



TUCSON RODEO IS A HIT WITH ATTENDEES

Results from a survey conducted at the 2005 Tucson Rodeo by the Behavior Research Center indicate the Tucson Rodeo Committee presents an event that is truly appreciated by people of all ages, and even by attendees who are not really rodeo fans.

Moreover, when respondents were asked to rate their experience on 20 different dimensions, they rated all of them overwhelmingly positive. These ratings measured satisfaction related to entertainment value, the facility, concessions, traffic, parking and customer service.

Overall Satisfaction with the Tucson Rodeo Experience

- 61% rated it Excellent
- 37% rated it Good
- 2% rated it Fair
- 0% rated it Poor

Respondents primarily attend the Tucson Rodeo to watch the event and have fun with friends and family.

Self-definition of Fan Status

- 54% of males and 41% of females are Avid fans
- 40% of males and 52% of females are Casual fans
- Avid fans are most concentrated in the 35 to 54 age demographic and in the \$50,000-\$75,000 income bracket

Likelihood of Returning in 2006

- 61% indicate they will definitely be back
- 26% indicated they will probably buy tickets next year

Ages Represented

- One-fourth of the parties include youngsters under six years of age
- One-third of parties include seniors over 65 years of age
- No age group holds a dominant position over any other

Employment Status

- 47% of respondents are employed with 66% employed in white collar jobs
- 37% are retired