

THE RELATIONSHIP BETWEEN TOTAL LEISURE BEHAVIOR  
OF PERSONS WITHIN SELECTED OKLAHOMA  
COMMUNITIES AND THE SUCCESS OF  
HIGH SCHOOL FOOTBALL AND  
BASKETBALL PROGRAMS IN  
THEIR COMMUNITIES

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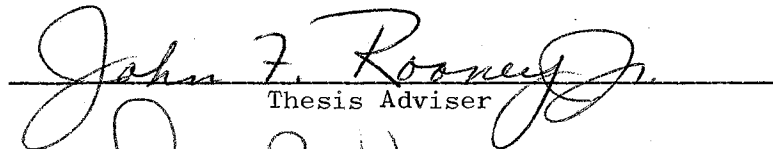
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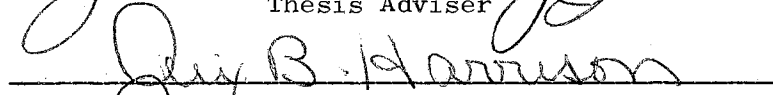
Submitted to the Faculty of the Graduate College  
of the Oklahoma State University  
in partial fulfillment of the requirements  
for the Degree of  
DOCTOR OF EDUCATION  
July, 1974

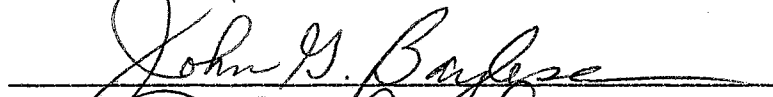
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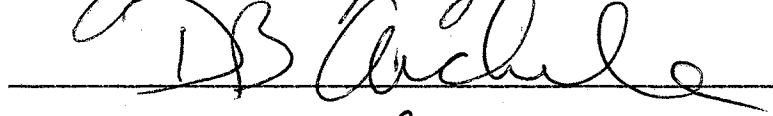
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## PREFACE

Recreation and sports are two components of man's life that have existed almost as long as man. Much has been done to evaluate each of these areas separately, but little has been done to evaluate the effect that one has had on the other. The writer has proposed to study one phase of this relationship by investigating the leisure behavioral patterns of selected areas of Oklahoma and the effect that they might have on success of high school football and basketball programs.

It was my wish that this study might provide some answers as to why certain communities consistently have winning high school sports programs while others compete with little success year in and year out. It was my desire that if any concrete reasons were found concerning successful programs, that these results be made known to the participating communities.

I appreciated the opportunity to travel in various areas of the state, to view the surrounding recreational facilities and to make acquaintances with several educators and administrators. I am indebted to these communities for their assistance with the study and in providing me the opportunity to learn more about the state of Oklahoma.

Appreciation is expressed to my advisory committee, Dr. John Rooney, Dr. Aix Harrison, Dr. John Bayless, and Dr. Doug Aichele. A special note of thanks is offered to the late Dr. Albin P. Warner, the original chairman of the advisory committee. These gentlemen were

all very helpful in their guidance and encouragement in the development of this study.

I am very thankful to my wife, Olline, for her perseverance, her patience, and her confidence in me. Deep appreciation is also expressed to my parents, Gene and Margaret Barker, for their continual encouragement and assistance in many ways during my academic program. I must also acknowledge the interest and encouragement offered by my father-in-law, Ollin Wineland, during the writing of this thesis.

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## CHAPTER I

### Introduction

Most of us need more activity. Some like it in the form of push-ups, tumbling, giant swings, football, baseball, basketball--or you name it. Well and good. Each to his liking, if we are going to hew to our line of satisfying activities to make a satisfying life. But there should be emphasis, during youth, on a personal sport or activity which can be carried on when the demands of adult life render participation in team sports, or activities requiring much time, space, or equipment, impractical. Then we shall need something like walking, cycling, active gardening, swimming, rowing, golf, mountain climbing, or nature study involving field excursions, in order to get us out of the stands and onto the playing fields. This is a neglected facet of fitness.

--W. W. Bauer, M.D.<sup>1</sup>

During recent years people have become much concerned with the recreational side of life and insist far more than in the past upon easy access to sports, amusements, and other leisure time diversions of a widely varied nature. While recreation has always been a matter of deep human interest, it now occupies a more fully accepted position in the scheme of human affairs and finds ready justification on the grounds of health and efficiency as well as relief from the routine of daily toil. In a very real sense recreation has forged to the front as

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<sup>1</sup>W. W. Bauer, M.D., "The Value of Exercise," American Recreation Journal, July-August, 1963, p. 4.

one of the compelling interests in human life and has already developed to the point where it makes extraordinary demands upon time and energy and requires large financial expenditures to cover its mounting costs.<sup>2</sup>

Nearly every level of the American society has experienced a tremendous expansion of sports and recreational activity over the past several years. This expansion is continuing today with the steady growth of leisure hours at man's disposal. Within the private sphere, the satisfaction of leisure needs and interests is now the basis for a sizeable portion of the nation's economic well-being.<sup>3</sup>

During recent times there has been a rapid suburban growth outside our cities. As these suburban areas grow, the task of building and staffing new schools must be met. Close behind, other social services have been instituted, including municipal county recreation, or recreation and park boards, departments, and commissions.<sup>4</sup>

These programs are causing a steady growth in expenditures for recreational facilities and programs. DeGrazia in 1960 found that government monies used on recreation had risen to 894 million dollars a year, an increase of 632 million dollars over the previous twelve years.<sup>5</sup> Thus, a reflection of the "affluent society" and the use of available funds for leisure spending can be seen.

Recreation in today's life style continually takes on more significance. We are faced with more and more leisure time; life

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<sup>2</sup>Ibid.

<sup>3</sup>Richard Kraus, Recreation Today (New York, 1966), pp. 3, 13, 23.

<sup>4</sup>Ibid., p. 13.

<sup>5</sup>Sebastion DeGrazia, Of Time, Work and Leisure (New York, 1962), p. 8.

expectancy is increasing; we are retiring at an earlier age; more people have and spend money on things other than the "bare necessities." It could be possible that our "space age" era is giving us too much leisure.

The study of leisure activity cannot be pursued too deeply without encountering the world of sports and organized athletics. For some, this is the world of business, for others, a means for obtaining a college education, or just simply an opportunity to engage in wholesome competitive activity, but for the majority of the public, competitive athletics affords them many hours of pleasure as an avid aficionado or as a viewer on television.

Regarding the role of sports in our lives, LeViness has made a comparison of sports and vocations. He states that,

We shall compare the field of sports with that of vocations. We have seen that competition is an inborn trait. We have learned that no matter what calling man elects or fate selects, he has trained thoroughly in the play age of life. This is nature and all men have lived it everywhere. This age generally lasts about one-fifth of a man's life. Some never outgrow it but all must actively or inactively pass through it.<sup>6</sup>

Thus, sports play an important role in human culture. This can readily be observed from the huge crowds that attend sporting events, the numerous newspapers and magazines that devote part or sometime all of their coverage to sports, and the increasing amount of television time being allocated to sports. The sports fascination is again substantiated by the fact that many of America's institutions of higher learning are better known to the public for their basketball, baseball,

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<sup>6</sup>Richard D. LeViness, The Happy Highway to Peace (Boston Massachusetts, 1957), p. 77.

or football teams than they are for their academic achievements. As an example, mention the Bruins of UCLA and basketball and Coach Wooden almost immediately comes to mind. Arizona State University is almost synonymous with baseball and proof of its success can be seen actively taking part on many of the major league teams today including former mentor Bobby Winkles who now manages the California Angels. Several schools seem to stand out when football is mentioned such as Texas, Southern California, Ohio State, Alabama, Nebraska, Notre Dame, and the "Big Red" of the University of Oklahoma.

Just as sports and recreational variety are abundant across the nation, they are also prevalent and diversified in the state of Oklahoma. Between the pine covered mountains of southeast Oklahoma and the arid Black Mesa of the northwest tip of the Panhandle, there is a mixture of almost every form of outdoor recreation. This diversity of activity affords the pleasure seeking Oklahoman ample opportunity for spending his leisure hours.

A quick glance at any state map tells the leisure-minded Oklahoman that he is within easy driving distance of one of over thirty large lakes that are sprinkled around the state. These areas offer excellent resort, fishing, and water sports facilities and opportunities. The sportsman may choose to take advantage of any one of the forty-three state operated parks and recreation areas that provide such activities as horseback riding, hiking, camping, picnicking, sightseeing, golfing, or tennis. And, of no less importance to the state's recreational activity is the abundant wildlife. The state hunter has the pleasurable dilemma of choosing whether to hunt deer and elk in the southeast,

turkey in west, pheasant in the northwest, or to hunt throughout the state for quail, rabbit, or squirrel.

Probably just as important to the state pleasure seeker, however, are the numerous forms of organized athletics. The list includes: two professional hockey teams, two professional baseball teams, one professional football team, five universities competing in several sports in the NCAA ranks, about twenty colleges and universities and junior colleges featuring varsity athletic programs in either NJCAA or NAIA competition, and over 500 high schools competing in at least one form of varsity athletic competition.

Each year hundreds of amateur athletics in Oklahoma compete in one or more of several interscholastic sports offered by their respective high schools. These sports are many and varied and the amount of emphasis each school places on a particular sport may depend on a variety of variables. Some of these variables may include the recreational and leisure activities available to a given area.

#### Statement of the Problem

The purpose of this study was to evaluate certain forms of recreational and leisure activities within selected Oklahoma communities and the influences it might have on the high school sports of football and basketball. More specifically, the following hypotheses, stated in the null form, were examined:

$H_1$ : There are no significant relationships for responses to the scale questions stated below between each of the following:

A. Total Population

- B. Ada Public Group
- C. Bartlesville Public Group
- D. Clinton Public Group
- E. Hugo-Antlers Public Group
- F. Stillwater Public Group
- G. Ada School Group
- H. Bartlesville School Group
- I. Clinton School Group
- J. Hugo-Antlers School Group
- K. Stillwater School Group

$H_2$ : There are no significant differences for responses

to the scale questions stated below between each of the following:

- A. Ada Public Group
- B. Bartlesville Public Group
- C. Clinton Public Group
- D. Hugo-Antlers Public Group
- E. Stillwater Public Group

Hypothesis  $H_1$  and  $H_2$  above refer to the five scale questions involving high school football and basketball as stated in Appendix C.

These include:

- (1) How important do you think a winning high school football team is to your community?
- (2) How important do you think a winning high school basketball team is to your community?
- (3) To what extent is a winning team important to the amount of time you spend supporting it??

- (4) Rate the importance of your high school football team to you.
- (5) Rate the importance of your high school basketball team to you.

The study raised some interesting questions relative to the effect of total leisure behavior and its relationship to high school sports.

These include:

- (1) Did the type of leisure activity vary between the selected sample communities?
- (2) Did the involvement of a community with high school sports affect the amount of time spent in activities such as hunting and fishing?
- (3) Did the proximity of competing recreational resources such as reservoirs, lakes, rivers, parks, and forests affect the level of interest of a community on high school sports?

#### Sub-problems in the Study

Sub-problems investigated within the study were:

- (1) Comparison of total interest in athletics, i.e., watching in person, watching on television, reading, or talking, and the success of the high school program.
- (2) Evaluation of community interest in collegiate athletics.
- (3) Evaluation of community interest in professional athletics.
- (4) Comparison of interests of those persons who were in attendance at district or regional tournament basketball play-offs with the balance of the survey sample.



- (5) Evaluation of interests in athletics and recreational behavior relative to age, sex, marital status, income, education, and work week.

The writer was unable to find a similar study in the state of Oklahoma. However, Richard Hecock and John Rooney of the Department of Geography of Oklahoma State University have completed a study that greatly assisted the writer in this research. In 1972, they completed their survey of recreational behavior in forty-five cities and towns in Oklahoma.

In order to evaluate the role of leisure behavior on sports, four basic measures of evaluation were utilized:

- (1) An experimental population: those fifty people selected in each sample community by a Stratified Hierarchical Geographic method of sampling, those fifty students selected from the high schools of each sample community, and those people that were sampled while in attendance at various district and regional basketball play-off sites in February of 1972.<sup>7</sup>
- (2) Oklahoma Recreational Demand and Use Survey: a study of all forms of recreational behavior in forty-five Oklahoma communities that were used for comparison of recreational behavior and football and basketball productivity.
- (3) Football and Basketball Index: an index used for selecting sample communities based in the per capita production rates

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<sup>7</sup>Brian J. L. Berry and Duane F. Marble, Spatial Analysis (Englewood Cliffs, New Jersey, 1968), p. 94.

of college bound basketball and football players in the state of Oklahoma (Appendices A and B).

- (4) Public Opinion Survey: a survey developed and administered by the writer that attempts to assess community attitudes toward sports and leisure behavior (Appendix C).

#### Definition of Terms

For the purpose of this study, the writer found it necessary to give working definitions for the following terms:

Football and Basketball Index: an index developed from a six-year recruiting sample of high school athletes throughout the nation that played football and basketball in college. The national average of player production is used as a base for the index in each sport (national average = 1.00). Any index greater than 1.00 is considered above the national average and any index less than 1.00 is considered below the national average. Only the results for Oklahoma were used in this study (Appendices A and B).

Recreational and Leisure Behavior: all forms of indoor and outdoor recreation and leisure time activities as defined in the Oklahoma Recreational Demand and Use Survey.

Public Opinion Survey: a questionnaire designed for this study that attempts to access the relationships between leisure activity and success in high school football and basketball (Appendix C).

High School Sports: a term that will imply only those sports of basketball and football unless specific reference is made to other sports that might be included in a high school athletic program.

### Assumptions and Delimitations

- (1) It was assumed that the production of athletes that play varsity athletics in college is equable to the strength of a high school football or basketball program.
- (2) The population for the study included only fifty people selected in each community and fifty students selected from the high school of each community.
- (3) It was assumed that the population, which was selected by the researcher in each of the communities, was an equable population in each of the sample communities.
- (4) The Public Opinion Survey was administered to only five of the forty-five cities of which information concerning recreational behavior was available.
- (5) The results and conclusions drawn from this study were relative only to the communities from which the survey was taken and not necessarily from the entire state of Oklahoma. Speculations were made concerning many of the results, and basically are those viewpoints of the writer.

### Scope of the Study

The population from which the samples were taken came from six communities in Oklahoma that were selected from their respective ratings in the Football and Basketball Index (Appendices A and B). The communities sampled were Ada, Bartlesville, Clinton, Hugo, Antlers, and Stillwater. Fifty questionnaires were collected in a geographically structured method of sampling from each of the communities except Hugo and Antlers. Because of their proximity, similar small populations, and

similar ratings for player production, a total of fifty was collected from both towns, thirty from Hugo and twenty from Antlers. An additional sample of from fifty to sixty questionnaires was collected from the high schools of each of the communities.

A preliminary sample was taken by the researcher from seven communities who were hosting district and regional basketball play-offs in February of 1972. These samples were collected prior to the game, during halftime, or immediately following the game. The number of questionnaires recovered from the tournament crowds ranged from twenty-three responses in Sentinel to forty-nine in Valliant and Durant. The tournament towns included Cushing, Durant, Leedey, Morrison, Sentinel, Stroud, and Valliant.

The writer had assistance in collecting the tournament surveys since most of the games were being played on the same days. The collection of the community surveys, however, was completely entirely by the researcher as he visited each community and its respective high school during the spring of 1972.

#### Summary

Practitioners in the fields of sports and recreation are continually involved in evaluating their respective programs. For this reason it seemed important that a study of this nature be undertaken. This study is somewhat unique in that there have been few researchers, if any, ever study the correlation of the relationship of recreational and leisure activities to the success of varsity athletic programs.

The results of this study could be very useful to both the high school athletic programs and the recreational organizations of a given

community. Conclusions and speculations derived from this study may be of valuable assistance to these units for more effective program planning, development of certain facilities, purchasing of certain types of equipment, or suggesting additional uses for available resources in a given locale.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

Many articles have been written concerning the leisure and recreational nature of the American people. A great number of these articles deal with the recreational facilities available or the availability of the same. However, only a limited amount of research was found by the writer that linked recreational demand and behavior patterns with the state of Oklahoma. Likewise, much work could be found regarding success or lack of success of various athletic teams. Again, the writer enjoyed limited success in finding research that was directly related to Oklahoma high schools. The writer found no research comparing the total leisure behavior of people and its relationship to successful high school athletic programs.

The writer begins the survey by presenting material that is representative of the entire United States. The survey concludes with research that has been done within the boundaries of the state of Oklahoma.

#### Survey of the Literature

Recreation activities are essential to mankind in today's world. During his lifetime, man becomes involved in two broad spheres--one pertaining to his life work and the other to a multitude of nonwork activities. In 1954, Baley made a survey of 3,000 men in an effort

to determine their recreational habits. He found that as men grow older, they like fewer recreational activities, feel indifferent towards an increasing number, and dislike an increasing number. The type of activities that showed the greatest decline in interest were: (a) those which require quick reaction time; (b) those which require physical stamina and endurance; and (c) those which satisfy the romantic and erotic impulses.<sup>1</sup>

Montoye and others offered a detailed graphic presentation of percent of participation of a group of athletes and nonathletes for ages of participation which ranged from 30-75 years of age. The eight activities of golf, fishing, basketball, hunting, bowling, tennis, swimming, and softball were considered. The graphs revealed that the percentage of participation decreased with advancing age.<sup>2</sup>

Campbell found that a man's leisure time activities changes as he advances in years. He suggested that,

With an ever-increasing number of elderly persons in the society and with the ever-increasing medical knowledge of how to preserve this population, some emphasis might well be directed to the development of leisure time and recreation habits which would contribute to and maintain an individual's mental and physical health at a high level.<sup>3</sup>

Hunt stated that much of the United States outdoor recreation is actually recreation for the upper class. In his paper, "America's

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<sup>1</sup>James A. Baley, "Recreation and the Aging Process," The Research Quarterly, Vol. 26 (March, 1955), pp. 1-7.

<sup>2</sup>H. J. Montoye, W. Van Huss, and M. Zuidema, "Sports Activities of Athletes and Nonathletes in Later Life," Physical Education, 16 (1959), pp. 48-51.

<sup>3</sup>Donald E. Campbell, "Analysis of Leisure Time Profiles of Four Age Groups of Adult Males," The Research Quarterly, Vol. 40 (May, 1969), pp. 266-272.

Outdoor Recreation Areas--Playgrounds for the Affluent," he writes about the societal benefits of outdoor recreation and the relationship of social stratification to utilization of outdoor recreation facilities.

He found that many of America's outdoor recreation sites are located at considerable distances from population concentrations and require substantial expense to visit. In the case of lower class families, these sites are located at proportionally greater distances than the population in general. Consequently, lower class families must spend both proportionally and absolutely greater amounts of their income in order to utilize outdoor recreation opportunities.<sup>4</sup>

Recreation in the form of games, sports, and other activities are making valuable contributions to the physical well-being of Americans of all ages. Recreational activities, as well as facilities, have been steadily increasing across the nation, especially after the 1960 National Conference of the American Association for Health, Physical Education, and Recreation strongly encouraged expansion of community recreation by proposing: (a) establishing community-wide physical fitness committees involving all recreational and other leisure-time agencies; (b) providing state and local laws, when necessary, to broaden the use of existing playgrounds, schools, and all types of facilities suitable for recreational activities; (c) providing year-round as well as summer opportunities for special physical fitness centers and sports clubs; and (d) providing and expanding opportunities for daily physical

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<sup>4</sup>John D. Hunt, "America's Outdoor Recreation Areas--Playgrounds for the Affluent," Paper presented at the Annual Meeting of the Rural Sociological Society, San Francisco, California, August, 1969.



activities for all ages.<sup>5</sup>

Dowell in 1959 surveyed college men concerning their indoor recreational activity. He found that intelligence, environment, and previous experience affects the type of recreational activities that they selected.<sup>6</sup>

Six years later, Dowell studied the difference in recreational pursuits and interests of certain occupational groups. He found:

1. The top five activities in which occupational workers participate are (in order of percent participating) fishing, television, (stereo and radio), spectator sports, reading, and visiting.
2. The recreational activities in which occupational groups participate are largely sedentary.
3. A wide difference exists between occupational groups in the types of recreational activities in which they participate.
4. Professional men tend to participate in a wider range of recreational activities than other occupational groups.
5. The range of recreational activities participated in by rural workers is limited when compared with other occupational groups.
6. Of the occupational groups studied, the largest difference in participation exists between professional men and rural workers, while the least differences exist between business men and city workers, and city workers and rural workers.
7. The typical recreational activity (largest percent of participation) of each occupational group is as follows: for professional men, reading; for business men, television, stereo and radio; for city workers, fishing; and for rural workers, fishing and hunting.

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<sup>5</sup>Richard Kraus, Recreation Today (New York, 1966), p. 23.

<sup>6</sup>Linus J. Dowell, "Recreational Pursuits of Selected Occupational Groups," The Research Quarterly, Vol. 38 (December, 1967), p. 719.

8. In general, occupational groups have little interest in learning new recreational activities.<sup>7</sup>

Clawson and Knetzch wrote about resources for the future in their publication, "Economics of Outdoor Recreation." They made projections up to the year 2000 for a national time budget, time divisions of leisure, and estimates of outdoor recreation use. They also suggested information about the preservation of recreation quality, existing recreational areas, the value of land and water resources when used for recreation, and especially noted the role that education must play in developing conservation habits among our people.<sup>8</sup>

Kimball found that the home was lacking in preparing youth for leisure, and suggested that efforts to meet this end should be intensified by educative agencies. His study, conducted in New York, was done to ascertain indicators of leisure as an emergent social institution, the opinions of suburban adults on leisure, and their opinions about the role of the schools in preparing youth for leisure. His population indicated that the home, school, and church, in that order, are assuming or should assume major roles in preparation for leisure.<sup>9</sup>

The responsibility of presenting a recreational program conducive to diversity for people of all ages should, in part, lie with the local and county recreation and park departments. However, a survey by the National Recreation Association in 1962 indicated that athletics and

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<sup>7</sup>Ibid., pp. 721-722.

<sup>8</sup>Marion Clawson and Jack L. Knetzch, Economics of Outdoor Recreation (Baltimore, Maryland, 1966), pp. 320-330.

<sup>9</sup>Kenneth Robie Kimball, "Leisure and Education for Leisure: A Study of an Emerging Priority" (Doctoral Dissertation, University of Michigan, 1967.)

sports constituted about three-fifths of the total participation of the local recreation and park department. The average percentages of participation in sports as reported by districts were:<sup>10</sup>

New England	67.0%	Midwest	60.6%
Mid-Atlantic	60.0%	Southwest	55.0%
Southern	55.0%	Pacific Northwest	65.4%
Great Lakes	57.4%	Pacific Southwest	52.3%

It is possible that the variation reported by the respective districts in the previous study is caused by the diversity of available resources for recreation. This is a conclusion that Sturgeon and others have drawn from a recent study of Oklahoma outdoor recreation demand. The study evaluated the geographic variation of recreation opportunity and analyzed the total recreational behavior in the state of Oklahoma. They found that the recreational behavior varies with the availability of resources, such as lakes, rivers, mountains, state parks, and city parks, that certain variations are relative to economic conditions, and that race and sex are also variables with respect to certain locale.<sup>11</sup>

Hecock and Rooney found that the average Oklahoman participates in water-based recreation on more than forty separate occasions each year. However, they learned that nearly one-third of the state residents did not engage in any of the water-based recreational activities during the twelve months of their study.<sup>12</sup>

They also found that over 40 percent of their study sample

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<sup>10</sup>Kraus, pp. 3, 13, 23.

<sup>11</sup>Edward E. Sturgeon et al., 1970 Oklahoma Outdoor Recreation Demand Survey (Stillwater, Oklahoma, 1970).

<sup>12</sup>Richard D. Hecock and John R. Rooney, An Analysis of Latent Demand for Water-Based Outdoor Recreation Facilities (Stillwater, Oklahoma, 1971), p. 15.

indicated that they did not have sufficient time to accomplish their recreational pursuits. At least 30 percent said they had ample free time to undertake the kinds of recreation activities in which they are interested. Only a small portion of respondents indicated that they would invest more free time in the water-based activities if it were available to them.<sup>13</sup>

Just as there are differences in the interests, activities, and availability of resources for recreational opportunities, differences also exist in the public interest, player interest, player production, and success of competitive athletic programs across the United States. Louis Harris, a sports writer of national acclaim, recently wrote that 67 percent of all sports fans say they "follow" football and 31 percent list it as their "favorite."

In late November of 1972, a nationwide cross section of 1,189 sports fans was asked: "Which of these sports do you follow?"

Follow Which Sport?

	'72	'71	'70	'69
	%	%	%	%
Football - - - - -	67	60	60	52
Baseball - - - - -	60	57	56	47
Basketball - - - - -	42	46	39	38
Bowling - - - - -	27	27	21	26
Track and Field - - - - -	23	18	18	16
Boxing - - - - -	22	31	17	X
Auto racing - - - - -	23	22	21	19
Hockey - - - - -	22	17	14	17
Golf - - - - -	20	23	21	24
Horse racing - - - - -	18	17	17	17
Tennis - - - - -	16	11	10	8
Skiing - - - - -	15	19	X	X
Boating - - - - -	13	14	13	X
X - Not asked				

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<sup>13</sup>Ibid., p. 52.

In terms of followers, pro football stands at its all-time high since the Harris Sports Survey began taking such readings back in 1966. It must be pointed out, however, that a late November measurement catches football at its peak of seasonal interest, a time when baseball is in the off-season, and basketball and hockey are just beginning their schedules.<sup>14</sup>

In 1962, Blumenfeld and Remmers surveyed 11,000 high school students to determine the sports in which they regularly participated. The most popular sports for the total sample of high school students were swimming (55 percent), basketball (44 percent), baseball (41 percent), bowling (33 percent), ice skating (29 percent), and football (27 percent). In contrast, the male population responded with swimming (52 percent), baseball (49 percent), football and basketball (47 percent each), and bowling (34 percent).<sup>15</sup>

Rooney has examined the geographical aspects of sports in America. He looked at the origin of the "national" games such as football, basketball, and baseball, their diffusion, their spatial organization, and their original and national associations.

His work does not answer the question of which region's basketball, football, or baseball is best, but it does provide the data for making realistic quantitative comparisons between places. It establishes norms against which any place's output can be judged. It also

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<sup>14</sup>Louis Harris, Independent marketing research firm, "Pro Football Most Popular," The Tulsa Daily World, Tulsa, Oklahoma, January 7, 1973.

<sup>15</sup>Warren S. Blumenfeld and H. H. Remmers, "Sports Preferences of High School Students as Defined by Reported Participation." The Research Quarterly, Vol. 36 (May, 1965), p. 205.

demonstrates that many of our cities and towns are not characterized by well-balanced high school athletic programs; that some areas are out-performing others by more than twenty to one, and that many large American cities are failing to give schoolboys the opportunity to develop their athletic potential. On the other hand, we find that some places are giving so many young men a chance to play a variety of organized sports, that few of them become proficient enough at any one game to make a college team. Programs of that nature reflect a different and perhaps more defensible concept of the purpose of interscholastic sport.<sup>16</sup>

Rooney made a survey of the producing capacities (production of high school players that competed in major college football and basketball) of various sections of the United States in 1969. He discovered that state by state interest varied markedly in these sports and that state by state production of major college players varied greatly as well.

The study showed that certain "hot beds" for athlete production existed in both sports. California, Ohio, Pennsylvania, and Texas were states that led in production of college bound football players. Such states as Ohio, Illinois, Indiana, and Kentucky were the leading producers of high school basketball players that were able to make their way to the college ranks.<sup>17</sup>

Murray, in a study supervised by Dr. John Rooney, at Oklahoma State

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<sup>16</sup> John F. Rooney, From Cabin Creek to Anaheim: A Geographic and Social Analysis of American Sport, Preliminary manuscript copy, (Stillwater, Oklahoma, 1973), p. 20.

<sup>17</sup> John F. Rooney, "Up From the Mines and Out From the Prairies," The Geographic Review, Vol. LIX, No. 4 (October, 1969), p. 215.

University, regionalized and analyzed the production of collegiate football players in the state of Oklahoma. He determined the number of players that each county had produced and then set up an index for ranking these counties based on the per capita production in each county. Love, Custer, Texas, Marshall, and Kingfisher were the top producing counties per capita, while Oklahoma and Tulsa counties led in the total number of players produced.<sup>18</sup>

Basketball was the most popular sport in Oklahoma high schools in 1970 in accordance with the number of schools that participated. A total of 492 schools fielded basketball teams during the year. Baseball, with 359, ranked second; track, third with 291; and football, fourth with 279. However, the ratings were basketball first, football second, track third, and baseball fourth, relative to interest, popularity, and success.<sup>19</sup>

#### Summary

The survey of the related literature has revealed an abundance of studies involving the leisure time activities of the American people. Just as the abundance of leisure and recreational studies exist, so are there numerous writings about the success of various athletic teams. With sports and recreation holding such an important place in the lives of Americans, writers have found and will continue to find fertile ground for their probings. It seems, however, that the relationship,

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<sup>18</sup>Ronald S. Murray, "A Regionalization and Analysis of Collegiate Football Player Production in Oklahoma" (Unpublished research paper, Oklahoma State University, 1972).

<sup>19</sup>Leo K. Higbie, "Athletic Participation for 1969-70," Oklahoma Secondary Schools Activities Association Bulletin, December, 1970.

whatever it may be, between leisure behavior and success in certain sports programs has not been explored too deeply.

The writer realizes that the factors involved that cause a team to consistently win or lose are great in number. However numerous these variables may be, the writer feels that there is a link between the leisure behavior of a given community and the accomplishments of its respective high school sports program.



## CHAPTER III

### METHODOLOGY

During the fall semester of the 1971-1972 school year, the writer devised a questionnaire (Appendix C, Form I) that would attempt to evaluate the influences of total leisure behavior on sports (high school football and basketball). This questionnaire was first used in February of 1972 to collect samples from seven different tournament crowds that were in attendance at various district and regional basketball play-off sites across the state of Oklahoma. After a slight revision of the questionnaire (Appendix C, Form II), it was then administered in six communities in Oklahoma that were previously selected by the researcher. In all, a total of 847 responses were collected from the six communities and the seven play-off sites.

#### Selection of Communities

After the construction of the questionnaire the writer decided to make a trial run in order to evaluate the nature of the response. For convenience purposes the play-off sites of Morrison, Cushing, Stroud, Durant, Valliant, Leedey, and Sentinel were chosen. The writer has officiated basketball in the state of Oklahoma for several years and had been assigned to work three of the tournaments listed. Fellow officials and friends assisted in gathering the data from the balance of the tournaments. The results from the tournament crowds, which

produced 279 samples, were tabulated and are included in the succeeding chapter.

Three criterion were used in selecting the main population for the study. The cities chosen were Ada, Antlers, Bartlesville, Clinton, Hugo, and Stillwater. The communities were selected from their stratified ratings according to the Football and Basketball Index (Appendices A and B), the location of the town relative to the sampling design for the 1970 Oklahoma Outdoor Recreation Demand, and some judgment was used relative to the recent state play-off records of the teams.

The index ratings for the six communities are given in Table I. In reality, the indices were developed from player production for each county. The communities chosen are the county seats of their respective counties and in the cases of Ada, Antlers, and Hugo are the only school systems in the county that play football.

Table I reveals four communities that showed no production for basketball. A closer look at the Basketball Index (Appendix A) shows that these counties are bounded by counties of varying indices. Hugo (Choctaw) and Antlers (Pushmataha) are bounded on one side by no production (LeFlore and McCurtain) and by more than three times the national average (Atoka and Pittsburg) on the other. Clinton (Custer) has similar surroundings in Dewey and Washita with three times the national average and Roger Mills and Blaine with no production. Bartlesville is bounded by four counties that each have a different index, Nowata (3.00 X NA), Rogers (no production), Tulsa (national average), and Osage (1.25 - 3.00 X NA).

TABLE I  
COMMUNITY INDEX RATINGS

Community	Football Rating	Basketball Rating
Ada	1.25 - 3.00	>3.00
Bartlesville	1.25 - 3.00	0.00
Clinton	>3.00	0.00
Hugo-Antlers*	NA/0.00	0.00/0.00
Stillwater	1.25 - 3.00	1.25 - 3.00

\*(Explanation: The cities of Hugo and Antlers will be treated as one community for purposes of analogy in Chapter IV. See Appendix E for sketches of these communities as well as sketches of Ada, Bartlesville, Clinton, and Stillwater.)

The Football Index (Appendix B) shows that the communities came from areas that fell into four of the five possible categories. Only two counties, Kay and McCurtain, of Oklahoma's seventy-seven counties were listed in the category (.75 - .25 X NA) that had no representative.

Although the Public Opinion Survey contained several questions about a person's leisure time activity, the 1970 Oklahoma Outdoor Recreation Demand Study was also considered when the selection of communities was made. This study gave an in-depth look at the recreational behavior of Oklahoma and divides the state into eleven regions for analytical purposes. In particular, the study looked at forty-five communities across the state. Antlers, Bartlesville, and Clinton were three of these communities, while Ada, Hugo, and Stillwater were located near cities that were surveyed and each is located in one of the

regional break-downs defined by the study.

The third criterion used in the selection procedure was the recent play-off records for each of the communities' schools. Ada and Clinton have great football tradition and are perennial participants in the state play-offs, although the past two years have been so-called "off years" for Clinton. Ada and Bartlesville have journeyed to the state basketball championships a couple of times each during the past three years. On the other hand, Hugo and Antlers have not made too much noise in either of the sports in recent years, although Hugo has had some "five hundred" seasons in football. Stillwater has accumulated a rating of 1.25 - 3.00 X NA in both sports, but does not appear to be doing that well on the playing field at the present time. The past two years have seen them play .500 or less in football and accomplish very little at all on the basketball court.

For purposes of analysis, the sample communities were placed in three categories. Ada and Clinton were placed in the first category, Bartlesville and Stillwater in the second or middle group, and Hugo and Antlers in the third. These placements were made by the writer and his thesis adviser after careful consideration of the three criterion for selection.

#### Selection of the Subjects

No particular research procedure was used in collecting the preliminary sample that consisted of the tournament crowds. The writer used several people to assist him in data collection. In one case, cheerleaders were employed to help distribute the questionnaires, in another, the entire girls' basketball team handled the data collection,

and in other situations principals, faculty members, and other interested fans assisted the writer. The only requirement was that the questionnaires be distributed to those people that lived in the town being surveyed.

A Stratified Hierarchical Geographic method of sampling was used for the collection of data from Ada, Antlers, Bartlesville, Clinton, Hugo, and Stillwater.<sup>1</sup> This method of sampling requires that only one sample can be taken per square city block. The total population must come from an equal distribution throughout the community.

The writer visited each of the survey communities and went door to door explaining the study and asking that the occupant assist by completing a questionnaire. When a response was received, the writer recorded the block that it came from on a city map and proceeded to a new area. The distributions for each of the communities are recorded in Appendix D on duplicates of maps that were supplied by each city's Chamber of Commerce. Fifty samples were collected in each community with a total of fifty being collected in the combined communities of Hugo and Antlers.

While in each sample community the writer also visited its high school to collect a sample from the students. At each school, the principal allowed the researcher to visit classrooms of sophomores, juniors, and seniors to collect the sample. After a minimum of fifty (see Table II for exact totals) responses were received, the polling was discontinued.

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<sup>1</sup>Brian J. L. Berry and Duane F. Marble, Spatial Analysis (Englewood Cliffs, New Jersey, 1968), p. 94.

TABLE II  
 POPULATION SIZES OF SELECTED PUBLIC, SCHOOL,  
 AND TOURNAMENT GROUP SAMPLES

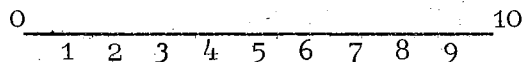
Community	Public Sample	School Sample	Total
Ada	50	50	100
Antlers	20	53	73
Bartlesville	50	52	102
Clinton	50	61	111
Hugo	30	51	81
Stillwater	<u>50</u>	<u>51</u>	<u>101</u>
	250	318	568
Cushing			46
Durant			49
Leedey			29
Morrison			35
Sentinel			23
Stroud			48
Valliant			<u>49</u>
			279
Total Sample = 847			

### Statistical Procedure

Statistics that were used in analyzing the data were averages, percentages, correlation coefficients, and t-tests. An IBM System 360 Model 65 Computer was used for all statistical measures. A UCLA Bio-medical Computer Program was used for the correlations (BMDOZD). The writer employed the services of a trained computer programmer and statistician to assist in feeding the raw data to the computer and in analyzing the results. The programmer wrote a separate program that sorted the data into different groups (see Table III).

The following statistical treatments were used for analysis of the problems of the study:

(1) Hypothesis  $H_1$  was analyzed by testing each coefficient of correlation for significance. The questionnaire had a total of ten "scale" questions.



These scales are found in questions 4, 5, 6, 10, 11, 12, 13, and 14. Number 10 and 11 have two scales per question. A correlation coefficient was computed for each scale question against the other for questions 4, 5, 6, and 10. The correlations were arranged in tabular form for the selected samples of Total Population, Community Group, and School Group for analysis. The .01 level of confidence was used to determine a significant relationship

(2) Hypothesis  $H_2$  was tested by using a t-test. The means of the communities' responses to the scale questions and the standard deviations were taken from the results of the correlations computer printout

TABLE III  
 POPULATION SIZES OF SELECTED SAMPLES BY AGE, SEX, MARITAL  
 STATUS, INCOME, WORK WEEK, AND EDUCATION

Sample Identification	Sample Size
Ages 0 - 18	324
Ages 19 - 26	105
Ages 27 - 45	271
Ages 46 - 64	133
Ages 65 - 99	14
Males	510
Females	337
Married	461
Single	386
Income under \$3,000	374
Income \$3,000 - \$7,500	217
Income \$7,500 - \$12,000	154
Income over \$12,000	102
Work Hours 0 - 20	623
Work Hours 21 - 40	133
Work Hours over 40	91
Education 0 - 12 years	545
Education 0 - 4 years college	229
Education master's or doctor's	73



(BMDOZD). The .05 level of confidence was used to test for significant difference. The t-values were then calculated by the following formulas:

- (i) Standard error of the mean.

$$S_{\bar{x}} = \frac{S^2}{\sqrt{N-1}}$$

- (ii) Standard error of difference between the means.

$$SD_{\bar{x}} = \sqrt{(S_{\bar{x}_1})^2 + (S_{\bar{x}_2})^2}$$

- (iii) t-value.

$$t = \frac{\bar{X}_1 - \bar{X}_2}{SD_{\bar{x}}}$$

(3) Inferences were made for questions 1, 2, and 3 and the sub-problems of the by use of totals, averages, percentages, and tables. The computer printed out total responses, averages, and/or percentages for each of the questionnaire entries for the groups that are given in Tables II and III. The totals and/or averages, such as average number of days hunting per year or the average response to a scale question (see Appendix C, question #3 and #4), were then compiled into tables for analysis. These tables were constructed in homogeneous groups (example: game attendance relative to age, sex, and marital status) to look for trends that might be present.

## CHAPTER IV

### RESULTS

The results of this study were organized in tabular form to assess the sub-problems of the investigation. The tables involve records of total response, averages for various groups of respondents, and correlations.

#### Total Sample Leisure Behavior

Table IV breaks down the responses of the total population into marital status, sex, and age categories. In each of these categories, certain trends in activity were detected.

The most active group of participants came from the teenagers. Although there was a gradual decrease in activity with each older age group, there was an increase in eight of the categories from age group 46-64 to age group 65 and over. This evidence, quite likely, resulted directly from the increased amount of leisure time available to a person as he or she reaches the retirement age, and has fewer children with which to contend.

Table V gives the average number of games attended by age groups, sex, and marital status for the total population. Some interesting trends also seemed to be in evidence in each of these groupings.

As expected, the average attendance for the high school age group (0-18) was higher in football than any of the other groupings. A

TABLE IV  
LEISURE ACTIVITY OF TOTAL POPULATION BY AGE, SEX, AND MARITAL STATUS

	0 - 18	19 - 26	27 - 45	46 - 64	65 - 99	Male	Female	Single	Married
Hunting	14.19	11.45	7.60	3.55	5.71	15.78	1.04	14.73	5.91
Golfing	8.25	11.31	9.08	8.72	27.43	13.70	2.60	8.03	10.34
Movies	34.09	23.04	12.27	2.76	.71	17.95	23.73	31.77	10.63
Boating	12.37	12.79	5.82	5.27	.36	9.95	7.58	12.09	6.44
Hiking	22.21	6.05	5.73	4.96	12.14	7.25	19.33	19.80	5.57
Swimming	45.55	27.25	13.13	9.83	19.36	23.78	31.50	42.49	13.78
Team Games	31.13	18.03	12.53	5.92	.93	21.54	15.36	28.30	11.38
Camping	12.04	10.88	5.76	5.64	9.14	10.22	6.72	11.09	6.94
Tennis	13.22	4.38	1.95	2.90	.86	5.47	8.53	11.83	2.39
Driving	110.59	38.70	20.04	15.95	47.43	54.25	60.53	105.07	16.38
Picnicking	12.63	6.11	6.51	5.37	6.36	6.54	11.76	11.28	6.39
Television	3.32	2.94	2.65	2.60	3.14	2.92	2.98	3.22	2.71

Note: All activities recorded as average number of days per year. Television - Recorded as average number of hours per day.

TABLE V

## GAME ATTENDANCE OF TOTAL POPULATION BY AGE, SEX, AND MARITAL STATUS

	0 - 18	19 - 26	27 - 45	46 - 64	65 - 99	Male	Female	Single	Married
High School Football	6.61	3.95	4.81	4.06	2.50	5.42	4.95	6.16	4.46
High School Basketball	6.08	8.31	8.75	5.79	2.43	7.33	6.76	6.39	7.70
High School Girls' Basketball	1.28	4.56	6.04	3.88	1.00	3.24	4.18	1.71	5.20
High School Baseball	1.23	1.64	1.59	1.12	.21	1.77	.74	1.30	1.41
Junior High Football	1.22	1.52	2.07	1.13	.79	1.68	1.24	1.22	1.75
Junior High Basketball	.94	2.29	4.07	1.27	.57	2.07	2.27	1.07	3.06
College Football	1.77	2.99	1.47	2.06	.36	2.18	1.34	1.94	1.77
College Basketball	1.11	2.73	1.66	1.48	.14	1.94	.91	1.44	1.60

Note: All entries recorded as average number of games attended.

significant drop was noted (6.61 to 3.95) in the 19 - 26 group, increasing again for the 27 - 45 group. At least two reasons could be suggested for the fluctuations between the groups. First, the 19 - 26 age group, the age group that usually contains many college students, would probably pay their allegiance to a college team rather than a high school team. Secondly, the 27 - 45 age group would likely contain the parents of many of the players, the pep squad, the band, or friends of the same.

The remaining sports showed an increased in average game attendance over the 0 - 18 age group in at least two other age groupings per sport. In Table V, the most significant of the increases was in girls' high school basketball with a 350 per cent climb in the 19 - 26 group and over 475 per cent more in the 27 - 45 group as opposed to the high school age fan. Even the 46 - 64 age group showed a 200 per cent increase in attendance.

These figures seem to be consistent with the observations made by the writer during the past few years. That is, as a game official for various high school sports, he has noted that a contest between two good girls' teams will carry with it more excitement and more basketball "mania" than a comparable match-up for high school boys.<sup>1</sup> One case in point is the 1972 Class AA girls' basketball championship game in Oklahoma City's Fair Grounds Arena which was attended by over 10,000 people with the nearest participating school being over 80 miles away from the game site.

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<sup>1</sup>The writer has been a member of the Oklahoma Officials' Association for 12 years. During that period he has officiated high school football, basketball, and baseball up through the state play-offs, serving a large number of the high schools in the state.

Attendance at the college contests showed an expected increase in the 19 - 26 age group. Any other speculation about the college attendance would probably be unfair, however, since only two of the six communities, Ada and Stillwater, are homes for colleges.

The 65 - 99 age group revealed a statistic that might add evidences to the statement that Oklahoma is a so-called "football" state. On the average, they attended more high school football games than any other sport listed in the survey. Their average attendance was also higher than basketball in each of the categories of high school, junior high, and college. The fact that they attended more football games than any other sport is even more significant since there are more than twice as many opportunities to attend basketball games during a given season than there are football.

The average number of games attended, according to Table V, indicates that the male attended more often than the female. However, there are two exceptions to this pattern, high school girls' basketball and junior high basketball. The latter has a simple explanation, the games are usually played in the afternoon and the mother has a better opportunity to be in attendance. However, the explanation of the former could take on many possibilities, including a touch of women's liberation.

Nothing particularly outstanding seemed to be implicated when contrasting the married to the single in game attendance. In all cases but two, the married person's attendance was a little greater than the single person's. Girls' basketball and junior high basketball showed the greatest differences in attendance by approximately three to one. The single persons won the attendance contest in two football categories,

high school and college, possibly indicating their loyalty to these two types of educational institutions while they were enrolled.

Tables VI and VII look into the leisure activity of the total population relative to income, length of work week, and formal educational background. It would be well to note that many of the statistics under the headings of under \$3,000, 0 - 20 hours of work per week, and 0 - 12 in education, can be misleading. About 40 per cent of the sample population (see Table III, page 31) are under 18 years of age, and in most cases, fall into the above categories. Considering this limitation, several conclusions can still be drawn from these tables.

The income group of over \$12,000 showed an increase in leisure behavior in several of the activities in comparison to the two immediately lower income brackets. Possibly the affluent have more time to enjoy leisure, but definitely, they have the money required to facilitate recreational activity.

The three headings for the work week fluctuated somewhat from activity to activity. Those working over 40 hours per week, however, showed a decrease in many of the activities, probably due to the limited amount of remaining time available for recreation.

Nearly all categories showed an increase in recreational activity of the people who have attended college when compared to those who have not. Conversely, decreases occurred in most categories for those people who had attained the master's or the doctor's degree. The exception to the rule was golf, a sport that usually requires more money than the average recreational activity. The over \$12,000 group added proof to this statement as they showed the greatest amount of golf participation of the entire sample.

TABLE VI

## LEISURE ACTIVITY OF TOTAL POPULATION BY INCOME, WORK WEEK, AND EDUCATION

	Income				Work Week			Education		
	under \$3,000	\$3,000- \$7,500	\$7,500- \$12,000	over \$12,000	0 - 20	21 - 40	over 40	prep 0 - 12	college 0 - 4	master's doctor's
Hunting	8.94	5.07	8.15	9.57	11.01	6.03	8.13	8.38	11.22	5.12
Golfing	3.24	5.62	11.40	19.79	7.08	17.01	13.17	13.03	7.02	14.43
Movies	19.63	10.52	10.30	13.61	23.14	14.41	8.92	16.29	23.73	6.78
Boating	2.80	2.65	2.86	2.54	3.04	2.45	2.98	2.56	3.21	2.12
Hiking	8.41	6.66	6.85	6.88	9.57	9.59	4.31	7.86	10.00	5.32
Swimming	13.94	8.32	2.88	6.06	13.00	10.69	7.51	4.16	16.48	3.82
Team Games	31.37	15.89	8.63	15.10	30.64	21.18	9.14	18.33	32.90	8.62
Camping	20.51	7.79	14.86	12.24	22.80	9.70	7.33	15.65	21.08	14.96
Tennis	4.77	8.62	5.34	6.22	9.62	6.42	6.90	7.67	9.97	4.03
Driving	8.47	2.32	1.39	4.49	7.65	2.59	6.09	2.73	8.15	8.22
Picnicking	66.29	21.35	19.48	27.53	67.69	20.95	34.06	20.67	75.70	28.82
Television	9.04	7.01	5.77	5.22	9.20	7.92	5.63	5.97	10.06	6.20

Note: All activities recorded as average number of days per year. Television - Recorded as average number of hours per day.



TABLE VII

## GAME ATTENDANCE OF TOTAL POPULATION BY INCOME, WORK WEEK, AND EDUCATION

	Income				Work Week			Education		
	under \$3,000	\$3,000- \$7,500	\$7,500- \$12,000	over \$12,000	0 - 20	21 - 40	over 40	prep 0 - 12	college 0 - 4	master's doctor's
High School Football	3.66	3.70	5.21	4.64	5.80	3.83	3.40	4.18	5.65	5.39
High School Basketball	7.94	6.46	8.86	8.58	8.74	2.54	2.50	7.40	6.52	10.53
High School Girls' Basketball	5.88	4.63	5.44	5.11	4.65	.83	.55	4.30	3.14	4.86
High School Basketball	1.33	1.07	1.83	1.76	1.69	.51	.35	1.28	1.25	2.41
Junior High Football	1.49	1.42	2.12	1.53	1.61	1.23	1.21	1.63	1.32	2.54
Junior High Basketball	2.55	2.59	4.01	2.26	2.50	1.10	1.29	2.97	1.53	4.26
College Football	3.82	1.19	2.04	2.25	1.88	1.91	1.53	2.12	1.57	3.04
College Basketball	2.96	1.10	2.03	2.28	1.59	1.44	1.25	2.10	1.06	3.24

Note: All entries recorded as average number of games attended.

The game attendance statistics of Table VII basically followed the same trends of Table VI. In the education category, the post-graduate people attended athletic contests with more regularity than their less formally educated peers. In the financial group, the middle class (\$7,500 - \$12,000) attended the high school games relatively more, while the 0 - 12 hours per week work group frequented more games than the more involved working classes.

The tabulation of the responses of the total population to the scale questions is given in Table VIII. Several averages appear to have some significance:

- (1) The high school age group (0 - 18) showed more interest in football as opposed to basketball.
- (2) The importance of winning to a community was higher in basketball in all remaining age groups when compared to football.
- (3) Female response was higher than male response in both high school basketball questions.
- (4) Male interest was much stronger than female in the professional sports categories.
- (5) A winning team relative to personal support seemed more important to the single person than to the married.
- (6) The single respondent showed much more interest in his high school football team in comparison to the married.

(This could be a biased result since 318 samples of a total of 847 were high school students.)

TABLE VIII

AVERAGE RATING OF SCALE QUESTIONS OF TOTAL POPULATION BY AGE, SEX, AND MARITAL STATUS

Scale questions	0 - 18	19 - 26	27 - 45	46 - 64	65 - 99	Male	Female	Single	Married
Importance of winning H.S. football team to community	7.78	6.64	6.31	6.25	6.43	7.02	6.74	7.67	6.27
Importance of winning H.S. basketball team to community	6.86	7.36	7.34	7.08	6.86	6.93	7.39	6.94	7.26
Importance of winning team relative to personal support	6.79	6.76	6.22	5.36	4.86	6.39	6.28	6.83	5.94
Personal importance of H.S. football team	7.34	5.63	5.80	6.00	5.07	6.46	6.28	7.10	5.79
Personal importance of H.S. basketball team	6.23	6.63	7.15	6.68	4.71	6.35	7.07	6.34	6.88
Personal importance of college football team	5.71	6.43	6.14	5.48	5.36	6.35	5.20	5.75	6.01
Personal importance of college basketball team	3.82	5.11	4.82	4.37	3.00	4.66	3.94	4.02	4.67
Daily following of pro football	4.21	5.23	5.02	4.91	4.29	5.80	3.05	4.39	4.97
Daily following of pro basketball	2.40	2.98	2.07	1.54	2.36	3.03	1.02	2.45	2.05
Daily following of pro baseball	2.23	3.41	2.85	3.10	3.71	3.61	1.41	2.46	2.97

### Place to Place Differences

One of the more important criterion for prediction was the leisure behavior of the various samples. The total sample of the Public Group (Table IX) consistently chose fishing as the most popular form of leisure time recreation (see question 1, Appendix C). Of the sports that are actually involved in this study, basketball ranked fourth and football sixth in popularity as a leisure time activity. Even though Oklahoma tends to have the reputation of being a "football" state, it is understandable that basketball, the less physically rugged of the two, would be the most popular participation sport for the non-student during his leisure time.

Table IX seems to indicate that recreation interests were usually determined according to the facilities and activities that are available. The participation in softball was notably higher in Ada, Bartlesville, and Stillwater. The fact that each of these communities had well organized summer softball programs probably accounted for this finding. Golf rated somewhat higher in Bartlesville and Stillwater with each city having at least two 18-hole courses nearby, not to mention the dominance of the Oklahoma State University Cowboy golf team in the NCAA ranks of recent years. Ada, Bartlesville, and Stillwater each has more than one bowling establishment that might account for their greater participation in that activity. Bartlesville seemed to stand alone in its swimming participation, but then so do its high school and AAU swim teams with the availability of Frontier Park, the site of the 1972 National AAU diving meet.

Several speculations can be made of the variation of the leisure activity between communities according to Table X. Each community was

TABLE IX  
TOWN TO TOWN LEISURE PREFERENCE (BY PERCENTAGE)  
OF PUBLIC GROUP

Activity	Ada	Bartlesville	Clinton	Hugo - Antlers	Stillwater
1. Fishing	.42	.40	.46	.44	.36
2. Hunting	.28	.20	.18	.28	.18
3. Golf	.22	.24	.10	.16	.32
4. Basketball	.12	.22	.14	.14	.18
5. Softball	.20	.18	.06	.08	.20
6. Football	.14	.00	.12	.18	.24
7. Gardening	.06	.24	.12	.08	.14
8. Bowling	.16	.16	.10	.04	.16
8. Reading	.12	.12	.12	.10	.16
8. Swimming	.18	.22	.06	.08	.08

Notes: The ten activities are ranked according to the number of times each was selected by the subjects. Entries are percentages of responses by each community.

TABLE X  
LEISURE ACTIVITY OF PUBLIC  
GROUP BY COMMUNITY

Activity	Ada	Bartlesville	Clinton	Hugo - Antlers	Stillwater
Hunting	8.72	5.52	8.90	6.18	5.00
Golfing	15.54	25.10	4.78	12.26	13.80
Movies	11.54	6.50	6.00	22.06	12.26
Boating	8.38	9.72	4.24	6.36	5.88
Hiking	12.38	4.26	4.50	3.06	21.94
Swimming	17.70	26.12	7.68	16.08	12.24
Team Games	7.32	10.76	3.96	4.22	14.98
Camping	8.80	6.00	6.52	4.16	7.02
Tennis	14.38	1.48	.52	.40	2.23
Driving	48.54	18.50	34.88	12.90	25.48
Picnicking	7.72	5.66	6.90	4.84	7.94
Television	3.18	2.16	3.24	2.52	2.62

Note: All activities recorded as average number of days per week.  
Television - Recorded as average number of hours per day.

year ?

able to claim the leadership in at least one of the categories listed.

In many of the categories, the leader far out-distanced its nearest competitor. For example, the Hugo - Antlers area more than doubled Ada in movie attendance. The only reason that the writer can offer for this result is that sports activities, as well as other recreational activities, are not as abundant after working hours in smaller communities such as Antlers and Hugo. The same reasoning could be offered for Clinton's leadership in the television viewing.

Bartlesville claimed top billing in three of the activities; golfing, boating, and swimming. In all cases, the emphasis on these activities is predictable. Swimming has long been a top attraction with public pools readily available, dominance of the two high schools in the state swim meets, and major emphasis by the community for AAU competition for the younger members of the community. With the accent on swimming and the nearness of abundant waterways (see Bartlesville, Appendix C), boating seems a likely form of pleasure. And finally, golf would demand a great deal of attention with the city supporting three local golf courses.

Hiking, picnicking, and team games appeared important to the city of Stillwater according to the results of Table X. Hiking and picnicking popularity might be related to the numerous city parks that are maintained by the city's Parks and Recreation Department. The team games result could be a reflection on the industrial leagues in basketball and softball offered by the city each year or a by-product of the variety of competitive sports offered by the university. However, some credit might be given to the Colvin Physical Education Center at Oklahoma State University which is probably the best physical education

and recreation complex in the state.

Ada rated high in camping, driving for pleasure, and tennis; the most notably being tennis. The location of a large, lighted tennis complex on the southern edge of town might serve as the reason for the interest in that individual sport.

Looking at Table X from an over-all standpoint, Hugo, Antlers, and Clinton seemed to consistently lag behind the other communities in participation in the categories listed. If each of the communities were given one point for recording the most participation, two points for placing second, etc., the ranking of the communities would be Ada, Stillwater, Bartlesville, Clinton, and Hugo and Antlers. From this analysis of Table X and from the sketches of the sample communities (see Appendix C), it appears that recreational behavior is a function of the available facilities and is possibly a derivative to some degree on tradition.

The number of hours spent per week following organized athletics leads to interesting conclusions. Table XI records the average number of hours per week that each of the respondents spent watching, talking about, or reading about organized athletics.

Stillwater topped the other sample communities in hours spent talking about athletics and in the total number of hours involved. Interest in Ada followed closely to that of Stillwater's as it showed high totals in hours watching, hours reading, and in total hours.

Successful sports programs should be a direct relation to this type of response. However, even though this could be true, the writer felt that some other criterion, namely publicity, played a role here.



TABLE XI  
 AVERAGE TIME (IN HOURS PER WEEK) SPENT FOLLOWING  
 ORGANIZED ACTHLETICS BY COMMUNITY

	Ada	Bartlesville	Clinton	Hugo--Antlers	Stillwater
Hours Watching Athletics	4.06	2.78	2.02	2.54	3.90
Hours Talking About Athletics	2.74	3.42	1.40	1.60	3.62
Hours Reading About Athletics	1.92	1.24	0.78	1.32	1.78
Total Hours	8.72	7.44	4.20	5.46	9.30

The Stillwater News-Press carries frequent stories about the Oklahoma State University Cowboys, the Stillwater Pioneers, the American Legion baseball team, and the community sponsored summer baseball and softball leagues. KSPI radio also joins the local media promotional list with numerous broadcasts of the same.

In Ada, a similar trend was evident. KTEN television gives significant coverage to the Ada High Cougars and the East Central Tigers, not to mention frequent telecasts from nearby communities that have games of special interest. KADA radio also joins the parade as they air games of special significance. In March of 1972, KADA bounced all over Oklahoma City carrying state play-off games of Latta, Byng, and Ada, all of whom were competing for basketball championships during the same week at four different sites in the capital city.

Another reason for the interest was probably the fact that both Ada and Stillwater have colleges within their city limits. Stillwater's leadership could be attributed to the fact that its major university offers the sports fan a greater variety of competitive athletics. Still, another factor could have been the 1973 NCAA Golf Championship that was held in Stillwater less than a year after this survey was conducted.

Clinton was the only community that seemed to be "out of place" in the rankings. The writer believed that more interest in all areas of Table XI should have been recorded, since Clinton High School was second only to Ada with championship teams during the two or three years previous to this study.

Tables XII and XIII give the Public Group game attendance figures by average and percentage. (The two high schools in Bartlesville and in Antlers and Hugo were treated as one for both average and percentage figures. Game dates in football and basketball are basically the same in the state of Oklahoma including football play-off dates and basketball tournament dates. Therefore, it is assumed that the questionnaire respondent would have the opportunity to attend the contest of only one school on a given game night.) These figures seem to follow the trend of the Community Index Ratings of Table I with the exception of the Hugo - Antlers area.

The outstanding statistic for the Hugo-Antlers area was in the football attendance. Respondents indicated that they attended 48 per cent of the football games while the two teams were compiling a composite record of six wins and fourteen losses (Table XV). Mr. Ocal Jones, Antlers High School Principal, summed up the situation by saying,

TABLE XII  
 AVERAGE NUMBER OF GAMES ATTENDED  
 BY PUBLIC GROUP

	Ada	Bartlesville	Clinton	Hugo - Antlers	Stillwater
High School Football	4.00	2.46	4.04	4.76	2.72
High School Basketball	3.40	2.48	2.00	3.00	1.34
High School Girls' Basketball	.76	.38	.02	.94	1.26
High School Baseball	.18	.53	.14	.06	1.40
Junior High Football	.74	1.02	1.08	1.98	1.64
Junior High Basketball	1.12	.96	.76	.70	3.74
College Football	2.88	1.14	.40	.82	3.42
College Basketball	3.22	1.06	.40	.22	2.12

TABLE XIII  
 PUBLIC GROUP GAME ATTENDANCE BY PERCENTAGE

	Ada	Bartlesville	Clinton	Hugo - Antlers	Stillwater
High School Football	.33	.25	.31	.48	.27
High School Basketball	.13	.10	.09	.14	.06

Note: Table based on percentage of games that each subject attended.

"we're a football town, everybody takes an interest whether we win or lose." Mr. Simon Parker, Hugo Superintendent of Schools reiterates, "we get average to good support in football, regardless of our season record." The two games per year attended by the junior high backers, Table XII, backs up the statements of these two Southeastern Oklahoma school administrators.

Other totals that stand out in Table XII are college football and basketball averages for Ada and Stillwater and the junior high basketball attendance average for Stillwater. The college totals, of course, reflect the Tigers' and Cowboys' teams in the two college towns. The reason for the junior high basketball following might have been the fact they did have a strong, winning team. (The writer did officiate two games for Stillwater's junior high school basketball team during the season and noted that they had a better than average club.) Another possibility was the "below .500" season the high school varsity had to endure.

Attendance figures and statistics for the sample communities are recorded in Table XIV. Four of the schools, Ada, Bartlesville College and Sooner, and Clinton, had winning seasons (Table XV). The total number of fans in attendance reflected the seasons of these respective schools. However, Antlers and Hugo again showed good football support for weaker programs, particularly Antlers, with the stands filled to 70 per cent capacity.

Basketball attendance did not show much spectator interest. Bartlesville's College High, a state tournament team, was somewhat of a leader in attendance statistics with the highest average, 700, and the greatest percentage, approximately 45 per cent, of the seating

TABLE XIV  
ATTENDANCE STATISTICS BY SCHOOLS  
1971 - 1972

School	Football Capacity	Basketball Capacity	Football Attendance	Basketball Attendance
Ada	7,500	800	3,000	250
Bartlesville College	5,000	1,500	1,800	700
Bartlesville Sooner	8,200	2,000	4,500	600
Clinton	7,000	2,500	3,500	500
Hugo	2,000	1,000	700	200
Antlers	1,400	600	1,000	200
Stillwater	4,500	1,400	2,750	450

Note: These figures are estimates of the actual statistics as given by each of the schools respective principals.

TABLE XV  
SEASON RECORDS BY SCHOOLS  
1971 - 1972

School	Football			Basketball	
	Wins	Losses	Ties	Wins	Losses
Ada	10	2	0	18	8
Bartlesville College	6	4	0	18	8
Bartlesville Sooner	6	3	1	11	11
Clinton	11	1	1	7	16
Hugo	4	6	0	9	13
Antlers	2	8	0	10	12
Stillwater	3	7	0	9	13

capacity filled. Ada was surprisingly low considering the 18-8 season record and a trip to the state tournament. Mr. Gerald Mastin, Stillwater High School athletic director, offered a noteworthy reason for part of the lag in basketball attendance, "There's too many athletic events during the middle of the school year for basketball to receive the concentrated support that football does in the fall."

The average response of the sample communities to each of the scale questions is recorded in Table XVI. All of the communities showed very similar figures in responding to the questions about the importance of winning teams to the community with each showing a little more emphasis to football as opposed to basketball.

Hugo - Antlers and Stillwater placed a little more emphasis on the question of the importance of a winning team relative to personal support. This did not appear to be consistent with the attendance figures and the poorer win-loss records that Antlers and Hugo have produced in recent years.

The average figures for college support in the Ada and Stillwater communities again reflected the presence of the local colleges. Proximity also appeared to show up in the following of professional football in the Hugo - Antlers area, with the Dallas Cowboys located about 100 miles to the south.

Question 15, Tables XVII and XVIII, pertaining to school decals, did not reveal any startling discoveries. Thirty per cent of the Public Group indicated decal usage, a measure of interest and place identification, as opposed to 51 per cent of the School Group.

In the Public Group, Stillwater, again a reflection of Oklahoma State University, led the sample with 42 per cent. Hugo - Antlers

TABLE XVI  
 AVERAGE RATING OF SCALE QUESTIONS OF PUBLIC  
 GROUP BY COMMUNITY

Scale Questions	Ada	Bartlesville	Clinton	Hugo - Antlers	Stillwater
Importance of winning H.S. football team to community	7.98	7.00	7.62	7.76	7.74
Importance of winning H.S. basketball team to community	6.52	6.48	6.94	7.22	6.20
Importance of winning team relative to personal support	5.70	3.90	5.70	5.96	6.02
Personal importance of H.S. football team	6.68	4.58	6.76	7.12	6.00
Personal importance of H.S. basketball team	7.70	4.26	4.90	6.10	4.92
Personal importance of coll. football team	8.90	5.24	5.44	6.18	7.28
Personal importance of coll. basketball team	7.74	4.18	3.32	4.16	5.56
Daily following of pro football	5.00	4.50	4.64	6.22	5.74
Daily following of pro basketball	3.66	2.20	1.68	1.76	3.00
Daily following of pro baseball	3.26	3.70	2.66	2.84	3.30

TABLE XVII  
DECALS - PUBLIC GROUP

Community	Decals		Hometown School	Oklahoma University	Oklahoma St. University
	Yes	No			
Ada	14	36	12	4	1
Bartlesville	6	44	4	1	2
Clinton	14	36	12	1	1
Hugo - Antlers	20	30	14	5	5
Stillwater	<u>21</u>	<u>29</u>	<u>9</u>	<u>0</u>	<u>16</u>
Totals	75	175	53	11	25

Others listed: Detroit Lions and East Central Tigers

TABLE XVIII  
DECALS - SCHOOL GROUP

School	Decals		Hometown School	Oklahoma University	Oklahoma St. University
	Yes	No			
Ada	21	29	17	3	2
Bartlesville	31	21	28	6	2
Clinton	34	27	25	8	4
Hugo	21	30	18	2	0
Antlers	35	18	33	1	1
Stillwater	<u>18</u>	<u>33</u>	<u>12</u>	<u>0</u>	<u>11</u>
Totals	160	158	133	20	20

Others listed: Arkansas (2), Kansas City Chiefs (2), Texas Tech, East Central Tigers, Oakland Raiders, and Baltimore Orioles

Note: The Bartlesville sample is from College High only.



followed closely behind with 40 per cent.

Oklahoma University and Oklahoma State University decals were the only other stickers that appeared enough times to warrant any comment. The Public Group revealed a 4 to 1 advantage for the University of Oklahoma in Ada. There has been a steady pilgrimage of Ada High players to the "Big Red" in recent years to support this biased finding. Hugo-Antlers rose to the top again with a total 10 college stickers indicated, five each of the two major state universities. The 16 decals for the Cowboys in Stillwater was probably no more biased than a similar survey in the city of Norman would be for the Sooners.

The Clinton School Group produced an interesting result. They gave Oklahoma University an 8 to 4 verdict even though a coach and some good athletes had migrated to Oklahoma State University in recent years. Antlers showed their loyalty once more, totaling 66 per cent of those surveyed with decals. Bartlesville and Clinto polled similar results with 60 and 58 per cent, respectively.

Table XIX, page 57, reflects the opinions of each of the three groups, Public, School, and Tournament, to each of the scale questions. As indicated in the table, each value is an average figure for that group.

The Tournament Group showed a definite bias in each of the high school basketball questions. This was to be expected since the samples were collected in various gymnasiums while play-off tournaments were in progress.

The importance of winning relative to personal support appeared lower in the Public Group. This implied that the general public's support was more genuine within the total population and did not

TABLE XIX  
 AVERAGE RATING OF SCALE QUESTIONS PUBLIC,  
 SCHOOL, AND TOURNAMENT GROUPS

Scale Questions	Public	Schood	Tournament
Importance of winning H.S. football team to community	7.62	7.81	5.25
Importance of winning H.S. basketball team to community	6.67	6.83	7.82
Importance of winning team relative to personal support	5.46	6.74	6.70
Personal importance of H.S. football team	6.23	7.34	5.44
Personal importance of H.S. basketball team	5.58	6.21	8.07
Personal importance of coll. football team	6.61	5.69	5.48
Personal importance of coll. basketball team	5.01	3.84	4.40
Daily following of pro football	5.22	4.22	4.80
Daily following of pro basketball	2.46	2.46	1.76
Daily following of pro baseball	3.15	2.27	2.89

necessarily mean that their team had to be a winner to receive their support. On the other hand, the School Group always had a certain amount of loyalty, but a winning team usually improved that loyalty.

The Public Group placed more emphasis on college sports than did the other two groups. Naturally, the Second Group would rate lower on this scale question since it has not yet reached the college age.

### Correlations

The writer has formulated the results of the scale questions (see Appendix C) of the Total Population, Public Group, and School Group into tables of correlation (Tables XX through XXX). The .01 level of confidence was used as a cut off point in determining the significance of results. The writer believed that the higher level of confidence was needed because of the similarity of the questions and the expected sameness of the individual responses.

Table XX through XXX are constructed in a matrix form with the same identifiers being used in each table. For this reason a code is used for identifying the questions that were correlated. The code system is as follows:

- FB Community - How important do you think a winning high school football team is to your community?
- BB Community - How important do you think a winning high school basketball team is to your community?
- Support - To what extent is a winning team important to the amount of time you spend supporting it?
- FB Personal - Rate the importance of your high school basketball team to you.

BB Personal - Rate the importance of your high school basketball team to you.

TABLE XX  
CORRELATIONS - TOTAL POPULATION

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.2569*	.3821*	.6615*	.0640
BB Community	.2569*	-----	.3450*	.1946	.3790*
Support	.3821*	.3450*	-----	.2682*	.2414
FB Personal	.6615*	.1946	.2682*	-----	.2942*
BB Personal	.0640	.3790*	.2414	.2942*	-----

Note: \*.01 level of confidence

Table XX represents a matrix of correlations of each of the five scale questions to each other for the Total Population. All of the correlations were significant at the .01 level of confidence with the exceptions of the FB Community and BB Personal, BB Community to FB Personal and BB Personal to Support. In each case, where no significant difference was found at the .01 level of confidence, the correlation involved basketball in some form.

TABLE XXI  
CORRELATIONS - ADA PUBLIC GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.6237*	.5190*	.3512	.1413
BB Community	.6237*	-----	.3212	.2643	-.0070
Support	.5190*	.3212	-----	.5891*	.1126
FB Personal	.3512	.2643	.5891*	-----	-.0810
BB Personal	.1413	-.0070	.1126	-.0810	-----

Note: \*.01 level of confidence

TABLE XXII  
CORRELATIONS - BARTLESVILLE PUBLIC GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.8439*	.1477	.3046	.3050
BB Community	.8439*	-----	.2145	.3513	.4010*
Support	.1477	.2145	-----	.5759*	.5495*
FB Personal	.3046	.3513	.5759*	-----	.8273*
BB Personal	.3050	.4101*	.5495*	.8273*	-----

Note: \*.01 level of confidence

TABLE XXIII  
CORRELATIONS - CLINTON PUBLIC GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.8907**	.4739**	.6383**	.3648
BB Community	.8907*	-----	.5054*	.5570*	.4836*
Support	.4739*	.5054*	-----	.4988*	.2685
FB Personal	.6383*	.5570*	.4988*	-----	.4880*
BB Personal	.3648	.4836*	.2685	.4880*	-----

Note: \*.01 level of confidence

TABLE XXIV  
CORRELATIONS - HUGO-ANTLERS PUBLIC GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.8526*	.5919*	.3648	.4697*
BB Community	.8526*	-----	.5226*	.2550	.5342*
Support	.5919*	.5226*	-----	.5562*	.5756*
FB Personal	.3648	.2550	.5562*	-----	.8336*
BB Personal	.4697*	.5342*	.5756*	.8336*	-----

Note: \*.01 level of confidence

TABLE XXV  
CORRELATIONS - STILLWATER PUBLIC GROUP

	BB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	-.0016	.9085*	.3340	.1750
BB Community	-.0016	-----	-.1633	.3712	.5333*
Support	.9085*	-.1633	-----	.3319	.1399
FB Personal	.3340	.3712	.3319	-----	.7764*
BB Personal	.1750	.5333*	.1399	.7764*	-----

Note: \*.01 level of confidence

The correlations of the five scale questions to each other for the Public Group are formulated in Tables XXI through XXV. As indicated in the tables, many of the relationships were found to be significant at the .01 level of confidence. Because of the similarity of the selected scale questions, it was expected that many of these relationships would be significant. The writer selected some of these for further comment.

The Ada Public Group had only three of the possible ten relationships showing significance at the .01 level of confidence. This did not seem unusual until it was noted that the other four communities each had as many or more of their correlations significant than Ada, the winningest community of the group (see Table I and Table XV). None of the BB Personal relationships showed significance at the .01 level of confidence.

Bartlesville showed significance at the .01 level of confidence

in five of the ten possible comparisons. Two comparisons failing to meet this standard were the questions of Support relative to FB Community and BB Community. Possibly a winning team was not necessary for the Bartlesville Public Group to give support to its team. However, further analyses are not possible since both Bartlesville schools did enjoy winning years (Table XV) and also enjoyed relative success at the gate (Table XIV).

The Clinton Public Group had only two comparisons, Support to BB Personal and BB Personal to FB Community, that were not found significant at the .01 level of confidence. Clinton's average response to the question of personal importance of their high school basketball team (Table XVI) was somewhat low, along with their 7-16 season record, and could possibly account for this result. Clinton was chosen as one of the more successful communities for high school sports (Table I), particularly football; hence, giving support to the nine significant comparisons.

The Hugo-Antlers Public Group had all relationships significant except FB Personal to BB Community and FB Community to FB Personal. Although this area was low in sports success (Table I), their high average responses to the scale questions and their attendance records at games lend support to their numerous significant correlations of the scale questions.

The Stillwater Public Group had a very high correlation between FB Community and Support among their three significant relationships. Indication that they do support football was found with their high game attendance figures and their poor (3-7) season record. Five of the comparisons involving basketball were not significant at the .01 level of confidence.



TABLE XXVI  
CORRELATIONS - ADA SCHOOL GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.8657*	.4913*	.5358*	.3715
BB Community	.8657*	-----	.5278*	.6261*	.4530*
Support	.4913*	.5278*	-----	.3711	.1582
FB Personal	.5358*	.6261*	.3711	-----	.7596*
BB Personal	.3715	.4530*	.1582	.7596*	-----

Note: \*.01 level of confidence

TABLE XXVII  
CORRELATIONS - BARTLESVILLE SCHOOL GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.7204*	.5429*	.6021*	.3818*
BB Community	.7204*	-----	.5666*	.6079*	.5805*
Support	.5429*	.5666*	-----	.5313*	.3059
FB Personal	.6021*	.6079*	.5315*	-----	.7271*
BB Personal	.3818*	.5805*	.3059	.7271*	-----

Note: \*.01 level of confidence

TABLE XXVIII  
CORRELATIONS - CLINTON SCHOOL GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.4103*	.3618*	.6780*	.4074*
BB Community	.4103*	-----	.2496	.4019*	.6318*
Support	.3618*	.2496	-----	.2019	.1325
FB Personal	.6780*	.4019*	.2019	-----	.6935*
BB Personal	.4074*	.6318*	.1325	.6935*	-----

Note: \*.01 level of confidence

TABLE XXIX  
CORRELATIONS - HUGO-ANTLERS SCHOOL GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.7447*	.5223*	.5909*	.3385*
BB Community	.7447*	-----	.5387*	.3955*	.5008*
Support	.5223*	.5387*	-----	.4799*	.3731*
FB Personal	.5909*	.3955*	.4799*	-----	.6067*
BB Personal	.3385*	.5008*	.3731*	.6067*	-----

Note: \*.01 level of confidence

TABLE XXX  
CORRELATIONS - STILLWATER SCHOOL GROUP

	FB Community	BB Community	Support	FB Personal	BB Personal
FB Community	-----	.9067*	.6652*	.7237*	.6701*
BB Community	.9067*	-----	.5431*	.6776*	.7266*
Support	.6652*	.54 1*	-----	.4883*	.4674*
FB Personal	.7237*	.6776*	.4883*	-----	.8089*
BB Personal	.6701*	.7266*	.4674*	.8089*	-----

Note: \*.01 level of confidence

The correlations for each School Group is tabulated in Tables XXVI through XXX. The results from Hugo-Antlers and Stillwater show all relationships significant at the .01 level of confidence. Bartlesville has only the Support to BB Personal failing to be significant at the .01 level. Ada fails to reach the .01 standard IN FB Personal to Support and FB Community to BB Personal, while Clinton has three questions relative to Support not reaching the .01 standard.

#### t-Tests

Because of the large number of significant correlations between the selected scale questions, the writer used the t-test on these same questions in an effort to discover some additional differences between the communities. However, the results of the t-tests (Table XXXI)

TABLE XXXI  
 OBTAINED t-VALUES FOR COMPARISON OF PUBLIC GROUP  
 AND SCALE QUESTIONS

	FB Community	BB Community	Support	FB Personal	BB Personal
Ada Bartlesville	1.00	0.04	0.92	1.05	0.20
Ada Clinton	0.30	0.32	0.00	0.04	0.17
Ada Hugo-Antlers	0.25	0.60	0.12	0.22	0.09
Ada Stillwater	0.04	0.24	0.04	0.31	0.16
Bartlesville Clinton	0.53	0.40	1.08	1.21	0.32
Bartlesville Hugo-Antlers	0.88	0.79	1.11	1.36	0.84
Bartlesville Stillwater	0.11	0.24	0.30	0.70	0.31
Clinton Hugo-Antlers	0.13	0.23	0.13	0.20	0.56
Clinton Stillwater	0.02	0.52	0.04	0.38	0.01
Hugo-Antlers Stillwater	0.04	0.81	0.01	0.54	0.52

Note: \*.05 level of confidence

revealed that none of the comparisons between communities relative to the five scale questions were significantly different at the .05 level of confidence.

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

This investigation has provided insights into the leisure behavior of people within selected communities in Oklahoma. It has also examined the relationship between leisure behavior and the sports of basketball and football. The writer realized there were many factors involved and that the study had certain limitations. However, this paper did show several of the trends that are an integral part of the two types of recreational activity.

In the pursuit of information, the writer not only collected research data, but was able to gain a better understanding of the community through personal contact with its people. In each community, visits to the respective Chambers of Commerce provided history and background material about the community. Data were also obtained from the respective high schools of each community and from various basketball tournament crowds across the state. In every case, the writer enjoyed outstanding cooperation from all the professional teachers and administrators with whom he came in contact.

#### Conclusions

Using the data collected in the study, the following conclusions were made:

- (1) The null hypothesis  $H_1$  was rejected at the .01 level of

significance for many of the scale questions. For purposes of convenience, the following identifiers for the scale questions are listed:

FB Community - How important do you think a winning high school football team is to your community?

BB Community - How important do you think a winning high school basketball team is to your community?

Support - To what extent is a winning team important to the amount of time you spend supporting it?

FB Personal - Rate the importance of your high school football team to you.

BB Personal - Rate the importance of your high school basketball team to you.

A. For the Total Population there was a significant relationship between:

- (i) FB Community and BB Community
- (ii) FB Community and Support
- (iii) FB Community and FB Personal
- (iv) BB Community and Support
- (v) BB Community and BB Personal
- (vi) BB Personal and Support
- (vii) FB Personal and BB Personal

B. For the Ada Public Group there was a significant relationship between:

- (i) FB Community and BB Community
- (ii) FB Community and Support
- (iii) FB Personal and Support

C. For the Bartlesville Public Group there was a significant relationship between:

- (i) FB Community and BB Community
- (ii) BB Community and BB Personal
- (iii) FB Personal and Support
- (iv) BB Personal and Support
- (v) FB Personal and BB Personal

D. For the Clinton Public Group there was a significant relationship between:

- (i) FB Community and BB Community
- (ii) FB Community and Support
- (iii) FB Community and FB Personal
- (iv) BB Community and Support
- (v) BB Community and BB Personal
- (vi) BB Community and BB Personal
- (vii) FB Personal and Support
- (viii) FB Personal and BB Personal

E. For the Hugo-Antlers Public Group there was a significant relationship between:

- (i) FB Community and BB Community
- (ii) FB Community and Support
- (iii) FB Community and BB Personal
- (iv) BB Community and Support
- (v) BB Community and BB Personal
- (vi) BB Personal and Support
- (vii) BB Personal and Support
- (viii) FB Personal and BB Personal



- F. For the Stillwater Public Group there was a significant relationship between:
- (i) FB Community and Support
  - (ii) BB Community and BB Personal
  - (iii) FB Personal and BB Personal
- G. For the Ada School Group there was a significant relationship between:
- (i) FB Community and BB Community
  - (ii) FB Community and Support
  - (iii) FB Community and FB Personal
  - (iv) BB Community and FB Personal
  - (v) BB Community and FB Personal
  - (vi) BB Community and BB Personal
  - (vii) FB Personal and BB Personal
- H. For the Bartlesville School Group there was a significant relationship between:
- (i) FB Community and BB Community
  - (ii) FB Community and Support
  - (iii) FB Community and FB Personal
  - (iv) FB Community and BB Personal
  - (v) BB Community and Support
  - (vi) BB Community and FB Personal
  - (vii) BB Community and BB Personal
  - (viii) FB Personal and Support
  - (ix) FB Personal and BB Personal
- I. For the Clinton School Group there was a significant relationship between:

- (i) FB Community and BB Community
- (ii) FB Community and Support
- (iii) FB Community and FB Personal
- (iv) FB Community and BB Personal
- (v) BB Community and FB Personal
- (vi) BB Community and BB Personal
- (vii) FB Personal and BB Personal

J. For the Hugo-Antlers School Group there was a significant relationship between:

- (i) FB Community and BB Community
- (ii) FB Community and Support
- (iii) FB Community and FB Personal
- (iv) FB Community and BB Personal
- (v) BB Community and Support
- (vi) BB Community and FB Personal
- (vii) BB Community and BB Personal
- (viii) FB Personal and Support
- (ix) BB Personal and Support
- (x) FB Personal and BB Personal

K. For the Stillwater School Group there was a significant relationship between:

- (i) FB Community and BB Community
- (ii) FB Community and Support
- (iii) FB Community and FB Personal
- (iv) FB Community and BB Personal
- (v) BB Community and Support
- (vi) BB Community and FB Personal

(vii) BB Community and BB Personal

(viii) FB Personal and Support

(ix) BB Personal and Support

(x) FB Personal and BB Personal

(2) The null hypothesis was accepted in all cases tested at the .05 level of confidence for significant differences between the scale questions within the Public Group samples of Ada, Bartlesville, Clinton, Hugo-Antlers, and Stillwater.

(3) In regard to leisure activity, data was found indicating that recreational behavior was a function of facilities and to some extent, tradition. Bartlesville, rated high in golf, swimming, and baseball; Ada rated high in tennis; and Stillwater, in golf and team games. In each of these cases, these communities had outstanding facilities or programs that make these activities possible. The implication that tradition plays a role was supported by the success that Bartlesville and Stillwater have enjoyed with their swimming and golfing.

(4) No consistent pattern was found relating high involvement in football and basketball, on the amount of time used for other recreational activities. Clinton, Hugo, and Antlers all indicated a high level of involvement in football, but lagged behind in participation in the other activities listed in Table X. Ada had a high involvement in football together with a high involvement in the other leisure activities, and an average amount of emphasis on basketball. Stillwater fluctuated in its involvement in the other leisure activities and rated about average in football support, and rated low in basketball.

(5) In regard to the effect of the proximity of competing recreational resources such as parks, lakes, and rivers on competitive

sports, no consistent pattern was discerned. In the material provided by the respective Chambers of Commerce, Antlers, Hugo, Bartlesville, and Clinton all boasted of outstanding areas nearby for hunting and fishing. However, Ada residents consistently showed more participation in activities of hunting, boating, camping, swimming, hiking, and picnicking (Table X), while Clinton, Hugo, and Antlers respondents indicated lesser amounts of involvement. Athletically, both Bartlesville schools enjoyed winning football seasons and College High won a trip to the state tournament in basketball; Clinton was state AAA runner-up in football, while Antlers and Hugo suffered losing seasons in both sports.

The remaining conclusions are involved with several sub-problems of the study:

(6) The effect of watching a game in person and its relationship to a winning season differed in each locale. The Hugo-Antlers respondents indicated they attended 48 per cent of their football while only winning 30 per cent of the contests. Ada and Clinton had just over 30 per cent of their respondents in attendance at football games while both schools had winning records and earned state play-off berths. Bartlesville and Stillwater both had about 25 per cent in attendance at the football games with Stillwater finishing below the .500 mark and both Bartlesville schools finishing above .500 in the win-lose column. In basketball, Hugo-Antlers showed the highest percentage of attendance again, 14 per cent, but neither school was able to win half of its games. Ada and Bartlesville each had a state tournament representative and 13 and 10 per cent of the respondents, respectively,

in attendance. Clinton and Stillwater had poorer win-loss records and the lowest attendance percentages.

(7) The total number of hours spent watching, talking, and reading about organized athletics did not have any consistency with the ranking of the win-loss records of each community. Clinton had the lowest total, 4.2 hours per week, but was the winningest football team. Stillwater, with the impact of the university, had the highest total, 9.3 hours per week, and losing seasons in both sports. Hugo-Antlers had a rather low total of 5.46 hours per week to go with their low production of victories.

(8) Community interest in collegiate athletics was consistently higher in all data in the college towns of Ada and Stillwater.

(9) Community interest in professional athletics was somewhat higher in the college communities of Ada and Stillwater, and in the Hugo-Antlers area, the community located in closest proximity to a major league team, the Dallas Cowboys.

(10) The Tournament Group had higher average responses to the scale questions involving basketball in comparison to the School and Public Groups. Their average responses were lower among the football questions, pointing out the influence of the moment.

(11) In regard to interests in athletics and recreational behavior relative to age, sex, marital status, income, work week, and education, several inferences were made:

- A. The most active group of participants in any activity were the high school age group (0 - 18).
- B. An increase in many of recreational activities was evidenced in the 65 and over age group

- C. The 65 and over age group attended more high school football games than any other sport listed in the survey.
- D. Game attendance was somewhat greater in most sports among the married respondent as opposed to the single person.
- E. The group of over \$12,000 annual income showed an increase in leisure behavior in several of the categories in comparison to the two immediately lower income brackets.
- F. Those people working more than 40 hours per week showed a decline in recreational activity.
- G. Nearly all categories revealed an increase in recreational activity of the people who had attended college in contrast to those who had no college education.

#### Recommendations for Further Study

The following recommendations are offered for further investigation as a result of this study:

- (1) A study should be carried out involving more communities. The researcher could sample as many as five cities that rank in each of the categories for strong, average, and weak high school athletic programs.
- (2) It would be interesting to conduct a study among the actual participating athletes of the various communities concerning their leisure behavior patterns other than their competitive activity.
- (3) A longitudinal study could be conducted in several selected

communities. The schools could be ranked after the survey is completed according to their win-loss records during the time of the study.

### Epilog

The relationship between leisure activity and the success of the local high school sports of football and basketball as associated with Oklahoma communities is almost intangible. Involvement with sport is a function of a highly complex set of interrelationships. Each community's attachment to sport is tied to the quality and magnitude of its wealth, occupational structure, settlement patterns, and a variety of other characteristics. Consideration for differences must also be given to such factors as tradition, pre-high school programs of sports, and the availability of high level competition.

Expected patterns between recreational resources and sport were not apparent in the study sites. Competing recreational resources did not have an over-powering effect on high school sports, specifically football. Oklahoma, being a somewhat homogeneous state relative to football interest, did not stack up in the way that other states which are dominated by one sport might have. A study comparing Oklahoma with Wisconsin or Minnesota, states with multi-sports interests, would likely show more specific differences between the leisure behavior patterns of the public, relative to the high school sports programs.<sup>1</sup>

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<sup>1</sup>John F. Rooney, A Geography of American Sport (Reading, Massachusetts, 1974), pp. 64-78.

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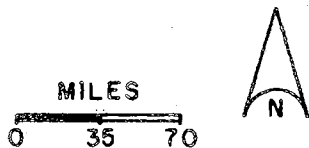
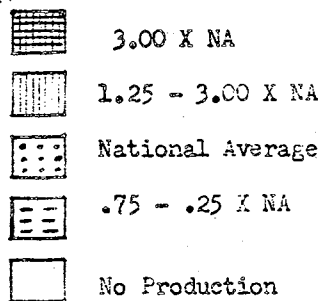
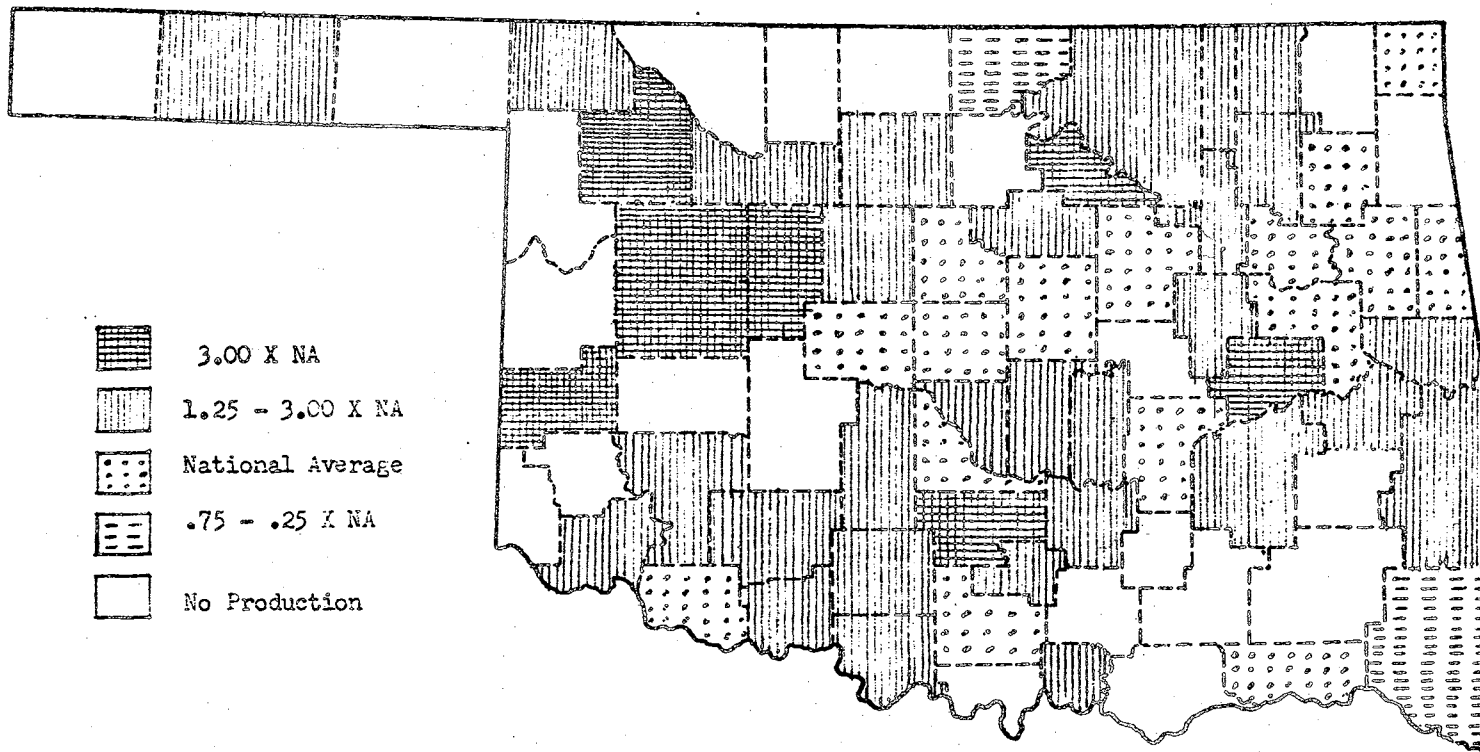
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APPENDIX A

FOOTBALL PRODUCTION MAP

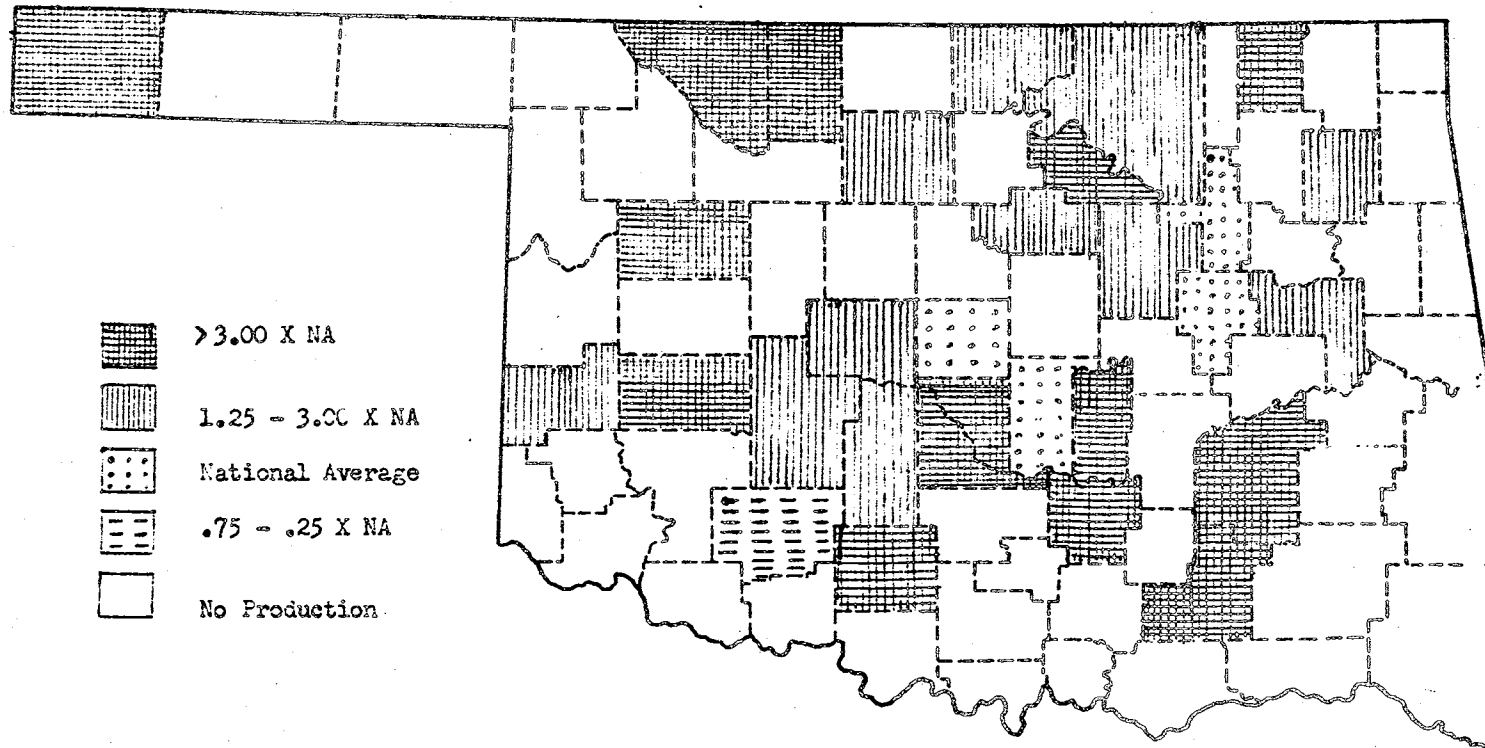







Source: John F. Rooney, A Geography of American Sport.  
Preliminary manuscript copy, 1973.

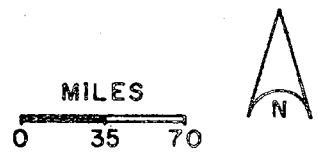
Figure 1. Per Capita Production of Major College and  
University Varsity Football Players

APPENDIX B

BASKETBALL PRODUCTION MAP



-  > 3.00 X NA
-  1.25 - 3.00 X NA
-  National Average
-  .75 - .25 X NA
-  No Production



Source: John F. Rooney, A Geography of American Sport.  
 Preliminary manuscript copy, 1973.

Figure 2. Per Capita Production of Major College and  
 University Varsity Basketball Players

APPENDIX C

SURVEY QUESTIONNAIRE

## SURVEY QUESTIONNAIRE

## FORM I

Age \_\_\_\_\_ Sex \_\_\_\_\_ Marital Status \_\_\_\_\_ Occupation \_\_\_\_\_

Annual Income: (Check one) Under \$3000 \_\_\_\_\_ \$3000-\$7500 \_\_\_\_\_  
\$7500-\$12,000 \_\_\_\_\_ \$12,000-\$18,000 \_\_\_\_\_  
Over \$18,000 \_\_\_\_\_

Education: (Circle highest year completed)

High School: 1 2 3 4 5 6 6 8 9 10 11 12

College: 1 2 3 4 5 6

- Approximately how many hours in the average week do you spend engaging in some type of leisure or recreational activity?  
\_\_\_\_\_ hours
- Approximately how many hours in the average week do you spend following organized athletics? hours watching \_\_\_\_\_ hours talking about athletics \_\_\_\_\_ hours reading about athletics \_\_\_\_\_ total hours \_\_\_\_\_
- Which of the following recreational activities do you engage in?  

hunting _____ days per year	boating _____ days per year
camping _____ days per year	golf _____ days per year
hiking _____ days per year	tennis _____ days per year
movies _____ days per year	swimming _____ days per year
picknicking _____ days per year	television _____ days per year
team games _____ days per year	driving for pleasure _____ days per year

Some of the following questions are to be answered on a scale. As an example, your answer to the following question would be 8 to 10 if you are an avid Dallas Cowboy fan. To what extent do you follow the progress of the Dallas Cowboys?

seldom 0 \_\_\_\_\_ 10 daily  
1 2 3 4 5 6 7 8 9

- How important do you think a winning high school football team is to your community?

unimportant 0 \_\_\_\_\_ 10 very important  
1 2 3 4 5 6 7 8 9

- How important do you think a winning high school basketball team is to your community?

unimportant 0 \_\_\_\_\_ 10 very important  
1 2 3 4 5 6 7 8 9





12. What professional football team do you follow, if any? \_\_\_\_\_  
To what extent?

seldom 0 \_\_\_\_\_ 10 daily  
1 2 3 4 5 6 7 8 9

13. What professional basketball team do you follow, if any? \_\_\_\_\_  
To what extent?

seldom 0 \_\_\_\_\_ 10 daily  
1 2 3 4 5 6 7 8 9

14. What professional baseball team do you follow, if any? \_\_\_\_\_  
To what extent?

seldom 0 \_\_\_\_\_ 10 daily  
1 2 3 4 5 6 7 8 9

15. Do you display stickers or decals which would identify you with  
your home town or state team? \_\_\_\_\_ If yes, which ones? \_\_\_\_\_  
\_\_\_\_\_

SURVEY QUESTIONNAIRE

FORM II

Age \_\_\_\_\_ Sex \_\_\_\_\_ Marital Status \_\_\_\_\_ Occupation \_\_\_\_\_

Annual Income: (Check one) Under \$3000 \_\_\_\_\_ \$3000-\$7500 \_\_\_\_\_  
 \$7500-\$12,000 \_\_\_\_\_ \$12,000-\$18,000 \_\_\_\_\_  
 Over \$18,000 \_\_\_\_\_

Education: (Circle highest year completed)  
 High School: 1 2 3 4 5 6 7 8 9 10 11 12  
 College: 1 2 3 4 Master Doctor  
 Number of hours worked per week. \_\_\_\_\_

1. What kinds of activity do you engage in during your leisure time? \_\_\_\_\_

2. Approximately how many hours in the average week do you spend following organized athletics? hours watching \_\_\_\_\_ hours talking about athletics \_\_\_\_\_ hours reading about athletics \_\_\_\_\_ total hours \_\_\_\_\_ In what types of athletics or games do you participate? \_\_\_\_\_

3. Listed below are several recreational activities. Respond to each of these by placing a number in the space provided.

hunting _____ days per year	boating _____ days per year
camping _____ days per year	golf _____ days per year
hiking _____ days per year	tennis _____ days per year
movies _____ days per year	swimming _____ days per year
driving for pleasure _____ days per year	
television _____ days per year	team games _____ days per year
picnicking _____ days per year	

Some of the following questions are to be answered on a scale. As an example, your answer to the following question would be 8 to 10 if you are an avid Dallas Cowboy fan. To what extent do you follow the progress of the Dallas Cowboys?

seldom 0 \_\_\_\_\_ 10 daily  
 1 2 3 4 5 6 7 8 9

4. How important do you think a winning high school football team is to your community?

unimportant 0 \_\_\_\_\_ 10 very important  
 1 2 3 4 5 6 7 8 9

5. How important do you think a winning high school basketball team is to your community?

unimportant 0 \_\_\_\_\_ 10 very important  
1 2 3 4 5 6 7 8 9

6. To what extent is a winning team important to the amount of time you spend supporting it?

unimportant 0 \_\_\_\_\_ 10 very important  
1 2 3 4 5 6 7 8 9

7. Approximately how many of your school's athletic contests did you attend during this school year?

high school football - home \_\_\_\_\_ away \_\_\_\_\_  
high school basketball - home \_\_\_\_\_ away \_\_\_\_\_ (boys)  
home \_\_\_\_\_ away \_\_\_\_\_ (girls)  
high school baseball - home \_\_\_\_\_ away \_\_\_\_\_

junior high and grade school football \_\_\_\_\_  
junior high and grade school basketball \_\_\_\_\_

college football \_\_\_\_\_ college basketball \_\_\_\_\_

others \_\_\_\_\_

8. Approximately how many of the following games did you watch on TV during this school year?

college football \_\_\_\_\_ college basketball \_\_\_\_\_  
pro football \_\_\_\_\_ pro basketball \_\_\_\_\_ pro baseball \_\_\_\_\_  
pro golf tournaments \_\_\_\_\_ others \_\_\_\_\_

9. Who do you know on your high school team?

son \_\_\_\_\_ daughter \_\_\_\_\_ other relative \_\_\_\_\_ coach \_\_\_\_\_  
personal friend \_\_\_\_\_

10. Rate the importance of your high school team to you.  
(Name of team \_\_\_\_\_)

Football - unimportant 0 \_\_\_\_\_ 10 very important  
1 2 3 4 5 6 7 8 9

Basketball - unimportant 0 \_\_\_\_\_ 10 very important  
1 2 3 4 5 6 7 8 9

11. Rate the importance of your college team to you. (The college team you follow) (Name of team \_\_\_\_\_)

Football - unimportant 0 \_\_\_\_\_ 10 very  
 1 2 3 4 5 6 7 8 9 important

Basketball - unimportant 0 \_\_\_\_\_ 10 very  
 1 2 3 4 5 6 7 8 9 important

12. What professional football team do you follow, if any? \_\_\_\_\_  
 To what extent?

seldom 0 \_\_\_\_\_ 10 daily  
 1 2 3 4 5 6 7 8 9

13. What professional basketball team do you follow, if any? \_\_\_\_\_  
 To what extent?

seldom 0 \_\_\_\_\_ 10 daily  
 1 2 3 4 5 6 7 8 9

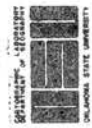
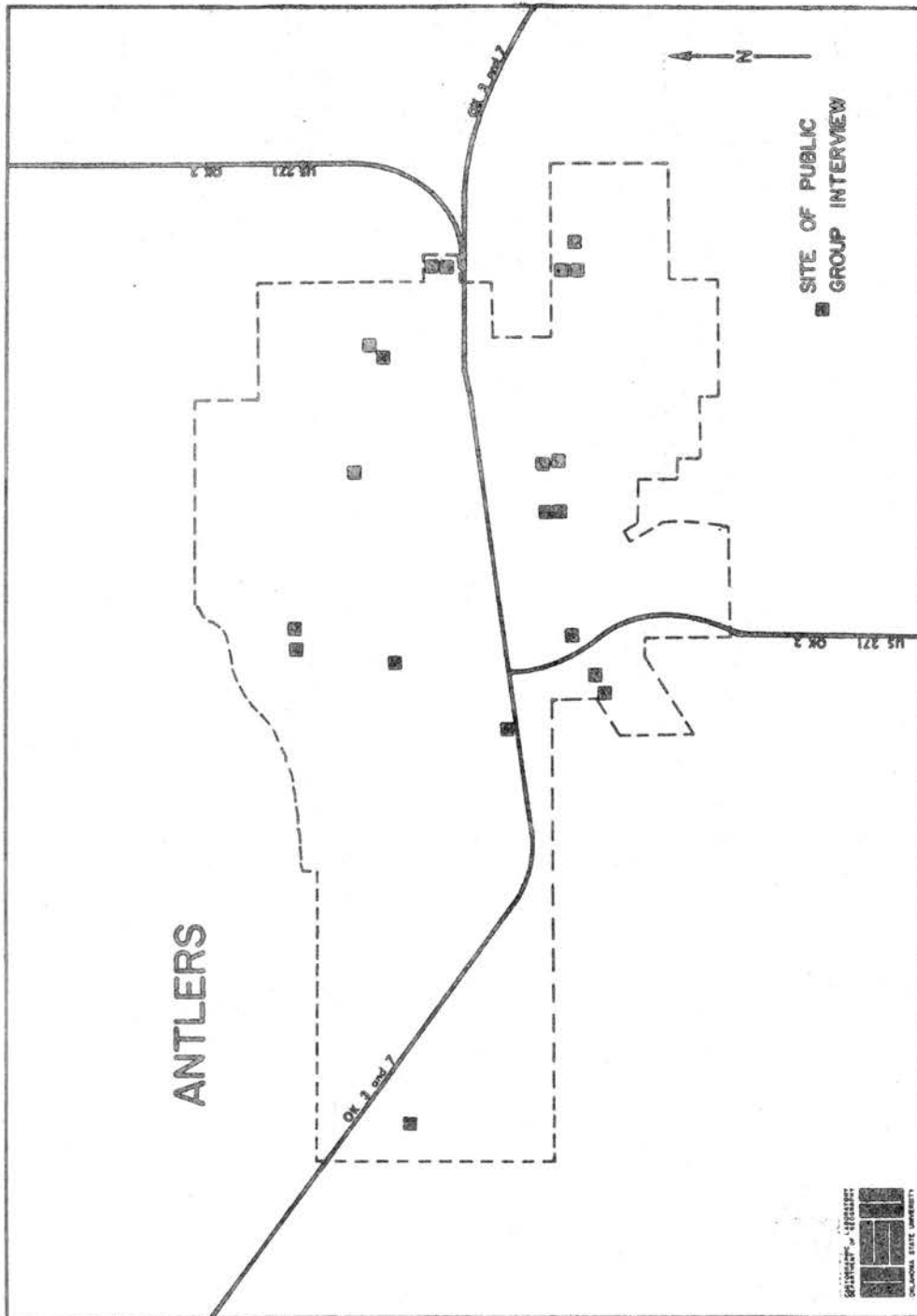
14. What professional baseball team do you follow, if any? \_\_\_\_\_  
 To what extent?

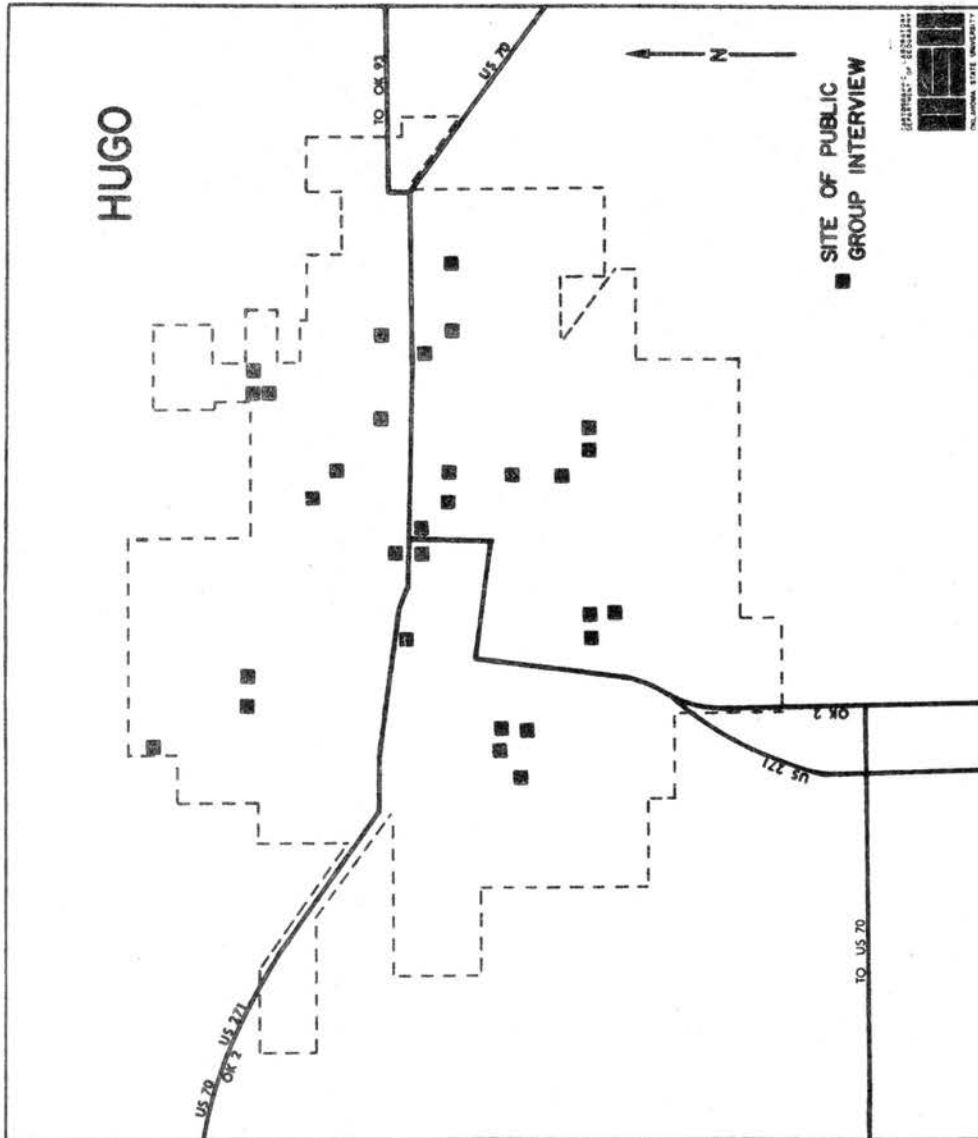
seldom 0 \_\_\_\_\_ 10 daily  
 1 2 3 4 5 6 7 8 9

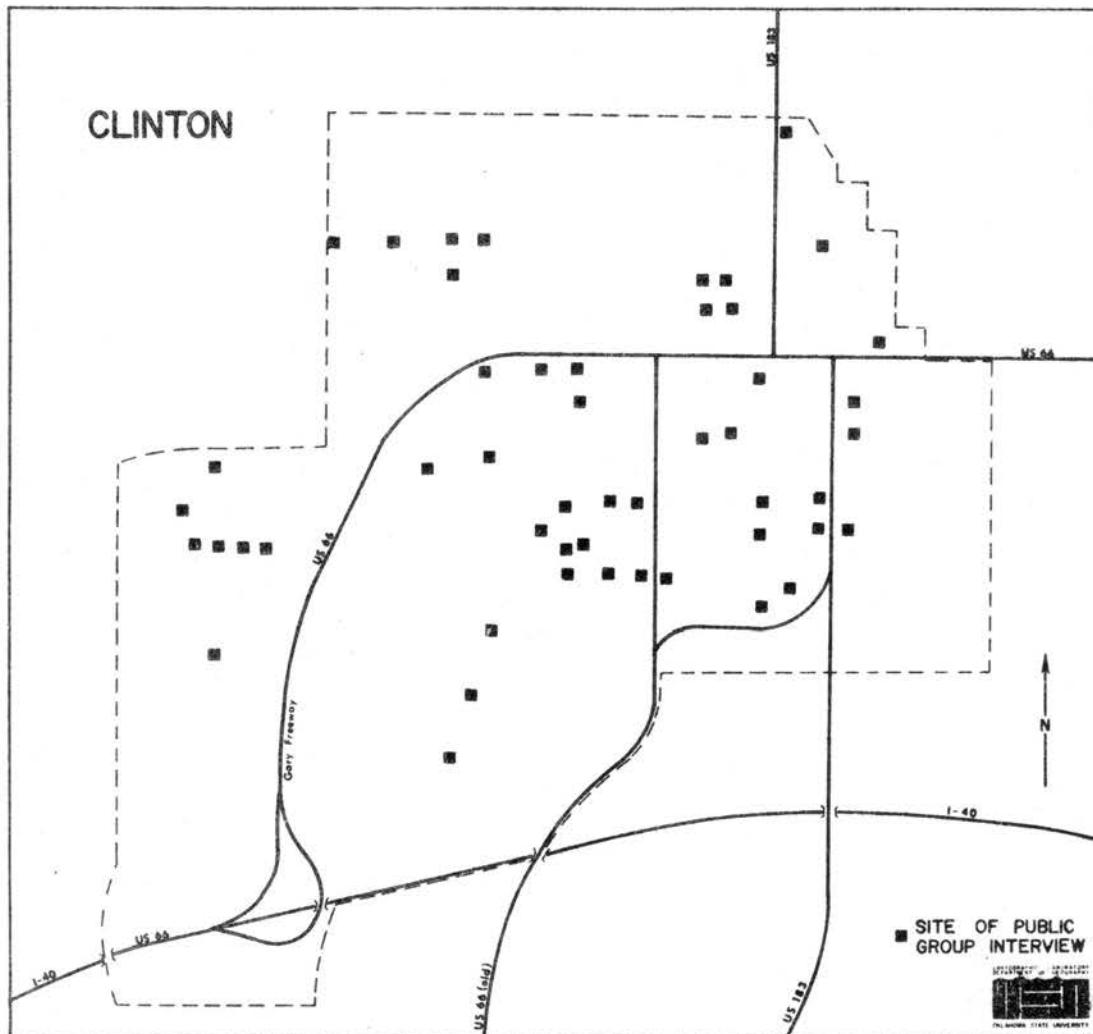
15. Do you display stickers or decals, which would identify you with your home town or state team? \_\_\_\_\_ If yes, list team, town or school. \_\_\_\_\_

APPENDIX D

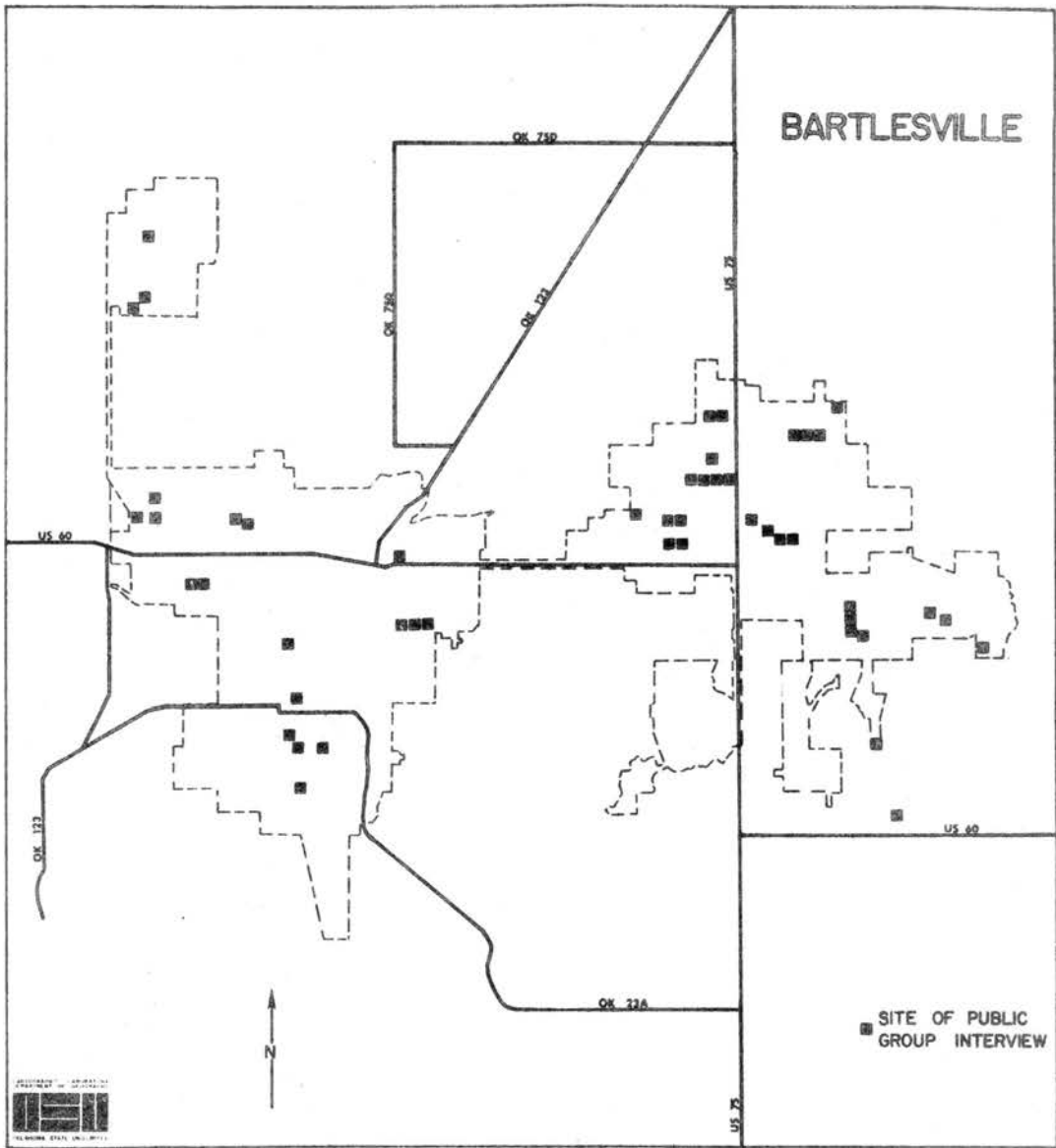
PUBLIC GROUP INTERVIEW SITES



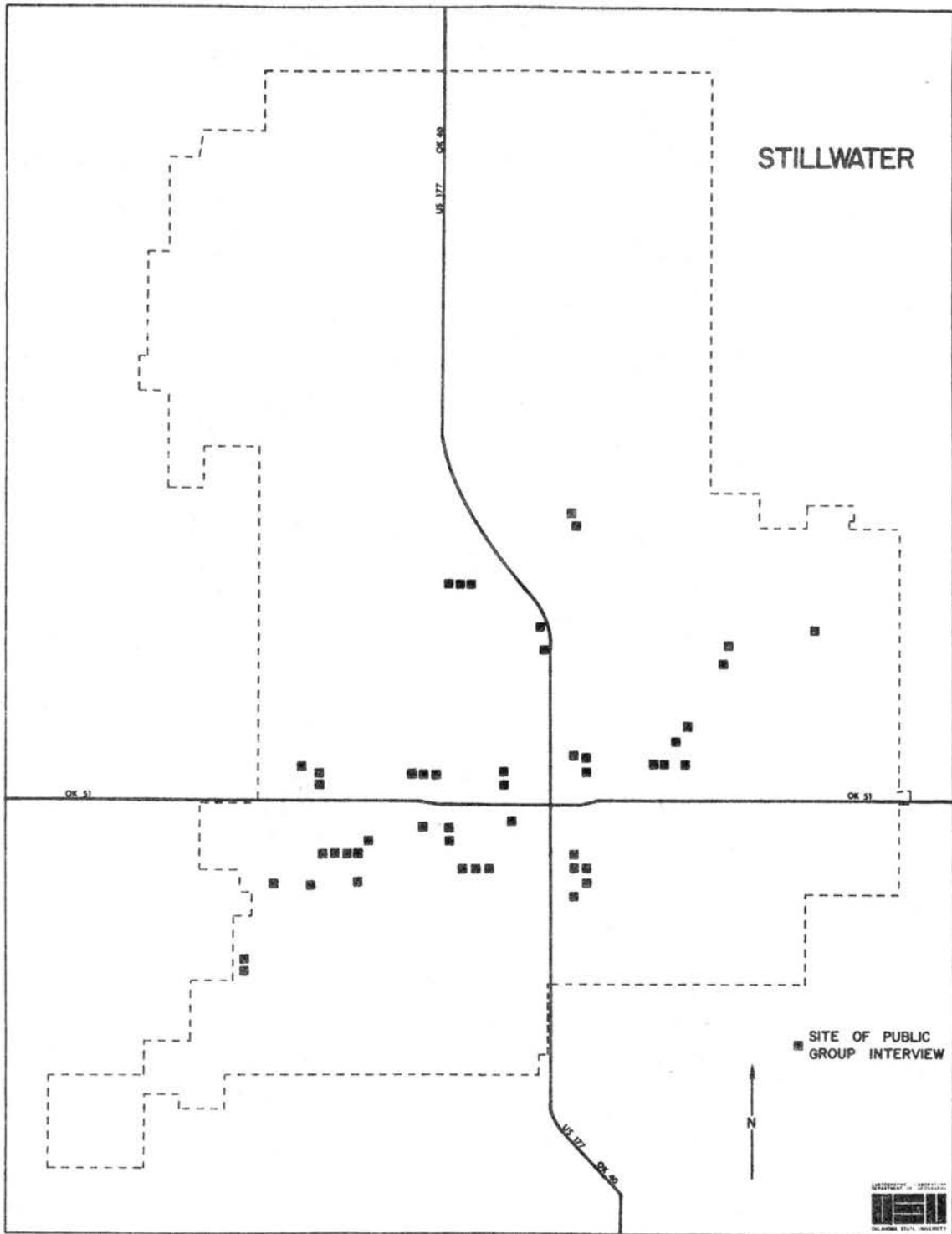












APPENDIX E

SKETCHES OF SAMPLE COMMUNITIES

SKETCHES OF SAMPLE COMMUNITIES

## ADA

Ada is the county seat of Pontotoc County. The city is located in Southeastern Oklahoma about eighty miles southeast of Oklahoma City. Ada and its immediate urbanized development outside the corporate limits are generally considered to be in excess of 20,000 persons.

Ada is at the center of an area well balanced between industry and agriculture. It enjoys a strong retail trade environment and is a center of higher education, medical care, and research. Additionally, it is located in the heart of some of Oklahoma's richest oil production.

Recreationally, Ada enjoys a public golf course, a swimming pool, numerous tennis courts, a stock car raceway, and several city parks. A public access lake is located just 35 miles from fishing, water skiing, boating, and hunting.

The Ada residents also have the opportunity to watch two of its educational institutions successfully compete in several sports. The Ada High Cougars have continually challenged for the state championships in both track and football while the basketball team occasionally makes an appearance in the state tourney. The Tigers of East Central State College have enjoyed almost equally successful campaigns. The Tiger's football and basketball teams always seem to be in the thick of the battle for championship in the Oklahoma Collegiate Conference and their baseball squad came from nowhere to capture a title in 1972.

## BARTLESVILLE

The county seat of Washington County, Bartlesville is located in

Northeastern Oklahoma just 50 miles north of Tulsa. From its early beginning as an Indian trading post, Bartlesville has grown to a metropolitan of nearly 40,000 and boasts of such industrial giants as Phillips Petroleum Company and Reda Pump Company.

Bartlesville's school system rates as one of the finest in Oklahoma. Two high schools, two junior high schools, and fifteen elementary schools serve the educational need of the city. Another institution, Wesleyan College, has a fully accredited two-year program, a four-year program on religious education serving the Bartlesville area.

Some of the nation's finest boating, hunting, freshwater fishing, and water sports are to be found in the area immediately surrounding Bartlesville. Quail, duck, and squirrel are in abundance and deer also populate the region.

Area residents have a wide choice of recreational facilities available to them. These include Johnstone Park with its vast picnic area and Kiddie Park which has rides for children; Sooner Park, offering tennis courts, picnic grounds, playground equipment, miniature golf, and a band shell; Frontier Park, boasting a program which includes an aquatic complex consisting of a 20 foot Olympic diving pool with a 32 foot diving tower and a huge swimming pool. Frontier Park was the home of the 1972 A. A. U. Diving Meet.

Three excellent golf courses provide another facet to the sports and recreation program of Bartlesville. However, one of the more popular sporting attraction in Bartlesville is baseball. The area provides Little League, Pony League, Colt League, American Legion, and Stan Musial League baseball. Several of these teams have periodically ranked among the top in national competition.

## CLINTON

Clinton claims the title of "Hub City" of Western Oklahoma.

Located on the Washita River at the intersection of U. S. Highway 66 and the Canada-to-Mexico U. S. Highway 183, Clinton annually is host to many thousands of tourists who stop for automobile, motel, and restaurant service, and to observe remnants of ancient plains Indian life of the Cheyenne-Arapahoe tribes.

Clinton serves as a medical center for Western Oklahoma residents. Its medical facilities include Oklahoma General Hospital, Western Oklahoma Tuberculosis Sanatorium and the Western Oklahoma Indian Hospital.

The public school system ranks with the best in the state. Clinton offers three modern elementary complexes in various parts of the city a modern high school campus including classrooms, industrial arts, athletic fields, a stadium, and a domed gymnasium and field house. Local college students have only to travel or commute 15 miles to Weatherford to attend Southwestern State College. Clinton is also served by the nearby Area Vocational Tech School.

Agriculture is big business in Clinton. Because of its location in the heart of some of the most productive land in the state, Clinton derives great purchasing power from the prosperity of area farmers and ranchers in Custer and Washita counties.

Clinton gains great recreational pleasure from its nearby Foss Reservoir. The reservoir, with its recreational facilities provides water sports, attractive to the entire southwest. In addition to

skiing, camping, and swimming, the lake has come into its own as a paradise for black bass fishermen.

#### HUGO

Hugo, the county seat of Choctaw County, has a population of about 7,000 and is located just north of the Red River in Southeastern Oklahoma. The surrounding area is welcoming new industries such as the Quadrant Corporation, a subsidiary of Weyerhaeuser, Wells Lamont Corporation and several milling and lumber companies. However, the largest industry in the Hugo area is its cattle ranching.

Hugo has an educational program geared to meet the needs of all its people. Besides a high school, junior high, and five elementary schools, specialized training is available at the Hugo Vocational-Technical School. Vocational training is offered in agriculture, home economics, carpentry, and diversified occupation programs. An extension service of Oklahoma State University, Paris (Texas) Junior College, and Southeastern State College of Durant have nearby higher education programs.

Outdoor sports play a big role in the leisure time pleasure of the Choctaw Countians. Ft. Towson's Lake Raymond Gary is 16 miles to the east, Roebuck Lake is six miles to the south, and the new Hugo reservoir is just seven miles to the east. These facilities are therefore very enticing to boaters, fishers, swimmers, water skiers, campers, picnickers, and hunters.

#### ANTLERS

Antlers, only a couple of thousand people less than its neighbor



Hugo, is the county seat of Pushmataha County. The county is largely a mountainous, timbered, rural area.

Educationally, Antlers enjoys about the same services as Hugo. Its local program includes elementary through high school facilities while two vocational training schools and three colleges are within easy driving distance.

Several recreational lakes nearby serve the local needs as well as those of a large number of visitors. Clayton Lake, Lake Nanih Waiya, Ozzie Cobb, and the Hugo Reservoir are all close at hand.

The Kiamichi River flows throughout the length and width of Pushmataha County. Its tributaries and streams provide miles and miles of flowing water suitable for fishing and water sports. The county ranks among the top three in numbers of deer bagged during the annual season. Small game hunting, golfing, swimming, and scenic drives are all minutes away.

#### STILLWATER

Stillwater, the home of Oklahoma State University, is located in North Central Oklahoma and is almost equal distance from Oklahoma City and Tulsa. Stillwater serves as the county seat for Payne County with about 33,000 of the county's 50,000 inhabitants living in the city.

The nickname of "Cowboys" for O.S.U. and the former name of the institution, Oklahoma A & M, indicate that Stillwater and the neighboring area is agriculturally oriented. However, the city's economy is being boosted by the growing industrial park which contains such industry as the Swan Rubber Division of Amerace Corporation and the Moore Business Forms, Inc.

Stillwater enjoys ample educational facilities for its inhabitants. The city offers five elementary schools, a junior high and a high school, a parochial elementary school, and vocational training available to students in the public schools. Oklahoma State University, one of the state's largest universities, is also handy for the student who desires to continue his educational endeavors beyond high school.

The city of Stillwater has a well developed and well rounded program for recreation. Eighteen parks are maintained within the city and offer the pleasure seeker a variety of choices such as water sports and family activities, team sports of baseball, basketball, and softball for both men and women, and individual sports like golf and tennis.

VITA 2

Gene Allan Barker, Jr.

Candidate for the Degree of

Doctor of Education

Thesis: THE RELATIONSHIP BETWEEN TOTAL LEISURE BEHAVIOR OF PERSONS  
WITHIN SELECTED OKLAHOMA COMMUNITIES AND THE SUCCESS OF HIGH  
SCHOOL FOOTBALL AND BASKETBALL PROGRAMS IN THEIR COMMUNITIES

Major Field: Higher Education

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