

**Profiling the South Farm Showcase Attendees:  
A Marketing Report**

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**January 2010**

## EXECUTIVE SUMMARY

In 2008 a survey was conducted to profile the South Farm Showcase (SFS) visitors, identify their attendance motivations and assess their attraction preferences and levels of satisfaction. This report summarizes study findings from 251 respondents (77% response rate). The majority of respondents are female and between 26 and 45 years old. Most are in an early stage of their family life cycle, living with children six years old or younger. Over one-third of respondents or their spouses are somehow related to MIZZOU. SFS is attracting first timers (70.6%) while also building a strong group of loyal visitors (30.4%). The decision to attend SFS is made close to the event, often one week in advance or the same day. SFS is largely perceived as a family event, as most attend with their children or their spouse/partner. On average respondents attended SFS in groups of four people and the majority spent at least three hours at the event.

SFS is driven by a variety of reasons, with the most prominent being the variety of entertainment and activities offered, enjoying a day on a farm and the educational activities for children. Two attendance motivation factors were identified: Theme Identity associated with several attributes that shape the SFS distinctiveness, and Fun and Entertainment associated with the types and variety of recreation and entertainment activities offered at the festival. In turn, those factors yielded two types of SFS attendees: the Entertainment Seekers (52%) mostly driven by the SFS recreational aspect, and the Institutional Loyals (48%) more driven by motivations related to the SFS theme and uniqueness. Overall, the Entertainment Seekers are younger and in earlier family lifecycle stages than Institutional Loyals. Consistently, a larger proportion of the Entertainment Seekers attended the SFS accompanied by their children than did Institutional Loyals.

SFS attendees are very satisfied with the event and its attractions. The overwhelming majority ranked SFS as a good or excellent festival, and were willing to recommend it to others and

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attend SFS in 2009. SFS was also perceived as being better than other Missouri or out-of-state agricultural festivals. Furthermore, respondents were pleased with all SFS attractions they visited, with “Main Street”, the “Barn” and “Jefferson Farm & Gardens” being the activities with the highest perceptions. Respondents also positively ranked different operational aspects of the SFS, especially those concerning personnel (e.g., volunteers); event programming (e.g., transportation between stations); and accessibility and signage (e.g., parking). However, the quantity of restroom facilities and variety of food were two operational items with low ratings.

Study results suggest several implications to consider for the planning and marketing of future SFS events. It is important to incorporate both attendance motivation factors (i.e., Fun and Entertainment; and Theme Identity) in the offerings as responding to visitors’ expectations strengthens satisfaction levels. It is also critical to convey both motivational factors in SFS promotion and advertising efforts to capture both types of attendees (i.e., Entertainment Seekers and Institutional Loyals). In this regard, results suggest strengthening advertising efforts the week prior to the event through newspaper advertisements and the MIZZOU weekly, as they reached most of the SFS attendees.

While it is important that SFS maintains its great performance in the variety and quality of their edutainment offerings and in different operational event aspects, results show that there is room for improvement. Providing more restrooms throughout the venue and increasing the variety of food offerings is critical as the majority of attendees stayed at least three hours at the event. It is also important to consider that there may be some accessibility or promotion issues affecting the level of exposure of some SFS attractions with the capacity to pull in a wide range of visitors. For example, about a half of respondents did not visit the horse-related activities or the atmospheric station. Given the high ratings on these activities, more effort may be placed on directing people to these particular areas.

## INTRODUCTION

This report summarizes the results of the South Farm Showcase (SFS) survey conducted in 2008. The SFS is a single-day, annual festival that has been sponsored by the University of Missouri College of Agriculture, Food and Natural Resources (CAFNR) since 2006<sup>1</sup>. The SFS has two-fold purposes of 1) involving local people with MU research efforts through recreational activities and educational exhibits, and 2) showing the value of having classrooms, labs and research stations on a farm located within the city. The SFS-2008 was held September 27.

Three characteristics define the uniqueness of the SFS: 1) its purpose to bridge the MU-CAFNR with the local community, 2) its agricultural focus, and 3) its edutainment theme. In an effort to bring the three characteristics together, SFS exhibits are agriculture based and both educational and fun, targeting different types of attendees in parallel. For example, activities for kids include potting a plant to take home, while adult oriented activities include demonstrations of floral design techniques to create custom wreaths and arrangements.

### ***Study Objectives and Procedures***

The primary purposes of this study are to profile SFS attendees and to identify the motivations behind attendance to this event. Secondary purposes are to assess attraction preferences and levels of satisfaction among SFS attendees. Results of this study are intended for marketing purposes related to future SFS.

In step with the study objectives, an online survey was developed. The survey instrument included 33 questions collecting information on: (1) attendance history to the SFS, (2) reasons for attending the SFS, (3) festival behavior, including visitor expenditures and party composition, (4) marketing and customer satisfaction, (5) life-style and travel preferences, and

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<sup>1</sup> The festival was not held in 2009.

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(6) socio-economic and life cycle attributes. Attendees of SFS-2008 were randomly intercepted during the festival and asked to provide their email address for an invitation to participate in a post-event online survey. Attendees were also given the opportunity to complete the survey on-site. An MU-labeled pen was offered to those attendees providing their e-mail address as a token of appreciation. In addition, the chance to win one \$50.00 gas card was offered as an incentive to complete the survey. A total of 326 e-mail addresses were collected during the event; very few people (n=26) refused to participate.

The online survey was launched four days after the event (October 1, 2008) and remained open for 20 days. The invitation e-mail explained the purpose of the study, confidentiality procedures and provided the link to the online survey. A total of three electronic reminders were sent to non-respondents. The survey produced 251 responses (including 25 surveys completed on-site), representing over three-quarters of response rate (76.99%). A total of 231 cases were included for analysis after excluding respondents that were somehow associated with the SFS event (e.g., volunteers). Table 1 summarizes the study sample and response rate.

Table 1. Sample size and response rate.

	Respondents
<b>Study Sample</b>	
Intercepted attendees	367
Rejected to participate	26
Sample size	341
Valid sample size <sup>a</sup>	326
<b>Responses</b>	
On-site responses	25
On-line responses	226
Total responses	251
Response rate <sup>b</sup>	77%
<b>Cases Analyzed</b>	
Excluded respondents <sup>c</sup>	20
Total respondents	231

<sup>a</sup> Excludes 15 invalid e-mail addresses

<sup>b</sup> Response rate was calculated based on total responses/valid sample size (251/326)

<sup>c</sup> These cases were excluded because they were SFS volunteers

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## ***Report Organization***

This report is organized into four sections. Section I profiles SFS attendees based on their socio-economic (e.g., age, gender, education level) and family life cycle (e.g., marital status, household composition) attributes. Affiliations of the attendees and their spouses to agriculture and to the University of Missouri are also examined in this section. Section II examines attendees' behaviors at SFS, including their attendance history, party composition, time and money spent and the decision-making timeframe to attend SFS. Section III provides marketing information using a motivation-based approach. This section examines the attendance motivations for marketing applicability and identifies two segments of attendees based on those motivations. A series of statistical analyses ( $p < 0.05$ ) are used to identify differences between segments on their socio-demographic, lifestyle and event behavior characteristics. This section also assesses the influence of various methods used to advertise the SFS. Section IV includes a customer satisfaction evaluation, including overall satisfaction, a comparison of the 2008 SFS to other festivals and attendees assessment of SFS offerings and services.

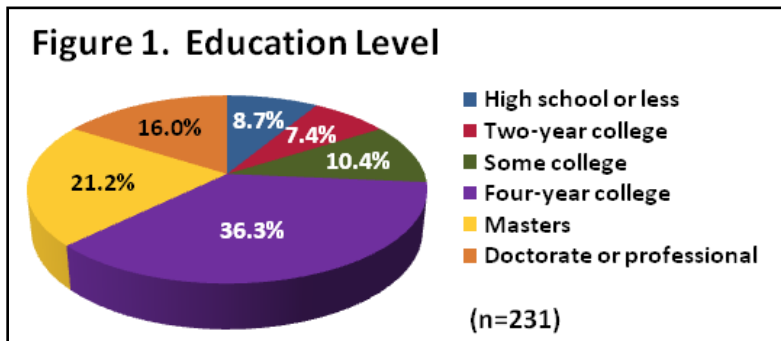
## SECTION I: RESPONDENTS PROFILE

SFS has a predominantly young-adult audience. The majority of respondents (68.2%) are between 26 and 45 years old, with over one-quarter (27.9%) more than 46 years old (Table 2). A very small proportion (3.5%) of respondents is less than 25 years old. Over two-thirds (67.4%) of the respondents are female.

Table 2. Demographic profile of SFS attendees.

	Respondents	Percent
<b>Age (n=230)</b>		
25 years or less	8	3.5%
26 - 35 years	71	30.9%
36 - 45 years	86	37.3%
46 - 55 years	42	18.3%
56 or more	22	9.6%
Prefer not to answer	1	0.4%
<b>Gender (n=230)</b>		
Female	155	67.4%
Male	72	31.3%
Prefer not to answer	3	1.3%

Respondents are highly educated and have high incomes. About three-quarters (73.5%) of respondents have at least a four-year college degree (36.3%) degree and over one-third hold a graduate degree (37.2 %) as figure 1 shows. The majority (70.1%) of respondents are full-time employees; a relative small proportion of respondents are homemakers (15.6%), students (8.2%) or retirees (6.1%) as table 3 displays. About three-quarters (74.5%) of respondents have



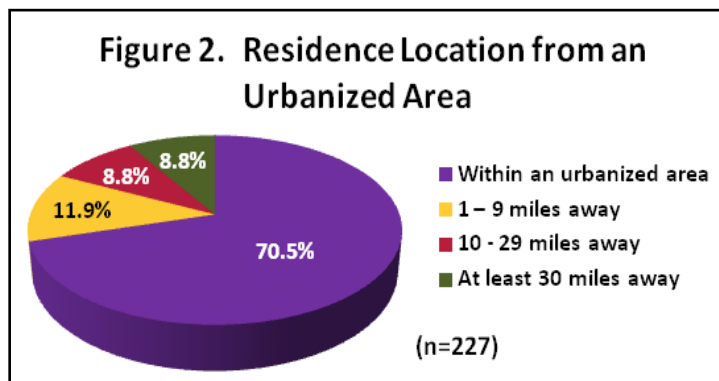
annual incomes greater than \$50,000 and over a quarter (28.7%) have incomes of at least \$100,000. The high education level and employment status of respondents may explain the relatively high incomes reported in this study.

Table 3. Socio-Economic profile of SFS attendees.

	Respondents	Percent
<b>Employment Status (n=231)</b>		
Full-time employee	162	70.1% <sup>a</sup>
Part-time employee	33	14.3%
Homemaker	36	15.6%
Student	19	8.2%
Retired	14	6.1%
<b>Household Income (n=216)</b>		
Less than \$25,000	12	5.6%
\$25,000 - \$49,999	43	19.9%
\$50,000 - \$74,999	64	29.6%
\$75,000 - \$99,999	35	16.2%
\$100,000 - \$149,999	41	19.0%
\$150,000 or more	21	9.7%

<sup>a</sup> Percentages do not sum to 100% because respondents could provide multiple responses.

The majority of respondents (70.5%) are urban residents, as they live within an area of at least 50,000 people (Figure 2). Respondents are predominantly married or living with a partner



(84.8%) and live in households of two or more persons (95.2%) as shown in table 4. Results show that most SFS visitors are at an early stage of their family life-cycle. Over one-half (58.3%) of those in two or more persons households live with

child(ren) six years old or younger, and almost one-third (33.0%) with child(ren) between seven and twelve years old.

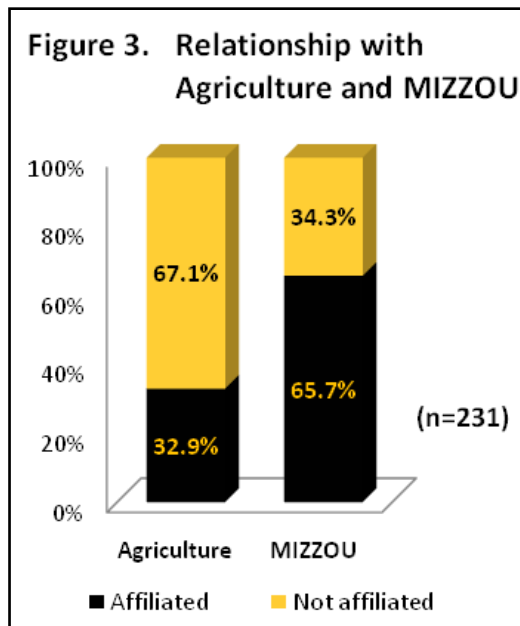


Table 4. Family life-cycle and residence characteristics of SFS attendees.

	Respondents	Percent
<b>Marital Status (n=230)</b>		
Single, never married	18	7.8%
Divorced, separated or widowed	17	7.4%
Married or living with partner	195	84.8%
<b>Household Composition (n=231)</b>		
1 person household (respondent living alone)	11	4.8%
2 or more persons household	220	95.2%
<b>Family Members Living at Home (n=218)<sup>a</sup></b>		
Spouse, partner or significant other	194	89.0% <sup>b</sup>
Child(ren) 6 years old or younger	127	58.3%
Child(ren) 7 - 12 years old	72	33.0%
Child(ren) 13 - 17 years old	21	9.6%
Other relatives or friends	16	7.3%

<sup>a</sup> Only includes those respondents living with others (95.2%).

<sup>b</sup> Percentages do not sum to 100% because respondents could provide multiple responses.



Interestingly, over two-thirds (67.1%) of the SFS attendees do not hold jobs related to agriculture and over one-third (34.3%) of SFS attendees are not related to MIZZOU (Figure 3). From those attendees affiliated with MIZZOU, the majority (64.0%) are staff. These results are very important because they may be suggesting that SFS is moving from a university-based audience to a broader local clientele seeking an agricultural experience. These results suggest that advertising initiatives outside MIZZOU internal channels should be strengthened

to capture a more broad spectrum of the community. The results also suggest that further research is needed to better understand the transition from a university based event to a community based event for the purpose of defining “local” events.

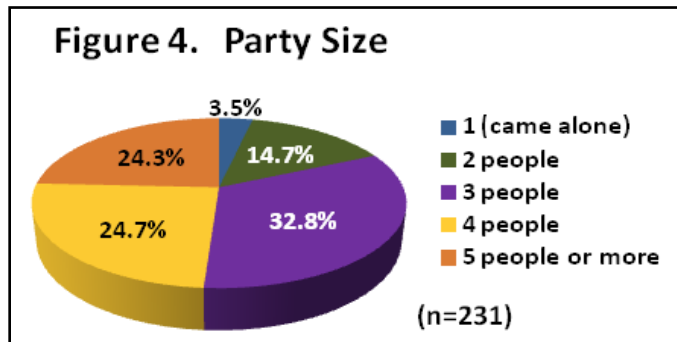
## SECTION II: FESTIVAL BEHAVIOR OF SFS ATTENDEES

Most SFS attendees are first timers (70.6%), as shown in table 5. This is not surprising taking into account the exponential growth of the SFS audience over the years: 500 in 2006; 1000 in 2007 and 2000 in 2008. From those who previously attended the SFS (29.4%), a large proportion (56.7%) attended the previous festival (2007) for the first time and over a third (34.3%) attended both the 2006 and 2007 festivals. These results suggest that SFS is simultaneously capturing new visitors while building a group of *loyals*, a situation that needs consideration in the planning and marketing of future events. Attending the SFS seems to be a decision made close to the event date. The majority of respondents (59.4%) chose to attend the SFS a week in advance, and about one-fourth (22.7%) decided the day of the event. These results suggest to strengthening advertising efforts within the week previous to the event.

Table 5. SFS attendance history and decision-making timeframe.

	Respondents	Percent
<b>Attendance History at SFS (n=231)</b>		
First-time visitors	163	70.6%
Repeated visitors	68	29.4%
<b>Years Previously Attended the SFS (n=67)<sup>a</sup></b>		
Only attended the 2006 SFS	6	9.0%
Only attended the 2007 SFS	38	56.7%
Attended the 2006 and 2007 SFS	23	34.3%
<b>Attendance Decision-Making Timeframe (n=229)</b>		
The same day	52	22.7%
A week in advance	84	36.7%
2 weeks in advance	38	16.6%
1 month in advance	46	20.1%
At least three months in advance	9	3.9%

<sup>a</sup> This only includes repeated visitors (n=68; 29.4%).



The majority (81.8%) of attendees came accompanied to the SFS (Figure 4). On average, parties were composed of about four people (party size mean=3.6). Results suggest that the SFS is perceived as a family event, as a majority of respondents attended with

their children (84.9%) or with their spouse or partner (55.7%) as table 6 shows. A relatively small proportion (16.0%) of respondents attended the SFS accompanied by their friends. SFS attracts a very local market; the vast majority of respondents (91.7%) drove less than 30 miles (one way) to attend the event, and based on the residential zip-codes provided by respondents, the majority of attendees (81.1%) came from the Columbia area.

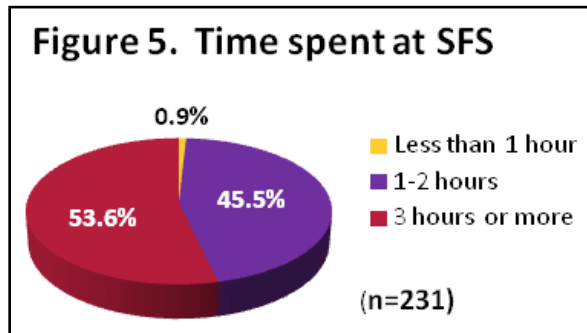
Table 6. Party composition, distance travelled and residence location of SFS attendees.

	Respondents	Percent
<b>Party Composition (n=212)<sup>a</sup></b>		
Spouse or partner	118	55.7% <sup>b</sup>
Child(ren )	180	84.9%
Friend(s)	34	16.0%
Other	35	16.5%
<b>One-way Driving Distance (n=229)</b>		
Less than 30 miles	210	91.7%
30 miles or more	19	8.3%
<b>Residence Location (n=222)</b>		
Within Columbia <sup>c</sup>	180	81.1%
Outside Columbia	42	18.9%

<sup>a</sup> Only include parties with two or more people (96.5%).

<sup>b</sup> Percentages do not sum to 100% because respondents could provide multiple responses.

<sup>c</sup> This includes attendees living within any of the 11 Columbia zip-codes. (Zip-code definitions retrieved from website: [http://zipcodes.addresses.com/zip\\_codes\\_by\\_city/28986.html](http://zipcodes.addresses.com/zip_codes_by_city/28986.html) on April 16, 2009).



The vast majority of respondents (99.1%) stayed at least one hour at the SFS (Figure 5). Remarkably, over one-half of respondents (53.6%) stayed more than 3 hours, suggesting that SFS provided plenty of entertainment opportunities. On average, respondents

reported that they spent or were planning to spend thirteen dollars at the event (Table 7). However, the average spending dropped to nine dollars when including only those who (71.9%) already spent amount. These results suggest that there is some economic leakage (in terms of savings) as attendees were willing to spend more than they actually spent. Hence, it seems that there is room for further sales and revenue opportunities for SFS organizers and vendors.

Table 7. Amount (in dollars) spent at the SFS.

	Respondents	Percent
<b>Amount Spent or Planning to Spend at SFS (n=210)<sup>a</sup></b>		
None	84	40.0%
\$1 - \$10	64	30.5%
\$11 - \$20	41	19.5%
\$21 or more	21	10.0%
Mean		(\$13.3)
Range (min-max)		(\$0 - \$500)
<b>Amount Spent (n=166)<sup>b</sup></b>		
None	62	37.3%
\$1 - \$10	56	33.6%
\$11 - \$20	34	20.5%
\$21 or more	14	8.6%
Mean		(\$8.6)
Range (min-max)		(\$0 - \$63)
<b>Average Amount (in dollars) by Hours Spent at SFS<sup>b</sup> (n=166)</b>		
Less than 2 hours	78	(\$6.3)
3 hours or more	88	(\$10.7)

<sup>a</sup>This includes all respondents, including those who already spent or were planning to spend such amount.

<sup>b</sup>This only includes those respondents (n=166; 71.9%) who reported having spent such amount.

## SECTION III: A MOTIVATION-BASED MARKETING STRATEGY

The reasons (i.e., motivations) driving event attendance are fundamental to developing marketing strategies, and organizers work to incorporate them into advertising and promotion efforts to capture the wider possible audience. Results show that SFS attendees are driven by a variety of reasons (table 8). Measured in a five-point Likert type scale anchored in 1 (Not Important) and 5 (Extremely Important), the most important reasons for attending SFS were the variety of entertainment and activities offered (mean=3.96), closely followed by enjoying a day on a farm (mean=3.84) and the educational activities for children (mean=3.83). The least important reason was “Learn about MIZZOU research efforts” (mean=2.83).

Table 8. Reasons for attending the SFS.

Attendance Reasons (n=230)	Not Important	Somewhat Important	Important	Very Important	Extremely Important	Mean <sup>a</sup>
Variety of entertainment and activities offered	0.4%	4.3%	27.0%	35.7%	32.6%	3.96
Enjoy a day on a farm	1.7%	5.7%	27.4%	37.4%	27.8%	3.84
The educational activities for children	5.3%	8.7%	17.0%	35.4%	33.6%	3.83
It is something different to do	2.6%	7.9%	34.5%	36.7%	18.3%	3.60
The uniqueness of the SFS	3.5%	11.4%	26.6%	39.7%	18.8%	3.59
Learn about agriculture and related activities	5.7%	19.7%	33.1%	29.3%	12.2%	3.23
Support MIZZOU outreach efforts	9.6%	17.0%	33.9%	25.2%	14.3%	3.18
I like to attend festivals	11.3%	20.4%	27.4%	25.2%	15.7%	3.13
Learn about MIZZOU research efforts	11.7%	27.0%	34.8%	19.1%	7.4%	2.83

<sup>a</sup> Measured using a 5 point Likert type scale anchored in 1 (Not important) and 5 (Extremely Important).

An exploratory factor analysis was performed to reduce SFS attendance motivations into fewer dimensions for easier marketing application<sup>2</sup>. This analysis resulted in two factors: Theme

<sup>2</sup> Principal component with varimax rotation was used in this analysis; pairwise method was used to handle missing values; overall reliability Cronbach’s alpha reliability ( $\alpha$ ) was 0.805 indicating high internal consistency. Educational activities for children was dropped from further analysis as it did not load in any factor.

Identity (F1) associated with several attributes that shape this festival’s distinctiveness, including appreciation of MU outreach efforts and learning about agriculture; and Fun and Entertainment (F2) related to the types and variety of recreation and entertainment activities offered at the SFS (Table 9). Overall, motivations related to the recreational aspect of the SFS (F2) have a slightly larger influence driving attendance (overall mean=3.63) than motivations related to the SFS purpose (F1; overall mean=3.22). These results suggest that marketing efforts should incorporate both types of messages on SFS promotional material addressing the uniqueness of the festival in terms of the agriculture and MIZZOU orientation, as well as the variety of entertainment offered.

Table 9. Factor matrix of the reasons for SFS attendance.

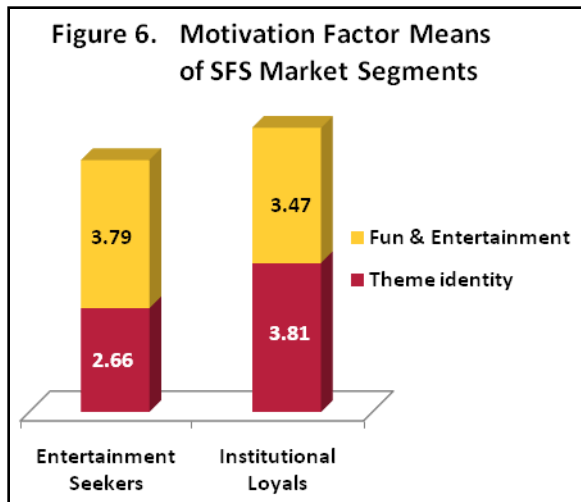
Factors and Items	Mean	Factor Loadings	Explained Variance	Eigenvalue
<b>Theme Identity (F1) (<math>\alpha=.82</math>)<sup>a</sup></b>			42.82%	3.43
Support MIZZOU outreach efforts	3.18	.855		
Learn about MIZZOU research efforts	2.83	.829		
Learn about agriculture and related activities	3.23	.776		
The uniqueness of the South Farm Showcase	3.59	.710		
<i>Overall Mean</i>	(3.22)			
<b>Fun and Entertainment (F2) (<math>\alpha=.80</math>)</b>			22.77%	1.82
Enjoy a day on a farm	3.84	.825		
Variety of entertainment and activities offered	3.96	.813		
It is something different to do	3.60	.787		
I like to attend festivals	3.13	.692		
<i>Overall Mean</i>	(3.63)			
<b>Total Variance Explained</b>			<b>74.01%</b>	

<sup>a</sup> Cronbach’s alpha reliability coefficients for domains; overall reliability ( $\alpha=.805$ ).

### ***A Motivation-Based Segmentation of SFS Attendees***

Using the motivational factors, two different segments of SFS attendees were identified: (1) the “Entertainment Seeker” (n=120; 52%); and (2) the “Institutional Loyal” (n=108; 48%)<sup>3</sup>.

<sup>3</sup> K-means cluster analysis conducted over the factor regressional scores was conducted to identify motivational segments. Cluster had a relative high cluster center in the Fun and Entertainment factor (.32) while a negative



The Theme Identity factor was significantly more important for the Institutional Loyal (mean=3.81) than for the Entertainment Seeker (mean=2.66) as figure 6 shows. Conversely, the reasons related to the Fun and Entertainment factor were significantly more important for the Entertainment Seeker (mean=3.79) than for the Institutional Loyal (mean=3.47).

Both segments are significantly different in their socio-economic profile and event behavior. The proportion of respondents affiliated with MU or involved in agriculture is not significantly different between the Entertainment Seekers (67.2% and 33.3% respectively) and the Institutional Loyals (63.9% and 33.4% respectively). Overall, the Entertainment Seekers are younger and in earlier family-life cycle stages than Institutional Loyals (Table 10). Measured on a six-point ordinal scale, the Entertainment Seekers averaged less than 36 years old, while the average Institutional Loyals were more than 36 years old. Consistently, the Entertainment Seeker group had a larger proportion of respondents living with children less than six years old and a smaller proportion of retirees. No differences were found on the gender and annual household income of the respondents.

Very few significant differences in festival behavior were found between both segments. A larger proportion of the Entertainment Seekers (90.3%) attended the SFS accompanied by their children compared to the Institutional Loyals (78.1%), results that are consistent with the early family life cycle stage of the first group as already reported. An important finding for festival programming purposes is that Institutional Loyals spent on average significantly more (\$21.0) in the festival than their counterparts (\$6.6). No differences were found on other event behavior

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center in Theme Identity factor (-.68). Cluster 2 had a high center for the Theme Identity factor (.75) and negative for the Fun and Entertainment factor (-.34).

indicators, including previous attendance, distance traveled, the number of hours spent at the SFS, and party size.

Table 10. Statistical differences between Entertainment Seekers and Institutional Loyals on their demographics, life-cycle and event behavior attributes\*.

	Entertainment Seekers (52%)	Institutional Loyals (48%)
<b>Demographics</b>		
Age (mean) <sup>a</sup>	2.9	3.2
Education level (mean) <sup>b</sup>	5.2	4.7
<b>Family Life-cycle Indicators</b>		
Small children living at home (<6 yrs)	69.0%	46.0%
Children living at home (<12 yrs)	29.3%	37.0%
Full-time employees	75.8%	63.0%
Retired from a previous job/profession	2.5%	10.2%
<b>Event Behavior Indicators</b>		
Attended accompanied by their children	90.3%	78.1%
Average amount spent (in dollars)	\$6.6	\$21.0

\* Critical value  $p < 0.05$ .

<sup>a</sup> Measured on a six point ordinal scale where 1="25 years or less"; 2="26-35 years"; 3="36-45 years"; 4="46-55 years"; 5="56-65 years"; and 6="66 years or older".

<sup>b</sup> Measured on a seven point ordinal scale where 1="Less than high school"; 2="High school graduate"; 3="Some college"; 4="Two-year college degree"; 5="Four-year college degree"; 6="Masters degree"; and 7="Doctorate or professional".

### **Advertising Channels Assessment**

Results show that a combination of word of mouth, internal and external advertising channels influences respondent's decision to attend SFS. The majority of the respondents reported that referrals from their friends or families, and MIZZOU weekly and newspapers advertisements were very or extremely influential in their decision to attend (69.3%, 60.2% and 50.5% respectively) as table 11 shows. Those methods also reached the largest proportion of respondents (61.4%, 51.8% and 51.1% respectively). These results suggest that advertising efforts promoting SFS should continue using these three channels, emphasizing the two attendance motivation themes identified in this study (i.e., Theme Identity and Fun and Entertainment). Strengthening advertising for the SFS internally through MIZZOU weekly is



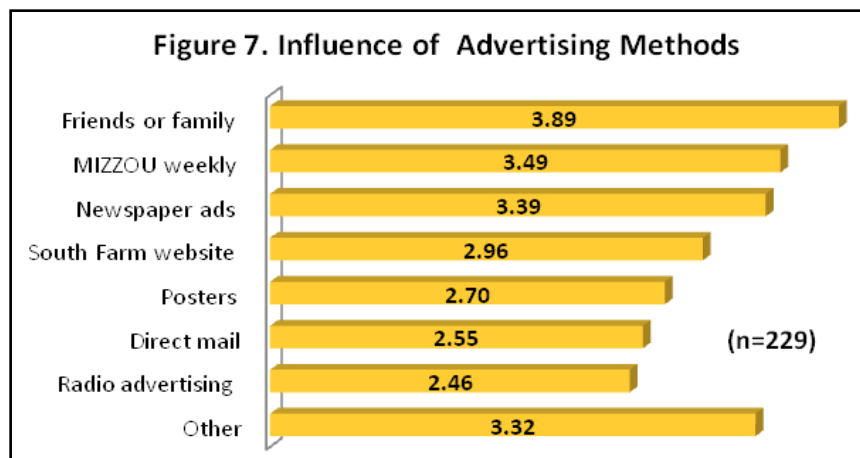
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especially important considering that roughly two-thirds of the respondents were somehow affiliated with MIZZOU.

Table 11. Influence of different methods used to advertise the 2009 SFS.

Methods (n=229)	Percentage Reached	Not Influential	Somewhat Influential	Influential	Very Influential	Extremely Influential
Friends or family	61.4%	10.0%	3.6%	17.1%	25.7%	43.6%
MIZZOU weekly	51.8%	17.8%	5.9%	16.1%	29.7%	30.5%
Newspaper ads	51.1%	14.5%	11.1%	23.9%	21.4%	29.1%
South Farm website	52.9%	19.8%	14.0%	30.7%	21.5%	14.0%
Posters	32.4%	34.2%	8.3%	26.0%	16.4%	15.1%
Direct mail	26.5%	43.3%	6.7%	20.0%	11.7%	18.3%
Radio advertising	27.8%	39.7%	9.5%	25.4%	15.9%	9.5%
Other	33.0%	28.8%	3.0%	16.7%	10.6%	40.9%

Figure 7 summarizes the influence of the examined advertising methods among those respondents who received them, with averages shown as measured in a five-point Likert type scale anchored in 1 (Not Influential) and 5 (Extremely Influential). It is important to note that that direct mail and radio advertising appeared as the least effective methods (mean=2.55 and 2.46 respectively). These results suggest that the suitability of radio advertising for future events should be assessed, especially if there is a high financial cost associated with the



method. In addition, data suggest that advertising through direct mailing could be strengthened, especially using electronic channels given that e-mail addresses could be collected at the event.

## SECTION IV: CUSTOMER SATISFACTION OF SFS OFFERINGS

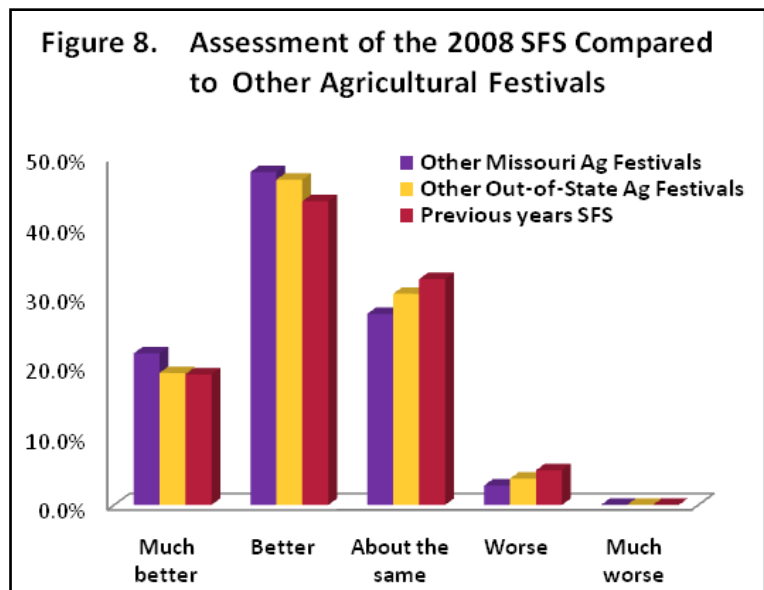
Overall, SFS attendees are very satisfied with the event. About two thirds (63.6%) of the respondents ranked the SFS as excellent, and the vast majority (94.2%) as either good or excellent (Table 12). Further, the vast majority are willing to recommend SFS to others (99.1%) and to attend SFS next year (94.3%), suggesting good referrals for events in the future. These results are important considering that, as mentioned above, the most influential advertising method for attendance is the referral from family and friends.

Table 12. Overall satisfaction indicators of SFS.

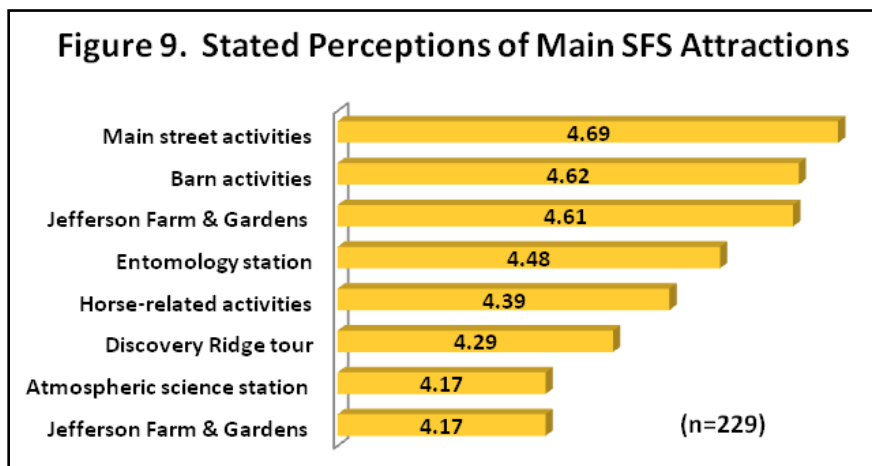
	Respondents	Percent
<b>Overall Satisfaction (n=209)</b>		
Excellent experience	133	63.6%
Good experience	64	30.6%
Average experience	11	5.3%
Fair experience	1	0.5%
Poor experience	0	0.0%
<i>Mean<sup>a</sup></i>		(4.57)
<b>Willingness to Recommend SFS to Others (n=229)</b>		
Would recommend to others	227	99.1%
Would not recommend to others	0	0.0%
Not sure	2	0.9%
<b>Planning to Attend SFS Next Year (n=229)</b>		
Planning to attend	216	94.3%
Not planning to attend	1	0.5%
Not sure	12	5.2%

<sup>a</sup> Measured using a 5 points Likert Type Scale anchoring in 1 (Poor Experience) and 5 (Excellent Experience)

Respondents were also very satisfied with SFS in comparison to similar events. Over two thirds of respondents (69.7%) assess the 2008 SFS as better (47.9%) or much better (21.8%) than other Missouri agricultural festivals; and about two-thirds of respondents (65.8%) assess the 2008 SFS as better (46.8%) or much better (19.0%) than agricultural events



outside of Missouri (Figure 8). Importantly, results show that SFS has improved over time, as the majority of respondents (62.5%) considered it better (43.7%) or much better (18.8%) in 2008 than in the past.



Overall, respondents were very pleased with the attractions they visited at the 2008 SFS including those activities that were primarily programmed for children (e.g., barn activities) and for adults (e.g., Jefferson

Farms and Gardens). Using a five-point Likert type scale ranging from 1 (Poor) to 5 (Excellent), all the attractions were perceived as good or excellent (mean>4.1) among those who visited them. The activities with the highest perceptions were “Main street activities” (mean=4.7),

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“Barn Activities” (mean=4.6) and “Jefferson Farm & Gardens” (mean=4.6), as figure 9 shows. Results show that there may be some accessibility or signage constraints to the visitation of some SFS attractions, especially those with the capacity to attract a wide range of visitors. For example, one-quarter of respondents (24.1%) reported that they did not visit the entomology station and about one-half did not visit horse-related activities (44.3%) or the atmospheric science station (44.5%) as table 13 shows. Given the high ratings on these activities, more effort may be placed on directing people to these stations.

Table 13. Stated perceptions of main SFS attractions.

Main Attractions (n=230)	Did not Visit (%)	Poor (%)	Fair (%)	Average (%)	Good (%)	Excellent (%)
Main street activities	7.0	0.0	1.5	2.8	21.1	74.6
Barn activities	7.4	0.0	0.9	4.7	26.3	68.1
Jefferson Farm & Gardens	30.1	0.0	0.0	7.5	23.8	68.7
Entomology station	24.1	0.0	1.2	6.4	35.8	56.6
Horse-related activities	44.3	0.8	1.6	8.7	35.4	53.5
Discovery Ridge tour	68.4	0.0	1.4	12.5	41.7	44.4
Atmospheric science station	44.5	1.6	3.1	14.2	39.4	41.7
Turf grass & ornamentals	32.3	0.0	4.5	11.6	46.5	37.4

Respondents were asked to rate four programming aspects of the SFS: attractions; accessibility and signage; staff and volunteers; and food and beverages. As measured in a five-point Likert type scale anchoring in 1 (Poor) to 5 (Excellent), respondents were very pleased with the programming of attractions (mean=4.6) in terms of the transportation between stations (mean=4.7), as well as the variety (mean=4.6) and layout of the stations (mean=4.4), as shown in table 14. SFS also received high marks regarding accessibility and signage (mean=4.3), with the parking (mean=4.5) and the directions to South Farm (mean=4.5) earning the highest scores. Results show that one attribute to consider for future events is providing more restrooms throughout the venue (mean=3.9). Festival personnel (i.e., volunteers and staff)

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were ranked highly (mean=4.8) in all of their definitional attributes, including their friendly attitude (mean=4.9), helpfulness (mean=4.8) and knowledge (mean=4.6).

Table 14. Assessment of different SFS offerings and services.

(n=230)	Not Applicable	Poor	Fair	Average	Good	Excellent	Mean <sup>a b</sup>
<b>Overall offerings</b>							
Tractor ride from station to station	3.5%	0.5%	0.0%	4.5%	19.4%	75.6%	4.70
Variety of attractions	0.4%	0.0%	0.4%	3.1%	33.3%	63.2%	4.59
Layout of activities and attractions	0.4%	0.5%	3.0%	7.0%	39.1%	50.4%	4.36
<i>Mean</i>							(4.57)
<b>Accessibility and Signage</b>							
Parking	0.0%	0.0%	1.3%	6.1%	32.9%	59.7%	4.51
Directions to South Farm	7.8%	1.9%	1.9%	2.8%	36.3%	57.1%	4.45
Quality of map and printed materials	5.2%	1.8%	2.8%	6.4%	33.5%	55.5%	4.38
Clarity and visibility of signage	1.7%	1.3%	4.0%	5.3%	38.7%	50.7%	4.33
Quantity of restroom facilities	39.1%	2.9%	6.4%	15.7%	50.0%	25.0%	3.88
<i>Mean</i>							(4.34)
<b>SFS Staff and Volunteers</b>							
Friendly attitude	1.3%	0.0%	0.0%	0.9%	11.9%	87.2%	4.86
Helpfulness	2.6%	0.0%	0.5%	0.9%	13.8%	84.8%	4.83
Knowledge	4.8%	0.5%	0.0%	3.2%	35.2%	61.1%	4.57
<i>Mean</i>							(4.76)
<b>Food and Beverages</b>							
Quality of food	52.4%	3.7%	1.0%	11.9%	39.4%	44.0%	4.19
Availability of drinking water	18.8%	2.7%	6.5%	12.9%	33.9%	44.0%	4.10
Variety of food	50.4%	8.0%	8.0%	21.2%	38.9%	23.9%	3.63
<i>Mean</i>							(4.01)

<sup>a</sup> Measured using a 5 points Likert Type Scale anchoring in 1 (Poor) and 5 (Excellent).

<sup>b</sup> This only includes those who utilize or experience this SFS attribute.

Results show that there is room for improvement in the food and beverage offerings at the event. Although still high, this was the programming aspect with the lowest satisfaction level (mean=4.0). Specifically, SFS organizers need to consider providing a larger variety of food options (mean=3.6). There is also room to generate increased revenue from food and

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beverages vendors, as more one-half of respondents were unable to rate the quality (52.4%) or variety (50.4%) of the food available at the event. This is very important considering that the majority of respondents stayed at the festival more than 3 hours.

