



**THE ECONOMIC IMPACT
OF THE
UNIVERSITY OF WISCONSIN
ATHLETIC DEPARTMENT**

April 19, 2011



ACKNOWLEDGMENTS

NorthStar Economics would like to thank the University of Wisconsin Athletic Department for undertaking this comprehensive economic impact study. The support, assistance, and encouragement we received from UW Athletic Department personnel were outstanding throughout the entire project. We thank UW Athletic Director Barry Alvarez, as well as the members of the project steering committee:

- Justin Doherty, Assistant Athletic Director for External Relations
- Shawn Eichorst, Senior Associate Athletic Director
- Randy Marnocha, Associate Athletic Director for Business Operations

We also thank the following individuals, offices, and organizations who provided assistance with the project:

- Darrell Bazzell, Vice Chancellor for Administration, UW-Madison
- University of Wisconsin Athletic Department Accounting Office
- Badger Sports Properties/Learfield Sports
- Bucky's Locker Room
- The National W Club

THE ECONOMIC IMPACT OF THE UNIVERSITY OF WISCONSIN ATHLETIC DEPARTMENT

Annual Impact on the Wisconsin Economy:

- **\$970 million in total economic impact**
 - **\$843 million from fan spending and support**
- **8,853 jobs created and supported**
 - **7,377 from fan spending and support**
- **\$ 52.8 million in tax revenue generated**
 - **\$46.6 million from fan spending and support**



THE ECONOMIC IMPACT OF CONSTRUCTING NEW FACILITIES FOR THE UNIVERSITY OF WISCONSIN ATHLETIC DEPARTMENT

Total Impact on the Wisconsin Economy:

- **\$152 million in total economic impact**
 - \$109.4 million from a new Athletic Performance Center
 - \$42.6 million from a new hockey facility

- **1,621 jobs created and supported**
 - 1,167 jobs from a new Athletic Performance Center
 - 454 jobs from a new hockey facility

- **\$6.9 million in tax revenue generated**
 - \$5.0 million from a new Athletic Performance Center
 - \$1.9 million from a new hockey facility

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Executive Summary

The University of Wisconsin Athletic Department is a significant economic driver in the State of Wisconsin. Spending related to the UWAD supports businesses throughout the state, creates jobs for the citizens of the state, and generates tax revenue for state and local governments.

Organizations affiliated with the UWAD, including Bucky's Locker Room, the National W Club, and Badger Sports Properties also have significant job, tax, and economic impacts, as do media and broadcasting associated with UWAD events. These effects are summarized in Figure E1 below.

Figure E-1: Total Impact of UWAD to the State of Wisconsin

Contributor	Economic Impact	WI Jobs	Tax Revenue
UWAD	\$962,021,084	8,764	\$52,449,796
UWAD-Affiliated Organizations	\$7,273,459	89	\$370,757
UWAD-Related Media	\$418,581	0	\$9,678
TOTAL	\$969,713,124	8,853	\$52,830,231

Note: Totals may not sum precisely due to rounding.

In addition, there are short-term economic impacts associated with the construction of two new UWAD facilities, as detailed in Figure E2 below.

Figure E-2: Total Impact of UWAD Construction to the State of Wisconsin

Contributor	Total Economic Impact	Total Jobs Created/ Supported	State & Local Tax Revenue Generated
Hockey Facility	\$42,611,683	454	\$1,943,868
Athletic Performance Center	\$109,376,109	1,167	\$4,989,540
TOTAL	\$151,987,792	1,621	\$6,933,408

Note: Totals may not sum precisely due to rounding.

Purpose and Scope

The purpose of this study is to measure the economic impact that the University of Wisconsin Athletic Department (UWAD) has on the state economy. Specifically, this study measures the following:

1. The economic impact of UWAD operations, derived from the UWAD budget for the 2010-2011 academic year. The analysis includes the spending of UWAD payroll spending and non-payroll spending, as well as employee and visitor spending. In addition to overall economic impact, the analysis includes Wisconsin jobs created and supported, as well as state and local tax revenue generated as a result of UWAD economic activity.
2. The economic impact of fan and UWAD event participants, derived from original research conducted specifically for this study. An online survey was posted using Survey Monkey to seek the input of anyone who attended (or whose child or children attended) a UWAD sports camp or clinic, as well as season ticket holders in football, volleyball, basketball, and hockey. Survey respondents were asked to indicate how much they spent in each of several categories. That spending data was then analyzed to determine the overall economic impact of fan spending. More than 5,600 responses were received.
3. The economic impact of spending related to other organizations affiliated with the UWAD, including the National W Club, Badger Sports Properties, and Bucky's Locker Room.
4. The economic impact of media and broadcasting of UWAD games and events.
5. The economic impact of the construction of new UWAD facilities.

The economic impact of the University of Wisconsin-Madison as a whole has been calculated on several prior occasions (most recently in April, 2011). Those UW-Madison studies included the contribution made by UWAD spending in the calculations, but did not include a separate analysis of the economic impact made by the UWAD specifically. This study is also distinguishable from the most recent UW-Madison economic impact study, in that it includes more recent budget data, includes original research on fan spending, and measures additional impacts (3 through 5 above).

Overview of the University of Wisconsin Athletic Department

As a member of the Big Ten Conference, the University of Wisconsin boasts an impressive Athletic Department. The University of Wisconsin Athletic Department (UWAD) features 23 sports (see Appendix 1) and offers 28 sports camps and clinics (see Appendix 2). The UWAD currently offers scholarships through 145 unique endowed athletic funds. More than 800 students compete on University of Wisconsin athletic teams each year.

According to a mission statement adopted in 2001, the Division of Intercollegiate Athletics at the University of Wisconsin-Madison dedicates itself to the mission of providing athletic opportunities to a wide range of students and an environment in which all student-athletes can achieve their academic and competitive goals. The Division strives to provide equitable opportunities for all student-athletes and staff, regardless of gender or ethnic backgrounds. To honor its academic mission and that of the University, the Division supports the educational aspirations, academic progress and general welfare of the student-athlete. In competition, the Division fosters principles of sportsmanship, respect, fair play and athletic excellence. In all of its activities, the Division insists on integrity, ethical conduct and accountability.

The UWAD is self-funded, and receives no state funding for its operating budget. Annually, more than 14,000 individuals and companies make financial contributions to the UWAD. Total gifts in 2009 exceeded \$19.8 million. Endowed funds provide the UWAD with nearly \$2 million in spendable income each year.

In 2009/2010, six UW sports finished in the top 15 nationally in attendance, with men's and women's hockey each leading the nation. More than 1.3 million fans attend UW home games each year.

Total Impact of the UWAD Personnel, Operations, and Event Participants

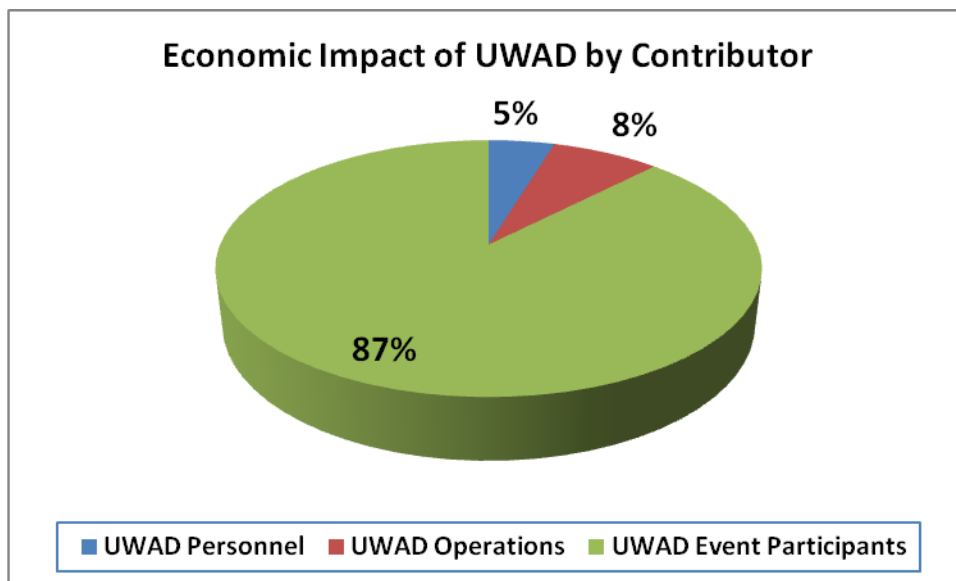
Economic Impact

UWAD-related direct spending in the state economy amounts to over \$402 million each year. The primary contributors of that spending are UWAD operations, spending by UWAD personnel, and spending by UWAD event participants.

Figure 1: Total Economic Impact of UWAD to the State of Wisconsin

Contributor	Direct Spending	Total Contribution
UWAD Personnel	\$18,693,029	\$44,899,639
UWAD Operations	\$29,277,481	\$73,765,465
UWAD Event Participants	\$354,541,993	\$843,355,979
TOTAL	\$402,512,502	\$962,021,084

Figure 2: UWAD Economic Impact by Contributor



Badger fans are responsible for 87% of the total economic impact of the University of Wisconsin Athletic Department, generating more than \$843 million each year.

Jobs Created and Supported by UWAD Operations, Personnel, and Fan Spending

Spending related to the UWAD has a large impact on Wisconsin jobs. Jobs attributable to the UWAD occur in four ways:

- Personnel are directly hired by the UWAD to coach and perform a variety of administrative functions.
- Operational spending creates jobs in regional and state businesses.
- Employee spending creates jobs in the region and state.
- Event participant (fan) spending creates jobs in the region and state.

Figure 3: UWAD Impact on Jobs (Full-Time Equivalent)

JOB GENERATOR	JOBS
Personnel directly employed by the UWAD	403
Operational spending	785
Employee spending	199
Event participant spending	7,377
Total Job Impact	8,764



Although the badger had been the UW mascot for decades, the version now known as Bucky Badger, sporting a cardinal and white sweater, was first drawn in 1940 by professional illustrator Art Evans, and was originally featured on products sold at Brown's Bookstore. At one time, an actual badger from Eau Claire was used at UW football games, but was retired to the Henry Vilas Zoo. In 1949, a student created the first badger outfit with a papier-mâché head. Bill Sagal, a UW-Madison gymnast and cheerleader, wore the outfit at the homecoming game. A contest was held to name the mascot, and the winning entry was Buckingham U. Badger. Today, the UWAD employs 7 students to appear as Bucky at UW games and other events. In 2006, Bucky was inducted as a charter member of the Mascot Hall of Fame's College Division.

Tax Revenue Generated by UWAD Operations, Personnel, and Fan Spending

The economic activity generated by UWAD results in significant state and local tax revenue. The tax revenue comes from state income tax payments, sales tax payments, and payments for local property taxes. The sources of that tax revenue are shown below:

Figure 4: UWAD Tax Revenue by Source

TAX REVENUE SOURCE	TAX REVENUE
UWAD Personnel	\$2,977,866
UWAD Operations	\$2,884,180
UWAD Event Participation	\$46,587,750
Total State & Local Tax Revenue	\$52,449,796

UWAD's tax impact results from its economic activity. UWAD personnel pay state income taxes on their earnings. They pay sales taxes on a variety of expenditures. Personnel spending and UWAD operational spending generate jobs. Those jobs in turn generate income taxes, sales taxes, and property tax payments. The spending of UWAD fans and event participants also generates sales taxes. That spending also creates jobs, and spending from those jobs generates sales and income taxes. Overall, UWAD activity generates nearly \$49.5 million in tax revenue.



When Barry Alvarez came to Madison, he decided that the football helmet logo needed to be updated to signal a new era. Coach Alvarez entertained 15-20 different designs in 1990 before Rayovac artist Rick Suchanek developed the “**Motion W**”, which initially included a tail at the back of the logo. After the tail was removed, Alvarez decided to go with the Motion W as the new helmet logo. The University bought the rights to the design, and the logo has been adopted by all other UW sports.

Total Impact of Organizations Affiliated with UW Athletics

Economic Impact

In addition to the UWAD itself, there are several affiliated organizations that owe their existence to the UWAD. These organizations include the National W Club (which sells concessions at UWAD events), Badger Sports Properties (which manages UWAD multimedia rights), and Bucky's Locker Room (which sells UWAD merchandise).

There is significant economic activity associated with these organizations as well. As with the UWAD itself, these affiliated organizations produce economic impact from direct spending, as well as indirect and induced spending.

In the case of the three affiliated organizations mentioned above, direct spending of more than \$3 million generates more than \$7.2 million in total economic impact, as show in Figure 5 below.



The National W Club has been the official concessionaire for the University of Wisconsin Athletic Department since 1962. It is the ongoing goal of the Concessions operation to provide quality, name brand products, with outstanding customer service at an industry competitive price.

Figure 5: Total Economic Impact of UWAD-Affiliated Organizations to the State of Wisconsin

Contributor	Direct Spending	Total Contribution
Payroll Spending	\$896,260	\$2,121,572
Non-Payroll Spending	\$1,924,189	\$4,717,569
Visitor Spending	\$180,771	\$434,318
TOTAL	\$3,001,220	\$7,273,459

The Impact of UWAD-Affiliated Organizations on Wisconsin Jobs

Spending by organizations affiliated with the UWAD has a substantial impact on Wisconsin jobs. As with the UWAD itself, UWAD-affiliated organizations create jobs directly, as well as indirectly as a result of their operational and employee spending.

Figure 6: Total Jobs Created and Supported by UWAD-Affiliated Organizations (Full-Time Equivalent)

Contributor	Jobs Contributed
Direct Employees of Affiliated Organizations	32
Jobs Created/Supported by Employee Spending	11
Jobs Created/Supported by Operational Spending	46
TOTAL	89



Bucky's Locker Room is the official apparel store for the University of Wisconsin Athletic Department. Bucky's Locker Room sells UWAD apparel, glassware and other accessories through its online store, as well as brick and mortar locations at the Kohl Center and Camp Randall Stadium.

These three organizations directly employ 88.5 people (full-time equivalent of 32 people). However, the spending of these entities results in a significantly larger impact, creating an additional 57 jobs, as seen in Figure 6 above.



Badger Sports Properties (BSP), a property of Learfield Sports, owns and manages the multimedia rights of University of Wisconsin Athletics. BSP offers corporate customers a multitude of marketing and media sponsorship opportunities that include radio, television, venue signage and event impact and game day marketing, as well as corporate marketing, promotions, hospitality and print.

The Impact of UWAD-Affiliated Organizations on Wisconsin Tax Revenue

The economic activity generated by UWAD-affiliated organizations results in state and local tax revenue. The tax revenue comes from state income tax payments, sales tax payments, and payments for local property taxes. The amount of state and local tax revenue generated by each UWAD-affiliated organization is shown in Figure 7 below.

Figure 7: Total Tax Revenue Impact of UWAD-Affiliated Organizations to the State of Wisconsin

Contributor	Tax Revenue
Income Taxes	\$124,669
Sales Taxes	\$89,195
Property Taxes	\$156,893
TOTAL	\$370,757

The tax impact of UWAD-affiliated entities results from the overall economic activity of each organization. Staff at each organization pays state income taxes on their income, as well as sales taxes on a variety of expenditures. Organizational and staff spending by each entity generates jobs. Those jobs in turn generate income taxes, sales taxes and property tax payments. The spending of each organization's end users generates sales taxes. That spending, in turn, creates jobs, and spending from those jobs generates sales and income taxes. Overall, economic activity related to organizations affiliated with the UWAD generates \$370,757 in state and local tax revenue.

The Impact of Media/Broadcasting Affiliated with UW Athletics

Economic Impact

The Big Ten Conference's media television agreements with CBS Sports, ABC/ESPN, the Big Ten Network and CBS College Sports provide the University of Wisconsin with some of the most comprehensive national media coverage in all of college sports. 129 UWAD events were televised during the 2009-2010 season. 20 of the UW's 23 sports had at least one event televised on the Big Ten Network in the 2009-2010.

In addition, many UWAD events are broadcast on the radio. Print and internet media also provide coverage of UWAD games and events. There is substantial economic activity associated with this media coverage of UWAD events, as summarized in Figure 8 below.



There is significant economic impact associated with a single Badger game featured on ESPN's College Gameday. For each game broadcast by the network, a crew of more than 270 people travels to Madison, spends at least one night in a hotel, and incurs meal and other travel expenses.

Figure 8: Total Economic Impact of UWAD-Related Media and Broadcasting to the State of Wisconsin – no individual breakouts

All Sports Broadcast	Direct Spending	Total Contribution
TOTAL	\$175,969	\$418,581

The Impact of UWAD-Related Media and Broadcasting on Jobs and Taxes

Although spending by media outlets and organizations involved with broadcasting UWAD events would have some effect on creating and supporting Wisconsin jobs, for purposes of this study, it is assumed that such contribution would be negligible. Consequently, no figures have been included for job creation and support related to media and broadcasting. As no job creation numbers have been included, there is also little tax revenue generated. While no allowance has been made for tax revenue generated by employee payroll or property taxes, there would be sales taxes generated by the travel expenses incurred by media and broadcasting outlets, as summarized in Figure 9 below.

Figure 9: Total Tax Revenue of UWAD-Related Media and Broadcasting

All Sports Broadcast	Out of Town Personnel	# of Games	Hotel Nights	Weighted Average Spending per Night
TOTAL	340	60	1241	\$215.77
SALES TAXES GENERATED BY TOTAL SPENDING: \$9,678				



The Big Ten Network was created to provide the conference with more national exposure for Big Ten sports while enhancing its existing television agreements with its other television partners. The conference wanted to control more fully the advertising environment in which its events were aired (the network accepts no alcohol or gambling advertising), dramatically increase exposure for women's sports and other NCAA sports that had not previously been widely televised and improve distribution for football and men's basketball games that were previously available only on a local or regional basis.

Construction of UW Athletic Department Facilities

The UWAD periodically has new buildings and facilities constructed to support its operations. Past examples include the construction of the Kohl Center and the refurbishing of Camp Randall Stadium. Although the impacts of these construction projects last only as long as each project, there are nonetheless significant economic impacts connected to UWAD-related construction. The UWAD is currently overseeing construction of a new hockey facility and a new athletic performance center.

Construction of both facilities is scheduled to begin in 2011. The hockey facility is scheduled to be completed in 2012, while the performance center will be completed in 2014. In both cases, it is estimated that labor will constitute 40% of the cost of each project, while 60% of the total cost will be comprised of materials and other expenses.

Figure 10: Costs of UWAD Construction Projects

Contributor	Labor	Materials	TOTAL COST
Hockey Facility	\$9,280,000	\$13,920,000	\$23,200,000
Athletic Performance Center	\$23,820,000	\$35,730,000	\$59,550,000
TOTAL	\$33,100,000	\$49,650,000	\$82,750,000

For purposes of this study, it is assumed that 65% of materials are purchased in the State of Wisconsin. Additionally, personnel spending has been reduced to reflect withholding for taxes and other deductions and “leakages” for out-of-state spending.

Figure 11: Total Economic, Job, and Tax Impacts of UWAD Construction Projects

Contributor	Total Economic Impact	Total Jobs Created/ Supported	State & Local Tax Revenue Generated
Hockey Facility	\$42,611,683	454	\$1,943,868
Athletic Performance Center	\$109,376,109	1,167	\$4,989,540
TOTAL	\$151,987,792	1,621	\$6,933,408

Methodology

In order to identify and estimate the total economic contribution that any organization or activity makes to the state or regional economy, it is necessary to look beyond the direct expenditures made by the organization itself. There is a “ripple effect” of the expenditures made for goods and services related to the activity. Wages paid to workers are spent on housing, food, clothing, entertainment, etc. By the same token, business revenues generated from supplying goods and services to the UWAD and its affiliated entities are paid out in wages, and costs of additional goods and services, costs of living, etc. This multiplier effect is accounted for both in terms of indirect effects of the direct spending, as well as induced effects (essentially, the further effects of the indirect effects) to calculate total economic impact.

The “multiplier effect” refers to the recurrent economic activity generated by an initial expenditure. For example, money spent directly on construction will cycle through the local economy again as wages to the tradesmen, purchases of construction materials such as lumber, tools and nails, gasoline for machinery and worker transportation. The initial wave of spending generates a second and third wave of spending as wages paid and profits made on the direct construction spending spins through the economy in several cycles. Thus, the original direct expenditure yields a greater economic impact than just the money initially spent. Some money “leaks out” of the regional economy at each level as some spending is done outside the region (some goods purchased may originate in another state, for example). As a result, the subsequent spending cycles decrease in impact.



Economic impact is calculated using the IMPLAN economic impact modeling system from the Minnesota IMPLAN Group (MIG). IMPLAN is used to create detailed social accounting matrices and multiplier models of local economies. MIG provides region-specific data to enable users to make in-depth examinations of state, multi-county, county, sub-county, and metropolitan regional economies. MIG has been developing complex localized databases, and distributing IMPLAN® software to public and private organizations since 1993.

Tax withholding estimates and other leakages were subtracted from gross payroll figures to determine payroll expenditures that benefit the regional economy.

Economic multiplier models are the framework for analyzing economic impact. Derived mathematically, these models estimate the magnitude and distribution of economic impacts, and measure three types of effects: direct, indirect, and induced changes within the economy. Direct effects are determined by the amount of the initial spending. Indirect effects are determined by the amount of the direct effect spent within the study region on supplies, services, labor and taxes. Finally, the induced effect measures the money that is re-spent in the study area as a result of spending from the indirect effect. Each of these steps recognizes an important leakage from the economic study region spent on purchases outside of the defined area. Eventually these leakages will stop the cycle.

Economic multipliers were purchased from the Minnesota IMPLAN Group, Inc. (IMPLAN). IMPLAN is the developer of the IMPLAN® economic impact modeling system, which is used to create complete, extremely detailed Social Accounting Matrices and Multiplier Models of local economies. IMPLAN tools are in use by more than 1,000 public and private institutions.



Started in 1999, SurveyMonkey is an online survey tool that enables people of all experience levels to create and post surveys quickly and easily. SurveyMonkey is used by more than 80% of Fortune 100 companies.

Summary and Conclusions

The University of Wisconsin Athletic Department is a significant economic driver in the State of Wisconsin. Spending related to the UWAD supports businesses throughout the state, creates jobs for the citizens of the state, and generates tax revenue for state and local governments.

Organizations affiliated with the UWAD, including Bucky's Locker Room, the National W Club, and Badger Sports Properties also have significant job, tax, and economic impacts, as do media and broadcasting associated with UWAD events. These effects are summarized in Figure E1 below.

Figure 12: Total Impact of UWAD to the State of Wisconsin

Contributor	Economic Impact	WI Jobs	Tax Revenue
UWAD	\$962,021,084	8,764	\$52,449,796
UWAD-Affiliated Organizations	\$7,273,459	89	\$370,757
UWAD-Related Media	\$418,581	0	\$9,678
TOTAL	\$969,713,124	8,853	\$52,830,231

In addition, there are short-term economic impacts associated with the construction of two new UWAD facilities, as detailed in Figure E2 below.

Figure 13: Total Impact of UWAD Construction to the State of Wisconsin

Contributor	Total Economic Impact	Total Jobs Created/ Supported	State & Local Tax Revenue Generated
Hockey Facility	\$42,611,683	454	\$1,943,868
Athletic Performance Center	\$109,376,109	1,167	\$4,989,540
TOTAL	\$151,987,792	1,621	\$6,933,408

Total Economic Impact of the University of Wisconsin Athletic Department

Total Economic Impact	\$970 Million
Jobs Created/Supported	8,853 Wisconsin Jobs
Taxes Generated	\$52.8 Million



Total Impact of Construction of New UWAD Facilities:

Total Economic Impact:	\$152 Million
Jobs Created/Supported:	1,621 Wisconsin Jobs
Taxes Generated:	\$6.9 Million

APPENDIX 1: UNIVERSITY OF WISCONSIN SPORTS

Basketball (Men's)

Basketball (Women's)

Cross Country (Men's)

Cross Country (Women's)

Football



Golf (Men's)

Golf (Women's)

Hockey (Men's)

Hockey (Women's)

Lightweight Rowing

Rowing (Men's)

Rowing (Women's)

Soccer (Men's)

Soccer (Women's)

Softball



Swimming and Diving (Men's)

Swimming and Diving (Women's)

Tennis (Men's)

Tennis (Women's)

Track & Field (Men's)

Track & Field (Women's)

Volleyball

Wrestling



APPENDIX 2: UNIVERSITY OF WISCONSIN SPORTS CAMPS AND CLINICS

Basketball Camps (Boys)
Basketball Camps (Girls)
Boys Soccer Summer Camps
Cross Country Camp of Champions
Diving Camps and Clinics (Boys and Girls)
Football Camp (Boys)
Girls' Soccer Winter Clinics
Golf Camp (Boys)
Golf Camp (Girls)
Hockey Camp (Boys)
Hockey Camp (Girls)
Men's Soccer Winter Center of Excellence
Men's Tennis Coed Summer Camps
Rowing Fundamentals (Men's)
Rowing Fundamentals (Women's)
Rowing Summer Camp (Girls)
Rowing Summer Camp (Boys)
Softball Summer Skills Camp
Softball Winter Camp
Summer Coed Track & Field Camp
Swimming Camp (Boys and Girls)
Track & Field Learn by Doing Camp
Volleyball Camp (Boys and Girls)
Volleyball Coaches Clinic
Women's Tennis Coed Summer Camps
Wrestling Camp

**APPENDIX 3: EVENT PARTICIPANT SURVEY QUESTIONNAIRE
(FOOTBALL, VOLLEYBALL, CAMPS & CLINICS)**

Thank you for supporting Badger athletics. With your help, we will be able to tell the full story of the economic impact of Badger sports. If you received notification about this survey, it is because you are a season ticket holder for UW football or volleyball, or you or your child(ren) have attended a UW athletic camp or clinic within the last year. Season ticket holders for other sports will receive notification of a separate survey at a later date.

By completing this on-line survey, you will be entered into a special drawing for four tickets to the 2011 home football game against new Big Ten rival the University of Nebraska.

Questions marked with an asterisk (*) require an answer. Please be advised that you will only be able to complete the survey once per household.

Thank you again for all of your support and Go Badgers!

Sincerely,
Barry Alvarez

1. Which of the following apply to you?*
Check all that apply.

_____ I am UW football season ticket holder.

_____ I am a UW volleyball season ticket holder.

_____ My child(ren) or I attended one or more UW athletic camps or clinics within the last year.

2. In what zip code do you reside?*

Please complete this section only if you are a UW football season ticket holder. If you are not, please scroll to the bottom of the screen and click "Next" to skip to the next section.

1. When attending a UW home football game, do you typically stay overnight in a hotel, motel, or other paid lodging?

Yes No

2. If you do typically stay overnight in a hotel, motel, or other paid lodging, how many nights do you typically stay?

1 2 3 or more

3. While in town for a game, where do you typically eat? Check all that apply.

Local restaurants or taverns

At the game (concession stands/vendors)

Other

No food or drinks purchased on a typical trip to a game

4. How much do typically spend on a trip to a game, on each of the following items? Please estimate to the nearest whole dollar.

Lodging \$ _____

Fuel/automotive expenses \$ _____

Food/beverages \$ _____

UW Athletic Department merchandise \$ _____

Other \$ _____

Please complete this section only if you are a UW volleyball season ticket holder. If you are not, please scroll to the bottom of the screen and click "Next" to skip to the next section.

1. When attending a UW home volleyball game, do you typically stay overnight in a hotel, motel, or other paid lodging?

Yes No

2. If you do typically stay overnight in a hotel, motel, or other paid lodging, how many nights do you typically stay?

1 2 3 or more

3. While in town for a game, where do you typically eat? Check all that apply.

- Local restaurants or taverns
- At the game (concession stands/vendors)
- Other
- No food or drinks purchased on a typical trip to a game

4. How much do typically spend on a trip to a game, on each of the following items? Please estimate to the nearest whole dollar.

Lodging	\$ _____
Fuel/automotive expenses	\$ _____
Food/beverages	\$ _____
UW Athletic Department merchandise	\$ _____
Other	\$ _____

Please complete this section only if you have purchased any UW athletic department merchandise in the past year, IN ADDITION TO any merchandise you purchased on any trip to attend a UW athletic event already specified. If you have not, please scroll to the bottom of the screen and click "Next" to skip to the next section.

1. In a typical year, IN ADDITION TO merchandise not specified in previous sections of this survey, what UW athletic merchandise do you purchase?

_____ Clothing/apparel

_____ Game programs

_____ Other souvenirs or collectibles (pennants, glassware, stuffed toys, etc.)

2. Where do you typically purchase UW Athletic Department merchandise? Check all that apply.

_____ Bucky's Locker Room (either location)

_____ At another store in Madison

_____ At another store outside Madison

_____ Online

3. Please estimate the amount, in whole dollars, that you spend in a typical year on UW Athletic Department merchandise.

\$ _____

Your personal information will be used only for the prize drawing, and will not be disclosed or included in the UW Athletic Department Economic Impact Study report.

1. Yes, I would like to be included in the drawing for four tickets to the 2011 home football game against the University of Nebraska.

Name _____

Address _____

Telephone _____

E-mail _____

APPENDIX 4: EVENT PARTICIPANT SURVEY QUESTIONNAIRE (BASKETBALL AND HOCKEY)

Thank you for supporting Badger athletics. With your help, we will be able to tell the full story of the economic impact of Badger sports.

If you received notification about this survey, it is because you are a season ticket holder for UW men's basketball, women's basketball, men's hockey, or women's hockey. Season ticket holders for other sports were surveyed separately. If you are a basketball or hockey season ticket holder, you should complete this survey even if you completed the earlier survey for football and volleyball season ticket holders and sports camp/clinic attendees.

By completing this on-line survey, you will be entered into a special drawing for four tickets to the 2011 home football game against new Big Ten rival the University of Nebraska.

Questions marked with an asterisk (*) require an answer. Please be advised that you will only be able to complete the survey once per household.

Thank you again for all of your support and Go Badgers!

Sincerely,
Barry Alvarez

1. Which of the following apply to you?* **Check all that apply.**

_____ I am UW men's basketball season ticket holder.

_____ I am a UW women's basketball season ticket holder.

_____ I am UW men's hockey season ticket holder.

_____ I am a UW women's hockey season ticket holder.

2. In what zip code do you reside?*

Please complete this section only if you are a UW men's basketball season ticket holder. If you are not, please scroll to the bottom of the screen and click "Next" to skip to the next section.

1. When attending a UW men's home basketball game, do you typically stay overnight in a hotel, motel, or other paid lodging?

Yes No

2. If you do typically stay overnight in a hotel, motel, or other paid lodging, how many nights do you typically stay?

1 2 3 or more

3. While in town for a game, where do you typically eat? Check all that apply.

- Local restaurants or taverns
- At the game (concession stands/vendors)
- Other
- No food or drinks purchased on a typical trip to a game

4. How much do typically spend on a trip to a game, on each of the following items? Please estimate to the nearest whole dollar.

Lodging	\$ _____
Fuel/automotive expenses	\$ _____
Food/beverages	\$ _____
UW Athletic Department merchandise	\$ _____
Other	\$ _____

Please complete this section only if you are a UW women's basketball season ticket holder. If you are not, please scroll to the bottom of the screen and click "Next" to skip to the next section.

1. When attending a UW women's home basketball game, do you typically stay overnight in a hotel, motel, or other paid lodging?

Yes No

2. If you do typically stay overnight in a hotel, motel, or other paid lodging, how many nights do you typically stay?

1 2 3 or more

3. While in town for a game, where do you typically eat? Check all that apply.

Local restaurants or taverns

At the game (concession stands/vendors)

Other

No food or drinks purchased on a typical trip to a game

4. How much do typically spend on a trip to a game, on each of the following items? Please estimate to the nearest whole dollar.

Lodging \$ _____

Fuel/automotive expenses \$ _____

Food/beverages \$ _____

UW Athletic Department merchandise \$ _____

Other \$ _____

Please complete this section only if you are a UW men's hockey season ticket holder. If you are not, please scroll to the bottom of the screen and click "Next" to skip to the next section.

1. When attending a UW men's home hockey game, do you typically stay overnight in a hotel, motel, or other paid lodging?

Yes No

2. If you do typically stay overnight in a hotel, motel, or other paid lodging, how many nights do you typically stay?

1 2 3 or more

3. While in town for a game, where do you typically eat? Check all that apply.

Local restaurants or taverns

At the game (concession stands/vendors)

Other

No food or drinks purchased on a typical trip to a game

4. How much do you typically spend on a trip to a game, on each of the following items? Please estimate to the nearest whole dollar.

Lodging _____

Fuel/automotive expenses _____

Food/beverages _____

UW Athletic Department merchandise _____

Other _____

Please complete this section only if you are a UW women's hockey season ticket holder. If you are not, please scroll to the bottom of the screen and click "Next" to skip to the next section.

1. When attending a UW women's home hockey game, do you typically stay overnight in a hotel, motel, or other paid lodging?

Yes No

2. If you do typically stay overnight in a hotel, motel, or other paid lodging, how many nights do you typically stay?

1 2 3 or more

3. While in town for a game, where do you typically eat? Check all that apply.

Local restaurants or taverns

At the game (concession stands/vendors)

Other

No food or drinks purchased on a typical trip to a game

4. How much do typically spend on a trip to a game, on each of the following items? Please estimate to the nearest whole dollar.

Lodging \$ _____

Fuel/automotive expenses \$ _____

Food/beverages \$ _____

UW Athletic Department merchandise \$ _____

Other \$ _____

IF YOU HAVE ALREADY COMPLETED THE EARLIER SURVEY FOR FOOTBALL SEASON TICKET HOLDERS, VOLLEYBALL SEASON TICKET HOLDERS, AND UW SPORTS CAMP/CLINIC ATTENDEES, PLEASE SKIP THIS SECTION.

Please complete this section only if you have purchased any UW athletic department merchandise in the past year, IN ADDITION TO any merchandise you purchased on any trip to attend a UW athletic event already specified. If you have not, please scroll to the bottom of the screen and click "Next" to skip to the next section.

1. In a typical year, IN ADDITION TO merchandise not specified in previous sections of this survey, what UW athletic merchandise do you purchase?

_____ Clothing/apparel

_____ Game programs

_____ Other souvenirs or collectibles (pennants, glassware, stuffed toys, etc.)

2. Where do you typically purchase UW Athletic Department merchandise? Check all that apply.

_____ Bucky's Locker Room (either location)

_____ At another store in Madison

_____ At another store outside Madison

_____ Online

3. Please estimate the amount, in whole dollars, that you spend in a typical year on UW Athletic Department merchandise.

\$ _____

Your personal information will be used only for the prize drawing, and will not be disclosed or included in the UW Athletic Department Economic Impact Study report.

1. Yes, I would like to be included in the drawing for four tickets to the 2011 home football game against the University of Nebraska.

Name _____

Address _____

Telephone _____

E-mail _____

APPENDIX 5: EVENT PARTICIPANT SURVEY SUMMARIES

5,625 responses received

4,573 to first survey (Football/Volleyball/Camps)

1,052 to second survey (Basketball/Hockey)

FOOTBALL

4,051 fans completed the survey.

11.1% stay in paid lodging.

1 night- 64.9%

2 nights- 32.0%

3+ nights- 3.1%

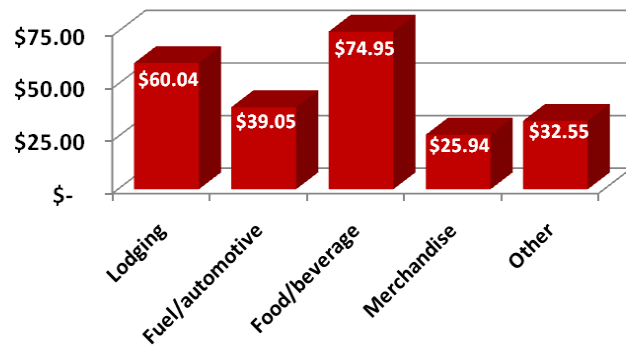
75.5% eat in local restaurants and bars

65.0% eat at the game

16.8% eat at other places

3.2% purchase no food or drink

Football Fan Spending per Game



Average spending of \$232.53 per game, not including tickets

VOLLEYBALL

98 fans completed the survey.

3.2% stay in paid lodging.

1 night- 73.2%

2 nights- 12.2%

3+ nights- 14.6%

58.4% eat in local restaurants and bars

46.5% eat at the game

9.9% eat at other places

19.8% purchase no food or drink

Volleyball Fan Spending per Game



Average spending of \$101.67 per game, not including tickets

CAMPS & CLINICS

605 fans completed the survey.

Camps/clinics Attended:

1 - 77.0% 3 - 3.0%
2 - 18.6% 4+ - 1.3%

27.1% stay in paid lodging.

1 night- 35.4%
2 nights- 27.3%
3+ nights- 37.4%

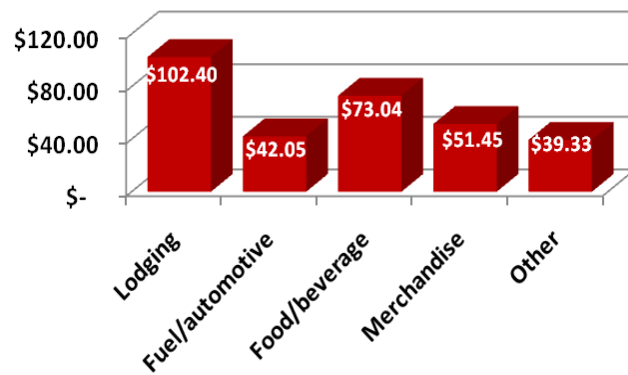
57.7% eat in local restaurants and bars

46.4% eat at the camp or clinic

8.3% eat at other places

16.1% purchase no food or drink

Camp/Clinic Attendee Spending per Visit



Average spending of \$308.27 per visit, not including cost of camp

MEN'S BASKETBALL

411 fans completed the survey.

1.9% stay in paid lodging.

1 night- 61.1%
2 nights- 33.3%
3+ nights- 5.6%

70.8% eat in local restaurants and bars

51.6% eat at the game

5.7% eat at other places

11.8% purchase no food or drink

Men's Basketball Fan Spending per Game



Average spending of \$98.25 per game, not including tickets

WOMEN'S BASKETBALL

101 fans completed the survey.

0.0% stay in paid lodging.

1 night- 66.7%

2 nights- 00.0%

3+ nights- 33.3%

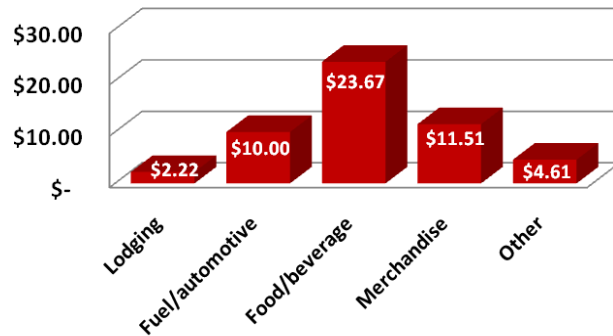
58.5% eat in local restaurants and bars

56.9% eat at the game

5.7% eat at other places

15.4% purchase no food or drink

Women's Basketball Fan Spending per Game



Average spending of \$52.01 per game, not including tickets

MEN'S HOCKEY

561 fans completed the survey.

3.4% stay in paid lodging.

1 night- 75.8%

2 nights- 21.2%

3+ nights- 3.0%

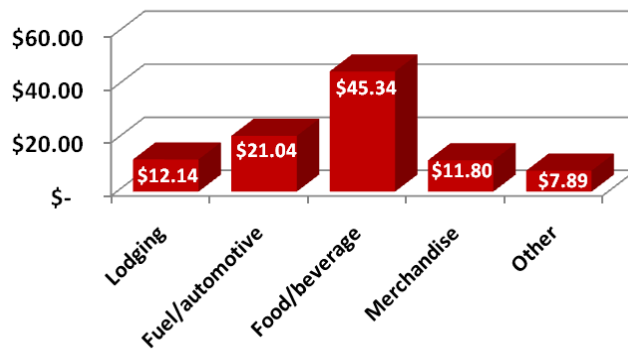
80.5% eat in local restaurants and bars

56.3% eat at the game

5.0% eat at other places

7.9% purchase no food or drink

Men's Hockey Fan Spending per Game



Average spending of \$98.21 per game, not including tickets

WOMEN'S HOCKEY

47 fans completed the survey.

2.4% stay in paid lodging.

1 night- 75.0%

2 nights- 00.0%

3+ nights- 25.0%

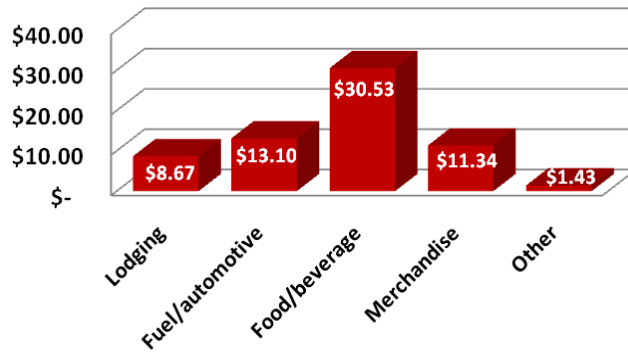
68.1% eat in local restaurants and bars

47.8% eat at the game

4.3% eat at other places

10.1% purchase no food or drink

Women's Hockey Fan Spending per Game



Average spending of \$65.07 per game, not including tickets

MERCHANDISE

83.7% of respondents purchase UWAD merchandise, in addition to merchandise purchased at games

Of merchandise buyers:

97.4% purchase clothing/apparel

22.6% purchase game programs

34.1% purchase other merchandise

Merchandise purchased from:

Bucky's Locker Room - 63.1%

Another store in Madison - 67.1%

A store outside Madison - 25.6%

Online - 22.7%

AVERAGE AMOUNT SPENT ANNUALLY:



\$156.27

**Not including
merchandise
purchased
at games**