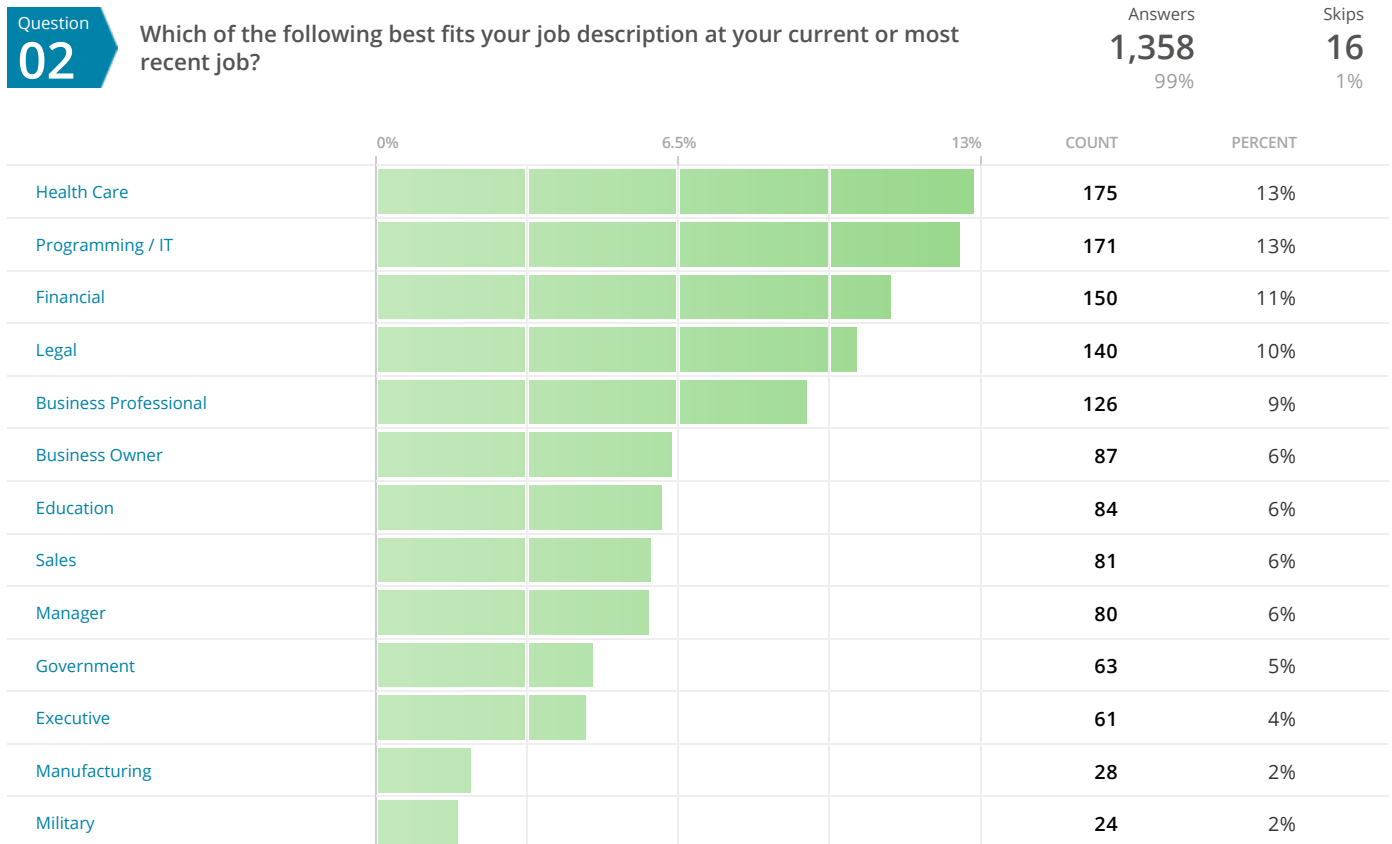
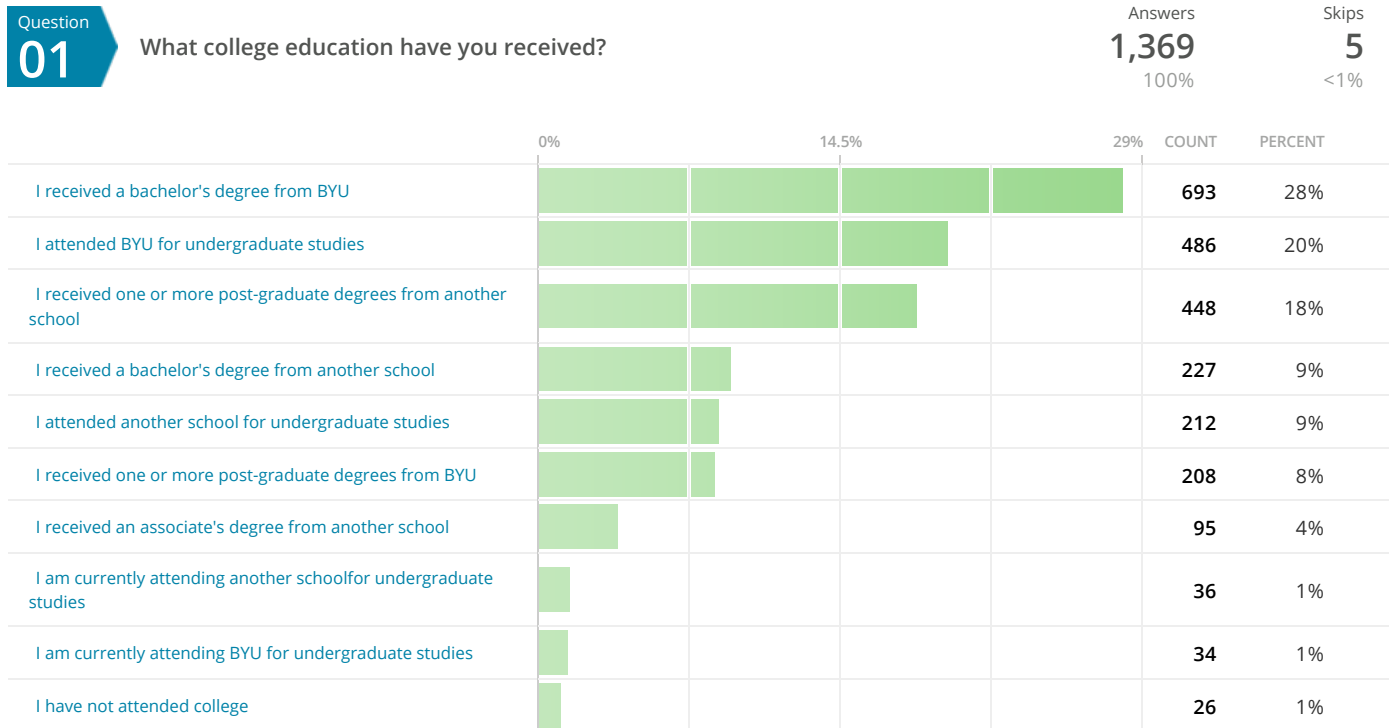
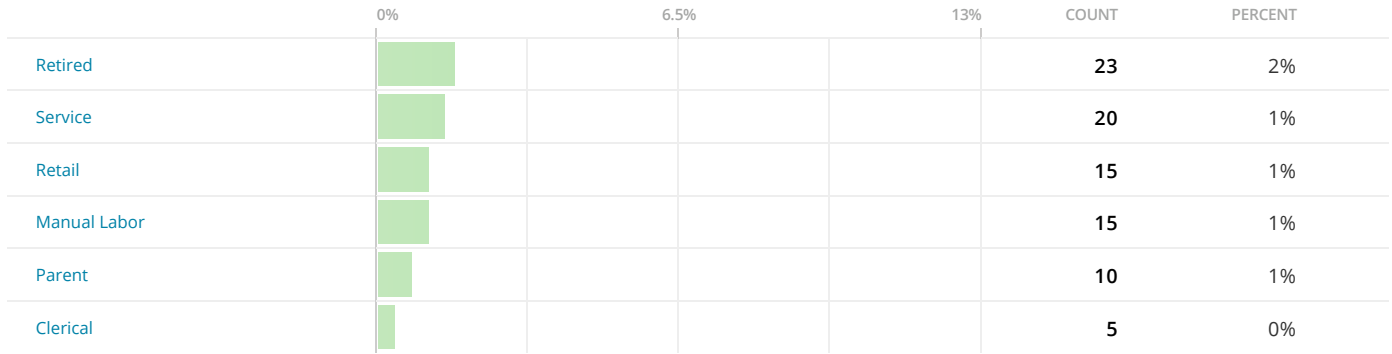


Survey Results



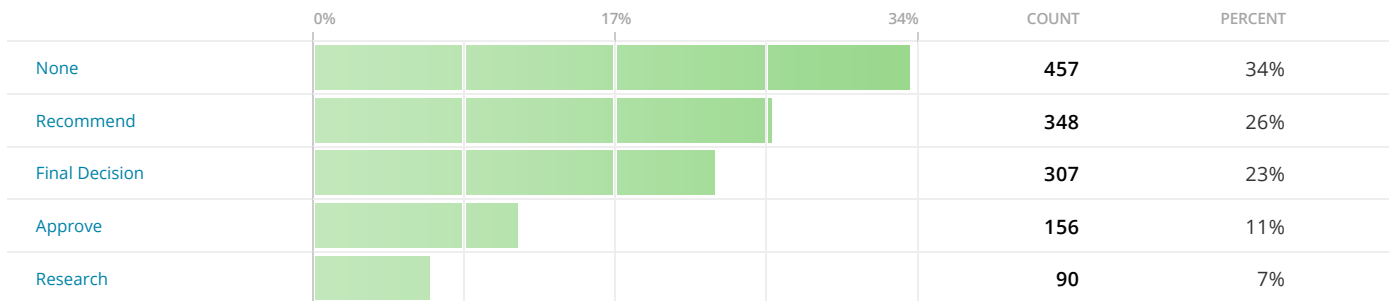


Question **03**

What is your role in making purchasing decisions at your company?

Answers
1,358
99%

Skips
16
1%

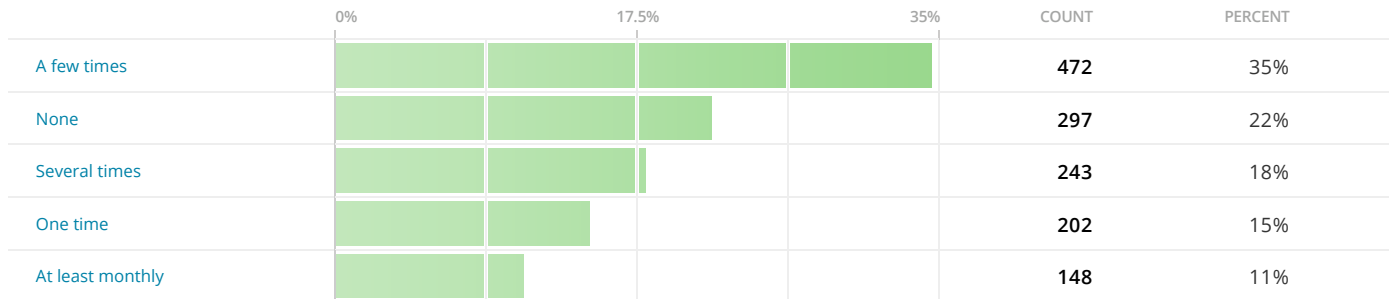


Question **04**

How often do you expect to travel for business in the next 12 months?

Answers
1,362
99%

Skips
12
1%

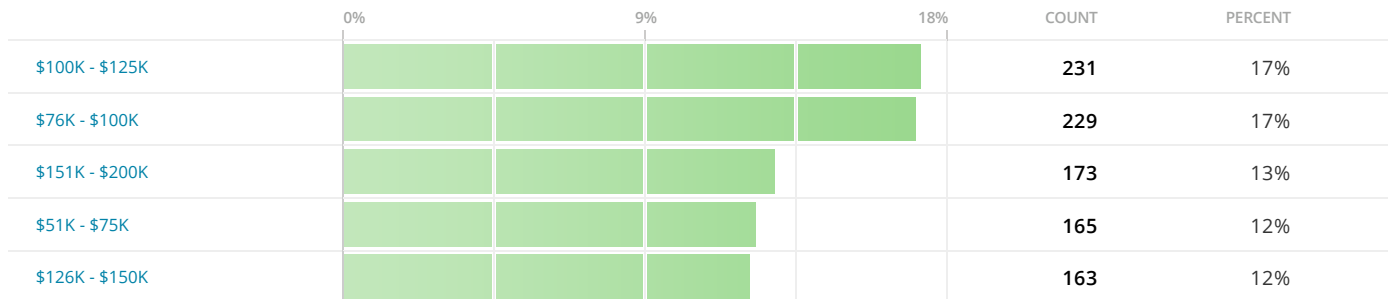


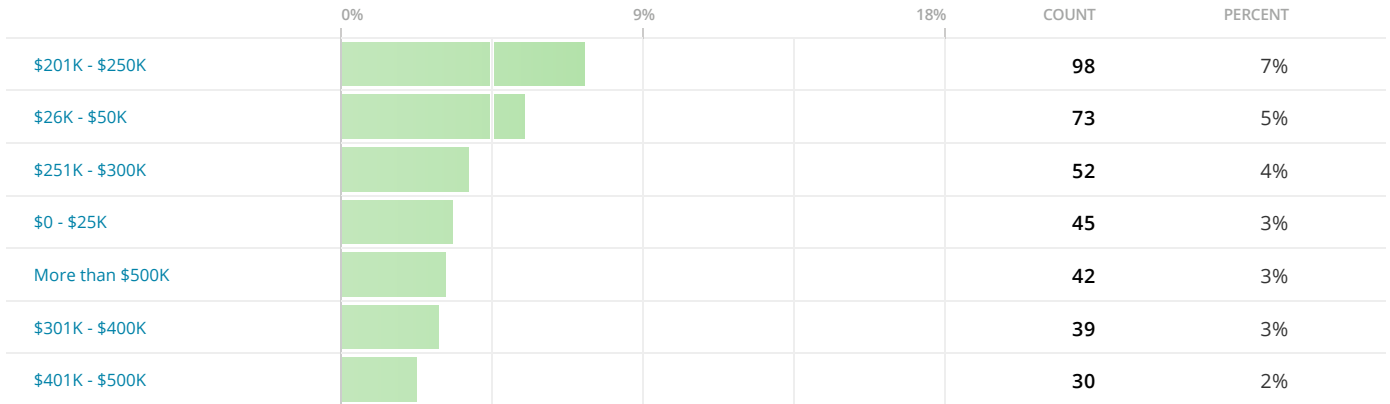
Question **05**

What is your annual household income?

Answers
1,340
98%

Skips
34
2%



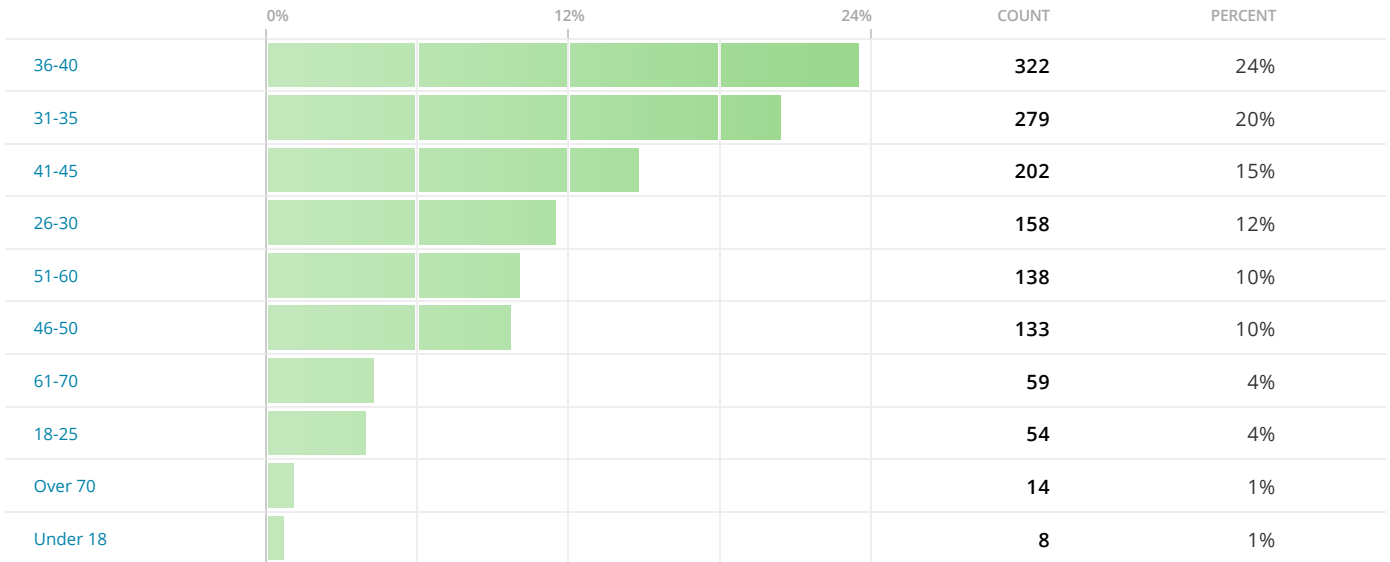


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Question **06**

How old are you?

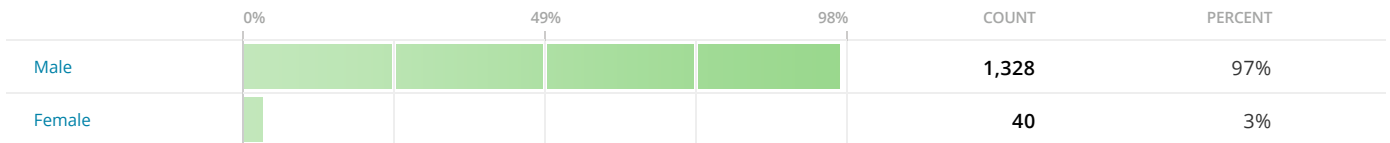
Answers **1,367**
99%
Skips **7**
1%



Question **07**

What is your gender?

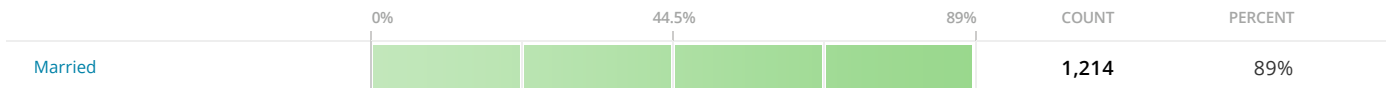
Answers **1,368**
100%
Skips **6**
<1%

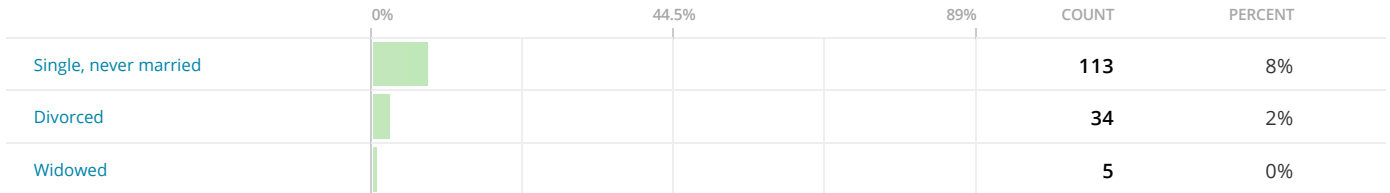


Question **08**

What is your current marital status

Answers **1,366**
99%
Skips **8**
1%

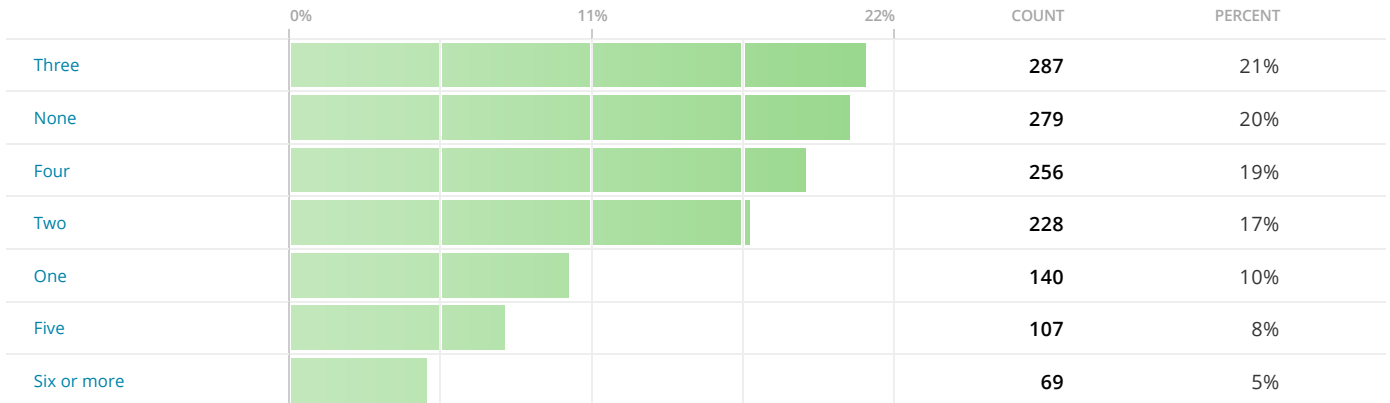




Question **09**

How many children do you have at home?

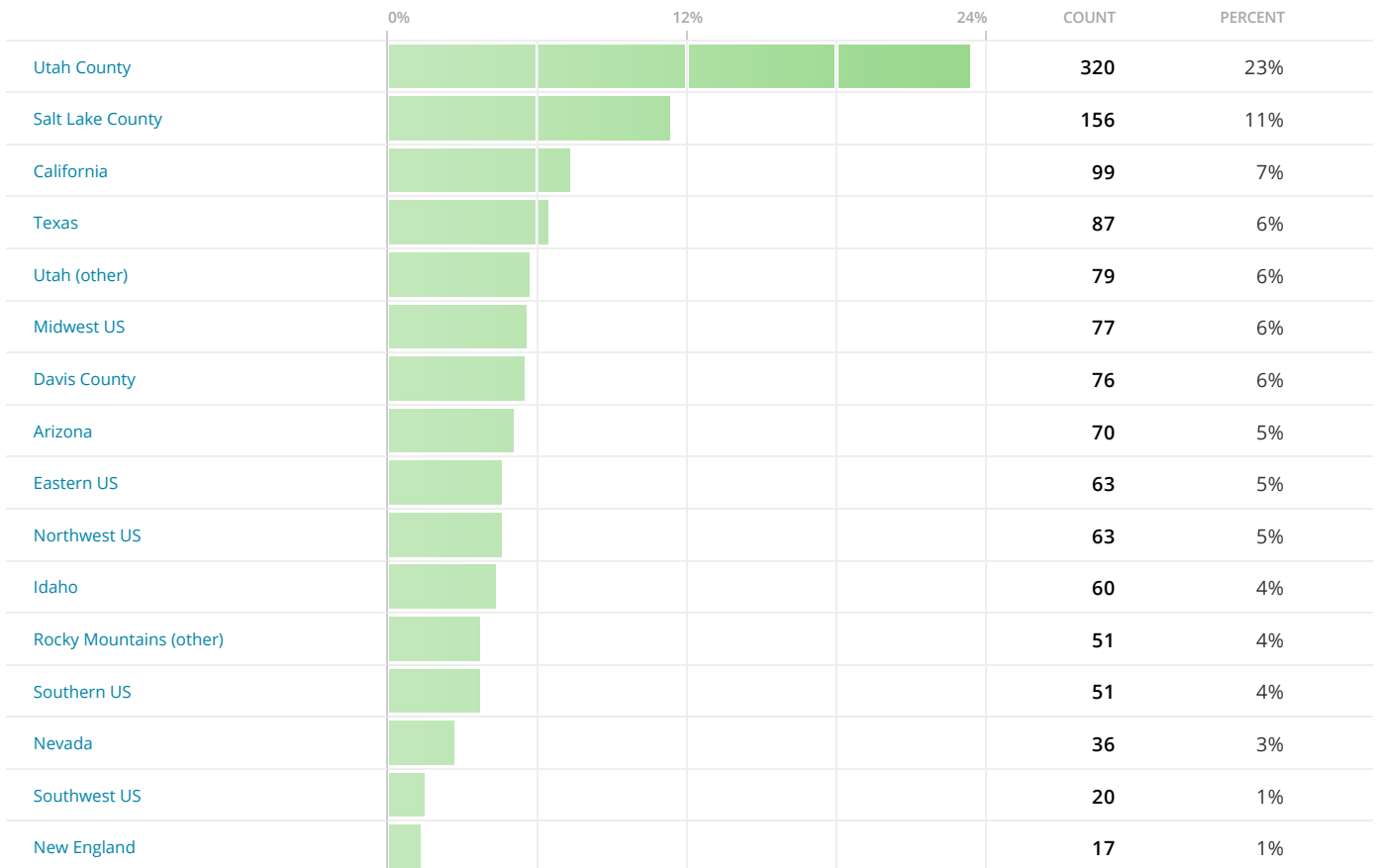
Answers **1,366** 99%
 Skips **8** 1%



Question **10**

Where do you currently live?

Answers **1,368** 100%
 Skips **6** <1%



	0%	12%	24%	COUNT	PERCENT
Europe				9	1%
Hawai'i				7	1%
Alaska				5	0%
Canada				5	0%
Asia (other)				5	0%
Latin America				4	0%
Africa				3	0%
Caribbean				2	0%
Middle East				1	0%
Pacific Islands				1	0%
Southeast Asia				1	0%
Australia				0	0%

Question
11

Do you own your own home?

Answers **1,366**
99%
Skips **8**
1%

	0%	34.5%	69%	COUNT	PERCENT
Yes, with a mortgage				931	68%
No				315	23%
Yes, with no mortgage				120	9%

Question
12

How often does CougarBoard influence your personal purchasing decisions, including meals, travel, etc?

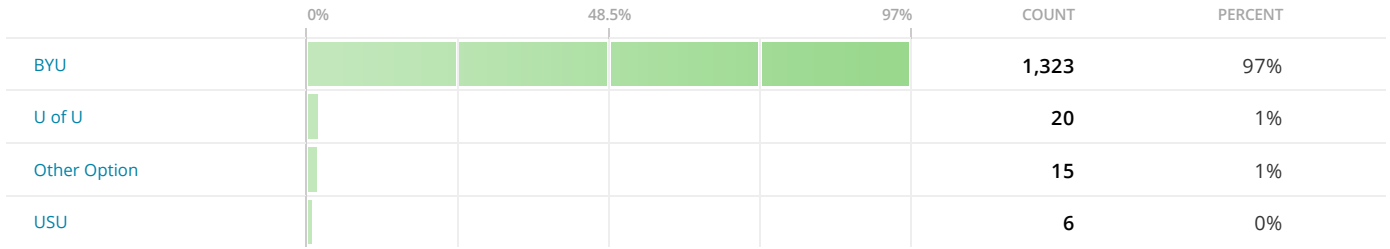
Answers **1,366**
99%
Skips **8**
1%

	0%	22.5%	45%	COUNT	PERCENT
A few times per year				605	44%
At least once per year				195	14%
About once per month				193	14%
Never				188	14%
A few times per month				148	11%
At least once per week				37	3%

Question
13

Which school has your main allegiance for sports teams?

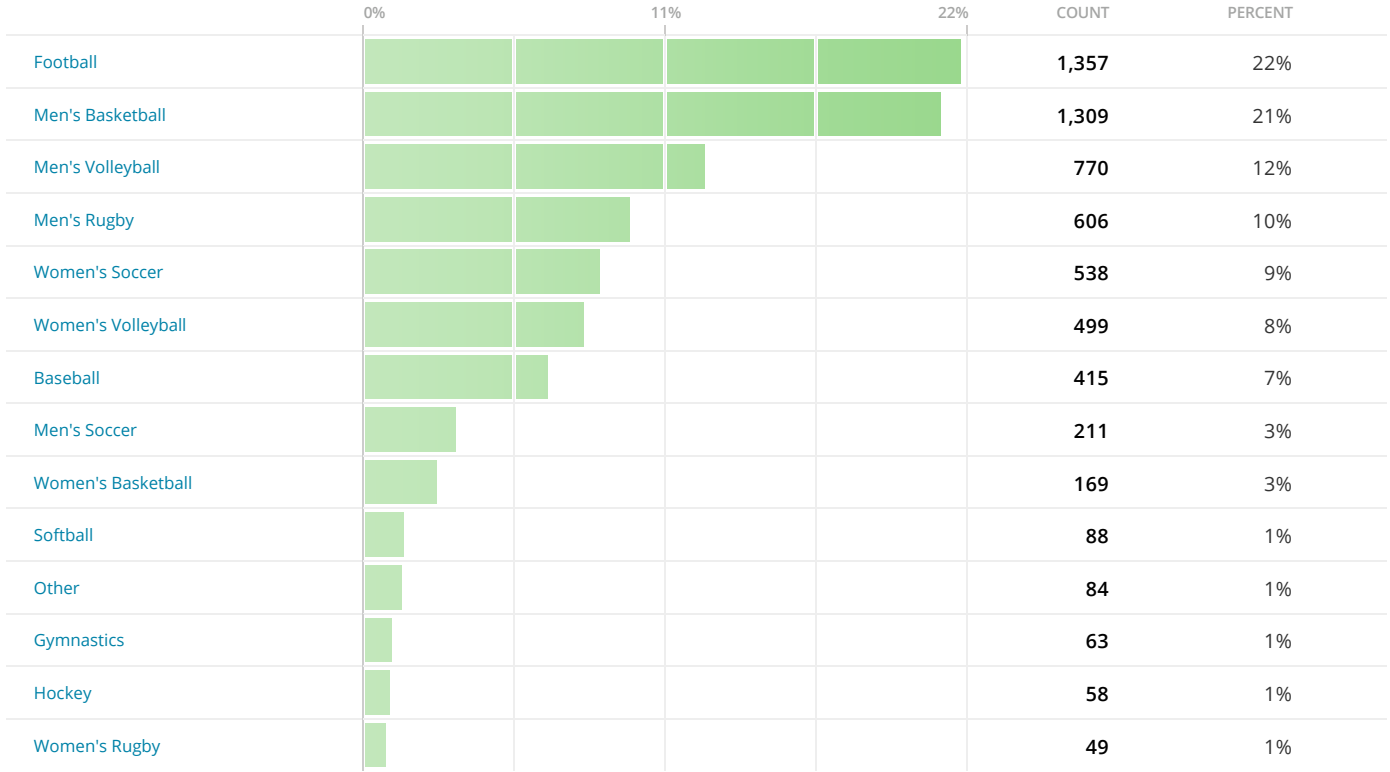
Answers **1,364**
99%
Skips **10**
1%



Question 14

Which college sports are you interested in?

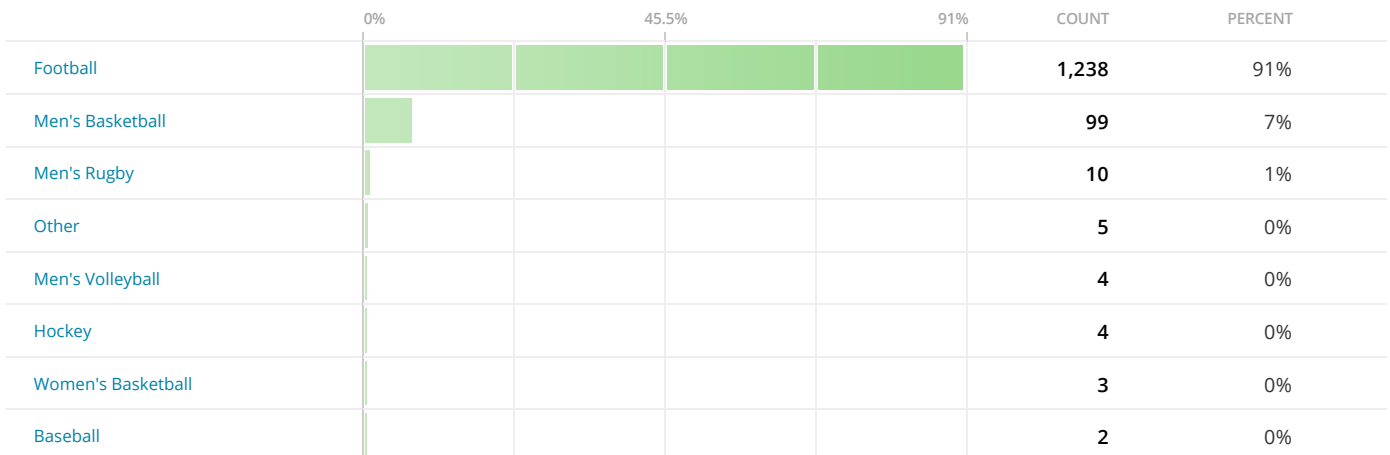
Answers **1,367** 99%
 Skips **7** 1%



Question 15

Which college sport are you MOST interested in?


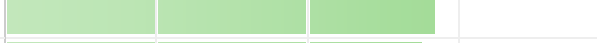
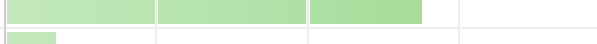
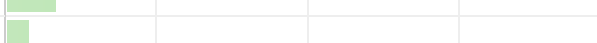

Answers **1,368** 100%
 Skips **6** <1%



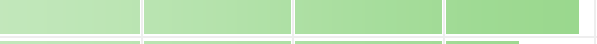

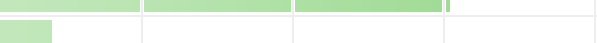

	0%	45.5%	91%	COUNT	PERCENT
Men's Soccer				1	0%
Women's Rugby				1	0%
Gymnastics				1	0%
Softball				0	0%
Women's Volleyball				0	0%
Women's Soccer				0	0%

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Question 16 Do you have BYU football season tickets? Answers: **1,321** (96%) Skips: **53** (4%)

	0%	20%	40%	COUNT	PERCENT
No, I do not live close enough to attend home games				518	39%
No, but I usually attend at least one home game				376	28%
Yes				365	28%
No, I choose not to attend home games				43	3%
No, I cannot afford to attend home games				19	1%

Question 17 How many BYU football AWAY games do you attend each year? Answers: **1,316** (96%) Skips: **58** (4%)

	0%	18.5%	37%	COUNT	PERCENT
I travel to at least one away game per year				475	36%
I do not typically attend any away games				425	32%
I attend away games if BYU is playing in my area				367	28%
I always travel to multiple away games per year				49	4%

Question 18 How often do you attend BYU bowl games? Answers: **1,318** (96%) Skips: **56** (4%)

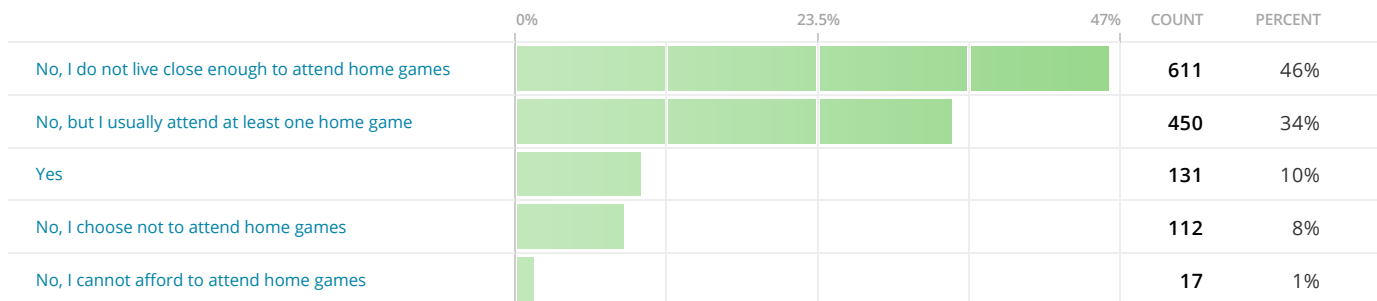
	0%	19%	38%	COUNT	PERCENT
I have never attended a BYU bowl game				491	37%
I only attend infrequently				413	31%
I go once every few years				358	27%
I almost always attend bowl games				56	4%

Question
19

Do you have BYU basketball season tickets?

Answers
1,321
96%

Skips
53
4%

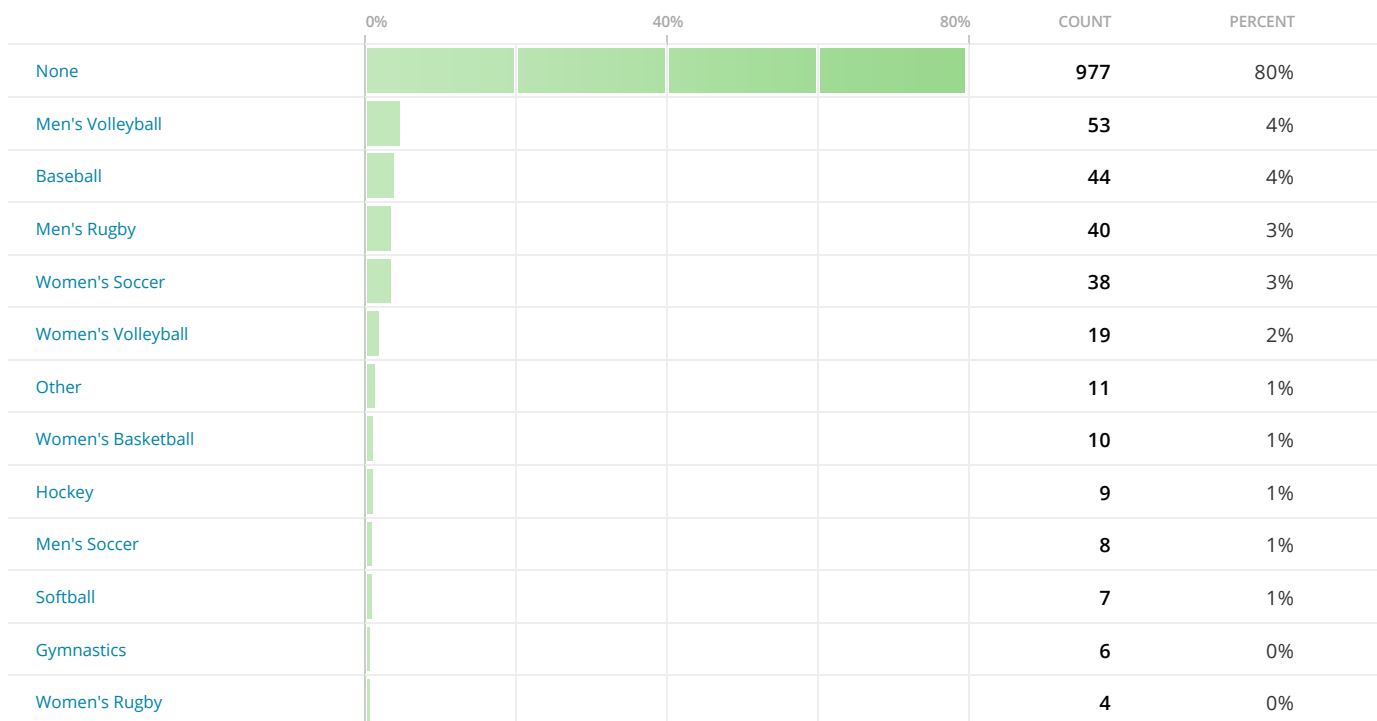


Question
20

For which other sports do you either have season tickets, or attend most games?

Answers
1,121
82%

Skips
253
18%

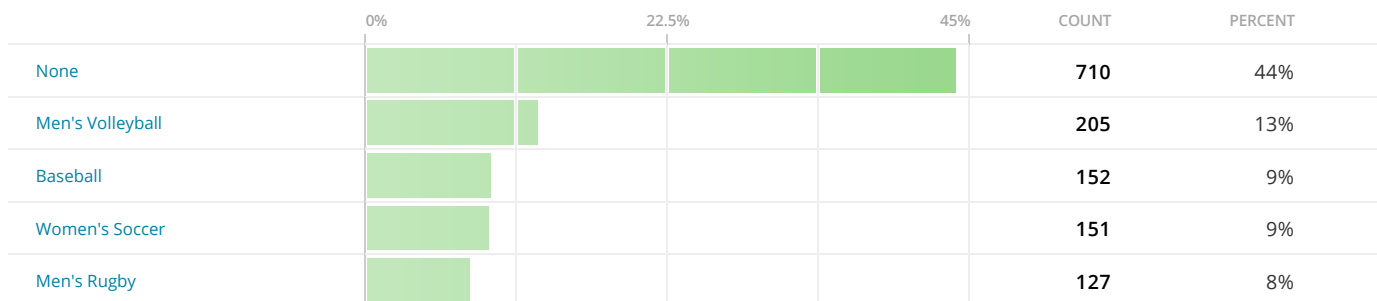


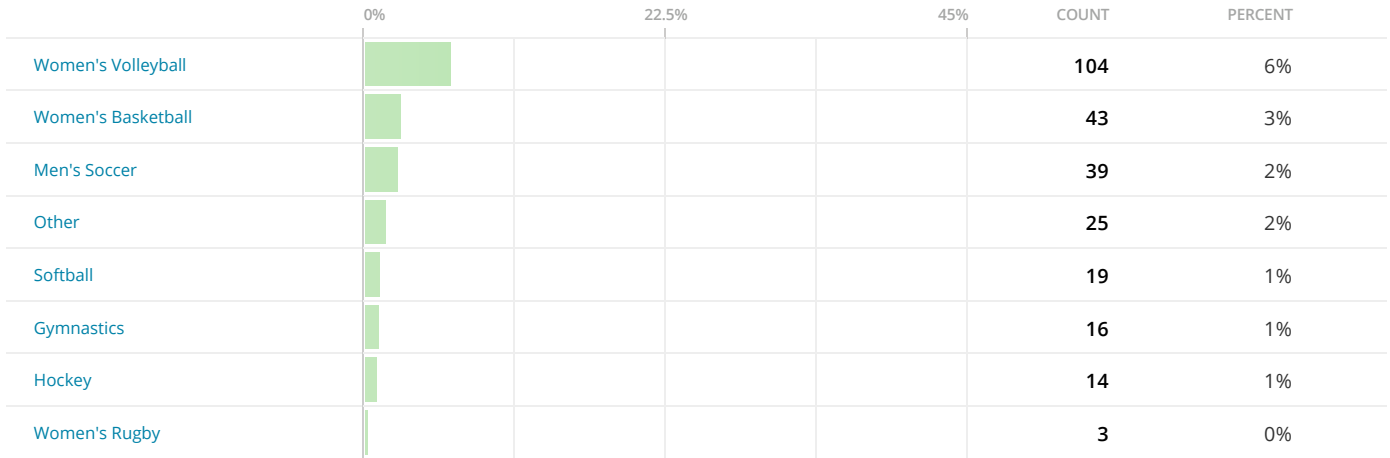
Question
21

For which other sports do you generally attend at least one game per year?

Answers
1,149
84%

Skips
225
16%



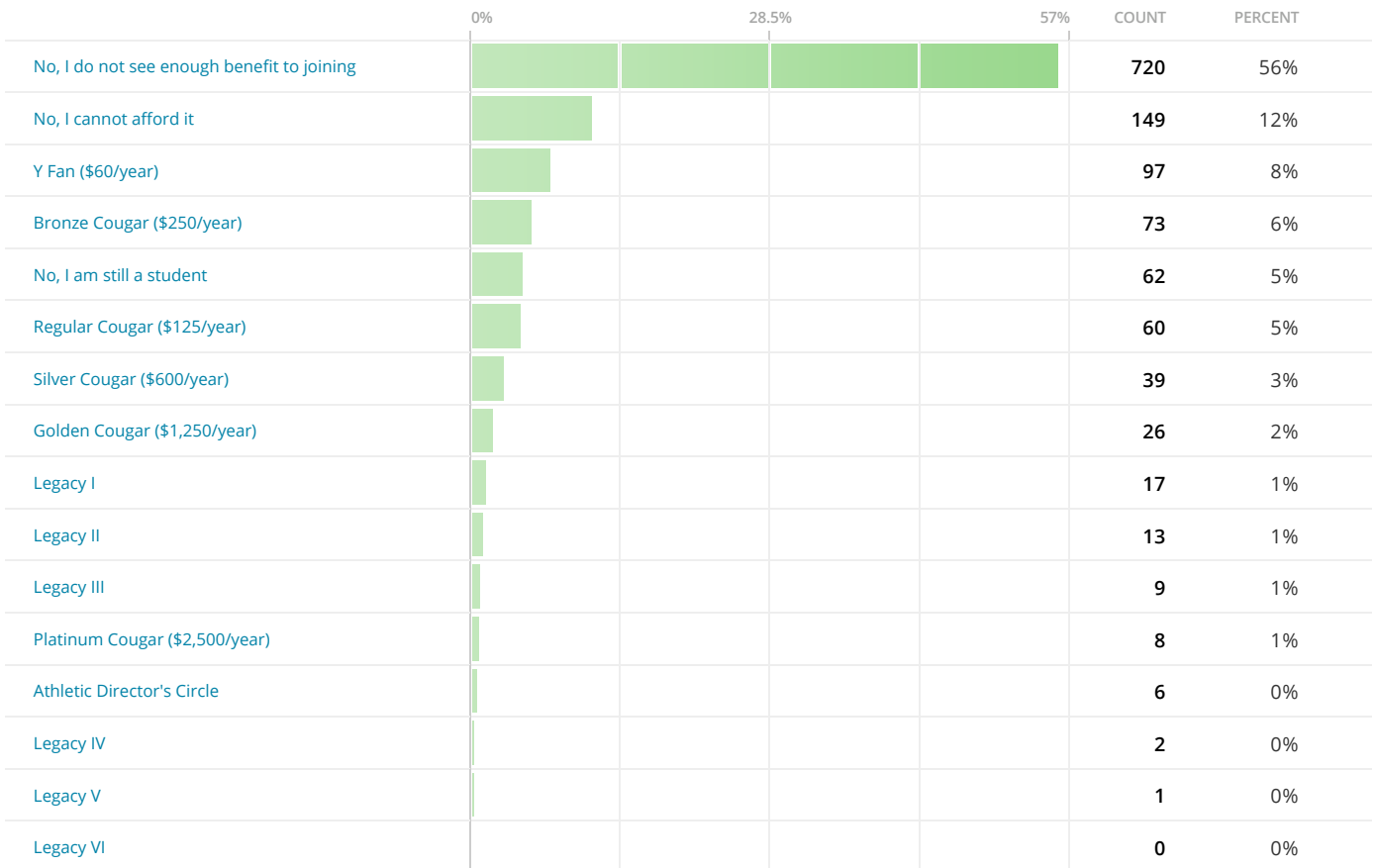


Question
22

Are you a member of the Cougar Club, and if so, what level?

Answers
1,282
93%

Skips
92
7%

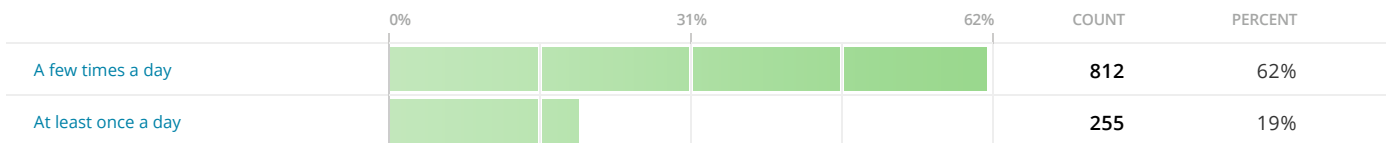


Question
23

How often are you usually on CougarBoard?

Answers
1,319
96%

Skips
55
4%



	0%	31%	62%	COUNT	PERCENT
Most of my working day				171	13%
A few times a week				71	5%
Not very often				5	0%
At least once a month				4	0%
About once a week				1	0%

Question 24 How has CougarBoard affected your interest in BYU football? Answers: **1,319** (96%) Skips: **55** (4%)

	0%	32%	64%	COUNT	PERCENT
I am more interested in BYU football because of CougarBoard				835	63%
My interest in BYU football has not been affected by CougarBoard				460	35%
I am less interested in BYU football because of CougarBoard				24	2%

Question 25 How has CougarBoard affected your interest in BYU basketball? Answers: **1,317** (96%) Skips: **57** (4%)

	0%	28.5%	57%	COUNT	PERCENT
I am more interested in BYU basketball because of CougarBoard				744	56%
My interest in BYU basketball has not been affected by CougarBoard				534	41%
I am less interested in BYU basketball because of CougarBoard				39	3%

Question 26 How has CougarBoard affected your interest in BYU's other sports? Answers: **1,318** (96%) Skips: **56** (4%)

	0%	32%	64%	COUNT	PERCENT
I am more interested in BYU's other sports because of CougarBoard				838	64%
My interest in BYU's other sports has not been affected by CougarBoard				465	35%
I am less interested in BYU's other sports because of CougarBoard				15	1%

