

**Texas Tech University
Lubbock Area & Statewide Area Telephone Survey**

Hello, my name is _____, calling on behalf of The Bonham Group Market Research Company. We are conducting a brief survey about college sports and would like to include your opinions. Let me assure you that all of your answers will be kept strictly confidential and I will not attempt to sell you anything. The survey will only take about 15 minutes.

1. Please rate your interest in the following sports on a scale of 1-10 where 10 means Very Interested and 1 means Not Interested At All. *[READ & ROTATE; ALWAYS ASK "A" FIRST]*
 - a. College Football *[THANK & TERMINATE INTERVIEW IF RATING = 3 OR LOWER]*
 - b. Men's College Basketball
 - c. Women's College Basketball
 - d. Men's College Baseball
 - e. H.S. Football

2. What is your ethnic origin? Is it...*[READ & ROTATE LIST]*
 - a. White
 - b. African-American
 - c. Hispanic
 - d. Asian
 - e. Other

3. Please rate the **academic** reputation of the following Universities on a scale of 1-10 where 10 means Excellent and 1 means Poor. *[READ & ROTATE]*
 - a. Baylor
 - b. TCU
 - c. Texas A&M
 - d. Texas Tech
 - e. University of Texas

4. Please rate the reputation of the **sports or athletic programs** of the following Universities on a scale of 1-10 where 10 means excellent and 1 means poor. *[READ & ROTATE]*
 - a. Baylor
 - b. TCU
 - c. Texas A&M
 - d. Texas Tech
 - e. University of Texas

5. Let's focus specifically on college football. What is your favorite college football team?
[Record] _____ [TOP 25 LIST OF COLLEGE FOOTBALL TEAMS AND ALL TEXAS UNIVERSITIES WILL BE PRECODED]

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6. Using a scale of 1-10 where 10 means Very Big Fan and 1 means Not A Fan At All, how would you rate your interest in the following football teams? *[READ & ROTATE ONLY SCHOOLS THAT WERE NOT PREVIOUSLY MENTIONED IN Q.5]*
- a. Texas Tech
 - b. University of Texas
 - c. Texas A&M
 - d. TCU
 - e. Baylor
7. *[IF Q.5=NONE, SKIP TO Q.8]* And how would you rate your interest in (Favorite Team) football on that same scale?
- [Record]* _____
8. I am going to read you a list of ways people tend to follow college football. Thinking specifically about **Texas Tech** football, please tell me whether you follow the team Almost Always, Sometimes or Hardly Ever by... *[READ & ROTATE LIST]*
- a. Reading the newspaper
 - b. Logging onto Texas Tech's website
 - c. Listening to radio game broadcasts
 - d. Watching TV broadcasts of games
 - e. Talking with family and friends
 - f. Through Hispanic newspapers and radio stations
 - g. Listening to sports radio talk shows
9. About how many Texas Tech home football games did you attend this past season? Your best guess is fine. *[IF NONE, SKIP TO Q.24]*
- [RECORD]* _____
10. How many of these games did you arrive after halftime?
- [RECORD]* _____
11. I am going to read you a list of reasons why people attend Texas Tech football games. After all reasons have been read, please select **three** that best describe why you attend Texas Tech football games. *[READ & ROTATE LIST; REPEAT LIST IF NECESSARY]*
- a. To support my home team
 - b. I grew up on Texas Tech football
 - c. It's something entertaining to do in Lubbock
 - d. To watch a competitive football game
 - e. To be part of a social scene with friends

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12. With whom do you typically attend Texas Tech football games? Do you typically attend with a _____? *[READ & ROTATE LIST]*
- a. Spouse or Significant Other
 - b. Friend
 - c. Child
 - d. Sibling or Close Relative
13. In total, about how many people attend a Texas Tech football game with you?
[RECORD] _____
14. About how many miles do you travel to reach Jones Stadium from your place of residence?
[RECORD] _____
15. How early do you arrive at Jones Stadium or its surrounding area before the start of a Texas Tech football game? *[READ LIST]*
- a. Less than one half hour
 - b. About one hour
 - c. 1-2 hours
 - d. 2-3 hours
 - e. More than 3 hours
16. Do you tailgate Very Often, Occasionally or Hardly Ever prior to Texas Tech football games?
- a. Very Often
 - b. Occasionally
 - c. Hardly Ever
17. Do you visit Raider Alley Very Often, Occasionally or Hardly Ever prior to Texas Tech football games? *[If Q.17=c, Skip to Q.20]*
- a. Very Often
 - b. Occasionally
 - c. Hardly Ever
18. Using a scale of 1-10 where 10 means Enjoy A Lot and 1 means Did Not Enjoy At All, please rate the (your) _____ at Raider Alley? *[Use 'your' for overall experience]*
- a. Music
 - b. Food
 - c. Interactive Activities
 - d. Overall Experience

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19. Would having tables and chairs available for seating make Raider Alley more enjoyable?
- a. Yes
 - b. No
20. Do you tend to leave the campus immediately after a Texas Tech football game, or do you typically wait until the traffic clears up?
- a. Leave Immediately
 - b. Wait for traffic to clear
21. Using a scale of 1-10 where 10 stands for Excellent and 1 stands for Poor, how would you rate the following aspects of attending a Texas Tech football game. *[Read & Rotate List]*
- a. Crowd Enthusiasm
 - b. Quality of Stadium Food
 - c. Variety of Stadium Food
 - d. Band Performance
22. How **helpful** were Tech's _____ last season? Please select a number from 1-10 where 10 means Very Helpful and 1 means Not Helpful At All.
- a. Parking or Transportation Staff
 - b. Ushers
23. How **friendly** were Tech's _____ last season? Please select a number from 1-10 where 10 means Very Friendly and 1 means Not Friendly At All.
- a. Parking or Transportation Staff
 - b. Ushers
24. Do you own a season ticket to Texas Tech football games? *[If Q.24=a, Skip to Q.27]*
- a. Yes
 - b. No
25. In the past year, have you considered purchasing season tickets for Texas Tech football games?
- a. Yes
 - b. No
26. In the past year, have you ever purchased an individual game ticket to Texas Tech football?
[If Q.26=b, Skip to 28]
- a. Yes
 - b. No

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27. How satisfied were you with the level of customer service that you received from Tech's ticket staff last season? Please select a number from 1-10 where 10 means Very Satisfied and 1 means Not Satisfied At All. *[Skip to Q.29]*

[RECORD] _____

28. I am going to read you several reasons why some people have not purchased season tickets for Texas Tech football. After all reasons have been read, please select **three** that best describe why you have not purchased season tickets to Texas Tech football. *[READ AND ROTATE; REPEAT LIST IF NECESSARY]*

- a. I am not that big of a fan
- b. The team is not winning enough
- c. The tickets are too expensive
- d. I'm too busy with my children's activities
- e. I don't know where to buy them
- f. The games are not that exciting

29. Are you Very Familiar, Somewhat Familiar or Not At All Familiar with traditions surrounding Texas Tech football games? *[If Q.29=C, SKIP TO Q.31]*

- a. Very Familiar
- b. Somewhat Familiar
- c. Not At All Familiar

30. Please describe some of these traditions. *[DO NOT READ LIST. CATEGORIZE RESPONSES. PLEASE CLARIFY ANY MENTION OF SADDLE TRAMPS]*

- a. Masked Rider
- b. Saddle Tramps Bell Circle
- c. Football Team Touching Bronzed Saddle
- d. Ringing of Victory Bell by Saddle Tramps
- e. Wrapping of Will Rogers Statue on the Thursday before every home game
- f. Other _____

31. *[DO NOT ASK SEASON TICKET HOLDERS; SKIP TO Q.35]* Texas Tech had 8 home football games last season. What is your best guess as to the **average** cost for one season ticket for all eight games?

[RECORD] _____

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32. Texas Tech introduced football mini-season ticket packages last season. One particular package featured 3 Tech home games, of which one was against perennial powerhouse Texas. What is your best guess as to the cost of this mini-season ticket package for **one** person to have attended these games?

[RECORD] _____

33. Texas Tech plays on average 6 home games per season. At what realistic cost would you strongly consider purchasing a 6-game season ticket for Texas Tech football?

[RECORD] _____

34. At what realistic cost would you strongly consider purchasing the 3-game mini-season ticket that was previously mentioned?

[RECORD] _____

35. How strongly do you agree with the following statements about Texas Tech football? Please use a scale of 1-10 where 10 means Strongly Agree and 1 means Disagree. Texas Tech football...[READ AND ROTATE LIST]

- a. Is changing for the better
- b. Is a vital part of Lubbock's financial economy
- c. Gives back to my community (Lubbock survey only) / Has a good public service image (Statewide survey)
- d. Enhances the national image of Lubbock, TX
- e. Does a good job of advertising and marketing to me

36. Were you Very Familiar, Somewhat Familiar or Not At All Familiar with Texas Tech's home game schedule last season?

- a. Very Familiar
- b. Somewhat Familiar
- c. Not At All Familiar

37. Have you heard or seen the term "Red & Black Attack" to describe Texas Tech football?

- a. Yes
- b. No

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38. Using a scale of 1-10 where 10 means Strongly Agree and 1 means Disagree, how strongly do you agree with the following statements.

- a. I feel more favorable towards companies and organizations because they sponsor Texas Tech football
- b. I'm more inclined to buy products and services from companies and organizations because they sponsor Texas Tech football

39. Please name a few companies or organizations that sponsor Texas Tech football.

[RECORD] _____

40. Were you aware that _____ is a Texas Tech football sponsor? [READ AND ROTATE COMPANIES THAT WERE NOT PREVIOUSLY MENTIONED IN Q.39]

- a. Covenant Health System
- b. SBC
- c. Southwest Airlines
- d. Coca-Cola
- e. Plains National Bank

41. Would you feel More Favorable, Less Favorable, or About The Same towards Texas Tech football if it were closely associated with: [READ AND ROTATE]

- a. Your church
- b. Youth soccer and other youth sports leagues

42. Texas Tech is considering implementing the following ideas to raise interest in its football team. Using a scale of 1-10 where 10 means Like A Lot and 1 means Don't Like At All, please express how you felt about each idea. [READ AND ROTATE LIST]

- a. Creating bus and plane ticket packages to home games that include pre- and post-game festivities (*Statewide survey only*)
- b. Selling beer in Jones Stadium during games
- c. Having a post-game concert
- d. Hosting Texas Tech football parties at local bars during game broadcasts (*Statewide survey only*)
- e. Promoting marquee players on the team
- f. Creating game day festivities that would include a parade through town (*Lubbock survey only*)

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43. Would you be Very Interested, Somewhat Interested or Not At All Interested in attending Texas Tech football activities like Pep Rallies, Concerts or Parades on a day before an actual game day?
- a. Very Interested
 - b. Somewhat Interested
 - c. Not At All Interested
44. Would you be Very Interested, Somewhat Interested or Not At All Interested in having Texas Tech football tickets available for purchase at...? *[READ AND ROTATE LIST]*
- a. Your local supermarket chain
 - b. Your church
 - c. Bars and restaurants
 - d. Movie theaters
 - e. Texas Tech's website
45. Are you familiar with the terms PSL, Personal Seat License or Donor Base Seating?
- a. Yes
 - b. No
46. [If Q45=b, Begin Here] These terms refer to contributions that fans make to their school athletic program to reserve the right to buy premium seats in a specific area of the team stadium. [If Q45=a, Begin Here] In place of its current Seat Options policy, Texas Tech football is considering creating a Donor Base Seating Program based on annual contributions to the Red Raider Club. The best seats in Jones Stadium would be reserved for the highest level of annual contributions made to the Red Raider Club. Would you be willing to make an annual donation of \$_____ **per ticket** to the Red Raider Club to sit _____ during a Red Raider football game? Keep in mind this donation would **not** include the price of a ticket. *[READ LIST; MULTIPLE RESPONSE]*
- a. \$500 / at midfield
 - b. \$400 / between the 40 & 45 yard markers
 - c. \$300 / between the 30 & 40 yard markers
47. Do you own season tickets for...? *[Read and Rotate List]*
- a. Texas Tech sports other than football
 - b. A pro sports team
 - c. Any arts, cultural or theatrical events
48. *[RECORD GENDER]*
- a. Male
 - b. Female

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49. Which of the following categories best describe your age?

- a. 18-24
- b. 25-34
- c. 35-44
- d. 45-54
- e. 55-64
- f. 65 and up

50. What is the highest level of education you have obtained?

- a. H.S. Grad
- b. Some College
- c. College Graduate
- d. Post Graduate Student
- e. Post Graduate Degree

51. *[if Q.50=a, Skip to Q. 52]* Are you a Texas Tech student or alumni?

- a. Yes
- b. No

52. What is your marital status?

- a. Single
- b. Divorced/Separated
- c. Married
- d. Widowed

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

[RECORD] _____

54. What is your zip code?

[RECORD] _____

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

- a. Yes
- b. No

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56. Which of the following categories best describe your annual household income?

- a. Under \$25,000
- b. \$25,000-\$39,999
- c. \$40,000-\$59,999
- d. \$60,000-\$74,999
- e. \$75,000-\$99,999
- f. \$100,000-\$149,999
- g. \$150,000+

THANK YOU FOR YOUR COOPERATION