

Questionnaire: University of North Texas Intercollegiate Athletics

Unless instructed otherwise, please circle the number next to your answer.

Q#1: On average, how many UNT football games did you attend each year that you were a UNT student?

- | | | |
|-------------------------------|-----------------------------|---|
| Never attended a game | 1 to 2 games | 3 |
| while a UNT student | 3 to 4 games | 4 |
| Less than 1 game | More than 4 games | 5 |

Q#2: How many UNT football games have you attended since you graduated from UNT?

- | | | |
|-------------------------|------------------------------|---|
| 0 games | 11 to 20 games | 4 |
| 1 to 5 games | More than 20 games | 5 |
| 6 to 10 games | | 3 |

Q#3: How many UNT Homecoming Weekend football games have you attended since you graduated from UNT?

- | | | |
|-------------------------|------------------------------|---|
| 0 games | 11 to 20 games | 4 |
| 1 to 5 games | More than 20 games | 5 |
| 6 to 10 games | | 3 |

Q#4: How many UNT football games have you attended with friends or family since you graduated from UNT?

- | | | |
|-------------------------|------------------------------|---|
| 0 games | 11 to 20 games | 4 |
| 1 to 5 games | More than 20 games | 5 |
| 6 to 10 games | | 3 |

Q#5: How many UNT basketball games did you attend when you were a UNT student?

- | | | |
|-------------------------|------------------------------|---|
| 0 games | 11 to 20 games | 4 |
| 1 to 5 games | More than 20 games | 5 |
| 6 to 10 games | | 3 |

Q#6: How many UNT basketball games have you attended since you graduated from UNT?

- | | | |
|-------------------------|------------------------------|---|
| 0 games | 11 to 20 games | 4 |
| 1 to 5 games | More than 20 games | 5 |
| 6 to 10 games | | 3 |

Q#7: How many UNT basketball games have you attended with friends or family since you graduated from UNT?

- | | | |
|-------------------------|------------------------------|---|
| 0 games | 11 to 20 games | 4 |
| 1 to 5 games | More than 20 games | 5 |
| 6 to 10 games | | 3 |

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Q#8: On average, how many UNT **women's athletic events** did you attend each year **that you were a UNT student?**

- Never attended women's athletic events while a UNT student . . . 1
- Less than 1 event 2
- 1 to 2 events 3
- 3 to 4 events 4
- More than 4 events 5

Q#9: How many UNT **women's athletic events** have you attended **since you graduated from UNT?**

- 0 events 1
- 1 to 5 events 2
- 6 to 10 events 3
- 11 to 20 events 4
- More than 20 events 5

Q#10: How strongly do you agree or disagree with each of the following statements?

I would attend more UNT football games each year if UNT. . .	Strongly Agree	Some-what Agree	Neither Agree nor Disagree	Some-what Disagree	Strongly Disagree	No Opinion
Fielded a stronger team	1	2	3	4	5	6
Played stronger opponents	1	2	3	4	5	6
Played more Southwest Conference teams such as UT, A&M, SMU, or Baylor	1	2	3	4	5	6
Played more NCAA Division 1A teams outside of the Southwest Conference	1	2	3	4	5	6
Competed in a NCAA Division 1A football conference	1	2	3	4	5	6
Resigned from the Southland Conference	1	2	3	4	5	6
Sponsored tailgate parties	1	2	3	4	5	6
Formally recognized alumni or alumni groups before or during each game	1	2	3	4	5	6

Q#11: Fouts Field now seats 20,000 spectators. One of the requirements to qualify for NCAA Division 1A football is to have a stadium with 30,000 seats. Funds for adding 10,000 seats to Fouts Field must come from students, alumni, and community donations. Would you be willing make to a non-binding pledge to pay for these additional seats?

- Yes 1
- No 2

If you answered *No* to Question #11, please skip to Question #16. If you answered *Yes*, answer the following questions.

- Q#12: How much would you be willing to pledge?
- \$ 0 1
 - \$ 1 to \$ 100 2
 - \$101 to \$ 250 3
 - \$251 to \$ 500 4
 - \$501 to \$ 750 5
 - \$751 to \$1000 6
 - \$1000 to \$2000 7
 - More than \$2000 8

- Q#13: If each seat that your donation paid for had a small plaque with your name on it, how much **more** would you be willing to pledge?
- \$ 0 1
 - \$ 1 to \$ 50 2
 - \$ 51 to \$100 3
 - \$101 to \$200 4
 - \$201 to \$300 5
 - \$301 to \$400 6
 - More than \$400 7

- Q#14: If you could make your donation over a three year period, how much **more** would you be willing to pledge?
- \$ 0 1
 - \$ 1 to \$ 50 2
 - \$ 51 to \$100 3
 - \$101 to \$200 4
 - \$201 to \$300 5
 - \$301 to \$400 6
 - More than \$400 7

- Q#15: If you received complementary season tickets for three years, how much **more** would you be willing to pledge?
- \$ 0 1
 - \$ 1 to \$ 50 2
 - \$ 51 to \$100 3
 - \$101 to \$200 4
 - \$201 to \$300 5
 - \$301 to \$400 6
 - More than \$400 7

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Q#16: How strongly do you agree or disagree with each of the following statements?

	Strongly Agree	Some-what Agree	Neither Agree nor Disagree	Some-what Disagree	Strongly Disagree	No Opinion
The football game is an important part of Home-coming Weekend activities.						
I am satisfied with the television coverage of inter-collegiate athletics at UNT.	1	2	3	4	5	6
I am satisfied with the newspaper coverage of inter-collegiate athletics at UNT.	1	2	3	4	5	6
UNT should field an intercollegiate baseball team.	1	2	3	4	5	6
UNT should compete in intercollegiate athletics.	1	2	3	4	5	6
A successful intercollegiate athletics program would enhance UNT's reputation.	1	2	3	4	5	6
A successful intercollegiate athletics program at UNT would enhance the value of my diploma.	1	2	3	4	5	6
A successful football program at UNT would enhance UNT's reputation.	1	2	3	4	5	6
A successful football program at UNT would enhance the value of my diploma.	1	2	3	4	5	6

Finally, we would like to ask you several personal questions. We will use these questions to group your answers with those of similar people. Be assured that your answers are anonymous and confidential. However, even if you choose to skip some of these questions, please return your questionnaire because your remaining answers are important to us.

Q#17: Did you receive an undergraduate degree from UNT?

- Yes 1
- No 2

If you answered *No* to Question #17, please skip to Question #20. If you answered *Yes*, answer the following questions.

Q#18: In what year did you receive your undergraduate degree?

(PLEASE FILL IN THE BLANK.) _____

Q#19: From which college did you receive your degree?

- Arts and Sciences 1
- Business 2
- Community Services 3
- Education 4
- Merchandising and Hospitality Management 5
- Library and Information Sciences 6
- Music 7

Q#20: Into which of the following groups does your age fall?

- Under 25 years old 1
- 25 to 29 years old 2
- 30 to 34 years old 3
- 35 to 39 years old 4
- 40 to 44 years old 5
- 45 to 49 years old 6
- 50 to 54 years old 7
- 55 to 64 years old 8
- 65 to 74 years old 9
- Over 74 years old 10

Q#21: Including yourself, how many people are in your household? (PLEASE CIRCLE THE CORRECT NUMBER.)

- 1
- 2
- 3
- 4
- 5
- 6
- 7 or more

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Q#22: What is your home zip code? (PLEASE FILL IN THE BLANK.) _____

- Q#23: How would you classify your occupation? Would you say that you are. . .
- A self employed businessperson 1
 - A professional 2
 - A manager 3
 - A salesperson 4
 - A clerical worker 5
 - A blue collar worker 6
 - A housewife 7
 - Retired 8
 - Other 9

- Q#24: What is your race?
- Asian 1
 - Black 2
 - Hispanic 3
 - White 4
 - Other 5

- Q#25: What is your gender?
- Male 1
 - Female 2

- Q#26: Into which of the following ranges does your total annual household income fall?
- Less than \$30,000 1
 - Between \$30,000 and \$50,000 2
 - Between \$51,000 and \$70,000 3
 - Between \$71,000 and \$90,000 4
 - Between \$91,000 and \$110,000 5
 - Between \$111,000 and \$150,000 6
 - More than \$150,000 7
 - Do not wish to answer 8

Q#27: Additional comments about UNT athletics: (PLEASE WRITE IN THE SPACE BELOW.)

We at the University of North Texas really appreciate the time and effort that you spent in completing this questionnaire. Thank you for your cooperation.