



Study of Event Attendees at Kearny’s Pioneer Days Completed for Copper Corridor Economic Development Coalition and Arizona Office of Tourism

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Overview of Study and Methods

This research study aimed to better understand event attendees of the Pioneer Days event held in Kearny, Arizona, located in the Copper Corridor region. This study was analyzed in conjunction with the analysis of three other event surveys located in the area. The Copper Corridor region is an area of central Arizona that is made up of 11 mining and former mining communities. This event celebrates community history and has been operating for 56 years. No prior primary data have been collected for this event. TDM 402 students, in an ASU research course, created the one-page clipboard questionnaire. This research is part of the Arizona Office of Tourism (AOT) funded project to assist the Copper Corridor Economic Development Coalition (CCEDC) to better understand events in the area to help create a marketing plan and strengthen regional tourism marketing efforts.

Surveyors arrived at the festival at 10:00 a.m., to begin surveying at 11:00 a.m. A census sample method was utilized, which consisted of surveying all parties of individuals that was encountered throughout the different events of the day (Table 1). The unit of surveying was a household or travel party. If there were multiple households in a group then one member from each household would fill out the questionnaire. The resources brought into the field for surveying were four clipboards, multiple pens, and the questionnaires.

Table 1. Pioneer Day Schedule

Events	Survey Attempts
Parade	No (surveying began immediately after the parade)
Softball Tournament	Yes
Carnival	Yes
Horseshoe Toss	Yes
Roping	Yes
Food Area	Yes
Vendors	Yes

Surveying ended at 3:30pm with 50 completed questionnaires and 16 refusals to answer the questionnaire. Refusals consisted of “no thank you,” “already did it,” “here for the community,” and “maybe later”.

Demographics

The respondents to the questionnaire distributed to each travel party at the Pioneer Days event were mostly young to middle-aged adults and men (Table 2). There was a variety in ages, with 25 to 44 years (50%) as the highest age range, with 45 to 64 years (28%) following. The smallest age segment (10%) was 65 years old and over.

Table 2. Demographic Profile of Pioneer Days Attendees

Age of Respondents	Frequency	Percent			
18 to 24 years	6	12%			
25 to 44 years	25	50			
45 to 64 years	14	28			
65 years old and over	5	10			
Total	50	100%			
Gender of Respondents					
Male	26	52%			
Female	24	48			
Total	50	100%			
Number of Adults and Children Attending Copper Corridor Events					
	Min	Max	Median	Mean	
Adults	1	20	2.0	3.6	
Children (Age 17 or less)	0	16	2.0	2.9	

^aEighty-three percent of respondents had children with them at the event

Experience with Event and Site

The majority of respondents (94%) were previous attendees, while only 6% were first time attendees (Figure 1). Of the 94% that previously attended, 75% had attended the event 10 or more times over their lifetime (Table 3). Forty percent of respondents selected their main reason to attend Pioneer Days was for the family fun, with 22% saying they came to be part of the community (Table 4). Facebook was the most selected (22%) as the information source respondents *first* learned about the event, with being local to the area (20%) being the second most selected (Table 5). Of the questionnaire respondents, 64% considered themselves visitors and traveled 50 miles or more to attend the event, while 36% were local to the area (Figure 2). Fifty-two percent were day visitors to the area and another 12% were tourists who stayed overnight (Table 6) Twenty-three percent of respondents participated in additional activities in Kearny in addition to attending the event (Figure 3). Ten percent of the respondents participated in softball and 8% participated in roping in addition to attending Pioneer Days (Table 7). On a three-point scale (Poor, Good, Excellent), 37% of the attendees rated the food at Pioneer Days as excellent, closely followed by the unique environment (36%) and the music and dancing (34%) (Table 8). In regards to the Pioneer History and activities, 56% of attendees rated it as good and 65% of attendees rated things to see and do in Kearny Area as good (Table 8).



Figure 1. Past Participation in Pioneer Days



Table 3. Number of Times Attending Pioneer Days Event

	Frequency	Percent
1-3 times	3	8%
4-6 times	5	14
7-9 times	1	3
10 or more times	<u>28</u>	<u>75</u>
Total	37	100%

Table 4. Main Reason for Attending Pioneer Days

	Frequency	Percent
Answers Offered in Questionnaire		
Family Fun	20	40%
Be part of the Community	11	22
Time with Friends	6	12
Experience Pioneer History	1	2
Other Answers Provided by Respondents		
Work at a Booth	3	6
Compete in a Tournament	2	4
Softball	2	4
Enjoying the Activities	1	2
Alcohol	1	2
In Charge of the Event	1	2
Campaigning	1	2
Tradition	<u>1</u>	<u>2</u>
Total	50	100

Table 5. Information Sources Used to *First Learn* About Pioneer Days

Information Source (Multiple Sources Allowed)	Frequency	Percent
Answers Offered in Questionnaire		
Facebook	11	22%
Newspaper	10	20
www.copperbasinaz.org	5	10
www.copperarea.com	2	4
Other	2	4
Other Answers Provided by Respondents		
Local to the area	10	20
Friends	4	8
Family	3	6
Frazier Throws Company	1	2
Chamber	1	2
Write Publicity	1	2



Figure 2. Origin of Pioneer Day Participant



Table 6. Accommodations of Pioneer Days Event Attendees

	Frequency	Percent
Stayed in Local Paid Accommodations	6	12%
Day Visitor	26	52
Local Resident	18	36
Total	50	100%

Figure 3. Participation in Other Activities in Kearny Area Besides Pioneer Days



Table 7. Other Activities Participated in by Event Attendees in the Kearny Area on the day of Pioneer Days Attendance

	Frequency	Percent
Eating	5	10%
Softball	5	10
Roping	4	8
Other	2	4
Bars	1	2
Horseshoe Tournament	1	2
UMC Church	1	2

Table 8. Pioneer Days Event Attendees Rating of the Event and Kearny

	Poor	Good	Excellent	Mean
	Frequency (%)			
Food at Event	0 (0%)	27 (63%)	16 (37%)	2.37
Unique Environment	1 (2%)	28 (62%)	16 (36%)	2.33
Parade at Event	1 (3%)	27 (69%)	11 (28%)	2.26
Pioneer History and Activities	4 (10%)	23 (56%)	14 (34%)	2.24
Things to see and do in Kearny Area	5 (12%)	28 (65%)	10 (23%)	2.12
Music and Dancing	10 (26%)	19 (48%)	10 (26%)	2.00



Experience With Community Events and Knowledge of the Copper Corridor

Seventy-four percent of those who had responded to the questionnaire had never attended other events in Kearny, while 26% reported that they had (Figure 4). Of those who had reported attending other events, the most frequented event attended was the Christmas Car Show (74%) with Great Pumpkin (69%) and Fall Car Show (68%) following behind (Table 9). Forty-five percent of all respondents said they participate one to two times in community events during the months of January, February, and March (Table 10). Over half of respondents were either ‘very familiar’ or ‘moderately’ familiar with the Copper Corridor as a regional tourism and recreation area (Table 11).

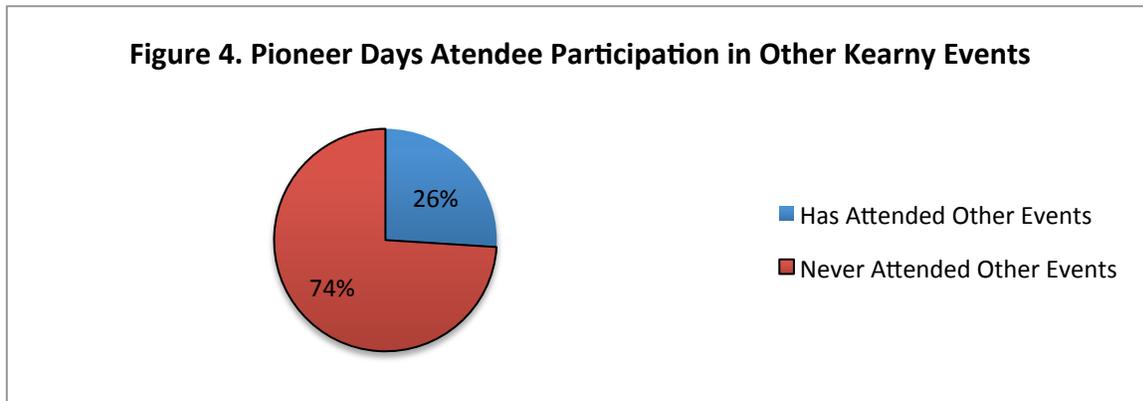


Table 9. Pioneer Days Event Attendee Participation in Other Kearny Events (Multiple Sources Allowed)

	Frequency	Percent ^a
Christmas Car Show	26	74%
Great Pumpkin	24	69
Fall Car Show	23	68
Spring Car Show	22	65
Other	11	33

^a. Percent is out of the respondents that selected ‘Has Attended Other Events’ in Figure 4.

Table 10. Pioneer Days Attendees Overall Community Event Participation During the Months of January, February, and March in any Place

	Frequency	Percent
0 times	7	14%
1 -2 times	22	45
3 -5 times	14	29
6 or more times	6	12
Total	49	100%

Table 11. Familiarity of Copper Corridor as a Regional Tourism and Recreation Area

	Frequency	Percent
Not Familiar	13	26%
Moderately Familiar	13	26
Very Familiar	24	48
Total	50	100%



Conclusion and Recommendations

Community events are a popular activity amongst both residents and visitors. The Copper Corridor region currently hosts a number of unique events. Visitors were the largest group of respondents (64%) to the questionnaire. Since, the Copper Corridor lies directly in between the Phoenix and Tucson greater metropolitan areas, Kearny has a wealth of viable markets to attract. Cooperative efforts between businesses in Kearny and the Copper Corridor would be beneficial to visitors and the economic growth in the area.

The majority of event attendees (78%) intercepted for the study were between the ages of 25 and 64 years old.. Ninety-four percent of respondents were previous attendees to the event, of whom 76% had attended 10 or more times, and 6% of the respondents were first time attendees. Over half of the respondents (64%) had traveled 50 miles or more to attend the event, and the majority (52%) of the visitors from out of town were visiting for the day or staying with friends for the evening.

With Kearny's proximity to Phoenix and Tucson, the community has a great opportunity to attract visitors from the greater metro area. Both the event and the town of Kearny were rated (out of a 3 point scale) 'excellent' from respondents (36%) as having a unique environment. With 45% of respondents saying that they attend one to two community events during the months of January, February, and March at any given place, the town can focus on marketing its events in the metro areas as a local and unique community heritage event. In doing this, it would be beneficial to remind community residents to extend invitations to their friends outside of the area to show them a piece of their community culture. The majority of people surveyed heard about the event through Facebook (22%) and the newspaper (20%) or being local to the area (20%). Partnering with local businesses, or companies that promote local businesses (e.g., Local First Arizona) to share the event on different social media platforms could continue to propel the Internet presence of these community events. As marketing funds become available, advertising in print and online will further grow awareness of community events throughout the region.

The Copper Corridor has a rich history, a unique local culture, and a beautiful scenic surrounding environment, which is a major commonality of the surrounding communities. Forty-eight percent of respondents were very familiar with the Copper Corridor as a regional tourism and recreation area. It is recommended that businesses of the area focus on supporting each other and their community by promoting the offerings of the region through word-of-mouth, online presence (social media and other free online advertisement opportunities), and hosting print advertisement (Phoenix Republic Newspaper, Phoenix Magazine, and other suburban media outlets) when possible. As the community's bridge together, the ability to grow the tourist market will strengthen with them.

Additionally, Kearny and other communities of the Copper Corridor can utilize the Arizona Office of Tourism's (AOT) free marketing services. Press releases regarding upcoming events, new development, recreation opportunities, and other news should be sent to AOT. Public events can also be entered onto their website for further publicity. Familiarization tours (FAM) are also organized by AOT. Efforts to include Copper Corridor events on AOT's FAM tours, as well as future Copper Corridor FAM tours are encouraged.



