

_____ Name

_____ Date

OT-1 Planning Form - Fan Survey

Surveying fans' game experience



Instructions

Use this form to help organize the information for your fan survey. **Note:** Number all questions and designate each question as 'required.'

Provide a title for your survey _____

Compose a statement of intention, or reason you are surveying fans, and choose an incentive for responding, such as a small gift or coupon for their next visit to the gift shop or concession stand.

Use the following **1-5** scale system or multiple choice option using the labels shown below.

- 1 = Unsatisfied
- 2 = Somewhat Satisfied
- 3 = Satisfied
- 4 = Very Satisfied
- 5 = Extremely Satisfied

Questions 1 & 2

Compose two 'required' questions about your fans' experience in purchasing tickets. For example, consider asking fans to rate their satisfaction with the price of tickets, the ease in purchasing online or by telephone, and/or the timeliness of receiving tickets.

1. _____

2. _____

Name

Date

Questions 3 & 4

Compose two 'required' questions about your fans' experience in finding the stadium. For example, consider asking fans to rate their satisfaction with the clarity of directions on your website, the visibility of signs when entering the stadium, and/or the directions posted in the parking lot to get into the stadium.

1. _____

2. _____

Questions 5 & 6

Compose two 'required' questions about your fans' experience with parking. For example, consider asking fans to rate their satisfaction with the courtesy of the parking lot staff, the level of safety they felt for themselves and their vehicle in the parking lot, and/or the distance to walk from the lot to the stadium.

1. _____

2. _____

Questions 7 & 8

Compose two 'required' questions about your fans' experience with seating. For example, consider asking fans to rate the comfort of their seat cushions, the roominess of their seat, and/or the view of the game from their seat.

1. _____

2. _____

Name

Date

Questions 9 & 10

Compose two 'required' questions about your fans' experience with the cleanliness of different sections of the stadium. For example, consider asking about the cleanliness of the area around their seats, at the concession stands, and/or the restrooms.

1. _____

2. _____

Questions 11 & 12

Compose two 'required' questions about your fans' experience in the gift shop. For example, consider asking fans to rate the variety of merchandise in the store, the appearance of the store, the friendliness of the staff, and/or the prices of the items.

1. _____

2. _____

Questions 13 & 14

Compose two 'required' questions about your fans' experience at the concession stands. For example, consider asking fans to rate the variety of food choices, the quality of the food, the friendliness of the staff, and/or the prices of items.

1. _____

2. _____

Name

Date

Questions 15 & 16

Compose two 'required' questions about your fans' experience at one of your promotional events. For example, consider asking fans to rate the effectiveness of the communication about the promotional event.

1. _____

2. _____

Question 17

Compose a 'required' question asking your fans to rate their overall experience at a game.

Question 18

Compose a 'required' question asking your fans how likely it is that they will attend another game.

Use the following **1-5** scale system or multiple choice option using the labels shown below.

- 1** = Highly Unlikely
- 2** = Somewhat Unlikely
- 3** = Likely
- 4** = Very Likely
- 5** = Extremely Likely

Name

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Choose five demographic questions from the list below to include in your form as a way to collect data about the respondent. Allow users to choose their answer from a list or provide multiple choices.

1. *Choose the section you sat in for today's game:*

- <list your highest priced section>
- <list your second highest priced section>
- <list your third highest priced section>
- <list your fourth highest priced section>
- <list your fifth highest priced section, if applicable>
- <list your sixth highest priced section, if applicable>

2. *Are you a season ticket holder?*

- Yes
- No

3. *How many <name of your team> games have you attended this season?*

- None
- 1-3
- 4-6
- More than 6

4. *How old are you?*

- Under 12 years old
- 12-17 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 years or older

5. *What is your gender?*

- Female
- Male

6. *What is your household income?*

- Under \$20,000
- \$20,000 - \$39,000
- \$40,000 - \$69,000
- \$70,000 - \$99,000
- Over \$100,000
- Would rather not answer

Name

Date

7. *What is your marital status?*

- Single
- Married
- Divorced

8. *What ethnicity are you?*

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian / Pacific Islander
- Other

9. *What is your education level?*

- Some high school but no diploma
- High school graduate/GED
- Some college but no degree
- Trade/technical/vocational training
- Associate's degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

10. *What is your employment status?*

- Self-employed
- Full-time
- Unemployed
- Student
- Military
- Retired