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Factors Affecting Student Decisions to Attend Selected BGSU Athletics Events

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ABSTRACT

The purpose of this study was to determine the factors that increase and decrease the likelihood that students at Bowling Green State University will attend selected athletics events. Students were randomly selected to participate in a survey that featured the sports of football, hockey, volleyball, men's basketball, and women's basketball. It was concluded that the type of sport, free student admission, and the skill level of the opponent were to top factors that encouraged students at Bowling Green State University to attend athletic events while the time and date of the event, weather, and importance of the game were the factors that students claimed had the greatest impact on their decisions not to attend a game.

INTRODUCTION

Bowling Green State University (BGSU) is home to an athletic program that features 18 men's and women's varsity sports programs and is one of only 13 schools in the nation to feature an NCAA Division I football and a hockey program as of 2012. In 2011, the university made major commitments to improving its athletic facilities, specifically though renovations to the BGSU Ice Arena including additions to the locker rooms, new lighting, and updating the ice compressor in an effort to help improve game play and the creation of a new basketball and volleyball facility, the Stroh Center. However, these additions have not come without a hefty price tag for donors, taxpayers, and students. According to BGSU Athletics, "Of the total cost for the Stroh Center, \$14 million will be paid for with private donations, including a nearly \$8 million gift from the Stroh family. The remaining \$26 million will be borrowed. That debt will be paid off over time through a student fee of approximately \$50 per semester" while "The \$8 million Ice Arena renovation will be funded through a combination of debt service and private gift support" (Bowling Green State University, 2009, pg. 1). Even with these state-of-the-art athletic venues now on campus, attendance at football, hockey, volleyball, and basketball games continue to be substandard, especially from a student perspective. When taking into consideration the past traditions of many BGSU teams, the marketing efforts of the BGSU Athletic Department to raise awareness about games, and the fact that student

admission is free to all home BGSU athletic events, the university is looking for answers to solve the current low student attendance numbers.

When examining BGSU hockey, volleyball, and men's and women's basketball attendance numbers from 2011 it is evident that some disconnect must exist between the general student body and Bowling Green fans in general that is keeping them from attending games. For attendance purposes, the (National Collegiate Athletic Association) NCAA and United States College Hockey organization lists the BGSU Ice Arena capacity at 5,000 people. During 2011, BGSU had a total attendance of 37,401 people at its 18 home games for an average of 2,078 people per game, which ranked 40th out of 57 teams. Based on these numbers, BGSU filled only 41.6% of the ice arena for home games on average (USCHO, 2011, pg.1). Over its 16 home men's basketball contests, Bowling Green saw 34,506 fans walk through the gates of the Stroh Center according to the Mid-American Conference, for an average of 2,157 per game. This ranked 8th out of 12 MAC schools and assuming a Stroh Center capacity of the 4,700 listed by BGSU athletics, indicates BGSU only filled 46% of its seats (Mid-American Conference, 2011, Pg. 7). Despite the construction of the Stroh center, many outside observers still feel "Attendance has always been small for the school given its location and general neglect from citizens in Lucas County" and that "basketball attendance doesn't seem to be affected by shiny buildings (save for year one), but rather the size of the market, the strength of the team, and the savvy of the marketers who can work season ticket packages into the wallets of people willing to pay for them and dole them out as party favors" (Sussman, 2011, pg.1). BGSU women's basketball had 25,846 fans at its 16 home games in 2011 according to the Mid American Conference. Although this figure only comes out to 1,615 per game filling up 34.4% of the Stroh Center per game, BGSU had the second highest attendance in the MAC behind only the University of Toledo (Mid-American Conference, 2011, pg. 8). Bowling Green Volleyball had 7,694 fans spread over its 11 home matches in 2011. While this only averages out to 699 fans per match and filling 14.9% of the Stroh Center, this number was quite typical for MAC schools. However it is important to note that BGSU ranked 74th out of 75 schools in average attendance of schools having at least 5,000 total fans (Rodgers, 2011, pg. 2) and that the attendance

number may have been slightly skewed as a Stroh Center record crowd of 2,961 came out to see the Falcons take on Michigan State University at the first athletic event at the arena on September 9, 2011. Even though most attendance data is made public knowledge, this is not often the case for student attendance numbers. Based on the “eye test” it is clear that Bowling Green struggles in this area. This adds to the significance in determining how to attract more students to athletic events and increase overall attendance numbers.

NCAA football attendance numbers take on their own meaning. While there are no subdivisions in NCAA hockey (a team is either Division I or Division III based on whether or not grant-in-aids are available) or NCAA basketball (all conferences are considered to be Division I), Division I football conferences are divided into the Football Bowl Subdivision (FBS) and Football Championship Subdivision (FCS) with attendance being one of the factors. The major differences between these two divisions are the FBS is required to spend more money on their football programs, whereas, FCS is known as the cost-containment level of Division I football, the FBS conducts unrelated post season games (bowl games), whereas the FCS stages the highest level of NCAA championship football that makes use of a single elimination tournament, the FBS postseason is governed by a separate body, apart from and sanctioned by the NCAA, which is known as the BCS, and as mandated by the NCAA, FBS teams have to give full grant-in-aids to 85 players, 22 more than the FCS is allowed to allocate (Wallace, 2010, Pg. 1). Recently modified in 2005, rule 20.9.6.3 for football Division I attendance requirements states:

“Once every two years, the institution shall average at least 15,000 in actual or paid attendance for all home football games”.

Subsequently, rule 20.9.6.3.1 for counting attendance explains:

“For purposes of computing attendance figures an individual may be counted if any one of the following conditions applies: (a) Attendees are issued tickets that are collected upon admission to the game and retained; (b) Attendees enter through and are counted by a turnstile accuracy of the count on a per-game basis;

or (c) Attendees enter through a gate at which a representative of the department of athletics counts them individually with a manual counter, and the representative provides a written statement verifying the accuracy of the count on a per-game basis”.

However, there is often a loophole here, as tickets that are sold and not used can also be factored into this number. For example, a school can sell 20,000 tickets and only have 5,000 fans show up but still count their attendance for that particular game as 20,000. In 2011, Bowling Green averaged 15,007 fans per home football game, a sharp increase from the 2010 figure of only 13,306 (Hammond, 2012, pg. 1). Based on these statistics, BGSU is living dangerously on the edge in terms of maintaining its Division I status. Not only do these numbers suggest that BGSU is struggling to hang on to its Division I eligibility, but many students who regularly attend football games have expressed disappointment in the turnouts. At a majority of universities, the outside views of the athletic program are often a reflection of the football team and its crowd participation. Select BGSU sport management students who were interviewed during the fall 2012 semester described the attendance at many 2012 home football games as “embarrassing” and “lacking spirit”. Many of these students expressed dismay at the number of individuals who show up for pregame tailgates but leave without entering the game and claimed that seeing a half-empty stadium when BGSU games are nationally televised or highlights are shown promotes a negative image of the university and its students. Playing in front of an empty, quiet stadium diminishes any home field advantage that the Bowling Green football team may have and fans leaving early at halftime is also a big issue even though it does not affect overall attendance numbers. BGSU football attendance numbers have a direct correlation to NCAA Division I status and the empty stadium sheds a negative light on the university as a whole.

BACKGROUND THEORY

Attending athletic events has been proven to exhibit a positive correlation in relation to student graduation rates as well as school spirit and identity. If a student is able to identify with his or her university through its athletic program, research has shown that

the student is more likely to graduate from that university and resist the urge to transfer or drop out. As Wann, Brame, Clarkson, Brooks, and Waddill reported in 2008, “Students with high team identification have higher graduation rates because they become devoted to their university. Sporting events promote excitement for the university and encourage students to take pride in their college. Sporting events bring students together through a common pride or excitement about their university” (Wann, Brame, Clarkson, Brooks, & Waddill, 2008, pg. 7). Athletics are also considered to be a common bonding point at which students of all races, ages, nationalities, and majors can come together and support. Montgomery and Robinson write, “Attendance at college games is affected mostly by team identification, social rewards, and desired quality of life. Sports events provide students with the opportunity to socially network and connect with other students while generating excitement about the university” (Montgomery & Robinson, 2006, pg. 5). Additionally, in a 2007 study Hickerson and Beggs share, “Students thought attending games was important and affected their quality of life. Participating in the activity raised their moods and overall affected their health. Not only did students think participating as a spectator would raise their current quality of life, but have a positive impact on their future as well” (Hickerson & Beggs, 2007, pg. 3). The benefits of having strong athletic attendance and a well-known athletic program also drift into the classroom and admissions center. This point can be best illustrated by George Mason University following a 2006 trip to the NCAA Final Four by its men’s basketball team. Due to this remarkable run, the university saw a 350% increase in inquiries, a 150% increase in Web hits, a 40% increase in out-of-state applications, freshman applications increase 10% (17% from out-of-state), its retention rate increase to 84%, the incoming student average GPA increase from 3.4 to 3.51, and the number of active alumnae increase 25% to 107,000 (Baker, 2010, slide 5). The university attributes this academic success not only to the George Mason Men’s Basketball team, but also to awareness of and student participation in the athletic program as a whole following the 2006 tournament. Individual athlete performances can also have a significant affect on student admissions and applications. As McEvoy explains in 2006 “from 1988-2002 universities realized a 6.59 percent increase in undergraduate applicants for admission in the year following having a football player finish among the top five vote recipients for the Heisman

Trophy” (McEvoy, 2006, pg. 1). It should not come as a surprise that many universities are known more for their athletic success than academic accolades. While college is still ultimately about the work that is done in the classroom, having a well-known athletic program that students take pride in, participate in and identify with has clear benefits in terms of retention rates, student quality of life, and the incoming student application process.

DESIGN AND PROCEDURE

The title of this study is *Factors Affecting Student Decisions to Attend Selected BGSU Athletics Events*. Working in conjunction with the sport management and athletic departments at BGSU an original research survey was developed the using the Qualtrics data program. This survey focuses on the sports of football, volleyball, hockey, men’s basketball, and women’s basketball at BGSU and touches on subjects relating to athletic event attendance including facilities, athletic department marketing efforts, feelings towards athletes, and general interest in sports. The rationale behind choosing these specific teams was to include both men’s and women’s athletic programs, collect data about multiple venues (Doyt L. Perry Stadium, BGSU Ice Arena, and the Stroh Center), and study the sports that are generally thought to generate the highest amounts of revenue, campus interest, and media exposure in the NCAA. Given the amount of financial resources, numerous student and university academic and social benefits, and NCAA Division I requirements that are directly related to attendance at BGSU athletic events, it is imperative that the university corrects its low attendance numbers. Given the proven academic and recruiting advantages that a well-known and spirited athletic program can bring, this research can not only provide assistance to the athletic department, but to the entire university as well. Determining student feelings towards the athletic program and the rationale behind attending or not attending games is the first step in creating a plan to change the athletic culture at BGSU.

Students were recruited by faculty members to participate in the survey on an optional basis. Specific majors that were targeted included sport management, life science, biology, and education. In addition, the survey was presented and distributed to several

BGSU student organizations including the Falcon Fanatics, Sport Management Alliance, and BGSU Honors Program. There were 198 total participants in the study, 60% male (n=118) and 40% female (n=80). Participants consisted of freshmen (n=39), sophomores (n=44), juniors (n=63), seniors (n=51), and graduate students (n=2) with 46% (n=90) of these students living on-campus and 54% (n=106) living off campus.

RESULTS AND DISCUSSION

The majority of BGSU students discover information about upcoming athletic events through a combination of word of mouth (n=140), Facebook (n=101), Twitter (n=97), campus signage (n=93), and the athletic website (n=89). 82% of students claim that they attend games with between 1 to 4 other people and that they decide to attend games 1-2 days in advance (n=94). 73% of students (n=144) are aware that BGSU has created an official student organization group, the Falcon Fanatics, in order to encourage attendance and participation in the student section and attendance at athletic events. The overall factors which students claim have an impact on whether or not they choose to attend a BGSU athletic event (on a scale of 1 being no chance to 6 being for certain) include the type of sport (n=5.36), free student admission (n=5.15), and the skill level of the opponent (n= 4.68). Students claimed that showing school spirit (n=3.77), special guest performances (n=3.69), and participation in the student section (n=3.24) not not have much of an impact on their reasons for attending a game. Using the same scale, students indicated that the time and date of the event (n=4.43), weather (n=4.40), and importance of the game (n=4.10) were the top factors that may influence them to not attend a game.

FOOTBALL

Most BGSU students would prefer to watch the football team play at Doyt L. Perry Stadium (n=120) in comparison to on television. On a scale of 1 to 5 (1 being poor and 5 being outstanding) Doyt L. Perry Stadium ranked good to excellent in terms of cleanliness, comfort, ability to see the game, friendliness of staff, promotion quality, fan behavior, and overall game experience. Fans specifically enjoy the ability to see the game clearly (n=4.05) while they tend to dislike the seat and comfort room (n=3.01) and the quality of promotional activities (n=3.01). BGSU students would significantly be

more likely to attend a football game if the game featured a star player or nationally recognized opponent (85%, n= 153) while a lesser number of participants claimed they would attend if the game were televised (67%, n=122). When provided with the option of watching BGSU football or another NCAA team students opinion was nearly split as 51% of participants said they would watch BGSU (n=93) while 49% (n=89) would decide to watch other schools. BGSU football players overwhelmingly received the lowest image ratings of any of the five sports included in this survey. Only 47% of students indicated they have a positive image of BGSU football players (n=85) while 37% indicated a negative image (n=68) and 16% are indifferent (n=29). Of the 103 student comments that were submitted about the football team, 70% were in relation to social aspects (n=72), 14% could not be classified (n=15), 11% were athletic (n=11), 5% were academic (n=5), and there were no comments related to sexuality. Some of the top words and phrases used to describe football players included cocky, arrogant, entitled, cool, unapproachable, and hard-working.

HOCKEY

Most BGSU student participants would prefer to watch the hockey team play at the BGSU Ice Arena (n=143) in comparison to on television or online. On a scale of 1 to 5 (1 being poor and 5 being outstanding) the BGSU Ice Arena consistently marked between good to excellent in terms of cleanliness, comfort, ability to see the game, friendliness of staff, promotion quality, fan behavior, and overall game experience. Students noted the overall game experience (n=4.06) and fan attitudes and behaviors (n=3.96) as the most positive aspects of attending a game while the amount of seat room and comfort (n=3.10) was the least appealing aspect. BGSU students would be somewhat more likely to attend a hockey game if the game featured a star player or nationally recognized opponent (73%, n= 122) although having a televised game would not have as much impact on attendance as only 54% of participants noted they may be more likely to attend (n=92). If given the option of watching BGSU hockey or another NCAA, NHL, or minor league team students preferred BGSU hockey by a 76% (n=127) to 24% (n=41) margin. BGSU hockey players received the highest image rating score of any male athletic team included in the survey. 64% of students indicated they have a positive image of BGSU hockey

players (n=108) while only 5% indicated a negative image (n=8) while 32% are indifferent (n=54). There were 84 student comments submitted about their feelings towards the BGSU hockey players and team. 56% were in relation to social aspects (n=56), 28% could not be classified (n=28), 13% were athletic (n=13), 2% were academic (n=2), and 1% was related to sexuality (n=1). The most common descriptions of BGSU hockey players were friendly, funny, respectful, providing a good image of BGSU, and a solid part of the community.

VOLLEYBALL

An overwhelming majority of BGSU student participants would prefer to watch the volleyball team play at the Stroh Center (n=141) in comparison to online. On a scale of 1 to 5 (1 being poor and 5 being outstanding) the Stroh Center received exceptional reviews, scoring from excellent to outstanding in terms of cleanliness, comfort, ability to see the game, friendliness of staff, fan behavior, and overall game experience. The only aspect of the game that students expressed any type of displeasure with was the quality of promotional activities (n=3.53). BGSU students claimed that they would likely to attend a volleyball game if the game featured a star player or nationally recognized opponent (73%, n= 118). If given the option of watching BGSU volleyball or any other volleyball team 77% students preferred to watch BGSU (n=127). BGSU volleyball players scored very well in terms of student image. 65% of students indicated they have a positive image of BGSU volleyball players (n=106) while only 1% indicated a negative image (n=2) and 34% are indifferent (n=55). There were 73 student comments made about the volleyball team. 54% were in relation to social aspects (n=39), 29% could not be classified (n=21), 7% were athletic (n=5), 5% were academic (n=4), and 5% were related to sexuality (n=4), the most of any team. Student participants most frequently described volleyball players as humble, positive, active in the community, appreciative, having “real majors”, and good-looking.

MEN’S BASKETBALL

The greater part of BGSU student who participated in the survey would prefer to watch the men’s basketball team play at the Stroh Center (n=128) in comparison to

television or online (n=19). On a scale of 1 to 5 (1 being poor and 5 being outstanding) the Stroh Center received exceptional reviews, scoring from excellent to outstanding in terms of cleanliness, comfort, ability to see the game, friendliness of staff, fan behavior, and overall game experience for men's basketball. Promotional activities (n=3.76) was the only factors about the Stroh Center that failed to reach a grade of excellent. BGSU students indicated that they would much more likely to attend a men's basketball game if the game featured a star player or nationally recognized opponent (83%, n= 133). However, in the case of BGSU men's basketball 56% students (n=89) indicated they would rather watch other NCAA teams than BGSU games. This was the only sport mentioned in the survey that yielded such a result. If a BGSU men's basketball game was televised on a major network 67% of students claimed that they would be more likely to attend (n=106). BGSU men's basketball players appear to have an average student image. 50% of students indicated they have a positive image of BGSU men's basketball players (n=80), 6% indicated a negative image (n=9) and 44% have an indifferent opinion (n=70). Of the 63 student comments that were submitted about the men's basketball team, 60% were in relation to social aspects (n=38), 31% could not be classified (n=19), 6% were athletic (n=4), 3% were academic (n=2), and there were no comments related to sexuality. Student described men's basketball players as quiet, nice, hardworking, thinking they own the campus, carrying themselves very highly, and not heard from very often.

WOMEN'S BASKETBALL

Most BGSU student who participated in the survey would prefer to watch the women's basketball team play at the Stroh Center (n=121) in comparison to television or online (n=19). On a scale of 1 to 5 (1 being poor and 5 being outstanding) the Stroh Center received exceptional reviews, scoring from excellent to outstanding in terms of cleanliness, comfort, ability to see the game, friendliness of staff, fan behavior, and overall game experience for women's basketball. Just like volleyball and men's basketball, promotional activities (n=3.73) were the only factors concerning the Stroh Center that failed to reach a grade of excellent. The majority of BGSU students indicated that they would more likely to attend a women's basketball game if the game featured a

star player or nationally recognized opponent (75%, n= 116). On the other hand, if a BGSU women's basketball game was televised on a major network only 59% of students claimed that they would be more likely to attend (n=92) while 41% (n=63) claimed they would not attend, the lowest mark amongst sports in the survey. BGSU women's basketball players scored the best of all teams included in the survey in terms of student image. 67% of students indicated they have a positive image of BGSU women's basketball players (n=104) and 33% have an indifferent opinion (n=52). There were no participants that indicated that they have a negative image of BGSU women's basketball players. There were 59 student comments made about the women's basketball team. 56% were in relation to social aspects (n=33), 34% could not be classified (n=20), 8% were athletic (n=5), 2% were academic (n=1), and none were related to sexuality (n=0). Student participants most regularly described women's basketball players as humble, hardworking, nice, open (easily approachable), and "like regular students on campus".

CONCLUSIONS

Most BGSU students are made aware of information about upcoming athletic events through word of mouth, Facebook, Twitter, campus signage, and the athletic website. Students often attend games with between 1 to 4 other people and that they decide to attend games 1-2 days in advance. The greatest factors that students claim have an impact on whether or not they choose to attend a BGSU athletic event are the type of sport, free student admission, and the skill level of the opponent. Students also indicated that the time and date of the event, weather, and importance of the game are the top factors that may influence them to not attend a game.

The Doyt L. Perry Stadium and BGSU Ice Arena consistently marked between good to excellent in terms of cleanliness, comfort, ability to see the game, friendliness of staff, promotion quality, fan behavior, and overall game experience while the Stroh Center marked between excellent and outstanding in these same categories for volleyball, men's basketball, and women's basketball. BGSU students unanimously agreed that they would be more likely to attend an athletic event if a team was playing a nationally recognized

opponent or an opponent with a star player regardless of the sport. Having an on-campus game that was televised may slightly increase attendance but would not produce any overwhelming results. While students prefer to watch the hockey, volleyball, and women's basketball teams over other NCAA or professional teams, nearly half indicated they would prefer other NCAA teams and a majority would rather watch other NCAA basketball teams over BGSU. BGSU women's teams hold a much greater image in the eyes of the student body than men's teams, with football specifically having the worst student image.

RECOMMENDATIONS

In order to correct its recent attendance shortcomings, there are several changes that BGSU can make to its current operations. Knowing that the top way in which students receive information about upcoming athletic events are through word of mouth, Facebook, and Twitter BGSU must continue to improve its presence on social media site. In addition, since students often decide to attend games 1-2 days in advance, these announcements need to go out sooner than the current day-of-the-game campus updates that are electronically handed out. Releasing a weekly athletic schedule or creating Facebook events days in advance would be more effective measures. Since weather and the time of events are important factors that influence students not to attend games, transportation to these games must also be considered. Offering free student parking could help in attracting individuals who live off-campus or dorms located on the opposite end of the athletic venues. Many games take place either around noon or later in the evening when the weather in the city is not ideal for fans looking to walk to a game.

Many students indicated a lack of interest in participating in the student section and exhibiting school spirit. This provides evidence that BGSU as a whole may be lacking in tradition, culture, and school spirit. As unfortunate as it may be, there may be many students at BGSU that have already given up or lost interest in the athletic program. Targeting incoming students and engraining them in the culture and traditions of the school before they arrive on campus may help them to get involved and experience athletic events. The BGSU honors program offers students (and their families) accepted

into the program tickets to a home football game as part of their visit and orientation. This may be an option the university should consider expanding to all prospective students and for a variety of sports. Not only would it increase attendance throughout the season by offering this promotion at games that may be less popular, but it would also introduce students to the benefits and enjoyments of attending BGSU athletic events.

Perhaps the greatest need of improvements for BGSU athletic lies in its strength of scheduling. For football, hockey, volleyball, and men's and women's basketball students indicated that they would be much more likely to attend a game versus a star player or notable opponent. During the past few athletic seasons, BGSU has been able to bring a few larger non-conference programs onto campus, most notably Michigan State University for volleyball and men's basketball, Butler and Dayton for women's basketball, and plans on having Indiana on the 2013 home football schedule. However, the majority of the non-conference schedule has been filled with opponents from the division II level or smaller conferences, specifically Rhode Island University in football, New Orleans University, Samford, and Lake Erie for men's basketball, and Madonna University for women's basketball. Additionally, with hockey moving from the CCHA to WCHA conference in the 2013 season, opponents including Michigan, Michigan State, Ohio State, Notre Dame, and Miami Ohio will be lost. While it is often easier said than done and money could be a factor, the athletic department needs to prioritize its scheduling in order to encourage students to attend games. Considering Big 10, Big East, Sun Belt, and Conference USA football opponents along with Atlantic 10, Horizon League, Summit League, and Conference USA men's and women's basketball opponents as replacements for these unknown, unattractive opponents would go a long way towards improving attendance and boosting the image of the program.

EDITORIAL COMMENTS

As a Bowling Green State University student and sport management major who regularly follows the athletic program and attends games, the lack of overall student attendance and participation at athletic events is very frustrating. I understand that I may not be the typical BGSU athletic fan as I attend almost every home game for football, volleyball,

and hockey along with several other basketball games for both the men's and women's teams. One of my "requirements" for enrolling at a university was wanting the school to have both a division one football and hockey team and viewing the BGSU student recreation center and having the opportunity to attend a home football game on one of my college visits and experience BGSU football during a bowl game push was one of the reasons I ultimately decided to attend this university. Additionally, I have made it a habit to attend several away BGSU athletic events each year and have even spent a decent amount of money to make trips to the University of Michigan, University of Florida, Spire Institute in Genoa, and Michigan State University in order to watch BGSU play larger schools or participate in postseason games.

In analyzing these data, it is clear that students expect more from the athletic department in terms of home scheduling, recruiting, and involving the overall student body with the athletic teams. I feel that most students on this campus are very aware of what BGSU has to offer athletically and would just ask that our teams be more competitive and take on more opportunities to gain national exposure by playing bigger programs. Most BGSU students are not expecting to make a BCS bowl game, play in the NCAA Final Four, or make the Frozen Four. In being a mid-major school, we understand that simply making a bowl game or tournament is a great year. In recent years, BGSU has had the opportunity to compete against non-conference top schools such as Florida, Virginia Tech, and Michigan in football, Michigan State in men's basketball, Dayton in women's basketball, and Michigan State and Penn State in volleyball. Regardless of the outcomes of these games, students absolutely love these changes to compete on a national stage. It is an opportunity for us to show school spirit, bond as a community, and share athletic events with others outside of BGSU who follow sports more on a national basis. These "BGSU against the world" games are building blocks for the athletic department not just financially but also in increasing student awareness about the programs BGSU has to offer.

The greatest area of concern for the athletic department should be that students would rather watch other NCAA men's basketball teams than BGSU and that football was

nearly a 50/50 split (in my personal opinion, the only reason football was a split is because BGSU plays many of its games at noon and does not compete with Michigan, Ohio State, or any primetime matchups given this starting time). Given the amount of media attention that these two sports receive and the fact that they should be the top athletic revenue sources for the school it is imperative that BGSU look into this problem. These problems stem directly once again from the poor non-conference scheduling, lack of unique rituals, and student feelings towards student athletes that play on these teams. I will admit that this season when BGSU hosted division II opponent Rhode Island in football (a game that I could have watched for free at the Doyt), I willingly paid \$160 for two tickets and drove to Ohio State at Michigan State with my brother because this game was so unappealing. Honestly, I would rather watch BGSU lose to a nationally recognized opponent than beat up on a team such as Rhode Island or Morgan State. Several students have commented that BGSU should focus more on hockey because it is the sport in which we have had the most national success and play the best opponents. With BGSU now moving to the Western Collegiate Hockey Association next season, it will be interesting to watch attendance numbers. While I anticipate the team having a better overall record, it will come at the expense of playing an easier schedule (in my opinion).

BGSU students also need to take some accountability for the poor attendance numbers. The lack of school spirit at this school is somewhat embarrassing for someone who takes pride in our athletic programs. It is not fun showing up to an empty, quiet stadium where fans are more concerned about tailgating and then leaving before the actual game starts than who BGSU is playing that day. The school also lacks any major original traditions and rituals that can help to draw in students. The majority of the school cheers that go on are BGSU attempting to copy other schools. With the addition of the Falcon Fanatics this past year, I believe that the student section has somewhat improved. BGSU needs to focus on an overall culture change and embedding incoming students into the athletic program before they step foot on campus. Current students do not schedule around athletic events. Most would rather go home or be with their friends at other locations than an athletic venue. The athletic department cannot be solely to blame for the fact that

some students simply do not care for athletics. BGSU students as a whole need to take more pride in the university and give athletics a chance. Since games are free due to the student athletics and facilities fee, there is nothing to lose by at least showing up to one game. The reality is that endeavor to increase attendance at BGSU athletic events will require efforts to be made by both students and the athletic department.

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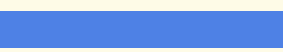

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APPENDIX

Factors Affecting Student Decisions to Attend Select BGSU Athletic Events






Last Modified: 03/1/2013

1. Please indicate your gender.

#	Answer		Response	%
1	Male		118	60%
2	Female		80	40%
	Total		198	100%

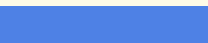

Statistic	Value
Min Value	1
Max Value	2
Mean	1.40
Variance	0.24
Standard Deviation	0.49
Total Responses	198

2. Please indicate your academic year at BGSU.

#	Answer		Response	%
1	Freshman		39	20%
2	Sophomore		44	22%
3	Junior		63	32%
4	Senior		51	26%
5	Graduate Level		2	1%
	Total		199	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.66
Variance	1.19
Standard Deviation	1.09
Total Responses	199

3. Please describe your housing location.

#	Answer		Response	%
1	On-Campus		90	46%
2	Off-Campus		106	54%
	Total		196	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.54
Variance	0.25
Standard Deviation	0.50
Total Responses	196

4. Are you aware of the BGSU official student section organization, the Falcon Fanatics?

#	Answer	Response	%
1	Yes	144	73%
2	No	54	27%
	Total	198	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.27
Variance	0.20
Standard Deviation	0.45
Total Responses	198

5. Where do you most often see and/or hear about BGSU upcoming games or special events (check all that apply)

#	Answer	Response	%
1	Campus Signage	93	47%
2	Athletic Website	89	45%
3	Facebook	101	51%
4	Twitter	97	49%
5	Television	11	6%
6	Newspaper	31	16%
7	Radio	1	1%
8	Word of Mouth	140	71%

Statistic	Value
Min Value	1
Max Value	8
Total Responses	198

6. How many other people usually attend games with you?

#	Answer	Response	%
1	0	16	8%
2	1-2	86	44%
3	3-4	75	38%
4	5-6	7	4%
5	7+	13	7%
	Total	197	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.57
Variance	0.88
Standard Deviation	0.94
Total Responses	197

7. How far in advance do you usually decide to attend a BGSU athletic event?

#	Answer	Response	%
1	Day of the Game	69	35%
2	1-2 days ahead	94	48%
3	3-7 days ahead	23	12%
4	More than a week	11	6%
	Total	197	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.88
Variance	0.68
Standard Deviation	0.82
Total Responses	197

8. Please rate the following factors that might increase your likelihood to ATTEND a BGSU athletic event: 1: No Chance 2: Slight Chance 3: Fair Chance 4: Good Chance 5: Strong Chance 6: For Certain

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Team win/loss record	0.00	6.00	4.51	1.34	198
2	Skill level of opponent	1.00	6.00	4.68	1.29	199
3	Promotion or giveaway	1.00	6.00	3.95	1.54	199
4	Type of sport	1.00	6.00	5.36	0.97	197
5	Participate in the student section	0.00	6.00	3.24	1.64	198
6	Show school spirit	0.00	6.00	3.77	1.46	198
7	Guest/special performance	1.00	6.00	3.69	1.53	197
8	Free student admission	1.00	6.00	5.15	1.32	198
9	Event location (Doyt, Stroh, Ice Arena)	1.00	6.00	3.97	1.62	197
10	Engage in a social event with friends	0.00	6.00	4.29	1.34	198

9. Please rate the following factors that might influence your likelihood to NOT ATTEND a BGSU athletic event: **1: No Chance** **2: Slight Chance**
3: Fair Chance **4: Good Chance** **5: Strong Chance** **6: For Certain**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Distance from stadium	0.00	6.00	3.50	1.75	197
2	Time/date of event	0.00	6.00	4.43	1.43	197
3	Weather	1.00	6.00	4.40	1.52	197
4	Feelings towards athletes	1.00	6.00	2.66	1.62	197
5	Importance of game (regular season vs. playoff)	1.00	6.00	4.10	1.68	197

10. How many home BGSU Football games have you attended this year?

#	Answer	Response	%
1	0	35	19%
2	1-2	46	25%
3	3-4	49	27%
4	5-6	52	29%
	Total	182	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.65
Variance	1.19
Standard Deviation	1.09
Total Responses	182

11. Please rate the following concerning Doyt L. Perry Stadium: 1: Poor 2: Below Average 3: Good 4: Excellent 5: Outstanding

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Cleanliness of seat and floor	1.00	5.00	3.50	0.80	178
2	Seat comfort/room	1.00	5.00	3.01	1.00	178
3	Overall cleanliness	1.00	5.00	3.57	0.88	178
4	Ability to see the game clearly	1.00	5.00	4.05	0.80	178
5	Friendliness of ushers/staff	1.00	5.00	3.79	0.92	178
6	Quality of promotional activities	1.00	5.00	3.38	1.02	178
7	Attitude/behavior of fans around you	1.00	5.00	3.76	0.94	178
8	Overall game experience	1.00	5.00	3.75	0.84	178

12. Where do you prefer to watch BGSU football?

#	Answer	Response	%
1	Doyt Perry Stadium	120	66%
2	Home television	39	21%
3	Bar/Grill	14	8%
4	Other	9	5%
	Total	182	100%

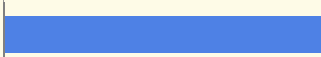

Statistic	Value
Min Value	1
Max Value	4
Mean	1.52
Variance	0.70
Standard Deviation	0.84
Total Responses	182

13. Would you be more likely to attend a BGSU Football if the game features a star player or nationally recognized opponent?

#	Answer	Response	%
1	Yes	153	85%
2	No	28	15%
	Total	181	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.15
Variance	0.13
Standard Deviation	0.36
Total Responses	181

14. Would you be more likely to attend a BGSU Football if the game is being featured on ESPN, FSN, or another major sports network?

#	Answer	Response	%
1	Yes		67%
2	No		33%
	Total	182	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.33
Variance	0.22
Standard Deviation	0.47
Total Responses	182

15. If given the choice, would you rather attend a BGSU Football game or watch other NCAA football games on television?

#	Answer	Response	%
1	Attend BGSU Football game	93	51%
2	Watch other teams	89	49%
	Total	182	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.49
Variance	0.25
Standard Deviation	0.50
Total Responses	182

16. What image do you have of Football player student athletes at BGSU?

#	Answer	Response	%
1	Positive	85	47%
2	Negative	29	16%
3	No opinion	68	37%
	Total	182	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.91
Variance	0.84
Standard Deviation	0.91
Total Responses	182

17. Please explain your feelings towards the Football players at BGSU.

Text Response
I have had many classes with football players that have not been respectful or given full effort. This does not apply to every player on the team, just a few I have encountered.
I feel that they think that they are entitled
Act entitled and important
They work hard and give their best effort every game
NONE
I have had to the opportunity to talk to a lot of them and work with them. Each one I have met is extremely nice and respectful.
Humble Athletes
No opinion
Friendly, always see them around campus
N/A
They are alright. Nothing bad or good
they are arrogant and rude and think they are better than others
I have had classes with numerous football players, they do not act any differnet than other students.
i dont know many of them but on the field they play tough
friendly
I actually am an athlete on a team not in this survey so I personally know many or the players. They are great guys.
They seem like good people. Sometimes are full of themselves
They're fine
Lack of mutual respect or kindness. Seem to think they are high and mighty/above the law.

The ones I have met all seem nice, but I could see how they have a negative reputation.

I judge each individual as I meet them. Before that I have no opinion of them.

They are people on campus who are highly respected. They work hard on a regular basis and have been recently playing on a higher level.

The football team hogs all the money from all the other athletic teams

I think many of the football players don't have difficult majors, not all, but most. I have a very difficult major and rigorous coursework. I just think that's why we should all be at college, to get an education, not play sports.

I dont have any feelings towards them

I have had classes with them and have never had any problems

great

They seem laid-back and nice and many of them hard workers. Don't know many of them personally.

Feel like they are just the shit

I feel like they do work pretty hard in the classroom, judging by attending some of the same courses as them. I feel as if they're held to high standards. I've never seen them receive special treatment. However, in one of my classes there was a group of about four of them, and they were perceived as somewhat arrogant.

Cockey at times but some are decent people.

there nice guys, i dont have a problem with them

Big Headed

They think they are better then everyone because they play football and don't do anything in class since they can get away with. Academics aren't a huge deal to the football progarm. They have one of the lowest GPAs in Athletics.

Overall good guys. work hard for the little they have

Friendly overall with a few exceptions.

Cocky, not down to earth at all. I'm not a fan of the way they act on campus. Very obnoxious.

Cocky for no reason and Big Headed. Not the most humble group of men
The put forth a good image for BGSU
Possible good players with lack of knowledge/disapline of positions
they are all nice and friendly and put school before sports
I think they are okay.
I have never interacted with one, so i have no opinion
average guys
Hard working
The are lazy
none
I've never watched a football game, ever. But I've been in the stadium. Not a big sports person.
Good people
They are nice
BGSU Football players like all others on a team have a strong support system and ability to communicate with one another, Off the field, they are kind to those around them and often times look for ways in which they can help others that I have seen.
Very Nice
strong
Friendly and promote really well.
For the most part they are a great group, however, there are some not so great ones.
They're pretty friendly both on and off the field.
none
All of the ones I have met are nice.

Nice guys
I work with the players and love doing my job everyday!
indifferent
Cocky and arrogant. You guys are terrible.
A lot of them are cool to get along with but some have too big of an ego.
positive
Arrogant, seemingly think superior than other BGSU students, or above the law. Lack interpersonal skills.
I think they work hard and are friendly to other around them. They just are not the best team around.
Not responsible students, and don't intermix with the general population
very good
I have no hate or love for them
I do not really know any of them personally, so I can not say.
I've had many classes with BGSU football players and they stay amongst themselves, but they're very nice.
No real strong feelings either way, I do think that some of the players do come off as cocky though when they are out in public.
Hard working athletes
Had a few in some of my classes, and they seemed like pretty good guys.
At points, I don't mind them but they do seem to have big heads at some times.
They are mostly great people and knowing them makes me want to go to the games more
They are cocky, and ignorant
No opinion
Nice guys when you get to know them

I live around a few of them and they all seem normal, they don't strut around like they own the place and they act just like a regular college kid

arrogant, cocky, think everyone needs to cater to their needs

They try their best

They don't really do much so I don't know them.

Great People, I work with them and they are very enjoyable to be around

Some are nice people, some don't represent the university well

I worked with two players over summer and they seemed like pretty nice guys, other than that I do not have an overall opinion about them.

They have a reputation of being very cocky and unwelcoming towards non-athletes. Not all of them but most of them have that reputation.

Solid part of the BG community

They are just like any other student.

All they do is where BG clothes that they do not deserve.

Most of them are fun people to be around

To themselves... only interacting with each other... but nice students in class

My brother is on the team....He inspires me. The men work hard physically, their mental game can be improved.

Arrogant

Some are cool, some are cocky

The football players are unapproachable, act as though they are superior to their peers, and are unlikely to help student organizations.

Cool guys and not arrogant at all.

Great guys

They tend to hang out as a team and I always see them together.

Generally positive. The guys try hard and are nice off the field.

Their terrible

Statistic	Value
Total Responses	103

18. How many home BGSU Hockey games have you attended this year?

#	Answer	Response	%
1	0	65	37%
2	1-2	43	24%
3	3-4	38	22%
4	5-10	21	12%
5	10+	9	5%
	Total	176	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.24
Variance	1.47
Standard Deviation	1.21
Total Responses	176

19. Please rate the following concerning the BGSU Ice Arena: 1: Poor 2: Below Average 3: Good 4: Excellent 5: Outstanding

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Cleanliness of seat and floor	1.00	5.00	3.57	0.91	157
2	Seat comfort/room	1.00	5.00	3.10	1.08	157
3	Overall cleanliness	1.00	5.00	3.63	0.85	157
4	Ability to see the game clearly	1.00	5.00	3.85	1.00	157
5	Friendliness of ushers/staff	1.00	5.00	3.90	0.93	157
6	Quality of promotional activities	1.00	5.00	3.41	1.09	157
7	Attitude/behavior of fans around you	1.00	5.00	3.96	0.96	157
8	Overall game experience	1.00	5.00	4.06	0.87	155

20. Where do you prefer to watch BGSU Hockey?

#	Answer	Response	%
1	BGSU Ice Arena	143	85%
2	Online stream	4	2%
3	Bar/grill	3	2%
4	Other	18	11%
	Total	168	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.38
Variance	0.92
Standard Deviation	0.96
Total Responses	168

21. Would you be more likely to attend a BGSU hockey if the game features a star player or nationally recognized opponent?

#	Answer	Response	%
1	Yes	122	73%
2	No	45	27%
	Total	167	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.27
Variance	0.20
Standard Deviation	0.45
Total Responses	167

22. Would you be more likely to attend a BGSU Hockey if the game is being featured on FSN, STO, NBCSN, or another major sports network?

#	Answer	Response	%
1	Yes	92	54%
2	No	77	46%
	Total	169	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.46
Variance	0.25
Standard Deviation	0.50
Total Responses	169

23. If given the choice, would you rather attend a BGSU Hockey game or watch other NCAA hockey/NHL/Minor League games?

#	Answer	Response	%
1	Attend BGSU hockey game	127	76%
2	Watch other teams	41	24%
	Total	168	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.24
Variance	0.19
Standard Deviation	0.43
Total Responses	168

24. What image do you have of hockey player student athletes at BGSU?

#	Answer	Response	%
1	Positive	108	64%
2	Negative	8	5%
3	No opinion	54	32%
	Total	170	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.68
Variance	0.86
Standard Deviation	0.93
Total Responses	170

25. Please explain your feelings towards the hockey players at BGSU.

Text Response

Having played hockey, I can relate to their attitudes and behaviors. I enjoy seeing the hockey team around campus.

I feel that the hockey players are the most humble out of the mens athletes

Work hard and they beat opponents that they necessarily should not beat according to skill level

NONE

They seem like good guys. I have talked to a few of them and they seem fine.

Humble Athletes

No opinion

Not much said about them.

I have not really interacted with them

n/a

Great guys on a personal level

Nice guys. Again all athletes can be full of themselves.

Think they own the campus

Quietest of all the athletes, closed off almost.

I don't often cross paths with hockey players at BGSU

going to the hockey games are always fun

no certain feelings

don't know any of them

funny

Don't know any of them personally.

Good
I feel as if they aren't really recognized throughout campus. I haven't really had much interaction with the hockey team.
Hard workers
fun people, very nice
Never really met any.
Friendly anytime I have come across them.
Good group of guys. Easy to talk to.
Put forth a good image and example for BGSU
Hard working, team on the rise
Nice and friendly
I have never interacted with one so I have no opinion
Hard working, Fun
very nice and hard working
none
Not sure
smart
Don't really know them.
Great group, Ryan Carpenter is fantastic.
Similar to the football players, they're friendly both on and off the ice.
All of the ones I have met are nice.
Nice guys
They are a good group of guys! Play very well

they are AWESOME
indifferent
Very friendly and respectful
I dont really pay attention to them.
great guys
I dont watch Hockey.
my boyfriend plays!
Usually am unable to pick these athletes out on campus.
very good
Live on the same floor with most of the team.
They seem like nice guys.
I only know a couple but they're cool.
No real feelings either way, the few players I have had classes with seemed pretty laid back and fun to be around.
Dedicated, successful athletes
Great team. Always playing together as a team
No opinion
Nice guys
they are just there and act like normal students
Good players
The Hockey team has a Twitter page and are very active, it helps their image.
Love BG Hockey because its the only sport we can compete nationally in. BG needs to focus more attention to its only contender

Hard working, represent university well.

Positive, my fraternity has teamed up with the team to start going to their games and give them extra fans.

I have met some of the hockey players and like some of them, I feel indifferent about them as a whole though.

Solid part of BG community

They are just like any other student.

Love hockey, friends with a lot of D1 guys

Most of them have outgoing personalities and are fun to hang out with.

like all athletes here to themselves

I know they train hard!

Talented

All good guys

So friendly

grimy

Cool guys and not cocky.

Great Guys

I don't know any hockey players at BGSU.

They compete very well against better competition.

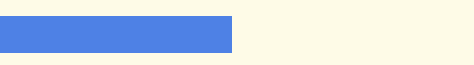



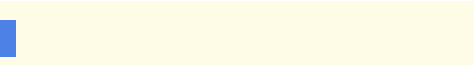
Friendly

Cocky

they seem to be pretty level headed guys.

Statistic	Value
Total Responses	84

26. How many home BGSU Volleyball games have you attended this year?

#	Answer		Response	%
1	0		84	49%
2	1-2		50	29%
3	3-4		18	10%
4	5-10		14	8%
5	10+		6	3%
	Total		172	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.88
Variance	1.23
Standard Deviation	1.11
Total Responses	172

27. Please rate the following concerning the Stroh Center for Volleyball games: 1: Poor 2: Below Average 3: Good 4: Excellent 5: Outstanding

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Cleanliness of seat and floor	1.00	5.00	4.21	0.85	145
2	Seat comfort/room	2.00	5.00	4.08	0.85	145
3	Overall cleanliness	2.00	5.00	4.26	0.80	145
4	Ability to see the game clearly	1.00	5.00	4.34	0.79	145
5	Friendliness of ushers/staff	1.00	5.00	4.02	0.96	144
6	Quality of promotional activities	1.00	5.00	3.53	1.11	143
7	Attitude/behavior of fans around you	1.00	5.00	4.09	0.80	144
8	Overall game experience	1.00	5.00	4.17	0.81	143

28. Where do you prefer to watch BGSU Volleyball?

#	Answer	Response	%
1	Stroh Center	141	89%
2	Online Stream	5	3%
3	Other	13	8%
	Total	159	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.19
Variance	0.32
Standard Deviation	0.57
Total Responses	159

29. Would you be more likely to attend a BGSU Volleyball if the game features a start player or nationally recognized opponent?

#	Answer	Response	%
1	Yes	118	73%
2	No	43	27%
	Total	161	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.27
Variance	0.20
Standard Deviation	0.44
Total Responses	161

30. If given the choice, would you rather attend a BGSU Volleyball game or watch other NCAA games on television?

#	Answer	Response	%
1	Attend BGSU volleyball game	127	77%
2	Watch another NCAA team	37	23%
	Total	164	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.23
Variance	0.18
Standard Deviation	0.42
Total Responses	164

31. What image do you have of Volleyball player student athletes at BGSU?

#	Answer	Response	%
1	Positive	106	65%
2	Negative	2	1%
3	No opinion	55	34%
	Total	163	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.69
Variance	0.90
Standard Deviation	0.95
Total Responses	163

32. Please explain your feelings towards the Volleyball players at BGSU.

Text Response

Of all the BGSU teams, I feel Volleyball does the best job of genuinely engaging with the community and student body.

NONE

I know a few personally and I have been around others. They are awesome. Very appreciative and just good people.

Humble Athletes

no opinion

Don't really hear much.

I love their team attitude

genuine individuals

Most girls on the team and very good girls. Some are kind of stuck up

Very nice.

They're good

I haven't meet any Volleyball players

Volleyball games are fun to see but not that many people attend

The volleyball players work very hard and I have them in many of my classes. They have difficult majors and have their priorities straight.

They are all nice

My freshman year I lived on the same floor as them

nothing

They seem like extremely hard workers and take their sport and academics seriously.

Love them

Because the volleyball team has been so successful this year, my feelings for them are

extremely positive. I've never heard anything negative about any of the players on the team.

They act like they are normal students and treat others well from what I observe

there unreal at volleyball

Great Attitudes towards others

Attractive. Talented.

All friendly.

Awesome team. Very active in the community and hosting camps

Best athletes on campus!

Put forth a positive and well rounded image for BGSU and the community

I don't watch them enough

Love them

I have never interacted with one so I have no opinion.

Hard working, intelligent

none

Not sure

The girls have a strong sense of comradery and work together well. They are kind.

strong

Don't really know them.

LOVE the BG Volleyball team, amazing group of women, amazing school spirit, shows what a D1 Athlete should be with their grades

All the ones I have met are nice.

Nice girls

indifferent

Great girls overall.

I love looking at the booties.

positive

work hard

Fantastic looking team, enjoy watching the game, and are one of the better sports teams on campus. Also good Student/Athletes

good

My Lab partner is on the team. Very friendly and enjoyable to be around.

They came to the Falcon Fanatics meeting and they all seemed really nice, and they acted like they really cared for the school and their fans. I think that's a sign of a truly grateful player.

I don't know any BGSU volleyball players but I've never heard anything bad about them.

No feelings at all, never attended a Volleyball game.

Successful

Few players in my classes. Seem nice.

They are a great team

No Opinion

Some quite good looking girls

They are a good team

I'm just not interested in Volleyball

No opinion

no opinion

I don't have a lot of interaction with volleyball players, but the few that I have interacted with were nice.

They are just like any other student.

idk .. nice?
They are humble
Great Attitudes
N/A
classy
Cool females, yo.
Arrogant
I don't know any of the volleyball players.
They always seem excited and play very well
Friendly
friendly

Statistic	Value
Total Responses	73

33. How many home BGSU Men's Basketball games have you attended this year?

#	Answer	Response	%
1	0	64	39%
2	1-2	55	33%
3	3-4	25	15%
4	5-10	15	9%
5	10+	7	4%
	Total	166	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.07
Variance	1.28
Standard Deviation	1.13
Total Responses	166

34. Please rate the following concerning the Stroh Center for BGSU Men's Basketball: 1: Poor 2: Below Average 3: Good 4: Excellent 5: Outstanding

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Cleanliness of seat and floor	1.00	5.00	4.32	0.76	145
2	Seat comfort/room	1.00	5.00	4.13	0.87	145
3	Overall cleanliness	1.00	5.00	4.30	0.78	145
4	Ability to see the game clearly	1.00	5.00	4.37	0.79	145
5	Friendliness of ushers/staff	1.00	5.00	4.03	0.98	145
6	Quality of promotional activities	1.00	5.00	3.76	1.13	145
7	Attitude/behavior of fans around you	1.00	5.00	4.12	0.87	145
8	Overall game experience	1.00	5.00	4.14	0.83	145

35. Where do you prefer to watch BGSU Men's Basketball?

#	Answer	Response	%
1	Stroh Center	128	82%
2	ESPN/online stream	19	12%
3	Bar/grill	4	3%
4	Other	5	3%
	Total	156	100%

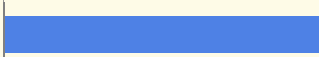

Statistic	Value
Min Value	1
Max Value	4
Mean	1.27
Variance	0.44
Standard Deviation	0.67
Total Responses	156

36. Would you be more likely to attend a BGSU Men's Basketball if the game features a star player or nationally recognized opponent?

#	Answer	Response	%
1	Yes	133	83%
2	No	27	17%
	Total	160	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.17
Variance	0.14
Standard Deviation	0.38
Total Responses	160

37. Would you be more likely to attend a BGSU Men's Basketball if the game was being featured on ESPN, FSN, STO, or another major sports network?

#	Answer	Response	%	
1	Yes		106	67%
2	No		53	33%
	Total		159	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.33
Variance	0.22
Standard Deviation	0.47
Total Responses	159

38. If given the choice, would you rather attend a BGSU Men's Basketball game or watch other NCAA/NBA games?

#	Answer	Response	%
1	Attend BGSU Men's Basketball game	70	44%
2	Watch other teams	89	56%
	Total	159	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.56
Variance	0.25
Standard Deviation	0.50
Total Responses	159

39. What image do you have of men's basketball player student athletes at BGSU?

#	Answer	Response	%
1	Positive	80	50%
2	Negative	9	6%
3	No opinion	70	44%
	Total	159	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.94
Variance	0.95
Standard Deviation	0.97
Total Responses	159

40. Please explain your feelings towards the men's basketball players at BGSU

Text Response
Entitled and act important
NONE
Same thing. They are good guys.
Humble Athletes
none
Not much heard, except when it is game day.
I have seen mainly good things from them but heard some bad things
friendly
they are all nice guys and hard players
Great men!
Have had little interaction with them.
They're awful and still think they own the campus
Some are friendly, but can be overly interested in women. Many cases of them expecting others to do their schoolwork for them. Outside of campus rude and also seem to live above the law.
They are a good team.
I don't know any men's basketball players at BGSU
Many are good friends
I have had class with some of them
interesting
Don't know any of them personally.
Good overall

I've had a couple classes with some of the players on the BGSU men's basketball team. They appeared to work extremely hard at their school work.

some of them are my roommates so yes there good guys

All that i met are good guys and never become over confident and not put in effort.

Put forth a good image for BGSU

Low skilled, hard working men

Have really no feeling towards them...they are just people I do not know

I have never interacted with one so I have no opinion.

Hardworking

none

fast

Really promote well.

All the ones I have met are nice.

Nice guys

Great players and good guys outside the gym!

Respectful

overall quiet

They think they're cool but they aren't because they aren't very good.

i dont have any feeling I just know they are not very good.

They carry themselves too highly, and are not that good.

great

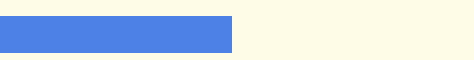


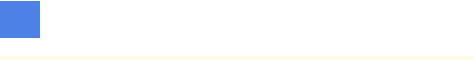

I have heard many great things about many of the players, especially the seniors this year.

I know a lot of BGSU basketball players and they are some of my very good friends.

Don't really know any of the basketabl players to give an opinion.
Great guys
Great team and people
No Opinion
Some tall boys
mostly there, not heard from
I know them pretty well
They seem nice but don't do much.
no opinion
I have no feelings toward the basketball players, I don't see them at all. I haven't heard good or bad about them.
Great citizens
They are just like any other student.
um to themselves.
I don't know them.
N/A
mean
Cool bros, bro.
Fun group of guys
The players seem respectable and get along with other people.
They come out and compete very well every game
fine

Statistic	Value
Total Responses	63

41. How many home BGSU Women's Basketball games have you attended this year?

#	Answer		Response	%
1	0		81	49%
2	1-2		46	28%
3	3-4		24	14%
4	5-10		14	8%
5	10+		1	1%
	Total		166	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.84
Variance	1.01
Standard Deviation	1.00
Total Responses	166

42. Please rate the following concerning the Stroh Center for BGSU Women's Basketball: 1: Poor 2: Below Average 3: Good 4: Excellent 5: Outstanding

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Cleanliness of seat and floor	2.00	5.00	4.32	0.75	139
2	Seat comfort/room	1.00	5.00	4.19	0.90	139
3	Overall cleanliness	2.00	5.00	4.35	0.75	137
4	Ability to see the game clearly	2.00	5.00	4.47	0.73	137
5	Friendliness of ushers/staff	1.00	5.00	4.03	0.99	137
6	Quality of promotional activities	1.00	5.00	3.73	1.08	137
7	Attitude/behavior of fans around you	2.00	5.00	4.26	0.80	137
8	Overall game experience	2.00	5.00	4.30	0.74	136

43. Where do you prefer to watch BGSU Women's Basketball?

#	Answer	Response	%
1	Stroh Center	121	81%
2	ESPN/online stream	14	9%
3	Bar/grill	5	3%
4	Other	9	6%
	Total	149	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.34
Variance	0.66
Standard Deviation	0.81
Total Responses	149

44. Would you be more likely to attend a BGSU Women's Basketball if the game features a star player or nationally recognized opponent?

#	Answer	Response	%
1	Yes	116	75%
2	No	38	25%
	Total	154	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.25
Variance	0.19
Standard Deviation	0.43
Total Responses	154

45. Would you be more likely to attend a BGSU Women's Basketball if the game was being featured on ESPN, FSN, STO, or another major sports network?

#	Answer	Response	%
1	Yes	92	59%
2	No	63	41%
	Total	155	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.41
Variance	0.24
Standard Deviation	0.49
Total Responses	155

46. If given the choice, would you rather attend a BGSU Women's Basketball game or watch other NCAA/NBA/WNBA games?

#	Answer	Response	%
1	Attend BGSU Women's Basketball game	109	70%
2	Watch other teams	46	30%
	Total	155	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.30
Variance	0.21
Standard Deviation	0.46
Total Responses	155

47. What image do you have of women's basketball player student athletes at BGSU?

#	Answer	Response	%
1	Positive	104	67%
2	Negative	0	0%
3	No opinion	52	33%
	Total	156	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.67
Variance	0.89
Standard Deviation	0.95
Total Responses	156

48. Please explain your feelings towards the women's basketball players at BGSU.

Text Response
NONE
I have only been to one game so far but my friend knows they whole team and they seem nice.
Humble Athletes
no opinion
Hear about them a little, but not much.
I love their team player attitude
down to earth, focused, well rounded
Nice
They're actually good and nice
Good friends with a starter. Very focused on their work ethic on the court & in classrooms. Most open and kind of the athletes I have come in contact with.
They are really nice people.
I know in the past they have been well coached
no opinion
don't know any of them
interesting
They seem like hard workers and friendly.
Great
I havne't really had much interaction with the BGSU women's basketball team.
Great positive and friendly people
Great athletes, positive people

Very talented team.
They're a good group of girls. Pretty cute too...
Put forth a good example and image for BGSU
No opinion
They are nice
I have never interacted with one so I have no opinion.
Hardworking
none
teamwork is their character
Don't really see them.
All the ones I have met are nice.
Nice
Great players! Always exciting to watch
indifferent
No clue
They are awesome even though they don't talk to a lot of students.
Nice girls who work hard
Another one of BG's better sports teams, and seem to be quality students
good
I don't know any women's basketball players, but I haven't heard anything bad about them.
Never been to a womens basketball game.
Successful, nice

No Opinion
Nice girls
They are good players
Seem nice but not really sure they keep to themselves
no opinion
I know a lot of the basketball players and the ones that I know I like.
They are just like any other student.
They are all really nice.
to themselves..
I don't know them
N/A
scarce
Tall
Very nice girls who are humble
I don't know any of the girls that play on the basketball team.
Have a very good team
friendly

Statistic	Value
Total Responses	59