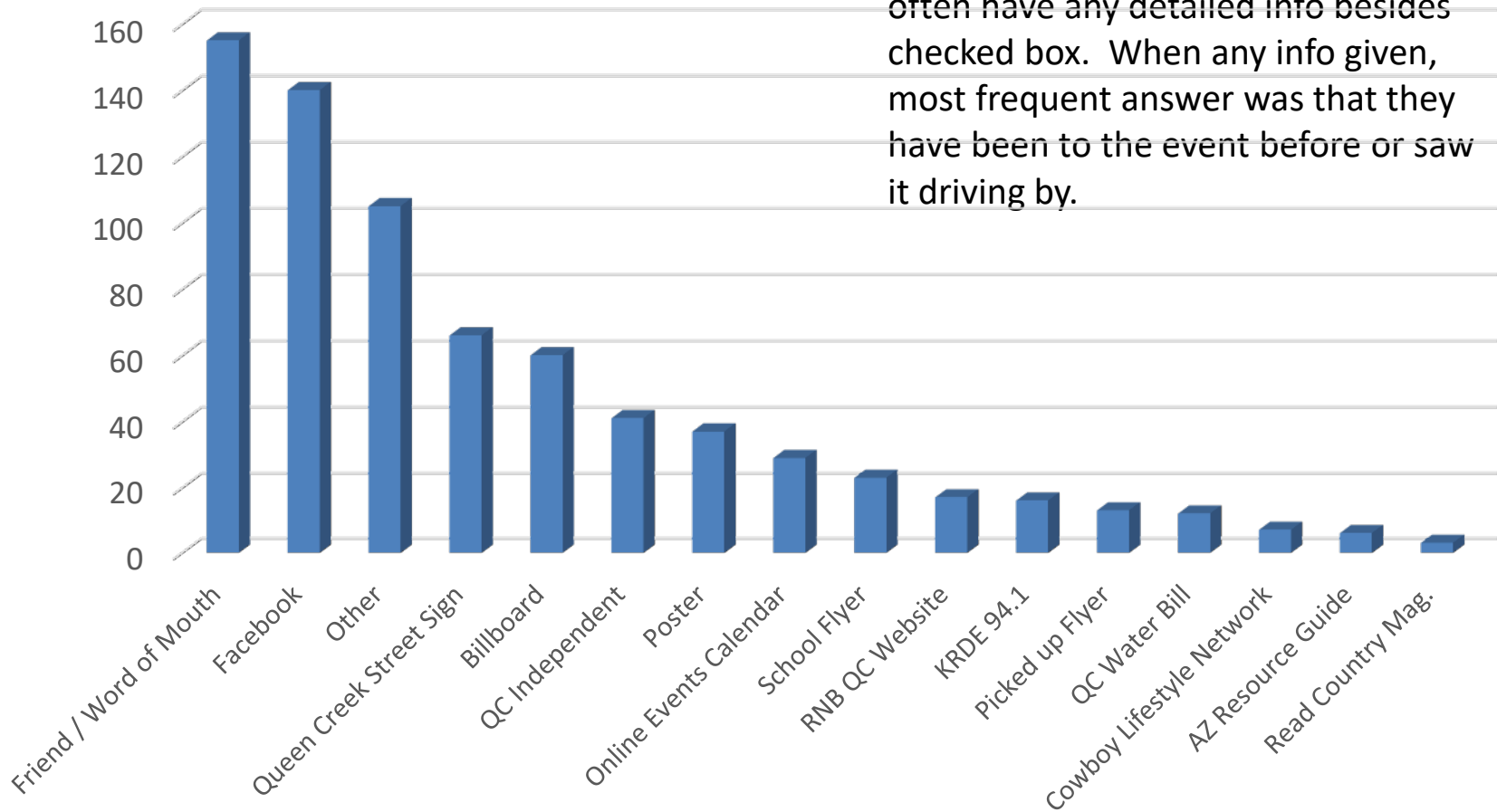
# Who Attended Our Event

Comparison of the Age of Attendees

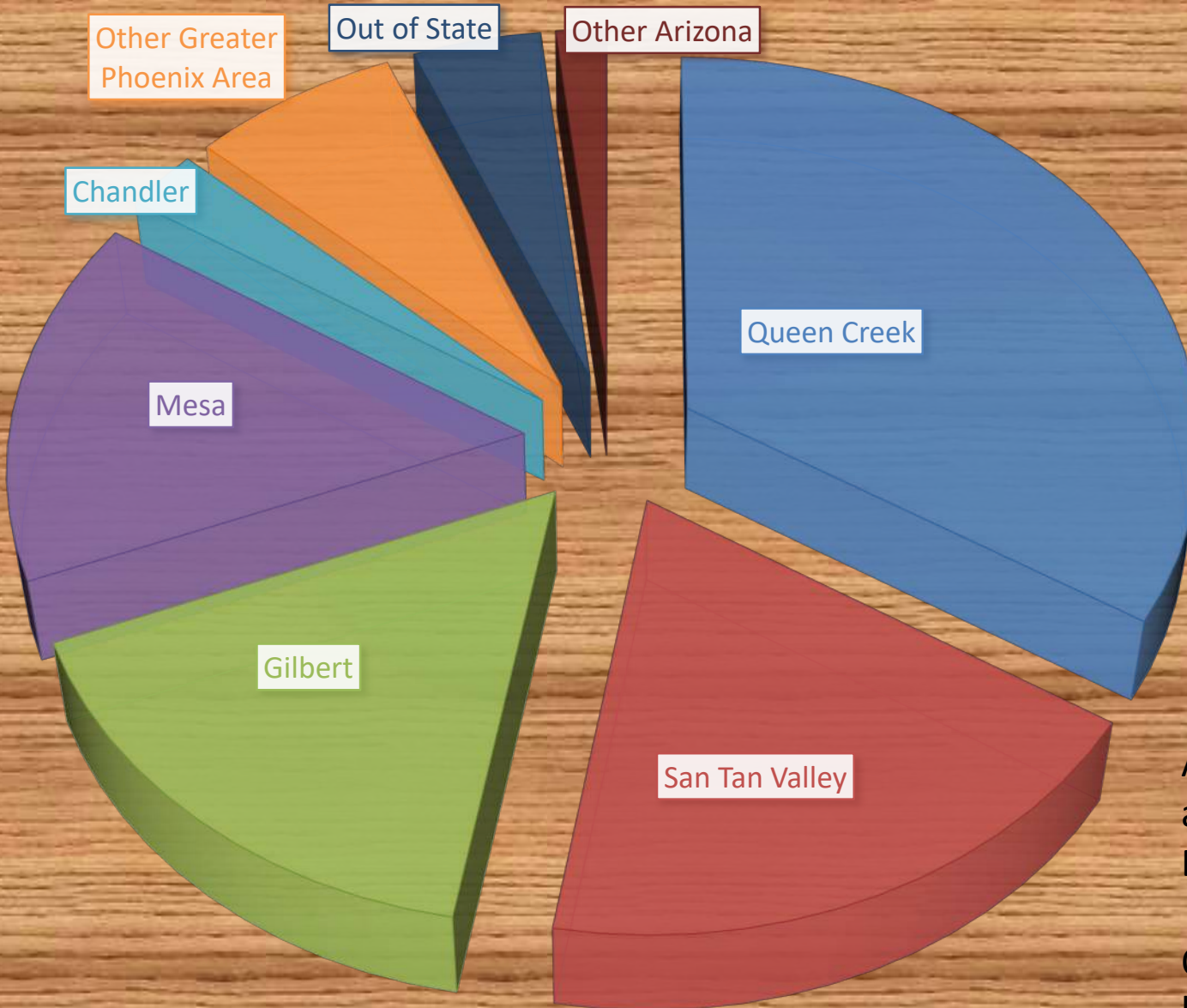


# How They Heard About Event

“Other”: In 2019 “other” does not often have any detailed info besides checked box. When any info given, most frequent answer was that they have been to the event before or saw it driving by.



# 2019 Attendees

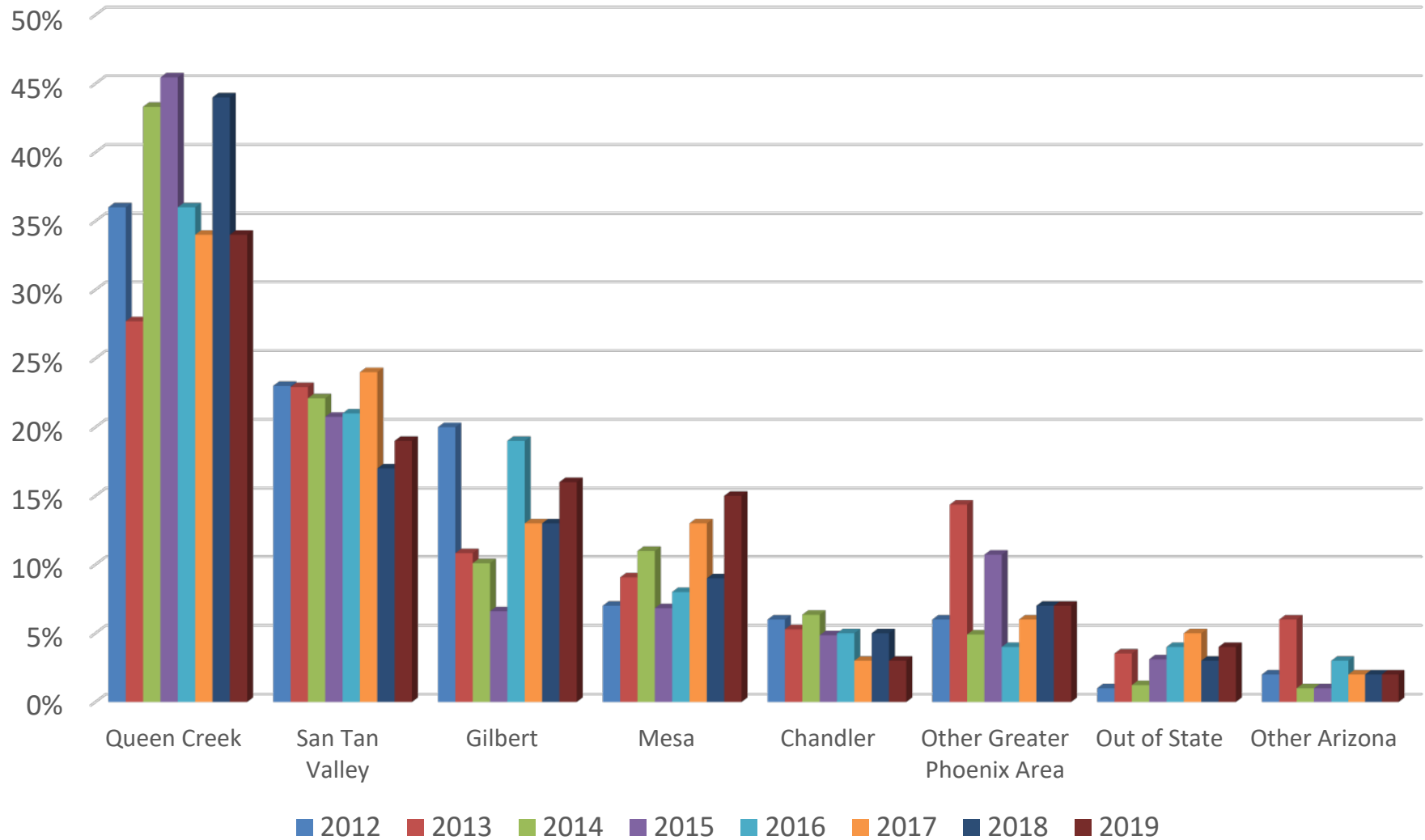


Almost 90% of our attendees reside in the East Valley area.

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



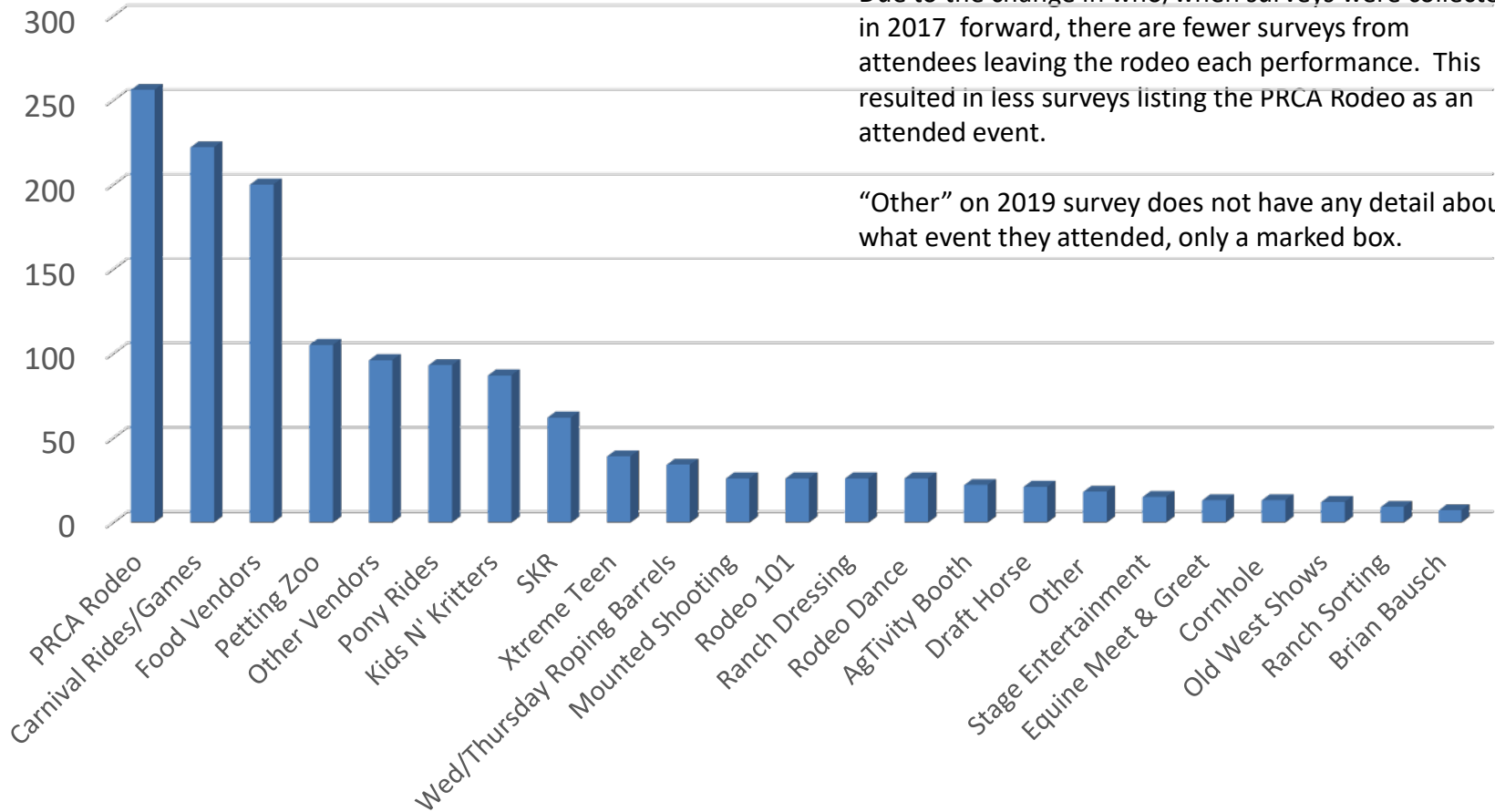
# Where Folks Came From



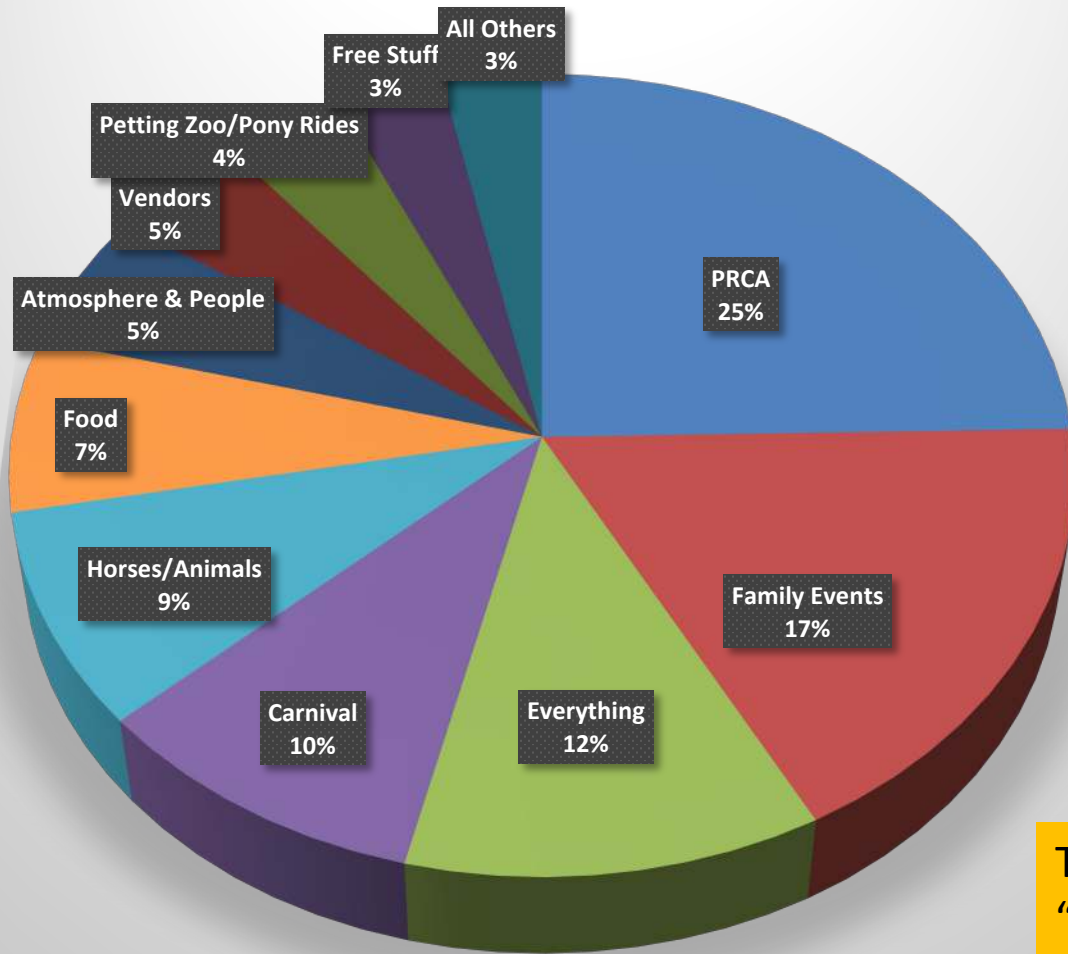
# What Events People Attended

Due to the change in who/when surveys were collected in 2017 forward, there are fewer surveys from attendees leaving the rodeo each performance. This resulted in less surveys listing the PRCA Rodeo as an attended event.

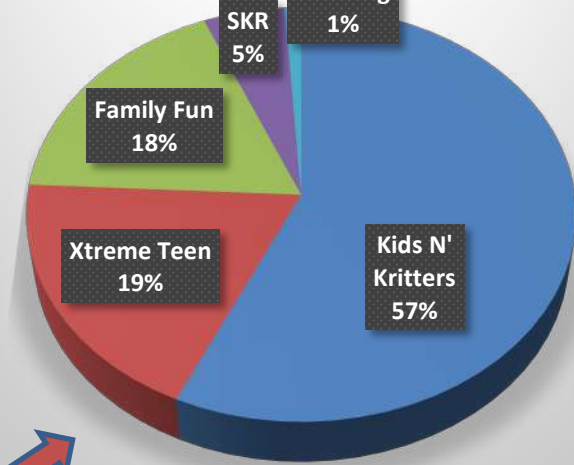
“Other” on 2019 survey does not have any detail about what event they attended, only a marked box.



# Favorite Activities



## Family Favorites



In 2019, Horses and Animals jumped again as a favorite activity.

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

# Compliments Written on Surveys!

Rides and smiles!

Awesome family event.

Ag exhibit with bees was good.

Family rodeo is so fun for kids.

Loved seeing all the animals.

Love volunteering and helping the community.

Large amount of things to do.

Loved all of it! Great event.

Food was delicious.

Friendly workers.

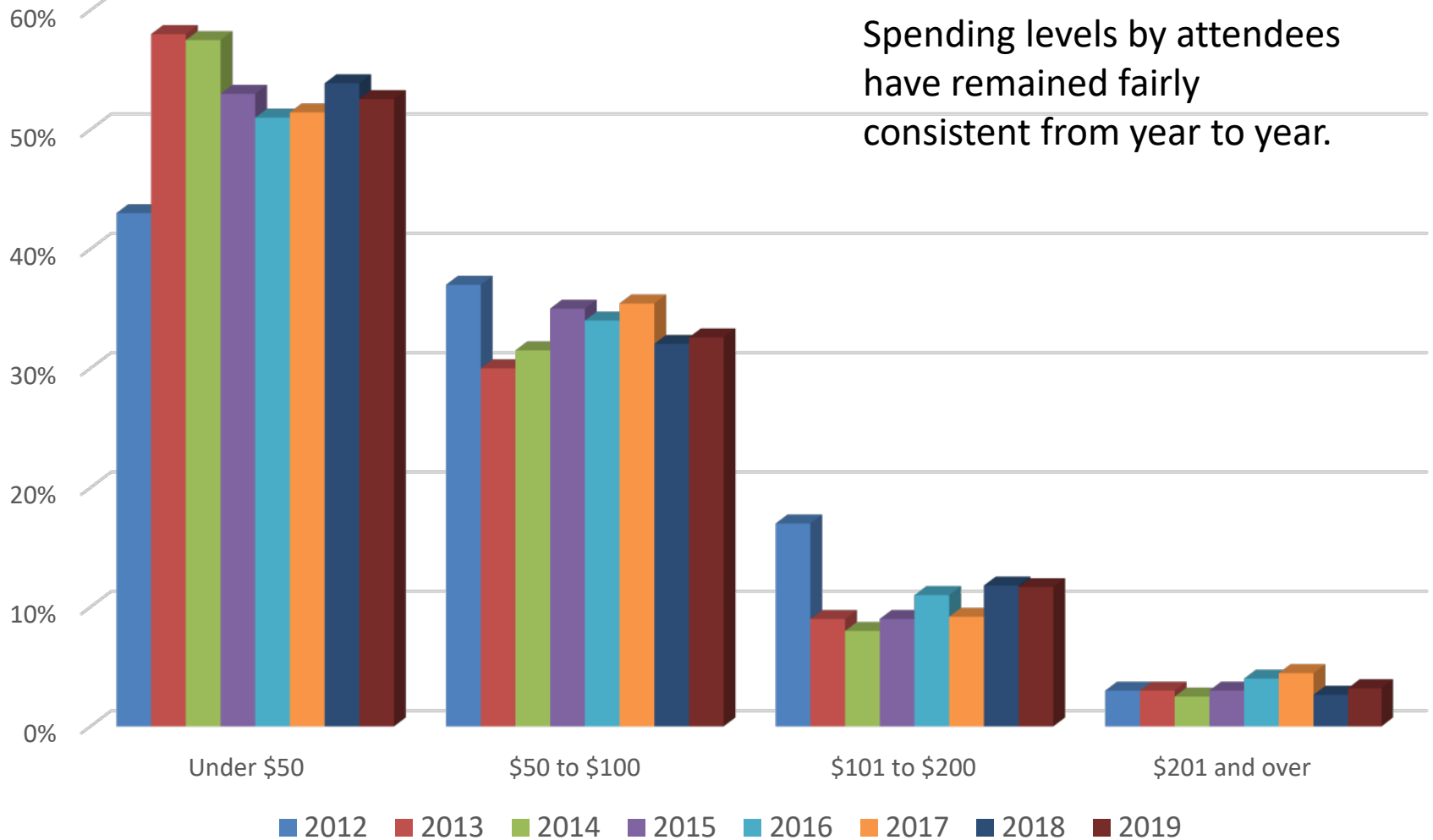
Petting zoo is so cute.

The rodeo was awesome!

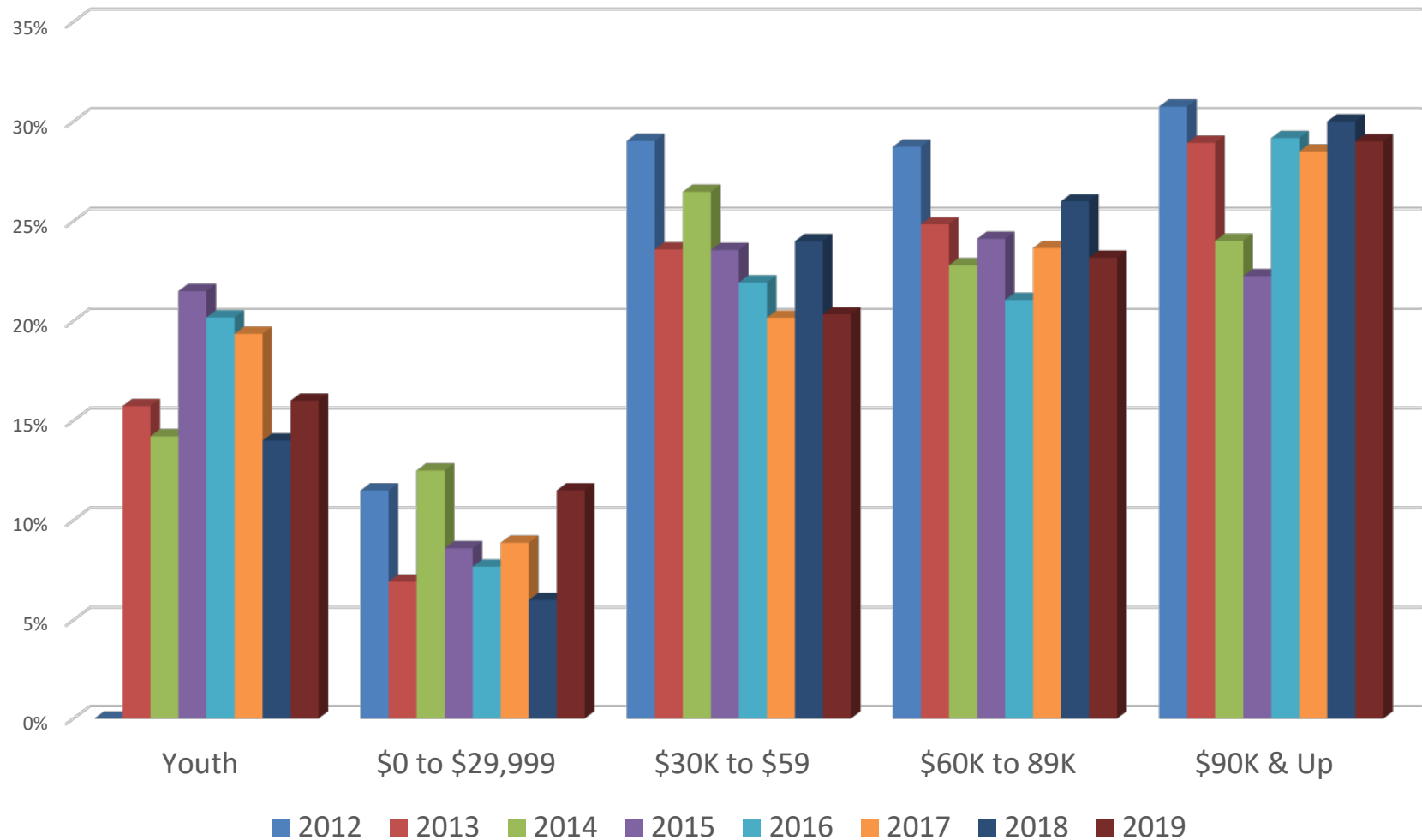
My son loves the Mutton Bustin'



# How Much People Spent

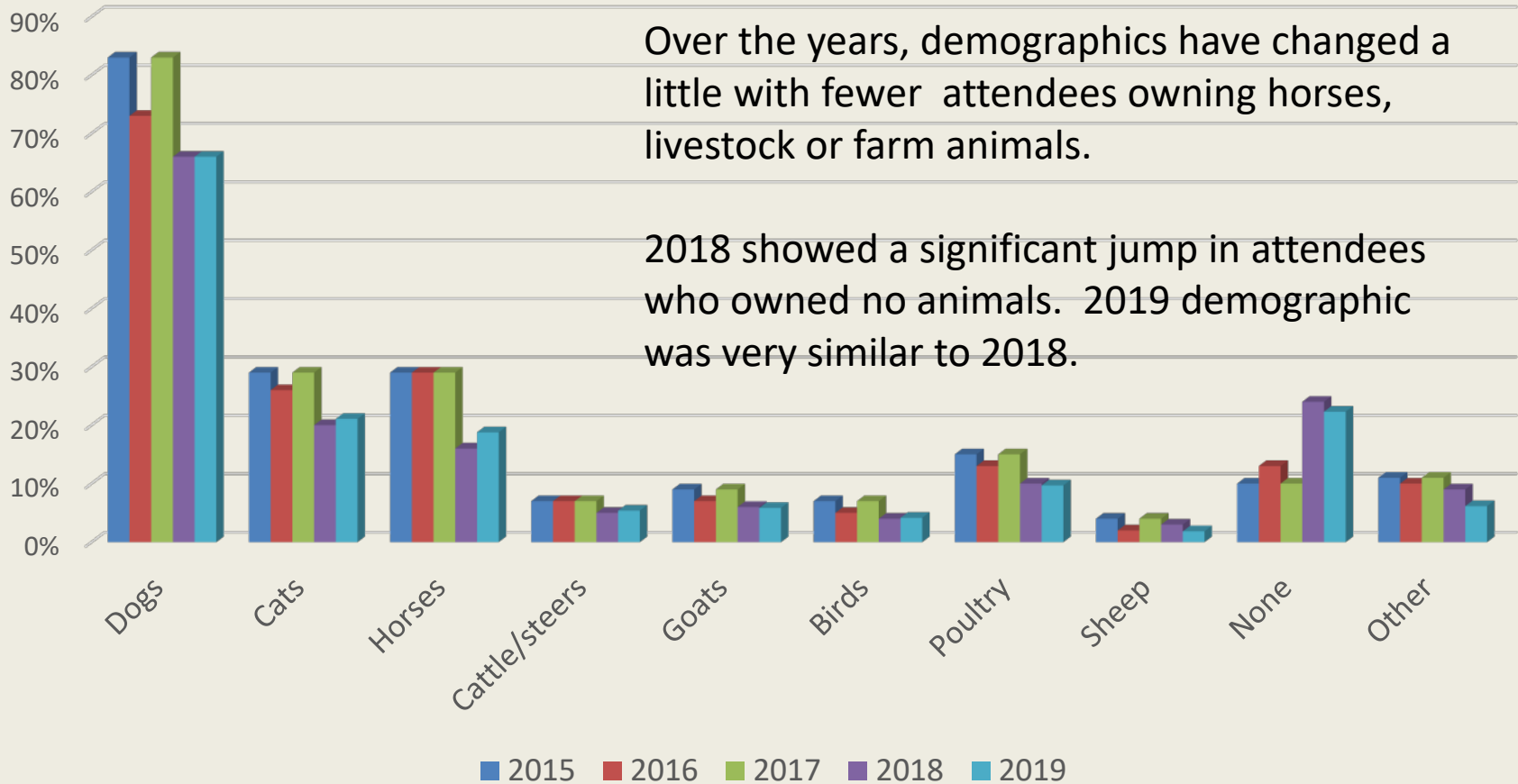


# Income of Attendees



\*Youth category added in 2013.

# Animals Owned by Attendees



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