Sparta Butterfest
Visitor Survey Report, 2010

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Denise Parks and Ted Cannady of the Survey Research Center at UW-River Falls were instrumental in the completion of this study. Steve Deller of UW-Madison/Extension performed the economic impact analysis. Jeff Schanhofer and Amy Schanhofer provided organizational support in Sparta. Volunteers from the Associated Society/Animal Protection (AS/AP) organization conducted survey interviews during Butterfest. We gratefully acknowledge their hard work and dedication. Finally, we would like to thank the Butterfest visitors, who took the time to answer the survey questions.
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Executive Summary

During the 2010 Sparta Butterfest (June 10 to June 13), volunteers conducted intercept interviews with 462 randomly selected Butterfest visitors. The interview questionnaire was designed to gather information about the opinions, preferences and spending patterns of Butterfest visitors.

The following are key observations from the survey:

1. A large majority (80%) of visitors came from Monroe County.
2. The average group of Butterfest visitors consisted of 3.6 persons, including 2.5 adults and 1.1 children.
3. Nearly 90 percent of respondents were return visitors, with 60 percent having attended Butterfest for at least 10 years. A majority of first-time visitors (70%) and non-local visitors (87%) said they were likely to attend Butterfest again.
4. A majority (71%) attend Butterfest more than one day. Saturday and Sunday are the most popular days among Butterfest visitors.
5. Relatively few visitors stay overnight (4%) in the Sparta area. Overnight visitors are twice as likely to stay with family/friends as they are to use commercial lodging.
6. A large majority (82%) said they had heard or seen ads promoting the 2010 Butterfest. Radio was the most frequent source of ads remembered.
7. Respondents said their top three Butterfest activities were food/beverage vendors, arts and crafts fair, and the parade.
8. Less than half (37%) of respondents suggested an additional activity for future Butterfests. The most frequent suggestion pertained to more or better arts and crafts.
9. Expenditures at Butterfest totaled $27.11 per capita. The top three categories were food vendors, carnival, and arts/crafts fair. Purchases from food vendors accounted for a third of spending at Butterfest, averaging $8.58 per person. Carnival expenditures averaged $6.46 per capita, which was 24 percent of the total Butterfest expenditures. Arts/crafts fair expenditures averaged $4.96 per capita and accounted for 18 percent of expenditures at Butterfest. Based on the estimated attendance of 15,000, expenditures at Butterfest totaled $406,650.
10. Expenditures in the Sparta area because of attending Butterfest totaled $6.37 per capita. Based on the estimated attendance of 15,000 persons, expenditures in the Sparta area totaled $95,400. Eighteen percent of respondents reported making purchases in the Sparta area as result of attending Butterfest. Food and gasoline were the most frequent purchases, averaging about $1.50 per capita.
11. Only a portion of total expenditures at Butterfest ($406,650) and in the Sparta area ($95,400) represent “new economic activity” in Monroe County. Expenditures by Monroe County residents at Butterfest and those in Sparta because of the event, likely would have occurred within the County anyway. Further, some of the expenditures, for example at the Carnival, are unlikely to generate local economic activity because the business offering the amusements takes those dollars to the next town soon after the event. Taking such factors into account, we estimate that Butterfest adds the following new amounts of economic activity to Monroe County:
   a. $262,000 in sales or total economic impact
   b. 6 jobs that generate $95,000 in labor income
   c. $144,000 in total income
**Survey Purpose**

The purpose of this study was to gather information about the opinions, preferences and spending patterns of Butterfest visitors. Butterfest organizers and City of Sparta officials chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls.

**Survey Methods**

During the 2010 Sparta Butterfest (June 10 to June 13), volunteers conducted intercept interviews with randomly selected Butterfest visitors. To ensure representation among all areas and activities, the Butterfest grounds were divided into four areas plus the parade route. Twenty percent of the surveys were completed in the northeast area; 24 percent in the southeast area, 24 percent in the northwest area; 17 percent in the southwest area, and 15 percent along the parade route. The volunteers completed 462 interviews with Butterfest visitors. The completed questionnaires were sent to the SRC for tabulation and analysis. Butterfest officials estimate total attendance to have been 15,000 to 20,000. For purposes of analysis, the SRC used 15,000 as the more conservative estimate. Based on this attendance estimate, the results provided in this report are expected to be accurate to within plus or minus 4.5 percent with 95 percent confidence.

In addition to numeric data, respondents provided additional written answers. Appendix B contains the compilation of the comments.

Appendix C contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.
Demographics

Place of Residence. Table 1 summarizes the home ZIP codes of the survey respondents – visitors came from 66 different ZIP codes and 13 states. Nevertheless, a large majority of Butterfest visitors came from Sparta and nearby communities; two-thirds of the visitors interviewed were local residents with addresses in the 54656 ZIP code region. Overall, 80 percent of Butterfest visitors came from communities in Monroe County. Based the estimated attendance (15,000), about 27 percent of the County population visited Butterfest. Tomah accounted for 6 percent of the home ZIP codes, while La Crosse and Onalaska combined for 5 percent of the home addresses. Cashton and Norwalk represented 2 percent each. Wisconsin ZIP codes represented 96 percent of the total.

<table>
<thead>
<tr>
<th>ZIP Code</th>
<th>Count</th>
<th>54656</th>
<th>54660</th>
<th>54601</th>
<th>54603</th>
<th>54650</th>
<th>54619</th>
<th>54648</th>
<th>Others*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>459</td>
<td>68%</td>
<td>6%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>17%</td>
</tr>
</tbody>
</table>

*See Appendix A for detail

Respondents with home ZIP codes other than Sparta (“non-local”) were asked if they had ever been a resident of Sparta. As shown in Chart 1, about half of visitors from out of town had lived in Sparta at some point in the past, indicating that Butterfest helps draw previous residents back to visit the area.

Age of Visitors. As shown in Table 2, visitors to Butterfest come from a wide variety of age groups. The single largest age group was age 45 to 54 years (24%). Roughly two-thirds of the visitors interviewed were between the ages of 25 and 54 years. As a point of comparison, Table 2 also indicates the percentages of each age group in the Sparta area (54656) as shown in the 2000 Census. The comparisons indicate that the Butterfest survey respondents contained a larger percentage of people in the 25 to 34 age group and a smaller proportion of senior citizens (age 65+ years) than in the overall population of the Sparta area. Generally, however, attendees at Butterfest have a very similar age composition as the overall population in Sparta.

<table>
<thead>
<tr>
<th>Age 18+</th>
<th>Count</th>
<th>18 – 24</th>
<th>25 – 34</th>
<th>35 – 44</th>
<th>45 – 54</th>
<th>55 – 64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>451</td>
<td>8%</td>
<td>21%</td>
<td>20%</td>
<td>24%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>2000 Census (Sparta ZIP)</td>
<td>11,549</td>
<td>11%</td>
<td>16%</td>
<td>22%</td>
<td>20%</td>
<td>13%</td>
<td>19%</td>
</tr>
</tbody>
</table>

As we analyze the data, we will identify when specific demographic groups have significantly different views about a topic.
Group Size

When asked how many people were in their group, Chart 2 indicates most Butterfest visitors attended in relatively small groups, most frequently ranging from one to four people. The largest proportion of visitors (31%) came to Butterfest as group of two persons. About equal numbers of visitors attend Butterfest in groups of four persons (16%), three persons (15%), or one person (14%).

The average sized group of Butterfest visitors was 3.6 people and was comprised of 2.5 adults and 1.1 children. Visiting Butterfest is a family outing for a significant proportion of visitors, with about 45 percent saying there were children in their groups. Among groups with children, the average number of children was 2.4.

There were no statistically significant differences in the group size among the demographic groups.
Visits to Butterfest

When asked how many years they have attended Butterfest, the results indicated that Butterfest retains its visitors very well. Nearly 90 percent of respondents were return visitors (Chart 3), with more than six in ten reporting they had been a Butterfest visitor for at least 10 years.

Those visiting Butterfest for the first time are much more likely to be from out-of-town than from the immediate Sparta area (ZIP 54656). Three-fourths of first-time visitors were non-local.
The visitors to the 2010 Butterfest are likely to continue to be repeat visitors. As shown in Chart 4, 94 percent said they plan to attend next year, 5 percent said they might attend and only 1 percent said they wouldn’t be back next year. Additional good news for organizers of Butterfest is that the responses from first-time visitors indicate they are likely to become repeat visitors to Butterfest. Nearly 70 percent of first-time visitors said they plan to attend Butterfest in 2011. Only one percent of first-timers said they would not visit Butterfest next year; 31 percent said “maybe.”

A final, highly encouraging result from Sparta’s perspective, is that a high proportion of non-local Butterfest visitors are also likely to attend Butterfest in 2011 (87%). Thirteen percent said “maybe.”

**Chart 4. Do You Plan to Attend Butterfest Next Year?**

- Yes: 94%
- No: 1%
- Maybe: 5%
Even more good news for Butterfest organizers is shown in Chart 5 - Butterfest attracts many multi-day visitors. Seventy-one percent of visitors said they attended or plan to attend more than one day of the four days of Butterfest activities. The largest proportion, 35 percent, said they would attend two days of Butterfest. Another 23 percent said they would attend three days, and 14% said they would attend all four days.

First-time visitors and non-local visitors were much more likely to attend Butterfest for a single day. Sixty-four percent of first-timers visited Butterfest for a single day, compared to 24 percent of those who have attended Butterfest multiple times. Forty-seven percent of non-local visitors attended Butterfest for a single day, compared to 20 percent of visitors from Sparta.
As shown in Chart 6, Saturday and Sunday are the most popular days for visitors to attend Butterfest. Eight in ten respondents attended or said they planned to attend Butterfest on Saturday. Sunday was close behind, with about three-fourths of respondents attending or planning to attend. Friday was less popular, but, nevertheless, half of respondents attended or planned to attend. There was a substantial falloff in the frequency of those respondents attending Thursday activities at Butterfest (19%).

Non-local visitors are less likely to attend Butterfest on Friday (38%) than are Sparta residents (54%).

Older visitors (age 55+ years) are less likely to attend Butterfest on Thursday (10%) than are members of younger age groups (21%). The likelihood of attending Butterfest on Friday decreases with age. About six in ten visitors between the ages of 18 years and 34 years attended Butterfest on Friday compared to four in ten of visitors 55 years of age and above.

First-time visitors also favored Saturday and were less likely to attend Butterfest on Friday (26%) than those who have attended Butterfest multiple years (52%).

These attendance patterns may help organizers determine which types of programs or entertainment to offer on the different days of the event in order to appeal to who is likely to be there.

**Chart 6. Days Attended or Plan to Attend Butterfest**

<table>
<thead>
<tr>
<th>Day</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>80%</td>
</tr>
<tr>
<td>Sunday</td>
<td>74%</td>
</tr>
<tr>
<td>Friday</td>
<td>49%</td>
</tr>
<tr>
<td>Thursday</td>
<td>19%</td>
</tr>
</tbody>
</table>
 Overnight Stays

Visitors were asked how many nights they stayed in the Sparta area because they were attending Butterfest and whether they stayed with family/friends or whether they stayed at a commercial lodging facility (motel/B&B, or campground). Relatively few respondents said they had stayed overnight or planned to stay overnight. Overall, four percent said they were staying overnight.

About a quarter of non-local Butterfest visitors stayed overnight in the Sparta area at least one night. Presumably, the other three-fourths of non-local visitors returned to their home towns at the end of their day-visit to Butterfest. Out-of-town visitors who stayed overnight were twice as likely to stay with family/friends (16%) compared to commercial lodging facilities (7%). Overnight visitors were likely to stay in the Sparta area for multiple nights. Those staying with family/friends averaged 3.2 nights away from their primary residence, and those saying at a hotel/B&B/campground averaged 2.9 nights away from home.
Butterfest Advertising

Respondents were asked whether they had seen or heard any of the 2010 Butterfest advertising. The results shown in Chart 7 indicate that a large majority (82%) of visitors had remembered seeing or hearing advertisements for Butterfest.

Although a majority of local Butterfest visitors and non-local visitors had seen an advertisement for Butterfest, locals were significantly more likely to have seen an ad (88%) than visitors from out-of-town (68%).
Among those visitors who recalled Butterfest advertisements, radio was the most frequently remembered medium (Chart 9). There was a large falloff to the next group of advertising media. About a quarter of respondents said they saw a Butterfest brochure, 20 percent recalled seeing a poster, and 16 percent said they saw a TV advertisement. Relatively few mentioned a newspaper ad (9%) or billboard (3%).

All demographic groups said radio was the most common source of Butterfest advertising that they remembered.

**Chart 9. Advertising Noticed**

- Radio ad: 50%
- Brochures: 24%
- Posters: 20%
- TV ad: 16%
- Newspaper: 9%
- Billboard: 3%
- Don't remember: 2%
Top Three Activities

Respondents were asked to indicate their top three Butterfest activities. As shown in Chart 10, food vendors topped the list with two-thirds of visitors including them among their three favorites. A majority of respondents included arts & crafts (60%) and the parade (55%) among their top three Butterfest activities. The carnival was relatively popular too, with nearly half of respondents placing the carnival among their top three activities. Not surprisingly, respondents with children in their group were substantially more likely to include the carnival in their top three (78%) compared to the groups without children (22%).

The beer tent was among the top three choices for about a third of respondents. The free stage, car show and softball tournament were mentioned less frequently, with 10 to 15 percent placing them in their top three activities respectively.

![Chart 10. Top Three Butterfest Activities (Percent in Top Three - Total Exceeds 100%)](chart)

Younger visitors were more likely to include the carnival among their top three Butterfest activities. Nearly two-thirds of respondents under age 35 said the carnival was in their top three activities. About half of respondents between the ages of 35 and 54 years included the carnival among their favorites. In contrast, only one in four visitors age 55 and older place the carnival among their top three Butterfest activities.

Sparta residents were more likely to include the parade among their top three activities (59%) than non-local Butterfest visitors (48%).
First-time visitors placed a somewhat different emphasis on their top three Butterfest activities. Although first-timers also placed food vendors at the top of their activities, a higher proportion did so (80%) than did those who have attended Butterfest multiple years (65%). Additionally, first-time visitors were much less likely to place the parade among their top three activities (28%) when compared to multi-year visitors (58%).

**New Activities at Butterfest**

In addition to being asked to identify their top three Butterfest activities, visitors were asked if there was a new activity they would like to see included in the 2011 Butterfest. As shown in Chart 11, 37 percent of respondents answered “yes” to this question.

There were no differences in the responses among the age groups, place of residence, and number of years the respondent had attended Butterfest.
Those who said they would like to see a new activity included in the 2011 Butterfest were asked to describe their suggestion.

The SRC transcribed and categorized the 176 suggestions given by Butterfest visitors. Table 3 shows the frequency distribution of suggestions and comments by category.

Some respondents took the opportunity to comment on other aspects of Butterfest not specifically related to activities, (e.g., parking, weather, etc.), and these comments were included in Table 3. Appendix B contains a complete list of visitors’ suggestions and comments.

Visitors’ suggestions for new Butterfest activities included several topics. The most frequent suggestions pertained to product sales and sports/competitive events, which comprised a third of the total.

Within the product sales category, respondents most frequently suggested additional art and crafts vendors and flea market vendors. For the most part their requests were general rather than requesting a specific type of product. The following quotes are representative of this group of responses:

“Better arts & crafts”
“More arts and crafts”
“More flea market items”

Butterfest visitors suggested numerous types of additional sports and tournaments. The most frequent were lumberjack competitions, tractor/truck pulls, fishing tournament, rock climbing, and “toughman” contests.

Among those visitors who commented about the carnival, the most common suggestion was a general request for more or better rides. Concerns about the price of rides were included in a separate “pricing” category.

In the entertainment category, the most frequently suggested activities were mud wrestling and fireworks.

<table>
<thead>
<tr>
<th>Table 3. Suggested New Activities and Additional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic</td>
</tr>
<tr>
<td>Product sales</td>
</tr>
<tr>
<td>Sports and competitive activities</td>
</tr>
<tr>
<td>Carnival</td>
</tr>
<tr>
<td>Entertainment</td>
</tr>
<tr>
<td>Music</td>
</tr>
<tr>
<td>Young child activities</td>
</tr>
<tr>
<td>Games</td>
</tr>
<tr>
<td>Pricing</td>
</tr>
<tr>
<td>Food and beverage</td>
</tr>
<tr>
<td>Parking</td>
</tr>
<tr>
<td>Car and motorcycle activities/events</td>
</tr>
<tr>
<td>Butter-related activities/events</td>
</tr>
<tr>
<td>Parade</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
Butterfest Visitor Expenditures

Visitors were asked to specify the Butterfest related expenditures they had made or planned to make. First, they were asked for the expenditures at Butterfest for food/beverage, softball tournament food/beverage, carnival, arts & crafts fair, and beer tent, and other.

Visitors were also asked about their expenditures for lodging, food, shopping, gas and “other” in the Sparta area outside of Butterfest.

The results are shown in Table 4 and Table 6. Column 1 shows the number of respondents reporting expenditures in each category. Column 2 is the percentage of all respondents who said they had expenditures in the category. Column 3 is the average per person expenditure for each category, column 4 is each category’s percentage of the total expenditures, and column 5 is the estimated total expenditures based on 15,000 visitors.

Concerning expenditures at Butterfest, Table 5 shows that Butterfest food and beverage vendors had both the highest “market share” and the highest level of sales. Eight in ten visitors purchased food and beverages. In addition, the average amount spent at the food/beverage vendors accounted for 32 percent of total expenditures at Butterfest.

About half of respondents said they made purchases at the art & crafts fair and the carnival. Per capita expenditures were slightly more at the carnival than the arts & crafts fair. The carnival ranked second behind the food/beverage vendors in per capita expenditures and accounted for 24 percent of the spending at Butterfest. The arts & crafts fair accounted for 18 percent of the Butterfest expenditures.

About 30 percent of visitors made expenditures at the beer tent, which comprised 16 percent of Butterfest expenditures.

Food and beverage purchases at the softball tournament lagged the other categories. Only seven percent of respondents reported expenditures at the softball tournament.

<table>
<thead>
<tr>
<th>Table 4. Expenditures at Butterfest</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
</tr>
<tr>
<td>Count</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
</tr>
<tr>
<td>Art/Crafts Fair</td>
</tr>
<tr>
<td>Carnival</td>
</tr>
<tr>
<td>Beer Tent</td>
</tr>
<tr>
<td>Softball Tournament Food &amp; Beverage</td>
</tr>
<tr>
<td>Other (See Appendix B)</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
The sum of expenditures in all Butterfest categories was $27.11 per person. Based on the estimated attendance of 15,000, expenditures at Butterfest totaled $406,650.

Older respondents (age 55+ years) tended to spend fewer dollars with food/beverage vendors, at the carnival, and at the beer tent. On average, visitors 18 to 34 years old and 35 to 54 years old spent $9.47 per person and $9.78 per person respectively on food and beverages, while those age 55 and older spent $5.77 per person. For carnival expenditures, respondents age 55 and older spent $2.96 per person, while younger visitors age 18 to 34 years spent $8.95 per person, and those age 35 to 54 years spent $6.80 per person. Beer tent expenditure for visitors age 55+ years averaged $1.15 per person; in contrast visitors between the ages of age 18 to 34 years spent averaged about $5 per person.

Average expenditures at the carnival were less among non-local visitors ($4.35) than among Sparta residents ($7.34). Carnival expenditures were also less among first-time visitors ($3.47) compared to multi-year visitors ($6.82).

Nearly all respondents made at least one purchase at Butterfest. As shown in Table 5, only six percent of respondents reported that they had made no expenditures and planned to make none. Typically, Butterfest visitors spread their expenditures among multiple categories, most commonly making purchases in two or three categories.

Table 5. Number of Butterfest Categories with Expenditures

<table>
<thead>
<tr>
<th>Count</th>
<th>No Expenditures</th>
<th>One category</th>
<th>Two categories</th>
<th>Three categories</th>
<th>Four categories</th>
<th>Five categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>462</td>
<td>6%</td>
<td>19%</td>
<td>39%</td>
<td>24%</td>
<td>10%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Among the respondents, only 18 percent said they made purchases in the Sparta area as a result of attending Butterfest. As shown in Table 6, respondents most frequently reported gasoline and food purchases, 12 percent and 11 percent respectively. About eight percent reported shopping, and two percent had lodging expenses. When averaged across all Butterfest visitors, the per capita expenditures in the Sparta area were $6.37 and ranged from $1.59 for food to $0.83 for lodging. The SRC notes that the data in the “other” category include a particularly large purchase of a used automobile for $2,000.

The sum of per capita expenditures in the Sparta area because of attending Butterfest was $6.37. Based on the estimated attendance of 15,000, the expenditures in the Sparta area total $95,400.

Table 6. Expenditures in Sparta Area As a Result of Attending Butterfest

<table>
<thead>
<tr>
<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>(5)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>Percent of Groups Spending in Category</td>
<td>Average Expenditures Per Person</td>
<td>Percent of Total Expenditures</td>
</tr>
<tr>
<td>Gasoline</td>
<td>56</td>
<td>12%</td>
<td>$1.44</td>
<td>23%</td>
</tr>
<tr>
<td>Food</td>
<td>51</td>
<td>11%</td>
<td>$1.59</td>
<td>25%</td>
</tr>
<tr>
<td>Shopping</td>
<td>35</td>
<td>8%</td>
<td>$0.98</td>
<td>15%</td>
</tr>
<tr>
<td>Lodging</td>
<td>8</td>
<td>2%</td>
<td>$0.83</td>
<td>13%</td>
</tr>
<tr>
<td>Other (See Appendix B)</td>
<td>4</td>
<td>1%</td>
<td>$1.52</td>
<td>24%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>$6.37</td>
<td>100%</td>
</tr>
</tbody>
</table>
Not surprisingly, Sparta residents made no lodging expenditures, while non-local Butterfest visitors spent an average of $2.70 per person on overnight lodging. Again, not surprisingly, non-local Butterfest visitors spent more on gasoline ($3.56 per person) compared to Sparta residents, who reported spending $0.28 on gasoline to attend Butterfest.

The average expenditure for lodging by first-time Butterfest visitors ($5.53 per person) was higher than the lodging expenses among multi-year visitors ($0.27 per person). This gap in lodging expenses is understandable because 74 percent of first-time visitors were from communities other than Sparta (see page 6); presumably, the hometowns of some of these first-timers were sufficiently distant from Sparta to require overnight accommodations.
Impact of Butterfest Expenditures on the Monroe County Economy

The economic impact of any event includes the “direct” effects shown in column 5 of Table 4 and Table 6 plus additional “indirect” and “induced” economic impacts.

Indirect economic impacts are based on business-to-business transactions. For example, visitor expenditures for food at Butterfest cause the food vendors to make purchases from other businesses. In this example, the Butterfest food vendor purchases ingredients and supplies for his/her menu items. These purchases cause increased demand in the businesses that sell the menu ingredients and supplies, which creates additional economic activity. For example, when a Butterfest visitor buys a hamburger with a bun, the baker buys more wheat, hires more labor, uses more transportation services, and so on. Some of these economic activities stimulate the food vendor’s local economy (e.g. the wages paid to the employee in the local bakery or the delivery driver) and some leaks out into the national or international economy (e.g. the purchase of the wheat to make a hamburger bun). Indirect impacts measure the total additional local economic activity generated by these business-to-business transactions.

Induced impacts are the additional economic activity generated by the way workers and owners spend the incomes they earn as a result of Butterfest. To illustrate, consider an employee at a food vendor. 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 the gasoline that was shipped to the local filling station from a refinery in a neighboring state) but some of it remains in the local economy (e.g. to pay the wages for the clerk at the gasoline station). Likewise, some of the clerk’s wages remain in the local economy for goods and services produced locally, and some of it pays for products coming from outside the local economy. Induced impacts measure the total local economic value of these expenditures.

Adjustments to the direct expenditures data. Community festivals such as Butterfest are unique economic activities because vendors are “mobile” and, thus, some are from places outside of Monroe County. In these instances, the expenditures at Butterfest do not circulate locally and, therefore, do not impact the Monroe County economy. When analyzing economic impact, this loss of money from the local economy is commonly termed “leakage.” For example, if the food vendor described above is not a local resident, the vendor will have likely made purchases of menu ingredients in his/her home town and transported them to Sparta. Information from Butterfest officials indicates that 33 percent of the food vendors were local enterprises and that 11 percent of the art/crafts vendors were local sellers. Since the carnival is a non-local business, none of the expenditures were included in the economic impact analysis. In order to accurately measure the direct economic impacts on the Monroe County economy, the SRC has adjusted the expenditures of the non-local food vendors, non-local art/crafts vendors, and the carnival operation in the calculation of the impact on the Monroe County economy.

The resulting adjustment indicates that approximately $157,305 ($10.49 per person) is spent at Butterfest’s local vendors. When combined with the $95,400 ($6.37 per person) spent in the Sparta area (See Table 6), the total expenditures used for the economic analysis of Butterfest is $252,705.
The standard way that the total economic impact of an industry (direct + indirect + induced effects) is estimated is via an input-output model. The calculation of the direct impacts used the adjusted expenditure total $252,705 as described above. The calculation of the indirect and induced impacts includes only the expenditures of 20 percent of Butterfest visitors who reside outside of Monroe County. Expenditures by residents of the County do not represent an injection of additional money available for circulation in the County economy since it is assumed that residents would have made other local purchases in the County during the year if they had not made purchases at Butterfest. On the other hand, expenditures by non-local visitors represent new money in the Monroe County economy that will begin to circulate among businesses and individuals in the County. Dr. Steven Deller (UW-Madison/Extension) used the adjusted expenditure data in a widely used input-output model called ImPlan.

The results of the ImPlan analysis indicate the following total impact (direct + indirect + induced effects) of Butterfest in Monroe County:

- $262,000 in sales or total economic impact
- 6 jobs that generate $95,000 in labor income
- $144,000 in total income
Conclusions

The primary purposes of this survey were to gather information about the opinions, preferences and spending patterns of Butterfest visitors.

Butterfest has a positive economic impact by fostering a modest number of new jobs and additional income in Monroe County. Although Butterfest sponsors estimate the attendance to be 15,000, the relatively high proportion of local residents among the Butterfest visitors moderates the total economic impact. This is typical of most community festivals, except for the few that have become large events that draw substantial visitors from outside their immediate region.

Although most visitors like the current mix of activities and events offered at Butterfest, organizers may wish to examine the list of suggested new activities and consider if any are feasible additions to Butterfest. Organizers may also wish to consider the suggestion by some visitors to improve the arts/crafts fair.

Taken as a whole, the results of the survey offer encouraging results. If the high percentage of return visitors is taken as an indicator of satisfaction with Butterfest, then the organizers of Butterfest are viewed as doing a good job. The high percentage of first-year visitors who indicate they will return next year adds more evidence to support the conclusion that Butterfest gets good marks.
### Appendix A – Home ZIP Code

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Appendix B – Written responses

Question 7. “Other” expenditures at Butterfest (3 responses)
- Grilling
- Miscellaneous
- Two mile walk

Question 8. “Other” expenditures in Sparta (3 responses)
- Beer (2x)
- Car

Question 9b. “Other” Butterfest advertising (42 responses)
- Newspaper (42x)

Question 10. Community (4 responses)
- Sparta (3x)
- Tomah

Question 11b. Additional activities for future Butterfests

Product Sales (31 comments)
- Arts and Crafts (18 comments)
  o Better arts & crafts (3x)
  o More arts & crafts (3x)
  o Arts and crafts just to look at
  o Arts/Crafts close early on Sunday
  o Better arts and crafts! Like Craftfest.
  o Better crafts
  o More craft stuff
  o More craft vendors
  o More crafts
  o More crafts and not junk
  o More crafts than flea market
  o More crafts/shopping
  o More crafts-rings-cheaper
  o Native American Arts
- Flea Market (5 comments)
  o Better flea market
  o Flea Markets
  o Larger flea market
  o More flea market
  o More flea market items
- Antiques (4 comments)
  o Antique engines & tractors
  o Antique furniture
  o Antique tractors
  o Antiques (like road show)
- Spray Paint Artist (2 comments)
  o Lady Galaxy Spray Painter
  o Spray can painter
• Vendors – general (2 comments)
  ○ Different vendors
  ○ More vendors

**Sports and Competitive Activities (27 comments)**

- Lumberjacks (2x)
- Tractor and Truck Pull (2x)
- Bean Bag/Volleyball tournament
- Cornhole tournaments
- Cow milking
- Demolition Derby
- Fishing contest Perch Lake (Different age groups)
- Fishing tournament on Perch Lake
- Golf tournament
- Half marathon
- Horse shoe tournament
- Ladderball or bean bag tournament
- Laser tag
- Rock climbing
- Rock climbing wall
- Rodeo
- Ski ball
- Soccer Tournament
- Strongest man competition
- Trapeze
- Truck and tractor pull and demolition derby
- Truck Pull
- Tuffman galaxy
- Toughman contest from previous
- Volleyball Tourney

**Carnival (18 comments. Also see Pricing and Young Children’s Activities)**

- Better rides (2x)
- Dunk Tank (2x)
- More rides (2x)
- Bigger rides. Super loop ride
- Bungee jumping
- Different rides
- Higher & faster rides
- Just a few different rides
- Keep carnival with good rides for teens
- Longer rides
- More rides. The hurricane.
- New Rides
- Rides seem better this year
- Roller coasters
- Stop ride operators to stop smoking while loading kids on rides-move and get a relief person
Entertainment (16 comments)
- Mud wrestling (4 comments)
  - Mud wrestling (3x)
  - Women mud wrestlers
- Fireworks (3x)
- Duck races (2 comments)
  - Duck races in beer tent (used to have)
  - Duck racing
- Hypnotist
- Knife throwing. Renaissance stuff.
- Wingnut-side show
- Entertainment – general (4 comments)
  - Better entertainment
  - Big name entertainment
  - Entertainment in beer tent
  - Open entertainment without the beer

Music (11 comments)
- 50's and 60's band which you had 3 years ago
- Bagpipes
- Kids music
- More concerts (rock and country)
- More country bands
- More country music
- More music in the beer garden area
- More music options
- Singing competition
- Music outside of beer tent
- On Sunday, do not have the musician tent outside. More family oriented.

Young child activities (11 comments)
- Rides (8 comments)
  - More little kid rides (2x)
  - More activities for small kids under 10
  - More kid related activities
  - More kid rides (toddler)
  - More kiddie rides
  - Pony rides
  - Rides for smaller children
- Petting Zoo (2 comments)
  - Bigger zoo
  - Petting zoo – longer hours
- Rockwall kids activities (tots)

Games (10 comments)
- Bingo (4x)
- Apple bobbing
- Bingo Tent
- Bingo! Bingo! Bingo!
• Bingo. Name Brands
• Bingo-Bingo-Bingo!!
• Queen Anne Apples & Bingo. Scrabble tournament

**Food and Beverage (9 comments)**

- **Food (5 comments)**
  - Cajun food
  - Doc Dogs
  - Homemade ice cream and lemonade stand
  - More food
  - Noon lunch for local church group (fundraiser)
- **Beer Tent (4 comments. Also see Entertainment)**
  - If you buy beer tickets you get a button
  - Microbrew at beer tent
  - Should have button to be in beer tent
  - Sponsors listing-beer?

**Pricing (9 comments)**

- Cheaper
- Cheaper rides
- Games prices were good
- Lower button costs if spending money at beer tent
- Lower prices on rides
- Make some more affordable food option
- More handicap parking
- Rides are pretty costly

**Car and Motorcycle Activities/Events (5 comments)**

- **Car Show (3 comments)**
  - Bigger car show, remote controlled cars
  - Car show bigger
  - Keep car show
- **Motorcycle activities (3 comments)**
  - Motorcycle ride
  - Motorcycle show
  - Poker run-motorcycles

**Parking (5 comments)**

- Better parking more handicap
- More handicap parking
- More parking
- Parking & shuttle
- Special parking for motorcycles

**Butter-related activities and sales (4 comments)**

- Butter churning
- Butter churning contest
• More butter displays
• Traditional butter and milk to sell

Parade (2 comments)
• Noticed there was long gaps in parade
• Parade-more bands (too many vehicles)

Miscellaneous (18 comments)
• Seating (4 comments)
  o More benches
  o More seating at carnival for parents
  o Seating areas to rest
  o Tables to eat with company in carnival area
• Weather (3 comments)
  o Weather (2x)
  o No rain
• Wristband issues (2 comments)
  o More wrist band time (more advertising for advanced tickets)
  o Separate wrist activity from other events
• Bathrooms- More around north side of Arts/Crafts area for families
• Child care area
• Earlier date
• Everything is the same year after year
• Family
• Freezers both nights
• More demonstrations
• More water stops
• Website needs all information posted currently info is lacking
Appendix C – Quantitative Summary of Responses by Question

Hi, my name is ____________ and I am a volunteer with the Sparta Festivals. We are conducting a survey of Butterfest visitors to help us improve Butterfest and to better understand the economic impact of Butterfest. The survey will only take a few minutes to complete and your participation is voluntary. Your individual information will not be shared with anyone– only aggregated data will be shared.

1a. Home ZIP code 1b. If not 54656, have you ever been a resident of Sparta? Yes No

See Appendix A 53% 47%

2. Age Category

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3. Including yourself, how many people are attending Butterfest with you? #Total Group Avg. 3.6 #Adults Avg. 2.5 #Children (<18) Avg. 1.1

4. How many years have you attended Butterfest?

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<th>6-9 Years</th>
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<td>19%</td>
<td>8%</td>
<td>62%</td>
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5. Which days have you/will you attend Butterfest? **Mark (●) all that apply.**

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<th>Friday</th>
<th>Saturday</th>
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<td>%</td>
<td>19%</td>
<td>49%</td>
<td>80%</td>
<td>74%</td>
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6. Please list the top 3 activities that you will participate in at Butterfest this year.

- Arts and Crafts 60%
- Beer Tent 30%
- Carnival 47%
- Car Show 10%
- Food Vendors 67%
- Free Stage 14%
- Parade 55%
- Softball Tournament 10%

7. Please estimate the amount of money that you and the members of your immediate party have spent or plan to spend at Butterfest on the following items for the weekend.

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<th>Butterfest Food/Beverage</th>
<th>Softball Tourney Food/Beverage</th>
<th>Carnival Food/Beverage</th>
<th>Arts &amp; Crafts Fair</th>
<th>Beer Tent</th>
<th>Other: See Appendix B</th>
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<td>Avg.</td>
<td>$8.58 per person</td>
<td>$1.06 per person</td>
<td>$6.46 per person</td>
<td>$4.96 per person</td>
<td>$4.36 per person</td>
<td>Avg. $1.69 per person</td>
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8. Please estimate the amount of money that you and the members of your party have spent or plan to spend in the Sparta area for the weekend specifically as a result of attending Butterfest.

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<th>Shopping</th>
<th>Gas</th>
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<tr>
<td>Avg.</td>
<td>$0.83 per person</td>
<td>$1.59 per person</td>
<td>$0.98 per person</td>
<td>$1.44 per person</td>
<td>$1.52 per person</td>
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9a. Have you seen/heard any advertising for Butterfest this year? Yes No

9b. If yes, what advertising did you see/hear? **Mark (●) all that apply.**

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<td>Brochures</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Don’t remember</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

10. How many nights away from your primary residence will you spend in the area specifically because of attending Butterfest?

- 3% (Avg. 3.2 nights) # Nights with family/friends
- 1% (Avg. 2.9 nights) # Nights at a hotel/motel/B&B/campground in See Appendix B (community)
11a. Is there a new activity that you would like to see Butterfest include next year?  
   Yes 37%  No 63%

11b. If yes, please describe:

   See Appendix B

12. Do you plan to visit Butterfest next year?  
   Yes 94%  No 1%  Maybe 5%