

NORTH TEXAS ATHLETICS

MEAN GREEN GAME DAY SURVEY 2016

RESULTS AND PLAN OF ACTION



Survey Information

The North Texas Game Day Survey 2016 was distributed to fans at the home football game on Saturday, September 3, 2016. Ten thousand business cards were handed out to people entering and exiting the game, and email blasts were sent to the Mean Green fan base along with posts on social media encouraging people to take the survey. The Mean Green survey was completed by 797 people with close to 1,300 comments.

The survey was divided into eight categories

1. First Impressions of UNT/Apogee Stadium
2. CSC and Guest Services
3. Mean Green Concessions
4. Restrooms
5. Merchandise
6. Green Brigade Marching Band
7. Cheerleaders, Dancers, and Scrappy
8. Video and Sound

Each section asked how essential items were to the game day experience, then followed up with how satisfied fans were with those items. Each section also included an open-ended comment box that could be used for additional thoughts and feedback.



Survey Winners

As a thank you for taking the survey, we picked 20 respondents at random to win the following items. Thank you for your feedback and GO MEAN GREEN!

Sideline Passes for November 19 football game vs. Southern Miss

Dalton Smith of Denton

Mean Green Belt

Jay Lindsey of Denton & Daniel Davis of Mesquite

Mean Green Hat

Bobby Cook of Waco & Aaron Bell of Celina

Tickets to upcoming North Texas football game

Two (2) tickets to November 5 vs. Louisiana Tech

Kari Lynch of Lewisville, Jacqueline Smith of Denton & Robert Botts of Dallas

Two (2) tickets to November 19 vs. Southern Miss

Mike Jackson of Euless, Matt Berardi of Fort Worth & Louis Hass of Corsicana

Mean Green Polo

Dan Franks of Allen, Laura Flowers of Denton, & David Wright, Double Oak, TX

Mean Green Game Day Shirts

Arthur Salinas of Fort Worth, Amy Fair of Denton & Gavin Doolittle of Addison

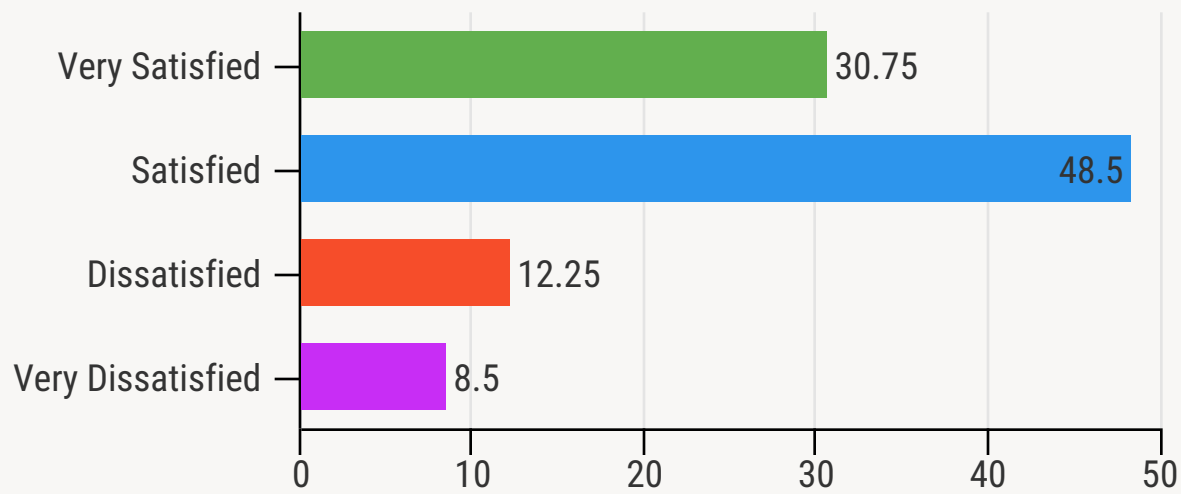
Mean Green Car Flags

Forest Moore of Edmond, OK, Annette Underwood of Hillsboro, & Nicole Scott of Denton



Mean Green Game Day Survey 2016 Quick Facts

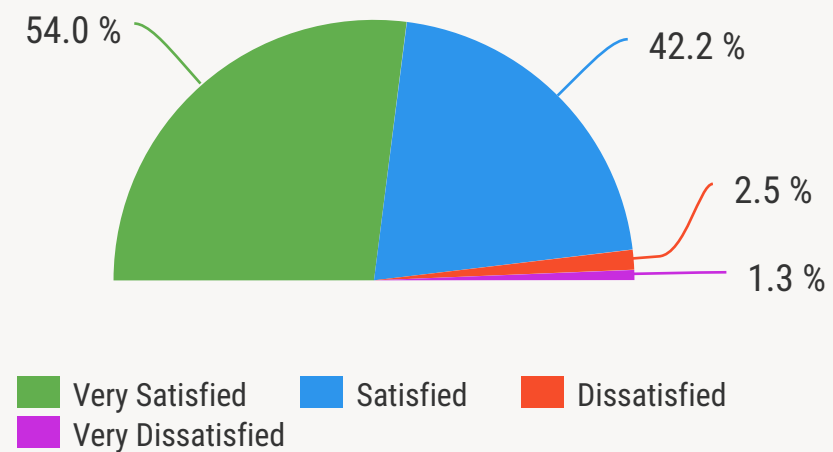
Game Day Parking



92%

92% of our responders scored their game day experience as 'Satisfied' or 'Very Satisfied' (39% Very Satisfied 52% Satisfied).

Appearance of Apogee Stadium



Who filled it out?

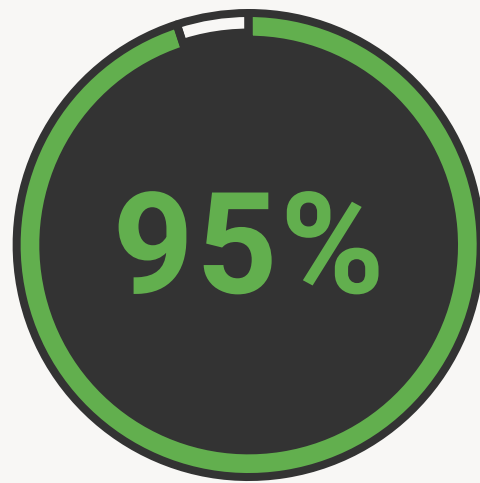
67%

33%

56% Alumni

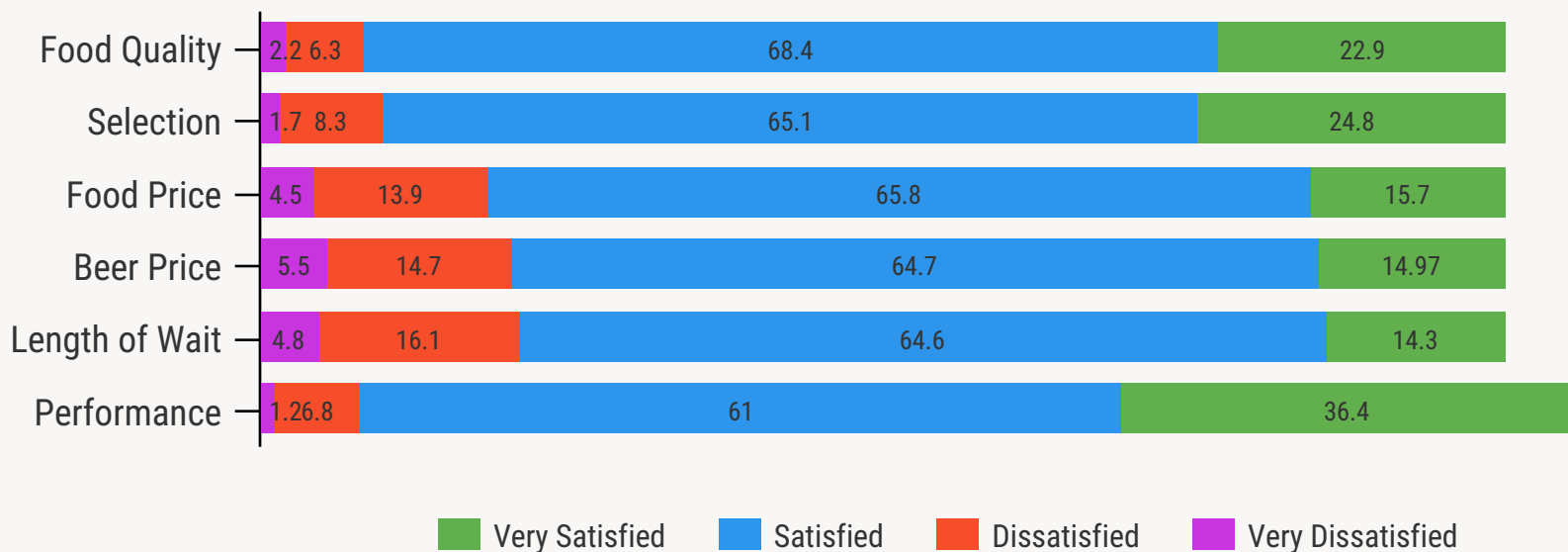
18% Students

26% Fans

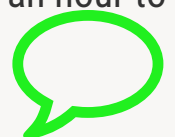


Green Brigade Halftime Show Satisfied to Very Satisfied

Concessions



"The music is too loud." "We had a GREAT game day experience!" "The game day shuttle was an amazing addition."
 "Play the music louder!" "Kids love Scrappy, he needs to walk the stands more." "We waited in line for an hour to get tickets."
 "My only complaint is we need to see more football scores." "Make a tailGREAT! award/competition."
 "For a school that has an all-vegan cafeteria, Mean Greens, I would like to see more vegan options."

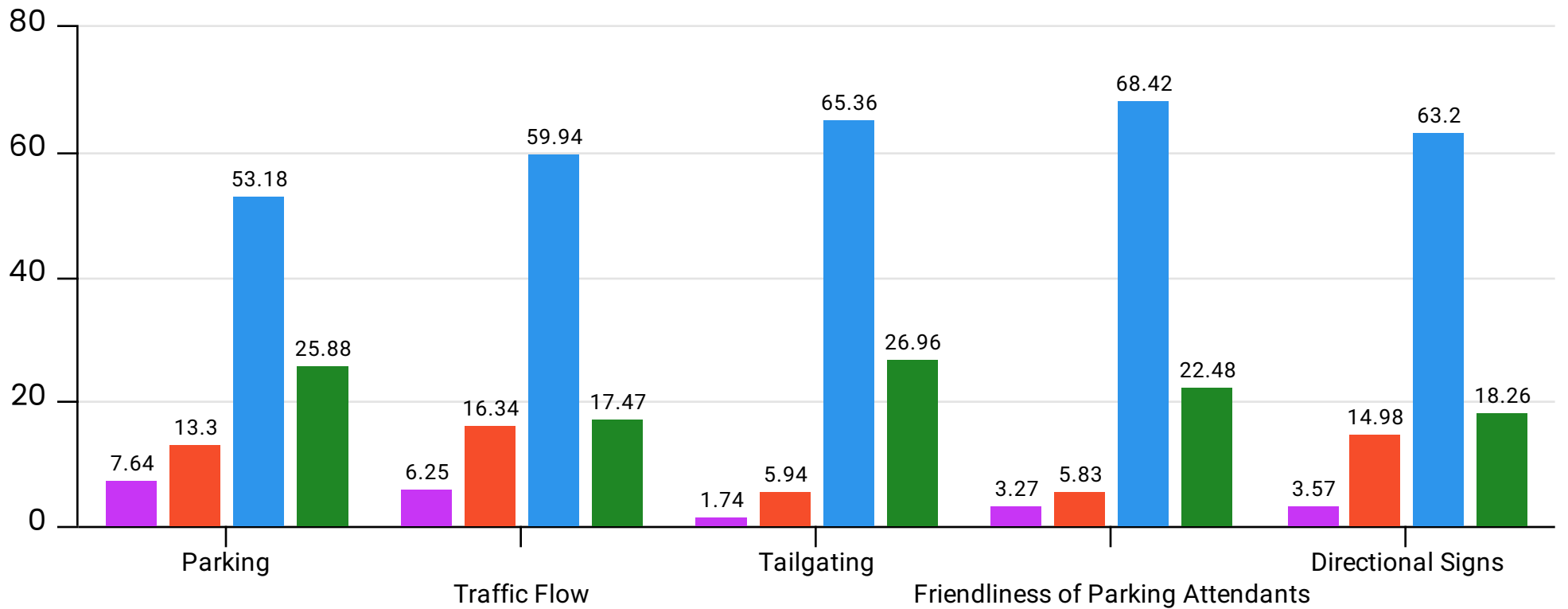




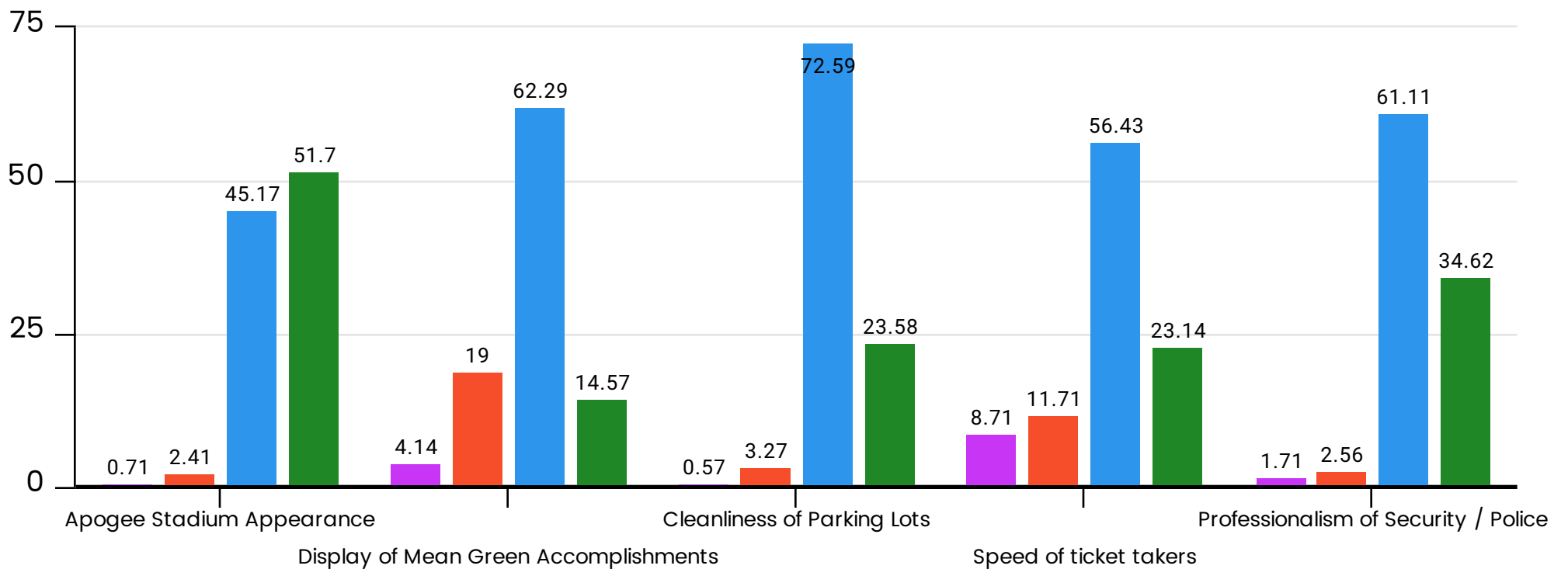
Game Day Experience

How satisfied are you with the North Texas Football Game Day Experience?

Fans were asked how satisfied they were with the following items: parking, traffic flow, tailgating, knowledge/friendliness of parking attendants, directional signs in and around UNT/Apogee Stadium, overall appearance of Apogee Stadium, display of Mean Green football accomplishments (bowl games, All-Americans, etc.), cleanliness of parking lots, speed of ticket takers and professionalism of police/security



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



"Parking should be cheaper."

"Appreciate a good beer and the growing tailgate environment. Just made the game more fun. Good work UNT!"

"The game day experience is great, but it doesn't mean anything if the team doesn't win."

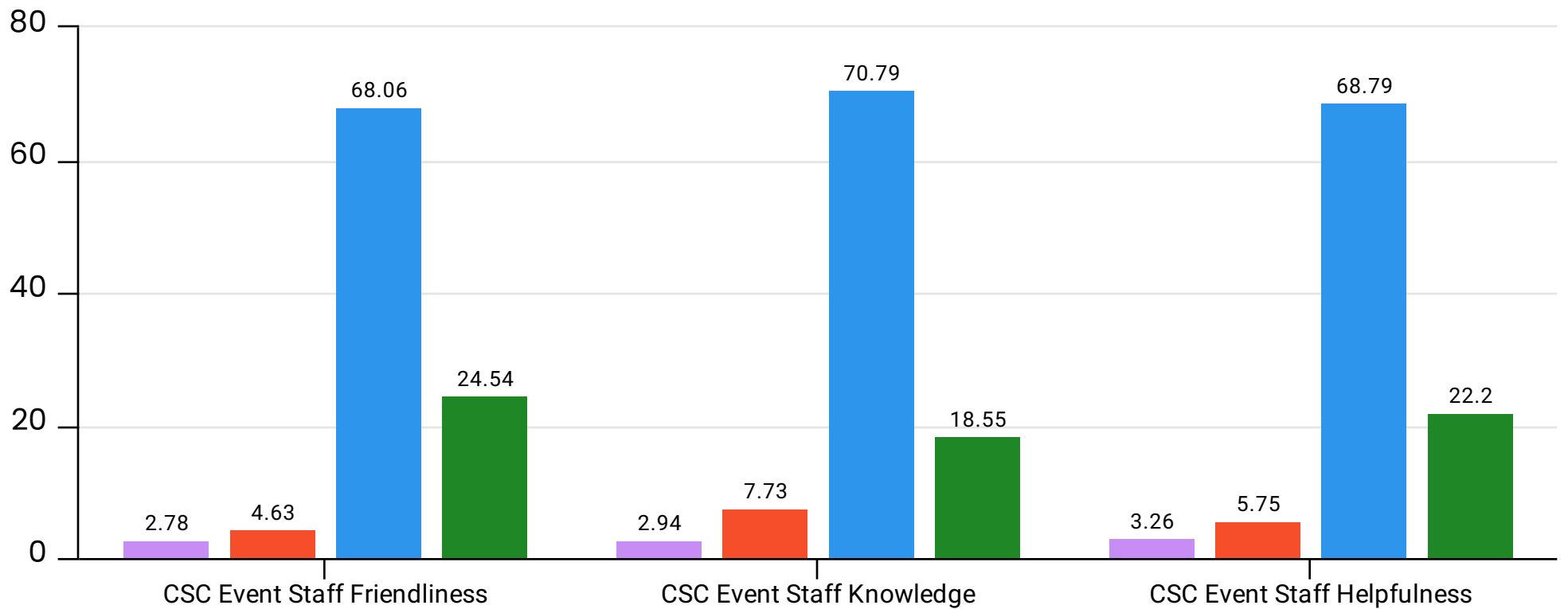
"Not enough handicap parking spaces in the Victory Hall parking lot."



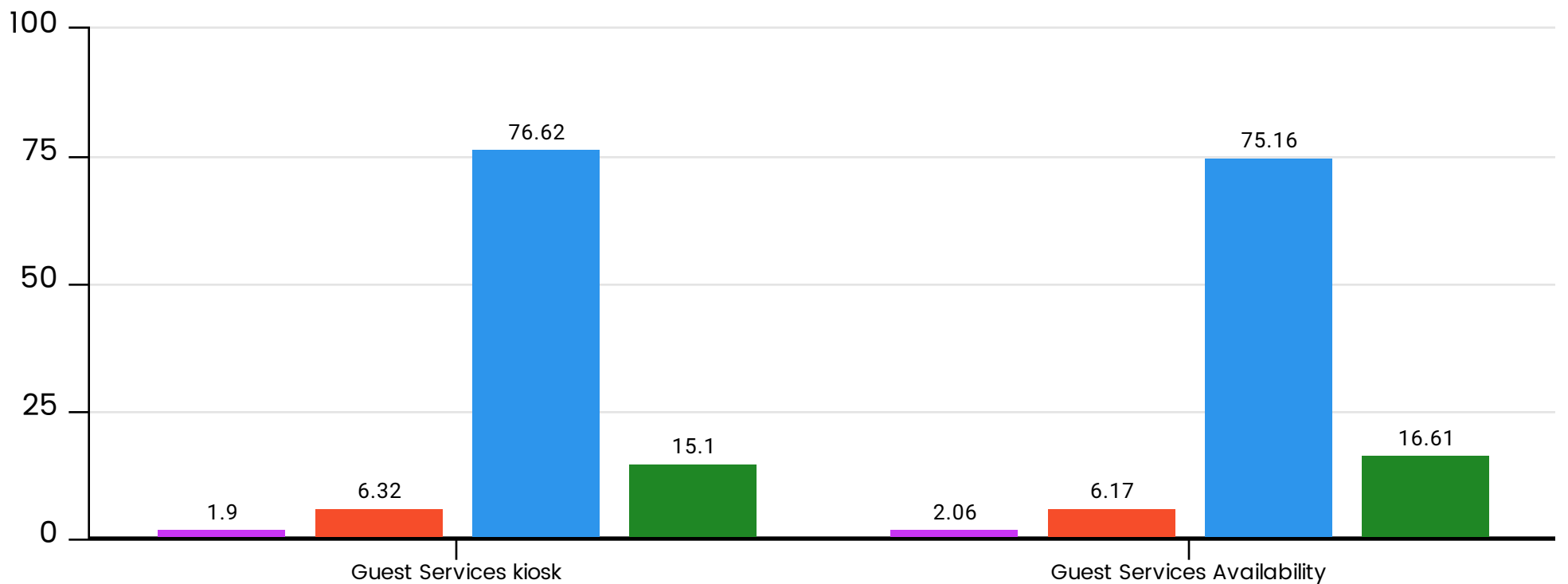
Game Day Experience / CSC

How satisfied are you with the CSC?

Fans were asked how satisfied they were with CSC. The ratings were: CSC event staff friendliness, CSC event staff knowledge, CSC event staff helpfulness, guest services kiosk location, and guest services availability.



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



"CSC has been pretty good for a couple of seasons."

"Everybody was friendly and helpful."

"They always say, 'thanks for coming to the game today' when we exit."

"I asked one section attendant where my seat was, he could not tell me."

"Heard lots of 'Welcome to North Texas' from CSC staff."

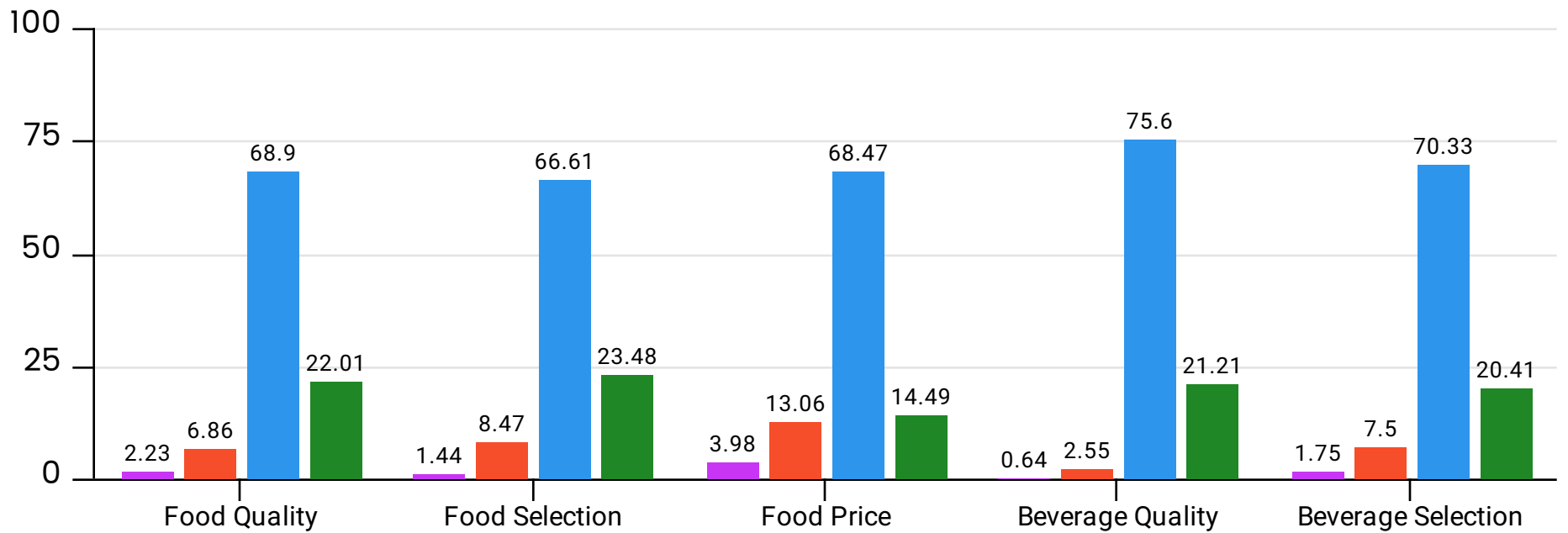
"It would be nice if they enforced the tickets."



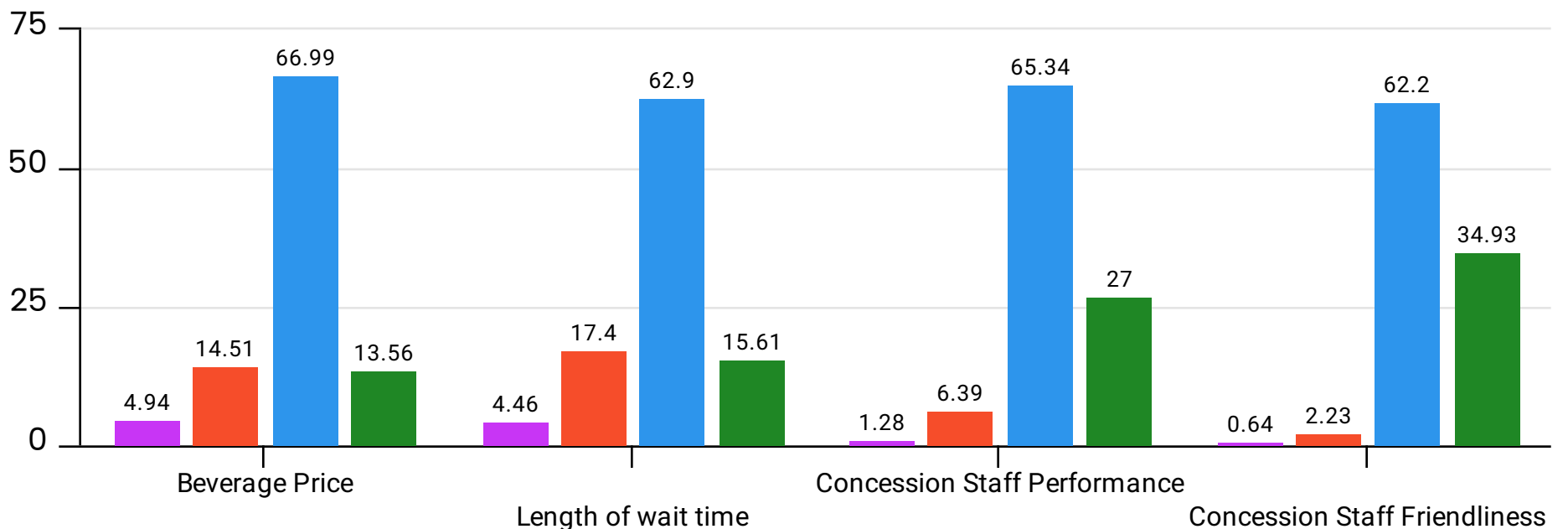
Mean Green Concessions

How satisfied are you with Mean Green Concessions at Apogee Stadium?

Fans were asked how satisfied they were with Mean Green Concessions at Apogee Stadium. Ratings were: food quality, food selection, food price, beverage quality, beverage selection, beverage price, length of wait time, concession stand performance, and concession stand friendliness.



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



"The increased food and beverage choices these past two years have been great."

"Is there some way to get Dr Pepper in Apogee as well?"

"I like the \$5 souvenir cup with the one additional refill."

"More urgency in getting the line moving. Small talk and chatting up friends is a waste of time."

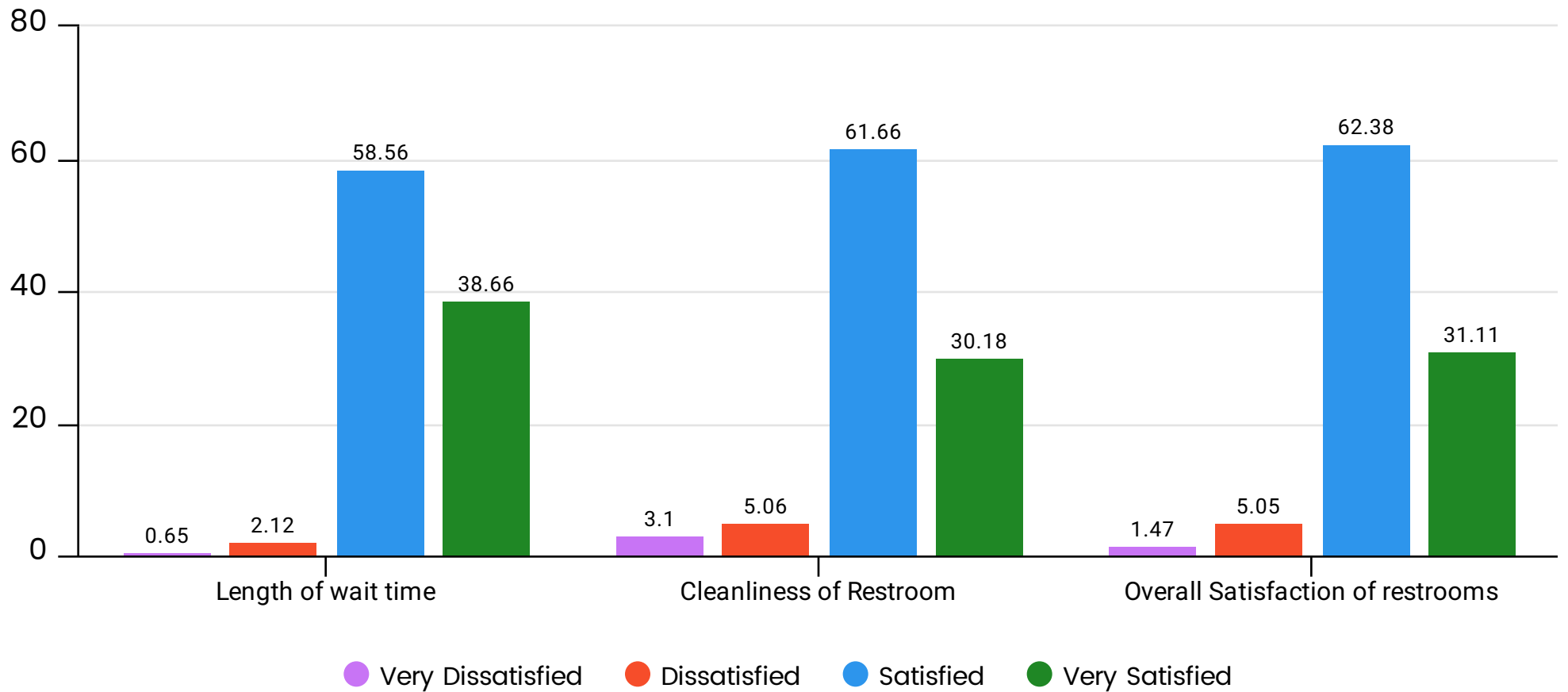
"Need more selection for alcoholic beverages."



Apogee Stadium Restrooms

How satisfied are you with the Apogee Stadium restrooms?

Fans were asked how satisfied they were with the Apogee Stadium restrooms. They were asked to rate the following: length of wait time, cleanliness of restroom, and overall satisfaction of restrooms.



"The women's restroom was out of toilet paper, which has not happened since Apogee Stadium Opened."

"Restrooms are great."

"Need to have hand dryers or paper towels closer to the sinks. They are around the corner on the way out the door. Water drips all over the floor creating a wet, slippery floor."

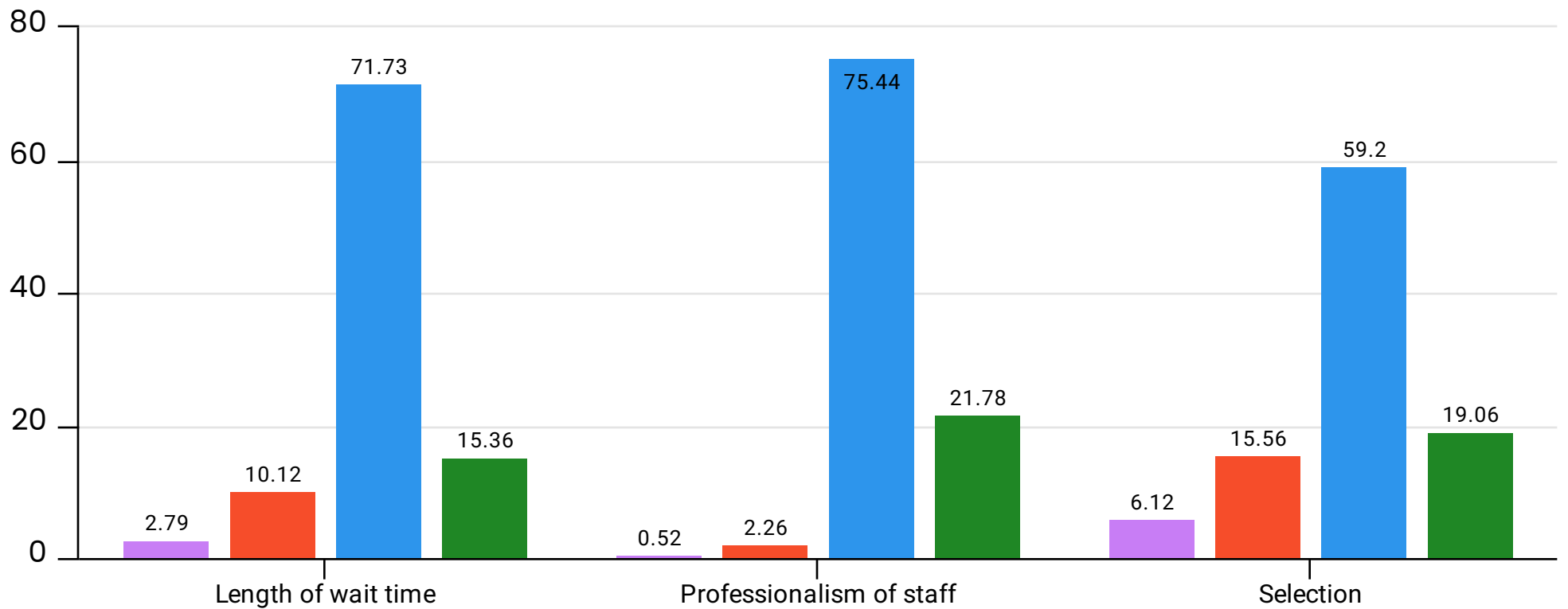
"So important, Restrooms! Thanks to all who designed . Ease of access with good amount of stalls in each."



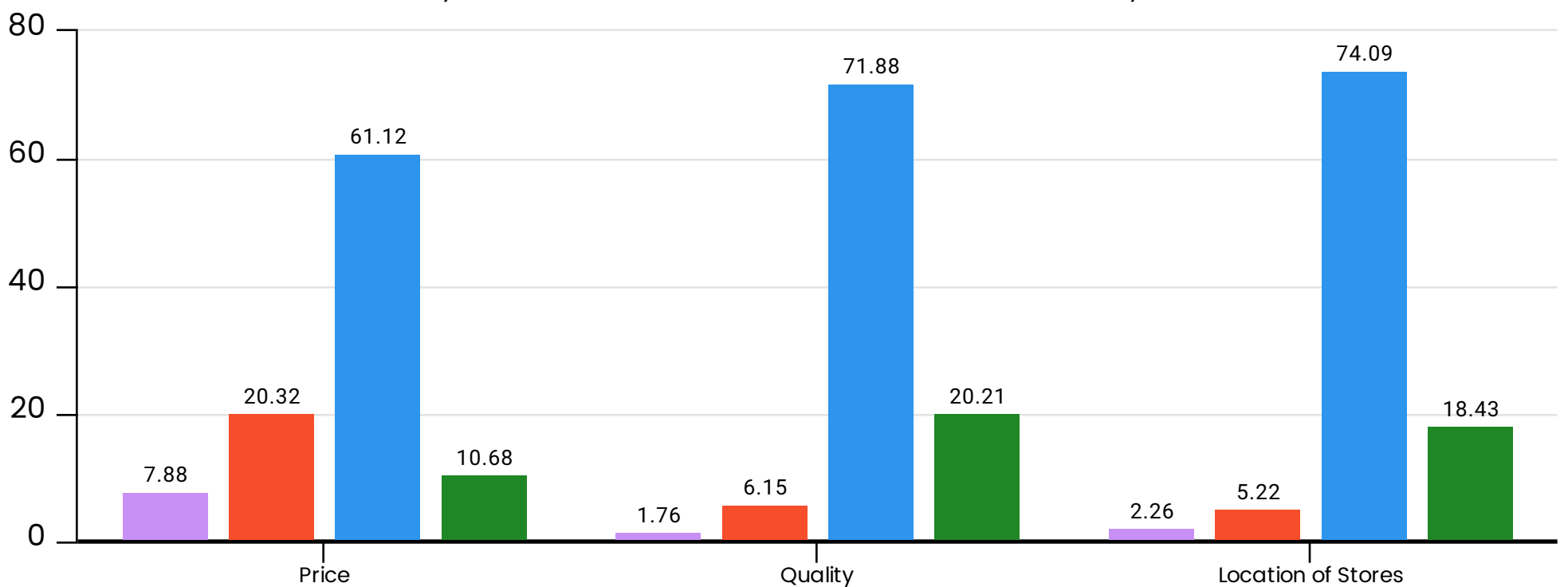
Apparel Store at Apogee Stadium

How satisfied are you with North Texas Apparel at Apogee Stadium?

Fans were asked how satisfied they were with the North Texas Apparel Store at Apogee Stadium. They were asked to rate the following: length of wait time, professionalism of staff, selection of apparel/gear, price of apparel/gear, quality of apparel/gear, and location of stores.



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



"I like that there is more and more UNT gear each season. I like that there is better quality items these days"

"The variety/selection at the store could improve."

"The gift shops offer amazing UNT apparel."

"Need more hat choices."

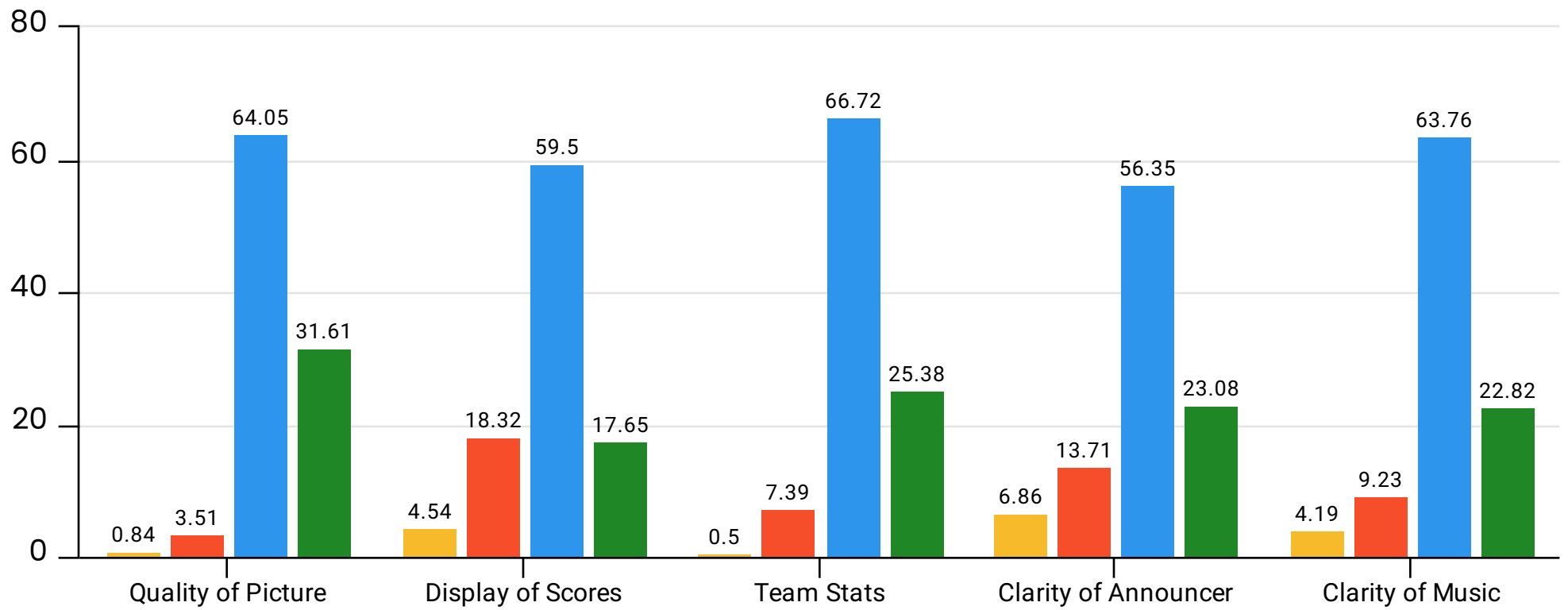
"Need stuff in 3X and 4X range."



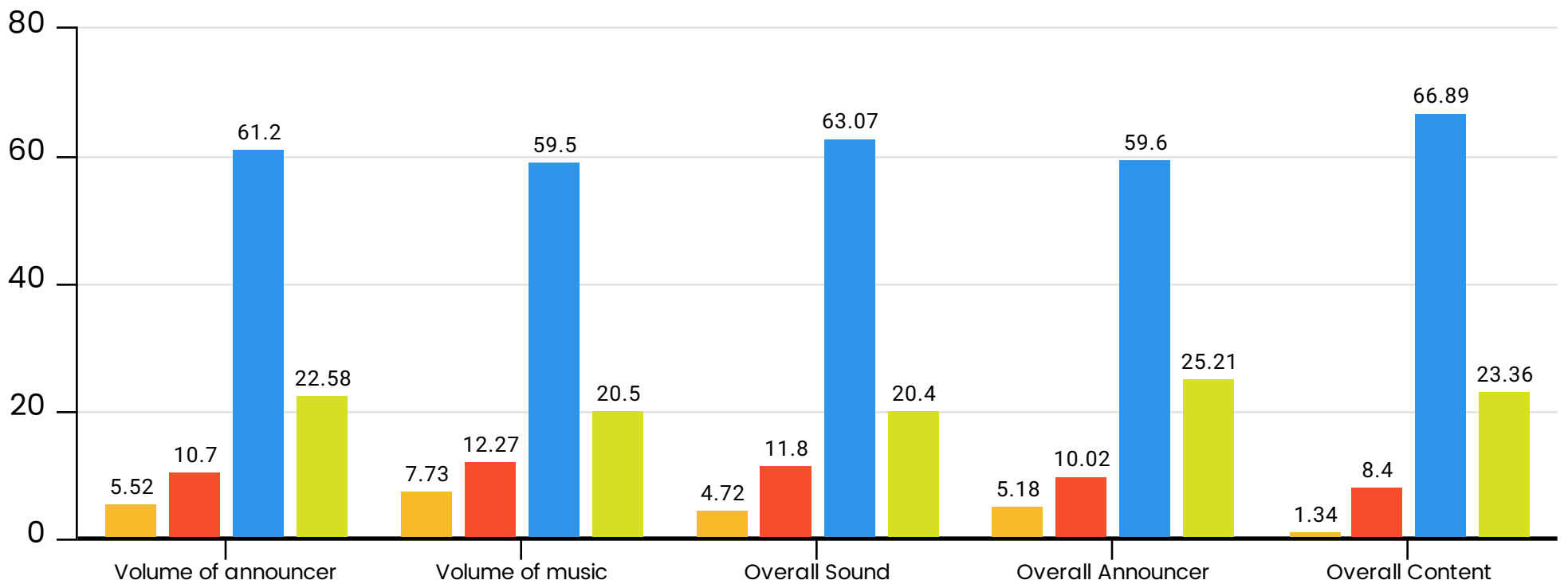
Apogee Stadium Video Board

How satisfied are you with the Apogee Stadium Video Boards

Fans were asked how satisfied they were with the Apogee Stadium Video Boards. They were asked to rate the following: Quality of Picture, Display of other football scores, Display of team stats, Clarity of music, Volume level of announcer, Volume level of music, Overall sound, Overall announcer, and Overall video board content.



● Very Dissatisfied ● Dissatisfied ● Satisfied ● Very Satisfied



● Very Dissatisfied ● Dissatisfied ● Satisfied ● Very Satisfied



"I did not notice a north end zone screen"

"Announcer and music are way too loud"

"The north endzone board is too small and the information is too close together"

"Play the music louder! We need the crowd in to the game"

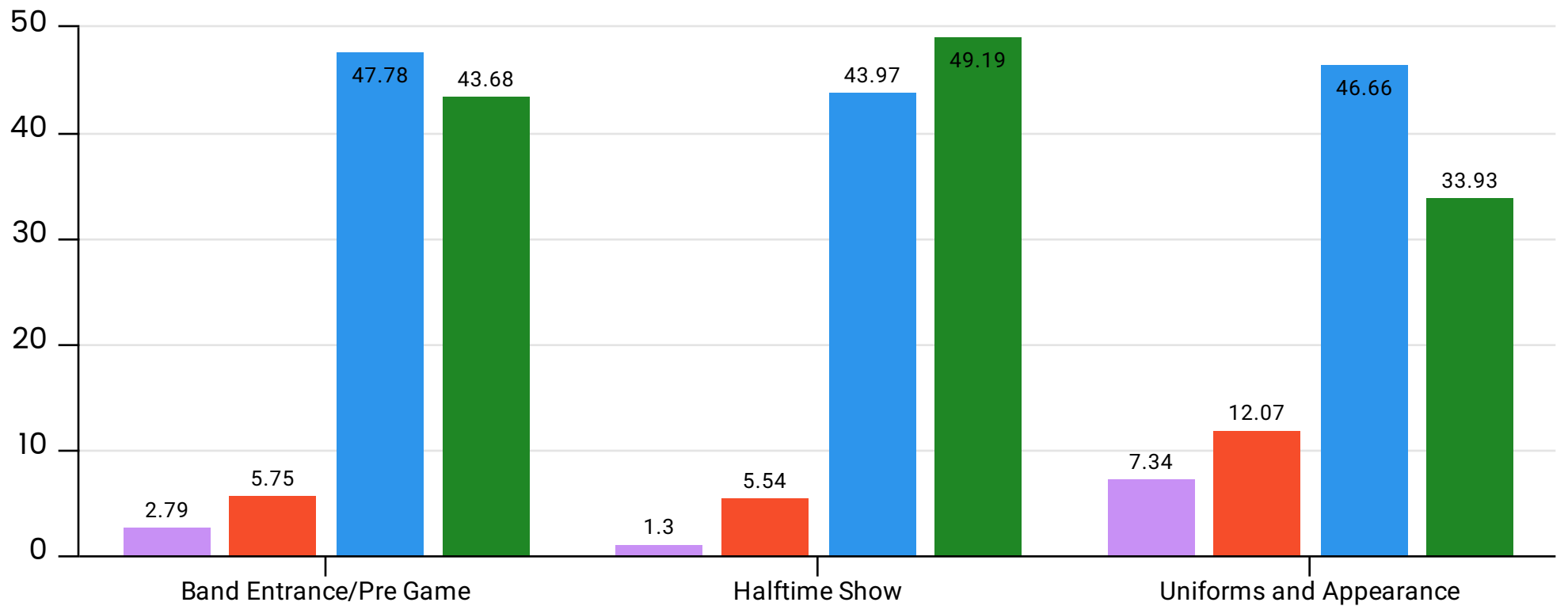
"More posting of other scores is important to me"



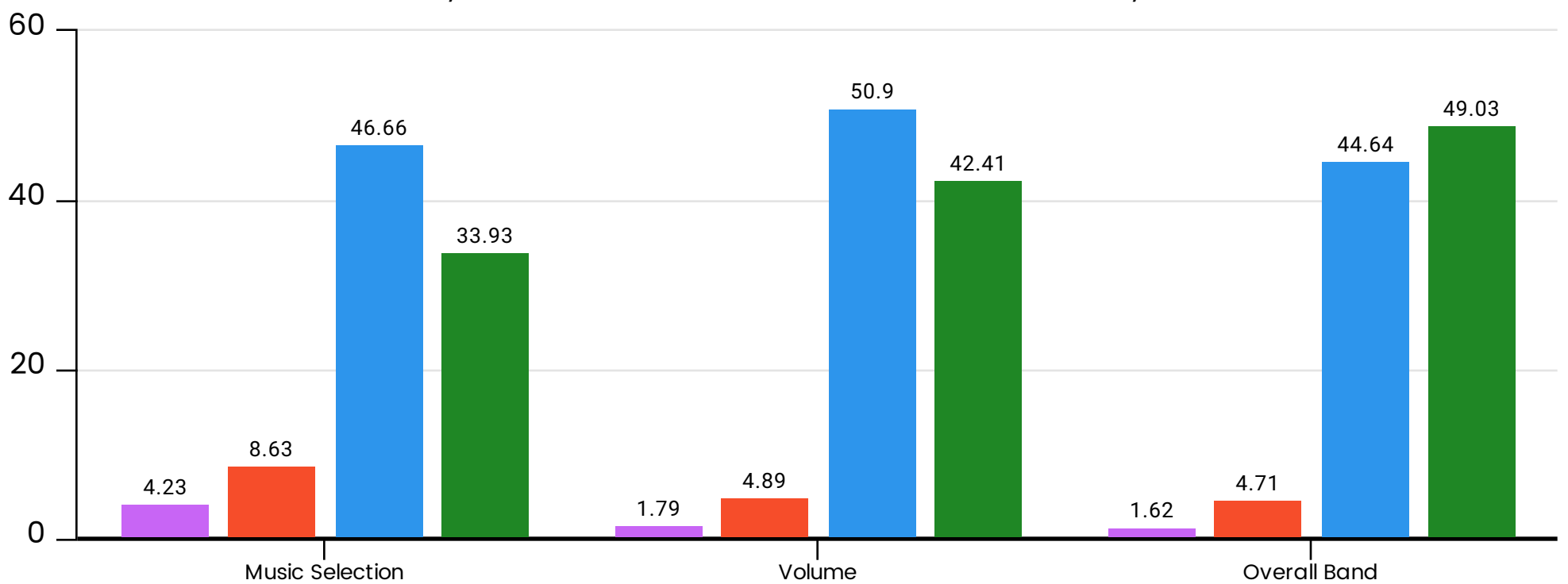
Green Brigade Marching Band

How satisfied are you with the Green Brigade Marching Band?

Fans were asked how satisfied they were with the Green Brigade Marching Band. The ratings were: band entrance/pre-game, halftime show, uniforms and appearance, music selection, volume and overall band.



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



Very Dissatisfied Dissatisfied Satisfied Very Satisfied



"I felt the bands outfits were lacking, but I understand it is summer weather."

"The band is one of the highlights of the game day experience."

"Can we move the band to the eagle wing? They are blasting at our home team on critical third downs."

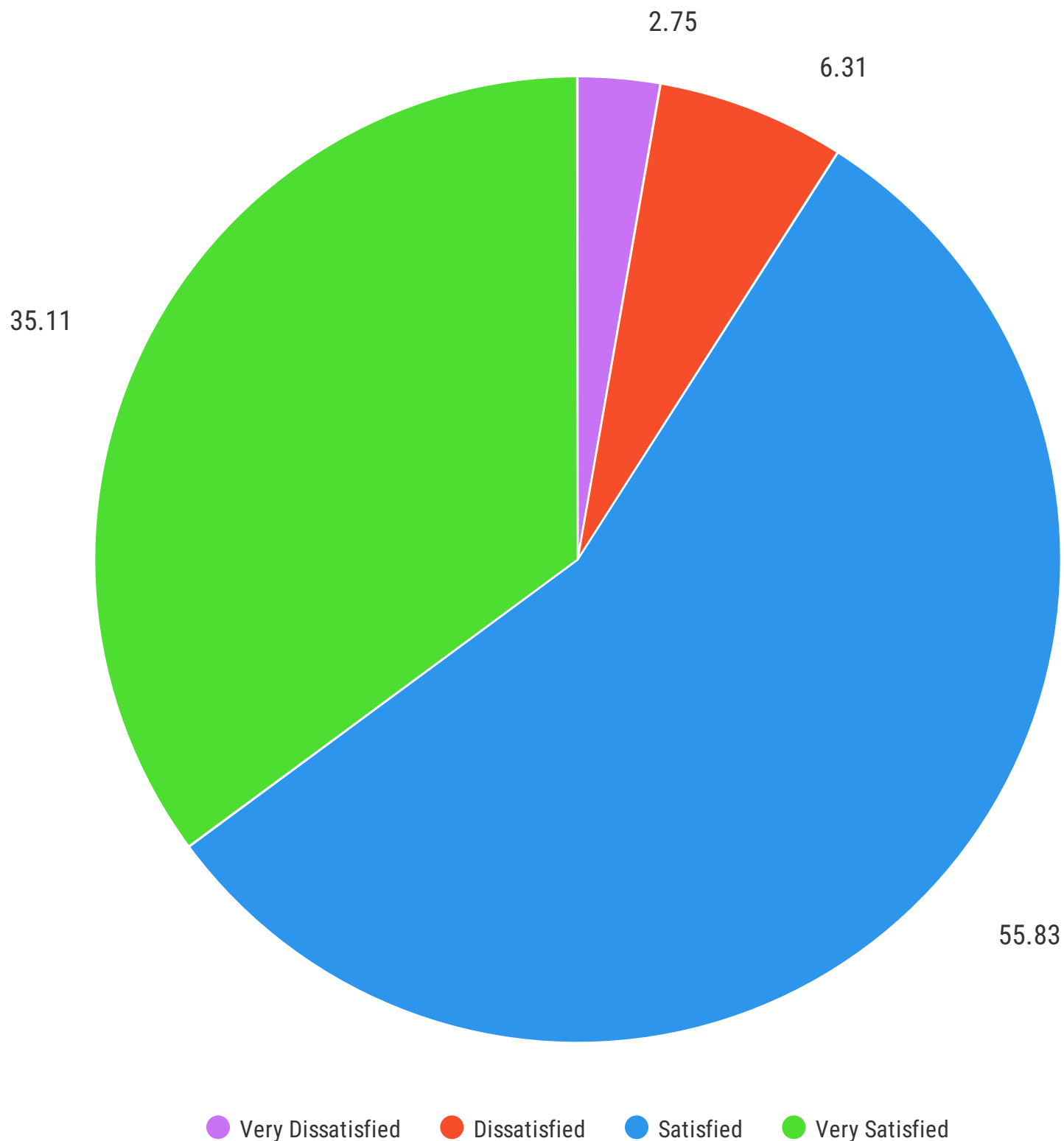
"Loved seeing the band march through the tailgate area."



Cheerleaders, Dancers and Scrappy

How satisfied are you with the North Texas Cheerleaders, Dancers, and

Fans were asked how satisfied they were with the North Texas Cheerleaders, Dancers and Scrappy. The ratings were: very dissatisfied, dissatisfied, satisfied, and very satisfied.



"I think all of these folks do a great job in creating an awesome gameday experience."

"I wish there were more chants between the band, cheerleaders and Scrappy."

"I think Scrappy could walk the stands more."

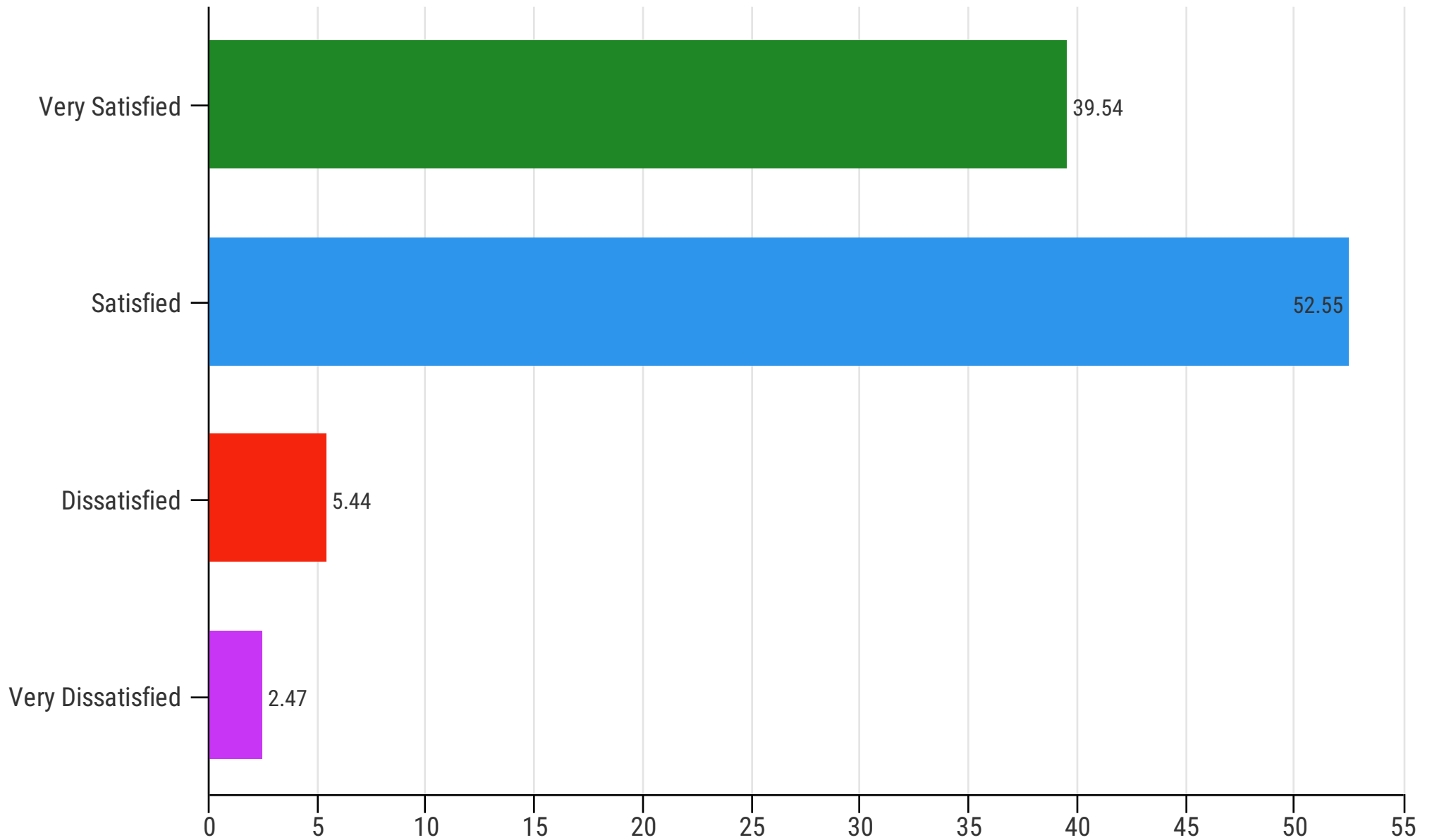
"Love the spirit teams. They all did a great job in supporting the team."



Overall Game Day Experience

How satisfied are you with the Overall Game Day Experience?

Fans were asked how satisfied they were with the Overall Game Day Experience at Apogee Stadium. They were asked to rate it very dissatisfied, dissatisfied, satisfied, or very satisfied.



"Very impressed with the stadium. First time attending a game. Great college experience."

"Love the relaxed atmosphere at Apogee Stadium. Enjoyed the team spirit and the band."

"Win football games and all of this will take care of itself."

PLAN OF ACTION

Game Day Experience

- More football scores from around the country will be shown on the video board and announced over the public address system.
- Volume from the video board and PA will be monitored throughout the game to ensure the best quality of sound for our fans.
- Post-game field access is being discussed on how to make it an option and provide a safe environment for everyone on the field.
- More public address announcements during the game to let fans know about concessions, team store hours, guest services locations and the email address MeanGreen@unt.edu where fans can send questions and/or concerns.
- The wing zone area will feature three TVs, with one TV always dedicated to showing North Texas football.
- Expanded manicured grass areas around RV parking to accommodate more activity.
- Working with campus to expand recycling options around the stadium and tailgate areas.

Restrooms

- Cleaning services will amp up their game day service to ensure clean and fully stocked restrooms throughout the game.

Concessions

- The concessions kiosk on the Club Level will be moved to the south side of the bar area. This will free up space next to the Barnes and Nobles souvenir stand for fan access/views of the field.
- Sabra Classic Hummus cups, served with pita chips, will be available at all North Texas concession stands to meet various diet requirements.
- Lids and straws will also be made available for fountain drinks.

Parking

- More signage will be placed around Apogee Stadium to direct fans to appropriate lots.
- Shuttle signage will be more visible around Apogee and remote parking around Fouts Field.
- Parking lot attendants will receive extensive customer service training to better serve our fans.



Video Board & Production

- Steps will be taken to enhance our in game fan experience by integrating our corporate partners in a more entertaining and fan interactive manner.
- Identify new content and integration on the video board throughout the season.

Ticket Office

- Additional ticket windows will be open during “peak times”.
- A cash-only line will be open for fans just wanting to purchase general-admission tickets.
- Audio announcements will be made outside the tickets offices at Gate 2, 3, and 4 that will let fans know about ticketing options and information.
- More detailed information regarding ticket options, will call, etc., will be distributed through various channels on campus, the UNT Athletic website and throughout the alumni network.

Long-term Assessments

- Evaluate and assess cost to install speaker clusters throughout Apogee to improve overall sound quality and distribution throughout the facility.
- Assess cost to replace all 80 hand blowers in restrooms to adequately meet fan expectation
- Evaluate and assess costs for permanent RV access to power for tailgating.
- Work with merchandise vendors to provide greater selection and access in all sizes of apparel.
- Work with concessions, vendors, and food service providers to provide greater variety in and better quality options available to fans at Apogee.

