

ECONOMIC IMPACT STUDY OF THE 26TH ANNUAL MUDBUG MADNESS FESTIVAL

Prepared for
Shreveport-Bossier City Convention and Tourist Bureau

October 2009



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Executive Summary

- The average respondent group size was 3.74.
- The majority of respondents attended the festival with friends.
- Thirty-two percent (32%) of the respondents were first time festival attendees.
- Sixty-five percent (65%) of the respondents were daytrippers and thirty-five percent (35%) were considered overnights.
- Sixty percent of the overnight respondents were more likely to stay 1-2 nights. The average overnight stay was 2.27 nights.
- The majority (64%) of the overnight respondents stayed in Shreveport during the festival.
- Almost all (96%) of the respondents stated that they were likely to return to the Mudbug Madness Festival next year.
- The estimated economic impact of the 26th Annual Mudbug Madness Festival was over \$2,389,810.50.
- Demographic Profile of respondents:
 - Occupation: professional/technical
 - Household Income: \$50,000-\$74,999
 - Age: 35-54 years of age
 - Marital Status: Married
 - Race: White

Purpose and Methodology

The Shreveport-Bossier Convention and Tourist Bureau contracted with North Star Destination Strategies to conduct an economic impact analysis of the 26th Annual Mudbug Madness Festival. North Star Destination Strategies designed a survey that would measure:

- Party composition
- Mode of transportation
- Festival attendance habits
- Attributes of overnight stay
- Importance of the festival in visiting the area
- Consumer spending in various areas
- Repeat attendance to the festival
- Demographics

North Star Destination Strategies conducted intercept interviews during the 26th Annual Mudbug Madness Festival. The intercepts were conducted on Thursday, May 21st, Friday, May 22nd, Saturday, May 23rd and Sunday, May 24th at Festival Plaza in downtown Shreveport, Louisiana. Festival volunteers administered the surveys to festival attendees.

A total of 615 interviews were conducted allowing for a margin of error of +/- 4.03% at the 95% confidence level. Below is the breakdown of the completed interviews by day.

Date	Number of complete interviews
Thursday, May 21 st	135
Friday, May 22 nd	237
Saturday, May 23 rd	177
Sunday, May 24 th	66
Total	616

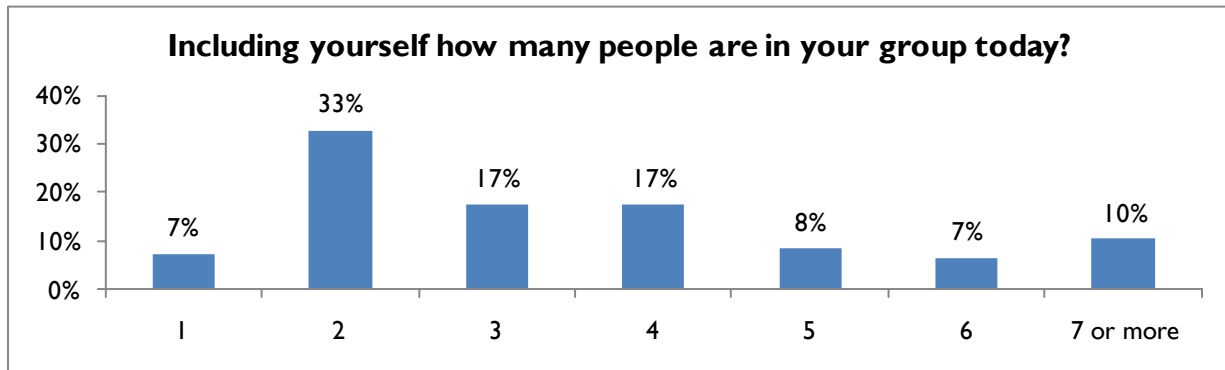
For the purposes of this report, respondents in the spending section have been classified as an “overnighter” and “daytripper.”

Overnighters are defined as festival attendees who stay overnight at least one night during the festival. Daytrippers are defined as festival attendees who came to the 26th Annual Mudbug Madness Festival and returned home without staying overnight.

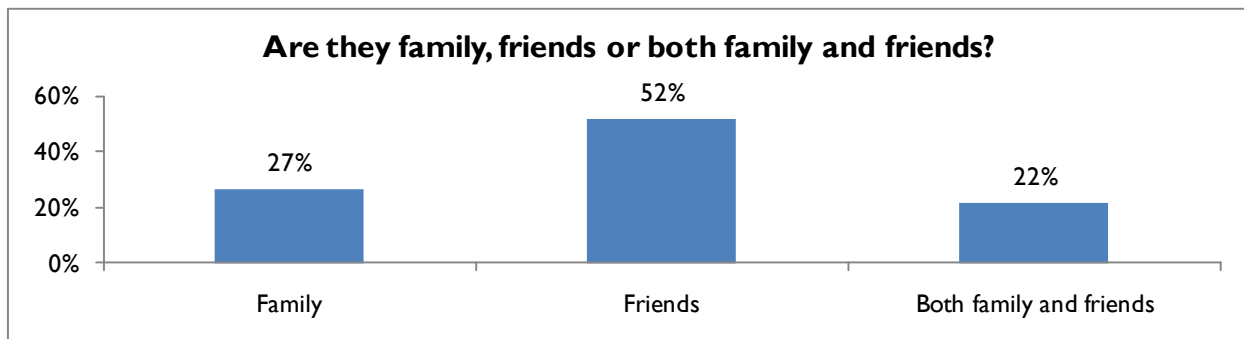
Travel Companion Profile

One-half (50%) of the respondents attended the festival in a group of two or three. Seven percent (7%) came alone and twenty-five percent attended in a group of four or five. Seventeen percent (17%) of the respondents attended in groups of six or more.

The average group size for respondents was 3.74.



Over half (52%) of the respondents attend the festival with friends. Twenty-seven percent (27%) attended with family and twenty-two percent (22%) with both family and friends.

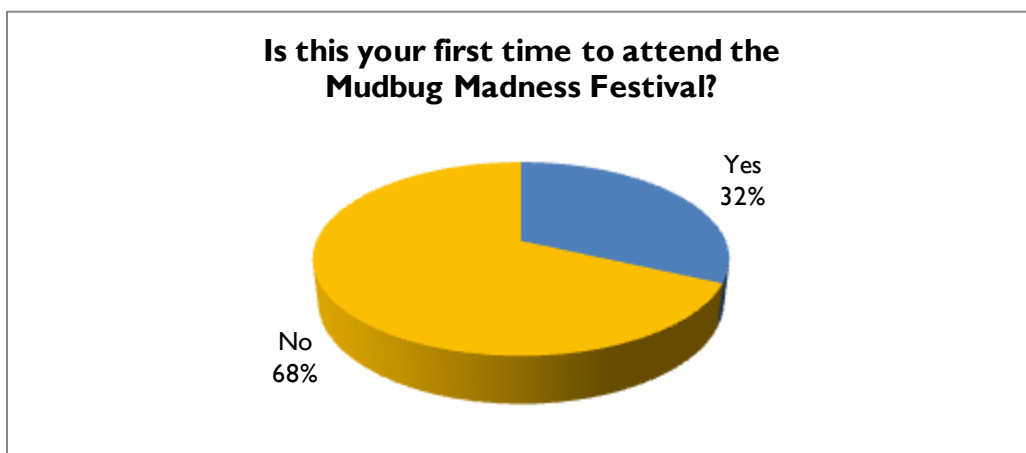


Festival Attendance

Attendance for the 26th Annual Mudbug Madness Festival for this report is based on actual paid attendance. Those who attended the festival on Thursday and Friday from 11:00 a.m. until 6:00 p.m. were admitted free. After 6:00 p.m. on Thursday and Friday a fee of \$3.00 was charged. On Saturday and Sunday a \$3.00 entry fee was charged all day. There was no free admission on Saturday and Sunday. Therefore, this report is based on the actual paid attendance of 27,000. The number of paid attendees was provided by the festival organizers. Using paid attendance best reflect the busiest times of the festival mostly because of the level of entertainment during those times.

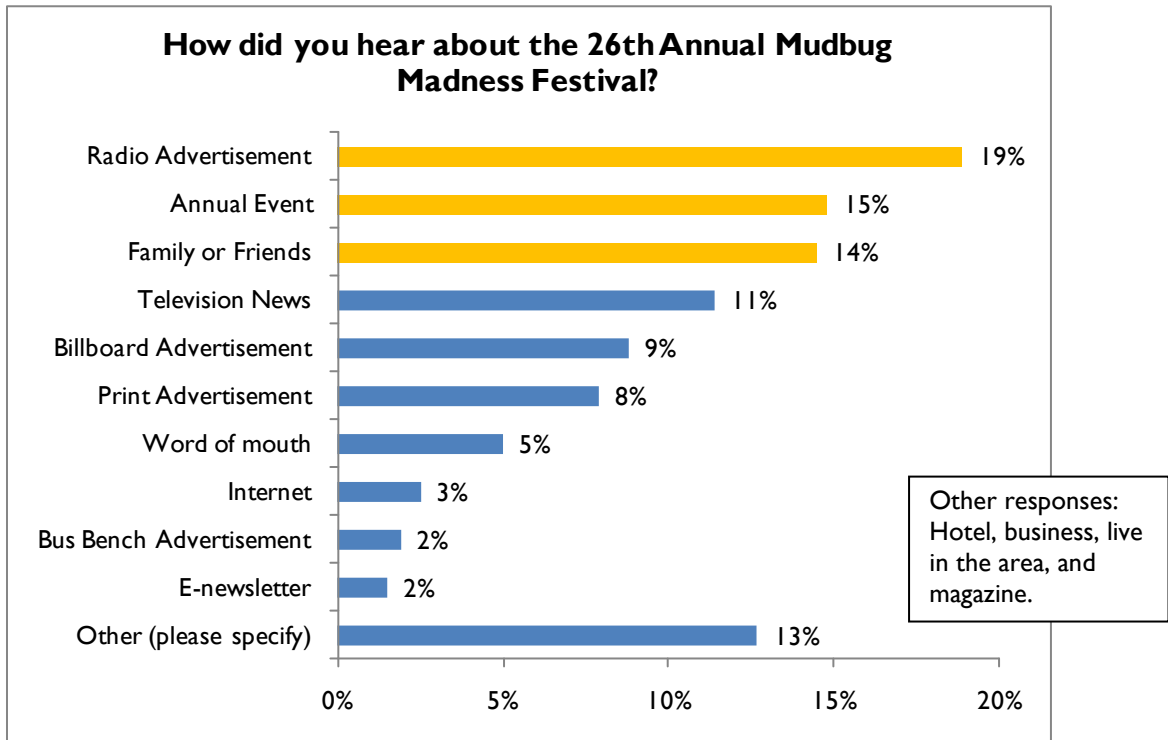
It is important to note that the capacity of the festival site has been estimated at approximately 14,000 persons. This estimate was given by the organizers of events at the festival sites throughout the years. This estimate includes the capacity under the entertainment tents.

Thirty-two percent (32%) of the respondents attended the Mudbug Madness Festival for the first time. Sixty-eight percent (68%) of the respondents previously attended the festival. Of those 68% who have attended the festival in the past, the average number of years festival-goers attended the event was 8.50.



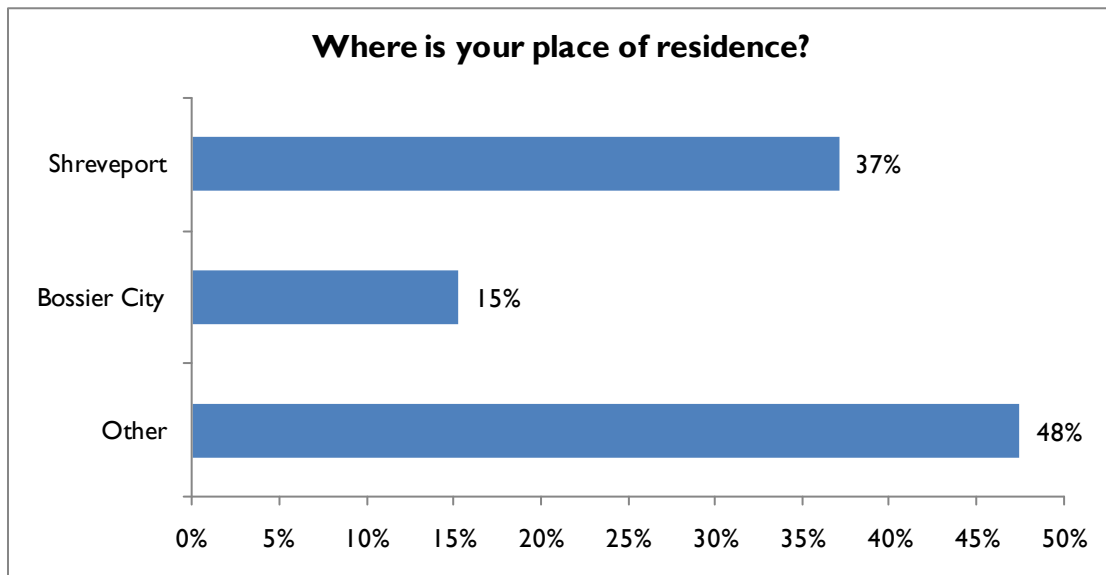
How did you hear about the 26th Annual Mudbug Madness Festival?

Nineteen percent (19%) of the respondents heard about the festival in a radio advertisement. Fifteen percent (15%) attend the festival as an annual event and fourteen percent (14%) heard about the festival from a family member or friend.



Place of Residence

Just under half (48%) of the respondents were from outside of the cities of Shreveport and Bossier City. Thirty-seven percent (37%) of the respondents were from Shreveport and fifteen percent (15%) were from Bossier City.

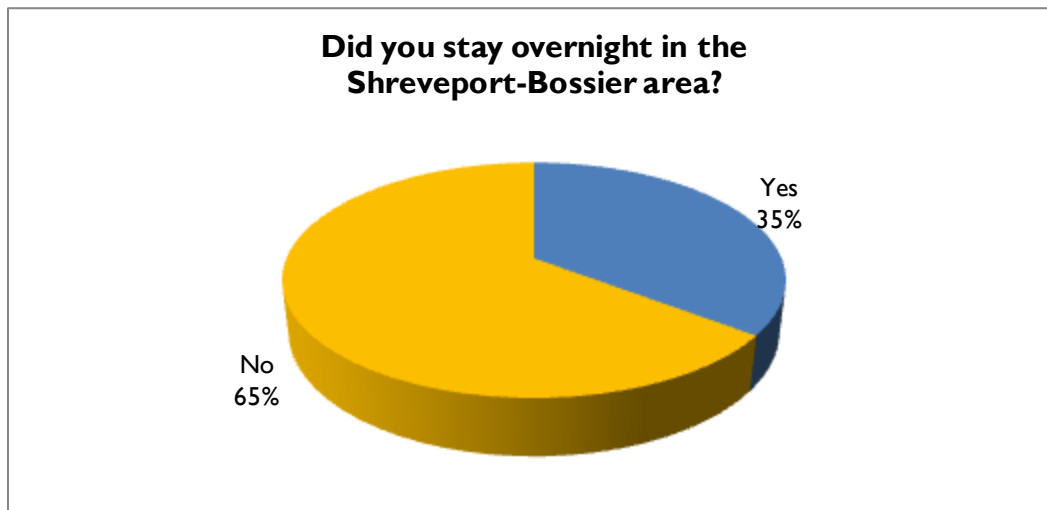


The respondents from other areas were predominately from other parts of Louisiana and Texas. The predominate Louisiana cities were Houghton, Benton, Alexandria, and Stonewall. The predominate Texas cities were Texarkana, Dallas, Longview and Marshall.

The actual listing of the other responses can be found in the appendix.

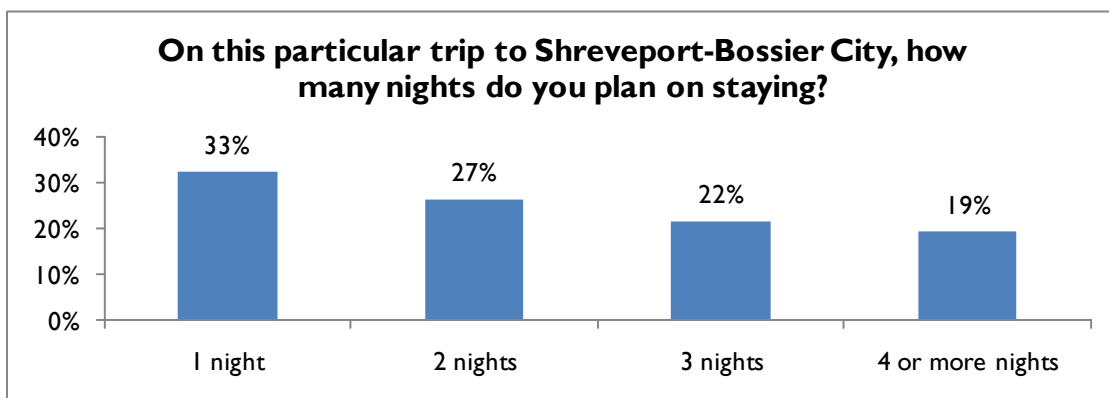
Overnight Visitor

Thirty-five percent (35%) of the respondents stayed overnight in the Shreveport-Bossier area during the festival.

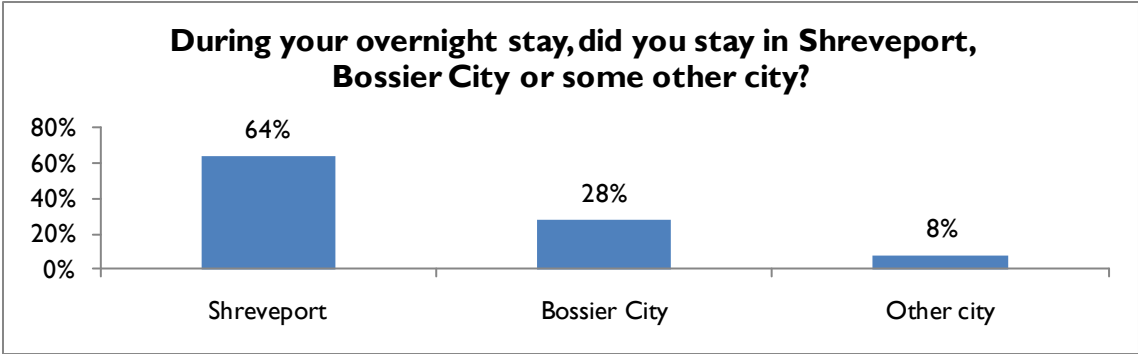


Sixty percent (60%) of those respondents who stayed overnight while attending the festival stayed one to two nights. Twenty-two percent (22%) stayed three nights and nineteen percent (19%) stayed four or more nights.

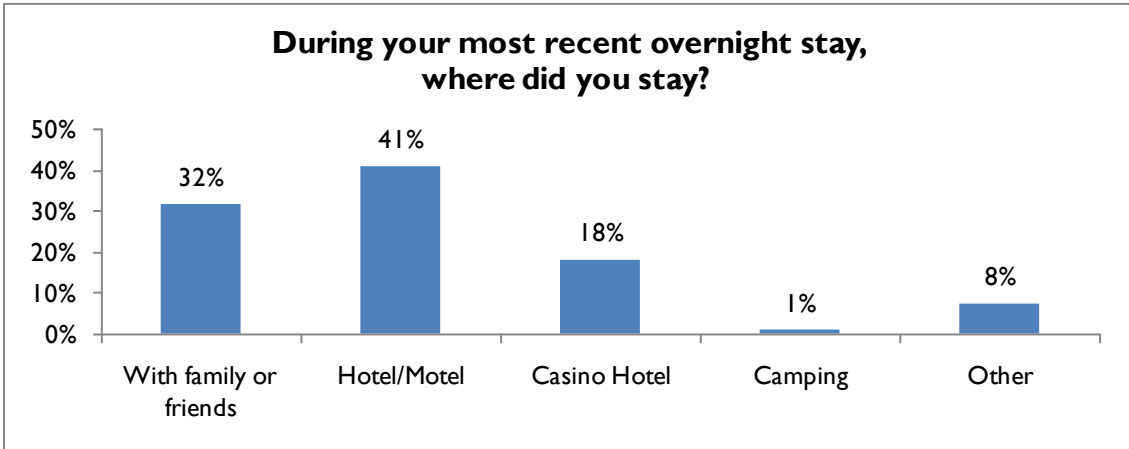
On average, respondents who stayed overnight in Shreveport-Bossier City stayed 2.27 nights.



Of those forty-seven percent (47%) who stayed overnight, sixty-four percent (64%) stayed in Shreveport and twenty-eight percent (28%) stayed in Bossier City.

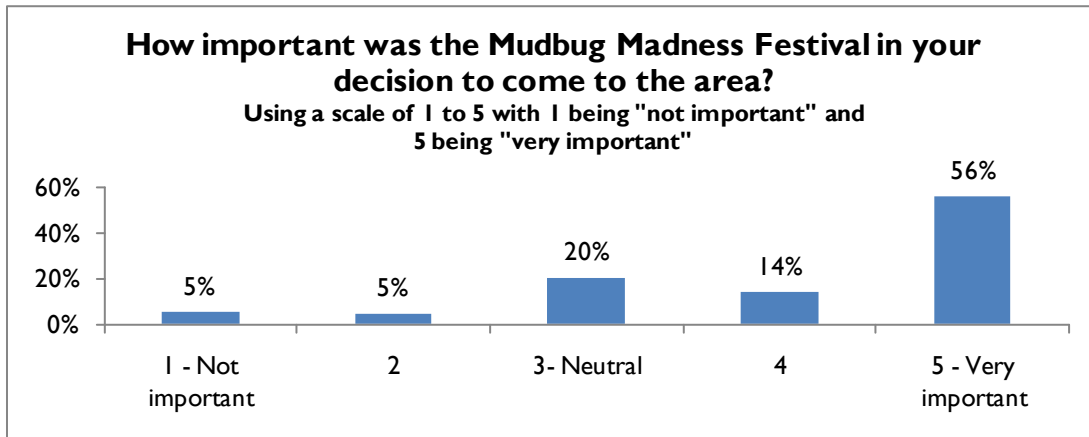


Thirty-two percent (32%) of the respondents who stayed overnight stayed with family or friends. Forty-one percent (41%) stayed in a hotel or motel and eighteen percent (18%) stayed in a casino hotel.



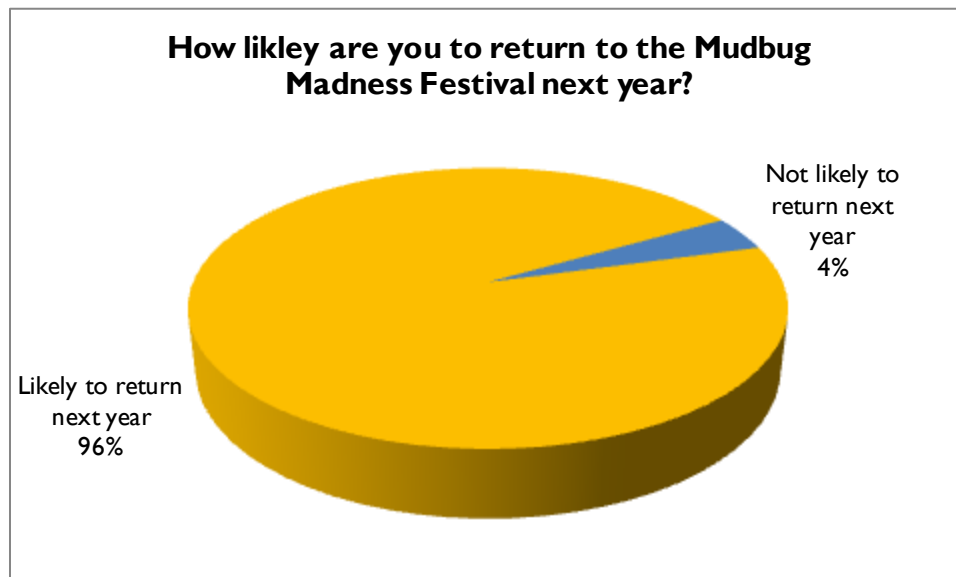
Importance of the Mudbug Madness Festival

Over half, fifty-six percent (56%) of the respondents said the Mudbug Madness Festival was very important in their decision to come to the area.



Likelihood to return to the festival

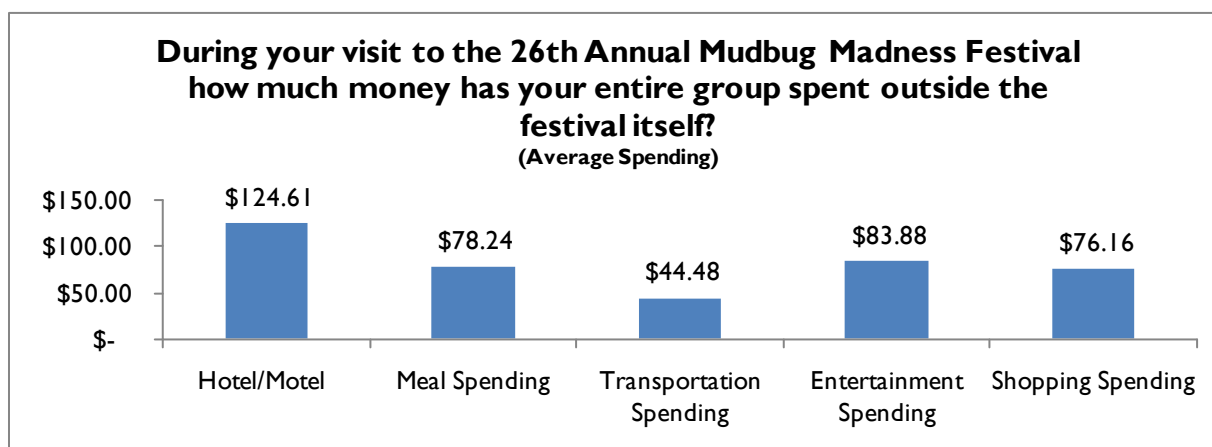
Almost all (96%) of the respondents stated they were likely to return to the Mudbug Madness Festival next year. Only four percent (4%) said they were not likely to return to the festival next year.



Spending

Categories of local spending used for this report include hotel/motel, meals, transportation, entertainment, and shopping. Spending amounts in these categories were derived from the actual interviews conducted during the 26th Annual Mudbug Madness Festival.

On average respondents were likely to spend \$124.61 on hotel/motel, \$78.24 on meals, \$44.48 on transportation, \$83.88 on entertainment and \$76.16 on shopping.



	Total Reported Spending					
	Overnighters	%	Daytrippers	%	Total Spending	%
Hotel/Motel Spending	\$ 29,034.00	32.1%			\$ 29,034.00	24%
Meal Spending	\$ 18,963.00	20.9%	\$ 13,743.00	43.7%	\$ 32,706.00	27%
Transportation Spending	\$ 10,166.00	11.2%	\$ 4,066.00	12.9%	\$ 14,232.00	12%
Entertainment Spending	\$ 16,692.00	18.4%	\$ 5,872.00	18.6%	\$ 22,564.00	18%
Shopping Spending	\$ 15,730.00	17.4%	\$ 7,802.00	24.7%	\$ 23,532.00	19%
Total reported spending	\$ 90,585.00	100%	\$ 31,483.00	100%	\$ 122,068.00	100%

Overnighters were more likely to have higher hotel/motel and meal spending whereas daytrippers were more likely to have higher meal and shopping spending.

The total amount of hotel/motel spending reported by overnighters amounted to \$29,034. Daytrippers did not incur any hotel/motel spending.

The total amount of meal spending reported by overnighters amounted to \$18,963 and \$13,743 for daytrippers.

The total amount of transportation spending reported by overnighters amounted to \$10,166 and \$4,066 for daytrippers.

The total amount of entertainment spending reported by overnighters amounted to \$16,692 and \$5,872 for daytrippers.

The total amount of shopping spending reported by overnighters amounted to \$15,730 and \$7,802 for daytrippers.

The per person spending is calculated based on a total of 2622 persons in respondents' parties. Overall, respondents spent an average of \$46.56 per person in Shreveport-Bossier City outside the festival itself.

On average, overnighters spent \$98.78 per person compared to daytrippers spending only \$18.48 per person.

	Per Person Spending		
	Overnighters	Daytrippers	Total Spending
Total reported spending	\$ 90,585.00	\$ 31,483.00	\$ 122,068.00
Total number of persons in festival respondents parties	917	1704	2622
Total spending per festival attendee	\$ 98.78	\$ 18.48	\$ 46.56

Estimated Economic Impact

The estimated economic impact of the 26th Annual Mudbug Madness Festival is calculated based on the estimated overall number of paid attendees (27,000) and average spending for daytrippers and overnighters.

Daytrippers accounted for sixty-five percent (65%) of the attendees compared to overnighters accounting for thirty-five percent (35%). Based on an estimated 27,000 paid attendance, daytrippers average spending was \$18.48 per person compared to overnighters per person average spending of \$98.78 dollars. It is important to note that daytrippers did not have the expense incurred with an overnight stay. The estimated total economic impact of the 26th Annual Mudbug Madness festival is at least \$2,389,810.50.

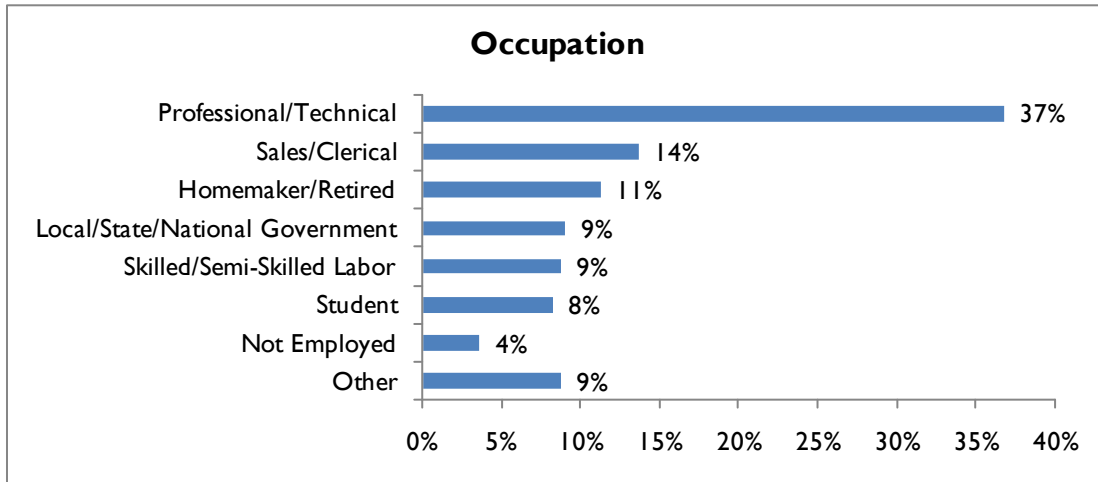
Per person spending based on overall attendance (27,000 total attendees)			
	Number of attendees	Avg. spending	Projected spending
Daytrippers (65% of total attendees)	17550	\$18.48	\$324,324.00
Overnighters (35% of total attendees)	9450	\$98.78	\$933,471.00
			\$1,257,795.00
		Multiplier *	1.9
		Total est. impact	\$2,389,810.50

* US Bureau of Economic Analysis (BEA) Input-Output Multiplier

Demographics

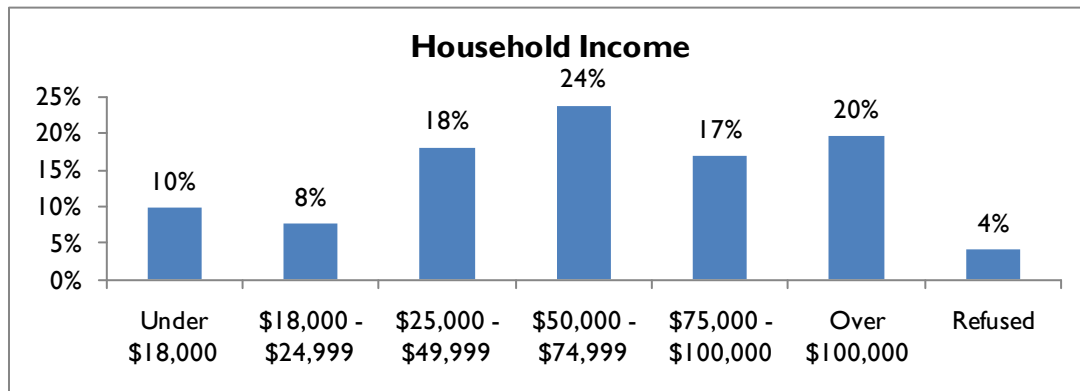
Occupation

Slightly over one-third (37%) of the respondents had a professional or technical occupation. Fourteen percent (14%) were in sales or clerical and eleven percent (11%) were homemakers or retired.



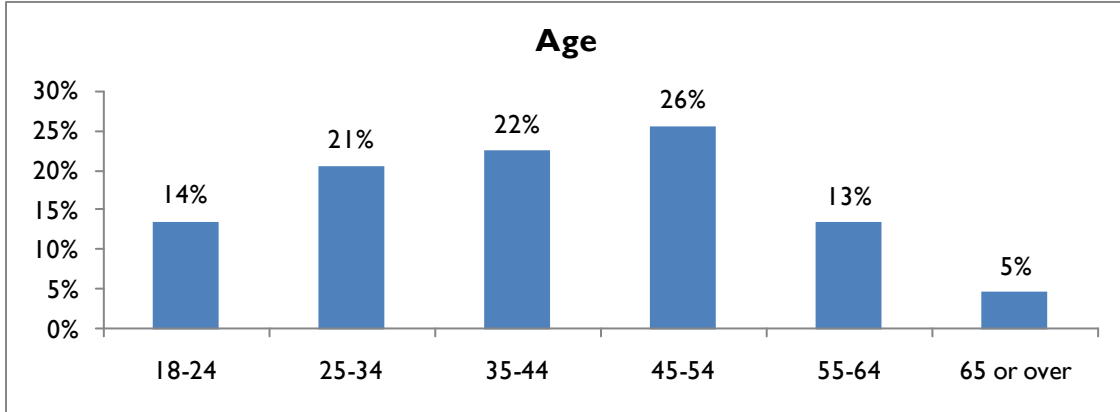
Household Income

Eighteen percent (18%) of the respondents have household incomes of under \$25,000 and eighteen percent (18%) have household incomes between \$25,000 and \$49,999. Twenty-four percent (24%) have household incomes of \$50,000 to \$74,999 and seventeen percent (17%) \$75,000 to \$100,000. Twenty percent (20%) of the respondents have household incomes of over \$100,000.



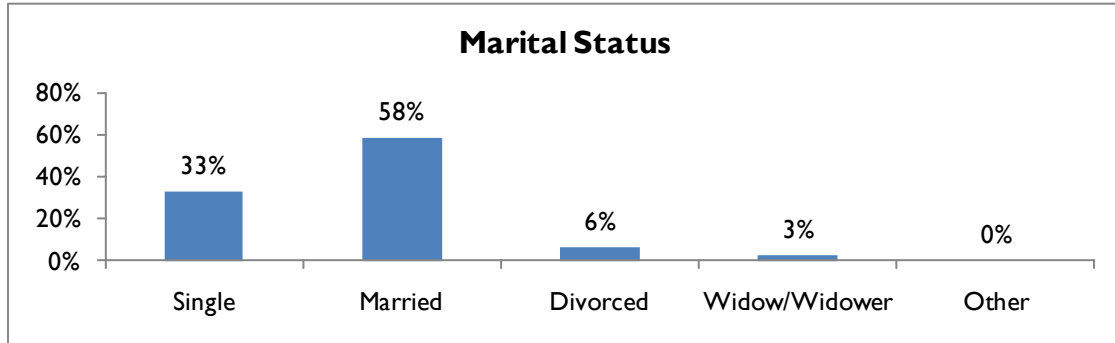
Age

Almost half (48%) of the respondents were between the ages of 35 and 54. Thirty-five percent (35%) were under 35 and eighteen percent (18%) were 55 years of age or older.



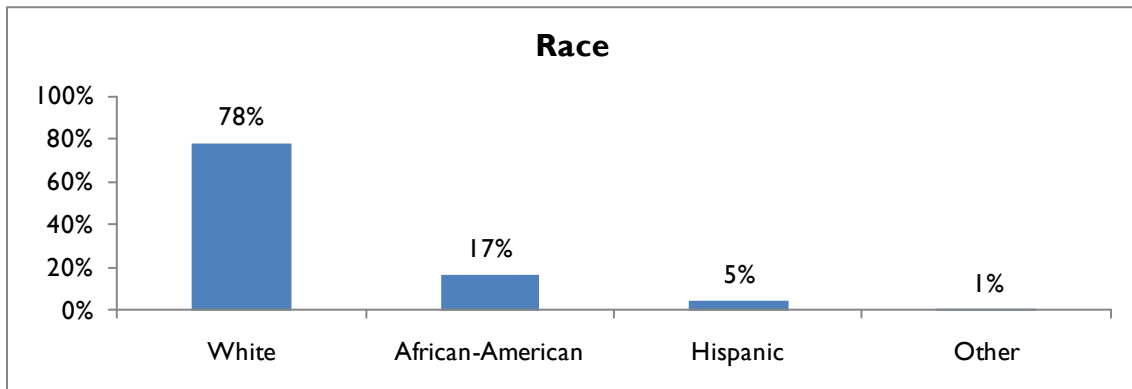
Marital Status

The majority (58%) of the respondents were married.



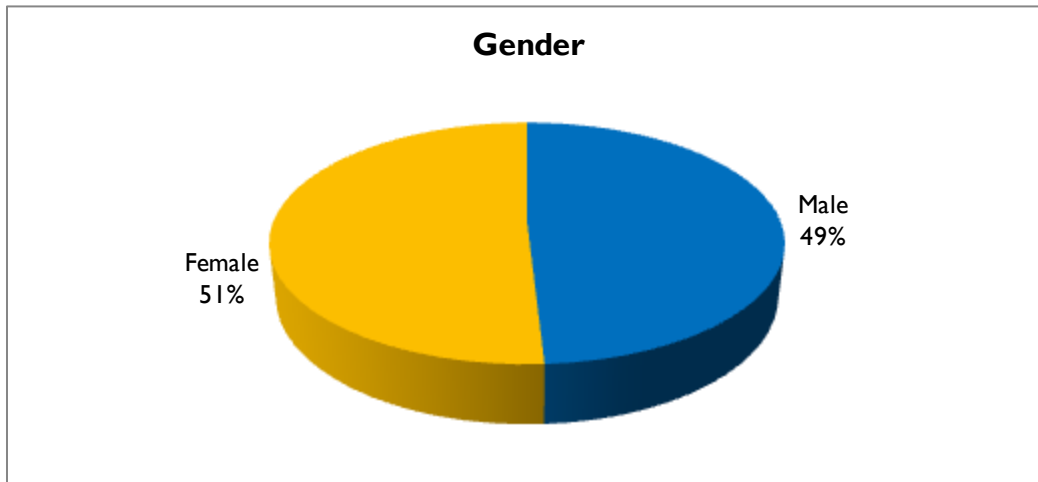
Race

Seventy-eight percent (78%) of the respondents were white and seventeen percent (17%) were African American.



Gender

Fifty-one percent (51%) of the respondents were female and forty-nine percent (49%) were male.



Appendix

Survey Instrument

Open-ended responses

26th Annual Mudbug Madness Festival Visitor Study

Hello, my name is _____ with North Star Research and today we are conducting a study for the Shreveport-Bossier Convention and Tourist Bureau regarding the 26th Annual Mudbug Madness Festival. The survey takes less than 5 minutes.

1. First of all, including yourself, how many people are in your group today? _____ (Insert exact number)
2. Are they friends, family, or both friends and family? Friends Family Both Friends and Family
3. What was the *main* transportation method you used to get to the Mudbug Madness Festival? **(Mark only one)**
 Car Bike/Walk Bus Airplane Other _____ (Specify)
4. Is this your first time to attend the Mudbug Madness Festival? Yes No **(ASK Q.4a)**
4a. **[IF NO]** How many times in the past have attended the Mudbug Madness Festival?
 _____ times **(insert exact number)**
5. How did you hear about the 26th Annual Mudbug Madness Festival?
 Billboard Advertisement
 Bus Bench Advertisement
 Radio Advertisement
 Print Advertisement
 E-newsletter
 Other _____ **(Specify)**
6. Where is your place of residence? Shreveport
 Bossier City
 Other (City _____ State _____ Zip Code _____)
7. **(If place of residence is outside the Shreveport-Bossier City area in Q5 ask)** Did you stay overnight in the Shreveport-Bossier City area? Yes No
8. **(IF YES IN Q6)** On this particular trip to Shreveport-Bossier City, how many nights do you plan on staying?
 1 night 2 nights 3 nights 4 or more nights
9. During your overnight stay, did you stay in Shreveport, Bossier City or some other city?
 Shreveport Bossier City Some other city _____ (specify city)
10. During your most recent overnight stay, where did you stay?
 With friend or family
 Hotel/Motel
 Casino Hotel
 Camping
 Other _____ (specify)
11. On a scale of 1 to 5 with 1 being “not important” and 10 being “very important” how important was the Mudbug Madness Festival in your decision to come to the area? **(CIRCLE RESPONSE)**
 1 2 3 4 5
 Not important Neutral Very Important

12. During your visit to the 26th Annual Mudbug Festival how much money has your entire group spent outside the festival itself. If you don't remember exact amounts, estimates will be helpful.

[INTERVIEWER NOTE: THESE QUESTIONS HELP US TO DETERMINE ECONOMIC IMPACT OF THE FESTIVAL –THEY ARE THE MOST IMPORTANT OF THE SURVEY]

Round all amounts to the nearest dollar

- Hotel/Motel \$ _____ (actual amount/estimated amount spent on lodging)
Meal Spending \$ _____ (actual amount/estimated amount for meals)
Transportation Spending \$ _____ (actual amount/estimated amount on gas, plane ticket, bus ticket, etc...)
Entertainment Spending \$ _____ (actual amount/estimated amount on all entertainment)
Shopping Spending \$ _____ (actual amount/estimated amount spent on shopping)

13. How likely are you to return to the Mudbug Madness Festival next year?

- Not likely to return next year Likely to return next year

Demographics

D1. Which of the following categories best represents your occupation? **(Read list)**

- Professional/Technical Sales/Clerical Local/State/National Government
 Homemaker/Retired Skilled/Semi Skilled Labor Other _____ (Specify)
 Student Not Employed

D2. Which of the following includes your annual household income?

- Under \$18,000
 \$18,000 - \$24,999
 \$25,000 - \$49,999
 \$50,000 - \$74,999
 \$75,000 - \$100,000
 Over \$100,000

D3. Which of the following categories includes your age?

- 18-24
 25-34
 35-44
 45-54
 55-64
 65 or over

D4. Marital status? Single Married Divorced Widow/Widower

D5. What is your home Zip Code _____

D6. Race **(Do not ask – mark by observation)** White African-American Hispanic

D7. Gender **(Do not ask mark by observation)** Male Female

Thank you very much for you time!

Interviewer Name _____ Time of Interview _____

Day of Interview: Thursday, May 21st Friday, May 22nd Saturday, May 23rd Sunday, May 24th

How did you hear about the 26th Annual Mudbug Madness Festival? Other Responses

- ALREADY KNEW ABOUT IT
- ALREADY KNEW ABOUT IT
- BAND PLAYING
- BEEN BEFORE
- BROBRIDGE
- BUSINESS
- BUSINESS
- CENTERPOINT FAMILY RELATION
- CONFERENCE AT SAMS TOWN
- CONVENTION PROMOTION
- FROM SHREVEPORT
- GENISES
- GIRLFRIEND
- HERE ON WEEKEND
- HOTEL
- HOTEL
- HOTEL
- HOTEL CLERK
- I WORK HERE
- IN TOWN
- LIVE HERE
- LIVE HERE
- LIVE HERE
- LIVE HERE
- Live in the area
- LIVER HERE
- MAGAZINE
- MAGAZINE
- MARDI GRAS
- MENTIONED AT CONVENTION
- MILITARY
- MOM
- MS. BONNIE
- MYSTERY TOUR
- NEIGHBOR
- NEWSPAPER
- ON JOB
- ON JOB
- On job
- PARTY CENTRAL
- RUNNER
- SAW THE EVENT

- SCHOOL
- SCHOOL
- SPORTS SPECTUM
- TOUR
- VISITOR CENTER
- VOLUNTEER
- WORK
- WORK
- WORK
- WORK
- WORK
- WORK
- WORK
- WORK
- WORKS FOR CENTER POINT

Where is your place of residence? Other responses

City	State	Zip Code
• ASHLAND	KY	4108
• MATTERY	LA	7006
• FORTWORTH	TX	7114
• NEW YORK CITY	NY	10009
• NEW YORK CITY	NY	10035
• CHARLSTON	SC	29420
•	GA	31779
• COLUMBUS	GA	31904
• GORDO	AL	35466
•	AL	36301
• MARIANA	GA	37323
• MEMPHIS	TN	38104
• CRYSTAL SPRINGS	MS	39059
• MAGEE	MS	39111
• AHSLAND	KY	41102
•	IL	60110
• LAKE OZARK	MO	65049
• KANSAS CITY	MI	65336
• NEW ORLEANS	LA	70126
• THIBORAU	LA	70373
• LAFAYETEE	LA	70506
• OPELOUSAS	LA	70570
• BATON ROUGE	LA	70803
• BENTON	LA	71006
• BENTON	LA	71006
• BENTON	LA	71006
• BENTON	LA	71006
• BENTON	LA	71006
• BENTON	LA	71006
• BETHANY	LA	71007
• COUSHATTA	LA	71019
• DAYLINE	LA	71023
• DOYLINE	LA	71023
• DOYLINE	LA	71023
• MONROE	LA	71023
• NEW ORLEANS	LA	71023
• FRIERSON	LA	71027
• HAUGHTON	LA	71037
• HAUGHTON	LA	71037
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• HAUGHTON	LA	71037
• HAUGHTON	LA	71037
• HAUGHTON	LA	71037
• HAUGHTON	LA	71037
• HAUGHTON	LA	71037
• STONEWALL	LA	71037
• HEFLIN	LA	71039
• HEFLIN	LA	71039
• HEFLIN	LA	71039
• HOMER	LA	71040
• HOMER	LA	71040
•	LA	71044
• KEITHVILLE	LA	71047
• KEITHVILLE	LA	71047
• KEITHVILLE	LA	71047
• MANSFIELD	LA	71052
• MINDEN	LA	71055
• MINDEN	LA	71055
• MINDEN	LA	71055
• MINDEN	LA	71055
• MINDEN		71055
• MORGANSPORT	LA	71060
• MORNINGSPORT	LA	71060
• OIL CITY	LA	71061
• OIL CITY	LA	71061
• HAUGHTON	LA	71067
• MINDEN	LA	71067
• PRINCETON	LA	71067
• BRIENVILLE	LA	71070
• SALINE	LA	71070
• SAREPTA	LA	71071
• SEREPTA	LA	71071
• STONEWALL	LA	71075
• STONEWALL	LA	71078

•	STONEWALL	LA	71078
•	STONEWALL	LA	71078
•	STONEWALL	LA	71078
•		TN	71101
•		LA	71103
•	DALLAS	TX	71103
•	HILAND	LA	71104
•	SOUTH HIGHLAND	LA	71104
•	NEW ORLEANS	LA	71105
•	BENTON	LA	71106
•	BENTON	LA	71106
•	VIVIAN	LA	71108
•			71108
•	BAFB	LA	71110
•	MENDEN	LA	71155
•	FARMERVILLE	LA	71241
•	RAYVILLE	LA	71269
•	RUSTON	LA	71270
•	WEST MONROE	LA	71291
•	ALEXANDRIA	LA	71301
•	ALEXANDRIA	LA	71301
•	ALEXANDRIA	LA	71301
•	ALEXANDRIA	LA	71303
•	ALEXANDRIA	LA	71306
•	ALEXANDRIA	LA	71306
•	ALEXANDRIA	LA	71328
•	LEESVILLE	LA	71446
•	ZWOLLE	LA	71486
•	NATCHITOCHE	LA	71497
•	NATICHUES	LA	71497
•	MAGNOLIA	AK	71753
•	MAGNOLIA	AR	71753
•			71822
•		AR	71836
•	FOUK	AK	71837
•	FOUKE	ARKANSAS	71837
•	FULTON	AR	71838
•		AR	71842
•	LOCKESBURG	ARKANSAS	71846
•	NASHVILLE	AR	71852
•	NASHVILLE	AR	71852
•			71852
•	TEXARKANAS	AR	71854

•		LA	71854
•			71854
•		AK	71857
•	HOT SPRING	AR	71901
•	ARKADELPHIA	AR	71923
•	BRYAN	AR	72022
•	CONWAY	AR	72032
•	LITTLE ROCK	AR	72116
•	BATESVILLE	ARKANSAS	72501
•	SYBER SPRINGS	AK	72761
•	OZARK	AR	72949
•	OKLAHOMA CITY	OK	73025
•	HARDMORE	OK	73401
•	COLLINSVILLE	OK	74021
•	TULSA	OK	74128
•	TULSA	OK	74136
•	ADAIR	OK	74330
•	VALLIANT	OK	74736
•	OKLAHOMA CITY	OK	74873
•	DALLAS	TX	75019
•			75032
•	DALLAS	TEXAS	75040
•	DALLAS	TX	75043
•	DALLAS	TX	75060
•	LONGVIEW	TX	75065
•	PLANO	TX	75074
•	TYLER	TX	75078
•	WALLETTE	TX	75089
•	OKLAHOMA CITY	OK	75105
•	DALLAS	TX	75169
•	WILLIS POINT	TX	75169
•	DALLAS	TX	75202
•	DALLAS	TX	75206
•	DALLAS	TX	75217
•	DALLAS	TX	75228
•	DALLAS	TX	75232
•	DALLAS	TX	75252
•	ALBA	TX	75410
•	BAGWELL	TX	75413
•			75417
•	MOUNT PLEASANT	TX	75455
•		TX	75456
•	EMORY	TX	75472

• QUINLAN	TX	75474
• TEXARKANA	TEXAS	75501
• TEXARKANA	TX	75501
• TEXARKANA	TX	75501
• TEXARKANA	TX	75501
• TEXARKANA	TX	75501
•	TX	75503
•		75503
• ATLANTA	TX	75551
• TEXARKANA	TX	75551
• VIVIAN	TX	75555
•		75561
• LINDEN	TX	75563
•		75568
• NEW BOSTON	TEXAS	75570
• OMAHA	TX	75571
• LONGVIEW	TX	75601
• LONGVIEW	TX	75601
• LONGVIEW	TX	75601
• LONGVIEW	TX	75601
• LONGVIEW	TEXAS	75602
• HALLSVILLE	TX	75602
• EAST	TX	75604
• LONGVIEW	TX	75604
• LONGVIEW	TX	75605
• LONGVIEW	TX	75605
• LONGVIEW	TX	75605
•	TX	75622
• CARTHAGE	TX	75633
• DAINGERFIELD	TX	75638
• DANGERFIELD	TX	75638
• GARY	TX	75643
• GILMAR	TX	75644
• GILMER	TX	75645
• HALLASVILLE	TX	75650
• MARSHALL	TX	75650
• HINDERSON	TEXAS	75654
• HENDERSON	TX	75654
• JEFFERSON	TX	75657
• LONGVIEW	TX	75657
• KARNACK	TX	75661
•	TX	75662
• KILGORE	TX	75663

• LONESTAR	TX	75668
• MARSHALL	TX	75670
• MARSHALL	TX	75670
•		75670
• MARSHALL	TX	75672
• MARSHALL	TX	75672
• MARSHALL	TX	75672
• MARSHALL	TX	75672
• MARSHALL	TX	75672
• MARSHALL	TX	75672
• MARSHALL	TEXAS	75673
• PITTSBURG	TX	75686
•	TX	75686
• ELYSIAN FIELD	TX	75692
• WASKOM	TX	75692
• TYLER	TX	75706
•		75718
• ARP	TX	75750
• ATHENS	TX	75751
•		75773
• PALESTINE	TX	75801
• CROCKETT	TX	75835
•		75835
• LAFKIN	TEXAS	75901
• LATHETT	TX	75901
• LUTTON	TX	75903
•	TX	75904
• TAARKANSAS	TX	75908
• CENTER	TEXAS	75935
• CENTER	TX	75935
• SENTER	TX	75935
• MILAM	TX	75959
•	TX	75969
•	TX	75974
• ARLINGTON	TX	76018
• GRANBURY	TX	76048
• MANSFIELD	TX	76063
•	TX	76086
• FORT WORTH	TX	76140
• FORT WORTH	TX	76140
• BOWIE	TX	76230
• DALLAS	TX	76248
• SANAGELO	TX	76901

• HOUSTON	TX	77086
• HOUSTON	TX	77429
• ALVIN	TX	77511
• GALVESTON	TX	77551
• BUNA	TX	77610
• ORANGE	TX	77632
• PORT ARTHUR	TX	77640
• SAN ANTONIO	TX	78109
•		78130
• SAN ANTONIO	TX	78212
• NEW BRAUNFIEL	TX	78312
•		78552
• AUSTIN	TX	78602
• AUSTIN	TX	78611
• AUSTIN	TX	78738
• POST	TX	79356
• ABELIVE	TX	79606
• DENVER	CO	80125
• PENROSE	CO	81240
• ASHTON	ID	83420
• ALAMOGORDO	NM	88310
• LAS VEGAS	NV	89103
• DANGERFIELD	TX	756381
• HAWKIN	TX	757065
•	ALASKA	
• LITTLE ROCK	AR	
• MINDEN	LA	
• FORT WORTH	TX	
• HOUSTON	TX	
• KINGWOOD	TX	
• ROGERS	TX	
•	TX	
• LEESVILLE		

During your overnight stay, did you stay in Shreveport, Bossier City or some other city? (Specify some other city)

- BENTON
- GREENWOOD
- HAUGHTON
- HOME
- HORSESHOE
- MINDEN
- MINDER, LA
- NA
- NA
- OIL CITY
- PRINCETON
- SPORT
- TYLER
- TYLER

Which of the following categories best represents your occupation? (Other responses)

- ACTRESS/MODEL
- BUSINESS OWNER
- BUSINESS OWNER
- BUSINESS OWNER
- CASINO
- DAYCARE
- DJ
- DRIVER
- ENTRAPENUER
- FARMER
- FITNESS TECH
- HEALTHCARE
- HOSTESS
- HOUSEWIFE
- LAND MAN
- MAIL
- MARKETING
- MEDICAL
- MEDICAL
- MEDICAL
- MEDICAL
- MILITARY
- MILITARY
- NON PROFIT

- NURSE
- OIL FIELD
- OWN RESTAURANT
- OWNER
- OWNER
- OWNER OPERATOR
- PART TIME
- RANCHER
- RET. BUILDING CONTRACTOR
- RETIRED
- RETIRED
- RETIRED
- SELF EMPLOYEED
- SELF EMPLOYEED
- SELF EMPLOYEED
- SELF EMPLOYEED
- SELF EMPLOYEED
- SELF EMPLOYEED
- SELF-RUN BUSINESS
- TEACHER
- TEACHER
- TV