

Rock 'n Roll Daze *1999*

Visitor Characteristics
And
Expenditure Study

Research Report 67
September 1999

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Visitor Characteristics and Expenditure Study

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EXECUTIVE SUMMARY

This study examines demographics, satisfaction levels, reasons for attending, and expenditures by attendees to Rock 'n Roll Daze (R&RD) 1999, a music and cultural festival celebrating the 1950s and 1960s held in Missoula, Montana, July 9-11, 1999.

Purpose

The purpose of this report was to examine reasons for attending the event and satisfaction with the event to aid the development and marketing of future Rock 'n Roll Daze. An additional purpose was to explore attendee characteristics and expenditures to further the understanding of who is coming to the event and their direct dollar impact on Missoula.

Methodology

This study was conducted in two parts:

1. A population count of all visitors to Rock 'n Roll Daze 1999, including an inquiry into their place of residence, was conducted at the gates to the two sock hops and the Saturday daytime events.
2. A random sample of attendees was asked to participate in a survey and was mailed a questionnaire three days after the event was completed. An additional random sample of car registrants was mailed a questionnaire.

Results - Population Count

Based on the population count:

- Average group size was 2.16
- 56% were from Missoula County
- 34% were from the rest of Montana
- 10% were from out-of-state

Based on the car registrant database:

- The average number of people per car was two
- 26% of car people were from Missoula County
- 62% of car people were from Montana
- 10% of car people were from out-of-state

Two methods were used to estimate the total number of people attending Rock 'n Roll Daze. Method one used the 9,800 tickets sold as the base with a result of 5,611 attending the events. Method two relied on the population count as the final number with the result of 6,283 people attending the events.

Results - Survey

Demographics

- ◆ Average age was 46.
- ◆ Average education was 14.47 years or at least 2 years past high school.
- ◆ Most common occupation was professional and/or self-employed.
- ◆ Annual household income for Missoula and Montana was most commonly between \$25,000-\$49,999 while out-of-state attendees were more likely to have an income of \$75,000-\$99,999.
- ◆ Washington, Idaho, California, and Wyoming represented the highest number of out-of-state residents.
- ◆ People attend R&RD with their family or with family and friends.

Attendee characteristics

- ◆ People attended R&RD to hear '50's and '60's music, to be entertained, for nostalgia, and to escape routine.
- ◆ Missoula County attendees heard of R&RD through radio, word-of-mouth, newspapers and TV while other Montanans heard of R&RD through word-of-mouth, radio, and newspapers. Out-of-state attendees heard through word-of-mouth or radio.
- ◆ 35% of Missoula County attendees made their decision to attend 1-4 weeks ahead, 27% planned 1-7 days ahead and 24% planned 1-6 months ahead.
- ◆ 45% of other Montana attendees made their decision to attend 1-6 months ahead and 31% made their plans 1-4 weeks ahead.
- ◆ 46% of out-of-state attendees planned 1-4 weeks ahead to come to R&RD and 24% planned 1-6 months ahead.
- ◆ Those people who attended contests found the car burnout competition to be very satisfying while the other contests were satisfying. However, the majority of survey respondents (69-80%) did not attend any of the contests.
- ◆ A little over half of the respondents were satisfied with the entrance and sock hop prices. Those who were not satisfied mentioned that children should be free or have a reduced rate and that Montanans in general cannot afford such high prices.
- ◆ 89% were satisfied or very satisfied with the quality of the bands, 87% were satisfied or very satisfied with the authenticity of the event, and 82% were satisfied or very satisfied with the crowding concern.

Expenditure Impact to Missoula and Montana

- ◆ The average group expenditure for Montanans residing outside Missoula was \$322 of which \$277 was spent in Missoula.
- ◆ The average group expenditure for out-of-state attendees was \$598 of which \$457 was spent in Missoula.
- ◆ Out-of-state and other Montana residents dropped between \$320,265 to \$407,492 in Missoula.
- ◆ An additional \$45,825 to \$46,671 was expended in Montana.
- ◆ The total direct impact of Rock 'n Roll Daze on Montana was \$366,090 to \$454,163 of which nearly 90% was spent directly in Missoula.

Conclusions

Attendees liked Rock 'n Roll Daze 1999 and are looking forward to the event next year. The bands and entertainment were the highest crowd pleasers. Attendees came from all over however, 90% were from Montana. If R&RD can draw more out-of-state attendees, dollar impact on Missoula and the state will increase. Missoula gained between \$300,000 and \$400,000 in attendee spending over the weekend.

Please refer to full text for details and further explanation

Acknowledgements

This report benefited substantially from the contributions of the following individuals. In no special order, we would like to thank: Kim McMahon, ITRR Research Associate, for her masterful knowledge of computers and software, and for constructing the database used in this study; the ITRR office staff, for a great work environment and often-needed levity; surveyors Lisa Deforge, Katie Heimgartner, Janna Jenkins, Darin Law, Amanda Lowe and Ryan Ulvin, without whom this research would not have been possible; and all those who took the time to respond to this survey.

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Introduction

Rock n Roll Daze (R&RD) 1999 was a three-day festival celebrating the culture, music, automobiles and activities of the 1950s and early 1960s held at the Western Montana Fairgrounds in Missoula. "R&RD" was conceived by its organizers as a "first annual" event, to be held in future years in Missoula. The first annual Rock n Roll Daze was held July 9-11, 1999.

The event is an offshoot of Hot August Nights, a similar festival held annually in Reno, Nevada. The proliferation of attendees at Hot August Nights had begun to overwhelm the available facilities, and its popular appeal, in the eyes of its organizers, begged for expansion into the Pacific Northwest.

Rock n Roll Daze was organized into three distinct events for which tickets were sold. On Friday and Saturday evenings, "sock hops" were held, giving attendees the opportunity to listen to five or six live bands playing music of the era, as well as a dance floor atmosphere in which to enjoy it. On Saturday, a classic car show and games, contests, and a swap meet were provided for the attendees. One was required to purchase tickets for the daytime activities and the two sock hops separately.

Since this was a first time event, R&RD organizers commissioned the Institute for Tourism and Recreation Research to collect information on attendees and provide baseline data related to attendee characteristics, satisfaction of the event, and expenditures. This information will be used for planning and marketing of future Rock n' Roll Daze events.

The main purpose of this study was to estimate the number of visitors to Rock 'n Roll Daze 1999 and the expenditures generated by the event for the city of Missoula. Specifically, there are five objectives:

1. To estimate the number of visitors to each event.
2. To estimate the total number of visitors for the weekend.
3. To estimate the direct dollars spent by visitors at the event, in Missoula, and in the state of Montana.
4. To understand visitor characteristics such as demographics, length of stay, group size, and trip length.
5. To understand where visitors heard about the events, why they attended, and how satisfied they were with the events.



Methods

This Report is divided into two parts. Part one provides analysis for the first two objectives by a population count of visitors to the events. The latter three objectives are provided for in Part 2 and were met by use of a survey sent to visitors who volunteered to take part in the study.

Part I: The Population Count

The Western Montana Fairgrounds has two main gates. One is located on South Avenue and the other on Russell Street. The South Ave. entrance gate is far more conspicuous to those driving by, and thus is used to a much greater extent. Surveyors were stationed at both gates during the majority of the hours those gates were open for each event (5:00 p.m.-9:20 p.m. Friday night; 8:00 a.m.-3:30 p.m. Saturday during the day; and 5:00 p.m.-8:45 p.m. Saturday night) and were instructed to intercept all visitors. When the flow of people through the gates slowed to a trickle in the later hours of each event the survey collection and population count stopped. Visitors were asked their group size (# of people) and origin (within Missoula County, within Montana outside of Missoula County, or out-of-state). Out-of-state visitors were asked what state or foreign country they were from.

One inherent concern to this method is that visitors did not enter the gates in a steady stream of people, but rather in occasional rushes and stalls. This being the case, it was unavoidable that some visitors were missed during the rushes. What follow are estimations of the proportions of visitors missed at each gate during each event.

Friday night:	South Ave. gate: 15%	Russell St. gate: 5%
Saturday day:	South Ave. gate: 15%	Russell St. gate: 5%
Saturday night:	South Ave. gate: 10%	Russell St. gate: 10%

While it is apparent that some attendees were missed at each gate, it is assumed that the characteristics of those missed are no different from those counted. Therefore, attendee characteristics can be generalized to the entire population.

The other concern to this method is that individuals driving or riding in classic cars to be shown at the event were not intercepted, because the cars simply drove through the South Avenue gate without need for their occupants to have their tickets checked and wrist bands issued at that point. These individuals presumably were issued their wrist bands afterward at the designated station within the fairground gates—when surveyors would have no chance to access them.

This also made individuals associated with cars to be excluded from the population of visitors from which individuals were drawn to have surveys sent. To include these “car people” in the attendance figures, a representative sample of car registrants was drawn at random from a database of car registrants obtained from Rock ‘n Roll Daze after the event. These individuals were sent a survey even though they had not been asked if they would fill out a survey while attending the event.

Part II: The Survey

When taking part in the population count as described above, some individuals were asked to complete a survey. Because some survey items necessitated that respondents had experienced the event prior to answering the survey, the survey was designed to be mailed out and returned at a later date. This also had the benefit of not interrupting respondents' experiences at Rock 'n Roll Daze more than momentarily.

To increase the accuracy of the addresses gathered from respondents, and to decrease the burden on the surveyors, respondents were asked to write their home address on an envelope provided for that purpose. What is more, the psychological impact of receiving a letter in one's own handwriting would dissuade respondents from interpreting the envelope, when received later in the mail, as yet another piece of junk mail.

During the event, this researcher kept tabs on the proportion of envelopes with addresses from Missoula County, the remainder of Montana, and out-of-state. The intent was to gather survey responses in equal proportion to all visitors as recorded in the population count. The research team was able to accomplish, within a few percentage points, the correct proportion of surveys for each group.

At the end of the weekend, all envelopes were gathered and separated into the three location types, and a different form of the survey was used for respondents from each location. These surveys, 779 in all, were sent out by mail Tuesday, July 13, 1999.

Another 50 surveys were sent out, also in proportion to residence (Missoula, Montana, or out-of-state), to those individuals who registered classic cars at the event. These surveys, specifically marked and under a separate cover letter, were sent out by mail Tuesday, July 20, 1999.

Studies have shown that offering an incentive to potential survey respondents can be useful in obtaining their participation in surveys. These incentives work best when they are connected in some way to the topic of the survey. With the cooperation of our client, the organizers of Rock 'n Roll Daze, the official event poster was offered to those who completed the survey. The respondent was asked to check a box if they wanted promotional mailings for next year as well as fill in their name and address for the poster. The vast majority of those respondents who sent in their address to receive their poster also chose to have their name added to the mailing list.

All surveys received in the mail by August 18, 1999, were used for this report. Data were entered into a Microsoft Access database, then translated into an SPSS database for statistical analysis. The results of these analyses follow.

The response rates for this survey were quite good, with an overall response rate of nearly 54%. For a mailback survey with no follow-up mailings, this is rather high. This is attributed to a motivated population—one that, regardless of its feelings about Rock 'n Roll Daze 1999, feels strongly about such gatherings.

Table 1
Survey Response Rates

<u>Survey Type</u>	<u># Sent</u>	<u># Received</u>	<u>Response Rate (%)</u>
Missoula County Residents	397	222	55.9%
Montana Residents (not Missoula County)	279	157	56.3%
Out-of-state Residents	103	44	42.7%
Car Registrants	50	24	48%
Total	829	447	53.9%



Results of Population Count

Using the estimates described in the “Methods” section, the number of people estimated to have walked up to the gates for each of the three events is described. Rock n’ Roll Daze organizers indicated that 9,800 tickets were sold for the entire weekend. This number represents people through the gates but does not correlate to the exact number of people attending since it is likely that many people went to more than one event. The population count and the survey instrument did not specifically ask how many events each person attended. Therefore two methods were devised to determine number of people.

In the first method, a number of assumptions were made based on a few questions within the survey that related to attendance. The questions used varied depending on the group type. For Montana and out-of-state attendees the question used was, “Did you come to Missoula for the primary purpose of attending Rock & Roll Daze?” The percent who said yes were automatically assumed to have attended all three events. For the percent who said no, it was assumed they went to just one event.

For Missoula County attendees, the number of events attended was based on the number of responses to the satisfaction questions as well as the responses provided in the open-ended questions of the survey. Based on these observations, it was assumed that 75 percent of Missoula people went to 2 events and 25 percent went to one event.

Both methods used the percent of people who represented each origin group (Missoula County, the rest of Montana, and out-of-state) as the basis for determining numbers of people. Therefore, based on the population count:

- ❑ 56% of the attendees were from Missoula County
- ❑ 34% of the attendees were from the rest of Montana
- ❑ 10% of the attendees were from out-of-state

Based on the car registrant database:

- ❑ The average number of people per car was two
- ❑ 26% of car people were from Missoula County
- ❑ 62% of car people were from Montana
- ❑ 10% of car people were from out-of-state

Method 1

Method one used the 9,800 tickets as the starting point, and all analysis stemmed from that number. Car registrations were added into the analysis as a separate segment to each origin group since data on where they were from and how many were readily available.



Table 2
Method 1 – Ticket Sale and Survey Count

Missoula County attendees

56% x 9,800 tickets + 26% x 810 car people = 5,488 + 211 = 5,699 tickets sold to Missoula people

ASSUME: 75% went to 2 events, 25% went to 1 event; therefore

$$.75 \times 5,699 = 4,274/2 = 2,137$$

$$+ .25 \times 5,699 = 1,425$$

$$2,137 + 1,425 = \mathbf{3,562 \text{ attendees from Missoula County}}$$

Other Montana attendees

34% x 9,800 tickets + 62% x 810 car people = 3,332 + 502 = 3,834 tickets sold to Montana people

ASSUME: 94% went to 3 events, 6% went to 1 event

$$.94 \times 3,834 = 3,604/3 = 1,201$$

$$+ .06 \times 3,834 = 230$$

$$1,201 + 230 = \mathbf{1,431 \text{ attendees from the rest of Montana (not Missoula)}}$$

Out-of-state attendees

10% x 9,800 tickets + 12% x 810 car people = 980 + 97 = 1,077 tickets sold to out-of-state people

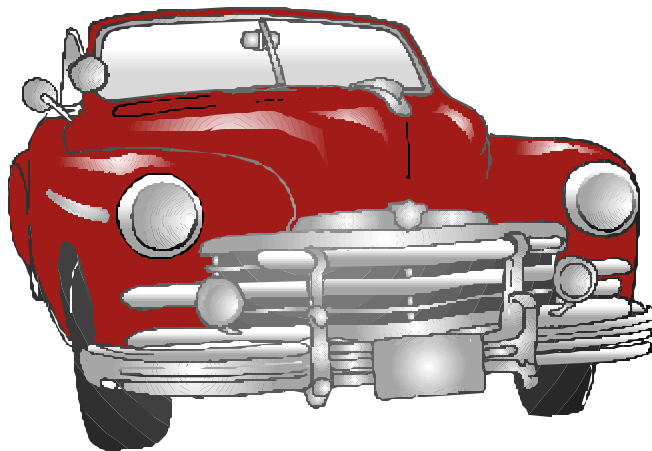
ASSUME: 64% went to 3 events, 36% went to 1 event

$$.64 \times 1,077 = 689/3 = 230$$

$$.36 \times 1,077 = 388$$

$$230 + 388 = \mathbf{618 \text{ out-of-state people}}$$

Total number of Attendees = 5,611

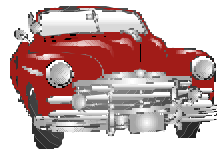


Method 2

Method two relied on the population count as the final number and attendance by origin is used as the method to break-out the three groups. Car registrations were added into the analysis as a separate segment to each origin group since data on where they were from and how many were readily available.

Table 3
Method 2 Population Count

<u>Friday Night (Sock Hop)</u>		
South	941/.85 =	1107
Russell	284/.95 =	299
Total	1225 ⇒	<u>1406</u>
<u>Saturday Daytime (Contests, etc.)</u>		
South	1411/.85 =	1660
Russell	670/.95 =	705
Total	2081 ⇒	<u>2365</u>
<u>Saturday Night (Sock Hop)</u>		
South	784/.9 =	871
Russell	748/.9 =	831
Total	1532 ⇒	<u>1702</u>
<u>Car registrants</u>		
405 x 2 people/car =		810
 Total	⇒	6,283



6,283 people attended the event based on population count and car registrations

.56 x 6,283 = **3,519 Missoula County attendees**

.34 x 6,283 = **2,136 Montana attendees outside Missoula County**

.10 x 6,283 = **628 out-of-state attendees**

The two methods yield a difference of 672 people, most of whom fall into the group of attendees from Montana but outside Missoula County. Therefore, the total of 9,800 tickets represents between 5,611 and 6,283 individuals averaging 1.55 to 1.75 events per person at the first annual Rock n' Roll Daze in Missoula, Montana.

Results of Survey

This discussion will take place on a variable-by-variable basis, making special note of regional differences in responses.

Importance of Reasons for Attending Rock ‘n Roll Daze (Tables 4 & 5)

To Relax

Overall, a 2-to-1 majority of respondents considered relaxation to be important or very important in their decision to attend R&RD. Those from outside Missoula County were more likely to rate it as very important.

To do exciting things

The majority who rated this variable to be important or very important in their decision is 7-to-3. In-state respondents from outside Missoula County were more likely to rate it as very important.

To be entertained

By greater than a 9-to-1 margin, respondents rated entertainment as an important factor in their decision.

Not having to rush

By a 2-to-1 margin, respondents tended to rate not having to rush as an important factor in their decision, with out-of-state respondents most likely to consider it very important, followed by in-state respondents from outside Missoula County.

To meet new people

Meeting new people was NOT a particularly important consideration in attending Rock ‘n Roll Daze, with less than 30% saying it was important or very important. Those from outside Missoula County were more likely to rate it as important.

To do something novel

By almost a 2-to-1 margin, respondents considered novelty an important consideration in attending R&RD, with responses fairly even by region.

For nostalgia

$\frac{3}{4}$ of respondents considered nostalgia an important factor in their decision; those from outside Missoula County were more likely to rate it as very important.



To hear 50's-60's music

More than 80% of respondents considered listening to era music an important factor in their decision to attend R&RD.

To show my vintage car

Just over 30% of respondents considered this an important reason to attend Rock 'n Roll Daze, with respondents from outside Missoula County more likely to consider it important. Not surprisingly, 80% of respondents who registered their cars considered it important or very important in their decision.

To dance

Just over a third of respondents considered the opportunity to dance an important factor in their decision.

To participate in contests

Less than 10% of respondents felt participating in contests was important to their decision to attend R&RD.

To be with my friends

Nearly 70% of respondents felt it was an important factor in their decision to attend Rock 'n Roll Daze that they would be able to be with friends.

To escape from routine

Nearly 85% of respondents considered it an important factor in their decision to attend R&RD that they would be able to escape routine.

Table 4
All Survey Respondents Reasons for Attending Rock 'n Roll Daze

	<u>Very</u> <u>Important</u> <u>%(n)</u>	<u>Important</u> <u>%(n)</u>	<u>Somewhat</u> <u>Important</u> <u>%(n)</u>	<u>Not at all</u> <u>Important</u> <u>%(n)</u>
To relax	34% (144)	32% (134)	26% (109)	9% (39)
To do exciting things	30 (124)	42 (173)	21 (86)	8 (34)
To be entertained	58 (253)	34 (147)	6 (26)	2 (8)
Not having to rush	34 (142)	32 (135)	20 (85)	14 (57)
To meet new people	9 (36)	23 (95)	33 (139)	36 (150)
To do something novel	24% (101)	39% (162)	28% (115)	9% (39)
For nostalgia	43 (181)	32 (136)	18 (74)	8 (32)
To hear '50's-60's music	56 (241)	26 (111)	12 (53)	6 (27)
To show my vintage car	18 (68)	14 (53)	8 (30)	61 (233)
To dance	13 (56)	23 (96)	27 (113)	37 (157)
To participate in contests	1% (5)	8% (33)	19% (77)	72% (290)
To be with my friends	36 (156)	33 (141)	16 (68)	15 (64)
To escape from routine	45 (191)	39 (166)	10 (42)	7 (29)

Table 5
Importance of reasons for attending Rock and Roll Daze by Group Origin

	<u>MISSOULA</u>				<u>REST OF MONTANA</u>				<u>OUT-OF-STATE</u>															
	Very		Somewhat		Somewhat		Not at all		Very		Somewhat		Not at all											
	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>										
	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)										
To relax	34	(144)	32	(134)	26	(109)	9	(39)	42	(68)	30	(49)	21	(34)	7	(12)	44	(19)	21	(9)	28	(12)	7	(3)
To do exciting things	30	(124)	42	(173)	21	(86)	8	(34)	36	(58)	43	(69)	14	(23)	6	(10)	26	(11)	38	(16)	26	(11)	10	(4)
To be entertained	58	(253)	34	(147)	6	(26)	2	(8)	55	(90)	38	(63)	6	(9)	1	(2)	56	(24)	30	(13)	9	(4)	5	(2)
Not having to rush	34	(142)	32	(135)	20	(85)	14	(57)	38	(59)	29	(45)	22	(34)	12	(18)	46	(20)	32	(14)	25	(11)	11	(5)
To meet new people	9	(36)	23	(95)	33	(139)	36	(150)	9	(15)	28	(45)	32	(51)	30	(48)	14	(6)	23	(10)	37	(16)	26	(11)
To do something novel	24	(101)	39	(162)	28	(115)	9	(39)	27	(42)	40	(63)	28	(44)	6	(9)	24	(10)	38	(16)	29	(12)	10	(4)
For nostalgia	43	(181)	32	(136)	18	(74)	8	(32)	51	(81)	31	(50)	13	(21)	5	(8)	46	(20)	32	(14)	16	(7)	7	(3)
To hear '50's-60's music	56	(241)	26	(111)	12	(53)	6	(27)	62	(102)	23	(38)	11	(18)	4	(6)	59	(27)	15	(7)	22	(10)	4	(2)
To show my vintage car	18	(68)	14	(53)	8	(30)	61	(233)	25	(36)	16	(24)	10	(15)	49	(71)	24	(8)	15	(5)	12	(4)	50	(17)
To dance	13	(56)	23	(96)	27	(113)	37	(157)	12	(19)	25	(41)	28	(46)	35	(56)	14	(6)	23	(10)	14	(6)	49	(21)
To participate in contests	1	(5)	8	(33)	19	(77)	72	(290)	3	(4)	8	(12)	22	(34)	68	(106)	3	(1)	8	(3)	15	(6)	74	(29)
To be with my friends	36	(156)	33	(141)	16	(68)	15	(64)	40	(66)	27	(44)	17	(28)	16	(26)	44	(20)	24	(11)	13	(6)	18	(8)
To escape from routine	45	(191)	39	(166)	10	(42)	7	(29)	49	(80)	34	(56)	10	(17)	6	(10)	45	(19)	41	(17)	7	(3)	7	(3)



Where Respondents Heard about Rock ‘n Roll Daze (Table 6)

Radio

The majority of respondents heard about R&RD on the radio, with the proportion getting smaller the further one lives away from Missoula County.

TV

Less than 30% of respondents heard about the event on TV, with a similar pattern in responses to that for radio. Also, NO respondents from outside Montana heard of R&RD on TV.

Internet

Only about 7% of respondents heard about R&RD online, but the pattern in responses is the opposite that of the first two media: Out-of-state respondents were more likely to have heard about the event over the Internet.

Billboard

Only about 9% of respondents heard about the event by billboards, with a similar pattern to the responses as seen in radio and TV. No out-of-state respondents heard about R&RD by billboard.

Posters

Only about 20% of respondents heard about the event through posters, with the same pattern emerging as with radio and TV.

Newspapers

About 35% of respondents heard about the event through the newspapers. Nearly half of Missoula County respondents did, while less than a quarter of other Montana residents did so. Among out-of-state respondents, less than 9% heard about the event through the papers.

Magazines

Only 1% of all respondents reported hearing about the event through magazines, and no out-of-state respondents reported having done so.

Word of mouth

Nearly 60% of respondents heard about R&RD through word of mouth, with proportions very similar between regions. However, this is not unusual; word of mouth nearly always comes out on top when given as a choice in surveys.

Display at retail outlet

About 14% of respondents heard about R&RD through displays, with the proportion getting higher as one gets closer to Missoula County. This question sought to evaluate the effectiveness of the displays at Noon’s convenience stores, but the statewide distribution of these stores where attendees saw the displays is unknown.

Flyer at car show

About 9% of respondents heard about Rock ‘n Roll Daze through such flyers, with the greatest proportion who did so coming from Montana but outside Missoula County.

Table 6
How respondents heard about Rock ‘n Roll Daze 1999

Medium	<u>Missoula County</u>		<u>Other Montana</u>		<u>Out-of-State</u>	
	%	(n)	%	(n)	%	(n)
Radio	63%	(144)	50%	(85)	26%	(12)
TV	38	(88)	21	(36)	0	(0)
Internet	5	(12)	8	(13)	11	(5)
Billboard	14	(32)	5	(8)	0	(0)
Posters	27	(62)	15	(25)	4	(2)
Newspapers	49	(113)	23	(40)	9	(4)
Magazine	1	(3)	1	(2)	0	(0)
Word of mouth	60	(137)	55	(94)	62	(29)
Display at retail outlet	19	(44)	9	(16)	2	(1)
Flyer at car show	6	(14)	13	(22)	9	(4)

Plans for Attending Rock ‘n Roll Daze (Table 7)

Nearly 2/3 of respondents overall reported making plans to attend R&RD between a week and six months ago. Missoula County residents were more likely to have made plans in the last week before the event; otherwise the proportions were similar.

Table 7
How long ago respondents made plans to visit Rock ‘n Roll Daze

Time Frame	<u>Missoula County</u>		<u>Other Montana</u>		<u>Out of State</u>	
	%	(n)	%	(n)	%	(n)
Today	8%	(18)	4%	(7)	9%	(4)
1-7 days ago	27	(62)	15	(25)	17	(8)
1-4 weeks ago	35	(78)	31	(52)	46	(21)
1-6 months ago	24	(54)	45	(72)	24	(11)
Over 6 months ago	6	(14)	5	(9)	4	(2)

Satisfaction with Rock ‘n Roll Daze (Tables 8, 9, 10 & 11)

Overall note: The most noteworthy finding in this portion of the study is the preponderance of respondents who did not attend the contests. This may be an artifact of having collected only about 1/3 of potential respondents during the daytime portion of the event on Saturday, or it may indicate that the contests were simply not well attended. To this end, we will discuss contests with similar responses simultaneously.

Dance competition and hula hoop contest

By a three-or-four-to-one margin, those who attended these contests were satisfied or very satisfied. However, nearly 70% of respondents in each case did not attend these contests.

Elvis/Marilyn lookalike contest

By a nearly 3-to-1 margin, those who attended this contest were satisfied. However, about 73% of people did not attend.

3-legged race and Mr./Mrs. Rock 'n Roll competitions

By margins of about 2.5-to-1, respondents were satisfied with these contests. However, almost 80% of respondents did not attend these.

Car burnout competition

Approximately 34% of respondents were satisfied with this contest, versus only about 8% who were not. Still, nearly 60% of respondents did not attend, even though this was the best attended contest.

Lifter toss and fan belt flip

By about a 2-to-1 margin, respondents were satisfied with these contests. Again, however, nearly 80% of respondents did not attend them.

Entrance price

This item, intended to evaluate respondents' feelings about the price of the daytime events on Saturday, may have confused some respondents in that it preceded "sock hop price" in the questionnaire. 53% of respondents indicated they were satisfied or very satisfied, versus 42% who were only somewhat satisfied or not at all satisfied. Only 5% of respondents indicated they did not attend this event, which in light of the high rates of nonattendance for most contests, suggests some confusion on the part of respondents over this item. Missoula County residents were more likely than others to not be satisfied with the entrance price.

Sock hop price

47% of all respondents reported they were satisfied with this item, while 33% indicated they were not. 20% of respondents reported not attending either of the sock hops. Again, Missoula County residents were more likely to be not satisfied with this item than others.

Quality of bands

By a margin of 7.5-to-1, respondents indicated they were satisfied with the quality of the bands. Proportions of respondents who did so were similar by region.

Authenticity of event

Greater than 80% of respondents were satisfied with the authenticity of Rock 'n Roll Daze, with similar proportions by region.

Crowding

Results were nearly the same for crowding as for authenticity.

Table 8
All Survey Respondents Satisfaction with aspects of Rock ‘n Roll Daze

	Very Satisfied % (n)	Satisfied %(n)	Somewhat Satisfied %(n)	Not at all Satisfied %(n)	Not Applicable/ Did not Attend %(n)
Contest satisfaction					
Dance competition	7 (28)	20 (83)	6 (25)	<1 (1)	68 (286)
Hula hoop	4 (15)	20 (83)	7 (30)	1 (3)	69 (292)
Elvis/Marilyn lookalike	4 (18)	15 (61)	6 (27)	1 (6)	73 (308)
3-legged race	3 (14)	13 (52)	5 (21)	1 (5)	78 (324)
Mr./Mrs. Rock ‘n Roll	5 (22)	11 (44)	6 (26)	1 (3)	77 (321)
Car burnout competition	19 (80)	15 (63)	6 (23)	2 (8)	59 (245)
Lifter toss	3 (12)	10 (40)	6 (25)	2 (8)	80 (331)
Fan belt flip	3 (12)	11 (44)	6 (25)	1 (6)	79 (330)
Overall event satisfaction					
Entrance price	13 (55)	40 (168)	21 (90)	21 (89)	5 (23)
Sock hop price	13 (53)	34 (142)	17 (71)	16 (68)	20 (84)
Quality of bands	47 (201)	29 (122)	9 (37)	1 (4)	14 (60)
Authenticity of event	38 (159)	44 (187)	10 (44)	2 (9)	6 (24)
Crowding	23 (94)	56 (233)	13 (56)	4 (15)	5 (19)



Table 9
Satisfaction with aspects of Rock ‘n Roll Daze – Missoula County Attendees

	Very <u>Satisfied</u>	<u>Satisfied</u>	Somewhat <u>Satisfied</u>	Not at all <u>Satisfied</u>	Not Applicable/ <u>Did not Attend</u>
<u>Contest satisfaction</u>	% (n)	% (n)	% (n)	% (n)	% (n)
Dance competition	6 (14)	18 (39)	5 (11)	1 (1)	70 (154)
Hula hoop	3 (6)	16 (36)	6 (12)	1 (2)	56 (163)
Elvis/Marilyn lookalike	4 (9)	13 (29)	4 (9)	1 (3)	77 (169)
3-legged race	3 (7)	10 (21)	4 (8)	2 (4)	82 (179)
Mr./Mrs. Rock ‘n Roll	7 (16)	7 (15)	6 (12)	1 (2)	79 (173)
Car burnout competition 16	35 (12)	25 (4)	9 (2)	4 (4)	67 (145)
Lifter toss	3 (6)	8 (17)	6 (13)	2 (5)	81 (177)
Fan belt flip	3 (6)	8 (18)	6 (13)	2 (5)	81 (177)
<u>Overall event satisfaction</u>					
Entrance price	11 (23)	32 (69)	24 (52)	27 (57)	7 (14)
Sock hop price	8 (18)	32 (69)	17 (36)	21 (45)	22 (47)
Quality of bands	49 (105)	26 (56)	11 (23)	1 (1)	14 (31)
Authenticity of event	39 (84)	39 (83)	12 (25)	3 (7)	7 (14)
Crowding	23 (49)	52 (108)	14 (30)	6 (12)	5 (10)

Table 10
Satisfaction with aspects of Rock ‘n Roll Daze – Rest of Montana Attendees

	Very <u>Satisfied</u>	<u>Satisfied</u>	Somewhat <u>Satisfied</u>	Not at all <u>Satisfied</u>	Not Applicable/ <u>Did not Attend</u>
<u>Contest satisfaction</u>	% (n)	% (n)	% (n)	% (n)	% (n)
Dance competition	7 (12)	22 (35)	9 (14)	0 (0)	62 (101)
Hula hoop	3 (4)	25 (40)	11 (17)	1 (1)	62 (100)
Elvis/Marilyn lookalike	4 (6)	16 (25)	9 (15)	2 (3)	69 (111)
3-legged race	3 (4)	17 (26)	7 (11)	1 (1)	73 (115)
Mr./Mrs. Rock ‘n Roll	2 (3)	16 (25)	7 (11)	1 (1)	75 (117)
Car burnout competition	26 (41)	19 (31)	6 (10)	2 (3)	47 (75)
Lifter toss	1 (2)	12 (19)	6 (10)	2 (3)	78 (123)
Fan belt flip	1 (2)	13 (21)	6 (10)	1 (1)	78 (123)
<u>Overall event satisfaction</u>					
Entrance price	18 (30)	44 (73)	19 (32)	14 (23)	5 (9)
Sock hop price	19 (31)	34 (55)	19 (30)	11 (17)	17 (27)
Quality of bands	47 (77)	32 (52)	6 (10)	2 (3)	13 (22)
Authenticity of event	36 (60)	49 (81)	9 (15)	1 (2)	5 (9)
Crowding	23 (38)	58 (95)	13 (22)	1 (2)	4 (7)

Table 11
Satisfaction with aspects of Rock ‘n Roll Daze – Out-of-state Attendees

	Very <u>Satisfied</u>	<u>Satisfied</u>	Somewhat <u>Satisfied</u>	Not at all <u>Satisfied</u>	Not applicable/ <u>Did not Attend</u>
<u>Contest satisfaction</u>	% (n)	% (n)	% (n)	% (n)	% (n)
Dance competition	5 (2)	21 (9)	0 (0)	0 (0)	74 (31)
Hula hoop	12 (5)	17 (7)	2 (1)	0 (0)	69 (29)
Elvis/Marilyn lookalike	7 (3)	17 (7)	7 (3)	0 (0)	68 (28)
3-legged race	8 (3)	13 (5)	5 (2)	0 (0)	75 (30)
Mr./Mrs. Rock ‘n Roll	7 (3)	10 (4)	7 (3)	0 (0)	76 (31)
Car burnout competition	10 (4)	17 (7)	10 (4)	2 (1)	61 (25)
Lifter toss	10 (4)	10 (4)	5 (2)	0 (0)	76 (31)
Fan belt flip	10 (4)	12 (5)	5 (2)	0 (0)	73 (30)
<u>Overall event satisfaction</u>					
Entrance price	5 (2)	61 (26)	14 (6)	21 (9)	0 (0)
Sock hop price	9 (4)	42 (18)	12 (5)	14 (6)	23 (10)
Quality of bands	43 (19)	32 (14)	9 (4)	0 (0)	16 (7)
Authenticity of event	35 (15)	54 (23)	9 (4)	0 (0)	2 (1)
Crowding	16 (7)	68 (30)	9 (4)	2 (1)	5 (2)

Number of People in Group (Table 12)

Montana residents from outside Missoula County tended to bring the largest number of males, and out-of-state groups the smallest, with Missoula County groups intermediate between the two. The same is true for females, although Missoula County groups averaged nearly as many females as groups from the rest of the state. Missoula country groups brought the most children, but not by much.

**Table 12
Group Size and Group Type**

Overall Population group size	
Missoula County	2.13
Rest of Montana	2.31
Out-of-State	1.90
Average group size	2.16



Expenditures (Table 13)

Expenditures were only recorded for respondents from outside Missoula County, to account for economic contribution to Missoula County and Montana. With the notable exception of the tickets category, expenditures by out-of-state respondents were approximately twice as great as by in-state respondents from outside Missoula County.

The “mean” indicates the average expenditure in each category. The average total expenditure of Montana residents from outside Missoula County was \$322, of which \$277, on average, was spent in Missoula County. The average total expenditure of out-of-state residents was \$598, of which \$457 was spent in Missoula County.



Table 13
Expenditures by respondents and their visiting groups

	Total money spent in Montana		Money spent in Missoula	
	MT Residents Mean \$	Out-of-State Mean \$	MT Residents Mean \$	Out-of-State Mean \$
<u>Accommodations</u>				
Motel/Hotel/B&B	\$69	\$163	\$61	\$147
Campground	5	32	5	4
<u>Food</u>				
Restaurant/Bar	77	129	71	98
Groceries/Snacks	18	38	14	25
<u>Transportation</u>				
Gasoline	33	52	19	33
Local Transportation	0	0	0	0
Auto Rental	0	20	0	18
<u>Retail/Services</u>				
Retail Goods	40	71	38	56
Gratuity (meals, taxi, hotel)	12	21	12	16
Rock n Roll Daze Tickets	58	41	49	32
Entertainment/Recreation	9	19	7	16
Other	<u>1</u>	<u>12</u>	<u>1</u>	<u>12</u>
TOTAL	<u>\$322</u>	<u>\$598</u>	<u>\$277</u>	<u>\$457</u>



From the attendee estimates described earlier, the following provides the range in dollars dropped in Missoula County and the rest of Montana.

Dollars dropped in Missoula

Method 1: Montana attendees 1,431/2.31 group size = 620 groups x \$277 = \$171,740

Method 2: Montana attendees 2,136/2.31 group size = 925 groups x \$277 = \$256,225

Method 1: Out-of-state attendees 618/1.90 group size = 325 groups x \$457 = \$148,525

Method 2: Out-of-state attendees 628/1.90 group size = 331 groups x \$457 = \$151,267

Total dollars dropped in Missoula ranges from \$320,625 to \$407,492

Dollars dropped in Montana beyond Missoula

Method 1: Out-of-state attendees 618/1.90 group size = 325 groups x (\$598-\$457) = \$45,825

Method 2: Out-of-state attendees 628/1.90 group size = 331 groups x (\$598-\$457) = \$46,671

Dollars dropped in Montana beyond Missoula County ranges from \$45,825-\$46,671

Total direct impact of Rock n' Roll Daze on Montana = \$366,090 to \$454,163

Primary Purpose of Trips to Missoula (Table 14)

This question was only asked of respondents from outside of Missoula County. Overall, approximately 88% of respondents said the primary purpose of their trip was to attend Rock ‘n Roll Daze. However, out-of-state respondents were far more likely to say their trip was NOT primarily for the purpose of attending R&RD.

Table 14
Rock & Roll Daze as primary purpose in traveling to Missoula

	<u>Rest of Montana</u>		<u>Out of State</u>	
	<u>%</u>	<u>(n)</u>	<u>%</u>	<u>(n)</u>
R&RD was primary reason for coming to Missoula	94	(147)	64	(28)
R&RD was NOT primary reason	6	(9)	36	(16)

Nights Spent in Missoula and Montana (Table 15)

Quite a few Montana residents did not give a numerical answer to part b, which asked “How many nights total did you vacation in Montana away from home?” on account of their being residents here. Overall, of the respondents who did spend a night, 2 nights was the average in Missoula and just over 3 nights in Montana. Out-of-state respondents spent over twice as many nights in Missoula (3.39 to 1.45) and over 4 times as many nights in Montana (7.64 to 1.79) as Montana residents.

Table 15
Number of nights spent in Missoula County and Montana of People who spent a night

How many nights did you spend in Missoula County?	
Residents from the rest of Montana	mean = 1.45 nights
Residents from Out-of-State	mean = 2.80 nights
How many nights total did you vacation in Montana?	
Residents from the rest of Montana	mean = 3.39 nights
Residents from Out-of-State	mean = 6.44 nights



Group Types (Table 16)

About 2/3 of groups overall consisted of family and friends, or family only. Friends only and tour groups were next with about 13% of groups each. Those who came alone comprised only about 5% of respondents, and business associates less than 1%.

Proportions were fairly similar by region, but with two peculiarities. No groups of friends only came from Missoula County, and no tour groups came from out of state, at least among our respondents.


Table 16
Nature of groups at Rock & Roll Daze

Group type	<u>Missoula County</u>		<u>Rest of Montana</u>		<u>Out of State</u>	
	%	(n)	%	(n)	%	(n)
Alone	5	(11)	5	(8)	7	(3)
Family & Friends	37	(82)	35	(58)	28	(13)
Family	32	(70)	31	(51)	41	(19)
Tour group	25	(55)	1	(2)	0	(0)
Friends	0	(0)	29	(48)	22	(10)
Business Associates	1	(2)	0	(0)	2	(1)

Age of Respondents (Table 17)

The average age of respondents was slightly less than 46 years, with a standard deviation of about 11 years. The average age increased slightly as one proceeded further away from Missoula County, and car registrant respondents were slightly older than the average respondent, but the average of all groups was still in the mid-to-late 40's.


Table 17
Age of respondents

Missoula County	mean = 44.24 years	
Rest of Montana	mean = 46.64 years	
Out of State	mean = 48.91 years	

Gender of Survey Respondents (Table 18)

Overall, slightly more men than women responded to this survey, with the proportion highest among Montana residents outside Missoula County. However, this question only asked the gender of the individual who responded to the survey, which in many groups could essentially be random. The proportions are close, however, and it appears that Rock ‘n Roll Daze appeals to both genders—at least to similar extents for both.

Table 18
Gender of survey respondents

	Males		Females		
	%	(n)	%	(n)	
Missoula County	49%	(105)	51%	(108)	
Rest of Montana	58%	(96)	42%	(69)	
Out of State	47%	(21)	53%	(24)	

Education Level of Respondents (Table 19)

Overall, respondents averaged nearly 14.4 years. While all groups were close in average, the highest average level of education was among respondents from out of state, followed by Missoula County residents and other Montanans.

Table 19
Education level of respondents

Missoula County	mean = 14.47 years
Rest of Montana	mean = 14.20 years
Out of State	mean = 14.67 years



Profession of Respondents (Table 20)

Overall, the highest proportion of respondents were in professional and self-employed areas. However, these are quite inclusive, as well as not necessarily mutually exclusive. Thereafter, proportions of respondents in occupations fell off rapidly, with the highest of remaining professions in clerical, sales, managerial or retired, and craftsman professions. Other professions had <5% of the total respondents working in them.

Among the higher-profile positions indicated above, Missoula County and out-of-state respondents were more likely than other Montanans to be professionals; and the likelihood of being self-employed increased as one progressed away from Missoula County.

Table 20
Primary occupation of respondents

Occupation	<u>Missoula County</u>		<u>Rest of Montana</u>		<u>Out of State</u>	
	%	(n)	%	(n)	%	(n)
Professional	32%	(65)	23%	(38)	35%	(15)
Self-employed	13	(27)	21	(34)	26	(11)
Clerical	11	(22)	4	(7)	7	(3)
Sales	9	(18)	6	(9)	0	(0)
Managerial	8	(17)	5	(8)	2	(1)
Retired	5	(11)	7	(12)	7	(3)
Student	6	(12)	3	(5)	2	(1)
Craftsman	6	(12)	4	(6)	7	(3)
Service Worker	3	(6)	6	(10)	0	(0)
Armed Services	0	(0)	2	(3)	0	(0)
Unemployed/disabled	1	(2)	2	(3)	5	(2)
Operatives	2	(3)	1	(1)	0	(0)
Farmer/Rancher	0	(0)	3	(5)	2	(1)
Homemaker	2	(3)	4	(6)	5	(2)
Transport	0	(0)	3	(5)	2	(1)
Laborer	3	(7)	7	(11)	0	(0)
Farm/Ranch Laborer	0	(0)	0	(0)	0	0

Income Level of Respondents (Table 21)

Overall, the largest number of respondents came from the \$25,000-\$49,999 and \$50,000-\$74,999 categories. Only 10% of respondents reported incomes of over \$100,000, and only 5% of over \$150,000. Income level typically increased with distance traveled. Surprisingly, only 5% of car registrants reported an income of over \$100,000. Although it appears car registrants are more likely to be in higher income brackets (but below \$100,000), the sample size of car registrants who answered this question (n = 21) is somewhat small to say this definitively.

Table 21
Annual household income of respondents

Income Bracket	<u>Missoula County</u>		<u>Rest of Montana</u>		<u>Out-of-State</u>	
	%	(n)	%	(n)	%	(n)
\$0-24,999	15%	(30)	11%	(17)	8%	(3)
\$25,000-49,999	34	(70)	38	(59)	27	(10)
\$50,000-74,999	27	(56)	29	(44)	16	(6)
\$75,000-99,999	16	(33)	13	(20)	30	(11)
\$100,000-149,999	4	(8)	5	(7)	11	(4)
\$150,000+	5	(10)	5	(7)	8	(3)

Geographic Origin of Respondents (Tables 22-25)

Nearly 90% of respondents were from Montana, with 56% of all respondents from Missoula County. Not surprisingly, nearby states like Idaho and Washington provided the most out-of-state respondents, with other out-of-staters coming from often random places. Tables 22-24 provide a detailed list of out-of-state attendees for each event. The reader is cautioned not to add the three tables together since many attendees went to each of the events and therefore would be double- or triple-counted if the tables were totaled.

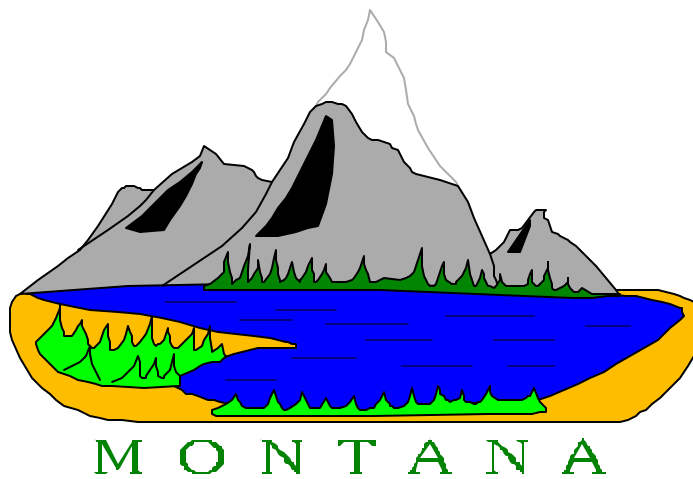


Table 22
Montana Residents Home Community of survey respondents only

City	%	(n)	City	%	(n)
Great Falls	14	23	Whitefish	1	2
Helena	7	12	Alberton	<1	1
Stevensville	7	11	Black Eagle	<1	1
Florence	6	10	Box Elder	<1	1
Butte	5	9	Chinook	<1	1
Billings	5	8	Condon	<1	1
Bozeman	5	8	Eureka	<1	1
Kalispell	5	8	Fairfield	<1	1
Hamilton	4	7	Flaxville	<1	1
Livingston	3	5	Gallatin Gateway	<1	1
Darby	2	4	Jackson	<1	1
Polson	2	4	Jefferson City	<1	1
Anaconda	2	3	Libby	<1	1
Bigfork	2	3	Niarada	<1	1
Columbia Falls	2	3	Park City	<1	1
Havre	2	3	Ronan	<1	1
Laurel	2	3	Saint Ignatius	<1	1
Plains	2	3	Shelby	<1	1
Superior	2	3	Shepherd	<1	1
Boulder	1	2	Stanford	<1	1
Corvallis	1	2	Troy	<1	1
Deer Lodge	1	2	Twin Bridges	<1	1
Hot Springs	1	2	Vaughn	<1	1
Lewistown	1	2	Walkerville	<1	1
Saint Regis	1	2	Wise River	<1	1

Table 23
Population count: out of state attendees: Friday night sock hop*

State or Country	%	#	State or Country	%	#
Washington	24	(35)	Canada	1	(2)
Idaho	19	(27)	Missouri	1	(2)
California	14	(20)	New Mexico	1	(2)
Wyoming	7	(10)	Oregon	1	(2)
Colorado	6	(8)	Texas	1	(2)
Florida	6	(8)	Virginia	1	(2)
Michigan	3	(5)	West Virginia	1	(2)
Alabama	3	(4)	Arizona	<1	(1)
Ohio	3	(4)	Indiana	<1	(1)
Minnesota	2	(3)	New Zealand	<1	(1)
Oklahoma	2	(3)	South Carolina	<1	(1)

*Out-of- staters only represent 10% of all attendees.

Table 24
Population count: out of state attendees: Saturday daytime events*

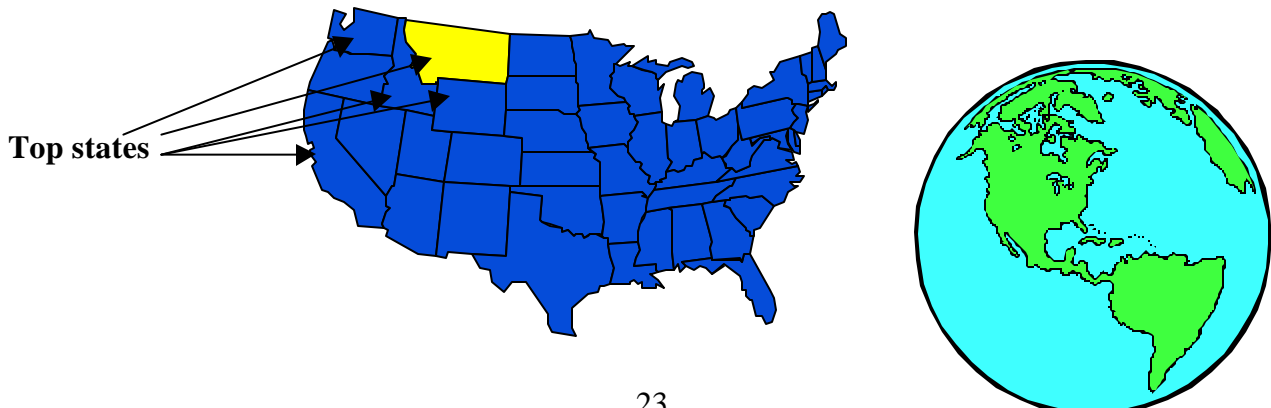
State or Country	%	#	State or Country	%	#
Washington	33	(62)	British Columbia	1	(2)
Idaho	16	(31)	Illinois	1	(2)
California	6	(11)	New Mexico	1	(2)
Wyoming	4	(8)	North Carolina	1	(2)
Florida	4	(7)	Texas	1	(2)
Wisconsin	4	(7)	Virginia	1	(2)
Arizona	3	(6)	Alaska	<1	(1)
Alberta	3	(5)	<i>Australia</i>	<1	(1)
Indiana	3	(5)	Washington, DC	<1	(1)
Ohio	3	(5)	<i>Canada</i>	<1	(1)
Oregon	2	(4)	Kansas	<1	(1)
<i>Russia</i>	2	(4)	Kentucky	<1	(1)
Vermont	2	(4)	Pennsylvania	<1	(1)
Colorado	2	(3)	<i>Singapore</i>	<1	(1)
Nevada	2	(3)	South Dakota	<1	(1)
Utah	2	(3)			

*Out-of- staters only represent 10% of all attendees.

Table 25
Population count: out of state attendees: Saturday night sock hop*

State or Country	%	#	State or Country	%	#
Washington	29	(40)	Maine	1	(2)
Idaho	27	(37)	New Mexico	1	(2)
Wyoming	13	(18)	Wisconsin	1	(2)
California	7	(9)	Arizona	<1	(1)
Virginia	4	(6)	Colorado	<1	(1)
Florida	3	(4)	Connecticut	<1	(1)
Louisiana	2	(3)	Iowa	<1	(1)
Minnesota	2	(3)	<i>Ireland</i>	<1	(1)
North Carolina	2	(3)	Ohio	<1	(1)
Alberta	1	(2)	Oregon	<1	(1)

*Out-of- staters only represent 10% of all attendees.



Respondent Comments, Suggestions, and Remarks

The final question on the Missoula County Resident version of the survey was: "Please use the space below for any additional comments you have regarding Rock n Roll Daze, your satisfaction with the event, and suggestions for its improvement in the future." The full text of responses to this question appear in Appendix A with only minor modifications for grammar and spelling. Some respondents to other versions of the survey also provided such comments; these too are included.

The following comments appeared to be "themes" for the attendees and are summarized here. The order in which these comments are presented are generally in order of frequency mentioned but do not include all comments. Many people gave specific suggestions for improvements and should be read in the Appendix as these do provide some good insight for the next year.

1. Attendees should have been told to bring chairs for sock hops.
2. Enjoyed the event (car show, sock hop, or both) and are looking forward to next year.
3. Price too high and/or other pricing options, such as a package deal for the weekend, should be offered.
4. Children should be let in for free or at a reduced price.
5. There is a need for accurate schedules of events.
6. The swap meet was a disappointment.
7. The event should improve with age.
8. Parking was a problem.
9. Shade should be provided.
10. The bands/music were great.
11. Seating and dance floor arrangements need improvement.

Conclusions and Recommendations

Although the attendance at Rock 'n Roll Daze 1999 may have been less than its organizers would have liked, the event was still fairly well attended. The majority of respondents to the survey in this study indicated they were satisfied with the events they attended. The event brought between \$320,000 and \$407,000 into Missoula County from residents of other places.

People came to Rock 'n Roll Daze to be entertained, hear 50's-60's music, for nostalgia, and simply to escape routine. The event appeared to satisfy these needs as most people were delighted with the music and the authenticity of the event which allowed for escape and nostalgia.

The first Rock 'n Roll Daze was an adult event as seen by the few numbers of children who attended. Certainly the evening dances were not designed for children; however, the day-time events should have drawn more families. One comment written over and over again was the suggestion of lowering the price for children and allowing children under a certain age in free. This would encourage more families to attend during the day and increase overall attendance and ticket sales.

For this first-time event, the radio played an important part in getting the message out to Missoula and the rest of Montana. While word-of-mouth will undoubtedly become the number one medium in the future, the radio was well received and should be continued. Newspaper advertisements and articles also contributed to the knowledge of R&RD for this first year and should be used again in the future.

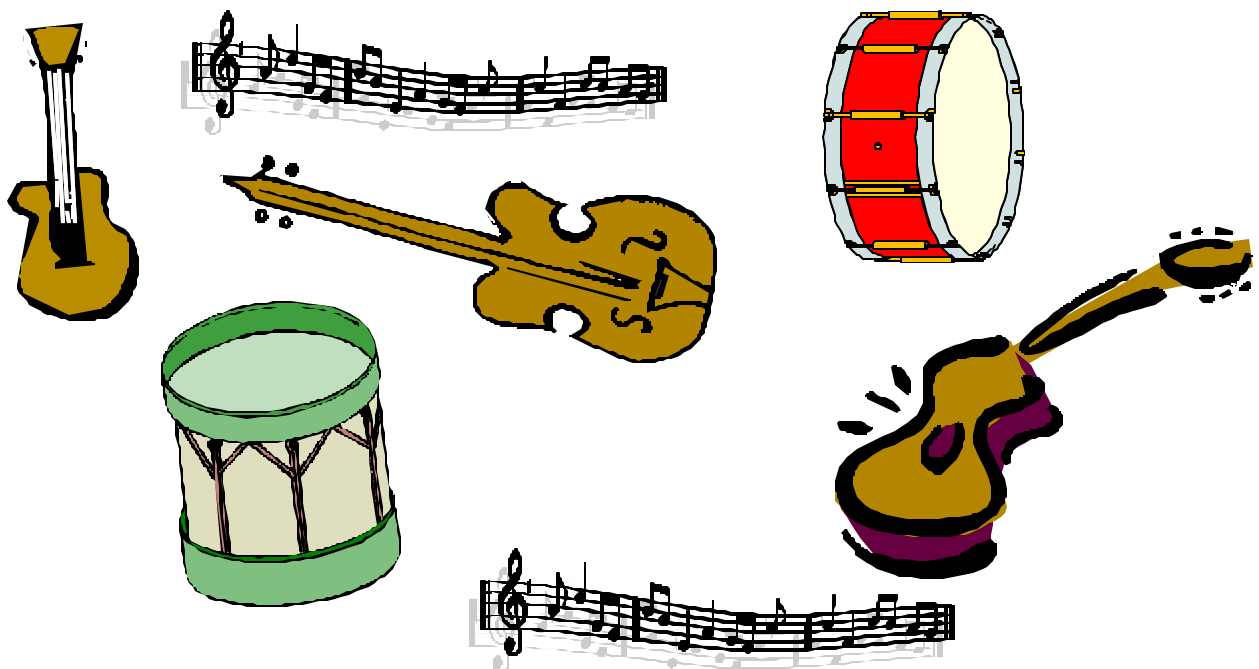
A number of attendees mentioned their disappointment in the swap meet. It is recommended that a high quality swap meet with a large number of vendors and a variety of items be a high priority of the next event. This type of activity keeps people busy and entertained for a long time. It can also be an important piece of the income generator for the event.

The car show was well received. It is suggested that this portion of the event be readily seen by all attendees. It was mentioned that cars were gone when some people came to view them. This could be easily remedied for next year with specific times set for car viewing.

One other final comment on the event was the need to have times and places of all events posted throughout the fairgrounds and in the advertising. It is absolutely necessary to abide by those written and stated times once they are made available to the public. Many people were upset because they missed an event or arrived too early for an event. Consumers tend to remember the small details that annoy them and timing is an easy one to overcome.

The comments on the written portion of the survey provide real-life feelings about the first annual Rock 'n Roll Daze. If two suggestions could be adhered to over any others it would be to reduce the price both for adults and children, and provide seating at the sock hops. These two concerns were stated many times throughout the survey.

Overall, people are looking forward to next year and thoroughly enjoyed the first annual Rock 'n Roll Daze. The success of this event will continue into the future with some minor changes and listening to the consumer.



Appendix A
Respondent Comments, Suggestions, Remarks

Very satisfied with sock hop (only event we were able to attend this year). Will attend more events next year if continued. Keep Rock n Roll Daze coming. It was fantastic to see and hear the different groups in person. Congratulations to those responsible for bringing "Daze" to Missoula. (Smiley face)

The lack of seating at the sock hop was disappointing. For those not dancing, it was hard to see anything--not to mention uncomfortable. It would have been nice to have been told of the need to bring chairs--or at least chairs could have been rented out at a reasonable price (\$2-\$3?) It would also have been nice to see MORE of the performers. It seemed far too short when they sang only a few songs. I would have liked them to have had more time on stage.

I think there should have been more speakers through the cars playing 50's & 60's music at a low level. More food booth selections. Better & bigger name bands. A bug killer on stage for singers.

Kids under 6 should be admitted free.

It was a really fun event. The few suggestions I have are: (we got to sit in the VIP area thanks to a friend) I think you should put both dance floors together, the VIP area really doesn't need a separate dance floor. Everyone was on the front dance floor anyway. Maybe have the VIP tables closer to the front with dance floors to rear & side more so people don't complain about someone standing on the dance floor in front of them! Can't wait for next year! Thanks.

Let people know they need to bring their own chairs.
Have more garbage cans for trash.

1. It was difficult to tell where to go on the fairgrounds.
2. Booth selling posters & calendars was impossible to find.
Suggest: 1. Second stage below & in front of bands to show off local dancers, and above ground level.
2. Just inside entrance, park an old car, & put a tent/booth with some Teen Angels and displays of poster & calendar to sell these items. They would sell well up front & where people can find them.
1. The ticket exchange for wristbands should be at the entrance gate area.
2. The concession for beer/pop & tickets should be nearer one another.
3. For the sock hop ticket price, folding chairs should have been set up (we had to haul over our own bleachers to have a place to sit.)
4. Most of the entertainers were very good; a few were more toward later rock 'n roll than the 50's & 60's (Drifters).
5. Both dance floors should have been same area.

The event organizer was exceedingly rude & obnoxious. We were sitting at the top of a bleacher section w/ all the other rows filled. We had a can of pop, and rather than bother all the other people by getting down & throwing it in a garbage can right away, we set it on the bleacher, but it fell

underneath as did cups of a couple in front of us. We intended to throw them away at an intermission. However, he came up to all of us and started to complain that we were making a mess. He said, "What the hell is all this. This is horse shit." He never asked what we were doing & wouldn't listen when we tried to explain or the other couple tried. He was very offensive, and his language was offensive. This tended to put a damper on the evening.

Your policy of not accepting checks to pay for tickets was a bit insulting, and stupid when promoting an event in Montana. I know of several attendees who did not come because they were turned away for lack of cash.

(Name)

(Smiley face)

I enjoyed seeing all the beautiful cars. I hope next year they have more cars.

I have no criticism of Rock 'n Roll Daze. I enjoyed myself.

Oh! The swap meet was kind of a joke, if that was a swap meet.

Only interest was to see the restored cars of my youth and I was very pleased with that. The price was fine.

We attended at 6:00 p.m. Paid for parking & admittance. Cars were all gone; we were not told.

Paid in full for children--bullshit!

After the last event, people should be let in free--or told there is nothing to see. Children under 5 years should be free.

Concert was TOO expensive--BIG city price.

Whole event was geared around making a lot of money. We won't go to another!

Keep it going. Include bands from the late 60's.

Nice to have something different. The young kids were having a ball!

My daughter and I attended the sock hop on both Friday night--stayed all night--and Saturday, when we left shortly after 8:30 p.m. due to the smoke--no matter where we went the smoke from cigs were there. I understand that being outside would have taken care of that problem--but not when it blows right into your face. Also, my daughter saw several people who had a few too many and were laying on the grass either passed out or just sleeping. The other thing that would be nice is to maybe have it at the Grizzly Stadium outdoors. Wow, that would be nice to have all those seats and maybe decorate a little more. We did have a good time Friday. Thank you for letting me vent.

Great car show.

I think that \$8 for kids is way too high. We are trying to get people & kids (the next generation) interested in taking part in these type of great activities. \$8 is a LITTLE steep for a dad & 3 kids to go to. The vendors' fare was a huge disappointment. Only a couple were directed towards cars & 50's stuff.

I would like to help, be a teen guy or something like that. It would be even more fun.

We had a wonderful time & enjoyed the sock hop very much. The music was great. We regretted that we were able to attend Friday night only. We hope to keep the weekend open next year. It might be nice to offer a reduced price for tickets for both nights next year or a weekend pass.

I am a big fan of 50s & 60s music and enjoyed myself at the Friday evening performance. However, a friend gave me three tickets and three others purchased tickets sharing the cost equally among all of us. However, if I had paid the full \$21 or \$24 for the tickets, I would have been disappointed. The price of the tickets seems out of reach for most residence Montanans. Hope that we have the program again next year.

I thought it needed some more organization. The times in the ads & flyers were not correct and the places where the events were to take place did not always correspond (example: the dance contest was advertised as being in the ice arena & was actually held near the main entrance). It also seemed like there were long gaps of time when nothing was going on. The car show & bands were great! I'm sure next year will be even better!

Let people know they need to bring lawn chairs for evening show. Too many people standing--unable to see performers.

Need to advertise more about seating. Tell people to bring chairs, etc. Otherwise you had to sit on the lawn. Availability of food & soft drinks could have been closer to sock hop/bands. Had a great time!

I did not attend the contests due to not hearing when they were held. The survey was an excellent length & easy to fill out.

It should have been made clear that the concert seating was in the infield and NOT the grandstand as it is for the fair concerts. We did not have lawn chairs with us the first night and our Sat. night seating was much improved with our chairs. Many folks did not know this. Overall, we thought "R&R Daze" were great fun and look forward to more. It was the most fun we've had all summer!

The stage needs to be elevated so everyone can see better.
Notify public to bring their own chairs OR provide seating.
Have a selection of beer & wine, more food booths.
Larger dance area.
Sell souvenirs inside sock hop area.
VIP seating overpriced!

Enjoyed student dancers.
Beer prices too high (and other drinks).
Larger front dance floor--like one big one, not two.
Good amount of bathrooms.

For a first time, it was good. Can only improve by learning, making mistakes, by seeing how the public reacts.

Thanks.

There was no time set for car show on Sunday. People that sold tickets for car show said tickets were good Sunday also. We did not know there was no car show Sunday, only ribbons and trophies for cars in the morning. We only saw some cars on Friday night; most had already left. Had to work Saturday, so thought we could go see cars Sunday. Wrong! It was cleared by noon!?! (Need to be more clear on day events.)

1. Have more 50's & 60's related memorabilia.
2. Need to have some oldies & music in fair area during day's events.

Car show should be able to be viewed separately, if you want, at a reasonable price.

I attend 4-5 car shows & events around the country. Somehow strong feeling of event not being well-organized beyond publicity. Felt car show fees exorbitant for a first year event that hopefully will improve with age. More shaded areas needed for heat this time of year.

More television promotion.

Dance floors should be closer to each other.

More food vendors.

Need pay one price option for whole event.

You could have gotten more people by lowering entrance fees to about 7 dollars and charged more for drinks. VERY FEW of my friends would pay 25 dollars.

The only problem I had was that we did not know you needed to bring chairs for the evening sock hop. It would have been nice to know this--may print it on the ticket or put in advertisements.

\$8.00 for adults is fine.

Know of several parents who didn't attend, or were upset at not having a lower price for kids!

Some bands: Temptations, Johnny Rivers, Little Richard, James Brown, Jan & Dean, Roy Orbison, Steppenwolf.

Parking was terrible. Gate price was out of this world. Cars were late setting up & early leaving. The local car club was more professional.

I didn't think it was advertised very well.

No one said anything about sitting or bringing your own chairs.

The cars displayed at the fairgrounds should have been a better & cleaner area.

We didn't hear about most of the events. And the cost of the car show was enough to discourage us from going to any of the others.

Lower prices for kids' tickets.
More swap meet items.

1. Next year tell people to bring lawn chairs. We came not having places to sit but grass & observed older people also in this situation.
2. We enjoyed all the bands & felt EXTREMELY SORRY for Jan from Jan & Dean but this performance was not good and lots of people left when they were performing.

My friend had to pay for her 3-month old baby to get into the car show and I don't think that that was right.

Looking forward to next year!

I found that the schedule & events did not always match up. Cruise nights were very mishandled due to the lack of cooperation by local authorities & the street signal system's timing, i.e., 34 seconds between light changes!!--get real. People registered to cruise should have been allowed to enjoy & spectators given a good show. The parade was very disorganized due--it appeared--to poor directions when leaving Tyler's. Many cars turned onto Brooks from Higgins.

We did really enjoy the show. I think next year it would be a good idea for the ticket for the sock hop to include an all-day pass for that day. I didn't think you needed VIP parking. The lot wasn't even half full. Everyone was pulling in to park and then were told we couldn't park there. It was very irritating. We paid good money to get into the sock hop. The VIP space in the front was ridiculous; it should have been for dancing. Have some reserved seating up front for higher price and cheaper ticket for people to bring their own chair.

I was really disappointed that the times of events were not better listed as well as the place they would take place. The events that would take place were well publicized but then I ended up missing out on them due to lack of info on when and where.

Bands were excellent; nice stage and casual setting--need to let folks know about bringing lawn chairs; perhaps one too many intermissions. Trophies were absolutely beautiful. Very nice. All prices were fair except you lost many of the hometown cars with the \$40 entry fee. I have a show car, quality car, but did not think the \$40 was worth the ticket. Lots of nice cars parked outside. Cut this somewhat and you'll get quite a few more of us with our cars. Cars at the show were very good. Excellent job of organizing--very important to have folks at the gate and especially in the parking of the show cars to keep this organized. Good job. Too many young folks doing things like the hula hoop MC. Add a few real 50's/60's folks into this. MC for band excellent. Do not add another day--3 is very ample. Overall, very, very good. Thanks, (Name)

If the price for sock hop was lowered to \$12 advance & \$15 at the gate there would be 3 times the people at the event. \$21-24 per show is too pricey for Montanans.

DON'T LET NEW CARS IN! I was very disappointed to see the Prowler allowed in. If you are going to have a car show for vintage vehicles, keep it that way. You may as well have had Vipers, new Corvettes, etc., in as well. That car alone was somewhat of a damper on the event.

I was extremely enthused with the number of cars at the show. I would have liked a shirt to purchase commemorating the event. We looked for but could not find those. Also, I could not find a good schedule of events. That needs to be improved.

One suggestion: maybe put the cars in manufacture streets? Ex.: GTO Lane, Mustang Lane, Corvette Lane, etc. Could be very fun.

The drag cruisin' was VERY enjoyable! Loved it and the car show!

All in all, WONDERFUL show! Keep it up!

Overall, I thought it was wonderful. On the security issue (I used to work in undercover, security, etc.) I saw a lot of people sneaking in through gates that were unlocked, so I think you lost out on money there, and I think on the beer issue, it would be nice to have maybe wine coolers or maybe Zima's. I heard a lot of people remark on how they just don't like beer. Just some input!

Everything else I thought was just phenomenal. This was what Missoula needed. We are already making plans for next year.

Thank you!

Should have had a day pass for Saturday for both afternoon & evening.
Somewhat spendy!

No drag cars in burn out competition--only street rods.

You guys have a fantastic web site, but I found that through word of mouth--that site should be a part of all of the advertising.

Price should include everything except food & trinkets.

Need more trash cans around.

Need to know what you can bring.

Need to let handicap know there is parking at the fairgrounds.

Need to inform people to pick up after themselves.

Need better lighting for autograph signing.

GREAT on the bathrooms.

Great entertainment.

Had a great time--thanks! See you next year, I hope.

Ask the beer concessionaires to provide a wine alternative. I don't drink beer & didn't want pop or water.

Bands from the 70's would be nice.

Looking forward to next year. Missoula was in need of such an event. Great Job!!!!

We enjoyed seeing the cars. Wish there had been more and the music was great--seating lousy.

Terrific event! Let's do it again.

It was great--thanks!
Paul Revere and the Raiders!?!? Sometime.

Great turnout of vintage cars--very important.

Times of events & concerts confusing!
Places at Fairgrounds where events were held difficult to find out about.
Should have let people know that they should bring something to sit on at concerts--\$21 to sit on the grass??
Your juke box/dance floor was so far removed from the music???
Also, front seats/tables were pretty elitist for a town like Missoula, Mt.
Should have put more info about PLACE on concert tickets.

Seating should have been provided.
Dance area should have been raised so that all of audience could see. As it was, only those right in front of stage could see.
Evening ticket prices were too expensive. Tickets sold for \$24 for evening performance. Should offer both evening performance tickets as a package for \$30-35.

More variety of beer!!
Larger dance floor towards the stage!!

Let people know IN ADVANCE they need to bring chairs. We also weren't sure what time Sat. concert started--paper & flyer said two different times.
We enjoyed the groups & the dancers. It was nice having something going on all the time.
It was a fun evening!

Entrance fee was too high. The first newspaper article said it would be \$5.00. A friend complained about paying full fee for a 5 year-old.

For as much advertising as you generated for this event, I feel it was poorly planned. My ticket did not even give me a time when the music was starting. And how was anyone to know to bring lawn chairs? I heard it would take place in the grandstands, I heard one of the buildings. And, as usual, only the big (outrageous) bucks gets you down in front. Get rid of the table settings!

Had a very good time at sock hop and car events. Looking forward to future "Rock-n-Roll Daze."

Have only 6-8 VIP tables in the 1st row (in front of band). Missoula folks don't seem to be real interested in VIP seating unless they are donating to a charity.
Have both the hard floors closer to each other. The hard floors were GREAT fun to dance on. We danced 4 hrs. straight on Fri. evening!
Had a great time--come again!
P.S. My husband uses a wheelchair and without the hard floors we wouldn't have been able to dance. Thanks.

The tickets were given to me. I would not have attended if I would have had to purchase them. The ticket price was way too high for my income bracket.

There was no swap meet (disappointed). I spoke with several vendors who were upset; they voiced that it was totally disorganized.

You really got your money's worth for the concert, but it was too long, especially for the lack of seating. It could have ended an hour earlier. Also the breaks were too long.

Next year, it would be nice to know in advance to bring a lawn chair.

Overall, it was great!

Vintage & classic car display was excellent part of event!

Seating should have been MUCH more plentiful and accommodations for wheelchairs considered at and during stage performances. Though we arrived early (1/2 hour) we were not allowed inside the barricade and my companion (wheelchair bound) could not see over the barricade to the stage. I was very unhappy due to her disappointment. Please consider this fact in the future. Further impairing her enjoyment the volunteers stood in the way as well as the dancers who performed did the same while not performing without regard for her inability to relocate easily to see around them. We spent in excess of \$100.00 to attend the weekend events and she was unable to see either concert!

We went Saturday evening ~ 5:30 p.m. expecting something to be happening. Absolutely nothing was! It was a complete waste of \$16.00. Glad I didn't go to sock hop, & don't plan on going again--sorry!

Concert pricing too high.

Need something like a T-shirt or hat to identify people who participated in the car show.

Need the awards to be better divided for classic cars & street rods.

For the first year we found it to be very good!!

The gate price was OK, but would not take a check or credit card.

People's choice should be put on the ballot.

Let people know to bring chairs for night show.

Make sure all time slots on schedules are all the same--i.e., concert times were different on different sheets.

Sitting on the grass was the pits for us older folks. We didn't know we had to bring chairs. We also needed more room to dance. The bands were AWESOME!

What an excellent idea. Great family activity. We will definitely attend in the future. Missoula needs more things like this as long as the prices can remain reasonable.

More people should have been invited to media night to see how fun this was.

Would like better information on where to park.

Great time, glad that it's coming back next year.

1. Too much cigarette smoke. Even if event is held outdoors, close proximity will cause my asthma attack. We had to leave Friday performance an hour early.
2. Confusion in turning in our ticket for pink ribbon. Even some of the security guards were not too informal.

Otherwise we enjoyed the show.

(Initial)

This is something that Missoula could work up into a great thing if they just do it.

I was very annoyed at having to pay \$8.00 each for my children to get into the day event.

Suggestion: Lower the ticket prices for children under a certain age and don't charge for children under 2.

I went to enjoy the cars and to attend the swap meet, but I did not find any swap meet. If you are going to have an event, (swap meet) have it; if not, don't advertise it.

I should have taken a lawn chair, but hadn't heard there was no place for general public to sit. Need more shade--it was TOO hot.

Many people said they did not know they would be sitting on the ground. That could be made clear in the advertising.

I expected more cars, more out of state people. It was small compared to what I was told would be there.

We should have been advised that seating for the evening show (Saturday night) would not be provided. We were really uncomfortable sitting on the ground for that long of a time.

Attended only car show. It was very good. Entrance price for just car show a little pricey.

Gate prices for spectators way too high!!

Cost too much to get in the sock hop!

Let people know in advance to bring chairs to sit on during the concerts.

It would have been nice if we had been told to bring lawn chairs for concert. Being your 1st, how would we know? For \$21 a ticket we expected chairs. Also, Mountain Line was pretty useless because the last bus ran before the concert was over. We had to walk back to the car. There were some time problems as far as when & where events were. Excellent turnout for car show! Could burnout be a bit later in the morning? All in all, Great Show! But sorry to say Jan & Dean not as good as expected (not Jan's fault--music was off in many areas).

Was there a lookalike contest or just one Elvis?

Nothing for the rod participants to do--such as poker run.

Judging poorly done in our view. Drag car won one of the most prestigious trophies--was it even '72 or older? There should be a category for drivers and non-drivers to recognize those who have rod on road.

We felt the rod entry fee was fair, considering what came with it but spoke to friends who couldn't attend because spectator fee out of line for Missoula wages.

1. You didn't tell anyone that we would be standing for 5 hours so Friday we went home and got lawn chairs. You should have announced that on the radio.
2. There's a problem with people standing in front of you so you can't see. If you set chairs up and staggered them everyone could see. Everyone had different heights of chair or were sitting on the ground. We sat near the dance floor on Fri. & when people were dancing you couldn't see the stage. Sat. we moved and had a great spot.
3. Sell different kinds of beer!!! Or let them bring their own--BUB (frowny face).
4. The sound was great and we enjoyed it lots. Looking forward to next year. Please try to get Neil Sedaka.
5. I thought the price was a little high for Missoula. I went both nights but not everyone could. Maybe you could offer a discount if you purchase tickets for both nights. Keep up the good work. It was great.

Hope to see this event next year!

We had fun--lots of fun. If we would have been required to buy our own tickets, we would not have been able to attend due to a lack of funds. The evening was very enjoyable.

A map of the grounds (maybe on the back of the schedule) would have been helpful. We had a hard time finding the events.

All the cancellations were frustrating--we tried to find the lifter toss, fan belt flip, milkshake, etc., but never did. Either the event was cancelled or was not on schedule.

I don't plan on purchasing day passes at all next year.

The concert was great! (On Friday.) The seating was a problem. I didn't expect to sit on the ground so was not prepared w/ chairs or a blanket.

Need more lights on the dance floor so we could see better after dark.

Inform (better?) that chairs must be brought.

Time of starting stated differently at different locations.

More food choices.

Could use more bleachers and advertise to bring lawn chairs, etc. People were standing in front of others sitting on the ground or in chairs. Perhaps have designated areas for standing.

I went to listen to good music, be entertained and to dance. I enjoyed the entertainment during breaks, also. Very good job!

Strive for quality of bands--people will attend and pay for big name groups. It was a good first year and I can only see it growing. It might be fun to encourage box socials & dining to music.

Thanks.

We did not bring lawn chairs--information did not make this clear.

Have shade! It was hot.
Better parking.

The Drifters were AWFUL--they were NOT the original group.
Some of the other music was not 50s & 60s; it went into the late 1970's.
Enjoyed the cars & most of the Friday night entertainment.

Mark all five lines ahead of time.
Better seating--should not have to bring chairs.
One price per day includes concert.
More exits.

We only had 3 hours before I had to work, but enjoyed the car show. We had a baby with us and it was hot out. There should have been a tent with chairs or tables & chairs for a place to sit in the shade. All the benches and 1 picnic table we saw were occupied.
Not much for little kids to do. How about face painting for kids, clown, balloons, games.
Friends I spoke with about the car show thought it was \$20+ to attend. Lots of them said they would have gone had they known it was \$8. Seemed to be some confusion on the price of admission.

Bring back the wonderful girls in the poodle skirt every year. YOW-ZER!

The bands were my main interest, and they couldn't have been better! Next go-around, I likely will get involved in more aspects of it.

Please get Righteous Brothers next year!

Loved the burnouts but seemed dangerous. Need something to protect the spectators.
Fun to look at all the cars!!

It would be nice to be able to sit in bleachers (we did not know that we were supposed to bring chairs to the concert).

There were a couple that attended the Sock Hop. They stood to watch the show behind people in lawn chairs, but in front of people that were just sitting on the lawn. A person went up and requested them to sit down. The man got furious so the requester gave up and sat back down. Later, the police came and requested they sit also for the benefit of those behind them. He got very upset with their request and after much debate he and his date left with him demanding a refund. Next year, is there a way to provide more bleachers in that area?

Even though I don't attend many events, I thought the variety of things was wonderful (something for everyone). I knew several participants in the car show and heard that many were disappointed in the entrance fee and when trying to find out information no one knew answers or where to go for

answers. Heard many were not going to return which would be too bad; maybe need to improve on that.

Great Event!

Better descriptions of events and locations on web-site.

Towards the end of the concert people would stand in front of you so you couldn't see. People in the enclosed area felt like the rest of us had not paid for tickets.

The car show was great. I attended the event primarily to see all the classic and custom cars. I really believe that this was one of the greatest attractions.

We rode the Mountain Line bus over from old Ernest parking lot but last bus left Fairgrounds at 11:30 & sock hop/concert still going on--had to walk back to car at Ernest--lots of traffic on 93. Didn't appreciate that.

Thought for the price of ticket for sock hop seating would be provided--it wasn't--no ads to bring own chair--for price of \$21.00 seating MUST be provided.

Tire burnout too early--would prefer it started at 9:00 a.m.

Everything was quite unique. Thank you for a great day.

The overall price was too high for families to attend. A price of \$25 would have been okay if it would have included the evening performance & entrance. For us as a family it would have cost us almost \$200.00 just for entrance & 1 concert. With food it would be over \$200.00 No working average person or family can afford this. Everything you have is for the rich only. Average wage in Missoula is \$6.30/hr. The fair is for the rich only, too!

You needed a larger dance stage up front--but off to the side so people are not constantly blocking view of those trying to watch the show.

You needed lighting on dance floor when angel dancers and poodle skirt girls were doing their show as after dark you couldn't see them and they were great.

I would like to have seen/heard more dancing and music around the car show to perk things up a bit and get people in the mood for that night's sock hop.

It was a great show for a first one--we'll be back next year!

Seating was nonexistent. We came to listen and enjoy a show but we left after 1, 45-minute performance. We refuse to stand after paying that much for a show. We will NEVER attend another "Daze" until you offer seating to see the show.

Need (CD's) music playing old music at most times.

Had a SUPER, FANTASTIC TIME!!!! Will attend again, again, & again!

One suggestion: Make it more affordable so entire family could attend! Possibly offer a family reduced rate! I would have loved to have taken my entire family including grandchildren, but could not afford all the tickets!!

1. The young people entertaining with their dancing "Teen Angels" (etc.) did a tremendous job & deserved more attention & spotlight & stage than they received.
2. The double duty entrance fees were way too high for Missoula (entrance fee + sock hop price). Many more Missoulians & others could have enjoyed this wonderful even had they been better able to afford it! We want it to continue--so please get the prices DOWN!

Publication about parking was confusing. No parking on grounds should have been more definite--some advertisements seemed to say parking would be allowed at certain times.

Confusion about tickets at the gate--i.e., thought one ticket was for ALL weekend. Ticket takers' ATTITUDE confused me.

Entry fee for car far too high at \$40.00 Should be \$20-25.

It was exactly as I expected--only more so! Great evening. Already planning to go next year with about 4-6 couples that were unable to attend this year.

Drifters lead singer ruined the act--please don't invite back!

I loved looking at the vintage cars, but I mainly went to enjoy the evening concert & dance. We were exceptionally pleased & entertained! However, it was VERY hot that day & we suffered greatly from the heat. I feel there could maybe have been more shaded areas provided. Also while I didn't mind the prices of the food at the concession stands, the drinks (including bottled water) were terribly high, therefore making it hard for some less-fortunate people to be able to afford. We went to both the day festivities & the night shows. We enjoyed the night show far better.

We'll be there next year too!

We loved it,

(Names)

I went to be with my dad!

I enjoyed the bands & the dancing.

Can't wait for next year.

More memorabilia would be nice.

Very poor advertising. Didn't know we would need chairs for concert. Pricing way too high for the show we got. The fact that you had to pay for a day pass & a concert ticket was a huge waste of money.

Could have been better informed as to when events were happening. Should have been noted somewhere that the sock hop was on the grass and that you needed to bring chairs. A lot of people thought you were able to sit in the bleachers. I think the price of the sock hop tickets should have included the car show, etc. Needed concessions (burgers, etc.) in the sock hop area. (If they were, a lot of people didn't know it.) More garbage cans! Having the sock hop in the grassy area was great.

I would have done the Hula Hoop contest but could not find out what time it was. I suggest you advertise the exact times of the contests to get more participation.

The music was wonderful, especially the Platters--my favorite.
Organization was LOUSY. We had no idea we would need chairs for the sock hop Friday night. The time for the sock hops at night varied with every source we checked. They need to find tune the details.

Not enough information out about it.

Hope it continues; it was great for all ages.

Thanks for bringing it.

I thought the day fees were expensive. I'd rather go to the music. There's no way a family could afford \$8 per person to go. The fair is cheaper and has more things. The fee of the night show should have let you into the day events. The night show was great but let people know to bring chairs. I was told that when I got my tickets that it included getting in during the day also. Have a family ticket for around \$8 to \$10 and \$3 or \$4 for the single price for the day. If I had to miss anything I'd rather miss the day than the night. Maybe have a special price if you buy tickets for both Fri. and Sat. shows. Make sure ticket sellers know what's included in the price.

More advertising needed in Flathead Valley!

Have made plans to attend next year & out of town guests said they'd come with their family.

Next year use the grandstand for seating. Dancing/band down front.

It was fun.

The night was good & the groups were great.

A couple things could be different.

The dance floor was in a place where it made it hard to see the groups.

People paid money to see these groups & all they could see were people dancing.

Should have been known that people should bring chairs; a lot of people didn't know.

Better inform the people about seating arrangements for concerts.

The Drifters sucked. That jerk didn't impress me with his screeching. Where's the rotten tomatoes? Did that guy have any testicles?

Ticket prices were double what they should be--way too much!

Will not return to Rock n Roll Daze--it was very poorly organized & too expensive! (frowny face)!

It was a wonderful time. The groups were wonderful. We can't wait for next year. Please send me info.

I really liked the car show & sock hops. I work on old cars all the time. The only complaint I have is I didn't know about the burnout competition & the race cars over at the Chevrolet garage. I only found out after I came home. You should make sure there is a flyer or whatever saying where & when all the events are. Myself & some other people thought everything was at the fairgrounds. Thank you.

We saw some of the classic cars running up & down the street & wondered where they were all going. We saw several at the fairgrounds so we decided to stop on our way home to see the cars. They were great! Those we got to see.

I wanted to have a chance to comment on the gate price. We were charged \$8 for our 2-year-old son to attend the car show. Also 6 large families were unable to pay the outrageously high gate price of over \$100 just for their families to attend a car show/family day. Is this a family day only intended for the upper class?

I was very upset when we got to the fairgrounds & there were only a handful of old cars left Sat. evening.

Also note: we could not park on the fairgrounds parking & had to walk a fair distance with an elderly couple!

Not pleased at all & will not attend again!

Thanks for a great show. Well Done !!
See you next year.

Wanted to add these comments to survey:

You need to post schedules of events around the area & at the gates. Never knew when events were. Also would be nice to get with tickets. Also was unhappy as we were told the Sock Hop on Saturday started at 6:30 & we sat in the heat until 7:30. (Overheard someone else say there were 3 different times given [6:30, 7 & 7:30]).

Overall could be more organized.

(Name),

(Hometown)

The event was overpriced. There were _3_ displays in the building headed 50's-60's nostalgia & memorabilia. 1 display was for magnets--what did they have to do w/ rock n roll? We spent as long as it took to enter the gate, walk through the building & out the gate.

Would not return--and we are people of the 50's. Poor show in my opinion. Would not recommend it to anyone.

Was told the price would be \$6 over the phone; had to pay \$8. (Next time I will go elsewhere.)

I did not like when they made you park on the street and there was a whole empty lot in the fairgrounds.

Didn't hear/see any advertising for event in Bozeman. Heard that Billings & Great Falls had lots of radio ads.

Have more seating areas by the concessions for eating. Drinking fountains for water.

After buying meals, nowhere to sit & there could have been more choices of eating places!
The parking stunk! You could have had the disabled parking up closer and if any areas were open, have other parking!

We noticed later on during the day (Saturday) you changed the policy; good idea but too late!

Should let people know to bring chairs. More promotion in other cities in MT.

Put the 2 dance floors together, bring more tables & chairs and let anyone sit there, first come, first serve.

Note: How about on-site self-contained motor home accommodations?

The swap meet was very poor.

Parking?

Is there a chance that a street could be closed off next year for some drag racing? This goes on at other rod runs we've been to. Also some picnic tables in the concession area would be nice. Overall it was well run & we will be back.

P.S. Handicapped parking needs to be dealt with!

Regular parking was also a problem.

Comment on Entrance Price: I worked at the wrist band booth both days and a lot of people were not aware that you had to pay for the car show. They thought that buying the concert got you in. Also some parents were upset that they had to pay for their small children; a couple were only 1 and 2 years old.

Thank you

(Name)

Our one complaint with organization of Rock n Roll Daze is the confusion on times that certain programs were starting.

A comment on the judging of the cars: Those that are trailered in should be judged separately from those that are driven!

Thanks!

We have already made motel reservations for next year!! Job well done!

Events were great! Hope you have them next year.

Charging for infants is ridiculous for family oriented event.

Should let people know to bring own chairs.

Program stated that show began at 6:30 on Saturday--it did not start until 7:30.

It would be nice to have a Gatorade booth. I'm one that needs those electrolytes. I get dehydrated & soda does not help me. Thank you. (Initials)

Seating--should have been told to bring our own chairs.

We heard the shows were GREAT but we didn't attend them.

Disappointed that there was no swap meet; swap meet is important to us.

We were disappointed at the lack of public parking on fairgrounds.

We think this will grow to be a GREAT EVENT. Missoula is a nice place. There were a lot of really nice cars & people. Food was fairly priced.

Need:

1. More outdoor seating for eating & resting.
2. Swapmeet.
3. Better visitor parking arrangements.

We will be back for sure.

We enjoyed the entire event, in fact we have already reserved our motel ROOMS for next year.

The only suggestion we might have is to professionalize the car judging. We won a sponsor's trophy, but I and many others were bewildered by the cars' placing in many of the categories. This will kill a car show quicker than anything else. People don't mind losing to a better car.

More seating would have been nice.

Didn't go in. Most of the booths were closed and cars gone and they still wanted full price.

Reduce prices--remember the 50's & 60's.

You need to improve on parking for the handicapped.

It would be great to have oldies music playing where the cars are parked to view.

This was a big Rip-off. We were charged \$8.00 each to go in just to look at a dozen cars--Never again!!!

Good event. I thought it was quite good for a 1st event. I hope Chuck can continue this event and allow it to just get better and better. As word gets around, I think it could continue to attract participants from a wider geographic area. Best of luck for next year.

1. Need supervised parade, not at peak traffic times (for Missoula). More recognition for cars.
2. Confusing--registration other than at fairgrounds.
3. Sock hop needed more lighting, bathrooms, etc.
4. Bigger, consolidated dance floor--dancers ONLY!

Great event; we'll be back!

TV stations can do better to show the vintage cars. A lot of money & effort go into these cars.

I must include a comment that although I was more than satisfied with Rock n Roll Daze as a whole, I was certainly disappointed with the parade from the car dealer to the fairgrounds.

I was not familiar with the route, was not given a route map and the route included too many four-way stops and such that spread out the cars. My friends and I were more interested in not getting separated from the parade and becoming lost, than we were in the event.

I heard many other drivers in the parade make the same comments, only in a more vigorous manner.

Entrance fee was too high. Avoid scheduling it opposite other events. Also quit fibbing on the number of entrants.

The cruise was not a good time. Hard to get there by that time & too hot for the cars.

Need to have a cruz and keep all non classics off cruz like other shows lost in 50's example. Everything else was fine.

Entrance fee too expensive for what you receive. Very unhappy about the \$40.00 registration fee for really NOTHING when we supply the CAR somebody else makes the money on.

Appendix B

Survey Instruments and Cover Letter

July 1999

Dear Rock 'n' Roll Daze Participant,

The first annual Rock 'n' Roll Daze is now over. We hope that you had an enjoyable experience! As you recall, you agreed to participate in the enclosed survey when we talked with you at the entrance. Thank you!

The purpose of this survey is to gather general information on Rock 'n' Roll Daze participants and the economic impact of the event on its host city, Missoula, and the state of Montana. This information will be used in the planning of Rock 'n' Roll Daze in the years to come in order to make it a better experience for all involved.

Your responses to the questions in the survey will be confidential and will never be associated with you personally. As a thank-you for completing the enclosed questionnaire, Rock 'n' Roll Daze will mail you the official Rock 'n' Roll Daze poster. To receive the poster, please provide your name and address below. Again, your name will not be attached to specific responses on the survey.

Thank you for helping us by participating in this survey.

Sincerely,

Michael Hamley, Research Assistant
Institute for Tourism and Recreation Research
The University of Montana

Name _____

Address _____

Email _____

Check this box if you would like to receive promotional mailings for future Rock 'n' Roll Daze Events.



**ROCK 'N ROLL DAZE
SURVEY**
Missoula County Resident Version



1. How important were the following reasons in your choice to attend Rock and Roll Daze?

	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>
To relax	4	3	2	1
To do exciting things	4	3	2	1
To be entertained	4	3	2	1
Not having to rush	4	3	2	1
To meet new people	4	3	2	1
To do something novel	4	3	2	1
For nostalgia	4	3	2	1
To hear '50's-60's music	4	3	2	1
To show my vintage car	4	3	2	1
To dance	4	3	2	1
To participate in contests	4	3	2	1
To build/see the World's Largest Milkshake	4	3	2	1
To be with my friends	4	3	2	1
To escape from routine	4	3	2	1

2. How did you hear about Rock 'n Roll Daze 1999 (circle all that apply)?

- | | | | |
|-------------|---------------|-----------------------------|-----------------------|
| 1. Radio | 4. Billboard | 7. Magazine | 10. Flyer at car show |
| 2. TV | 5. Posters | 8. Word of mouth | |
| 3. Internet | 6. Newspapers | 9. Display at retail outlet | |

3. How long ago did you make plans to visit Rock 'n Roll Daze?

- | | | |
|-----------------|-------------------|----------------------|
| 1. today | 3. 1-4 weeks ago | 5. Over 6 months ago |
| 2. 1-7 days ago | 4. 1-6 months ago | |

4. How satisfied were you with the following aspects of Rock 'n Roll Daze?

	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Not at all Satisfied</u>	<u>Not Applicable/ Did not Attend</u>
<u>Contest satisfaction</u>					
Dance competition	4	3	2	1	0
Hula hoop	4	3	2	1	0
Elvis/Marilyn lookalike	4	3	2	1	0
3-legged race	4	3	2	1	0
Mr./Mrs. Rock 'n Roll	4	3	2	1	0
Car burnout competition	4	3	2	1	0
Largest milkshake	4	3	2	1	0
Lifter toss	4	3	2	1	0
Fan belt flip	4	3	2	1	0

<u>Overall event satisfaction</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Not at all Satisfied</u>	<u>Not Applicable/ Did not Attend</u>
Entrance price	4	3	2	1	0
Sock hop price	4	3	2	1	0
Quality of bands	4	3	2	1	0
Authenticity of event	4	3	2	1	0
Crowding	4	3	2	1	0

5. Including yourself, how many people were in your group? Adults: Males_____ Females_____ Children 16 and under_____

6. What best describes the nature of your group at Rock & Roll Daze?
 1. Alone 2. Family 3. Friends
 4. Family & Friends 5. Tour Group 6. Business Associates

7. What is your age? _____

8. What is your gender? M___ F___

9. What is the highest level of education you have completed so far?
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19+
 Elementary H.S. After High School

10. Please circle the ONE profession which best describes your primary occupation.
 1. Professional 6. Managerial 10. Sales 15. Clerical
 2. Craftsman 7. Operatives 11. Transport 16. Laborer
 3. Service Worker 8. Farmer/Rancher 12. Retired 17. Farm/Ranch Laborer
 4. Armed Services 9. Homemaker 13. Student
 5. Unemployed/Disabled 14. Self-Employed

11. What is your approximate annual household income? (please circle number that applies)
 1. \$0-24,999 4. \$75,000-99,999
 2. \$25,000-49,999 5. \$100,000-149,999
 3. \$50,000-74,999 6. \$150,000+

12. Please use the space below for any additional comments you have regarding Rock n Roll Daze, your satisfaction with the event, and suggestions for its improvement in the future.

Thank You!



ROCK 'N ROLL DAZE SURVEY

Montana Resident Version



1. How important were the following reasons in your choice to attend Rock and Roll Daze?

	<u>Very</u> <u>Important</u>	<u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not at all</u> <u>Important</u>
To relax	4	3	2	1
To do exciting things	4	3	2	1
To be entertained	4	3	2	1
Not having to rush	4	3	2	1
To meet new people	4	3	2	1
To do something novel	4	3	2	1
For nostalgia	4	3	2	1
To hear '50's-60's music	4	3	2	1
To show my vintage car	4	3	2	1
To dance	4	3	2	1
To participate in contests	4	3	2	1
To build/see the World's Largest Milkshake	4	3	2	1
To be with my friends	4	3	2	1
To escape from routine	4	3	2	1

2. How did you hear about Rock 'n Roll Daze 1999 (circle all that apply)?

- | | | | |
|-------------|---------------|-----------------------------|-----------------------|
| 1. Radio | 4. Billboard | 7. Magazine | 10. Flyer at car show |
| 2. TV | 5. Posters | 8. Word of mouth | |
| 3. Internet | 6. Newspapers | 9. Display at retail outlet | |

3. How long ago did you makes plans to visit Rock 'n Roll Daze?

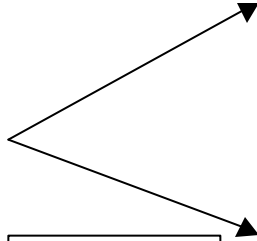
- | | | |
|-----------------|-------------------|----------------------|
| 1. today | 3. 1-4 weeks ago | 5. Over 6 months ago |
| 2. 1-7 days ago | 4. 1-6 months ago | |

4. How satisfied were you with the following aspects of Rock 'n Roll Daze?

	<u>Very</u> <u>Satisfied</u>	<u>Satisfied</u>	<u>Somewhat</u> <u>Satisfied</u>	<u>Not at all</u> <u>Satisfied</u>	<u>Not Applicable/</u> <u>Did not Attend</u>
<u>Contest satisfaction</u>					
Dance competition	4	3	2	1	0
Hula hoop	4	3	2	1	0
Elvis/Marilyn lookalike	4	3	2	1	0
3-legged race	4	3	2	1	0
Mr./Mrs. Rock 'n Roll	4	3	2	1	0
Car burnout competition	4	3	2	1	0
Largest milkshake	4	3	2	1	0
Lifter toss	4	3	2	1	0
Fan belt flip	4	3	2	1	0
<u>Overall event satisfaction</u>					
Entrance price	4	3	2	1	0
Sock hop price	4	3	2	1	0
Quality of bands	4	3	2	1	0
Authenticity of event	4	3	2	1	0
Crowding	4	3	2	1	0

5. Please enter your best estimate of the TOTAL amount of money you (and your family, if applicable) spent in Montana and Missoula for items in each of the following categories while on your trip that included Rock n Roll Daze. Please include all expenses, even if you are reimbursed.

	<u>Money spent in Montana</u>		<u>Money spent in Missoula</u>
<u>Accommodations</u>			
Motel/Hotel/B&B	\$ _____		\$ _____
Campground	\$ _____		\$ _____
<u>Food</u>			
Restaurant/Bar	\$ _____		\$ _____
Groceries/Snacks	\$ _____		\$ _____
<u>Transportation</u>			
Gasoline (purchased in MT only)	\$ _____		\$ _____
Local Transportation	\$ _____		\$ _____
Auto Rental	\$ _____		\$ _____
<u>Retail/Services</u>			
Retail Goods	\$ _____		\$ _____
Gratuity (meals, taxi, hotel)	\$ _____		\$ _____
Rock n Roll Daze Tickets	\$ _____		\$ _____
Entertainment/Recreation	\$ _____		\$ _____
Other (specify) _____	\$ _____		\$ _____



Of the amounts in left column, how much was spent in Missoula?

6. Did you come to Missoula for the primary purpose of attending Rock & Roll Daze? Y N

7. a. How many nights did you spend in Missoula County? _____
 b. How many nights total did you vacation in Montana away from home? _____

8. Including yourself, how many people were in your traveling group? Adults: Males _____ Females _____
 Children 16 and under _____

9. What best describes the nature of your group at Rock & Roll Daze?
 1. Alone 3. Family 5. Friends
 2. Family & Friends 4. Tour Group 6. Business Associates

10. What is your age? _____

11. What is your gender? M ___ F ___

12. What is the highest level of education you have completed so far?
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19+
 Elementary H.S. After High School

13. Please circle the ONE profession which best describes your primary occupation.
 1. Professional 6. Managerial 10. Sales 15. Clerical
 2. Craftsman 7. Operatives 11. Transport 16. Laborer
 3. Service Worker 8. Farmer/Rancher 12. Retired 17. Farm/Ranch Laborer
 4. Armed Services 9. Homemaker 13. Student
 5. Unemployed/Disabled 14. Self-Employed

14. Where is your current residence? _____
 (city)

15. What is your approximate annual household income? (please circle number that applies)
 1. \$0-24,999 4. \$75,000-99,999
 2. \$25,000-49,999 5. \$100,000-149,999
 3. \$50,000-74,999 6. \$150,000+

Thank You!



ROCK 'N ROLL DAZE SURVEY

(Out-of-state version)



1. How important were the following reasons in your choice to attend Rock and Roll Daze?

	<u>Very</u> <u>Important</u>	<u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not at all</u> <u>Important</u>
To relax	4	3	2	1
To do exciting things	4	3	2	1
To be entertained	4	3	2	1
Not having to rush	4	3	2	1
To meet new people	4	3	2	1
To do something novel	4	3	2	1
For nostalgia	4	3	2	1
To hear '50's-60's music	4	3	2	1
To show my vintage car	4	3	2	1
To dance	4	3	2	1
To participate in contests	4	3	2	1
To build/see the World's Largest Milkshake	4	3	2	1
To be with my friends	4	3	2	1
To escape from routine	4	3	2	1

2. How did you hear about Rock 'n Roll Daze 1999 (circle all that apply)?

- | | | | |
|-------------|---------------|-----------------------------|-----------------------|
| 1. Radio | 4. Billboard | 7. Magazine | 10. Flyer at car show |
| 2. TV | 5. Posters | 8. Word of mouth | |
| 3. Internet | 6. Newspapers | 9. Display at retail outlet | |

3. How long ago did you make plans to visit Rock 'n Roll Daze?

- | | | |
|-----------------|-------------------|----------------------|
| 1. today | 3. 1-4 weeks ago | 5. Over 6 months ago |
| 2. 1-7 days ago | 4. 1-6 months ago | |

4. How satisfied were you with the following aspects of Rock 'n Roll Daze?

	<u>Very</u> <u>Satisfied</u>	<u>Satisfied</u>	<u>Somewhat</u> <u>Satisfied</u>	<u>Not at all</u> <u>Satisfied</u>	<u>Not Applicable/</u> <u>Did not Attend</u>
<u>Contest satisfaction</u>					
Dance competition	4	3	2	1	0
Hula hoop	4	3	2	1	0
Elvis/Marilyn lookalike	4	3	2	1	0
3-legged race	4	3	2	1	0
Mr./Mrs. Rock 'n Roll	4	3	2	1	0
Car burnout competition	4	3	2	1	0
Largest milkshake	4	3	2	1	0
Lifter toss	4	3	2	1	0
Fan belt flip	4	3	2	1	0
<u>Overall event satisfaction</u>					
Entrance price	4	3	2	1	0
Sock hop price	4	3	2	1	0
Quality of bands	4	3	2	1	0
Authenticity of event	4	3	2	1	0
Crowding	4	3	2	1	0

5. Please enter your best estimate of the TOTAL amount of money you (and your family, if applicable) spent in Montana and Missoula for items in each of the following categories. Please include all expenses, even if you are reimbursed.

	<u>Total money spent in Montana</u>	<u>Money spent in Missoula</u>
<u>Accommodations</u>		
Motel/Hotel/B&B	\$ _____	\$ _____
Campground	\$ _____	\$ _____
<u>Food</u>		
Restaurant/Bar	\$ _____	\$ _____
Groceries/Snacks	\$ _____	\$ _____
<u>Transportation</u>		
Gasoline (purchased in MT only)	\$ _____	\$ _____
Local Transportation	\$ _____	\$ _____
Auto Rental	\$ _____	\$ _____
<u>Retail/Services</u>		
Retail Goods	\$ _____	\$ _____
Gratuity (meals, taxi, hotel)	\$ _____	\$ _____
Rock n Roll Daze Tickets	\$ _____	\$ _____
Entertainment/Recreation	\$ _____	\$ _____
Other (specify) _____	\$ _____	\$ _____

Of the amounts in left column, how much was spent in Missoula?

6. Did you come to Missoula for the primary purpose of attending Rock & Roll Daze? Y N

7. a. How many nights did you spend in Missoula County? _____
 b. How many nights total did you vacation in Montana? _____

8. Including yourself, how many people were in your traveling group? Adults: Males _____ Females _____
 Children 16 and under _____

9. What best describes the nature of your group at Rock & Roll Daze?
 1. Alone 3. Family 5. Friends
 2. Family & Friends 4. Tour Group 6. Business Associates

10. What is your age? _____

11. What is your gender? M ___ F ___

12. What is the highest level of education you have completed so far?

- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19+
 Elementary H.S. After High School

13. Please circle the ONE profession which best describes your primary occupation.

- | | | | |
|------------------------|-------------------|-------------------|------------------------|
| 1. Professional | 6. Managerial | 10. Sales | 15. Clerical |
| 2. Craftsman | 7. Operatives | 11. Transport | 16. Laborer |
| 3. Service Worker | 8. Farmer/Rancher | 12. Retired | 17. Farm/Ranch Laborer |
| 4. Armed Services | 9. Homemaker | 13. Student | |
| 5. Unemployed/Disabled | | 14. Self-Employed | |

14. Where is your current residence? _____
 (city) (state/province) (country)

15. What is your approximate annual household income? (please circle number that applies)

- | | |
|--------------------|----------------------|
| 1. \$0-24,999 | 4. \$75,000-99,999 |
| 2. \$25,000-49,999 | 5. \$100,000-149,999 |
| 3. \$50,000-74,999 | 6. \$150,000+ |

Thank You!

Appendix C
Population Count Data Sheet

Population Count

Gate: South Russell
Time: _____

1. What is your group size?
2. Do you live in Missoula County?
3. What state do you live in?

Missoula County

Montana

Specific Other State

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