

Student Responses

Q1: Have the four major leagues "gotten it right" in the last 3 years?

count	response %	
14	20.90	Yes
46	68.66	No
7	10.45	No response/Not sure

67 respondents

Q2: Have the 4 major leagues done enough to help stem substance abuse in amateur sports?

count	response %	
5	7.46	Yes
58	86.57	No
4	5.97	No response/Not sure

67 respondents

Q3: What is the most important issue currently facing the PGA Tour?

count	response %	
3	4.55	Player relations
17	25.76	Disparity of tournament success
6	9.09	Television ratings
8	12.12	Racial diversity
29	43.94	Increasing exposure of more players
1	1.52	Performance enhancing drugs
2	3.03	Other

66 respondents

Q4: What is your perception of golf fans – are they as loyal to their favorite golfer as NASCAR fans are to their favorite driver?

count	response %	
1	1.52	Golf fans are more loyal than NASCAR fans
52	78.79	Golf fans are less loyal than NASCAR fans
6	9.09	About the same
7	10.61	No response/Not sure

66 respondents

Q5: How would you describe your perception of sponsorships in professional golf?

count	response %	
6	9.09	Innovative - ahead of the curve compared with other professional sports

Professional Responses

Q1: Have the four major leagues "gotten it right" in the last 3 years?

count	response %	
56	28.14	Yes
129	64.82	No
14	7.04	No response/Not sure

199 respondents

Q2: Have the 4 major leagues done enough to help stem substance abuse in amateur sports?

count	response %	
18	9.05	Yes
148	74.37	No
33	16.58	No response/Not sure

199 respondents

Q3: What is the most important issue currently facing the PGA Tour?

count	response %	
7	3.57	Player relations
63	32.14	Disparity of tournament success
36	18.37	Television ratings
7	3.57	Racial diversity
70	35.71	Increasing exposure of more players
1	0.51	Performance enhancing drugs
12	6.12	Other

196 respondents

Q4: What is your perception of golf fans – are they as loyal to their favorite golfer as NASCAR fans are to their favorite driver?

count	response %	
5	2.55	Golf fans are more loyal than NASCAR fans
144	73.47	Golf fans are less loyal than NASCAR fans
31	15.82	About the same
16	8.16	No response/Not sure

196 respondents

Q5: How would you describe your perception of sponsorships in professional golf?

count	response %	
11	5.61	Innovative - ahead of the curve compared with other professional sports

6	9.09	Innovative - ahead of the curve compared with other professional sports
28	42.42	Tired - behind the curve compared with other professional sports
22	33.33	About the same - neither ahead nor behind
10	15.15	No response/Not sure
66 respondents		

11	5.61	Innovative - ahead of the curve compared with other professional sports
91	46.43	Tired - behind the curve compared with other professional sports
87	44.39	About the same - neither ahead nor behind
7	3.57	No response/Not sure
196 respondents		

Q6: What sports concessions trend will gain the MOST traction over the next two years?

count	response %	
15	23.44	All-inclusive tickets (unlimited food and drinks included in price of tickets)
22	34.38	Loaded tickets (containing credits for limited concessions purchases)
3	4.69	Faster/greater payment options
0	0	Greater menu selection
2	3.12	Improved food quality
9	14.06	Healthier food offerings
6	9.38	Expanded in-seat ordering/delivery
4	6.25	Branded drinking/social areas
0	0	Other
3	4.69	No response/Not sure
64 respondents		

Q6: What sports concessions trend will gain the MOST traction over the next two years?

count	response %	
60	30.61	All-inclusive tickets (unlimited food and drinks included in price of tickets)
55	28.06	Loaded tickets (containing credits for limited concessions purchases)
24	12.24	Faster/greater payment options
4	2.04	Greater menu selection
6	3.06	Improved food quality
24	12.24	Healthier food offerings
7	3.57	Expanded in-seat ordering/delivery
4	2.04	Other
1	0.51	No response/Not sure
11	5.61	Branded drinking/social areas
196 respondents		

Q7: Do you agree with the following statement: food & beverage concessions in sports facilities are NOT keeping pace with the trend toward healthier foods?

count	response %	
27	42.19	Strongly Agree
32	50	Somewhat Agree
3	4.69	Somewhat Disagree
1	1.56	Strongly Disagree
1	1.56	No response/Not sure
64 respondents		

mean value: 3.35 top 2: 92.19% (59 respondents)
bottom 2: 6.25% (4 respondents)

Q7: Do you agree with the following statement: food & beverage concessions in sports facilities are NOT keeping pace with the trend toward healthier foods?

count	response %	
82	41.84	Strongly Agree
95	48.47	Somewhat Agree
18	9.18	Somewhat Disagree
1	0.51	Strongly Disagree
0	0	No response/Not sure
196 respondents		

mean value: 3.32 top 2: 90.31% (177 respondents)
bottom 2: 9.69% (19 respondents)

Q8: Should concessionaires re-examine their beer sales policies and consider cutting-off beer sales sooner at sporting events?

count	response %	
12	18.75	Yes
45	70.31	No
7	10.94	No response/Not sure
64 respondents		

Q8: Should concessionaires re-examine their beer sales policies and consider cutting-off beer sales sooner at sporting events?

count	response %	
69	35.20	Yes
115	58.67	No
12	6.12	No response/Not sure
196 respondents		

Q9: Is it good for the industry to have investment funds buying into sports teams?

count	response %	
23	35.38	Yes
28	43.08	No
14	21.54	No response/Not sure

Q9: Is it good for the industry to have investment funds buying into sports teams?

count	response %	
57	29.38	Yes
104	53.61	No
33	17.01	No response/Not sure

14 21.54  No response/Not sure
65 respondents

33 17.01  No response/Not sure
194 respondents

Q10: How concerned are you that investment funds are too focused on short-term returns to be good sports team owners?

Q10: How concerned are you that investment funds are too focused on short-term returns to be good sports team owners?

count	response %	
12	18.46 	Extremely concerned
35	53.85 	Somewhat concerned
10	15.38 	Not concerned at all
8	12.31 	No response/Not sure

count	response %	
42	21.65 	Extremely concerned
107	55.15 	Somewhat concerned
30	15.46 	Not concerned at all
15	7.73 	No response/Not sure





mean value: 2.78 top 2: 72.31% (47 respondents)
bottom 2: 27.69% (18 respondents)

mean value: 2.91 top 2: 76.80% (149 respondents)
bottom 2: 23.19% (45 respondents)

Q11: In which of the following leagues would you most like to own a team?







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





count	response %	
15	23.08 	Arena Football League (AFL)
2	3.08 	Major Indoor Soccer League (MISL)
31	47.69 	Minor League Baseball
0	0	Minor League Hockey
4	6.15 	National Lacrosse League (NLL)
10	15.38 	NBA - Development League
3	4.62 	No response/Not sure

count	response %	
30	15.46 	Arena Football League (AFL)
6	3.09 	Major Indoor Soccer League (MISL)
110	56.70 	Minor League Baseball
7	3.61 	Minor League Hockey
13	6.70 	National Lacrosse League (NLL)
12	6.19 	NBA - Development League
16	8.25 	No response/Not sure

Q12: Which of the following reasons BEST describes the decline of horse racing in America?






Q12: Which of the following reasons BEST describes the decline of horse racing in America?

count	response %	
0	0	Deterioration of the tracks
10	15.62 	Lack of television coverage
15	23.44 	Difficult to make jockeys into stars
7	10.94 	Difficult to make horses into stars
6	9.38 	The circuit is too decentralized
13	20.31 	Other
13	20.31 	No response/Not sure

count	response %	
11	5.73 	Deterioration of the tracks
36	18.75 	Lack of television coverage
15	7.81 	Difficult to make jockeys into stars
29	15.10 	Difficult to make horses into stars
41	21.35 	The circuit is too decentralized
42	21.88 	Other
18	9.38 	No response/Not sure

Q13: What should the sport of horse racing do to attract more fans?

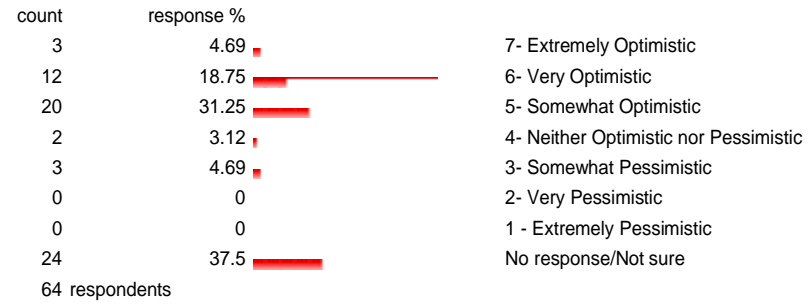
Q13: What should the sport of horse racing do to attract more fans?

count	response %	
1	1.56 	Improve the tracks
15	23.44 	Enhance the at-event experience
4	6.25 	Target a family audience
36	56.25 	More aggressive marketing
2	3.12 	Other
6	9.38 	No response/Not sure

count	response %	
5	2.60 	Improve the tracks
71	36.98 	Enhance the at-event experience
21	10.94 	Target a family audience
59	30.73 	More aggressive marketing
14	7.29 	Other
22	11.46 	No response/Not sure

64 respondents

Q14: Thinking about your own particular business, what best describes your confidence level regarding the next 12 months for your own business?

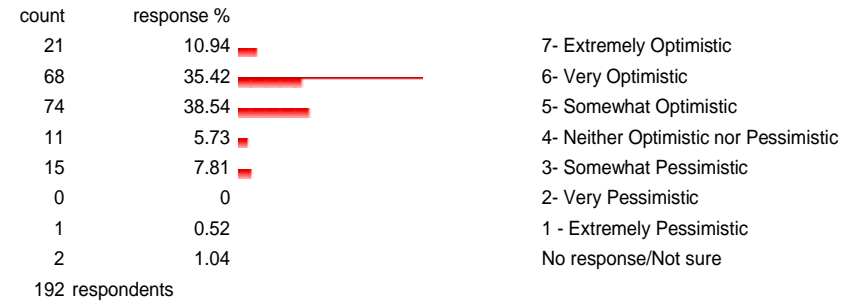


64 respondents

mean value: 5.25
top 3: 54.69% (35 respondents)
bottom 3: 4.69% (3 respondents)

192 respondents

Q14: Thinking about your own particular business, what best describes your confidence level regarding the next 12 months for your own business?



192 respondents

mean value: 5.34
top 3: 84.90% (163 respondents)
bottom 3: 8.33% (16 respondents)