



2012 Waste Management Phoenix Open Study of Arizona Residents Attending the Tournament

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Department of Marketing**

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ARIZONA STATE UNIVERSITY

2012 WMPO: Study of AZ Residents Attending

Overview

The ASU W. P. Carey School of Business in conjunction with its Center for Competitiveness and Prosperity Research and its Department of Marketing was commissioned to conduct two studies to identify (1) the economic impact of the 2012 WMPO tournament and (2) key demographic and lifestyle characteristics of Arizona residents who attended the tournament. The two distinct yet interrelated studies were conducted in parallel. However, the two reports are presented separately. This report presents key characteristics and comparisons of Arizona residents attending the 2012 WMPO. Included in this study is a descriptor to assess the level of involvement that attendees have in “purchasing decisions” of their work organizations, allowing us to create a profile of those who are their business’ primary decision makers.

This resident survey was developed through discussions with leaders of the Thunderbirds organization and an analysis of a similar survey conducted in 2008. The final survey is attached at the end of this report.

The survey was administered each day of the 2012 event by Sports Business Association students from the W. P. Carey School of Business at Arizona State University. Surveyors were selected competitively and were given training and precise instructions. A sampling plan was designed and executed factoring in diverse time periods and areas to collect data. Over 500 surveys were collected for this study. Following data purification, 501 total responses were found to be complete.

Some basic observations related to the results are presented next. Then, tables and charts outlining the results are presented in five parts:

Part 1: Attendance Highlights

Part 2: Comparisons - Residents and Visitors

Part 3: Resident Information

Part 4: Comparisons - 2012 and 2008 Studies

Part 5: Profile – Top Decision Makers

2012 WMPO: Study of Residents

Observations

The official attendance for the WMPO 2012 was 518,262 (provided by the Thunderbirds)

Nearly 30% of those attending are visitors outside of the Valley

Over 350,000 different individuals attended including 285,000 from the Valley

44% of the residents have attended the tournament five or more times, and 92% plan to return next year

49% of the visitors attended for the first time, while 78% of the visitors plan to return next year

Over 70% of all attending have general admission tickets

Over 86% of residents come with at least one guest

Residents average 1.6 days at the tournament, and visitors average 1.9 days

73% of residents evaluate their overall experience as excellent and nearly 78% feel strongly it was a good value

Over 30% of the residents spend \$100+ each daily at the tournament, not including their ticket

Almost half of the resident attendees (44.6%) have incomes of \$100k+, nearly 1/3 are female, about 87% have college and post graduate educations,

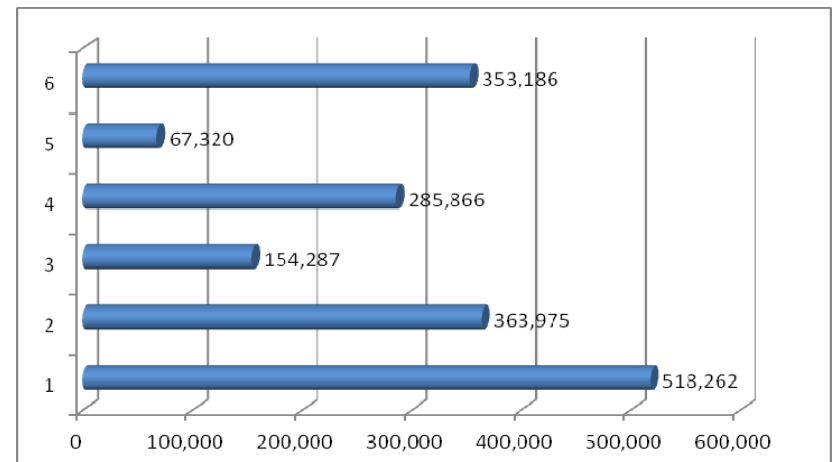
About 75% of the residents feel that Eating Out, Travel, and Healthy Lifestyles are important, while just over 60% feel that Playing Golf is important

Comparing 2012 resident attendees with those in 2008, they were more satisfied with the overall experience, more used general admission tickets, more attended the tournament five times or greater, less were first time attendees, more plan to attend in the future, and more had incomes over \$100K

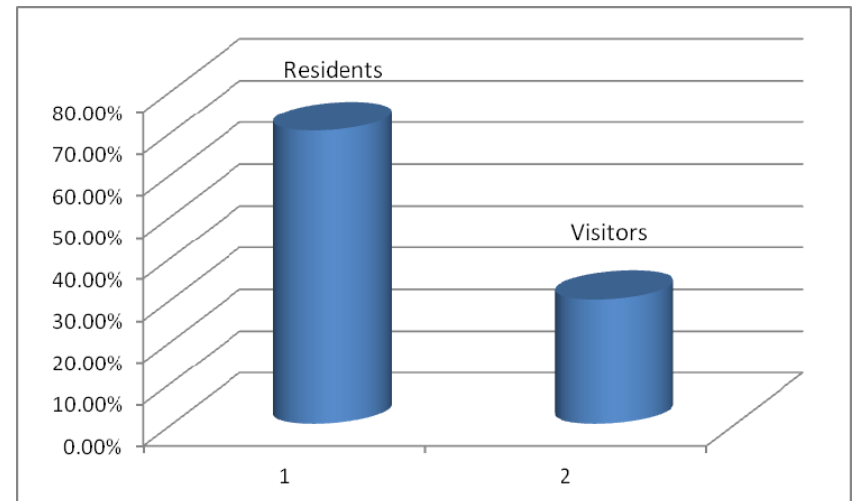
Nearly 50% of the residents have a strong influence on the purchases that their work organizations make, while 25% are the top decision maker

Part I: Attendance Highlights of the 2012 Waste Management Phoenix Open

Attendance Characteristics	
518,262	Total Attendance
363,975	Total number of residents attending the tournament
154,287	Total number of visitors attending the tournament
285,866	Total number of unique residents attending the tournament
67,320	Total number of unique visitors attending the tournament
353,186	Unique attendees



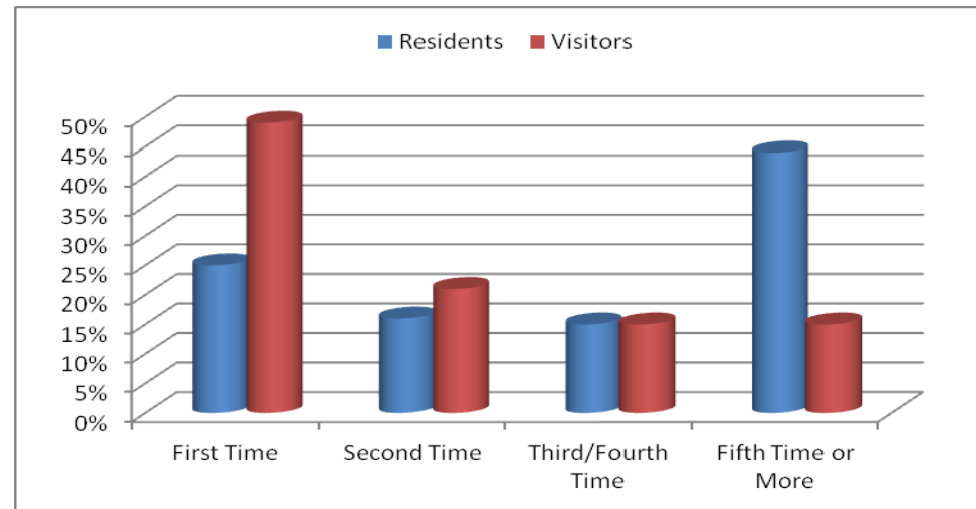
Attendance Characteristics	
70.23%	Residents
29.77%	Visitors



Part II: Comparisons of 2012 Resident vs. Visitor Attendees

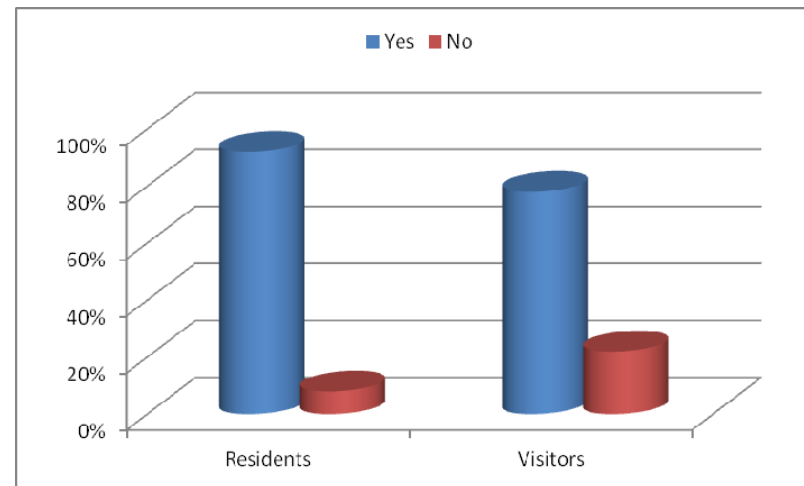
How Many Times Have You Attended the Phoenix Open?

	Residents	Visitors
First Time	25%	49%
Second Time	16%	21%
Third/Fourth Time	15%	15%
Fifth Time or More	44%	15%



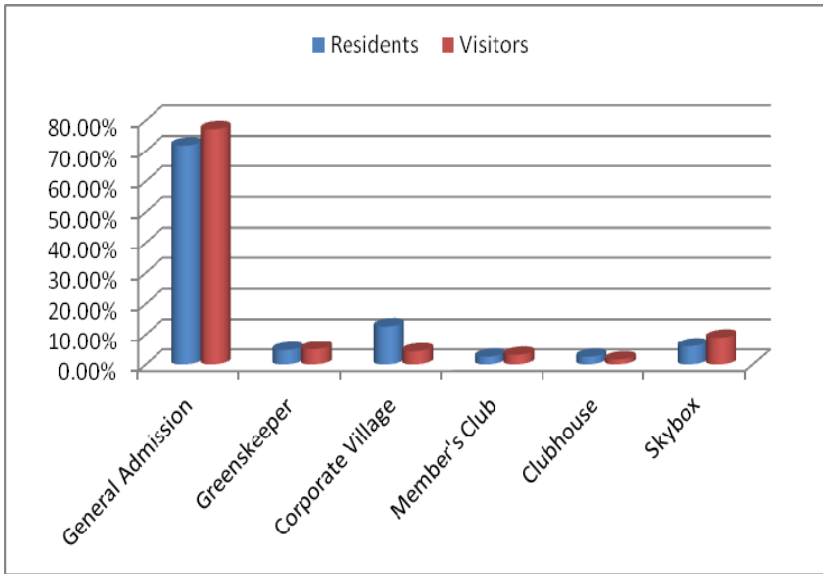
Do You Intend to Return to the Phoenix Open Next Year?

	Residents	Visitors
Yes	92%	78%
No	8%	22%



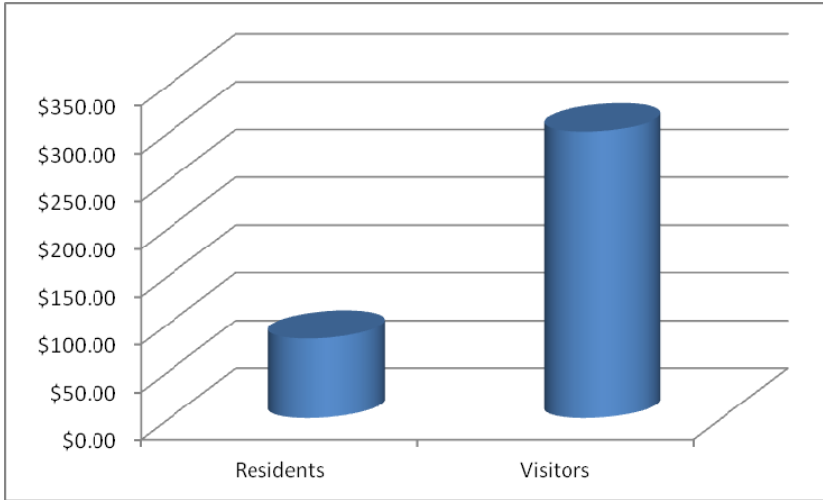
What Type of Pass Did You Use to Enter the Open?

	Residents	Visitors
General Admission	71.8%	77.1%
Greenskeeper	4.7%	5.0%
Corporate Village	12.6%	4.3%
Member's Club	2.5%	3.1%
Clubhouse	2.5%	1.6%
Skybox	6.0%	8.9%



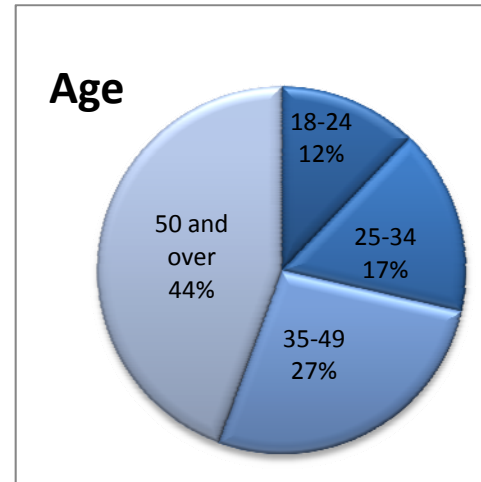
Overall Daily Expenditures

Residents	Visitors
\$83.37	\$300.21

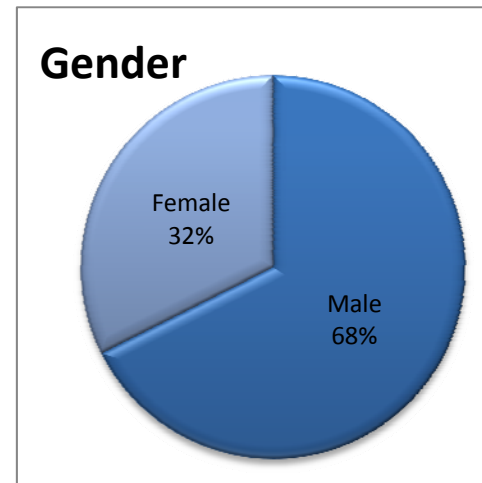


Part III: 2012 Resident Information

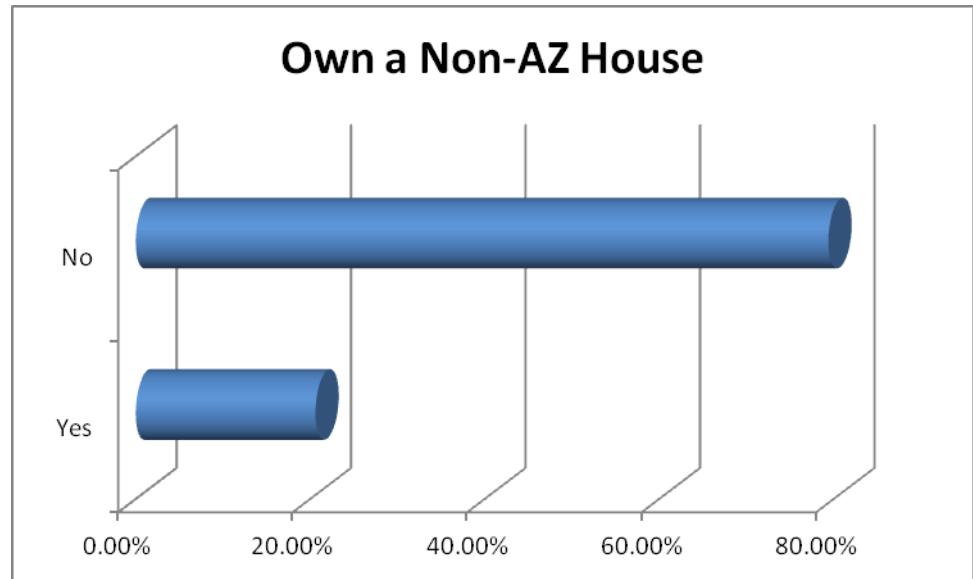
Age	
18-24	12.2%
25-34	16.4%
35-49	27.0%
50 and over	44.4%



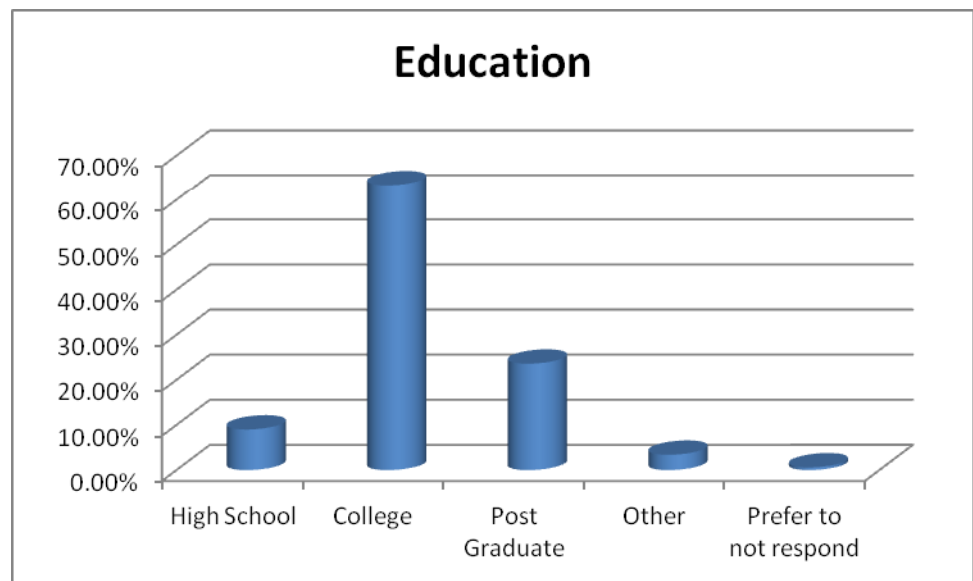
Gender	
Male	67.6%
Female	32.4%



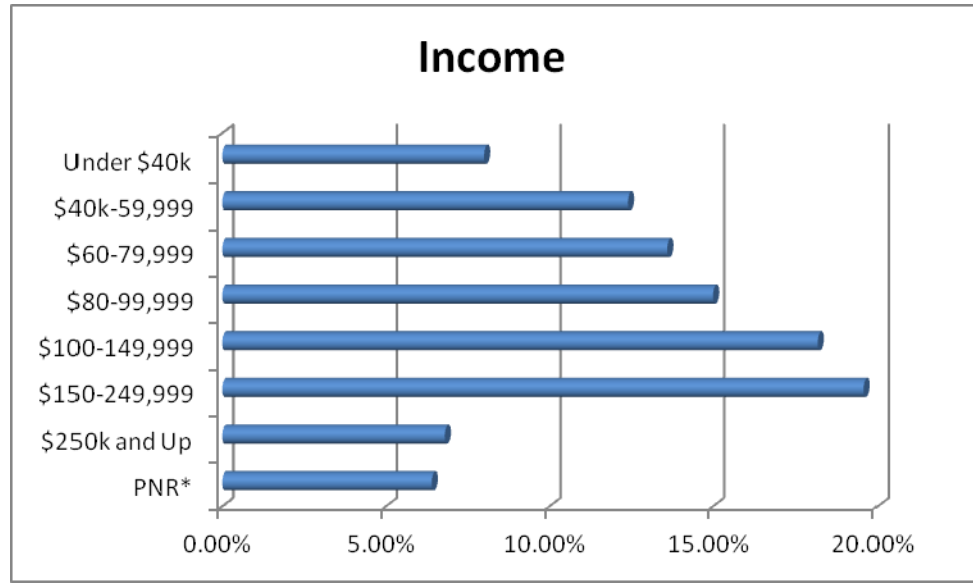
Own a Non-AZ Home	
Yes	20.6%
No	79.4%



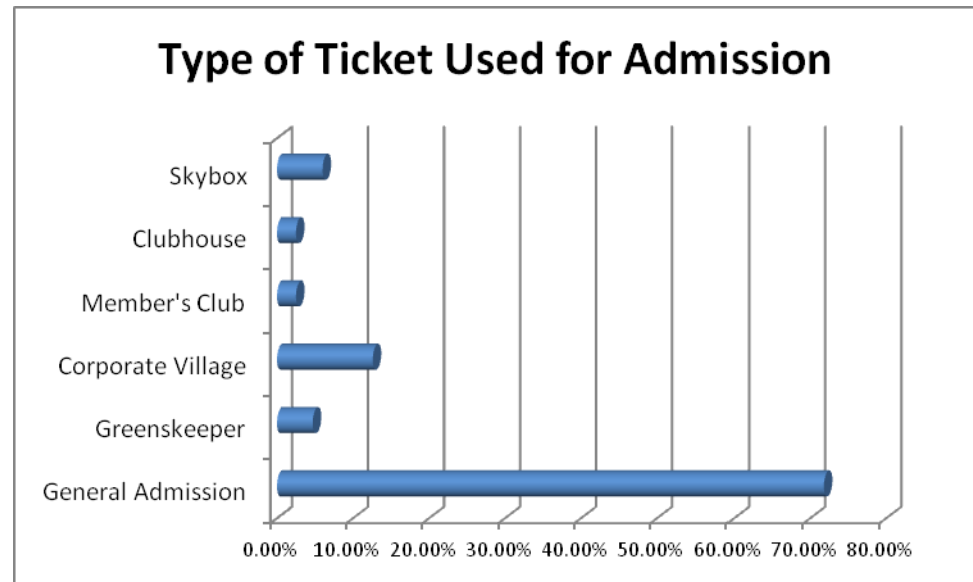
Education	
High School	9.0%
College	63.4%
Post Graduate	23.6%
Other	3.4%
Prefer to not respond	0.6%



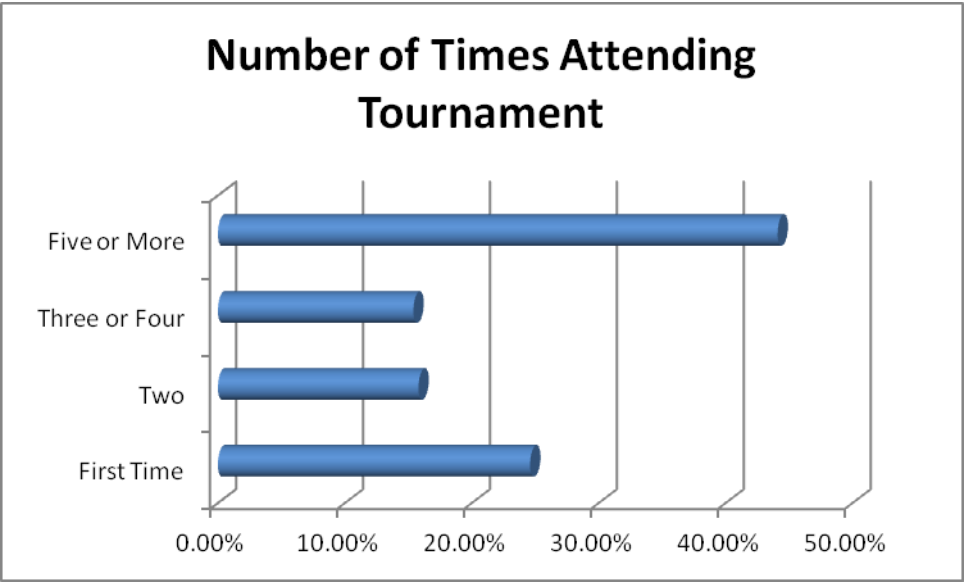
Income	
Under \$40k	8.0%
\$40k-59,999	12.4%
\$60-79,999	13.6%
\$80-99,999	15.0%
\$100-149,999	18.2%
\$150-249,999	19.6%
\$250k and Up	6.8%
PNR*	6.4%



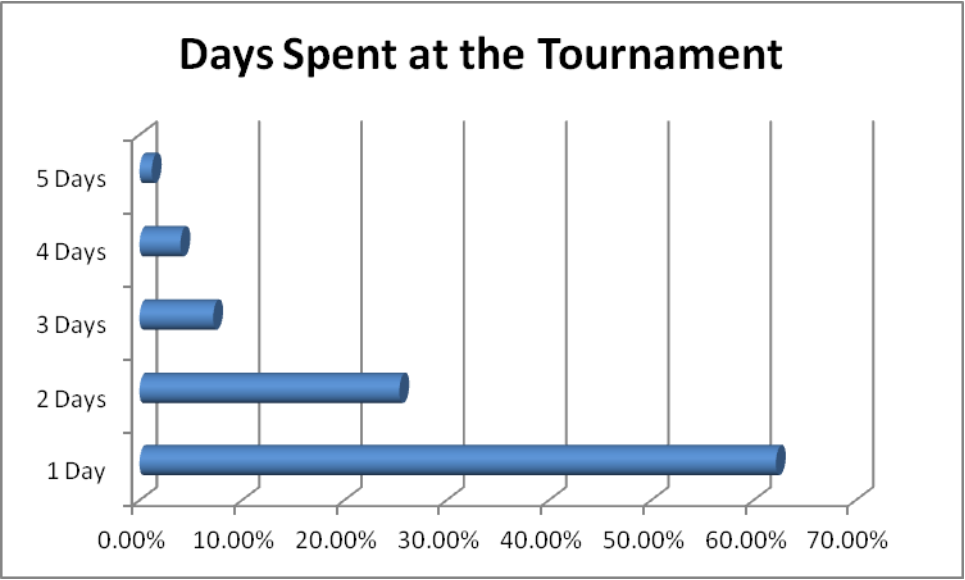
Type of Ticket Used For Admission	
General Admission	71.8%
Greenskeeper	4.7%
Corporate Village	12.6%
Member's Club	2.5%
Clubhouse	2.5%
Skybox	6.0%



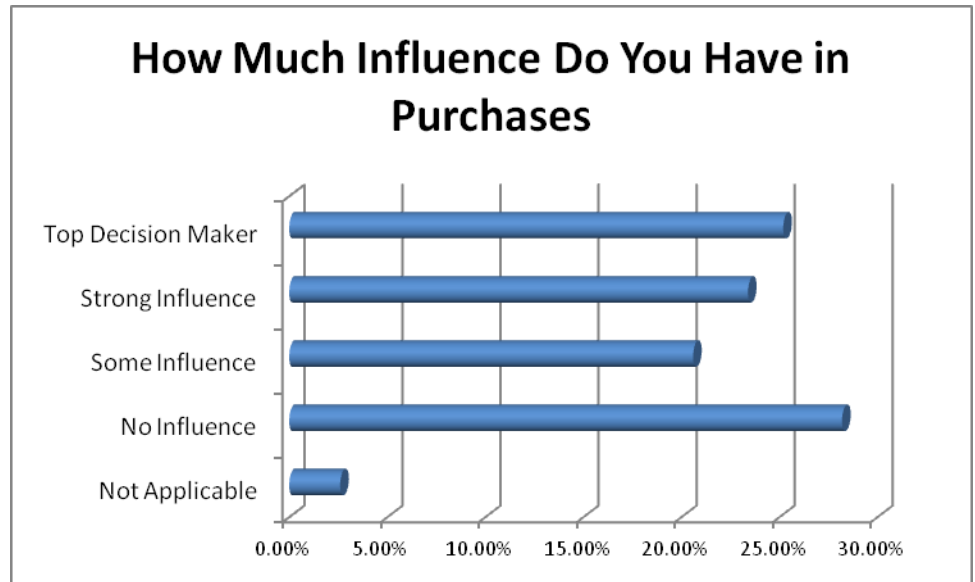
Times Attending Tournament	
First Time	24.6%
Two	15.8%
Three or Four	15.4%
Five or More	44.1%



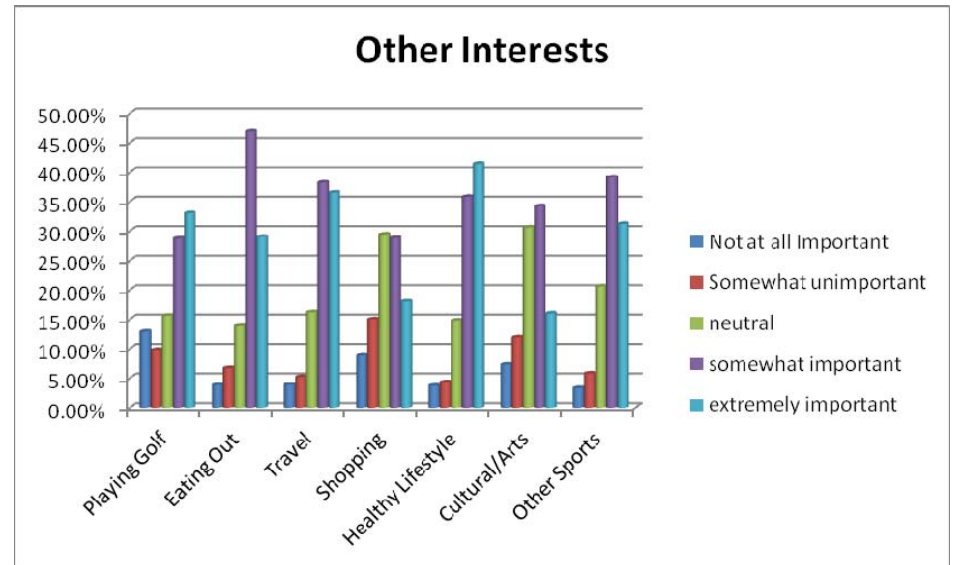
Days Spent at the Tournament	
1 Day	62.2%
2 Days	25.4%
3 Days	7.2%
4 Days	4.0%
5 Days	1.2%



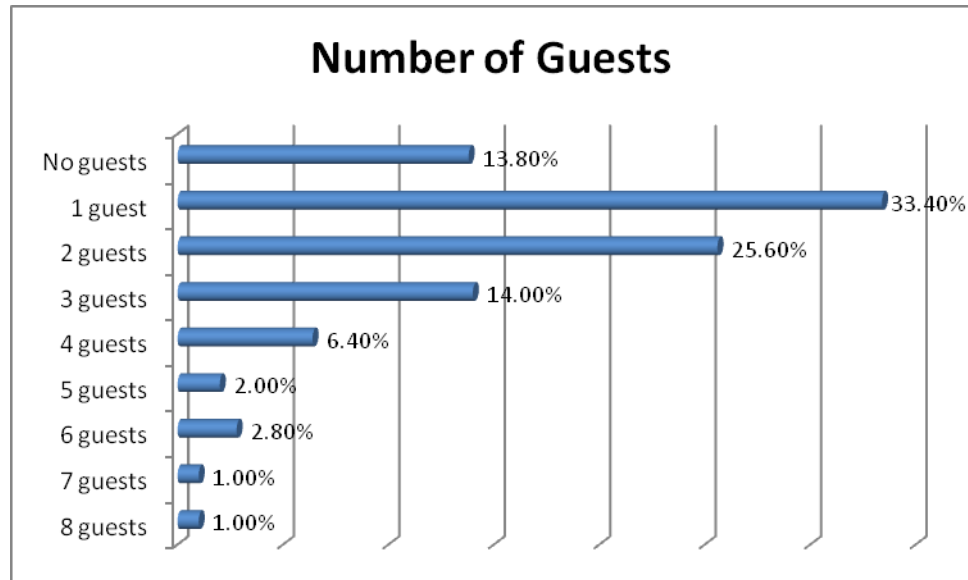
Influence on Work Purchases	
Top Decision Maker	25.2%
Strong Influence	23.4%
Some Influence	20.6%
No Influence	28.2%
Not Applicable	2.6%



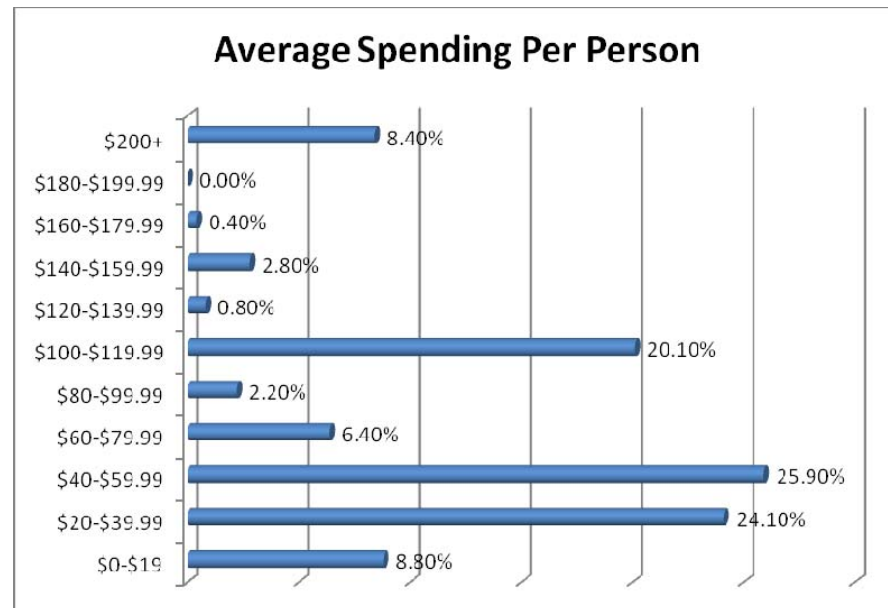
	Playing Golf	Eating Out	Travel	Shopping	Healthy Lifestyle	Cultural/Arts	Other Sports
Not at all Important	12.9%	3.8%	3.9%	8.8%	3.7%	7.3%	3.3%
Somewhat unimportant	9.8%	6.7%	5.2%	15.0%	4.3%	11.9%	5.8%
neutral	15.6%	13.8%	16.2%	29.4%	14.8%	30.6%	20.6%
somewhat important	28.7%	46.9%	38.2%	28.8%	35.8%	34.2%	39.1%
extremely important	33.0%	29.0%	36.5%	18.0%	41.4%	16.0%	31.2%



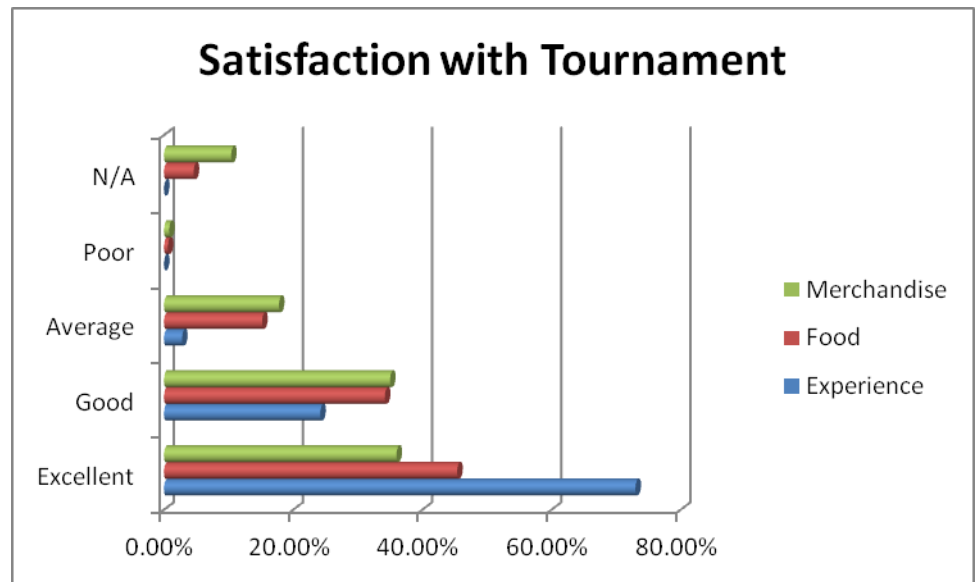
Number of Guests	
0	13.8%
1	33.4%
2	25.6%
3	14.0%
4	6.4%
5	2.0%
6	2.8%
7	1.0%
8	1.0%



Daily Expenditures	
\$0-\$19	8.8%
\$20-\$39.99	24.1%
\$40-\$59.99	25.9%
\$60-\$79.99	6.4%
\$80-\$99.99	2.2%
\$100-\$119.99	20.1%
\$120-\$139.99	0.8%
\$140-\$159.99	2.8%
\$160-\$179.99	0.4%
\$180-\$199.99	0.0%
\$200+	8.4%

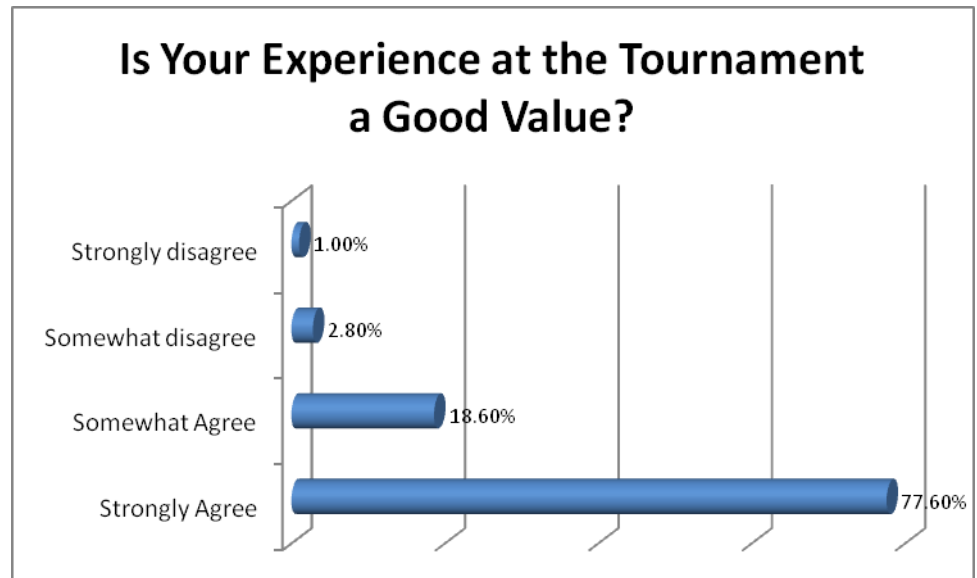


	Experience	Food	Merchandise
Excellent	73.0%	45.4%	36.0%
Good	24.2%	34.2%	35.0%
Average	2.8%	15.2%	17.8%
Poor	0.0%	0.6%	0.8%
N/A	0.0%	4.6%	10.4%

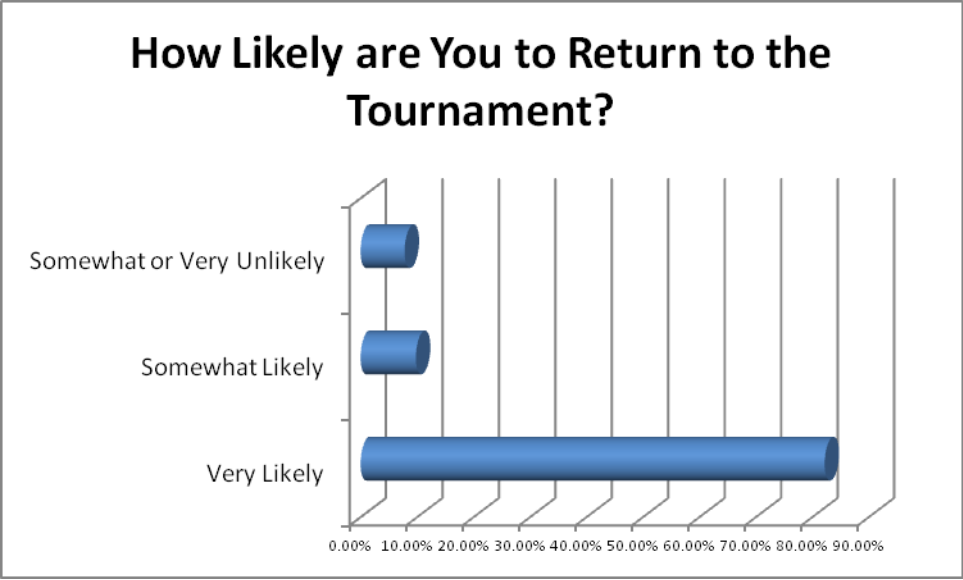


Value of Tournament Experience

Strongly Agree	77.6%
Somewhat Agree	18.6%
Somewhat disagree	2.8%
Strongly disagree	1.0%

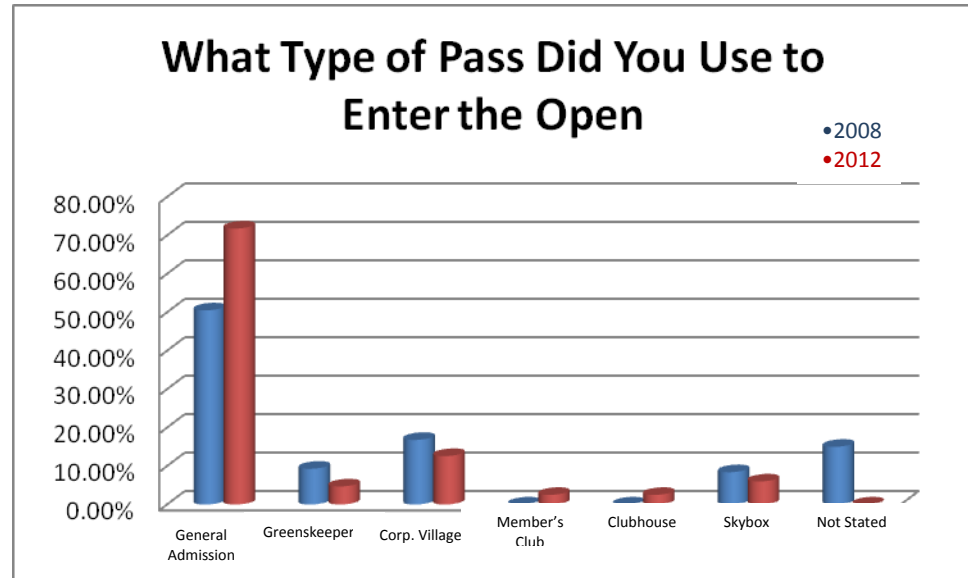


Likely to Return	
Very Likely	82.2%
Somewhat Likely	9.8%
Somewhat or Very Unlikely	7.8%

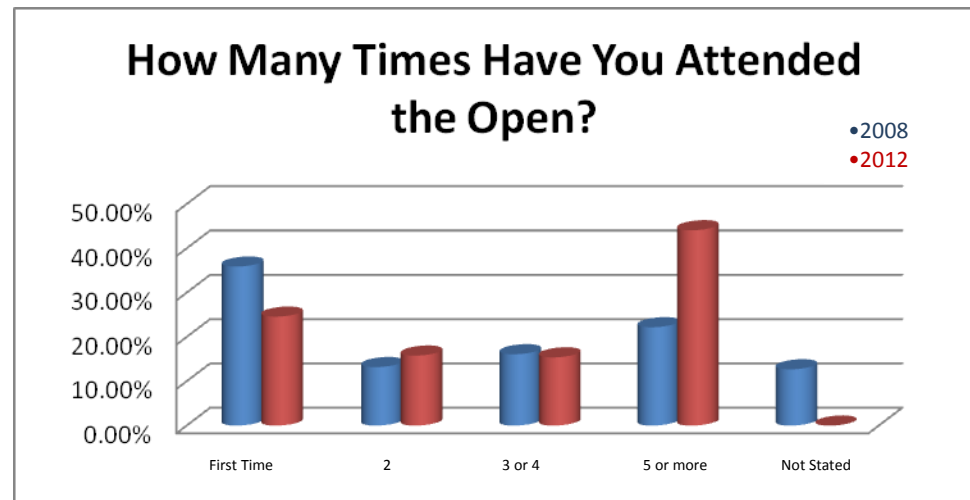


Part IV: Comparisons of 2008 Strategic Alliance Marketing Report and 2012 Study

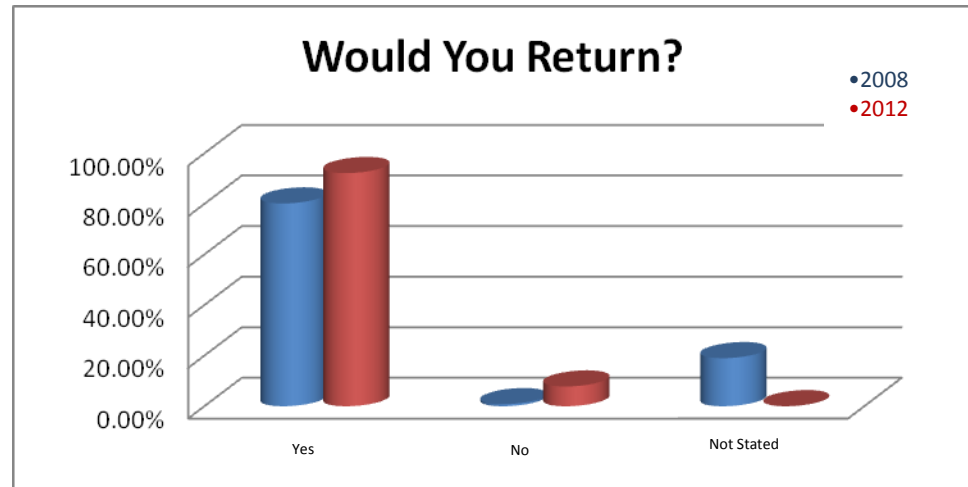
What Type of Pass Did You Use to Enter the Open?		
	2008	2012
General Admission	50.5%	71.8%
Greenskeeper	9.3%	4.7%
Corporate Village	16.8%	12.6%
Member's Club	-	2.5%
Clubhouse	-	2.5%
Skybox	8.4%	6.0%
Not Stated	15.0%	0.0%



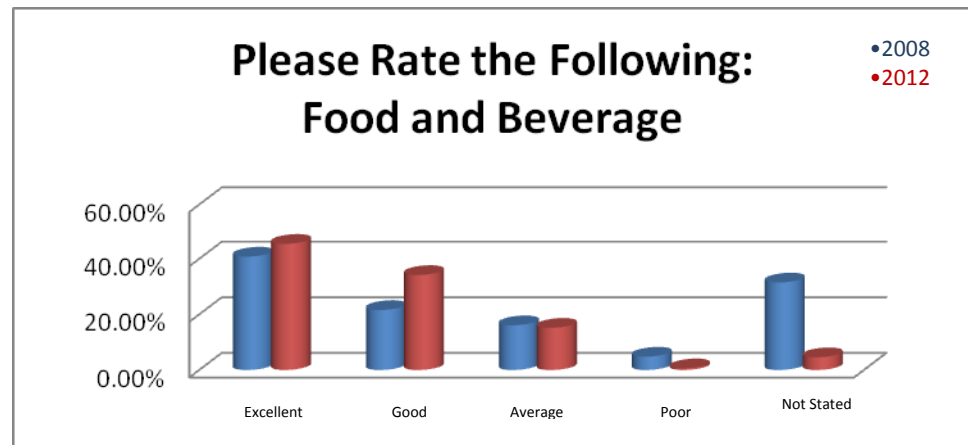
How Many Times Have You Attended the Open?		
	2008	2012
First Time	35.9%	24.6%
2	13.2%	15.8%
3 or 4	16.1%	15.4%
5 or more	22.2%	44.1%
Not Stated	12.7%	0.0%



Would You Return?		
	2008	2012
Yes	80.2%	92.2%
No	0.8%	7.8%
Not Stated	19.0%	0.0%



Please Rate the Following: Food and Beverage		
	2008	2012
Excellent	40.8%	45.4%
Good	21.6%	34.2%
Average	16.1%	15.2%
Poor	4.8%	0.6%
Not Stated	31.5%	4.6%



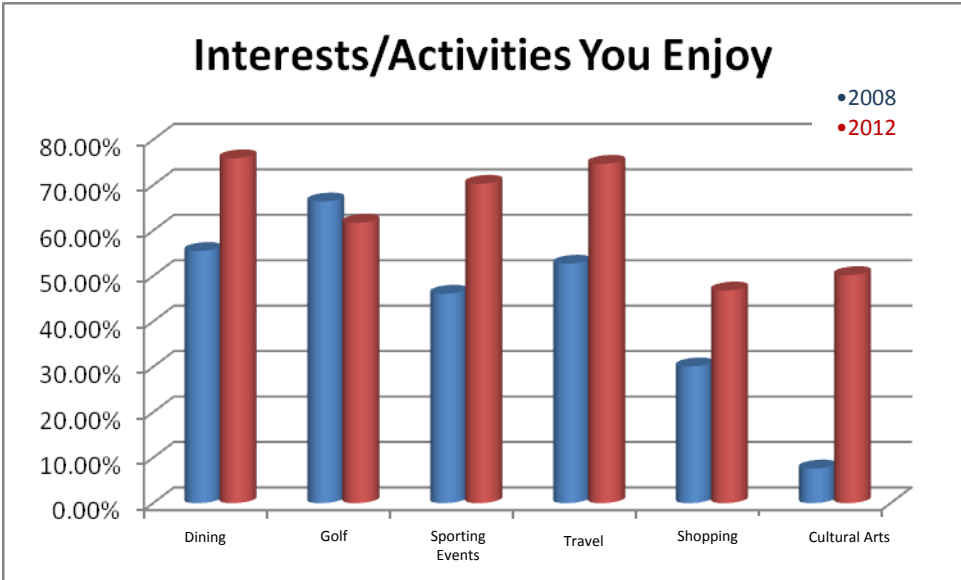
**Please Rate the Following:
Overall Experience**

	2008	2012
Excellent	47.4%	73.0%
Good	18.8%	24.2%
Average	1.7%	2.8%
Poor	0.5%	0.0%
Not Stated	31.6%	0.0%

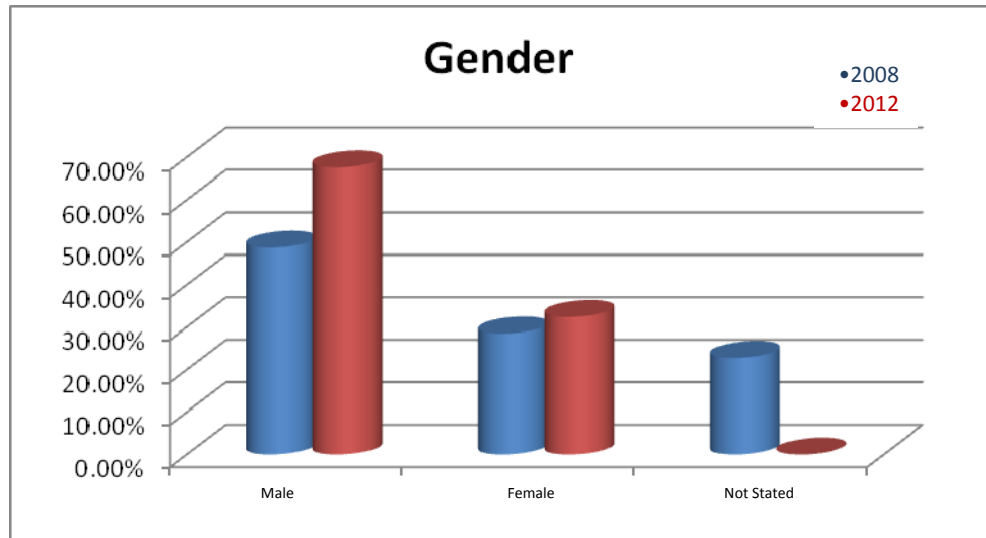


Interests/Activities You Enjoy:

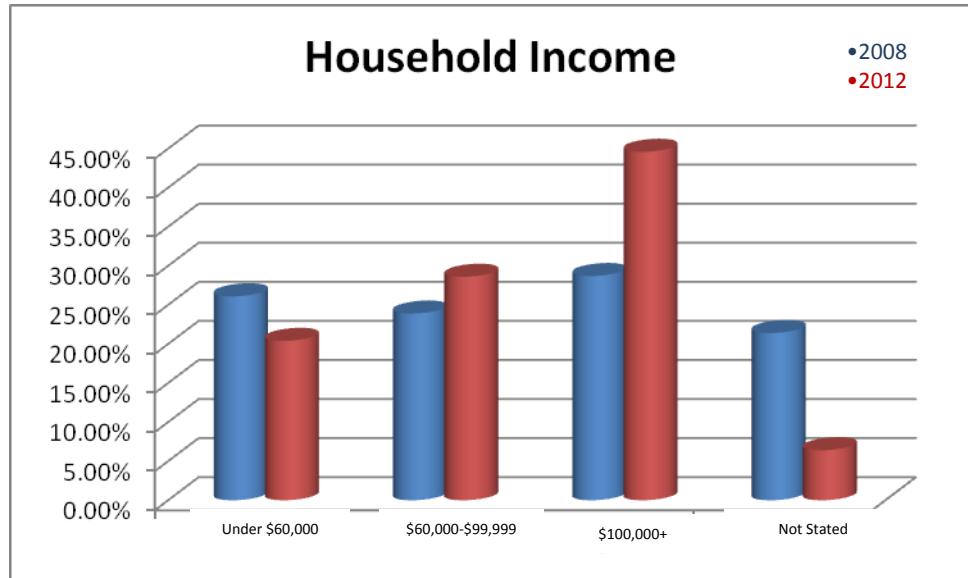
	2008	2012
Dining	55.5%	75.9%
Golf	66.4%	61.7%
Sporting Events	46.1%	70.3%
Travel	52.7%	74.7%
Shopping	30.1%	46.8%
Cultural Arts	7.6%	50.2%



Gender		
	2008	2012
Male	48.7%	67.6%
Female	28.5%	32.4%
Not Stated	22.8%	0.0%



Household Income		
	2008	2012
Under \$60,000	26.1%	20.4%
\$60,000-\$99,999	23.9%	28.6%
\$100,000+	28.7%	44.6%
Not Stated	21.4%	6.4%



Part V: Profile of 2012 Top Decision Makers

Top Decision Makers
25% of residents attending identified themselves as the primary influence on work organizational purchases, another 25% had a strong influence
15.4% attended the WMPO for the first time, 58% have attended five or more times
Over 90% intend to return next year
On average, they brought more than 3 guests and spent 1.75 days at the WMPO
They rated Food, Beverage, Souvenirs, Memorabilia and their Overall Experience higher than others
55% earned more than \$100,000
They rate Dining Out, Traveling, Healthy Lifestyles and Other Sports to be more important than playing golf
80% strongly agreed that the experience at the tournament was a good value
On average, they each spent \$139 a day at the tournament while others averaged \$68 in daily expenditures



Official 2012 Waste Management Phoenix Open Survey For Residents of the Valley

Do You Enjoy Attending the Tournament?

Please help us by completing this

Official Waste Management Phoenix Open Survey

This project is conducted by the W. P. Carey School of Business at Arizona State University with the Thunderbird Organization to describe the demographics of those attending the tournament.

Your replies will be anonymous.

We will NOT ask you for your name, phone, e-mail, home address or for any other identifying information.

Please answer ALL the questions as accurately as you can, but you are welcome to refuse to answer any question or to stop the survey at any time.

If you have any questions or concerns about the study, please contact ASU Professor Michael Mokwa at 480-965-3621.

Thanks!

1. How many years have you attended this tournament?

- First time 2
 3 or 4 5 or more

2. How likely is it that you will return for this event in the future?

- Very likely Somewhat likely
 Somewhat unlikely Very unlikely

3. What type of pass did you use to enter the tournament?

- General Admission Greenskeeper
 Corporate Village Member's Club
 Clubhouse Skybox

4. How many guests did you bring with you to the tournament this year? _____

5. How many days will you spend at the tournament this year? _____

6. How would you rate your overall experience at the tournament this year?

- Excellent Good
 Average Poor

7. How would you rate the food and beverage options?

- Excellent Good
 Average Poor

8. How would you rate the options for souvenirs and memorabilia?

- Excellent Good
 Average Poor

9. Do you have a residence outside of the state of Arizona?

- Yes No

10. What is your gender?

- Male Female

11. Which of the following categories does your household income fall into?

- Under \$40,000 \$40,000-59,999
 \$60,000-79,999 \$80,000-99,999
 \$100,000-149,999 \$150,000-249,999
 \$250,000 or more

12. Which age group are you a part of?

- 18-24 25-34
 35-49 50 or over

13. Which of the following best describes your level of education?

- High School College
 Post-graduate Other

14. Do you influence the purchase decisions of your business?

- Top decision maker Strong influence
 Some influence No influence

15. Which of these activities and products are important to the quality of your lifestyle?

	<i>Not at all important</i>	<i>Somewhat unimportant</i>	<i>Neutral</i>	<i>Somewhat important</i>	<i>Extremely important</i>
Play Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go out to eat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthy lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural/ Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Is your experience at the tournament a good entertainment value?

- Strongly agree Somewhat agree
 Somewhat disagree Strongly disagree

17. How much would you estimate that you personally average spending each day at the tournament this year not including your cost of admission?

\$ _____

18. What is your 5-digit zip code of your primary residence? _____

Thanks and please return this to the student volunteer

