Al Castaldo

MKT 400

**Objective 1**

| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| How Many People are With You? | 238 | .00 | 32.00 | 3.2731 | 3.02259 |
| Days at the Fair this Year | 234 | 1.00 | 12.00 | 1.7778 | 1.67338 |
| Times at Fair in Last 5 Years | 238 | 1.00 | 5.00 | 3.4202 | 1.62520 |
| Days Attend Fair Per Year | 184 | 1.00 | 12.00 | 2.0707 | 1.91640 |
| Valid N (listwise) | 181 |  |  |  |  |



| **Statistics** |
| --- |
| Plan on Coming to Fair Next Year? |
| N | Valid | 218 |
| Missing | 23 |

| **Plan on Coming to Fair Next Year?** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 205 | 85.1 | 94.0 | 94.0 |
| No | 13 | 5.4 | 6.0 | 100.0 |
| Total | 218 | 90.5 | 100.0 |  |
| Missing | DK | 22 | 9.1 |  |  |
| System | 1 | .4 |  |  |
| Total | 23 | 9.5 |  |  |
| Total | 241 | 100.0 |  |  |



**Objective 2**

| **Case Summary** |
| --- |
|  | Cases |
| Valid | Missing | Total |
| N | Percent | N | Percent | N | Percent |
| $FAIRINFOa | 240 | 99.6% | 1 | .4% | 241 | 100.0% |
| a. Dichotomy group tabulated at value 1. |

| **$FAIRINFO Frequencies** |
| --- |
|  | Responses | Percent of Cases |
| N | Percent |
| $FAIRINFOa | See Fair Information on TV? | 95 | 15.7% | 39.6% |
| Hear Fair Information on Radio? | 107 | 17.7% | 44.6% |
| See Fair Information in Newspaper? | 133 | 22.0% | 55.4% |
| See Fair Information on Billboards? | 93 | 15.4% | 38.8% |
| See Fair Information on Flyer? | 22 | 3.6% | 9.2% |
| Fair Information via Word of Mouth? | 123 | 20.3% | 51.2% |
| Other Source of Fair Information? | 29 | 4.8% | 12.1% |
| Dont Know how received Fair Info | 3 | .5% | 1.3% |
| Total | 605 | 100.0% | 252.1% |
| a. Dichotomy group tabulated at value 1. |



| **Statistics** |
| --- |
| Radio Station Listened To Most |
| N | Valid | 240 |
| Missing | 1 |

| **Radio Station Listened To Most** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | WBLX | 33 | 13.7 | 13.8 | 13.8 |
| WMEZ | 8 | 3.3 | 3.3 | 17.1 |
| WKSJ | 1 | .4 | .4 | 17.5 |
| Rocket | 5 | 2.1 | 2.1 | 19.6 |
| WABB | 21 | 8.7 | 8.8 | 28.3 |
| WWSF | 3 | 1.2 | 1.3 | 29.6 |
| WMXC | 3 | 1.2 | 1.3 | 30.8 |
| WKRG | 1 | .4 | .4 | 31.3 |
| Arrow | 23 | 9.5 | 9.6 | 40.8 |
| WTKX | 19 | 7.9 | 7.9 | 48.8 |
| WXBM | 61 | 25.3 | 25.4 | 74.2 |
| WDWG | 7 | 2.9 | 2.9 | 77.1 |
| WAVH | 4 | 1.7 | 1.7 | 78.8 |
| WOWW | 11 | 4.6 | 4.6 | 83.3 |
| CNN | 1 | .4 | .4 | 83.8 |
| WCOA | 5 | 2.1 | 2.1 | 85.8 |
| Don't Listen to Radio | 9 | 3.7 | 3.8 | 89.6 |
| Other Radio Station | 20 | 8.3 | 8.3 | 97.9 |
| Don't Know | 5 | 2.1 | 2.1 | 100.0 |
| Total | 240 | 99.6 | 100.0 |  |
| Missing | System | 1 | .4 |  |  |
| Total | 241 | 100.0 |  |  |



| **Statistics** |
| --- |
| TV Station Watched Most |
| N | Valid | 236 |
| Missing | 5 |

| **TV Station Watched Most** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | WEAR 3 | 91 | 37.8 | 38.6 | 38.6 |
| WKRG5 | 26 | 10.8 | 11.0 | 49.6 |
| FOXTV10 | 39 | 16.2 | 16.5 | 66.1 |
| WALA11 | 9 | 3.7 | 3.8 | 69.9 |
| BLABTV | 1 | .4 | .4 | 70.3 |
| WJTC 12 or 44 | 4 | 1.7 | 1.7 | 72.0 |
| Don't Watch TV | 13 | 5.4 | 5.5 | 77.5 |
| Other | 53 | 22.0 | 22.5 | 100.0 |
| Total | 236 | 97.9 | 100.0 |  |
| Missing | 99.00 | 4 | 1.7 |  |  |
| System | 1 | .4 |  |  |
| Total | 5 | 2.1 |  |  |
| Total | 241 | 100.0 |  |  |



**OBJECTIVE 3**

| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| How Many Days Attend Fair this Year | 200 | .00 | 365.00 | 62.1450 | 126.69095 |
| Valid N (listwise) | 200 |  |  |  |  |

**Decided to come 62 days before the fair took place**

| **Statistics** |
| --- |
|  | Main Attraction Drawing You to Fair | Second Reason You Came to Fair |
| N | Valid | 237 | 223 |
| Missing | 4 | 18 |

| **Main Attraction Drawing You to Fair** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Livestock | 12 | 5.0 | 5.1 | 5.1 |
| Exhibits | 26 | 10.8 | 11.0 | 16.0 |
| Music | 41 | 17.0 | 17.3 | 33.3 |
| Rides | 92 | 38.2 | 38.8 | 72.2 |
| Games | 8 | 3.3 | 3.4 | 75.5 |
| Food | 23 | 9.5 | 9.7 | 85.2 |
| Other | 33 | 13.7 | 13.9 | 99.2 |
| DK | 2 | .8 | .8 | 100.0 |
| Total | 237 | 98.3 | 100.0 |  |
| Missing | System | 4 | 1.7 |  |  |
| Total | 241 | 100.0 |  |  |

| **Second Reason You Came to Fair** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Livestock | 6 | 2.5 | 2.7 | 2.7 |
| Exhibits | 40 | 16.6 | 17.9 | 20.6 |
| Music | 34 | 14.1 | 15.2 | 35.9 |
| Rides | 46 | 19.1 | 20.6 | 56.5 |
| Games | 32 | 13.3 | 14.3 | 70.9 |
| Food | 46 | 19.1 | 20.6 | 91.5 |
| Other | 13 | 5.4 | 5.8 | 97.3 |
| DK | 6 | 2.5 | 2.7 | 100.0 |
| Total | 223 | 92.5 | 100.0 |  |
| Missing | System | 18 | 7.5 |  |  |
| Total | 241 | 100.0 |  |  |

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| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| How Much Money Spent on Yourself | 237 | .00 | 200.00 | 35.6667 | 30.94056 |
| Valid N (listwise) | 237 |  |  |  |  |

**This shows the average amount of money spent per person at the fair.**

**Objective 4**

| **Statistics** |
| --- |
| Live in Escambia or Santa Rosa? |
| N | Valid | 240 |
| Missing | 1 |

| **Live in Escambia or Santa Rosa?** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 211 | 87.6 | 87.9 | 87.9 |
| No | 29 | 12.0 | 12.1 | 100.0 |
| Total | 240 | 99.6 | 100.0 |  |
| Missing | System | 1 | .4 |  |  |
| Total | 241 | 100.0 |  |  |

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| **Statistics** |
| --- |
| Spend Night in Hotel/Motel? |
| N | Valid | 26 |
| Missing | 215 |

| **Spend Night in Hotel/Motel?** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 1 | .4 | 3.8 | 3.8 |
| No | 24 | 10.0 | 92.3 | 96.2 |
| DK | 1 | .4 | 3.8 | 100.0 |
| Total | 26 | 10.8 | 100.0 |  |
| Missing | System | 215 | 89.2 |  |  |
| Total | 241 | 100.0 |  |  |

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| **Case Summary** |
| --- |
|  | Cases |
| Valid | Missing | Total |
| N | Percent | N | Percent | N | Percent |
| $Patrona | 24 | 10.0% | 217 | 90.0% | 241 | 100.0% |
| a. Dichotomy group tabulated at value 1. |

| **$Patron Frequencies** |
| --- |
|  | Responses | Percent of Cases |
| N | Percent |
| $Patrona | Patronize a Gas Station? | 15 | 30.6% | 62.5% |
| Patronize a Convenience Store? | 11 | 22.4% | 45.8% |
| Patronize a Restaurant? | 11 | 22.4% | 45.8% |
| Patronize a Supermarket? | 4 | 8.2% | 16.7% |
| Patronize Other Business? | 5 | 10.2% | 20.8% |
| Don't Know | 3 | 6.1% | 12.5% |
| Total | 49 | 100.0% | 204.2% |
| a. Dichotomy group tabulated at value 1. |

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| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Total Money Spent on Trip? | 22 | $5 | $500 | $117.73 | $176.566 |
| Valid N (listwise) | 22 |  |  |  |  |

**This shows the average money spent on the trip**

| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Miles Traveled, One Way, to Fair? | 237 | 1.00 | 3000.00 | 32.0738 | 196.12523 |
| Valid N (listwise) | 237 |  |  |  |  |

**As you can see the average miles traveled by a person is 32, and the maximum is 3000**

**Objective 5**

| **Statistics** |
| --- |
|  | Rate Ride & Games Employees | Rate Other Fair Employees | Rate Security | Rate the Fair Overall |
| N | Valid | 219 | 224 | 232 | 239 |
| Missing | 22 | 17 | 9 | 2 |

| **Rate Ride & Games Employees** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Poor | 5 | 2.1 | 2.3 | 2.3 |
| 2.00 | 7 | 2.9 | 3.2 | 5.5 |
| 3.00 | 9 | 3.7 | 4.1 | 9.6 |
| 4.00 | 12 | 5.0 | 5.5 | 15.1 |
| 5.00 | 35 | 14.5 | 16.0 | 31.1 |
| 6.00 | 27 | 11.2 | 12.3 | 43.4 |
| 7.00 | 37 | 15.4 | 16.9 | 60.3 |
| 8.00 | 43 | 17.8 | 19.6 | 79.9 |
| 9.00 | 15 | 6.2 | 6.8 | 86.8 |
| Excellent | 29 | 12.0 | 13.2 | 100.0 |
| Total | 219 | 90.9 | 100.0 |  |
| Missing | 99.00 | 2 | .8 |  |  |
| System | 20 | 8.3 |  |  |
| Total | 22 | 9.1 |  |  |
| Total | 241 | 100.0 |  |  |

| **Rate Other Fair Employees** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Poor | 5 | 2.1 | 2.2 | 2.2 |
| 2.00 | 4 | 1.7 | 1.8 | 4.0 |
| 3.00 | 6 | 2.5 | 2.7 | 6.7 |
| 4.00 | 5 | 2.1 | 2.2 | 8.9 |
| 5.00 | 30 | 12.4 | 13.4 | 22.3 |
| 6.00 | 15 | 6.2 | 6.7 | 29.0 |
| 7.00 | 32 | 13.3 | 14.3 | 43.3 |
| 8.00 | 62 | 25.7 | 27.7 | 71.0 |
| 9.00 | 27 | 11.2 | 12.1 | 83.0 |
| Excellent | 38 | 15.8 | 17.0 | 100.0 |
| Total | 224 | 92.9 | 100.0 |  |
| Missing | 99.00 | 5 | 2.1 |  |  |
| System | 12 | 5.0 |  |  |
| Total | 17 | 7.1 |  |  |
| Total | 241 | 100.0 |  |  |

| **Rate Security** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Poor | 4 | 1.7 | 1.7 | 1.7 |
| 2.00 | 5 | 2.1 | 2.2 | 3.9 |
| 3.00 | 3 | 1.2 | 1.3 | 5.2 |
| 4.00 | 1 | .4 | .4 | 5.6 |
| 5.00 | 14 | 5.8 | 6.0 | 11.6 |
| 6.00 | 8 | 3.3 | 3.4 | 15.1 |
| 7.00 | 19 | 7.9 | 8.2 | 23.3 |
| 8.00 | 48 | 19.9 | 20.7 | 44.0 |
| 9.00 | 36 | 14.9 | 15.5 | 59.5 |
| Excellent | 94 | 39.0 | 40.5 | 100.0 |
| Total | 232 | 96.3 | 100.0 |  |
| Missing | 99.00 | 4 | 1.7 |  |  |
| System | 5 | 2.1 |  |  |
| Total | 9 | 3.7 |  |  |
| Total | 241 | 100.0 |  |  |

| **Rate the Fair Overall** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Poor | 2 | .8 | .8 | .8 |
| 2.00 | 2 | .8 | .8 | 1.7 |
| 3.00 | 3 | 1.2 | 1.3 | 2.9 |
| 4.00 | 4 | 1.7 | 1.7 | 4.6 |
| 5.00 | 11 | 4.6 | 4.6 | 9.2 |
| 6.00 | 16 | 6.6 | 6.7 | 15.9 |
| 7.00 | 28 | 11.6 | 11.7 | 27.6 |
| 8.00 | 53 | 22.0 | 22.2 | 49.8 |
| 9.00 | 54 | 22.4 | 22.6 | 72.4 |
| Excellent | 66 | 27.4 | 27.6 | 100.0 |
| Total | 239 | 99.2 | 100.0 |  |
| Missing | System | 2 | .8 |  |  |
| Total | 241 | 100.0 |  |  |



| **Statistics** |
| --- |
| To Improve the Fair |
| N | Valid | 198 |
| Missing | 43 |

| **To Improve the Fair** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Nothing; it is fine | 24 | 10.0 | 12.1 | 12.1 |
| Positive Comment | 2 | .8 | 1.0 | 13.1 |
| Prices too high | 27 | 11.2 | 13.6 | 26.8 |
| Prices too high on Rides | 9 | 3.7 | 4.5 | 31.3 |
| Prices too high on Food | 3 | 1.2 | 1.5 | 32.8 |
| Admission price too High | 7 | 2.9 | 3.5 | 36.4 |
| More Rides | 15 | 6.2 | 7.6 | 43.9 |
| Greater variety of rides | 7 | 2.9 | 3.5 | 47.5 |
| Lines too long for rides | 2 | .8 | 1.0 | 48.5 |
| Rides too close together | 2 | .8 | 1.0 | 49.5 |
| More Food | 1 | .4 | .5 | 50.0 |
| Music too loud | 2 | .8 | 1.0 | 51.0 |
| Want different types of Music | 3 | 1.2 | 1.5 | 52.5 |
| Games Unfair | 1 | .4 | .5 | 53.0 |
| Games too Expensive | 2 | .8 | 1.0 | 54.0 |
| Game Carneys Harass | 1 | .4 | .5 | 54.5 |
| Cover the Concert/Stage Area | 1 | .4 | .5 | 55.1 |
| Provide More Seating | 3 | 1.2 | 1.5 | 56.6 |
| More Bathrooms | 2 | .8 | 1.0 | 57.6 |
| Better Bathrooms | 3 | 1.2 | 1.5 | 59.1 |
| More Handstamp Days | 4 | 1.7 | 2.0 | 61.1 |
| Employees are Dirty | 6 | 2.5 | 3.0 | 64.1 |
| Other | 71 | 29.5 | 35.9 | 100.0 |
| Total | 198 | 82.2 | 100.0 |  |
| Missing | DK | 18 | 7.5 |  |  |
| System | 25 | 10.4 |  |  |
| Total | 43 | 17.8 |  |  |
| Total | 241 | 100.0 |  |  |

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**Objective 6**

| **Statistics** |
| --- |
| ZIP Code of Residence |
| N | Valid | 234 |
| Missing | 7 |

| **ZIP Code of Residence** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 31716.00 | 1 | .4 | .4 | .4 |
| 32501.00 | 3 | 1.2 | 1.3 | 1.7 |
| 32503.00 | 19 | 7.9 | 8.1 | 9.8 |
| 32504.00 | 10 | 4.1 | 4.3 | 14.1 |
| 32505.00 | 15 | 6.2 | 6.4 | 20.5 |
| 32506.00 | 13 | 5.4 | 5.6 | 26.1 |
| 32507.00 | 20 | 8.3 | 8.5 | 34.6 |
| 32511.00 | 1 | .4 | .4 | 35.0 |
| 32512.00 | 1 | .4 | .4 | 35.5 |
| 32513.00 | 1 | .4 | .4 | 35.9 |
| 32514.00 | 30 | 12.4 | 12.8 | 48.7 |
| 32525.00 | 4 | 1.7 | 1.7 | 50.4 |
| 32526.00 | 15 | 6.2 | 6.4 | 56.8 |
| 32531.00 | 1 | .4 | .4 | 57.3 |
| 32533.00 | 21 | 8.7 | 9.0 | 66.2 |
| 32534.00 | 6 | 2.5 | 2.6 | 68.8 |
| 32536.00 | 1 | .4 | .4 | 69.2 |
| 32539.00 | 1 | .4 | .4 | 69.7 |
| 32547.00 | 2 | .8 | .9 | 70.5 |
| 32548.00 | 1 | .4 | .4 | 70.9 |
| 32560.00 | 1 | .4 | .4 | 71.4 |
| 32561.00 | 10 | 4.1 | 4.3 | 75.6 |
| 32562.00 | 1 | .4 | .4 | 76.1 |
| 32564.00 | 1 | .4 | .4 | 76.5 |
| 32565.00 | 5 | 2.1 | 2.1 | 78.6 |
| 32566.00 | 3 | 1.2 | 1.3 | 79.9 |
| 32570.00 | 7 | 2.9 | 3.0 | 82.9 |
| 32571.00 | 9 | 3.7 | 3.8 | 86.8 |
| 32577.00 | 4 | 1.7 | 1.7 | 88.5 |
| 32578.00 | 2 | .8 | .9 | 89.3 |
| 32580.00 | 1 | .4 | .4 | 89.7 |
| 32583.00 | 9 | 3.7 | 3.8 | 93.6 |
| 36401.00 | 1 | .4 | .4 | 94.0 |
| 36426.00 | 2 | .8 | .9 | 94.9 |
| 36502.00 | 2 | .8 | .9 | 95.7 |
| 36507.00 | 1 | .4 | .4 | 96.2 |
| 36547.00 | 1 | .4 | .4 | 96.6 |
| 36551.00 | 1 | .4 | .4 | 97.0 |
| 36567.00 | 1 | .4 | .4 | 97.4 |
| 36715.00 | 1 | .4 | .4 | 97.9 |
| 37075.00 | 1 | .4 | .4 | 98.3 |
| 43482.00 | 1 | .4 | .4 | 98.7 |
| 44316.00 | 1 | .4 | .4 | 99.1 |
| 47112.00 | 1 | .4 | .4 | 99.6 |
| 98532.00 | 1 | .4 | .4 | 100.0 |
| Total | 234 | 97.1 | 100.0 |  |
| Missing | System | 7 | 2.9 |  |  |
| Total | 241 | 100.0 |  |  |

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| **Statistics** |
| --- |
| q23age |
| N | Valid | 239 |
| Missing | 2 |

| **q23age** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 16-17 | 19 | 7.9 | 7.9 | 7.9 |
| 18-24 | 53 | 22.0 | 22.2 | 30.1 |
| 25-34 | 69 | 28.6 | 28.9 | 59.0 |
| 35-49 | 66 | 27.4 | 27.6 | 86.6 |
| 50+ | 31 | 12.9 | 13.0 | 99.6 |
| Refused to Answer | 1 | .4 | .4 | 100.0 |
| Total | 239 | 99.2 | 100.0 |  |
| Missing | System | 2 | .8 |  |  |
| Total | 241 | 100.0 |  |  |

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| **Statistics** |
| --- |
| Gender |
| N | Valid | 238 |
| Missing | 3 |

| **Gender** |
| --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 113 | 46.9 | 47.5 | 47.5 |
| Female | 125 | 51.9 | 52.5 | 100.0 |
| Total | 238 | 98.8 | 100.0 |  |
| Missing | System | 3 | 1.2 |  |  |
| Total | 241 | 100.0 |  |  |

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