CougarBoard demographics surve...

Survey Results

Question 01 What college education have you re				Answers 1,369 100%		Skips 5 <1%
	0%	14	.5%	29%	COUNT	PERCENT
I received a bachelor's degree from BYU					693	28%
l attended BYU for undergraduate studies					486	20%
l received one or more post-graduate degrees from another school					448	18%
I received a bachelor's degree from another school					227	9%
l attended another school for undergraduate studies					212	9%
I received one or more post-graduate degrees from BYU					208	8%
I received an associate's degree from another school					95	4%
I am currently attending another schoolfor undergraduate studies					36	1%
I am currently attending BYU for undergraduate studies					34	1%
I have not attended college					26	1%



Which of the following best fits your job description at your current or most recent job?

Skips

16

1%

	0%	6.	.5%	13%	COUNT	PERCENT
Health Care					175	13%
Programming / IT					171	13%
Financial					150	11%
Legal					140	10%
Business Professional					126	9%
Business Owner					87	6%
Education					84	6%
Sales					81	6%
Manager					80	6%
Government					63	5%
Executive					61	4%
Manufacturing					28	2%
Military					24	2%

	0%	6.	5% I	13%	COUNT	PERCENT	
Retired					23	2%	
Service					20	1%	
Retail					15	1%	
Manual Labor					15	1%	
Parent					10	1%	
Clerical					5	0%	
Parent					10	1%	

Question 03	What is your role in making purchasing decisions at your company?	Answers 1,358	Skips 16
05		99%	1%

	0%	17	7%	34%	COUNT	PERCENT	
None					457	34%	
Recommend					348	26%	
Final Decision					307	23%	
Approve					156	11%	
Research					90	7%	

04 How often do	you expect to trav	el for business	in the next 1	2 months?		Answers 1,362 99%	Skips 12 1%
	0%	17.5	%	35%	COUNT	PERCENT	
A few times					472	35%	
None					297	22%	
Several times					243	18%	
One time					202	15%	

At least monthly

What is your ann	ual household i	ncome?		1,34	wers Skips 40 34 08% 2%
	0%	9%	18%	COUNT	PERCENT
\$100K - \$125K				231	17%
\$76K - \$100K				229	17%
\$151K - \$200K				173	13%
\$51K - \$75K				165	12%
\$126K - \$150K				163	12%

148

11%

	0%	9	%	18%	COUNT	PERCENT	
\$201K - \$250K					98	7%	
\$26K - \$50K					73	5%	
\$251K - \$300K					52	4%	
\$0 - \$25K					45	3%	
More than \$500K					42	3%	
\$301K - \$400K					39	3%	
\$401K - \$500K					30	2%	

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06 How old	are you?				Answers 1,367 99%	Skips 7 1%
	0%	12%	24%	COUNT	PERCENT	
36-40				322	24%	
31-35				279	20%	
41-45				202	15%	
26-30				158	12%	
51-60				138	10%	
46-50				133	10%	
61-70				59	4%	
18-25				54	4%	
Over 70				14	1%	
Under 18				8	1%	

Question 07	What is your gender?						Answers 1,368 100%		Skips 6 <1%
	0%	4	9%	989	%	COUNT	P	PERCENT	
Male						1,328		97%	
Female						40		3%	
Question	What is your current i	marital status					Answers 1,366 99%		Skips 8 1%
		0%	44.5%)	89%	COL	JNT	PERCENT	
Married						1,2	14	89%	

	0%	44	.5%	89%	COUNT	PERCENT	
Single, never married					113	8%	
Divorced					34	2%	
Widowed					5	0%	

Answers

Skips



09	How many children do yo	1,366 99%		8 1%		
	0%	11%	22%	COUNT	PERCENT	
Three				287	21%	
None				279	20%	
Four				256	19%	
Two				228	17%	
One				140	10%	
Five				107	8%	
Six or mor	re internet interne			69	5%	

Question Where do you current	y live?				1,	nswers 368 100%	Skips 6 <1%
	0%	1	2% J	24%	COUNT	PERCENT	
Utah County					320	23%	
Salt Lake County					156	11%	
California					99	7%	
Texas					87	6%	
Utah (other)					79	6%	
Midwest US					77	6%	
Davis County					76	6%	
Arizona					70	5%	
Eastern US					63	5%	
Northwest US					63	5%	
Idaho					60	4%	
Rocky Mountains (other)					51	4%	
Southern US					51	4%	
Nevada					36	3%	
Southwest US					20	1%	
New England					17	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 Do you own your ow	Answer 1,366 999	5 8				
	0%	34.	5%	69%	COUNT	PERCENT
Yes, with a mortgage					931	68%
No					315	23%
Yes, with no mortgage					120	9%

Question

on 🔪		Answers	Skips
	How often does CougarBoard influence your personal purchasing decisions, including meals, travel, etc?	1,366	8
		99%	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%	

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O. Martine		Answers	Skips
Question	Which school has your main allegiance for sports teams?	1,364	10
15		99%	1%

	0%	48.	.5%	97%	COUNT	PERCENT	
BYU					1,323	97%	
U of U					20	1%	
Other Option					15	1%	
USU					6	0%	

1,367	7
99%	1%
	1,367 99%

	0%	11%	22%	COUNT	PERCENT
Football				1,357	22%
Men's Basketball				1,309	21%
Men's Volleyball				770	12%
Men's Rugby				606	10%
Women's Soccer				538	9%
Women's Volleyball				499	8%
Baseball				415	7%
Men's Soccer				211	3%
Women's Basketball				169	3%
Softball				88	1%
Other				84	1%
Gymnastics				63	1%
Hockey				58	1%
Women's Rugby				49	1%

Which college sp		Answers ,368 100%	Skips 6 <1%				
	0%	45	.5%	91%	COUNT	PERCENT	
Football					1,238	91%	
Men's Basketball					99	7%	
Men's Rugby					10	1%	
Other					5	0%	
Men's Volleyball					4	0%	
Hockey					4	0%	
Women's Basketball					3	0%	
Baseball					2	0%	

	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%	
Women's Soccer					0	0%	

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Do you have BYU football season to		Answers ,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%

Average Averag	low many BYU football AWAY games do you attend each year?			Skips 58 4%
	0%	18.5%	37% COUNT	PERCENT
I travel to at least one away game per year			475	36%
l do not typically attend any away games			425	32%
l attend away games if BYU is playing in my area			367	28%

 I always travel to multiple away games per year
 49
 4%

 Question
 Answers
 Skips

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

Question Do you have BYU basketball season tickets?					Answers ,321 96%	Skips 53 4%
	0%	23.5	%	47%	COUNT	PERCENT
No, I do not live close enough to attend home games					611	46%
No, but I usually attend at least one home game					450	34%
Yes					131	10%
No, I choose not to attend home games					112	8%
No, I cannot afford to attend home games					17	1%
	•					

Question 20	For which other sports do you either have season tickets, or attend most games?	Answers 1,121 82%	Skips 253 18%
20	for which other sports do you either have season flekets, or attend most games.	82%	

	0%	40%	80%	COUNT	PERCENT
None				977	80%
Men's Volleyball				53	4%
Baseball				44	4%
Men's Rugby				40	3%
Women's Soccer				38	3%
Women's Volleyball				19	2%
Other				11	1%
Women's Basketball				10	1%
Hockey				9	1%
Men's Soccer				8	1%
Softball				7	1%
Gymnastics				6	0%
Women's Rugby				4	0%

21 For which other sports do you generally attend at least one game per year?					1,1	swers Skips 49 225 84% 16%
	0%	22	.5%	45%	COUNT	PERCENT
None					710	44%
Men's Volleyball					205	13%
Baseball					152	9%
Women's Soccer					151	9%
Men's Rugby					127	8%

	0%	22.5%	45%	COUNT	PERCENT	
Women's Volleyball				104	6%	
Women's Basketball				43	3%	
Men's Soccer				39	2%	
Other				25	2%	
Softball				19	1%	
Gymnastics				16	1%	
Hockey				14	1%	
Women's Rugby				3	0%	

Are you a member of the Cougar Club, and if so, what level?					Answers 1,282 93%	Skips 92 7%
	0%	28.	5%	57%	COUNT	PERCENT
No, I do not see enough benefit to joining					720	56%
No, I cannot afford it					149	12%
Y Fan (\$60/year)					97	8%
Bronze Cougar (\$250/year)					73	6%
No, I am still a student					62	5%
Regular Cougar (\$125/year)					60	5%
Silver Cougar (\$600/year)					39	3%
Golden Cougar (\$1,250/year)					26	2%
Legacy I					17	1%
Legacy II					13	1%
Legacy III					9	1%
Platinum Cougar (\$2,500/year)					8	1%
Athletic Director's Circle					6	0%
Legacy IV					2	0%
Legacy V					1	0%
Legacy VI					0	0%

A How often are you u	Answers 1,319 96%	Skips 55 4%			
	0%	31%	62%	COUNT	PERCENT
A few times a day				812	62%
At least once a day				255	19%

	0%	31%	Ď	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	
21	
Z 4	

24 How has CougarBoard affected your interest in BYU football?				Answers 1,319 96%	
	0%	32%	64%	COUNT	PERCENT
l 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%

A How has CougarBoard affected you	ow has CougarBoard affected your interest in BYU basketball?			nswers 317 96%	Skips 57 4%
	0%	28.5%	57%	COUNT	PERCENT
l 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%

A How has CougarBoard affected you	How has CougarBoard affected your interest in BYU's other sports?			Answers 1,318 96%	
	0%	32%	64%	COUNT	PERCENT
l 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%
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