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# Summary of 2013 Barron County Farm Technology Days Survey

DRAFT

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Rosie Krum, Jessica Mueller, Eric Zwiefelhofer, David Trimner, and \_\_\_\_\_, students working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We also had the able assistance of three County Extension Educators, Pete Kling, Katie Wantock, and Tim Jergensen throughout the life of this project. We would also like to thank David Marcouiller, UW-Madison, for his assistance in estimating the total economic impact of Farm Technology Days. Finally, we thank the Farm Tech Days attendees who took the time to complete the survey

DRAFT

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## Summary of Responses

The following pages summarize the data gathered during the three-day run (July 9 – 11, 2013) of the Barron County Farm Technology Days (FTD). In cases in which comparable questions were asked, data from Barron County is compared to data from the 2010 Pierce County FTD. It should be noted that the final day of the Pierce County FTD was cancelled because of a severe rainstorm. So, the data reported for Pierce County is based on two days of data gathering rather than the three at the Barron County FTD.

### Are you from Barron County?

Over the three days of the Barron County Farm Technology Days (FTD) event, 25% of the attendees responding to the Survey Research Center (SRC) Survey reported that they were from Barron County and the remaining 75% from outside the county. In contrast, only 61% of those attending the 2010 Pierce County FTD were from outside of Pierce or St. Croix Counties.

### Where Barron County FTD Attendees Live

The following maps show the places from which FTD-Barron County attendees came to attend the event. The first map shows the distance driven to get to FTD-Barron County. The distance bands show only Wisconsin but the data also include visitors from Minnesota and other states. These data indicate that participants tended to drive a shorter distance to get to FTD-Barron County than did visitors to the Pierce County-FTD. For FTD-Barron county, 61% drove 50 miles or less and 80% lived within 100 miles of the site. The comparable figures for Pierce County are 53 percent who drove 50 miles or less and 68 percent who drove 100 miles or less.

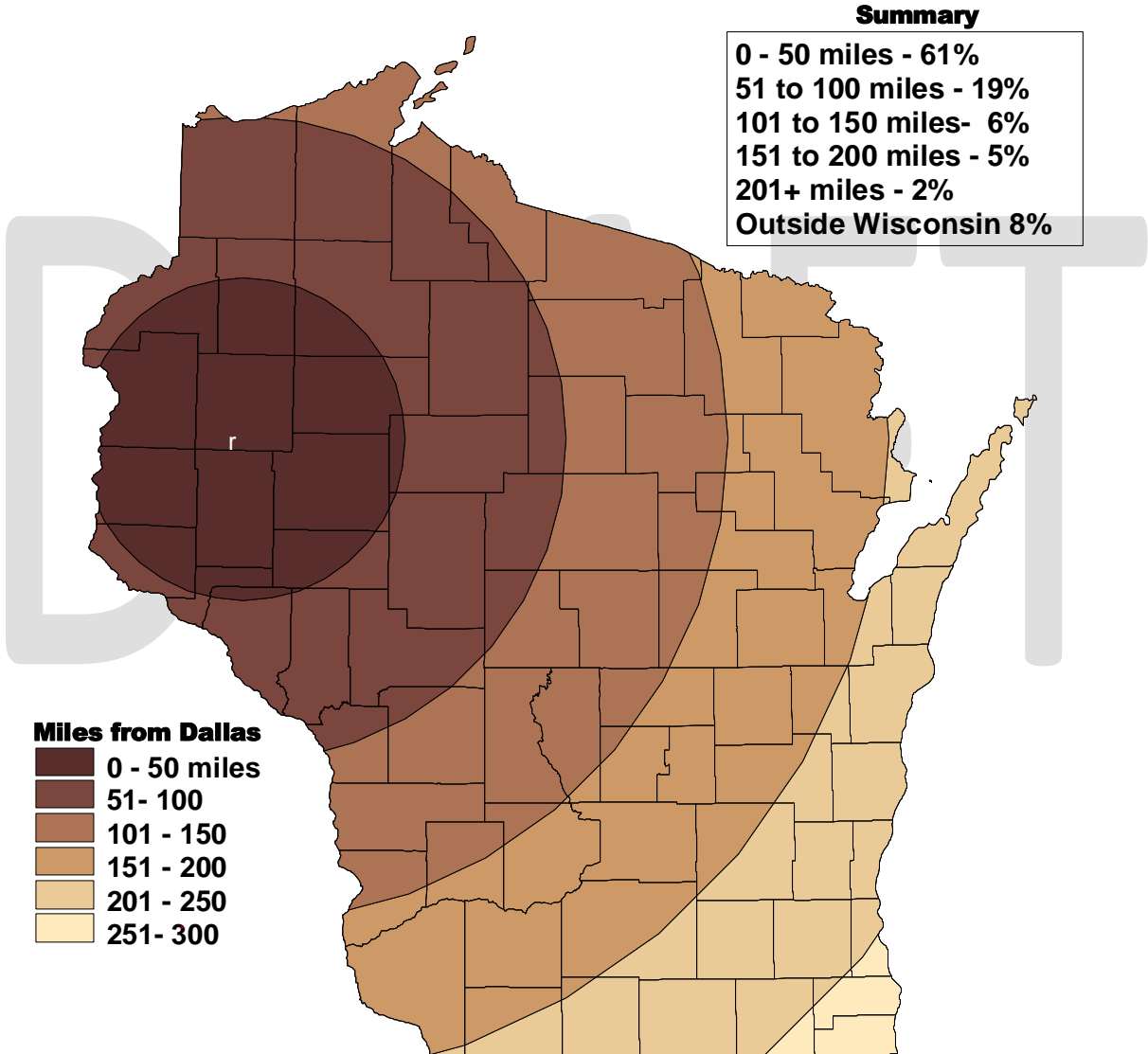
The second map shows the zip codes of participants in the intercept survey – each dot represents a single respondent and the location within a zip code does not represent their actual residence. The map shows a clear concentration of participants from Barron County but also indicates that the event drew visitors from throughout northwest Wisconsin.

### Is FTD the primary destination for your trip from home?

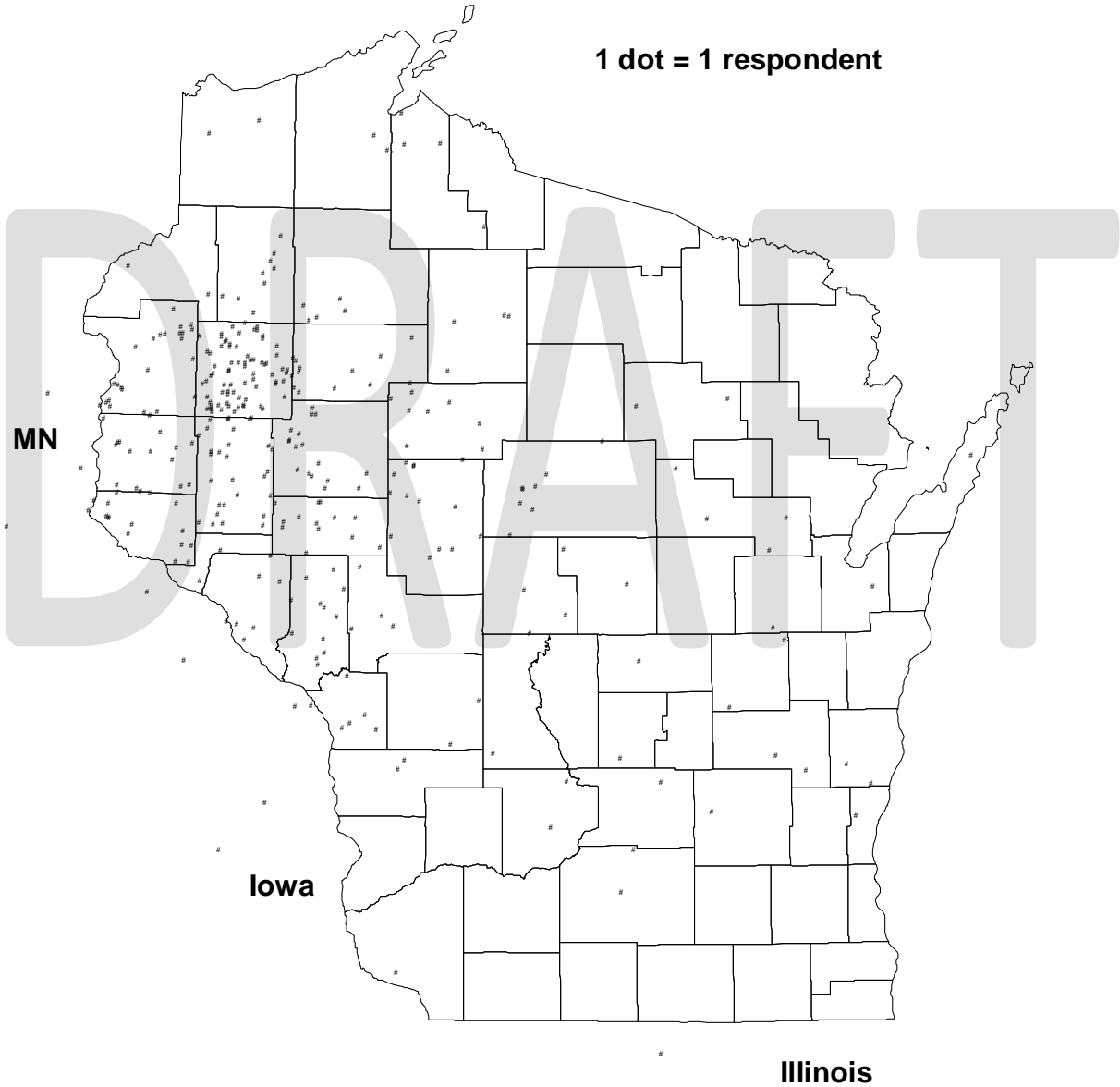
Most Barron County FTD attendees (94%) said that this was the primary destination for their trip. An even higher proportion (99%) said the Pierce County FTD was their primary destination.

# Home ZIP Code of Respondent Farm Technology Days 2013

## Wisconsin Repondents



# Home ZIP Code of Respondent Farm Technology Days 2013 Wisconsin and Adjacent Border Areas



## Other things FTD attendees planned to do while in Barron County

The following table suggests that those attending the Barron County FTD were planning on doing more things in the area than was the case during the 2010 Pierce Co FTD. The other activities about which attendees were asked differed considerably at the two FTD venues, so direct comparisons are somewhat problematic.

	<b>Count Barron</b>	<b>Percent Barron</b>	<b>Percent Pierce</b>
Dine locally	397	12%	
Visit friends/family	397	12%	8%
Other	397	8%	1%
Shop locally	397	8%	3%
Fish	397	5%	0%
Visit park/Natural attraction	397	3%	0%
ATV/bike trails	397	3%	
Play golf	397	2%	0%
Gaming	397	2%	0%
Sporting event	397	2%	0%
Cultural event/Entertainment	397	2%	2%
Visit other communities	397	2%	2%

“Other” activities noted by Barron FTD attendees included camping, waterskiing, visiting their old high school, and attending meetings of other farm organizations to which they belong.

## When Barron County FTD respondents arrived/departed the Barron County area

Respondents who said they lived somewhere other than Barron County were asked when they arrived and left the County. The data on which this summary is based were drawn from respondents who arrived at the Barron County FTD in roughly equal proportions across the three days of the event: 36% arrived on day 1 (June 9), 33% on day 2 (June 10) and 27% on day 3 (June 11). Four percent arrived earlier than July 9<sup>th</sup>.

In terms of departures, 25% reported that they left Barron County on June 10 and 36% reported leaving on both July 10 and 11. Three percent left after July 11<sup>th</sup>.

A large majority (85%) reported that they expected to spend a single day at FTD in Barron County, 5% expected to spend two days, 6% planned on spending all three days and 5% were in the County for more than 3 days. In Pierce County, 75% reported that they expected to spend a single day at the event and 25% were planning on spending multiple days.

**To the nearest dollar, how much have you spent in the Barron County area in the last 24 hours?**

Non-Barron County residents were asked about expenditures they made or expected to make in association with their visit to FTD. In general, visitors to the Barron County FTD seem to have spent a bit more on most items about which the SRC asked than did visitors to the Pierce County FTD. The one exception appears to be food purchased on the FTD site. Some of the lower on-site food spending may be the result of a data gathering error; during one day, this part of the expenditure questions was inadvertently skipped.

<b>Table 2: Expenditures Associated with Visit to Farm Technology Days</b>								
<b>Motel/Hotel</b>	<b>Count</b>	<b>\$50 or less</b>	<b>\$51 - \$75</b>	<b>\$76 - \$100</b>	<b>\$101+</b>			
Barron	12	8%	25%	25%	42%			
Pierce	9	11%	33%	22%	33%			
<b>Camping</b>	<b>Count</b>	<b>Under \$25</b>	<b>\$26 - \$50</b>	<b>\$50+</b>				
Barron	3	0	67%	33%				
Pierce	4	50%	50%	0%				
<b>Food On-Site</b>	<b>Count</b>	<b>\$10 or less</b>	<b>\$11 - \$15</b>	<b>\$16 - \$20</b>	<b>\$21 - \$25</b>	<b>\$25+</b>		
Barron	146	34%	9%	26%	9%	22%		
Pierce	95	28%	21%	34%	17%	20%		
<b>Food off-site</b>	<b>Count</b>	<b>\$20 or less</b>	<b>\$21 - \$40</b>	<b>\$41 - \$60</b>	<b>\$61 - \$80</b>	<b>\$81 - \$100</b>	<b>\$101 - \$200</b>	<b>\$200+</b>
Barron	41	59%	22%	12%	2%	5%	7%	2%
Pierce	47	60%	26%	13%	2%	6%	4%	0%
<b>Auto</b>	<b>Count</b>	<b>\$20 or less</b>	<b>\$21 - \$40</b>	<b>\$41 - \$60</b>	<b>\$61 - \$80</b>	<b>\$81 - \$100</b>	<b>\$101 - \$200</b>	
Barron	28	21%	36%	25%	11%	7%	4%	
Pierce	67	31%	40%	19%	9%	1%	1%	
<b>Entertainment /Recreation</b>	<b>Count</b>	<b>Under \$25</b>	<b>\$26 - \$50</b>	<b>\$50+</b>				
Barron	5	60%	20%	20%				
Pierce	3	67%	33%	0%				
<b>Gifts</b>	<b>Count</b>	<b>\$20 or less</b>	<b>\$21 - \$40</b>	<b>\$41 - \$60</b>	<b>\$61 - \$80</b>	<b>\$81 - \$100</b>	<b>\$101 - \$200</b>	
Barron	21	48%	24%	10%	10%	10%	19%	
Pierce	27	63%	26%	11%	0%	11%	4%	



## Overall Economic Impact of Barron County FTD

The economic impact of an event like FTD-Barron County includes the direct impacts (Table 3) and the “**indirect**” and “**induced**” economic impacts. Indirect and induced economic impacts measure the economic activities that occur because the event happened.

Indirect economic impacts are business-to-business transactions. For example, the purchases of FTD exhibitors cause the businesses from which they buy to increase their production. This increased production creates additional economic activity. For example, when an exhibitor buys trees to landscape their space, the supplying nursery will likely replace their nursery stock, hire more labor, use more transportation services, and so on. Some of these economic activities stimulate the local economy (e.g. the wages paid to the local person who delivers the trees) and some leaks out into the national or international economy (e.g. the purchase of the diesel fuel used in the delivery). Indirect impacts measure the total additional local economic activity generated by these types of business-to-business transactions.

Induced impacts are the additional economic activity generated by the way workers and owners spend the incomes they earned from the FTD-Barron County event. To illustrate, consider the employee at the nursery that sold the landscaping material to an exhibitor. When she/he receives a paycheck, the money is likely to be used to pay for rent/mortgage, groceries, utilities, fuel for the vehicle, and so on. As the paycheck is spent, some of it “leaks” out of the local economy (e.g. to pay for food shipped to the local grocery store from an out-of-state wholesaler) but some of it remains in the local economy (e.g. to pay the wages for the cashier at the grocery store). Likewise, some of the cashier’s wages remain in the local economy and some of it pays for products coming from outside the local economy. Induced impacts measure the total local economic value of these expenditures.

The standard way that the total economic impact (direct + indirect + induced effects) is estimated is via an input-output model. Dr. David Marcouiller (UW-Madison) used the direct impact estimates generated by the SRC survey in a well-accepted input-output model called ImPlan to estimate the total economic impact of FTD-Barron County. The estimates indicate that the Barron County FTD added \$936,186 to the county’s economy (Table 4).

Finally, it should be noted that a significant portion of the total economic impact of FTD-Barron County happened in advance of the actual event from the expenditures of crews and exhibitors preparing for the event. Expenditures may also have been spread across Barron County as visitors stopped in different towns to eat, purchase gasoline, lodging, and so on. These factors likely diffused the economic impact of the event across both time and space.

Table 3. Expenditure Patterns of Farm Technology Days 2013 in Barron County, WI (results from 397 survey responses).

Category of Spending	Average Individual Spending		Expanded Total Spending*	
	Non-local	Local	Non-local	Local
Hotels/Motels	\$7.06	\$0.00	\$181,641	\$0
Camping Fees	\$0.48	\$0.00	\$12,340	\$0
Food On-site	\$10.25	\$1.86	\$263,603	\$17,191
Food Off-site	\$5.86	\$1.84	\$150,667	\$17,003
Auto, Fuel, and Repair	\$5.03	\$0.71	\$129,437	\$6,612
Entertainment/Recreation	\$0.97	\$0.26	\$24,941	\$2,361
Gifts and Souvenirs	\$5.26	\$0.00	\$135,285	\$0
Other	\$1.49	\$0.00	\$38,272	\$0
<b>Total</b>	<b>\$36.41</b>	<b>\$4.66</b>	<b>\$936,186</b>	<b>\$43,168</b>

\* Expanded using sample means for local and non-local individual attendees and total attendance estimates of 37,500 (9,257 local attendees and 28,243 daily non-local attendees); after accounting for multiple nights, total individual attendance figure (accounting for double and triple daily attendance) was 34,972 (25,715 total individual nonlocal attendees).

Table 4. Economic impacts of non-local attendee spending of the 2013 Farm Technology Days in Barron County, WI (in 2013 jobs and US\$)\*

Impact Type	Employment**	Labor Income	Total Value Added	Output
Direct Effect	14.6	\$234,039	\$357,124	\$724,039
Indirect Effect	1.4	\$42,281	\$68,867	\$133,372
Induced Effect	1.5	\$47,077	\$83,582	\$140,316
<b>Total Effect</b>	<b>17.5</b>	<b>\$323,397</b>	<b>\$509,573</b>	<b>\$997,727</b>

\* IMPLAN 3.0 results using non-local expanded total spending outlined in Table 3; details of model can be obtained from authors.

\*\*Total number of jobs created.

### Rate the quality of various Barron County FTD services.

Large majorities of respondents rated all of the services received in conjunction with the Barron County FTD as good (Table 4). However, ten percent or more of respondents said that the on-site menu, on-site food quality and parking were only fair.

The only comparable question asked at the Pierce County FTD was about food quality and the answer options were different, making comparisons impossible.

<b>Table 4: Assessment of Quality</b>				
<b>Rate Quality of:</b>	<b>Count</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Motel/Campground	32	97%	3%	0%
On-Site Food Menu	332	87%	12%	1%
On-Site Food Quality	325	86%	14%	1%
On-Site Food Service	321	93%	6%	0%
Parking	393	80%	17%	3%
Exhibits	389	92%	8%	0%

### Years respondents have attended FTD.

There were a higher proportion of first-time visitors to the Pierce County FTD than at the Barron County FTE, but otherwise the distributions were similar (Table 5).

<b>Table 5: Years Attending FTD</b>		
<b>Years</b>	<b>Barron</b>	<b>Pierce</b>
Count	363	263
1	26%	38%
2 to 5	49%	38%
6 to 10	13%	14%
10 to 20	8%	7%
20+	4%	3%

### Where did you obtain information about Barron County FTD?

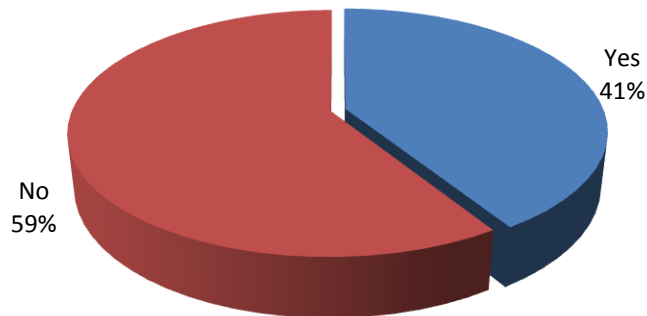
Roughly one-third of respondents cited agriculturally-focused newspapers as a source of information about Barron County FTD and slightly more than one-quarter identified radio (28%) or general circulation newspapers (27%) as an information source they used. The other potential information sources about which the SRC asked were used by approximately 10% of respondents (Table 6). This question was not asked at the Pierce County FTD.

Source	Percent
Ag newspaper	34%
Radio	28%
General newspaper	27%
Internet website	13%
TV	12%
Brochure	10%
Social media	7%

### Did the Barron County FTD influence decisions about future purchases?

As the following chart indicates, about 40% of the respondents said their visit to the Barron County FTD would influence future purchase decision. No comparable question was posed to Pierce County FTD visitors.

**Figure 1: Future Purchase Decisions Influenced by Barron County FTD**



The most common sort of future purchase influenced by attendance at the Barron County FTD was some sort of equipment purchase; sometimes this was stated generically as “equipment” and sometime with greater specificity (e.g. a combine header).

## Participation and usefulness of programs/exhibits.

Participants were asked which of various Barron County FTD exhibits they had or planned to visit. The data in Table 7 may understate the actual proportion who visited a given exhibit. Comparing the proportion of visitors at the two FTDs who attended and found useful a variety of programs and exhibits indicates some interesting differences. The equine program drew a larger proportion of visitors to the Pierce County FTD than to the Barron County FTD. In contrast, substantially higher proportions of Barron County attendees visited the Extension, Government agency, youth, family living and arts/craft exhibits. Comparable proportions of attendees found the exhibits useful.

<b>Table 7: Attendance/Usefulness of FTD Exhibits</b>		
	<b>Barron</b>	<b>Pierce</b>
Attended Commercial Exhibitors	85%	83%
Commercial Exhibitors Useful	98%	96%
Attended Equine Attractions	26%	56%
Equine Attractions Useful	85%	94%
Attended Heritage Equipment Display	42%	50%
Heritage Equipment Display Useful	94%	99%
Attended Field Demonstrations	28%	32%
Field demonstrations Useful	89%	95%
Attended host farm tour	37%	32%
Host farm tour Useful	94%	97%
Attended UW-Extension Tent	57%	40%
UW-Extension tent Useful	98%	98%
Attended Government Agencies Pavilion	54%	33%
Government Agencies Pavilion Useful	96%	93%
Attended Youth Tent	46%	24%
Youth Tent Useful	95%	95%
Attended Family Living Tent	61%	39%
Family Living Tent Useful	94%	94%
Attended Arts/Crafts Tent	55%	34%
Arts/Crafts Tent Useful	88%	91%

### Admission charge for FTD.

Very high proportions felt that the \$5 admission fee was reasonable for the Barron County FTD (98%) and the Pierce County FTD (99%). A slight majority (56%) of Barron County FTD attendees said they would be willing to pay a \$10 entry fee but a small minority (14%) would pay \$15 to gain admission. Pierce County did not ask a comparable question.

### How FTD visitors defined themselves.

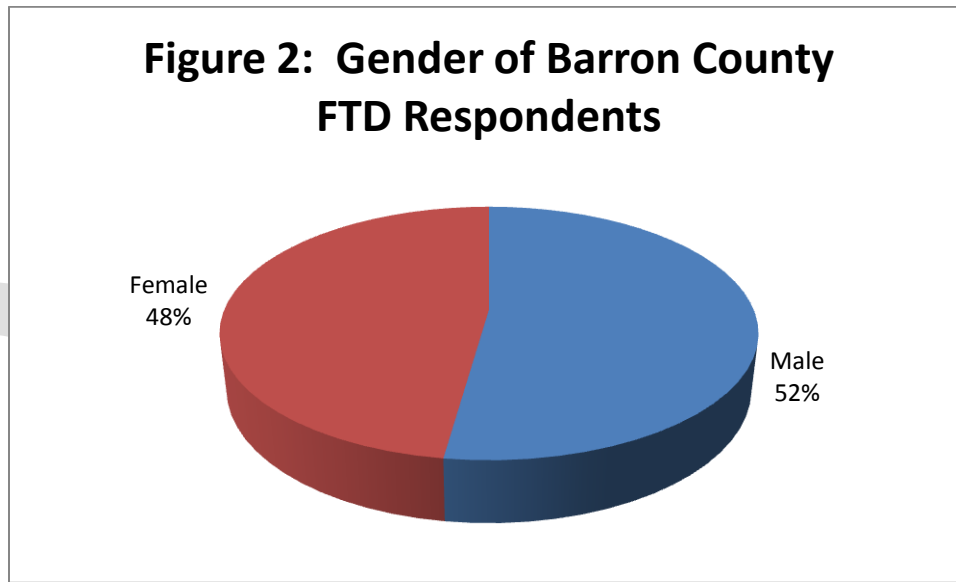
Two substantial differences in the type of people who attended FTD in Barron and Pierce Counties are apparent (Table 8). A higher proportion of those attending the Pierce County event were non-farmers and a higher proportion of Barron County attendees were part-time/hobby farmers. In other respects the proportions of attendees across the various self-definitions are similar.

	<b>Barron County</b>	<b>Pierce County</b>
Count	383	258
Non-Farm	24%	33%
Full-Time Dairy	20%	19%
Full-Time Livestock	6%	7%
Full-Time Crop	10%	7%
Direct Marketer/Organic	1%	3%
Green Industry	0%	2%
Agribusiness	6%	7%
Part-Time/Hobby	23%	3%
Equine	1%	2%
Other	9%	12%

## Demographics of Attendees

### Gender of respondents

There were nearly equal proportions of males and female respondents in the Barron County FTD dataset. In contrast, males made up 64% of the Pierce County FTD dataset.



### Age of respondents

As the following table indicates, the age structure of respondents from the Barron and Pierce County FTDs were fairly similar (Table 9). In both cases, about two-thirds of the participants would be characterized as middle aged or older.

<b>Table 9: Age of FTD Attendees</b>		
	<b>Barron County</b>	<b>Pierce County</b>
Under 25	10%	6%
25 – 34	13%	9%
35 – 44	17%	21%
45 – 54	25%	27%
55 – 64	20%	22%
65+	15%	15%

## Conclusions

The FTD-Barron County appears to have attracted a substantial proportion of its visitors from outside the county and was relatively successful in inducing these visitors to engage in other income-generating activities not associated with the event (Table 1). This is also seen in the estimated levels of direct expenditures reported by FTD-Barron County visitors (Table 2). As a result we estimate that the event generated just a bit less than one million dollars in additional spending in the county than would have occurred in the absence of this event (Table 3).

For the most part, visitors were satisfied with the quality of goods and services offered at the site (Table 4).

A substantially higher proportion of visitors to FTD-Barron County had been to multiple FTDs than was true in Pierce County (Table 5).

FTD-Barron County visitors were much more likely to have learned about this event from traditional sources of information (agricultural or general circulation newspapers or the radio) than from electronic sources or TV (Table 6).

A substantial proportion (40%) of visitors said that some future purchase they are considering, especially equipment purchases, was influenced by information received at FTD-Barron County (Figure 1). Given this, it is probably not surprising that large majorities found most of the exhibits they attended useful (Table 7).

Somewhat surprisingly, a slight majority of respondents said they would be willing to see the cost of parking rise from \$5 to \$10 per day.

Interestingly, a very high proportion of attendees (23%) said they were part-time or hobby farmers. They were also somewhat younger than attendees at FTD-Pierce County and lived relatively close to the event site.