

Texas Tech University Season Ticket Holder Mail Survey

Please take a moment to answer the following questions. Your feedback is greatly appreciated.

1. Using the scale below, please indicate your interest in the following sports.

	Not a Fan										Very Big Fan
College Football	1	2	3	4	5	6	7	8	9	10	
Men's College Basketball											
Women's College Basketball											
Men's College Baseball											
H.S. Football											

2. How would you rate your interest in the following **Texas Tech** sports?

	Not a Fan										Very Big Fan
Football	1	2	3	4	5	6	7	8	9	10	
Men's Basketball											
Women's Basketball											
Men's Baseball											

3. How often do you follow **Texas Tech football** by...

	Hardly Ever	Sometimes	Almost Always
Reading the newspaper	1	2	3
Logging onto Texas Tech's web site			
Listening to radio game broadcasts			
Watching TV broadcasts of games			
Talking with family and friends			
Hispanic newspapers and radio stations			
Listening to sports radio talk shows			

4. About how many Texas Tech home football games did you attend last season? Your best guess is fine.

[WRITE NUMER] _____

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5. Please rank the following reasons from 1 to 5 as to why you attend Texas Tech football games. Use 1 to represent the best reason and 5 to represent the least likely reason for your attendance.

	Rank #
To support my home team	_____
I grew up on Texas Tech football	_____
Its something entertaining to do in Lubbock	_____
To watch a competitive football game	_____
To be part of a social scene with friends	_____

6. With whom do you typically attend a Texas Tech football game? *[Please check all that apply]*

Spouse or Significant Other	1	Child	3	Alone	5
Friend	2	Sibling or Close Relative	4		

7. In total, how many people attend a Texas Tech football game with you?

[Write number] _____

8. About how many miles do you travel to reach Jones Stadium from your place of residence?

[Write number] _____

9. How early do you arrive at Jones Stadium before the start of a Texas Tech football game?

Less than one half hour	1	1-2 hours	3	More than 3 hours	5
About one hour	2	2-3 hours	4		

10. How often do you tailgate before Texas Tech football games?

Hardly Ever	1	Occasionally	2	Very Often	3
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11. How often do you visit Raider Alley before Texas Tech football games?

Hardly Ever	1	Occasionally	2	Very Often	3
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12. [Answer only if you have visited Raider Alley]

How much do you enjoy the following at Raider Alley?

	Do Not Enjoy										Enjoy A Lot
Music	1	2	3	4	5	6	7	8	9	10	
Food											
Interactive Activities											
Overall Experience											

13. Do you tend to leave Jones Stadium or its surrounding area immediately after a Texas Tech football game, or do you typically wait until the traffic clears up?

Leave Immediately 1 Wait for traffic to clear 2

14. How would you rate the following aspects of attending a Texas Tech football game?

	Poor										Excellent
Crowd Enthusiasm	1	2	3	4	5	6	7	8	9	10	
Adequate Parking											
Quality of Stadium Food											
Variety of Stadium Food											
Band Performance											

15. How **helpful were the following Tech staffs last season?**

	Not Helpful										Very Helpful	Don't Know
Parking/Transportation	1	2	3	4	5	6	7	8	9	10		99
Ushers												99

16. How **friendly were the following Tech staffs last season?**

	Not Friendly										Very Friendly	Don't Know
Parking/Transportation	1	2	3	4	5	6	7	8	9	10		99
Ushers												99

17. How familiar are you with traditions surrounding Texas Tech football games?

Not At All Familiar 1 Somewhat Familiar 2 Very Familiar 3

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18. How would you rate the perks you receive for being a season ticket holder?

Poor										Excellent
1	2	3	4	5	6	7	8	9	10	

19. How strongly do you agree with the following statements? Texas Tech football...

	Disagree									Strongly Agree
	1	2	3	4	5	6	7	8	9	10
Is changing for the better										
Is a vital part of Lubbock's financial economy										
Gives back to the community										
Enhances the national image of Lubbock, TX										
Does a good job of advertising and marketing										

20. How familiar were you with Texas Tech's football home schedule last season?

Not At All Familiar	1	Somewhat Familiar	2	Very Familiar	3
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21. Have you heard or seen the term "Red & Black Attack" to describe Texas Tech football?

Yes	1
No	2

22. How favorable do you feel towards companies and organizations because they sponsor Texas Tech football?

Not Favorable										Very Favorable
1	2	3	4	5	6	7	8	9	10	

23. How likely are you to buy products or services from companies and organizations because they sponsor Texas Tech football?

Not Likely										Highly Likely
1	2	3	4	5	6	7	8	9	10	

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24. Which of the following companies do you recognize as a sponsor of Texas Tech football?
(Mark all that apply)

Covenant Health System	1
SBC	2
Southwest Airlines	3
Coca-Cola	4
Plains National Bank	5

25. How favorable would you feel towards Tech football if it were more closely affiliated with...

	Less Favorable	The Same	More Favorable
Your church	1	2	3
Youth soccer and other youth sports leagues			

26. How much do you like the following ideas to build interest in Texas Tech football?

	Don't Like										Like A Lot	
	1	2	3	4	5	6	7	8	9	10		
Creating bus and plane ticket packages for games that include pre- and post-game festivities												
Selling beer in Jones Stadium												
Hosting Texas Tech football parties at local bars during game broadcasts												
Promoting marquee players on the team												
Creating game day festivities that would include a parade through town												

27. How interested would you be in having the **availability** to purchase Texas Tech football tickets at...

	Not Interested	Somewhat Interested	Very Interested
Your local supermarket chain	1	2	3
Your church			
Bars and restaurants			
Movie theaters			
Tech's website			

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28. Texas Tech football is considering creating a Donor Base Seating Program to replace its current Seat Options policy. This program would reserve the best seats in Jones Stadium for the highest level of annual contributions made to the Red Raider Club. Would you be willing to make the annual donations listed below to reserve a seat as described? Keep in mind these donation levels are per seat and would **not** include the price of a ticket. *[Please record a response for each category]*

	Yes	No
\$500 donation to reserve a seat at mid-field	1	2
\$400 donation to reserve a seat between the 40 & 45-yard markers	1	2
\$300 donation to reserve a seat between the 30 & 40-yard markers	1	2

29. Do you own season tickets for....

	Yes	No
Other Tech sports		
A pro sports team		
Any arts, cultural or theatrical events		

30. Are you....

Male	1
Female	2

31. Which of the following categories best describes your age?

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65+	6

32. What is the highest level of education you have obtained? *[Please select only one box]*

H.S. Grad	1
Some College	2
College Graduate	3
Post Graduate Student	4
Post Graduate Degree	5

33. Are you a Texas Tech alumni?

Yes	1
No	2

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34. What is your marital status?

- | | |
|--------------------|---|
| Single | 1 |
| Divorced/Separated | 2 |
| Married | 3 |
| Widowed | 4 |

35. How many children under 18 reside in your home?

- | | | | |
|------|---|-----------|---|
| None | 1 | 2 | 3 |
| 1 | 2 | 3 or more | 4 |

36. Are you currently or were you ever employed by Texas Tech University?

- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

37. Which of the following categories best describes your annual household income?

- | | |
|--------------------|---|
| Under \$10,000 | 1 |
| \$10,000-\$14,999 | 2 |
| \$15,000-\$24,999 | 3 |
| \$25,000-\$34,999 | 4 |
| \$35,000-\$49,999 | 5 |
| \$50,000-\$74,999 | 6 |
| \$75,000-\$99,999 | 6 |
| \$100,000 and over | 7 |

38. What is your ethnic origin? Is it...

- | | |
|------------------|---|
| White | 1 |
| African-American | 2 |
| Hispanic | 3 |
| Asian | 4 |
| Other | 5 |

THANK YOU FOR YOUR COOPERATION!