



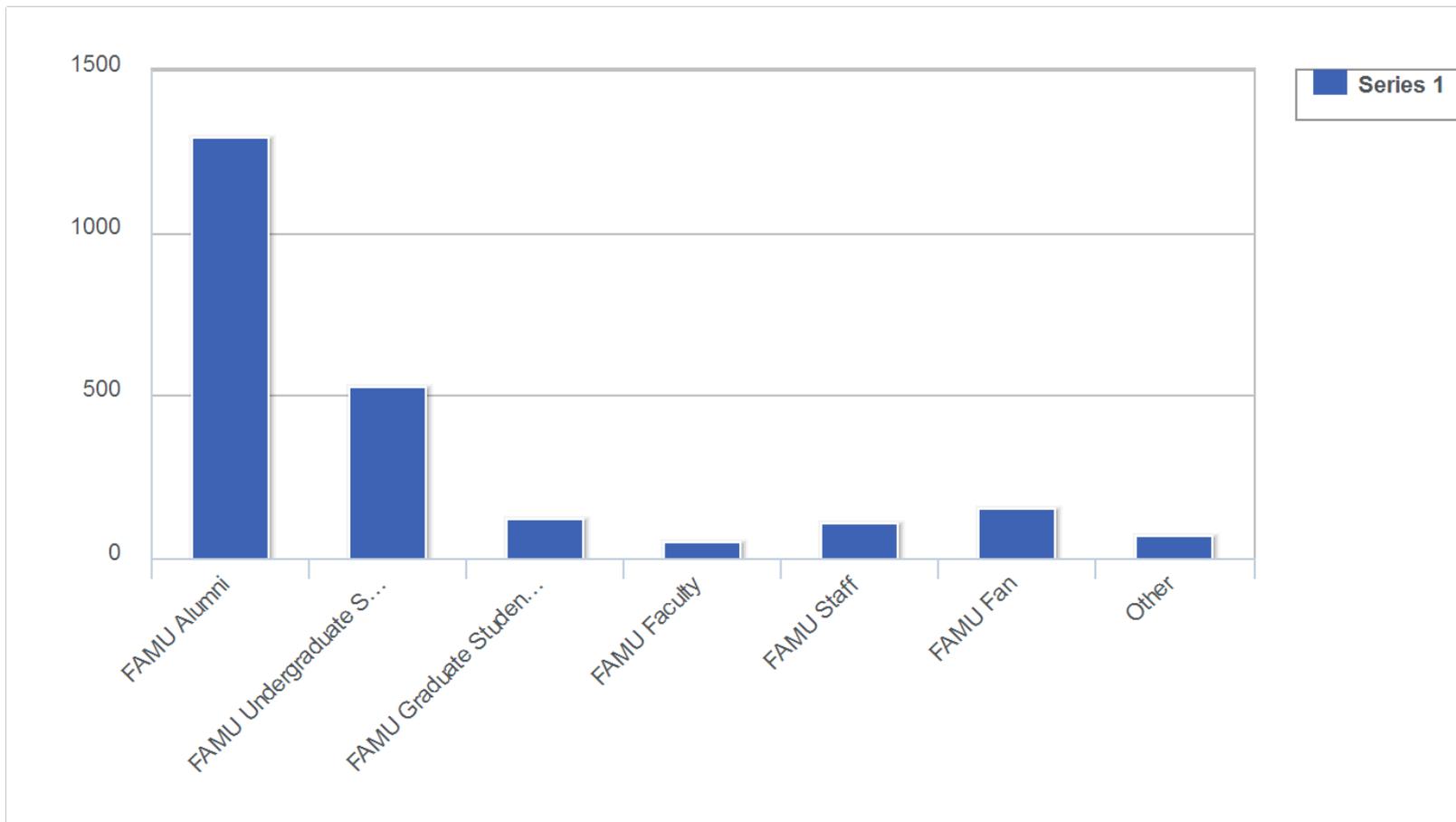
## Building Champions on the Hill Fan Experience Survey

Type: Standard Report

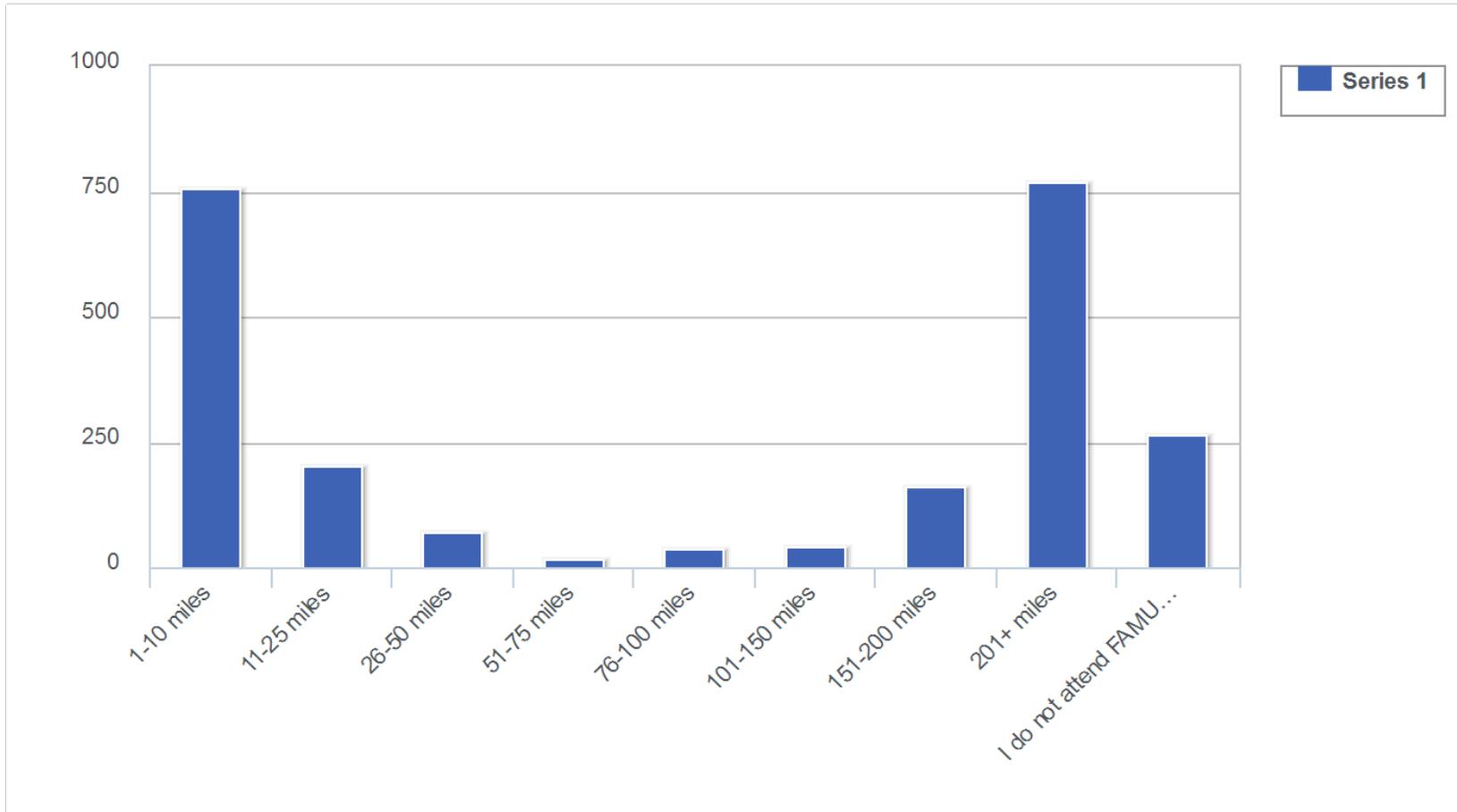
Date: 12/8/2015

Total number of responses collected: 2341

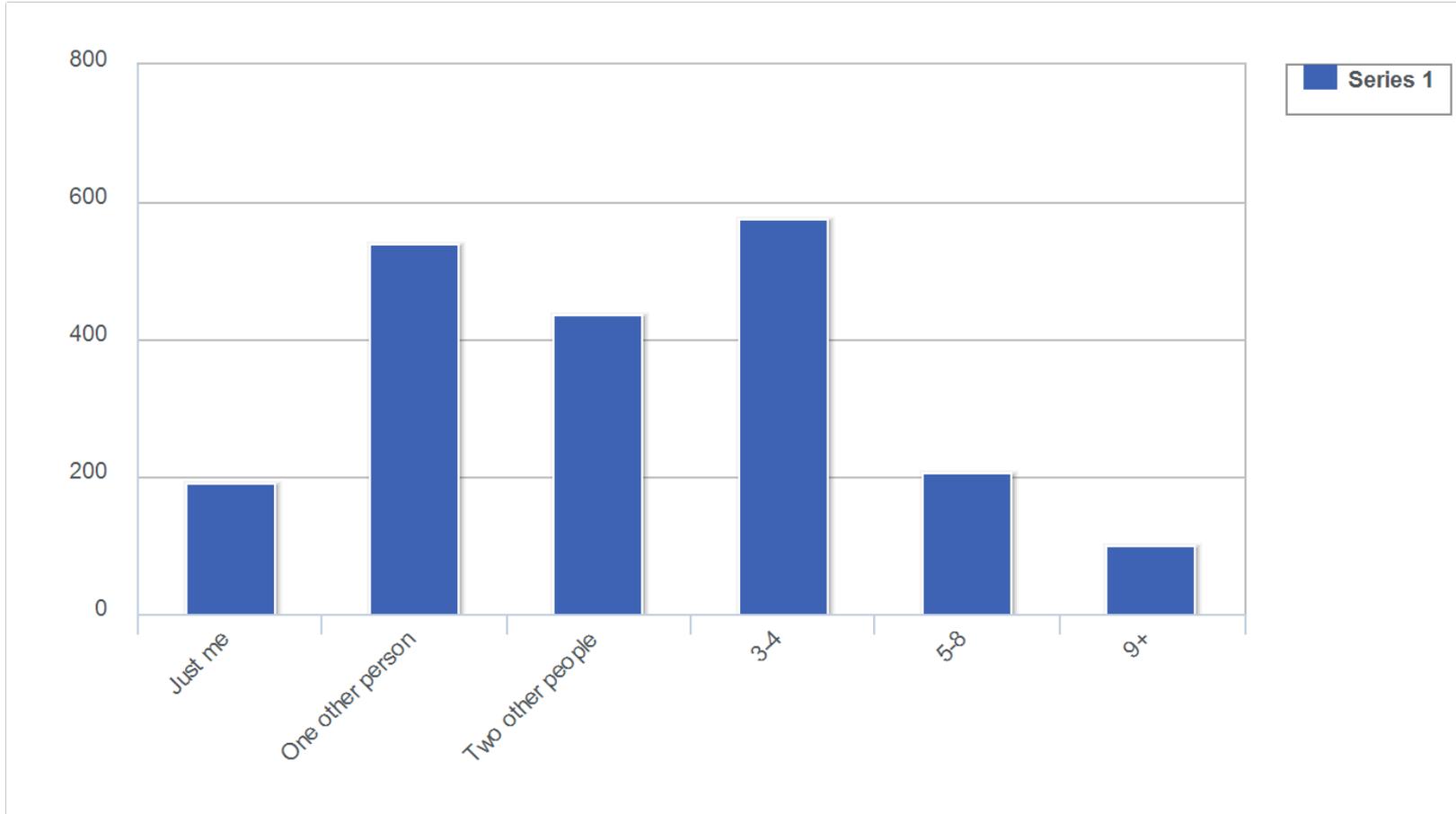
2: Which of the following best describes you?  
(Respondents could only choose a single response)



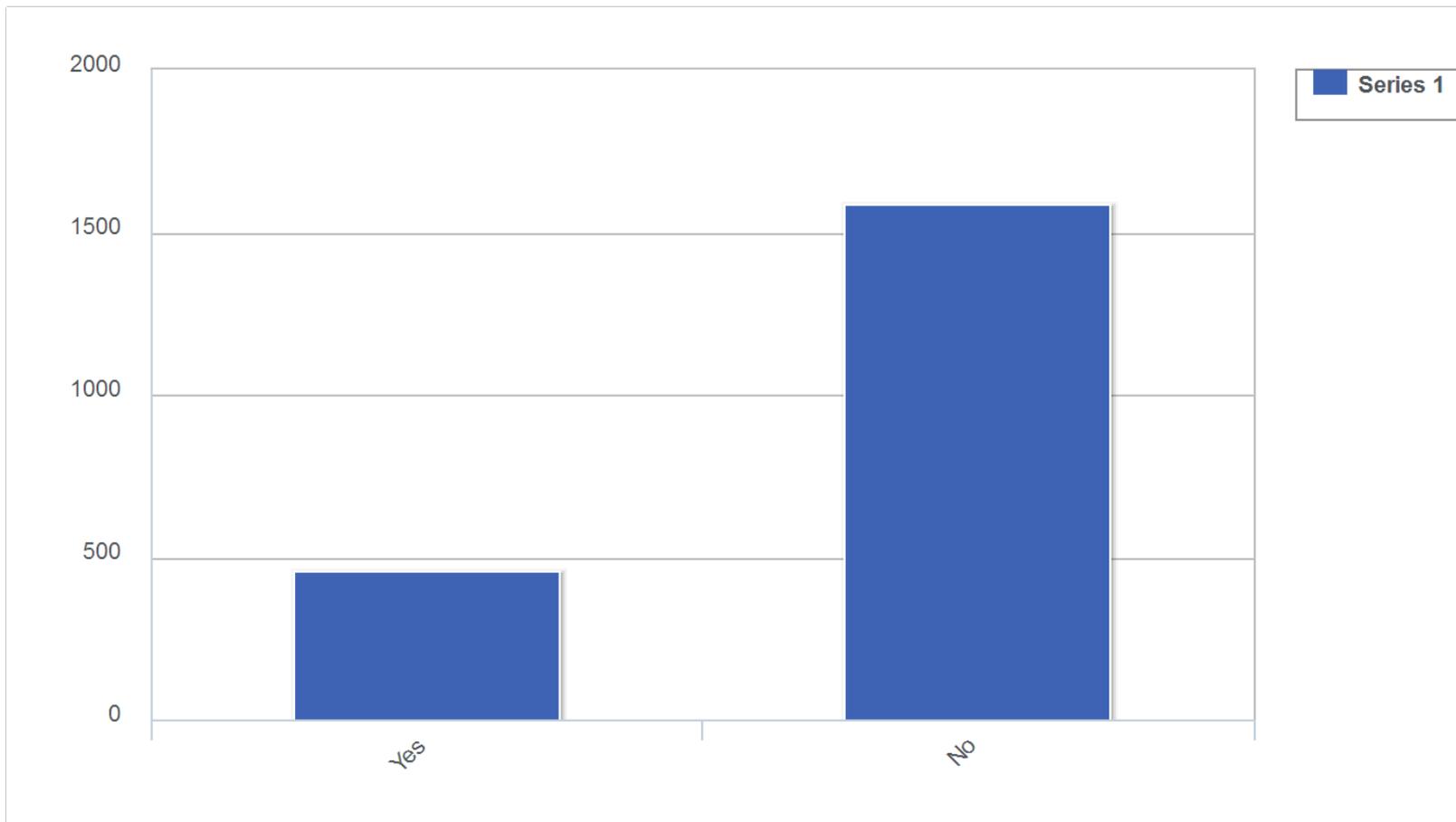
3: How far do you travel to attend a FAMU football game?  
(Respondents could only choose a single response)



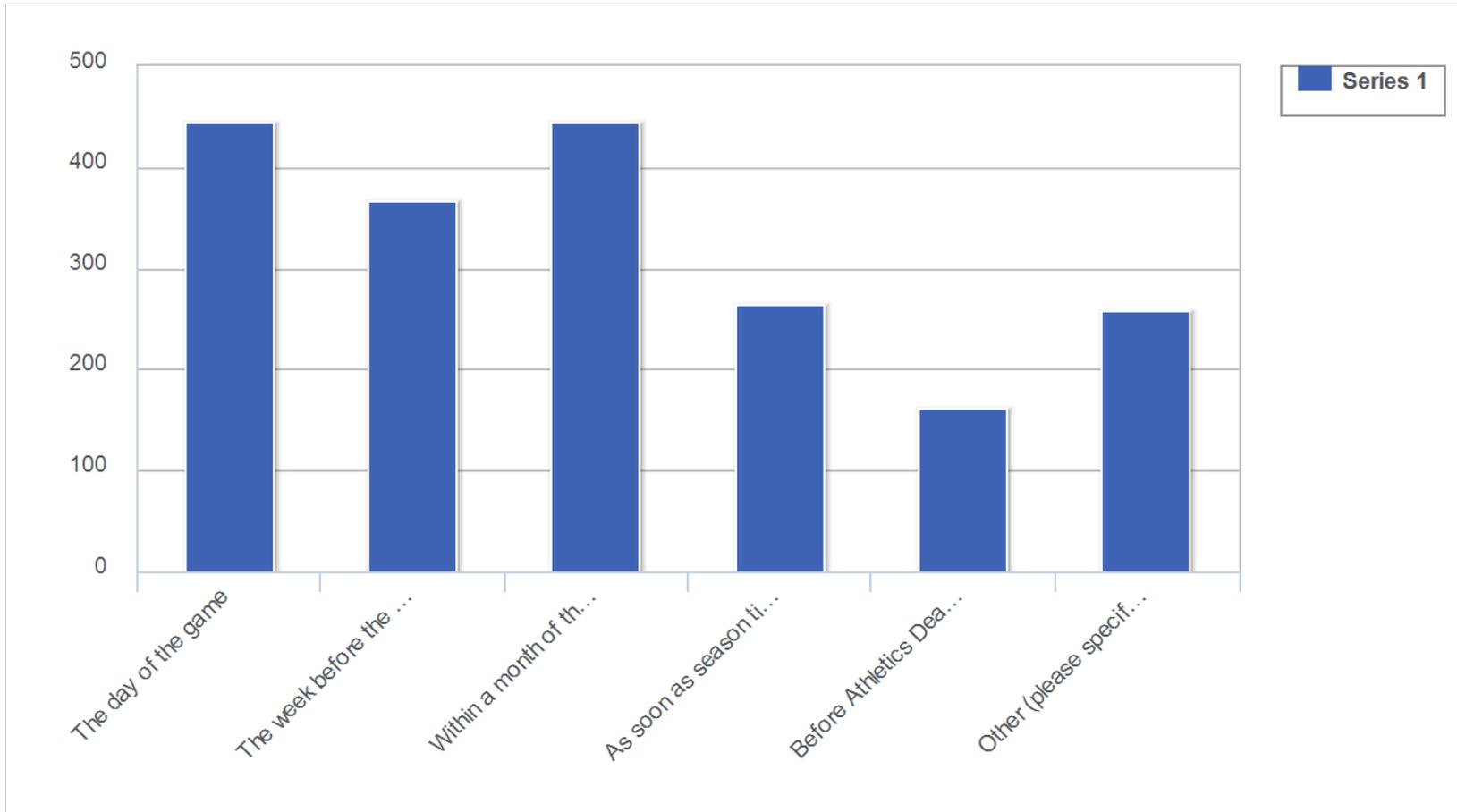
4: How many people attend games with you?  
(Respondents could only choose a single response)



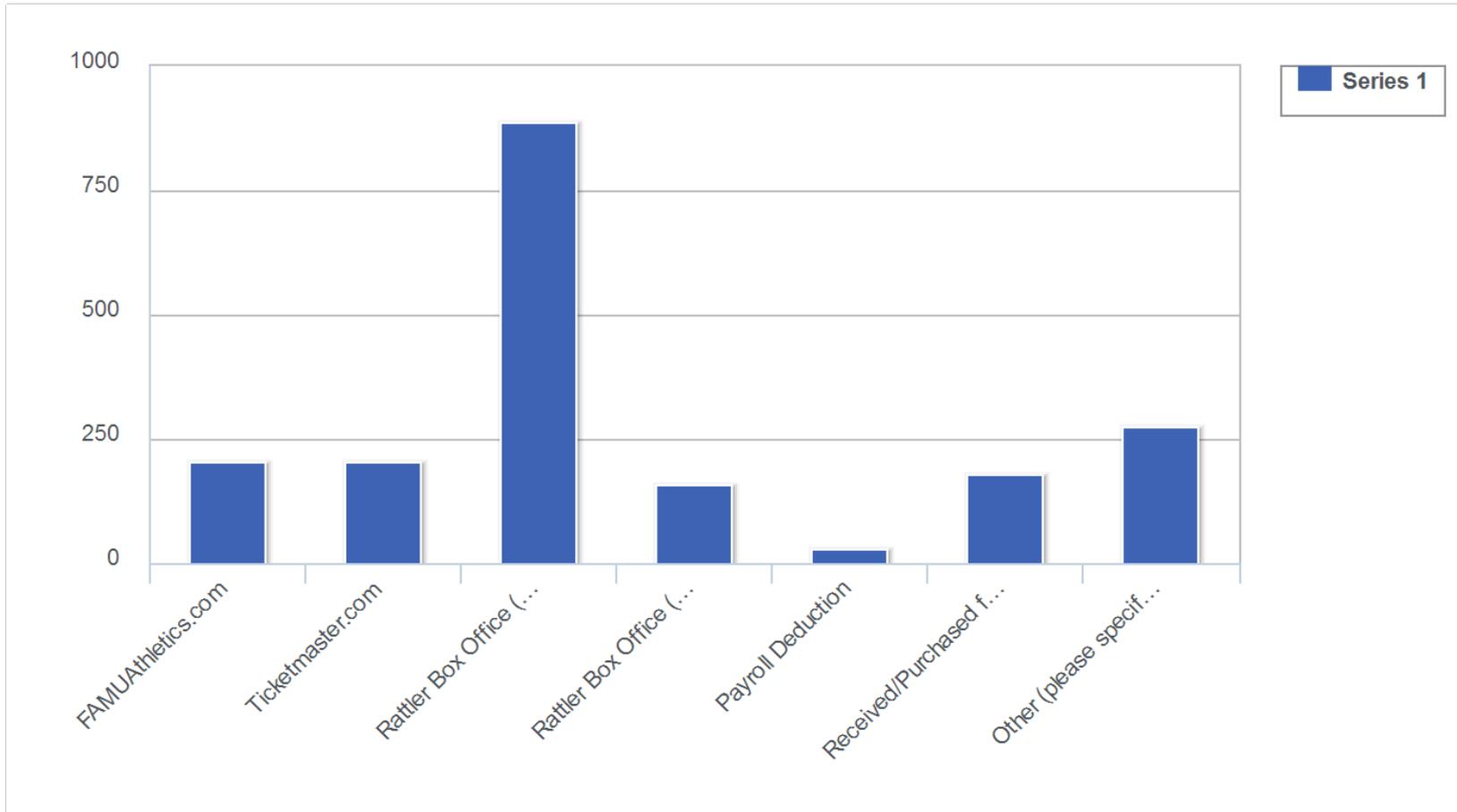
5: Are you a season ticket holder?  
(Respondents could only choose a single response)



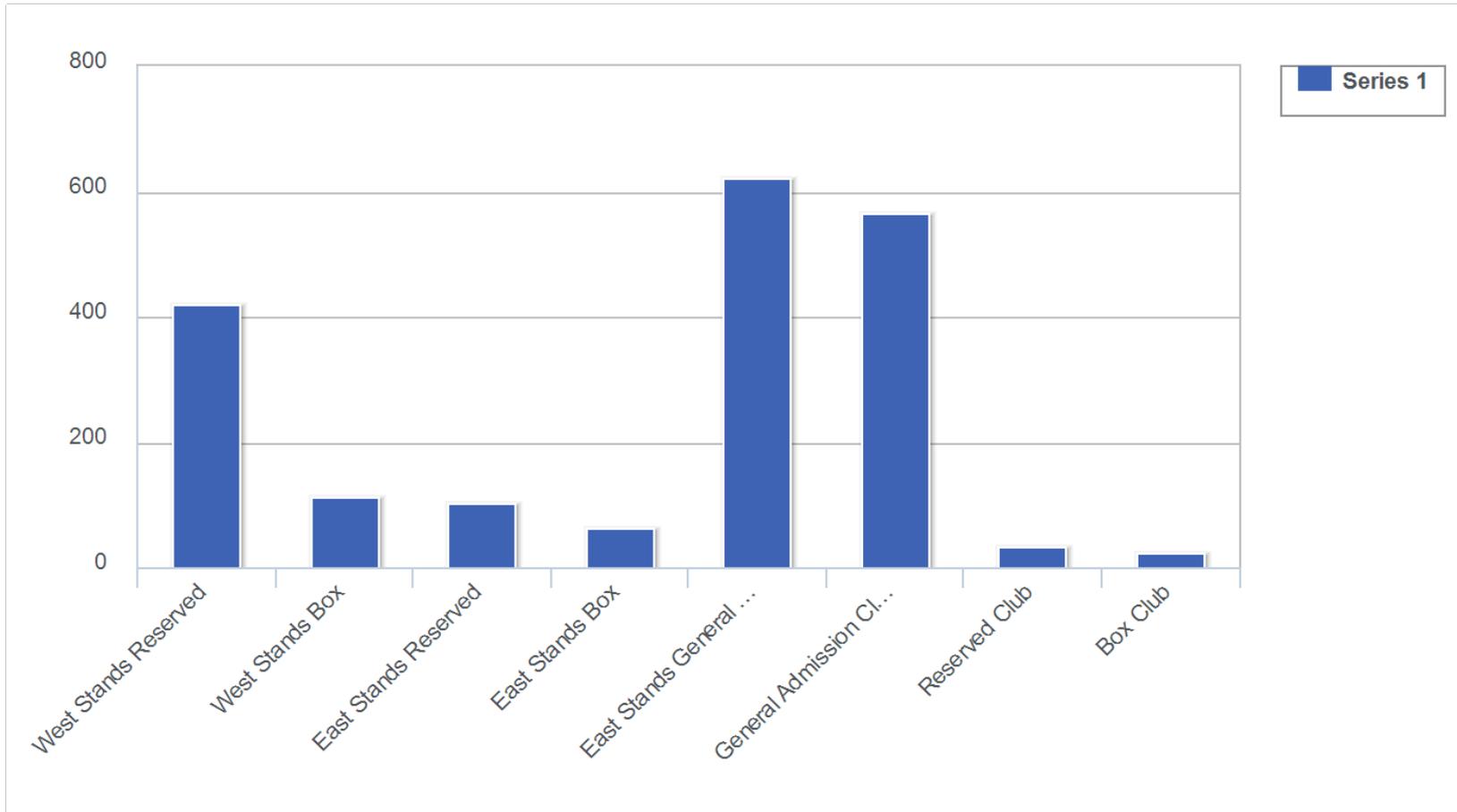
6: When do you typically make your ticket purchase decision?  
(Respondents could only choose a single response)



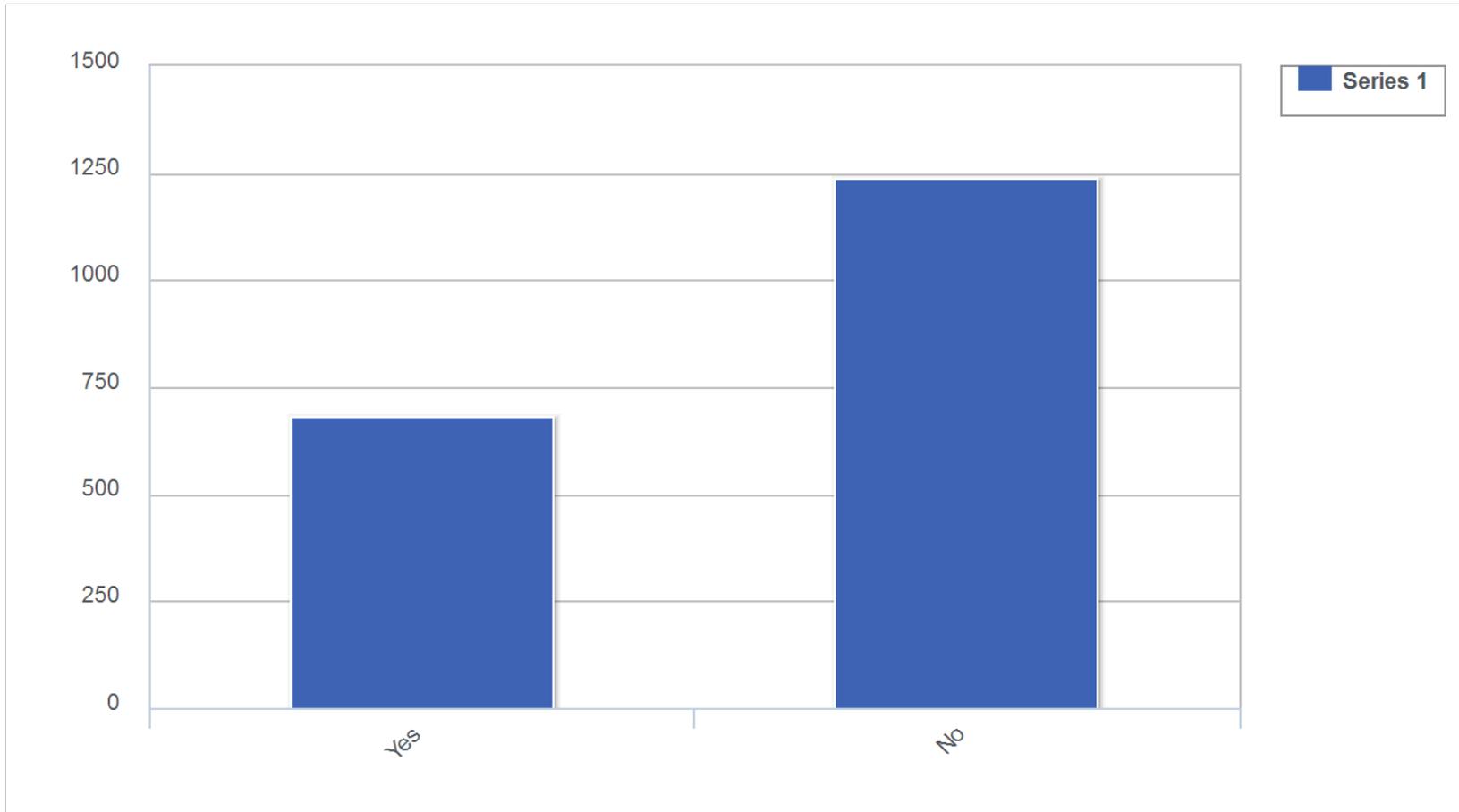
7: How did you acquire your ticket(s)  
(Respondents could only choose a single response)



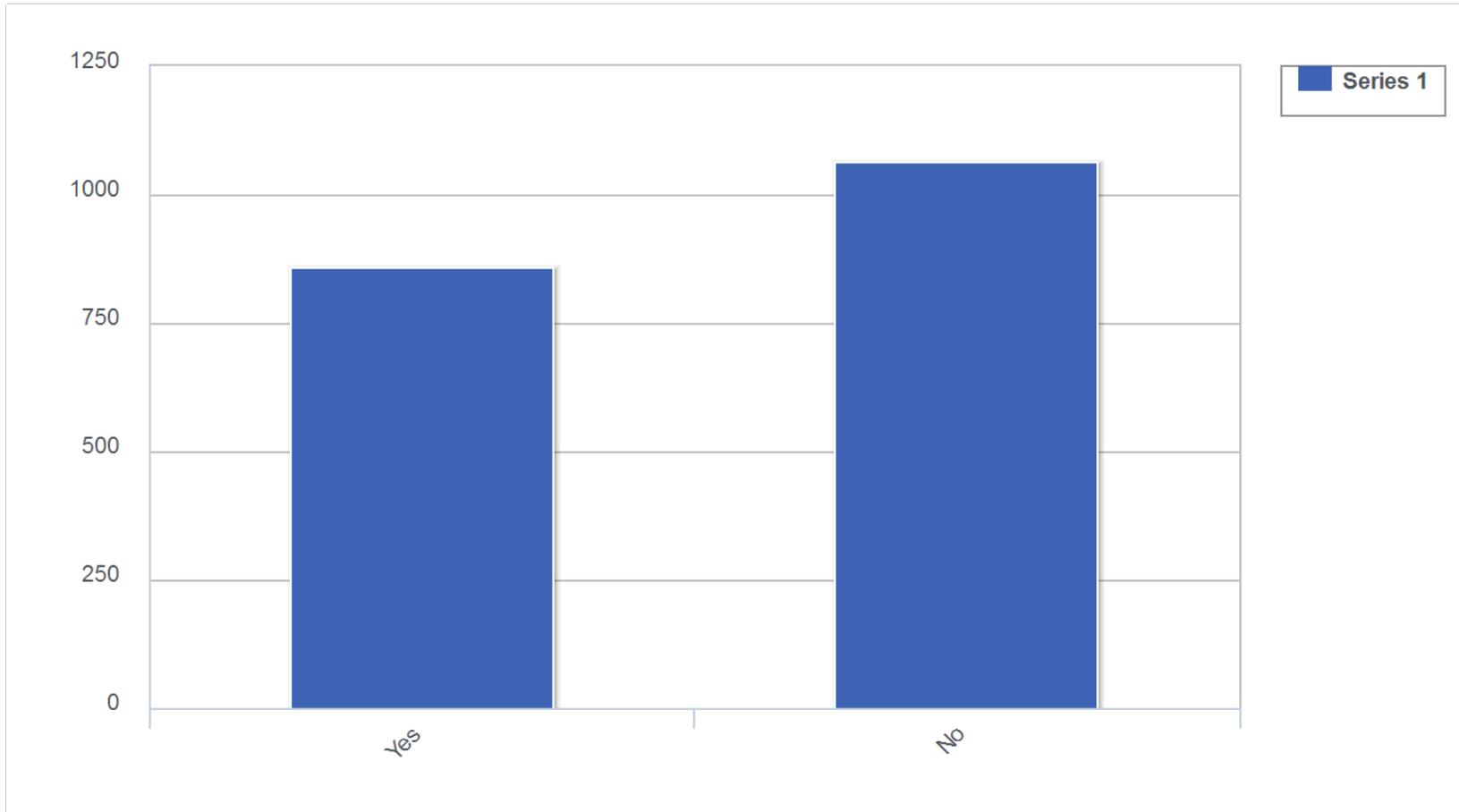
8: Which of the following best describes your ticket seat location?  
(Respondents could only choose a single response)



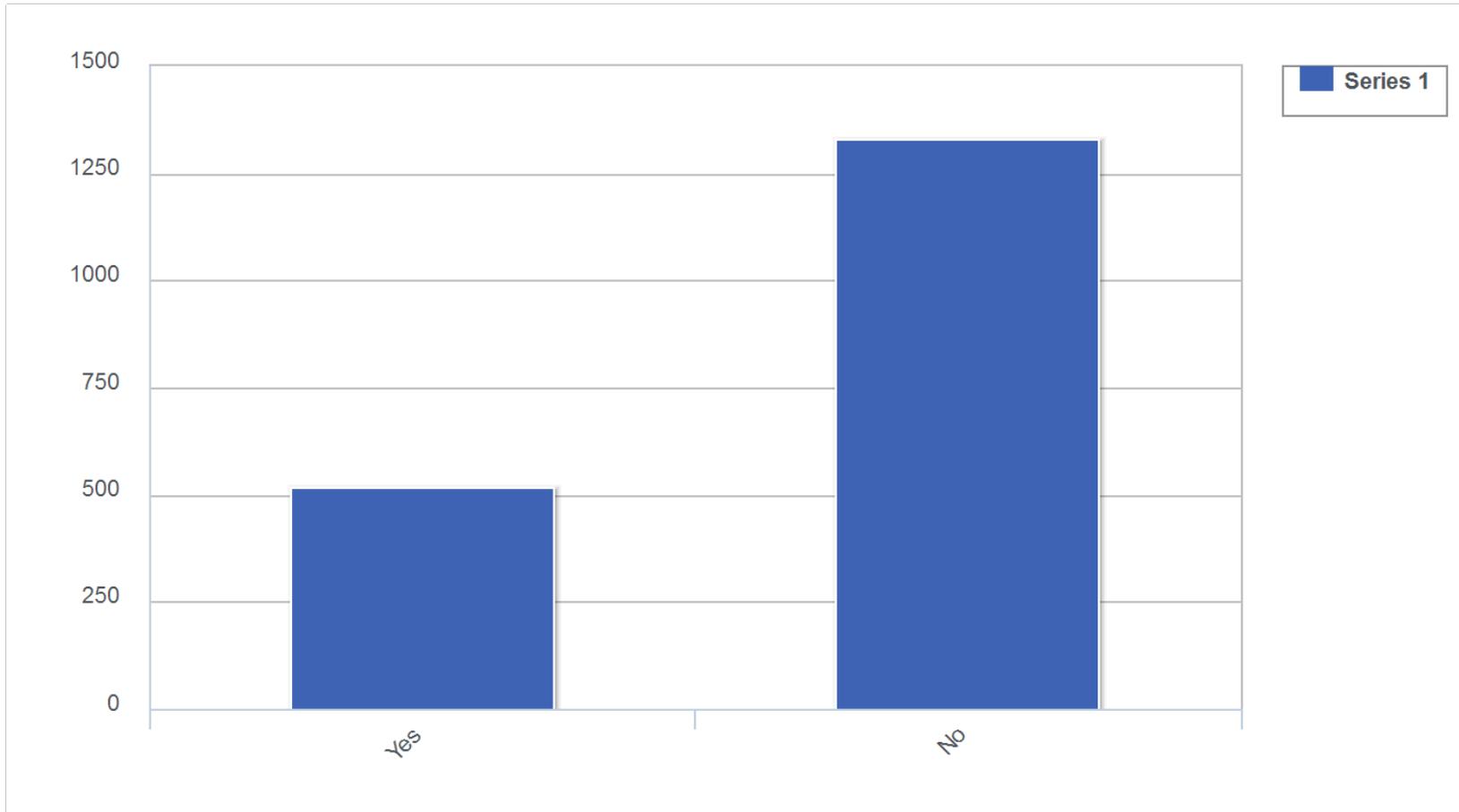
9: Are you aware of opportunities in the North Endzone Club area?  
(Respondents could only choose a single response)



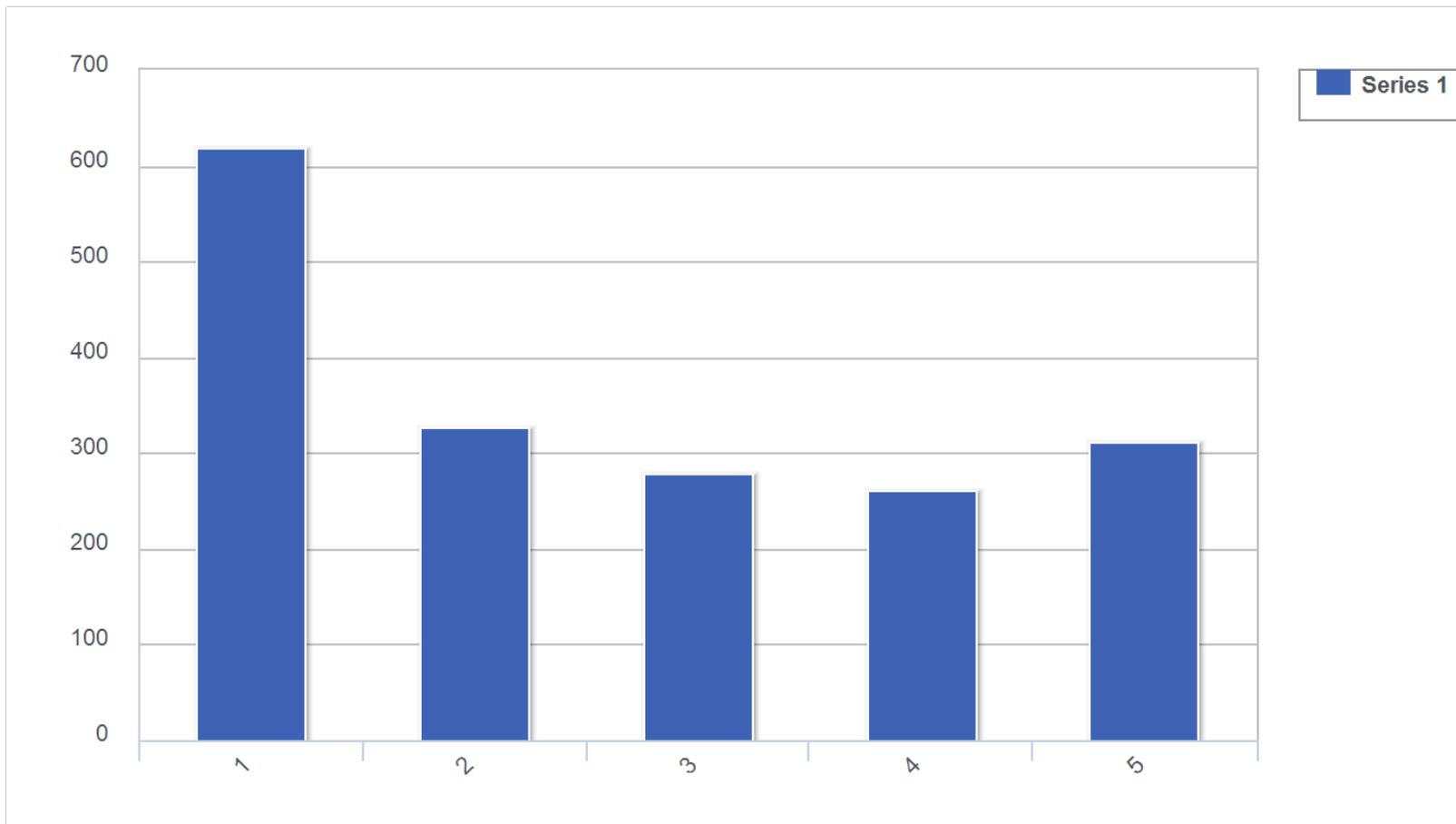
10: Would you like to receive additional information about the North Endzone Club?  
(Respondents could only choose a single response)



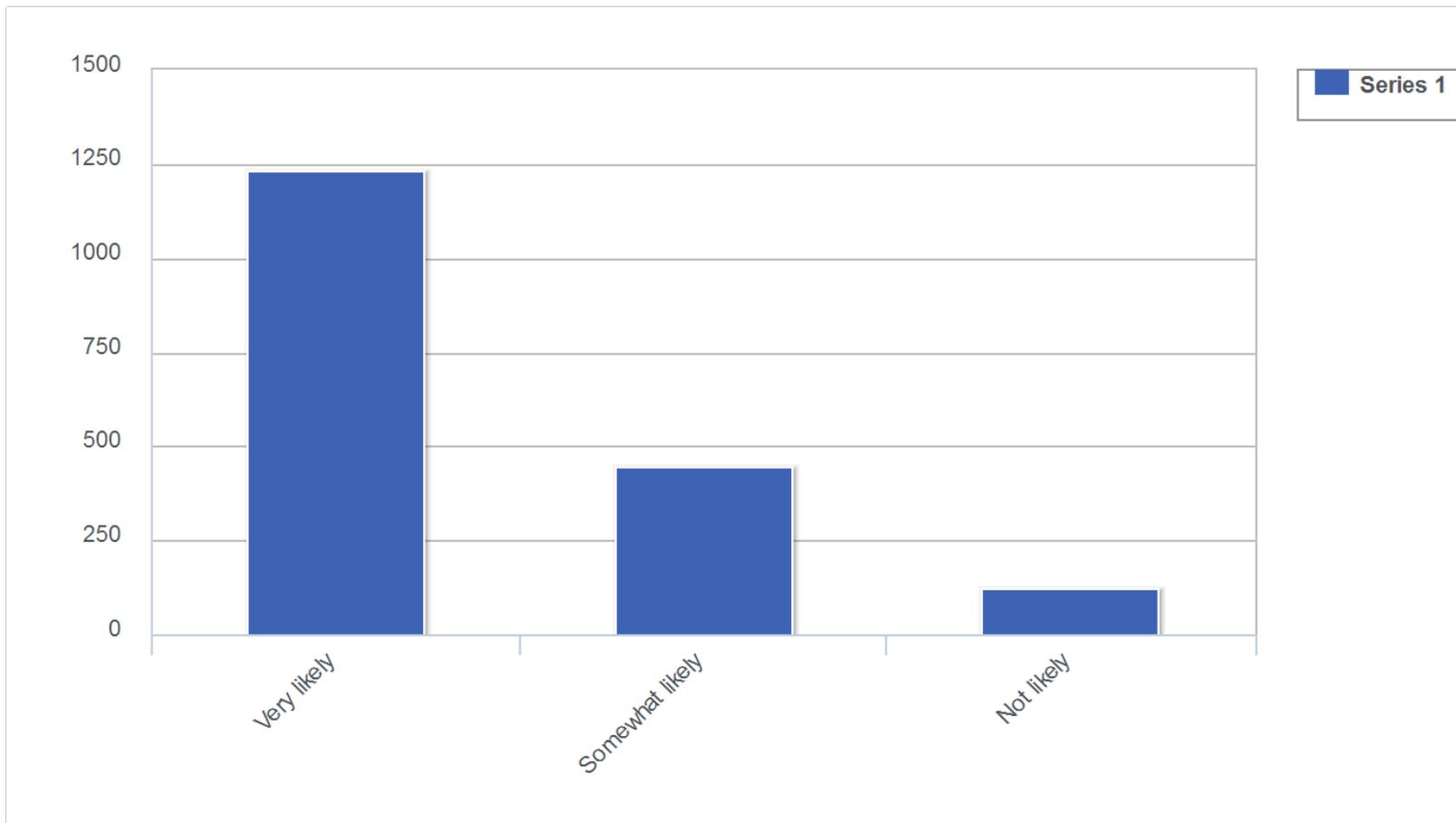
12: Will you purchase access to the North Endzone Club?  
(Respondents could only choose a single response)



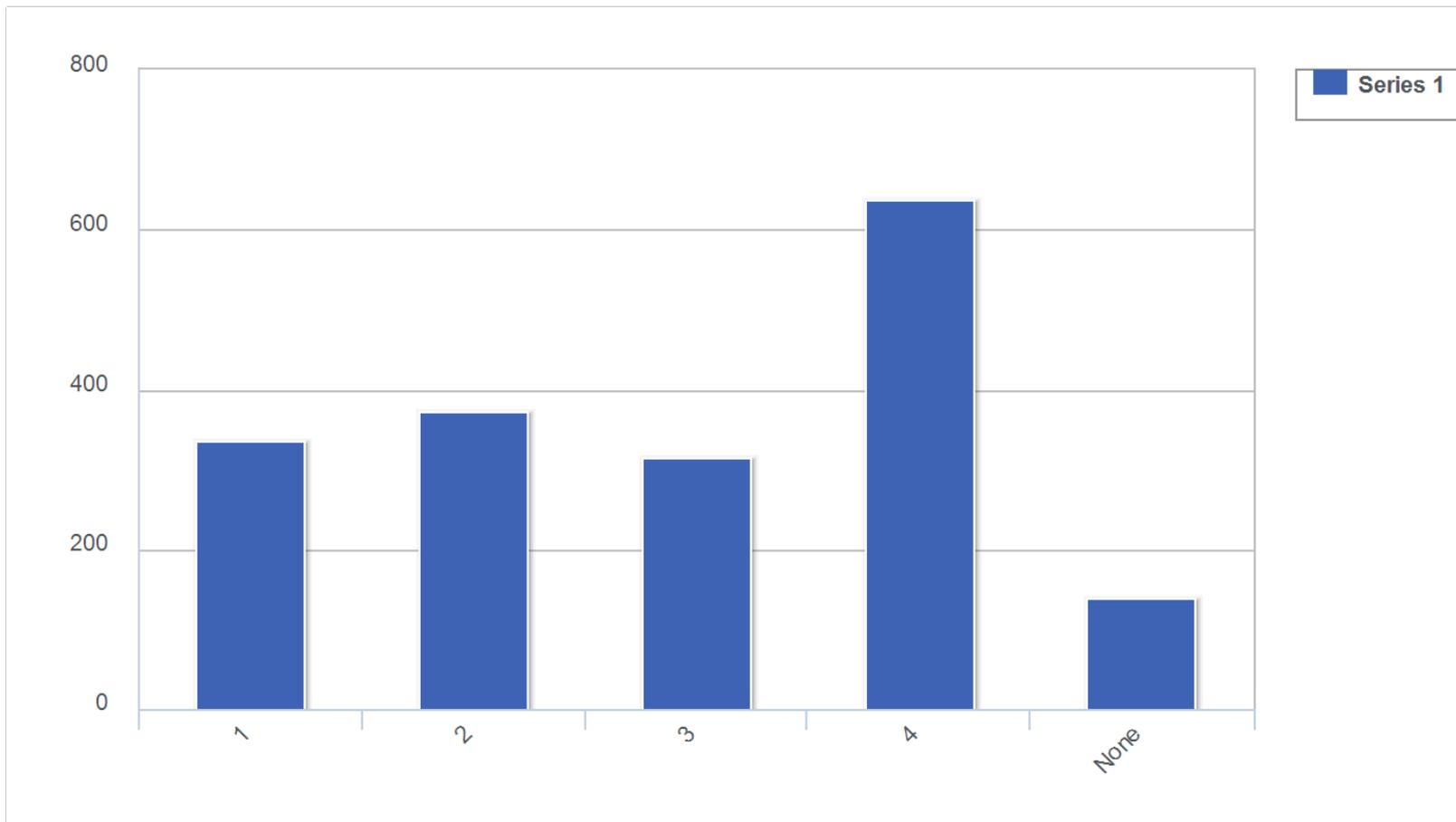
13: How many home games did you attend last season (2014)?  
(Respondents could only choose a single response)



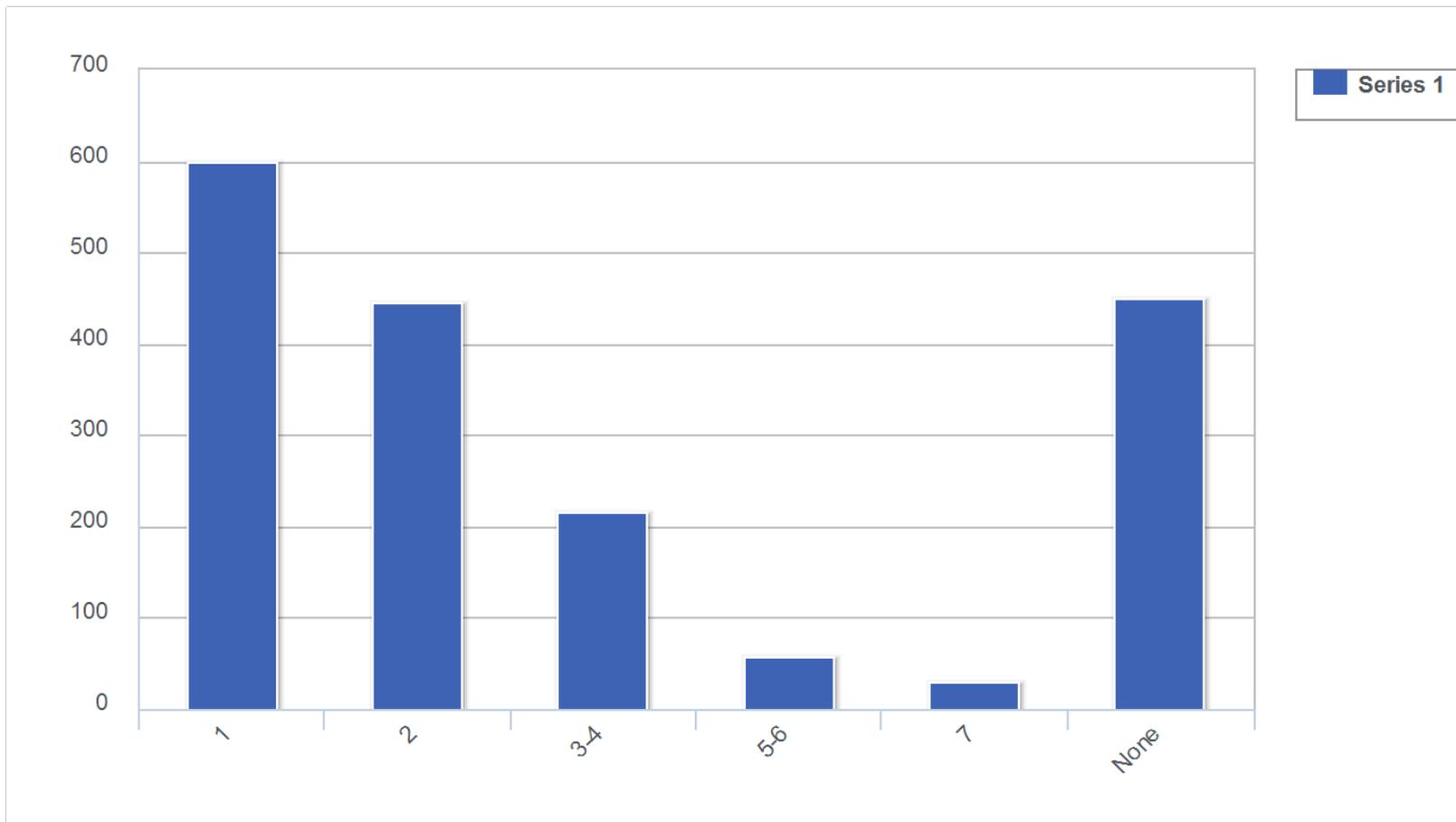
14: How likely are you to return to a game this season (2015)?  
(Respondents could only choose a single response)



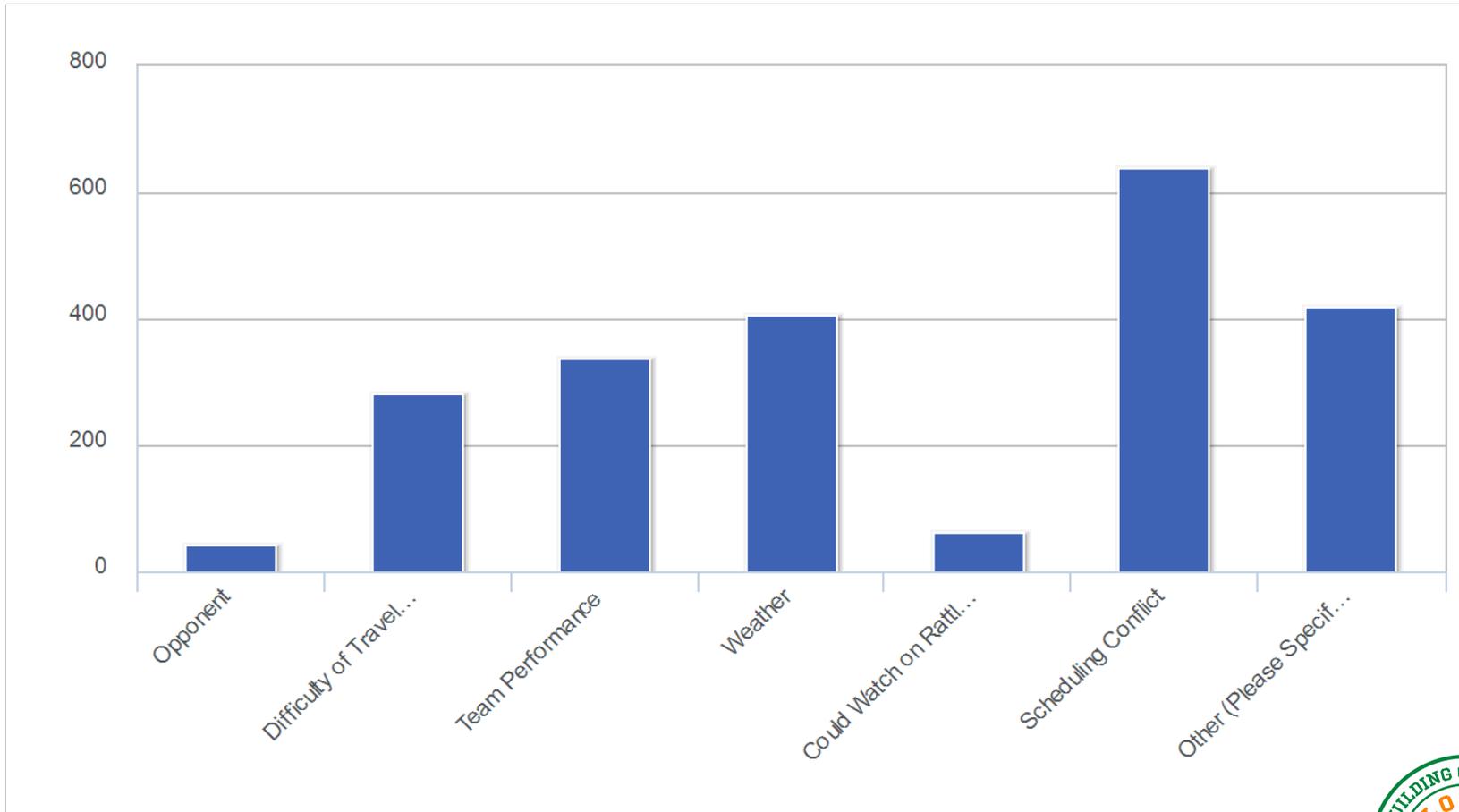
15: How many home games will you likely attend this season (2015)?  
(Respondents could only choose a single response)



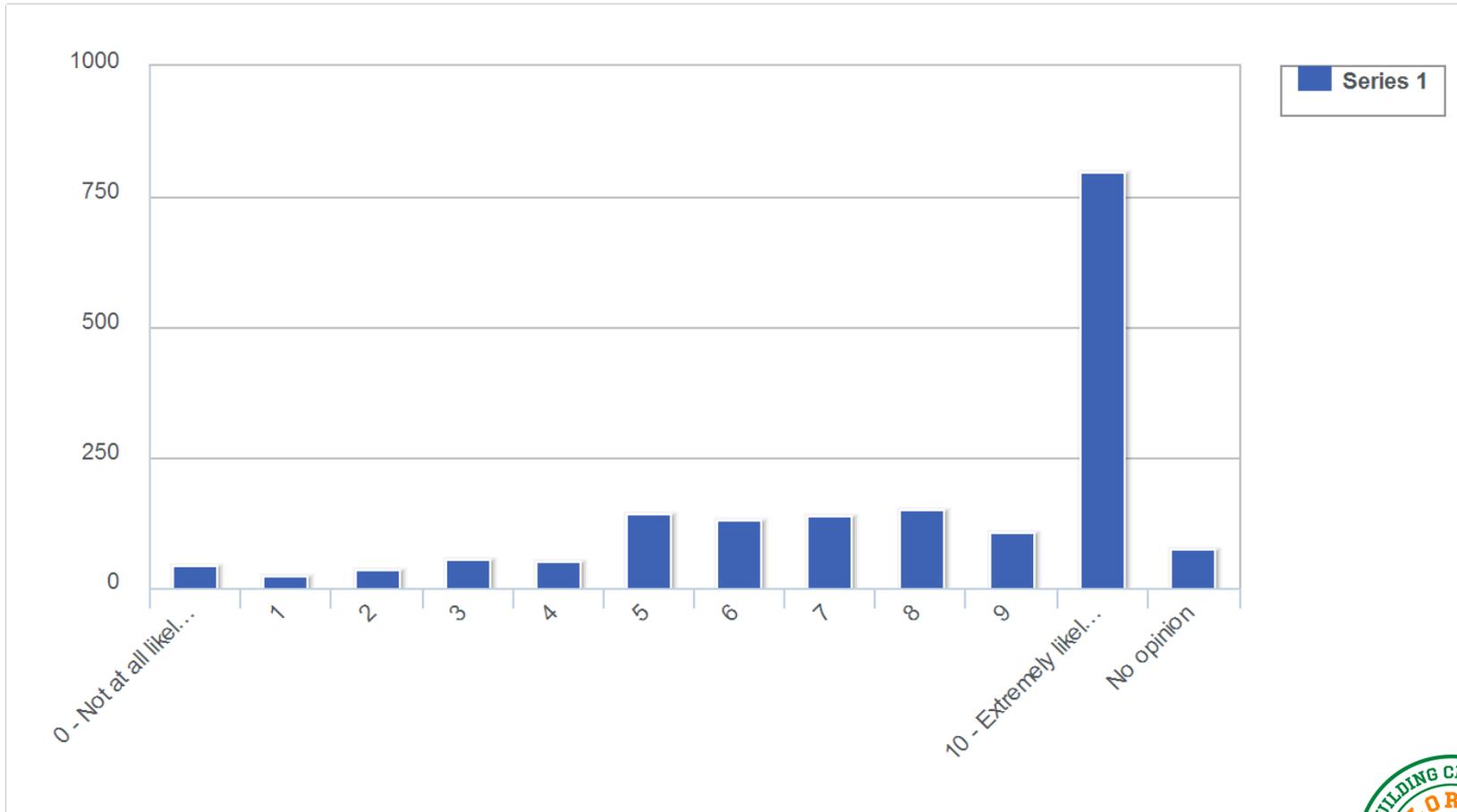
16: How many away games will you likely attend this season (2015)?  
(Respondents could only choose a single response)



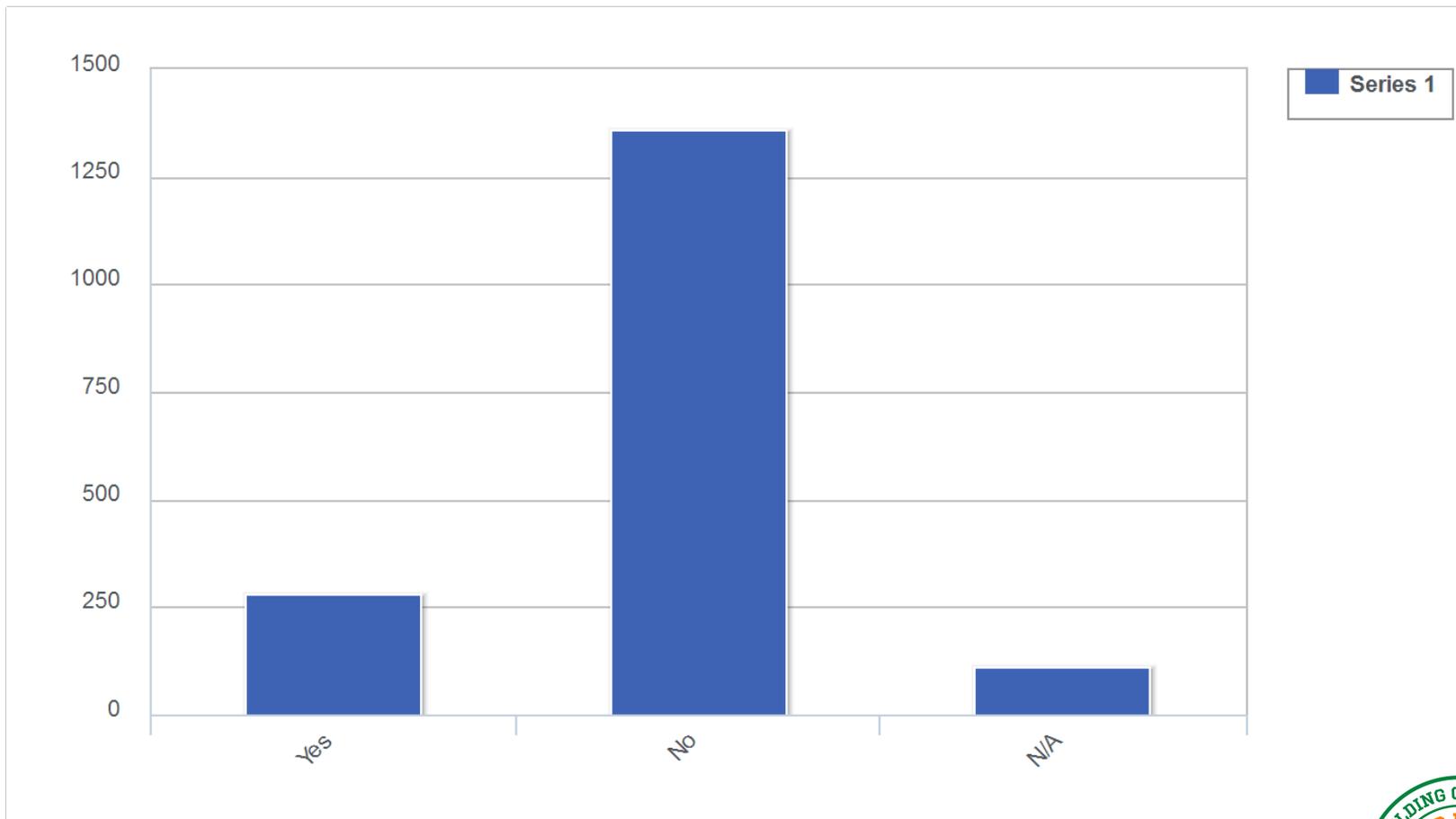
17: If you had tickets for a game in the past that went unused, please list the reasons (choose all that apply)  
(Respondents were allowed to choose multiple responses)



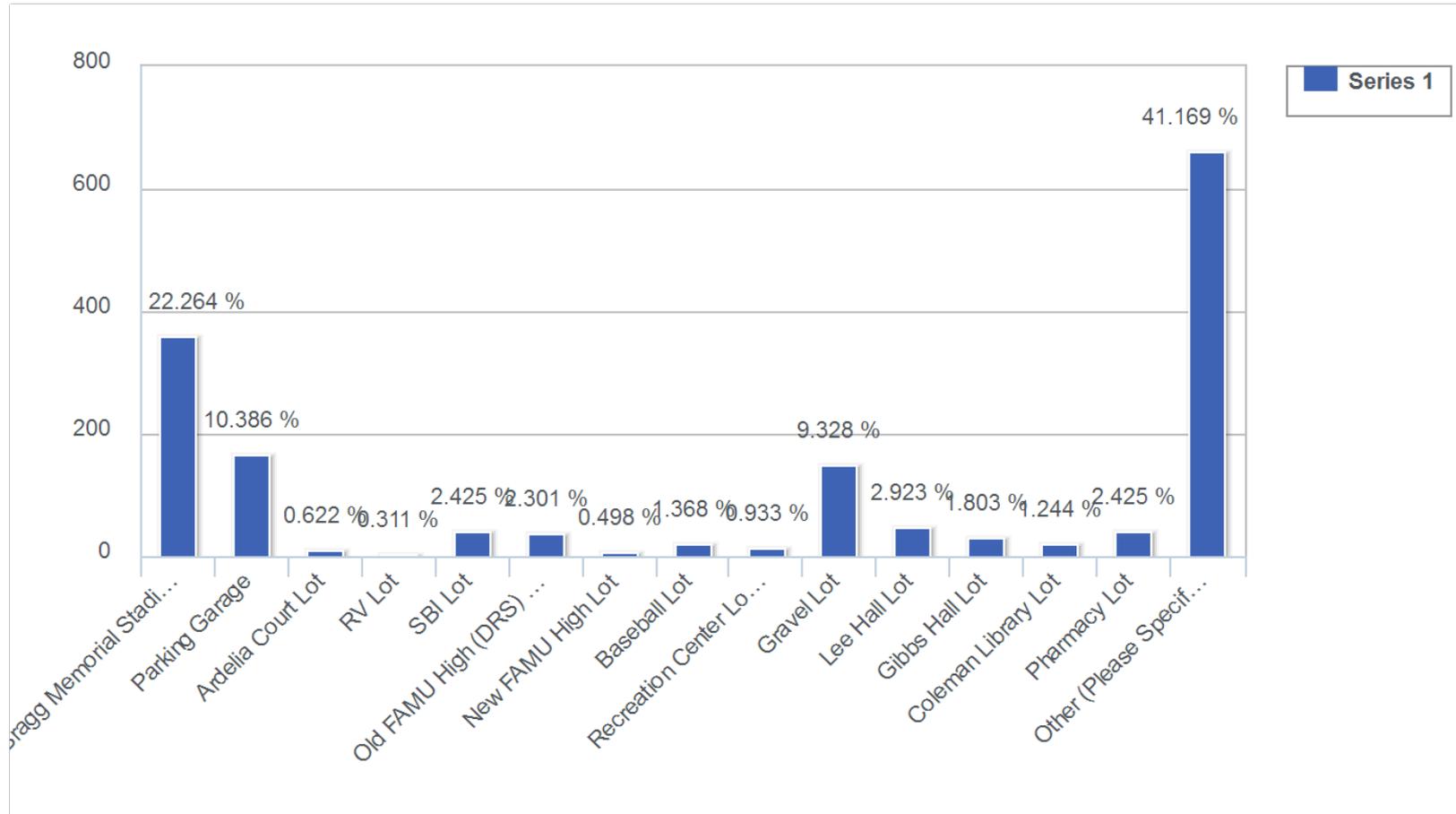
18: How likely are you to recommend attending a game to a friend?  
(Respondents could only choose a single response)



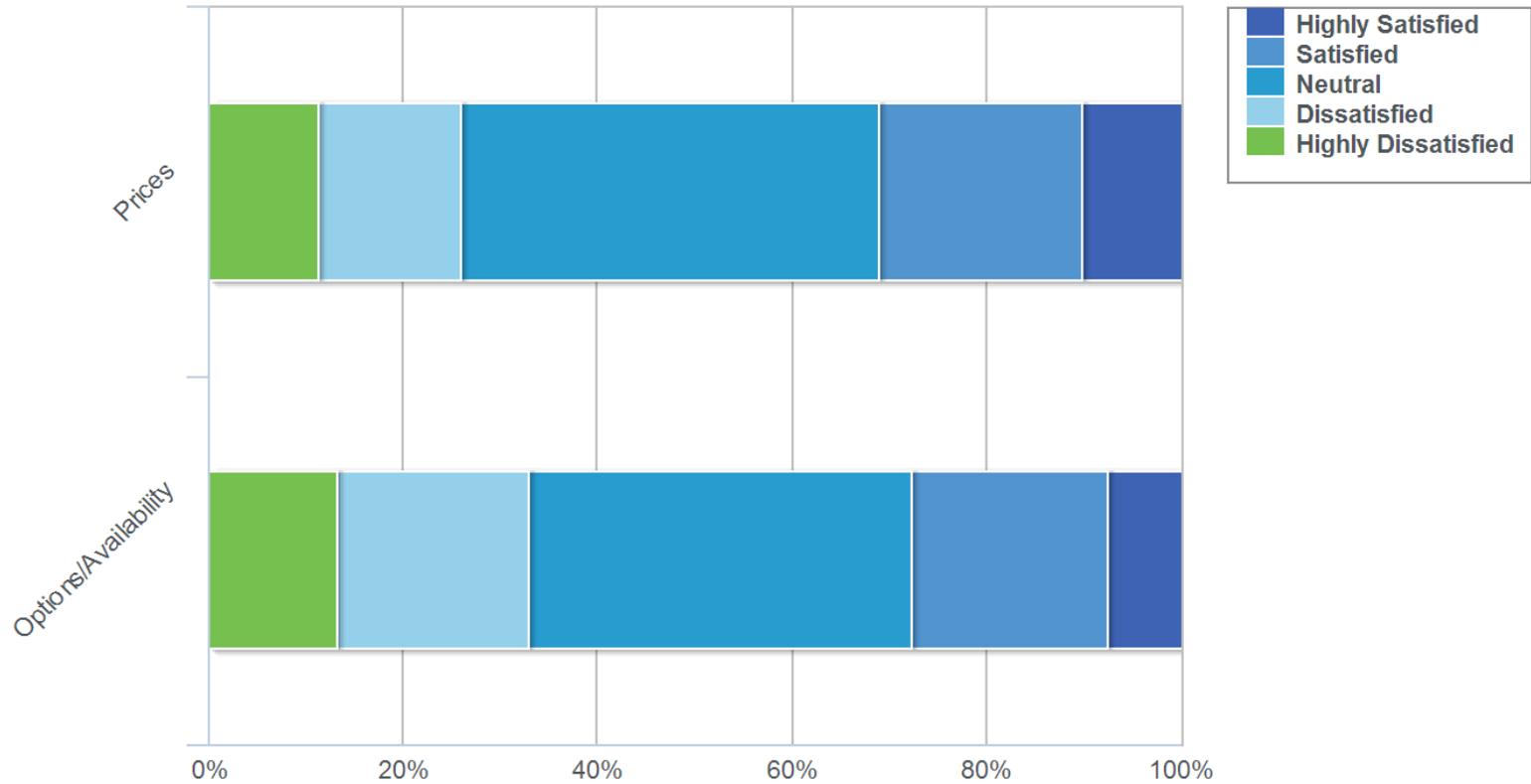
19: When you have attended, have you experienced any problems during a FAMU Football game?  
(Respondents could only choose a single response)



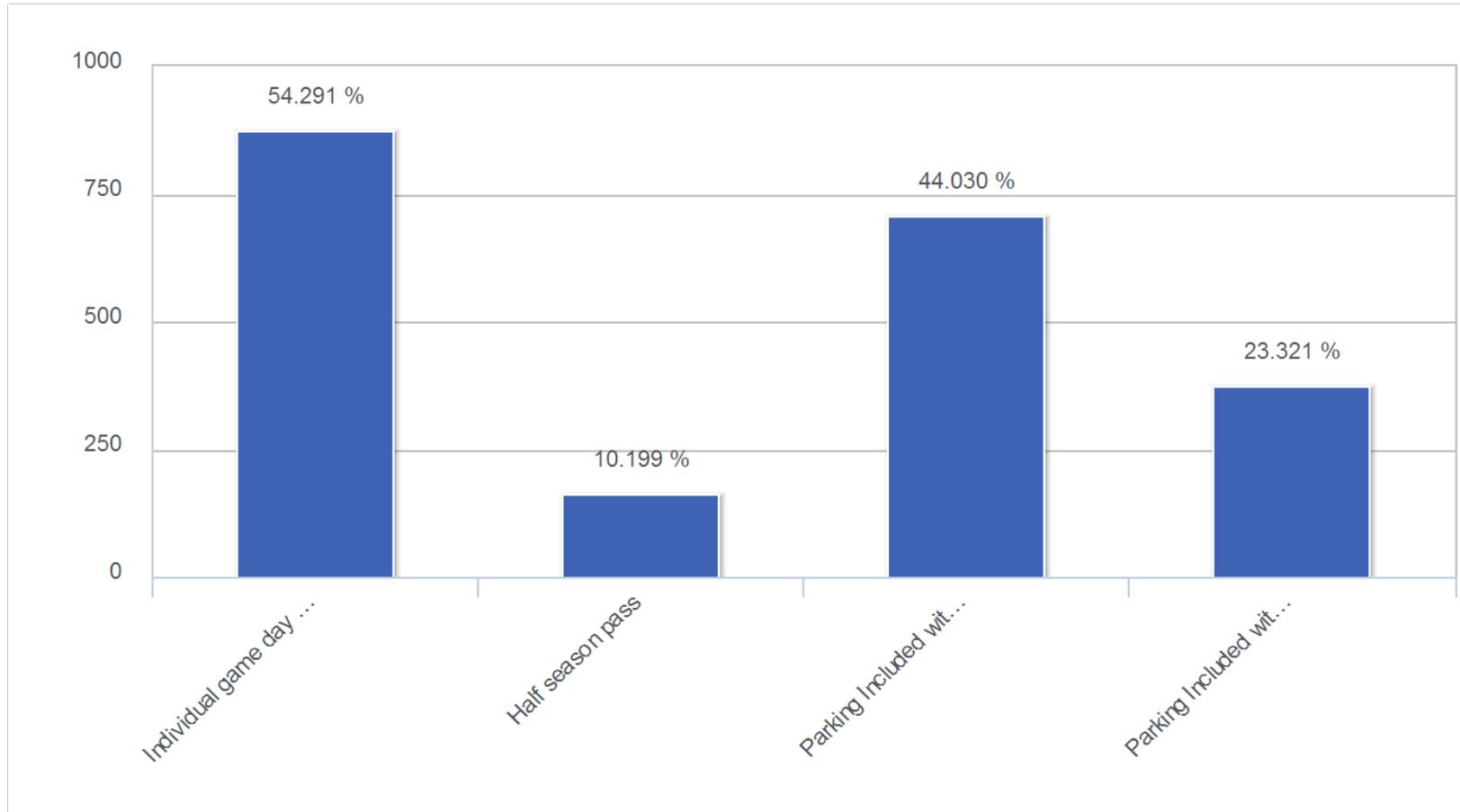
20: Where do you normally park on game day?  
 (Respondents could only choose a single response)



21: How satisfied were you with game day parking?  
(Respondents could only choose a single response for each topic)



22: What parking options would you like to see added?  
(Respondents were allowed to choose multiple responses)



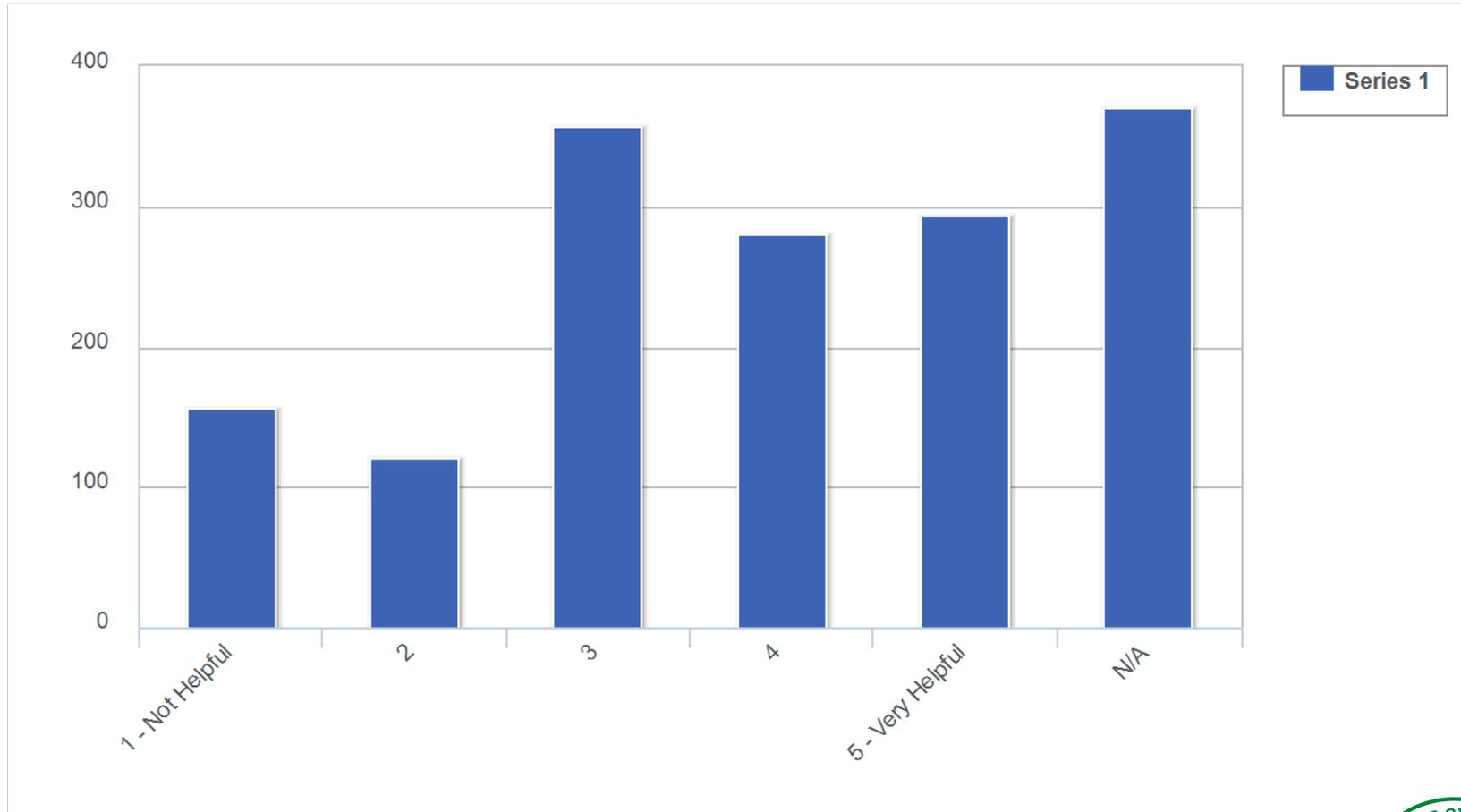
*w/ Game Day*

*w/ Half Season Package*

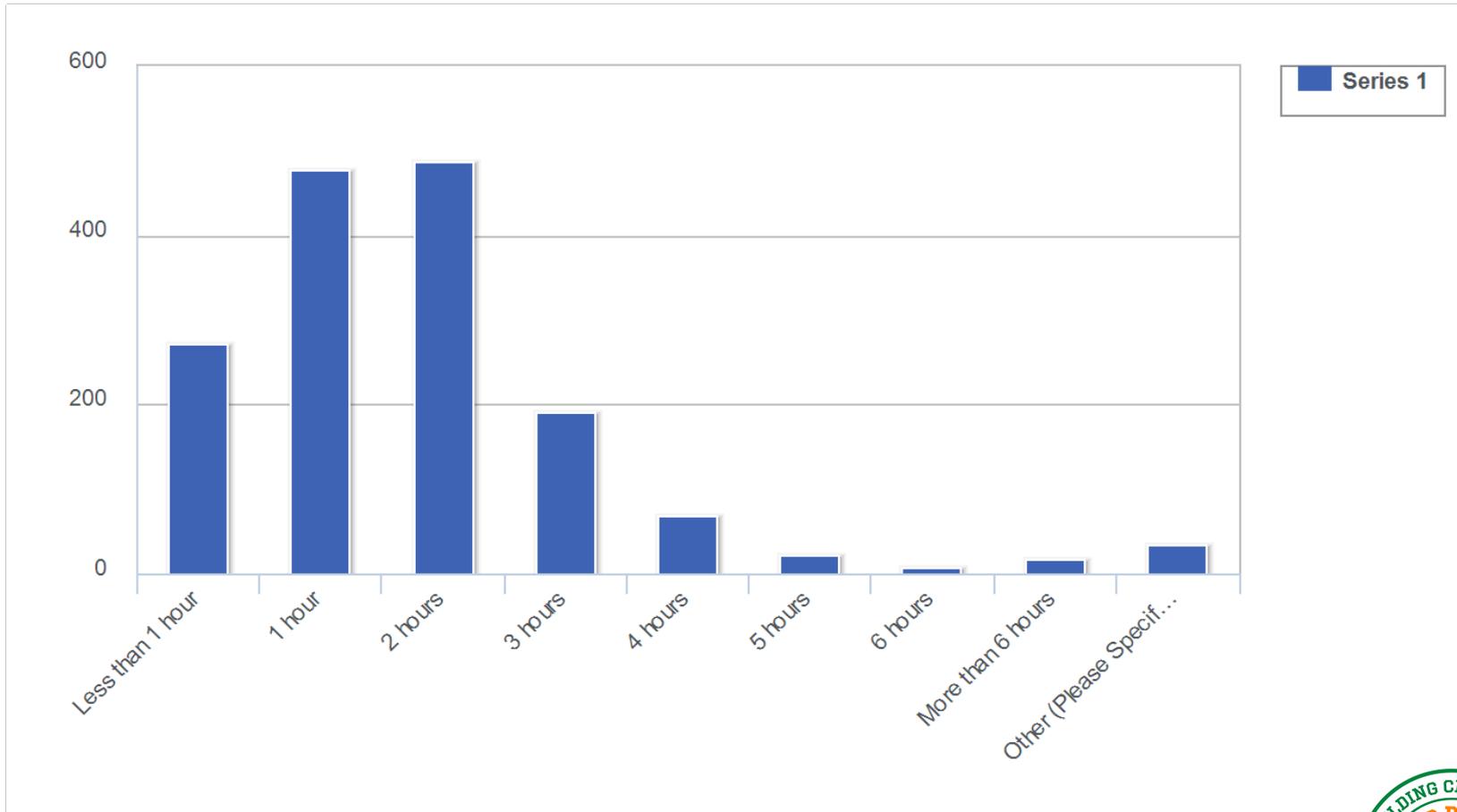
*w/ Season Tickets*

*w/ Mini Package*

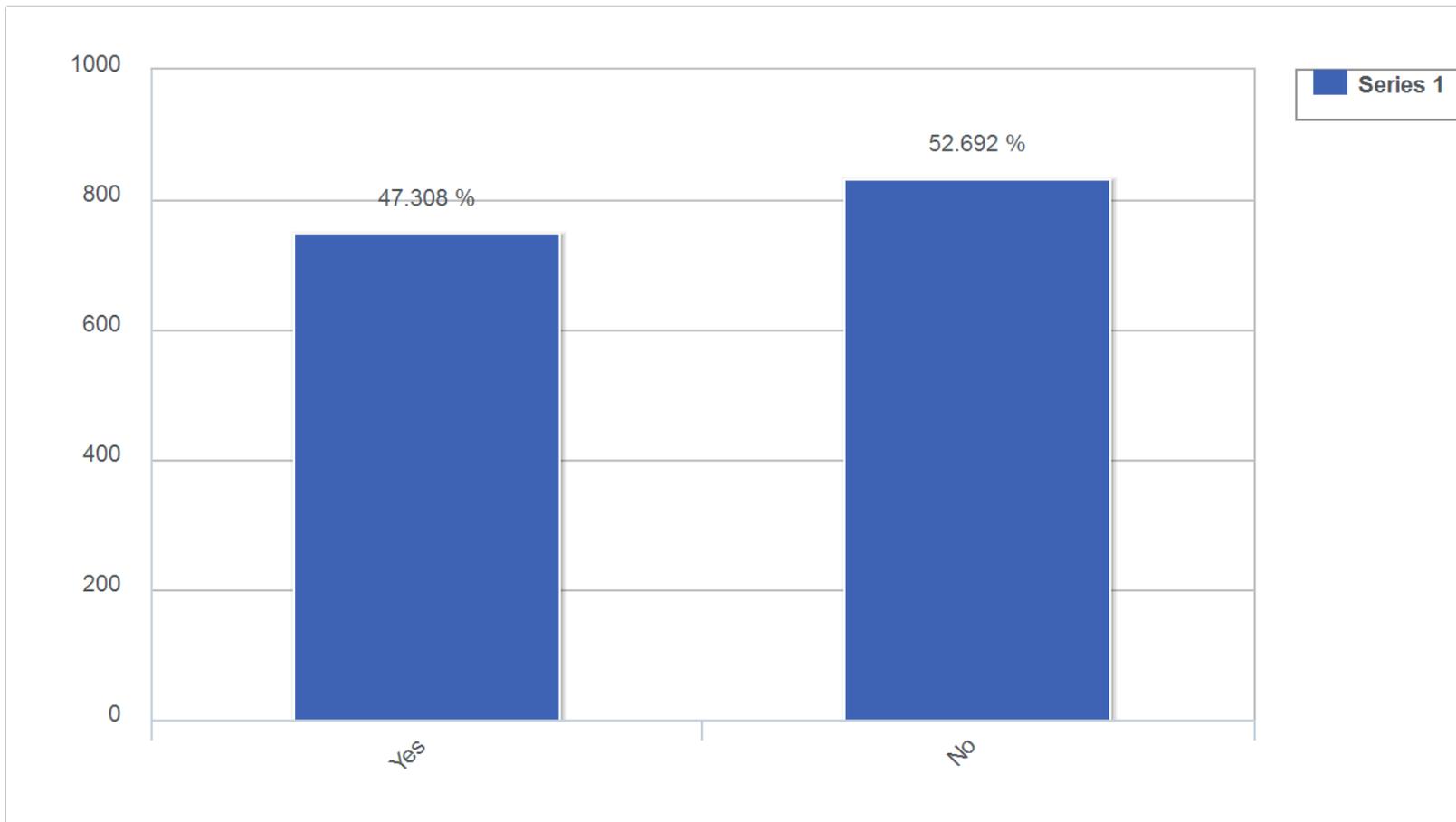
23: On a scale of 1 to 5 how helpful were the road signs that provided directions for game day parking?  
(Respondents could only choose a single response)



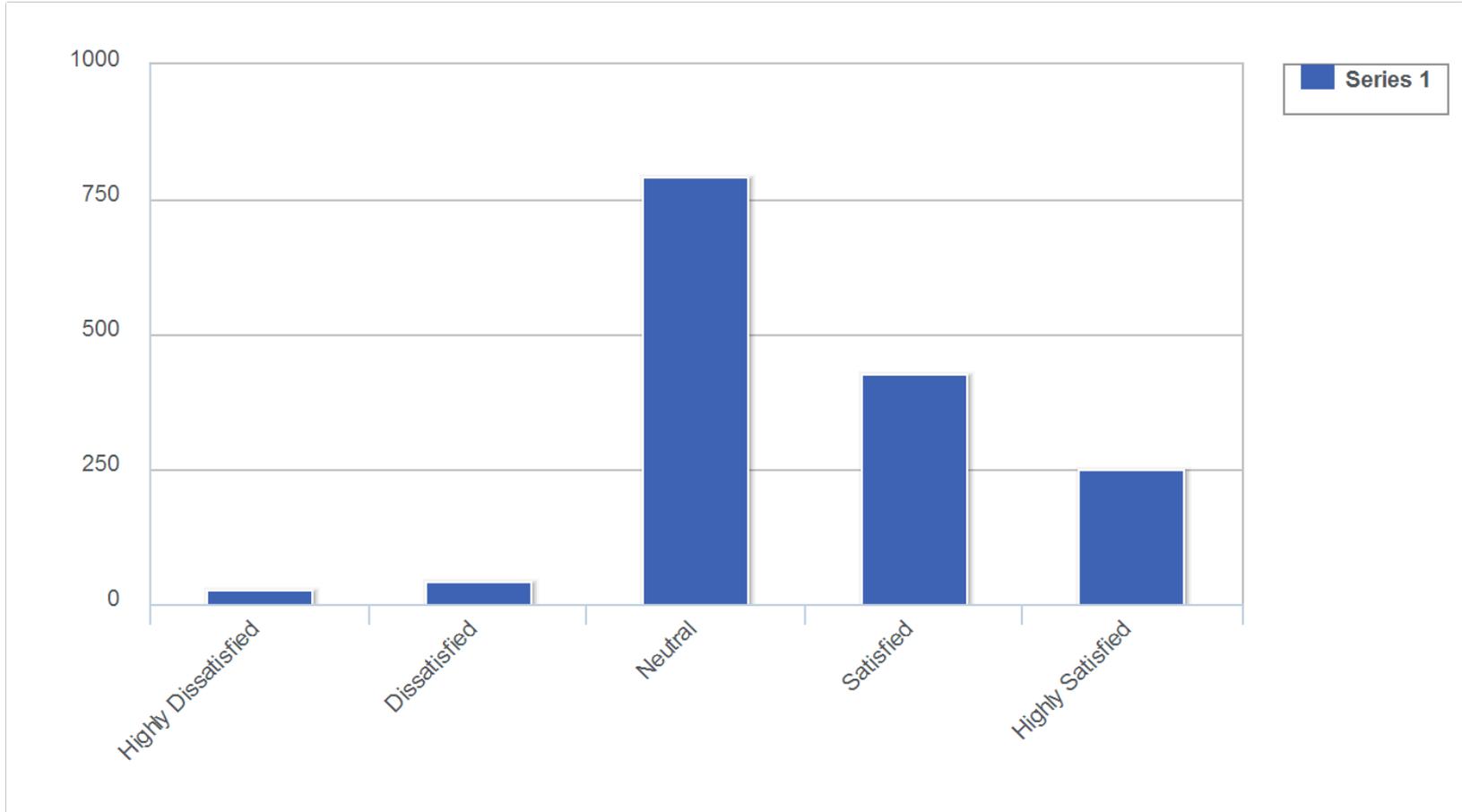
24: How early before the game do you arrive on campus for game day/tailgating? (Choices listed as times before kickoff)  
(Respondents could only choose a single response)



25: Do you tailgate before the game?  
(Respondents could only choose a single response)

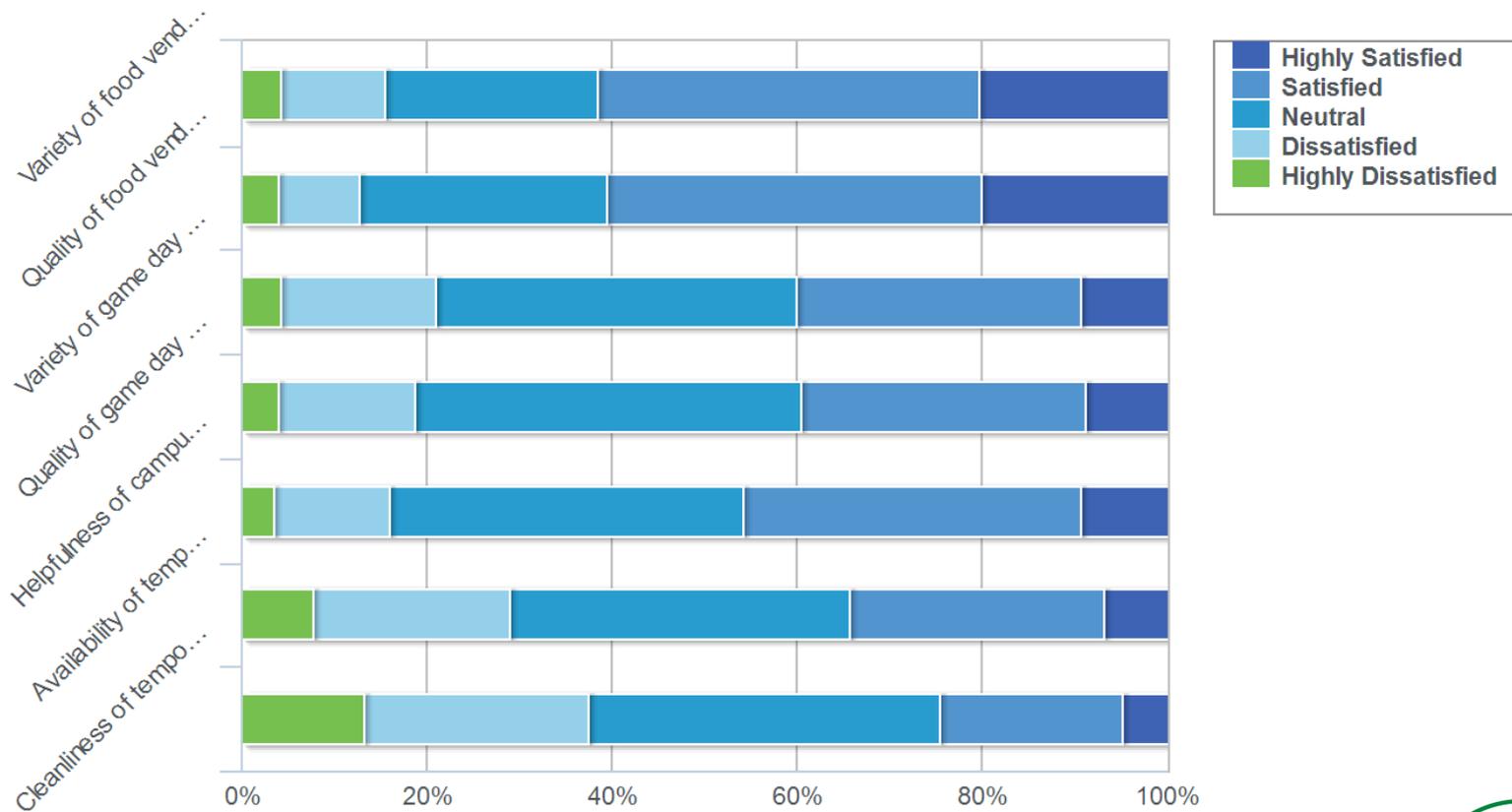


27: How satisfied are you with your tailgating experience?  
(Respondents could only choose a single response)

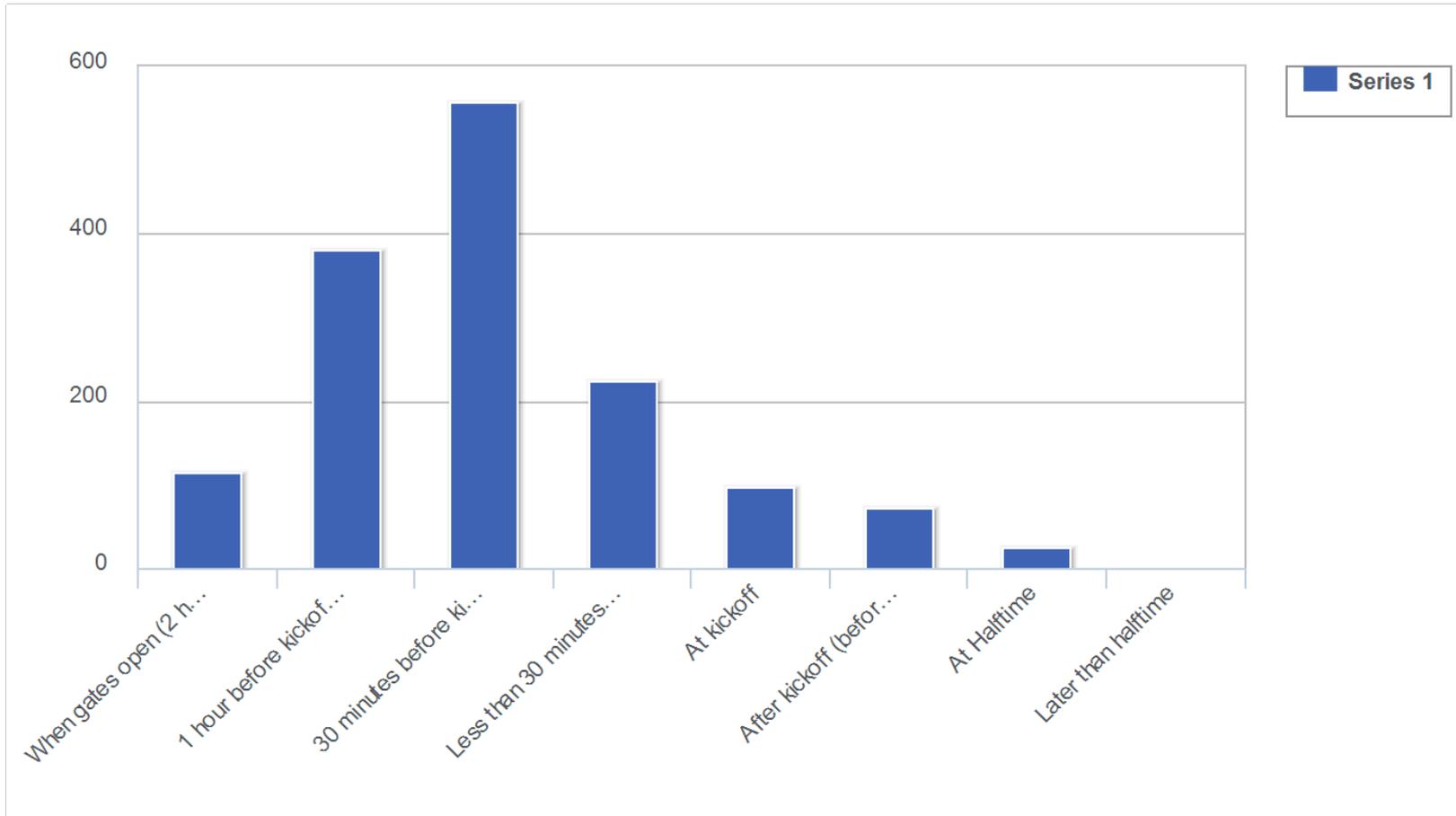


29: How satisfied are you with each of the following on-campus services that you experience on campus during game day?

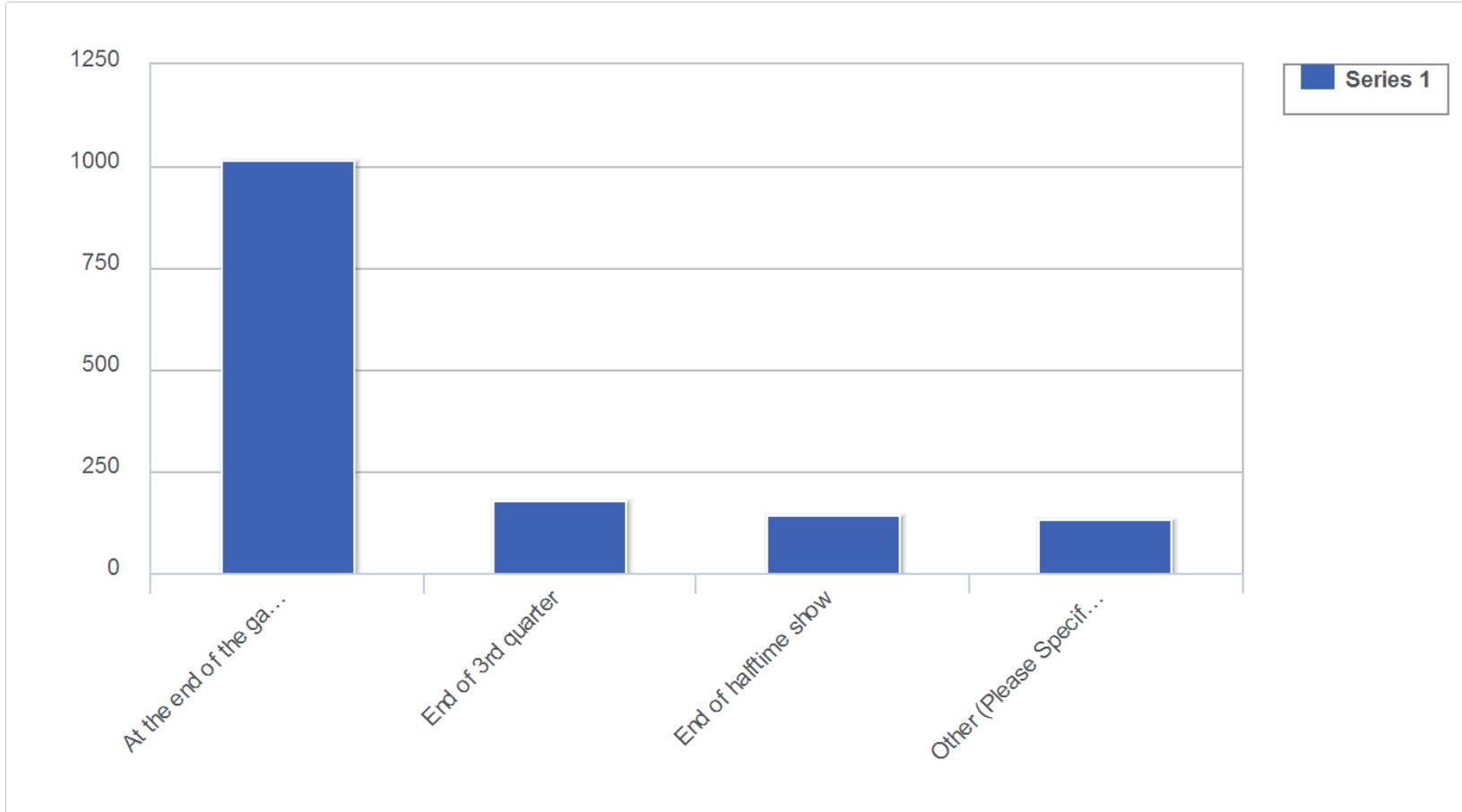
(Respondents could only choose a single response for each topic)



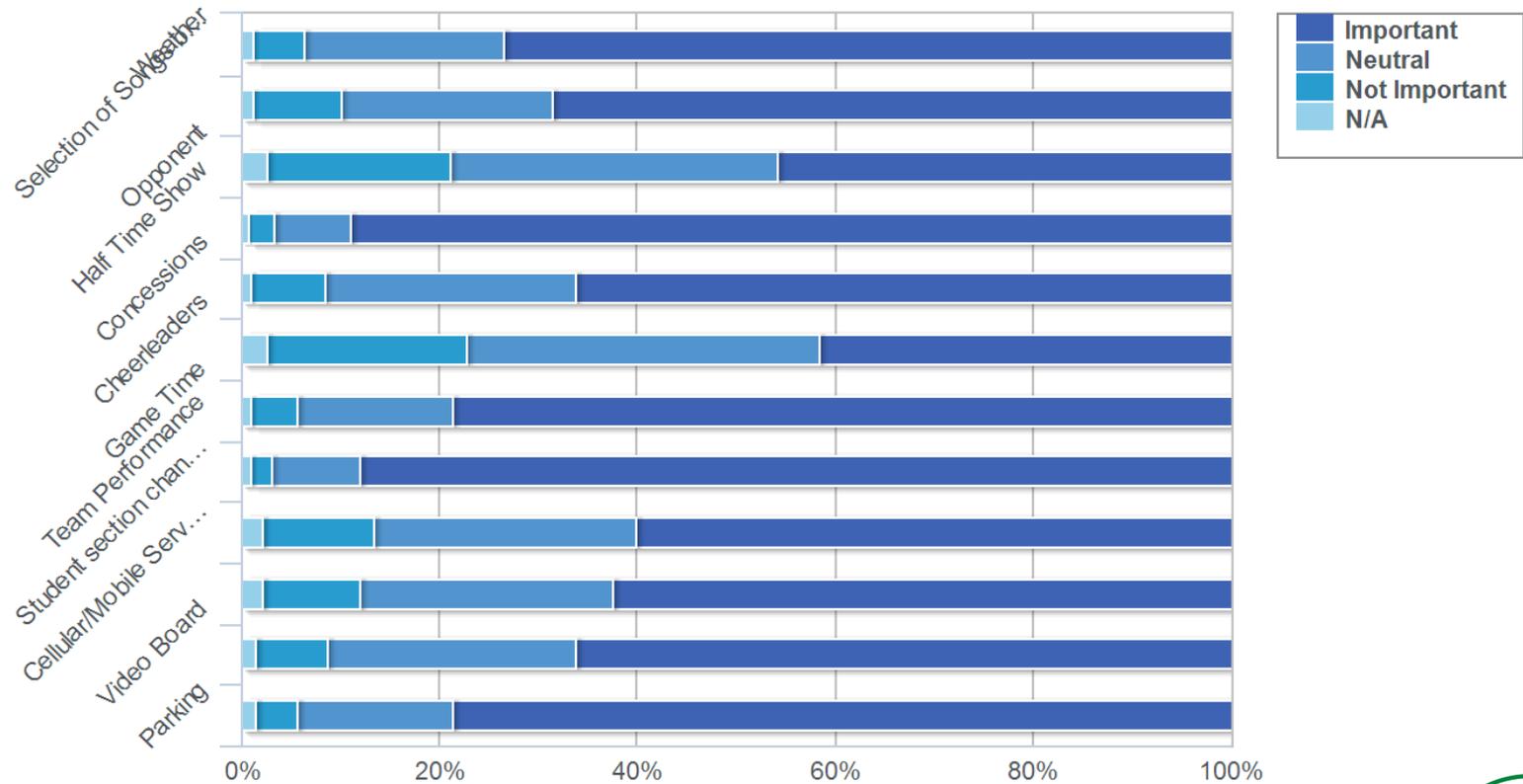
30: What time do you typically enter Bragg Memorial Stadium?  
(Respondents could only choose a single response)



31: What time to you typically leave Bragg Memorial Stadium?  
(Respondents could only choose a single response)

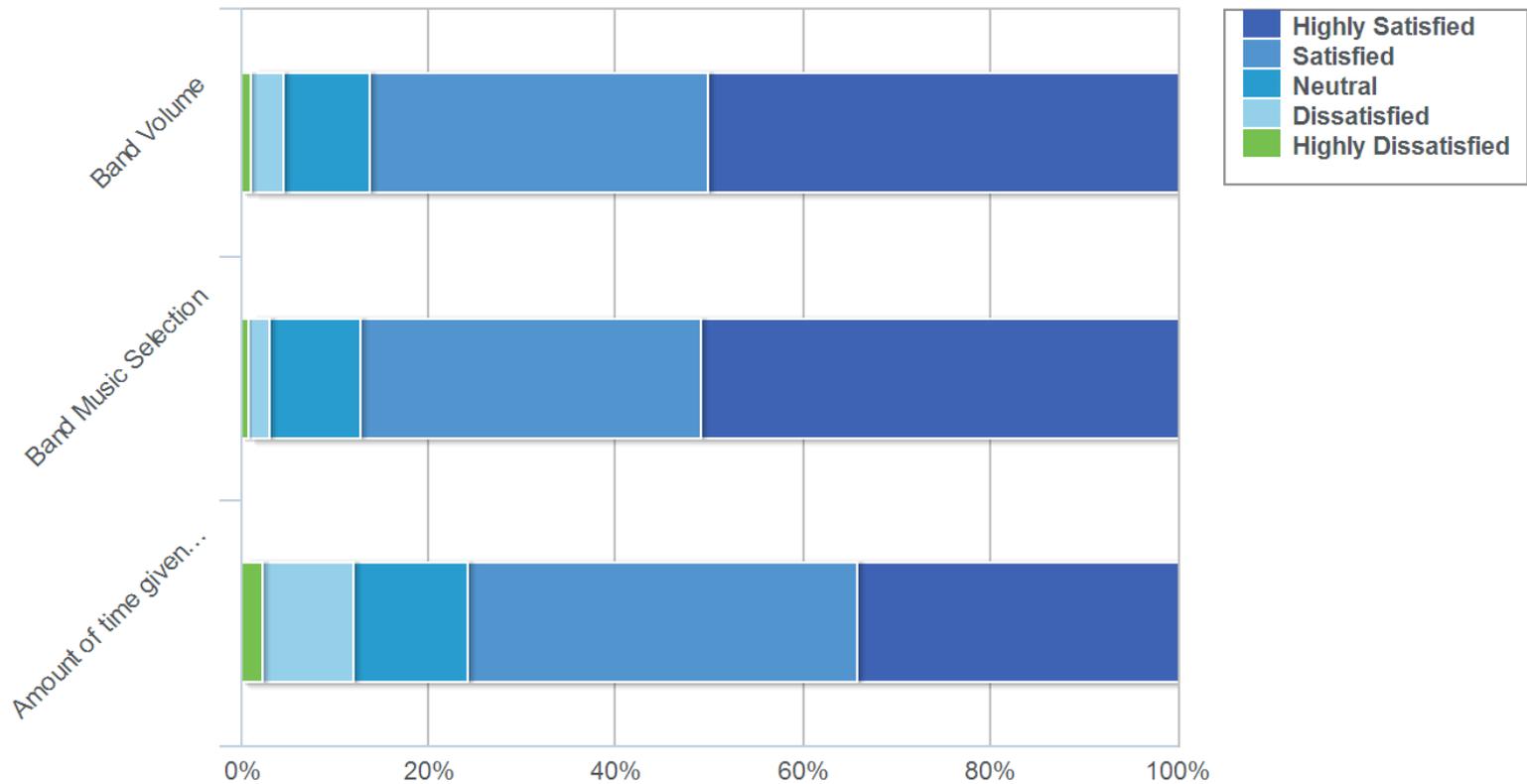


33: How important are each of the factors below in contributing to an overall positive experience during games at Bragg Memorial Stadium?  
 (Respondents could only choose a single response for each topic)



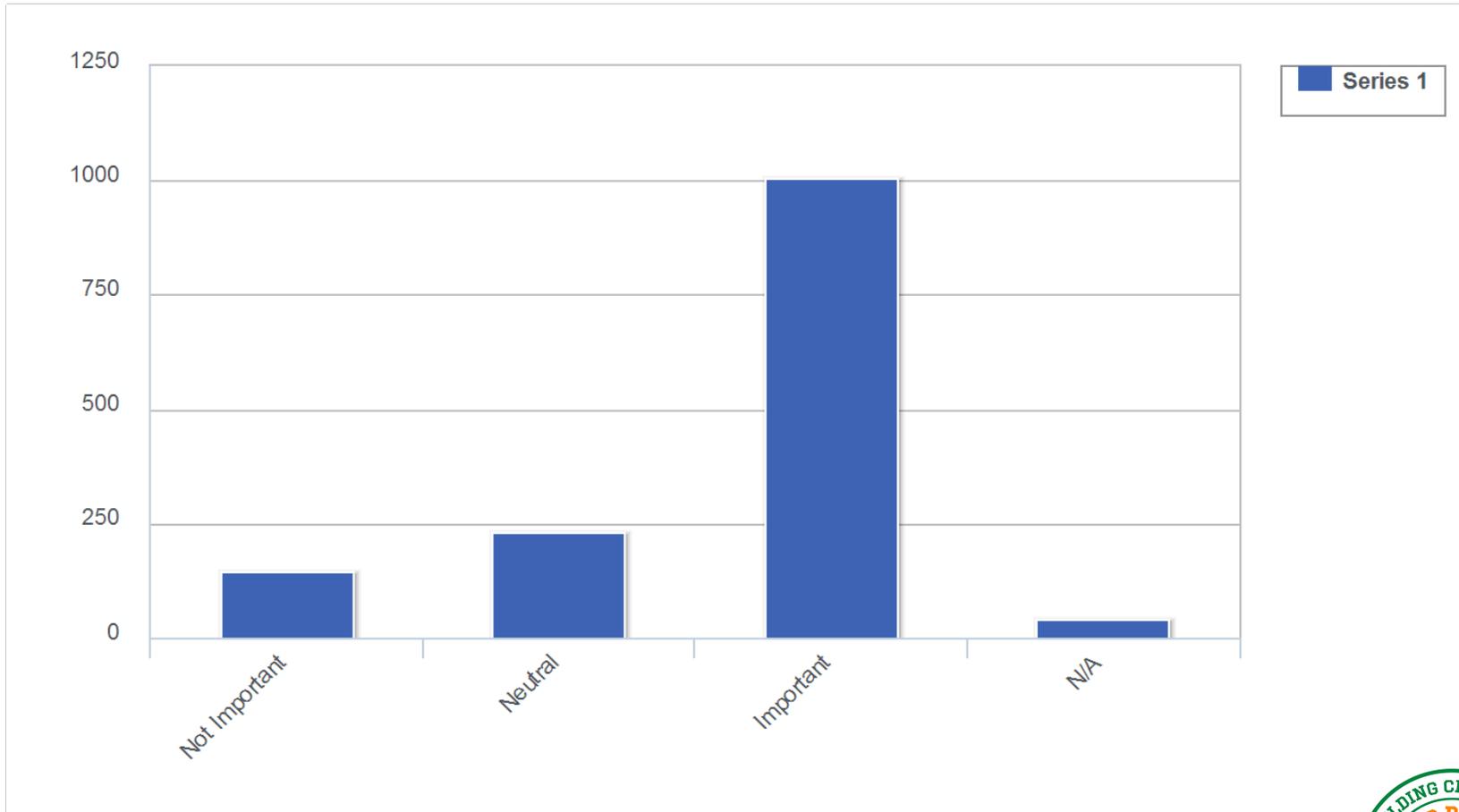
35: How satisfied are you with the following elements related to band programming at home football games?

(Respondents could only choose a single response for each topic)

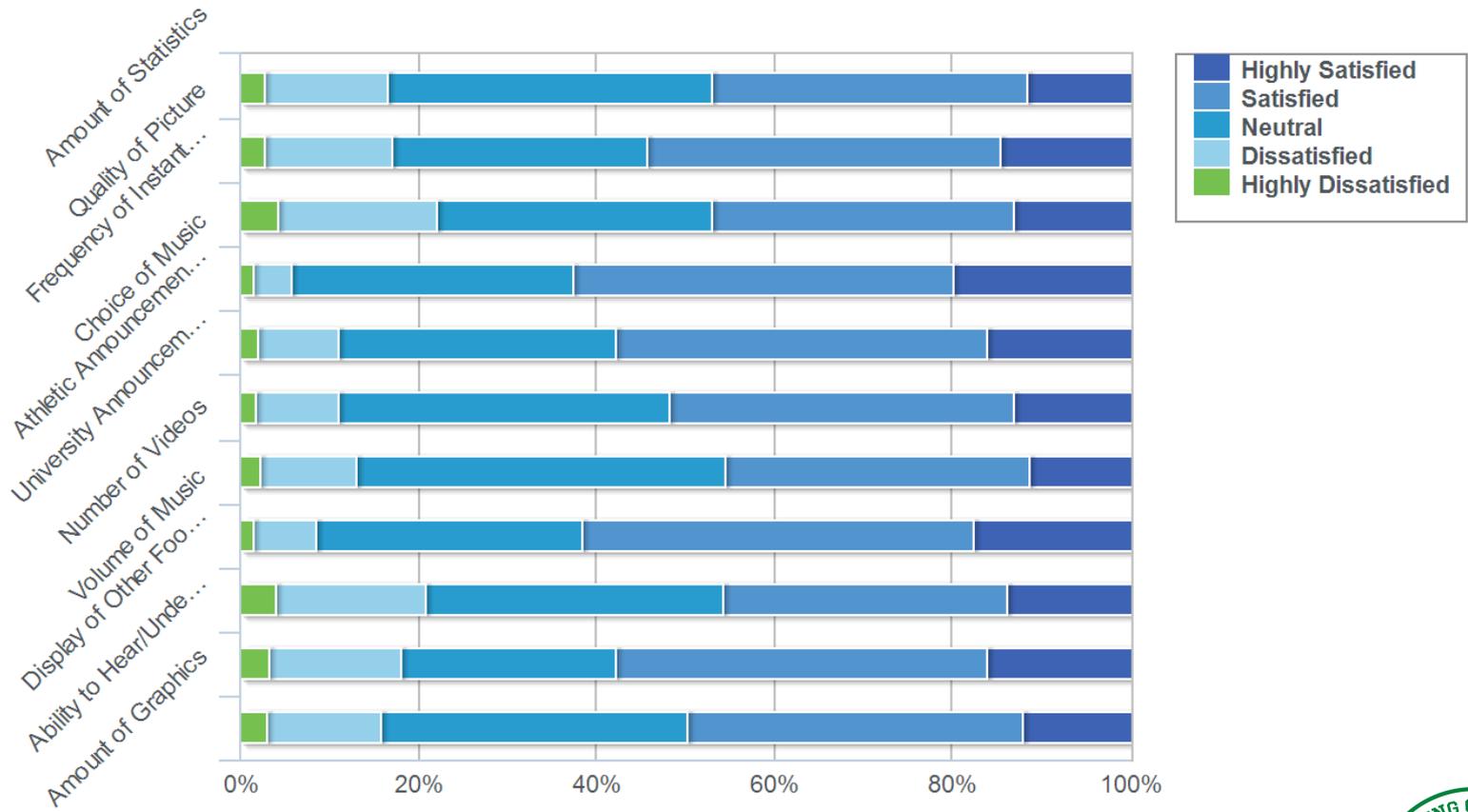


36: How important is the travel of the band and cheerleaders to away games in your decision to attend?

(Respondents could only choose a single response)

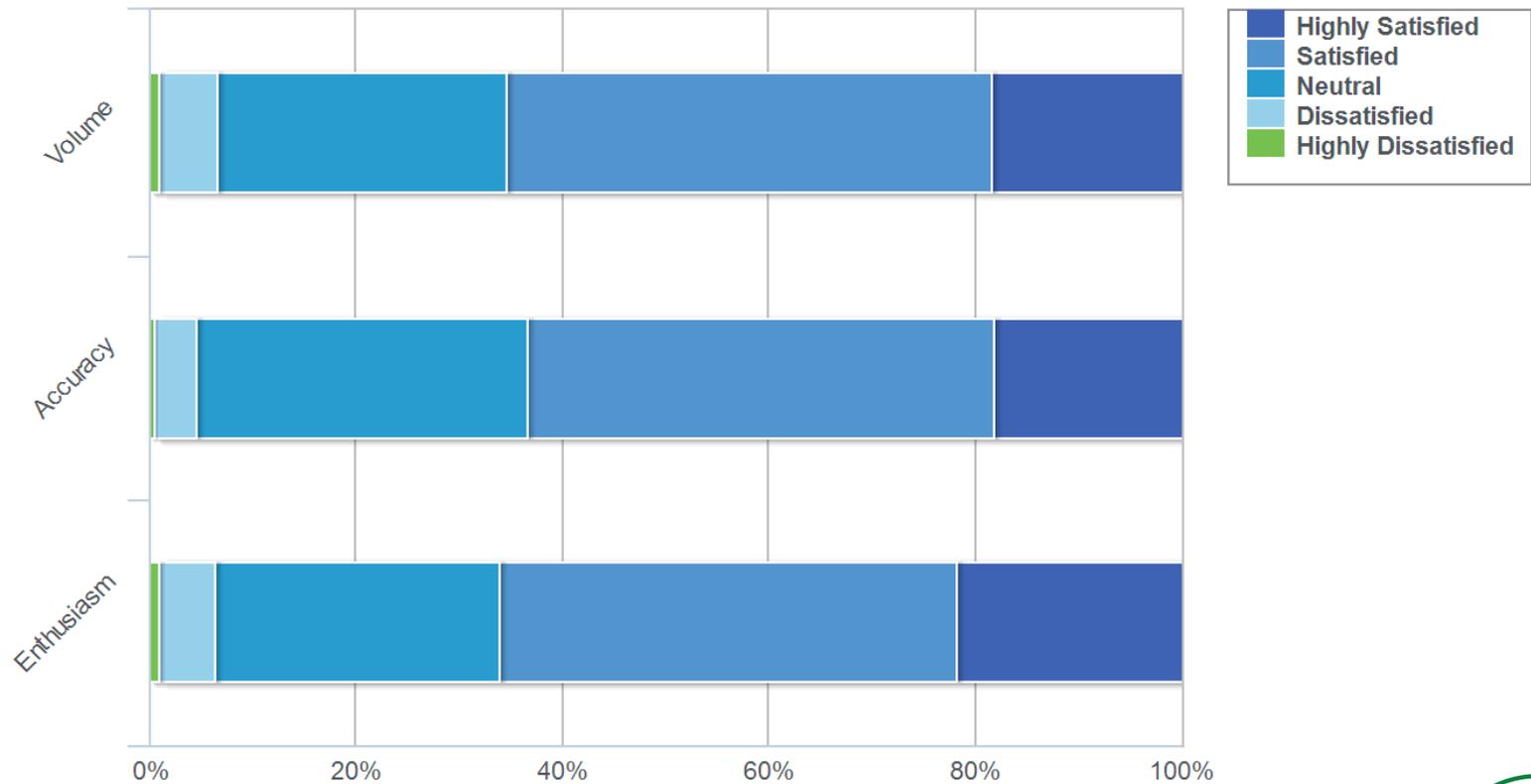


37: How satisfied are you with the VIDEO BOARD PRODUCTION and SOUND SYSTEM?  
 (Respondents could only choose a single response for each topic)

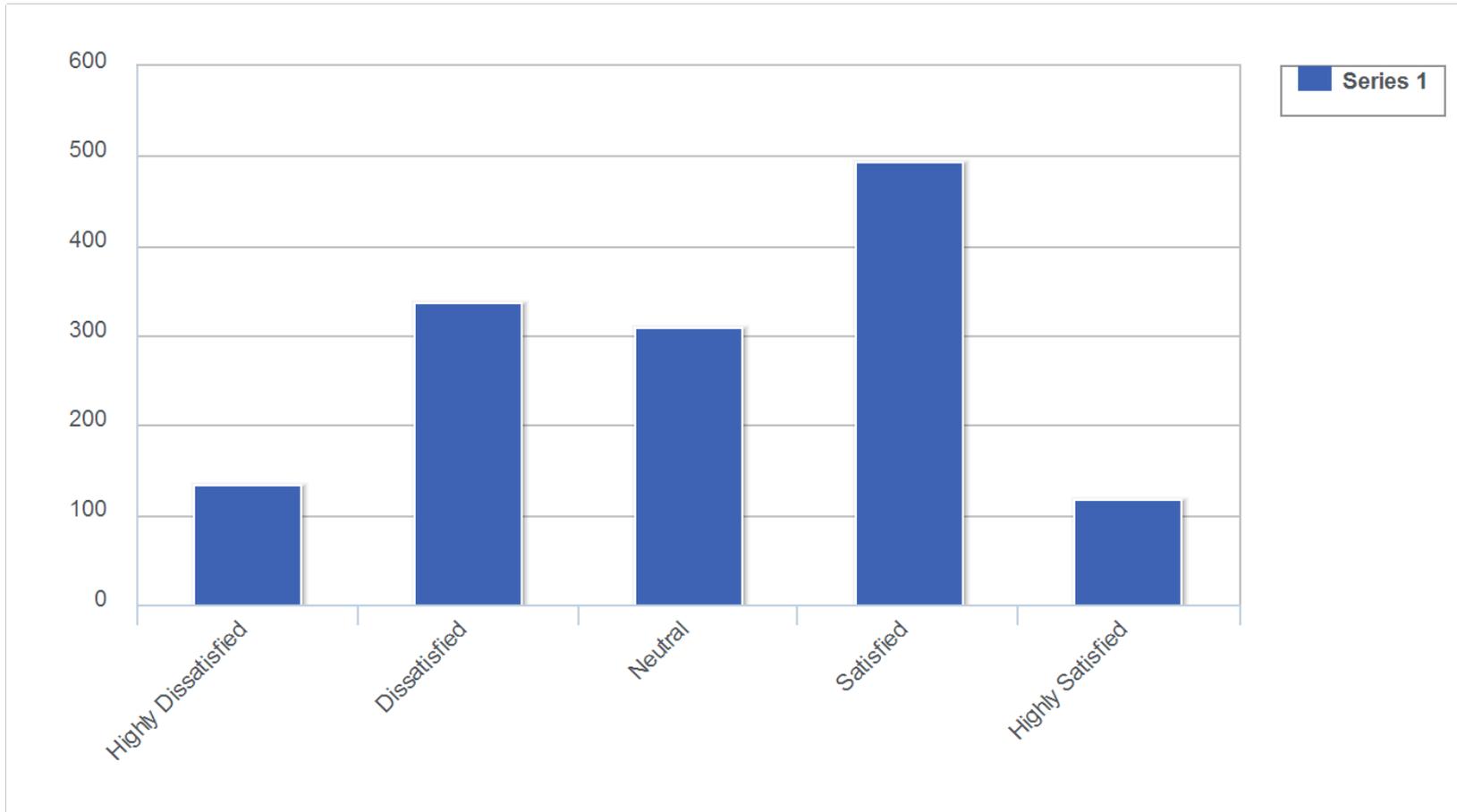


### 38: How satisfied are you with each of the following characteristics of the PUBLIC ADDRESS ANNOUNCEMENTS?

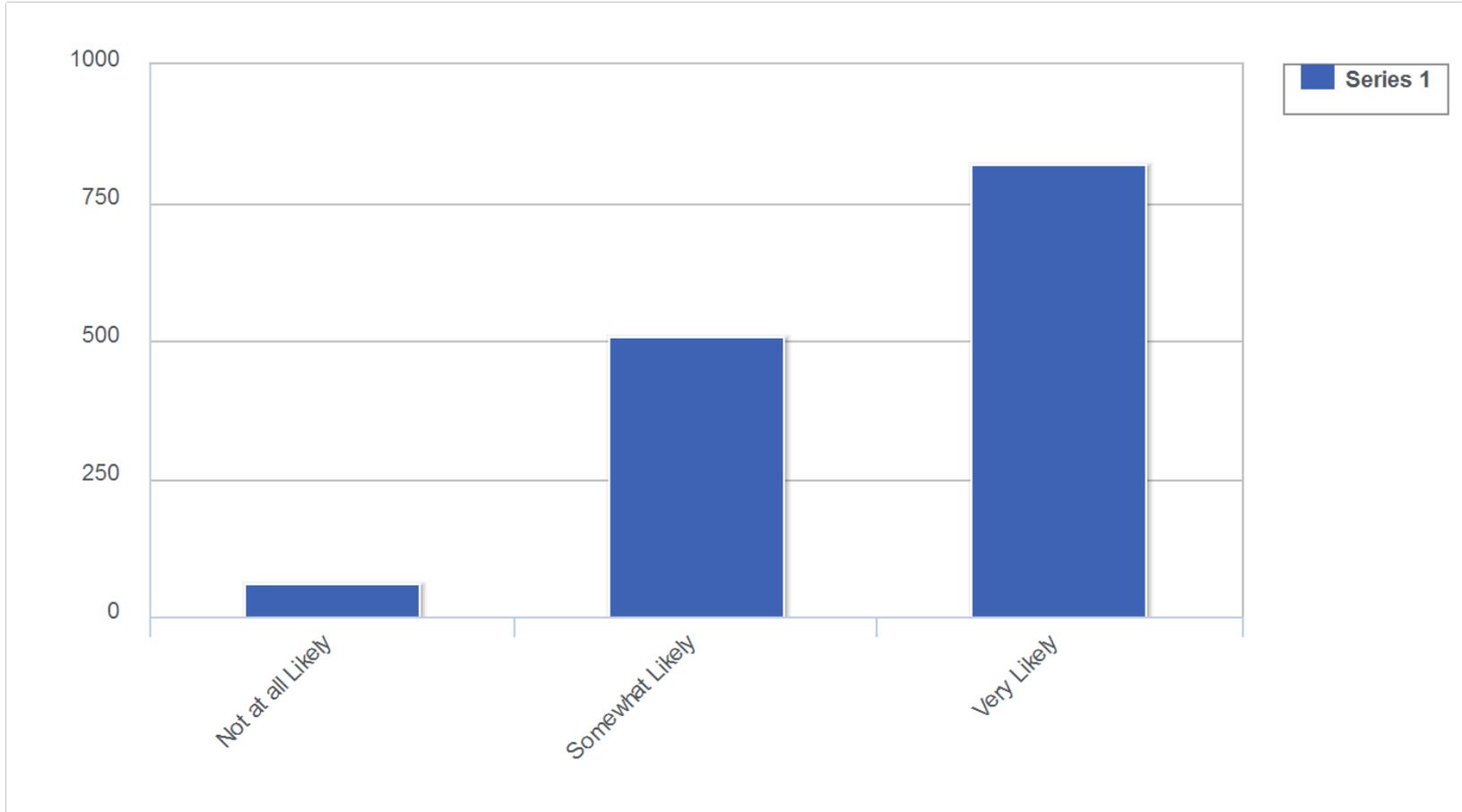
(Respondents could only choose a single response for each topic)



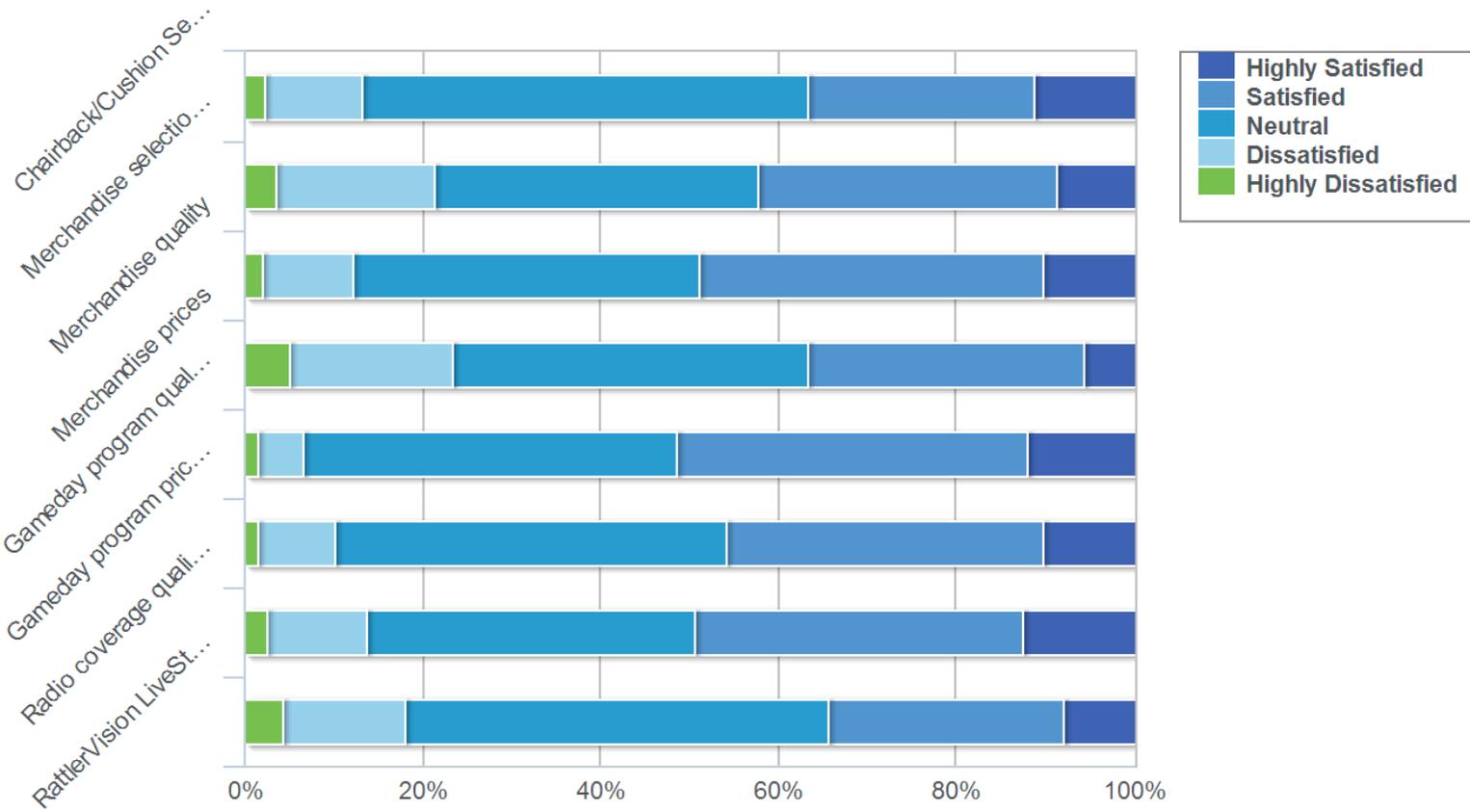
39: How satisfied are you with the overall cleanliness of Bragg Memorial Stadium?  
(Respondents could only choose a single response)



40: How likely are you to shop at businesses that advertise with the FAMU Athletics?  
(Respondents could only choose a single response)

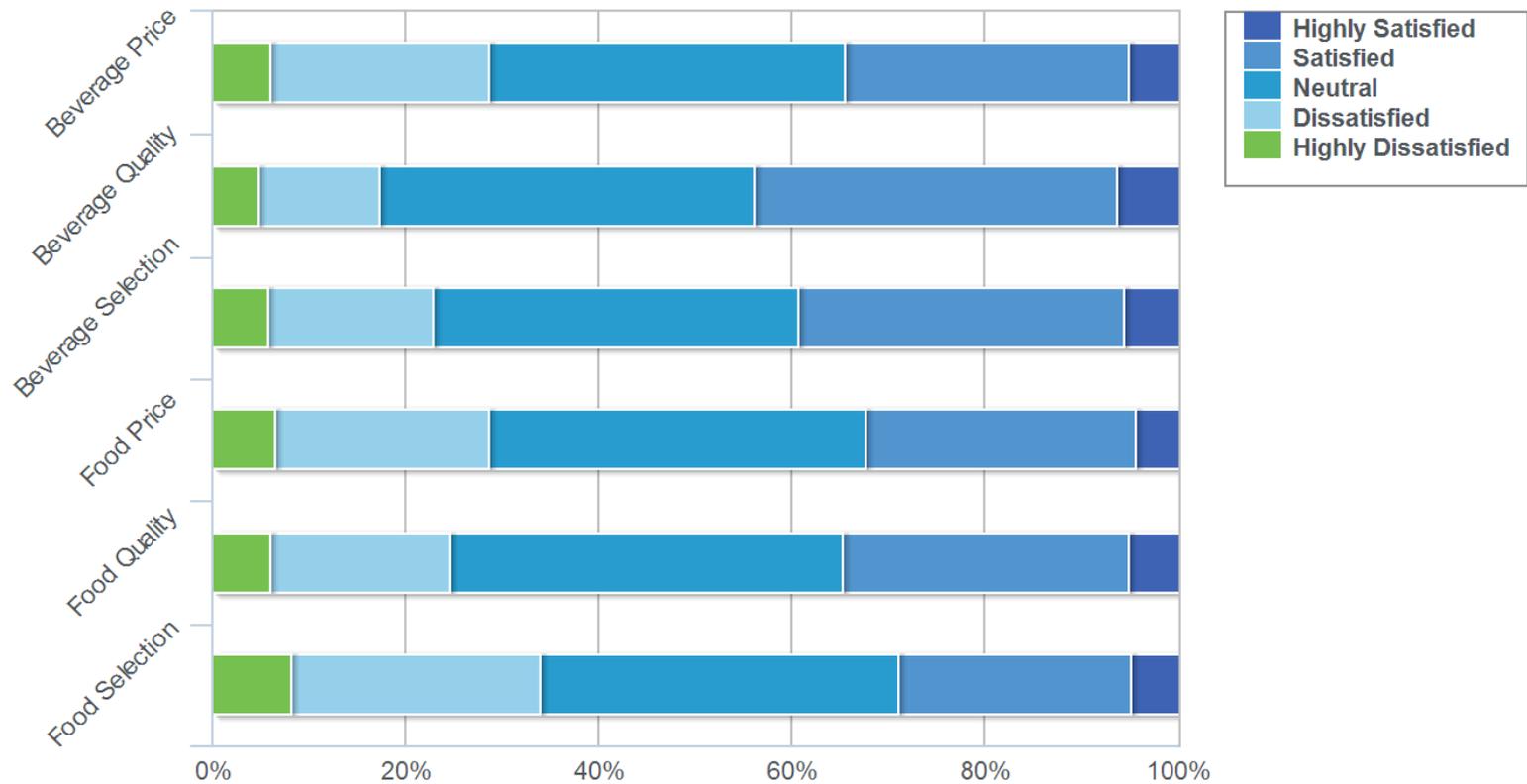


42: How satisfied are you with each of the following merchandise/service offerings?  
 (Respondents could only choose a single response for each topic)

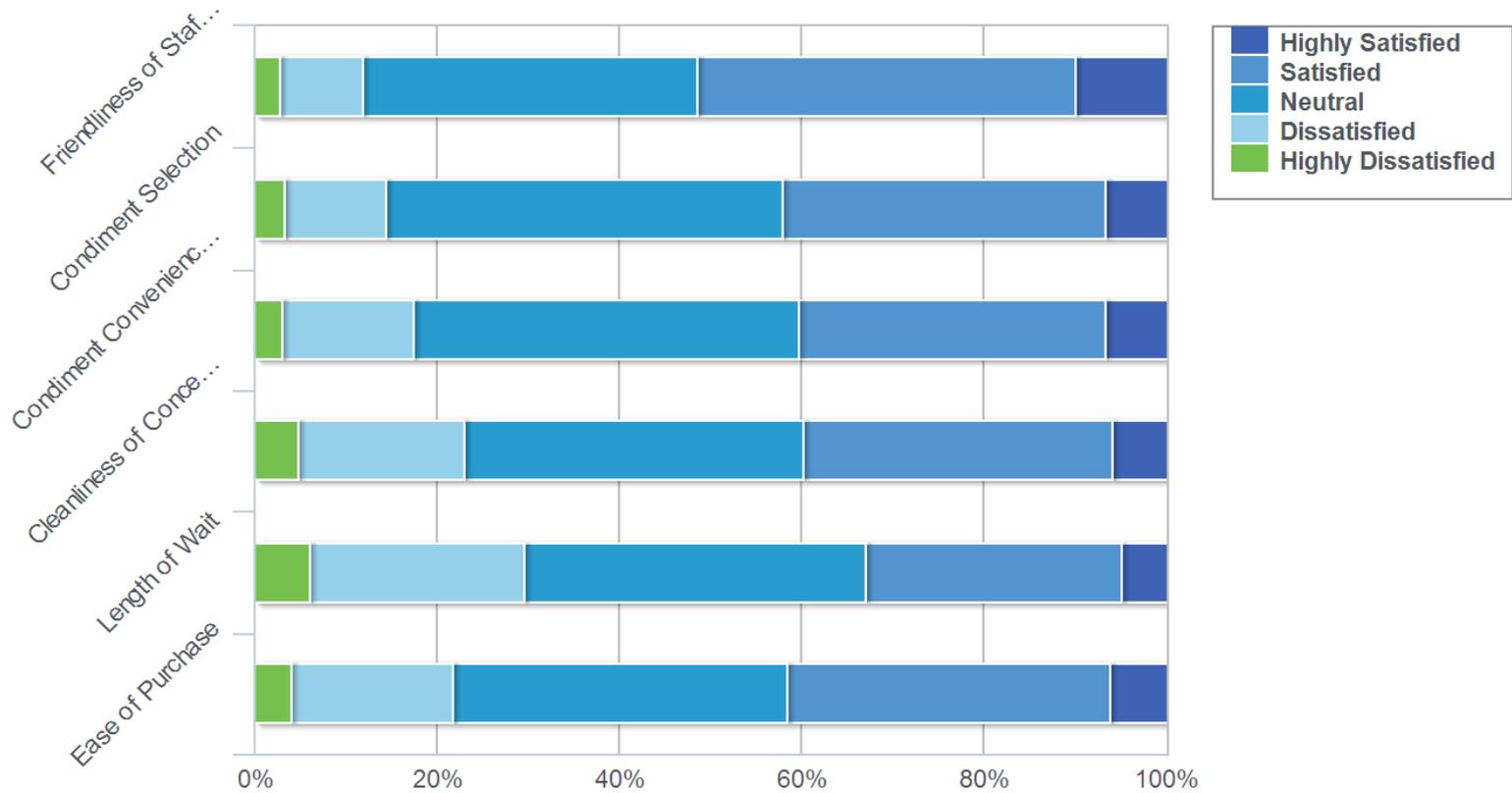


### 43: How satisfied are you with each of the following characteristics of the CONCESSIONS in Bragg Memorial Stadium?

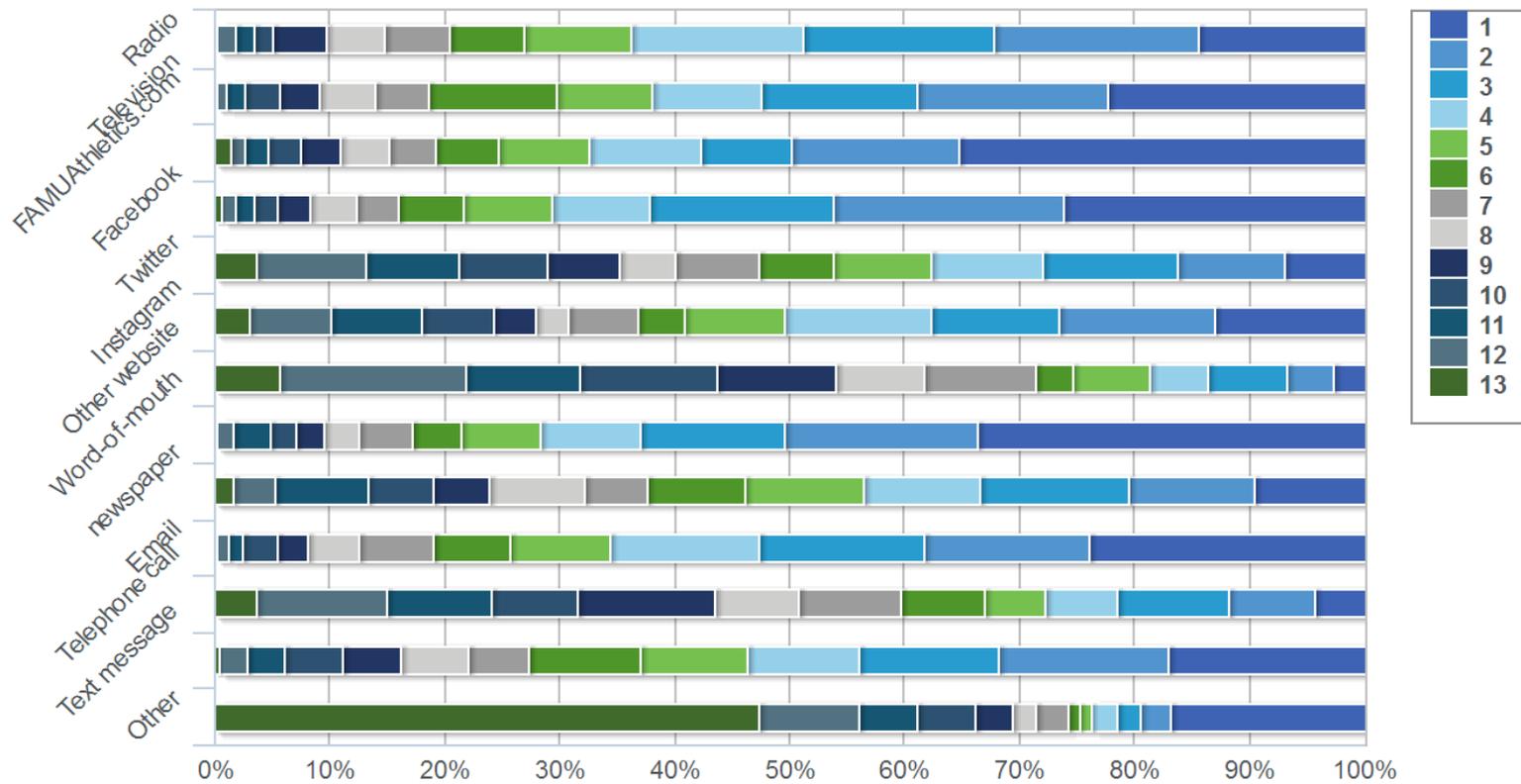
(Respondents could only choose a single response for each topic)



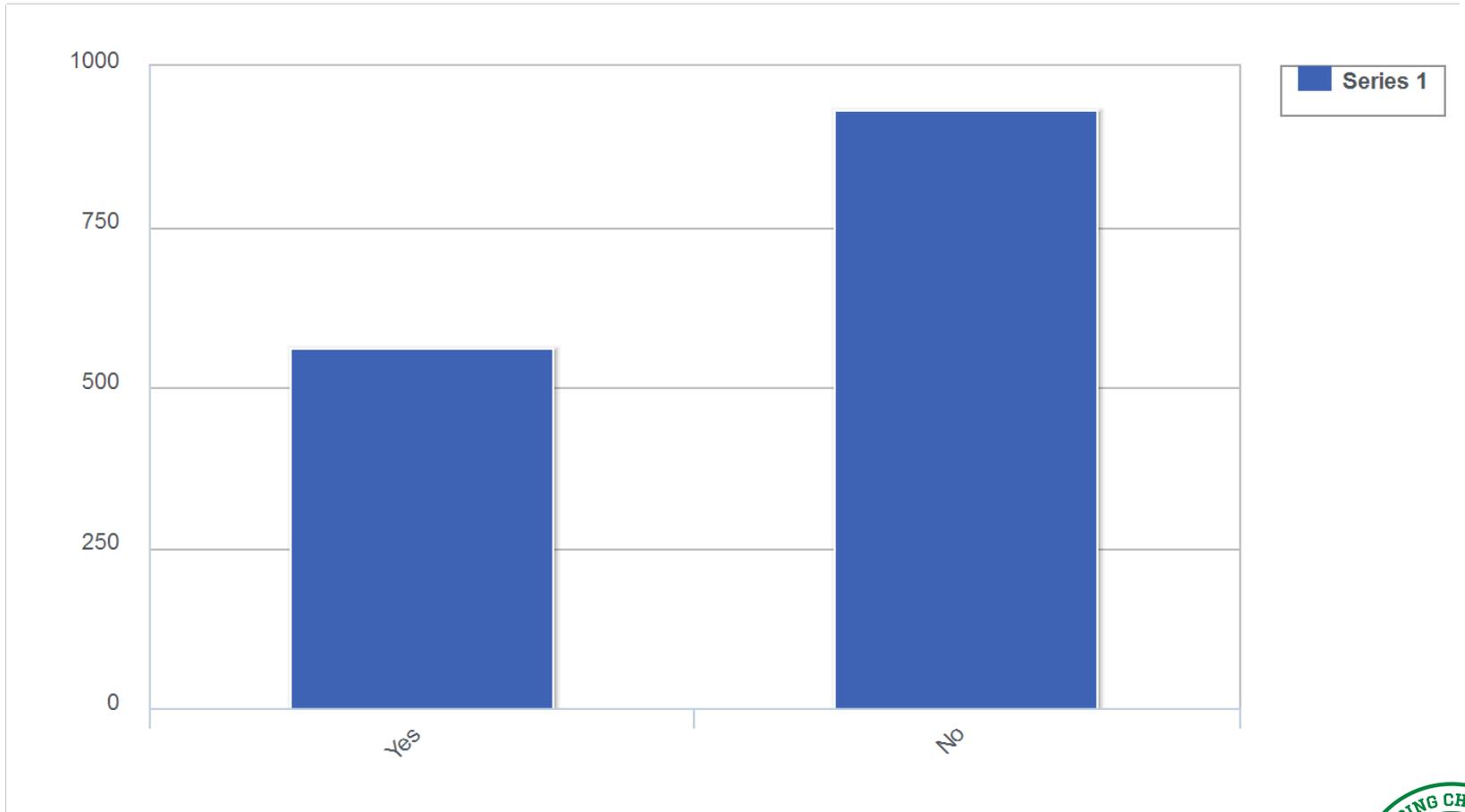
44: How satisfied are you with each of the following CONCESSIONS services?  
 (Respondents could only choose a single response for each topic)



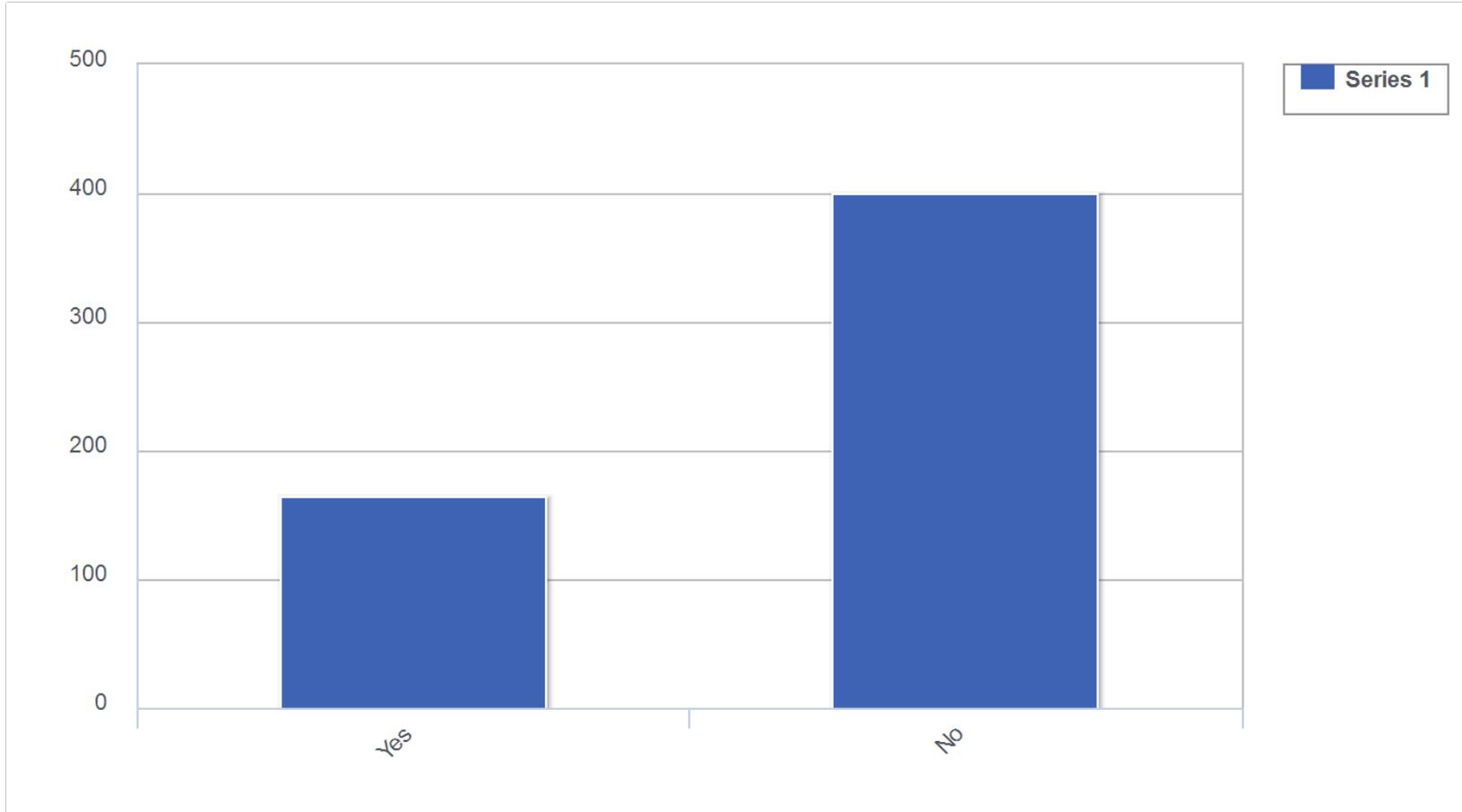
47: FAMU Athletics event news and game information is distributed in a variety of ways. Which of the following has the great... on your decision to attend Rattler football games? Rank in order of impact. Respondents were asked to rank their choice(s).



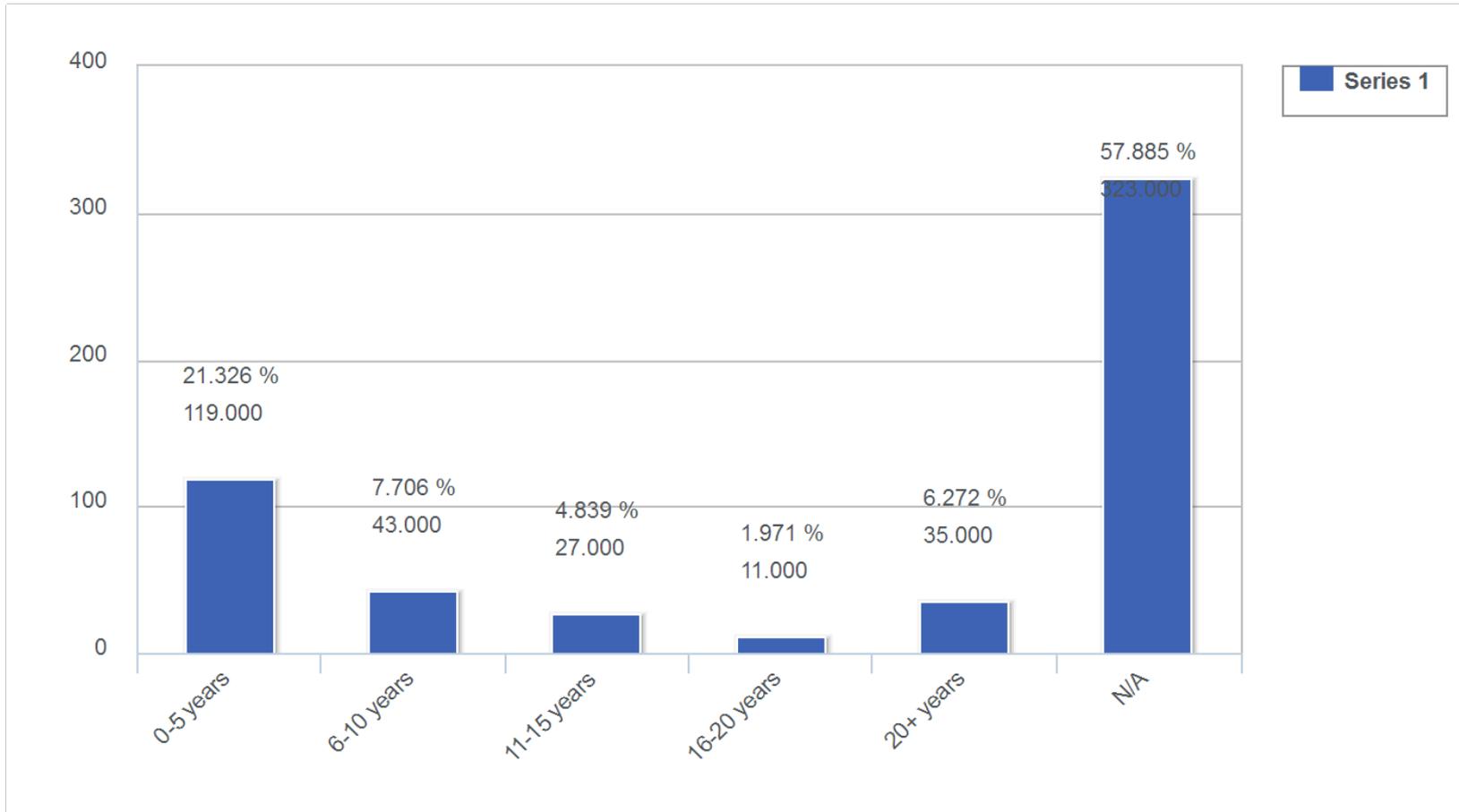
49: Do you contribute to FAMU Athletics through any of the FAMU Foundation Team/General Funds?  
(Respondents could only choose a single response)



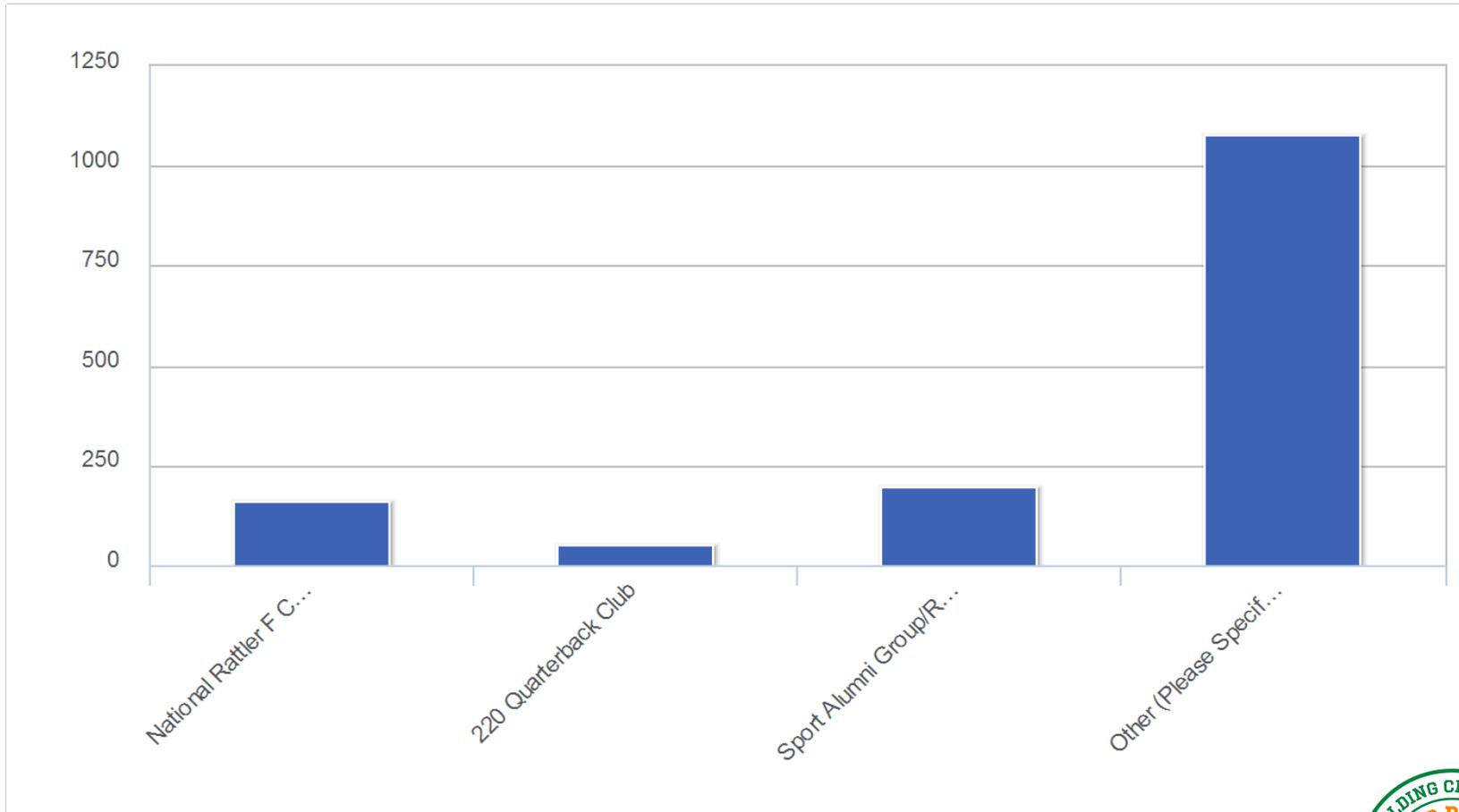
50: Are you a Rattler Booster?  
(Respondents could only choose a single response)



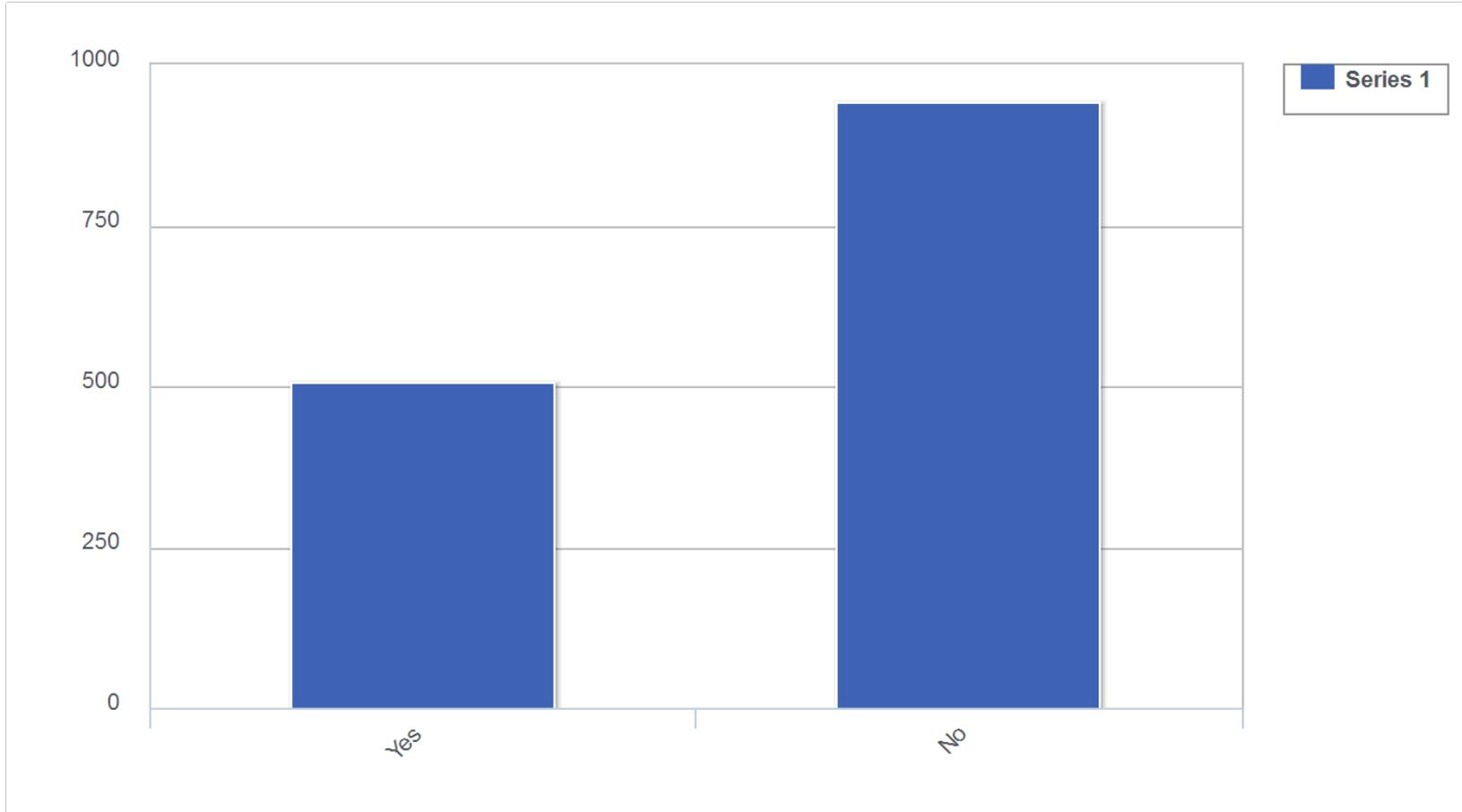
51: How long have you been a member of the Rattler Boosters?  
(Respondents could only choose a single response)



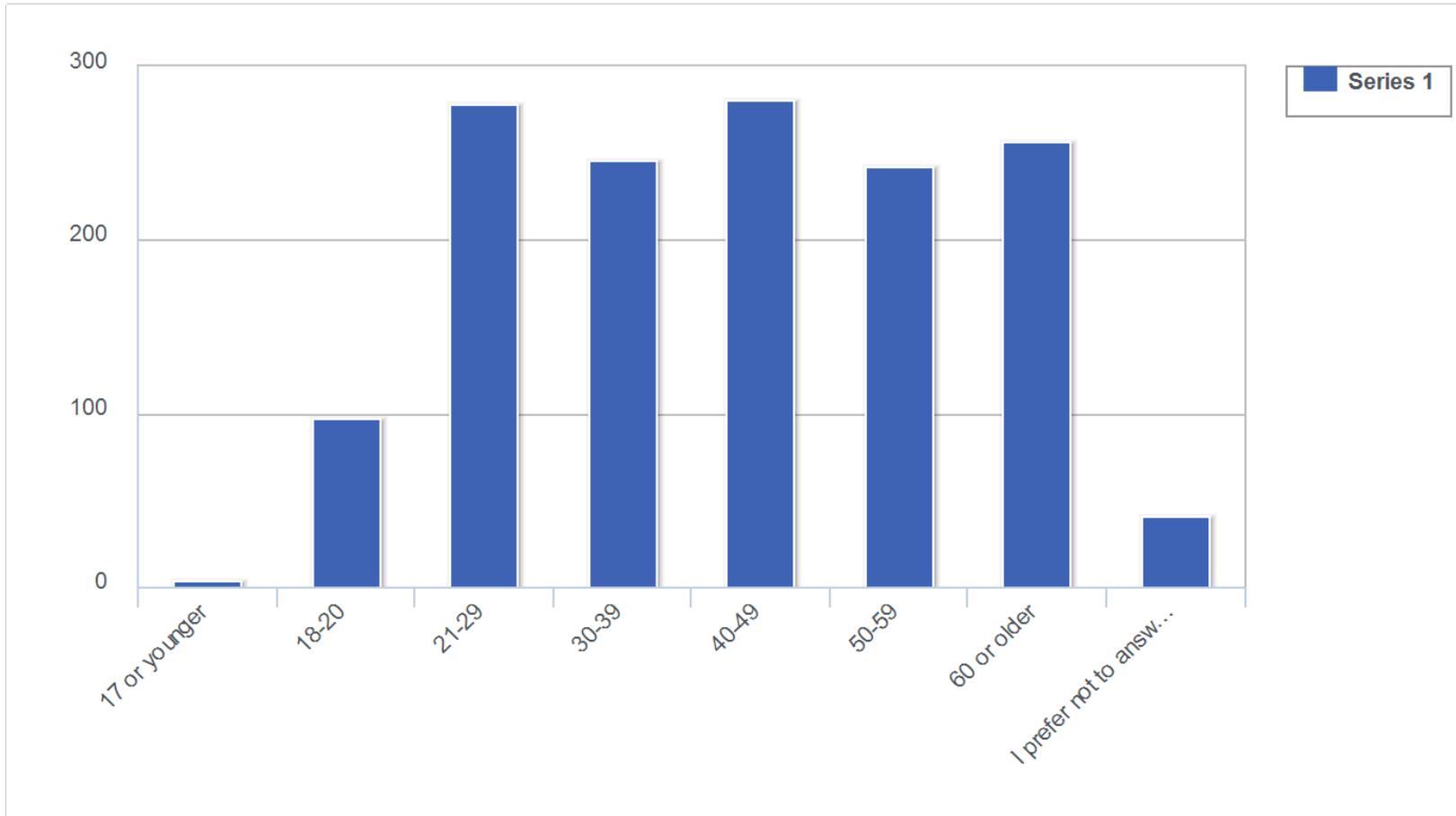
53: What other FAMU Athletics giving initiatives/groups/associations do you participate in? (Choose all that apply)  
(Respondents were allowed to choose multiple responses)



54: Would you like to be contacted with information regarding other giving opportunities?  
(Respondents could only choose a single response)



55: Which category below includes your age?  
(Respondents could only choose a single response)



56: Rank the Department of Athletics priorities that are most important for you  
 Respondents were asked to rank their choice(s).

