

King Elder

Attendance of Women's Sporting Events

Jessica Hodges, Mia Mickelsen, Will Nusbaum, Alexis Stinnett, Mia Carlton

Primary Research Report

Quantitative

Recruitment

Will Nusbaum recruited 16 people that finished the survey.

Alexis Stinnett recruited 10 people that finished the survey.

Mia Carlton recruited 11 people that finished the survey.

Jessica Hodges recruited 19 people that finished the survey.

Mia Mickelsen recruited 12 people that finished the survey.

Target Public: Students with the Ducks Sports Pass

Number of participants in your target public = 318

Athletic Involvement: 63% of students who have the Ducks Sports Pass do not play any level of sports.

Gender Identity: 61% of students who have the Ducks Sports Pass identify as female.

Employment: 55% of students who have the Ducks Sports Pass are employed.

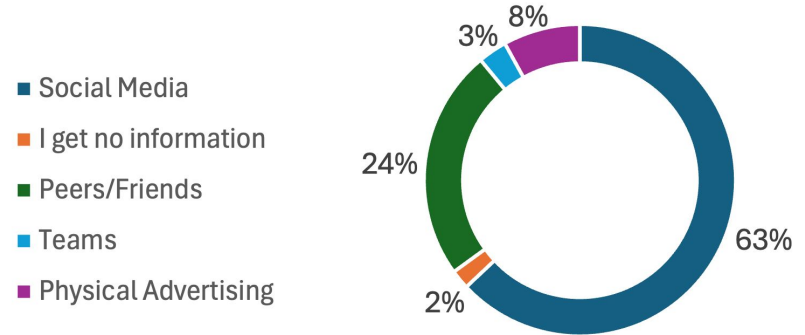
Justification: We wanted to focus on sports pass holders based on the fact that we believe that whether a UO student holds the sports pass has a significant impact on their attendance at women's sporting events. We anticipated that sports pass holders would be more invested in sports in general, and therefore more likely to attend a women's sporting event.

Prevalence and Context Single Item

WHAT IS ONE IMPORTANT CONTEXT FOR DUCKS SPORTS PASS HOLDERS ON INCREASING ATTENDANCE AT WOMEN'S SPORTING EVENT?

Of the 318 students who own a sports pass, 62% of them primarily hear about women's sports through social media and 23% hear about it through peers/friends. The remaining 15% hear about games in other ways. These findings are helpful because this could help us better target advertising to reach students who already own a sports pass. Students seem most receptive to social media and word of mouth messaging. This means we should advertise for women's sporting events over social media and/or face to face.

How Students Learn About Womens Sporting Events

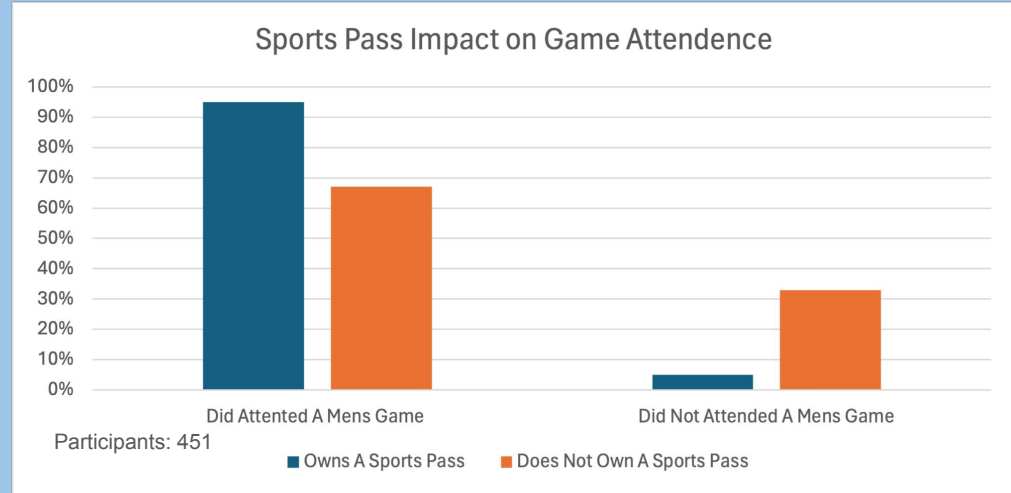


Participants: 318

Prevalence and Context Cross Tab

COMPLIANCE RATES FOR YOUR TARGET PUBLIC VS. EVERYONE ELSE

Of the 451 respondents 86% percent of students have a sports pass and 14% of students do not. Of those who do have a sports pass 95% of them have attended a men's sporting event this past school year while 5% have not. Of those who do not have a sports pass 67% of them have attended a men's sporting event this past school year and 33% have not. The P-value for this data is ($p < 0.01$). This data shows that regardless of sports pass ownership status students are likely to attend a men's sports game. Given this information it would be a good idea to advertise for women's sporting events at the main men's sporting events.



Barriers Single Items

WHAT IS A KEY BARRIER FOR DUCKS SPORTS PASS HOLDERS TO INCREASING WOMEN'S SPORTING EVENTS ATTENDANCE?

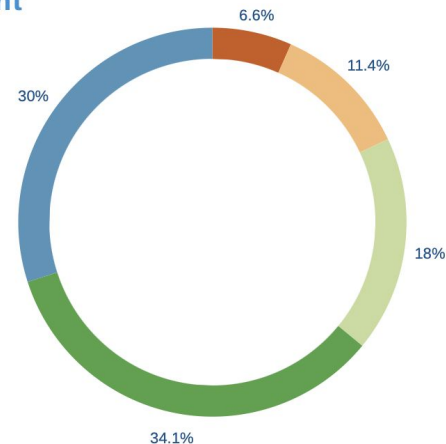
Of the 317 students who own a Ducks Sports Pass, approximately 34% of them stated that lack of awareness was 'probably a factor' in deciding to attend (or not attend) women's sports at UO, while 30% said that it was 'definitely a factor.' This combination of 64% is in contrast to the 18% of students who said that lack of awareness was definitely or probably not a factor, and the 18% that said it 'might or might not' be a factor.

(mean = 3.7, standard deviation = 1.20 on a 5 point scale from definitely not a factor to definitely a factor)

These findings are helpful as this disproportion shows that the majority of students who own a Ducks Sports Pass view the lack of awareness when it comes to women's sporting events as a significant barrier to their attendance at these events. This tells us that lack of awareness when it comes to women's sporting events is a barrier worth addressing.

Awareness as a barrier / factor in deciding whether or not to attend a women's sporting event

- DEFINITELY A FACTOR
- PROBABLY A FACTOR
- MAY OR MAY NOT BE A FACTOR
- PROBABLY NOT A FACTOR
- DEFINITELY NOT A FACTOR



Note: Out of 317 Respondents

Barriers Crosstab

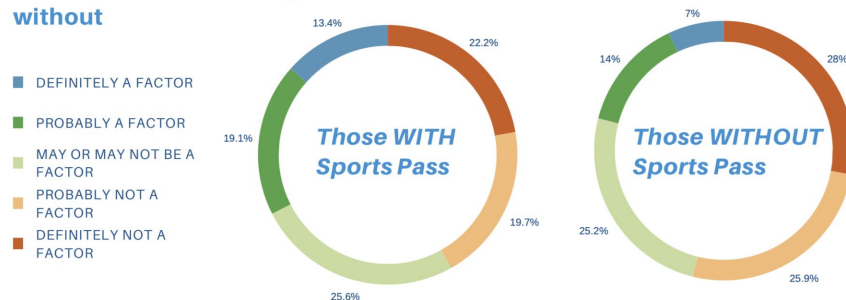
BARRIER FOR YOUR TARGET PUBLIC VS. EVERYONE ELSE

Out of 463 total respondents, those with a Ducks Sports Pass are more likely to view a women's sports team's performance as a factor in their attendance at an event than those without a sports pass ($p < 0.01$)

33% of sports pass holders view a women's sports teams' performance as definitely or probably a factor in them attending an event, compared to the 21% percentage of those without a sports pass who view performance as definitely or probably a factor. Given this information, emphasizing positive performance in regards to women's sports teams is more impactful to those who hold a sports pass versus those without a sports pass, and when specifically targeting those with a sports pass, performance should be more emphasized

(for those with sports pass, mean = 2.82, standard deviation = 1.34 on a 5 point scale from definitely not a factor to definitely a factor)

Women teams' performance as factor in deciding whether or not to attend a women's sporting event for those with a Ducks Sports Pass versus those without

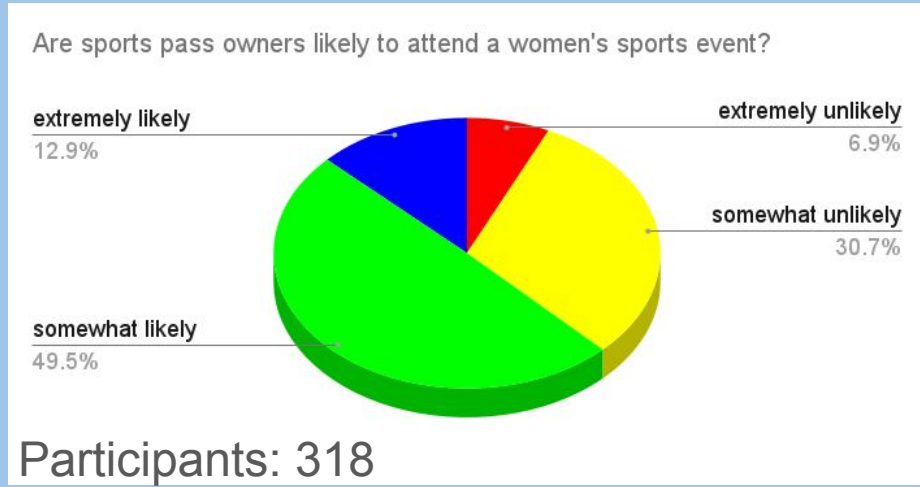


Note: Out of 463 total respondents

Motivation Single Item

WHAT IS A KEY MOTIVATION FOR DUCKS SPORTS PASS HOLDERS TO INCREASE ATTENDANCE AT WOMEN'S SPORTING EVENTS?

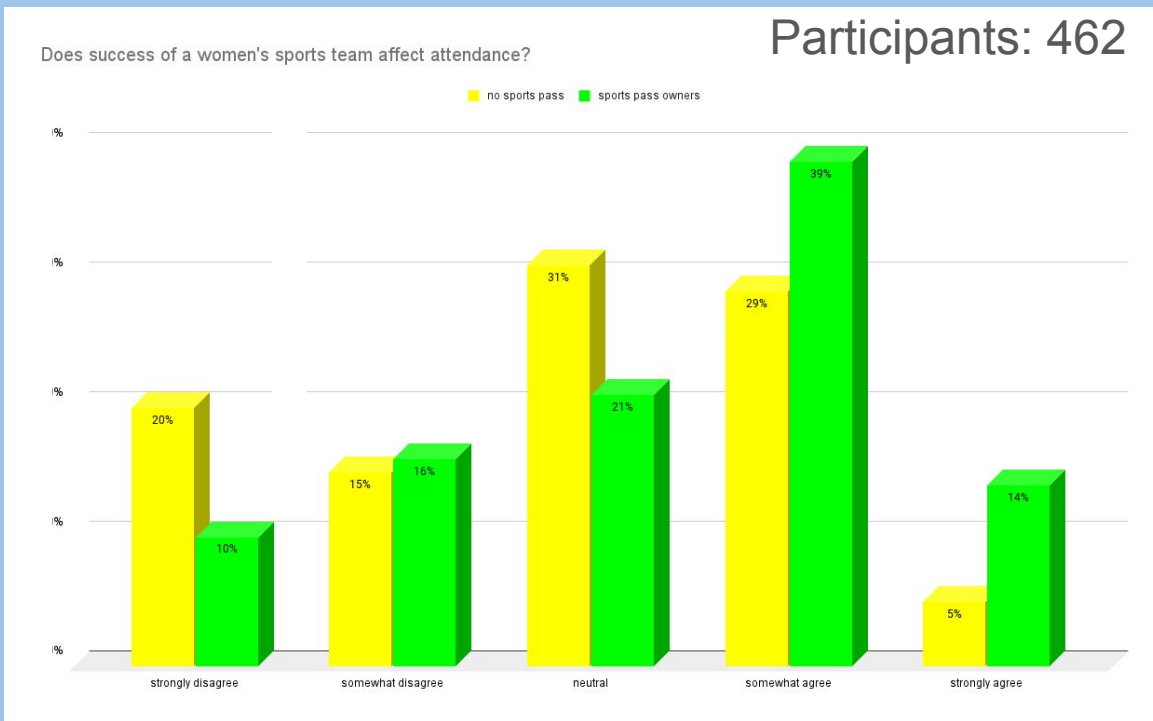
Of the 318 students who own a sports pass, 50% are somewhat likely to go to a UO women's sports game, 13% are extremely likely, 31% are somewhat unlikely, and 7% are extremely unlikely (mean = 2.31, standard deviation = 0.77 on a 4 point scale from extremely unlikely to extremely likely). This shows that on average, around two thirds of Ducks Sports Pass owners are either likely to attend a women's sports game or extremely likely to do so, with a little over a third either somewhat unlikely or extremely unlikely to attend. This solidifies students who own the Ducks Sports Pass as an audience that is already generally meeting our goal of feeling motivated to go to women's sports events, potentially suggesting to focus our campaign efforts on those that do *not* have a sports pass. This data could be interesting to compare with actual statistics of game attendance instead of the *likelihood* to do so, which can be inflated or misleading as opposed to pure fact.



Motivations Cross Tab

MOTIVATOR FOR YOUR TARGET PUBLIC VS. EVERYONE ELSE

Of the 462 responses, people with a sports pass on average are more influenced by success of a women's team to attend than those without ($p < 0.01$). Over 53% either somewhat or strongly agreeing, 21% neutral, and 26% somewhat or strongly disagreeing. Compared to those without a sports pass, who on average cared less: 35% somewhat or strongly disagreed, 31% are neutral, and 34% somewhat or strongly agree. These findings are useful as they demonstrate that those who have the Ducks Sports Pass are more influenced by success of a women's team to attend than those without. Therefore our marketing should highlight successes of women's teams to further increase engagement and make sports pass owners more aware of when they are doing well. On the flipside, when women's sports teams are not doing well, our campaign should focus on the importance of supporting a team through thick and thin to try and sway these results. Since sports pass users are more likely to attend women's sports in person, this messaging could be focused there, on the jumbotron and other various screens.



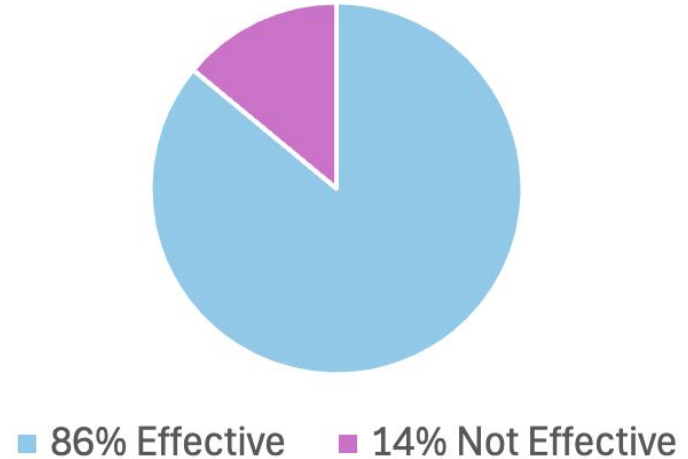
Channels and Settings Single Item

WHICH CHANNELS/SETTINGS WOULD YOU RECOMMEND TO REACH DUCKS SPORTS PASS HOLDERS ABOUT INCREASING ATTENDANCE AT WOMEN'S SPORTING EVENTS?

Out of the 318 respondents 86% said that a post from UO's main Instagram account would be an effective way to share women's sporting event information compared to 14% of people who said it would not be effective.

These findings are useful as it shows us that for our campaign to have the true reach we desire we should focus on increasing posts about UO Women's sporting events on UO's main Instagram page, as this is an effective way of spreading information to our target public.

How Effective is an Instagram Post from UO's Main Account at promoting Womens Sporting Events?
318 Respondents

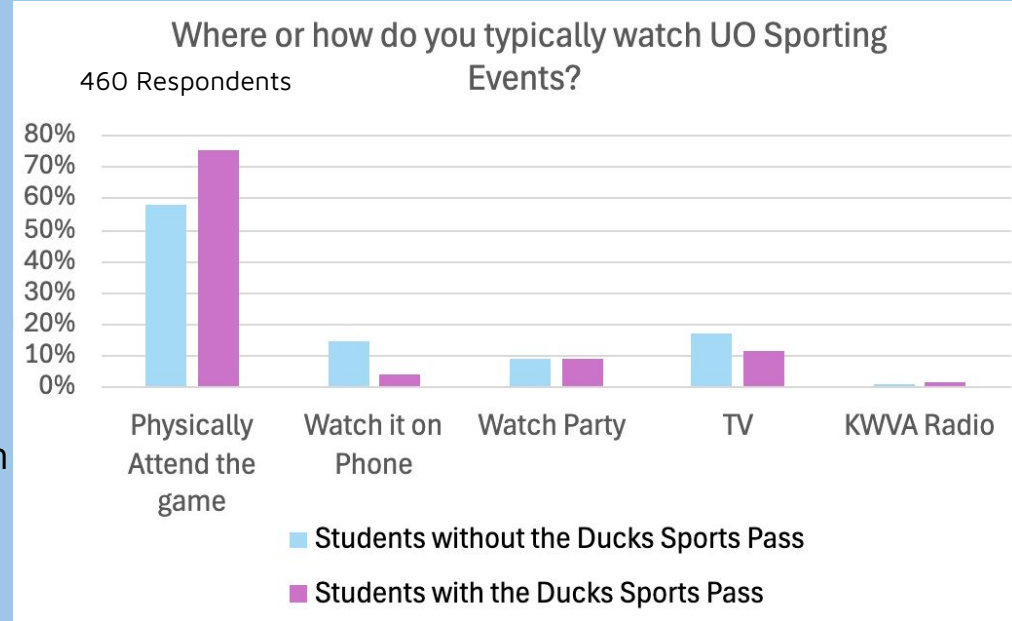


Channels and Settings Crosstab

YOUR TARGET PUBLIC VS. EVERYONE ELSE ON A CHANNEL OR SETTING

Of the 460 respondents, people who have the Ducks Sports Pass are more likely to attend a sporting event in person than those who do not have the Ducks Sports Pass ($p < 0.01$). Of people who have the Ducks Sports Pass, 75% said they typically watched UO sporting events in person compared to 58% of people who did not have the Ducks Sports Pass.

These findings are useful as they demonstrate that those who have the Ducks Sports Pass are more likely to attend live sporting events in general. This means they are more likely to attend women's games as well if they have the Ducks Sports Pass. This shows that, for our campaign targeting Ducks Sports Pass holders, we should focus on in-person promotions as this target public seems to prefer attending games in-person.

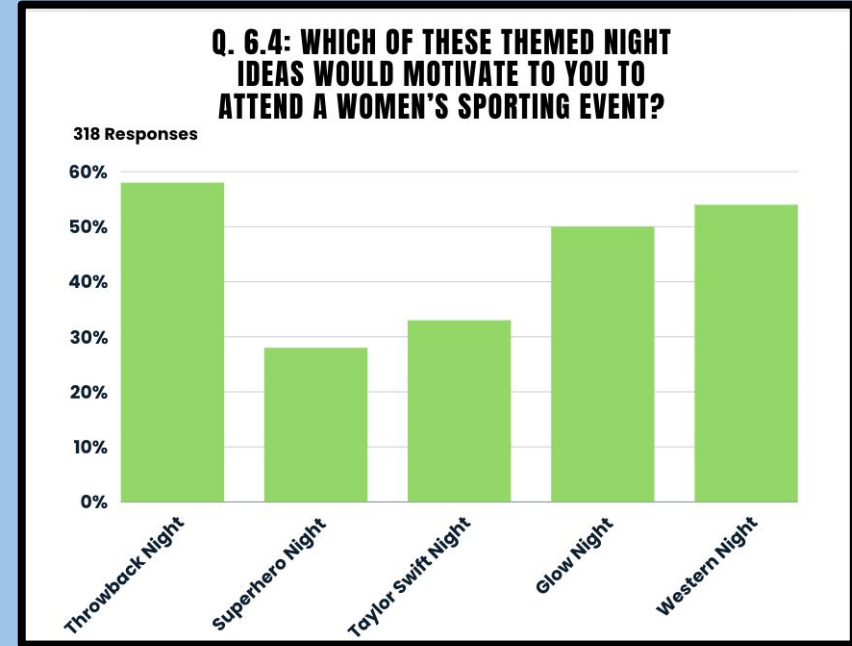


Idea Feedback Single Item

WHICH IDEA DO WE RECOMMEND TO GET DUCK SPORTS PASS HOLDERS TO INCREASE ATTENDANCE AT WOMEN'S SPORTING EVENTS?

Out of the 318 respondents, 58% would be motivated to attend a throwback themed night at a women's sporting event. 28% of respondents said they would attend a superhero night, 33% said they would attend a Taylor Swift night, 50% would attend a glow themed night, and 54% said they would attend a western themed night.

These findings are useful because the respondents interest in certain themed nights, like the throwback example, lets us know that our target audience would be highly responsive to certain themes, and more likely to help us achieve the objective of increasing women's sporting event attendance.

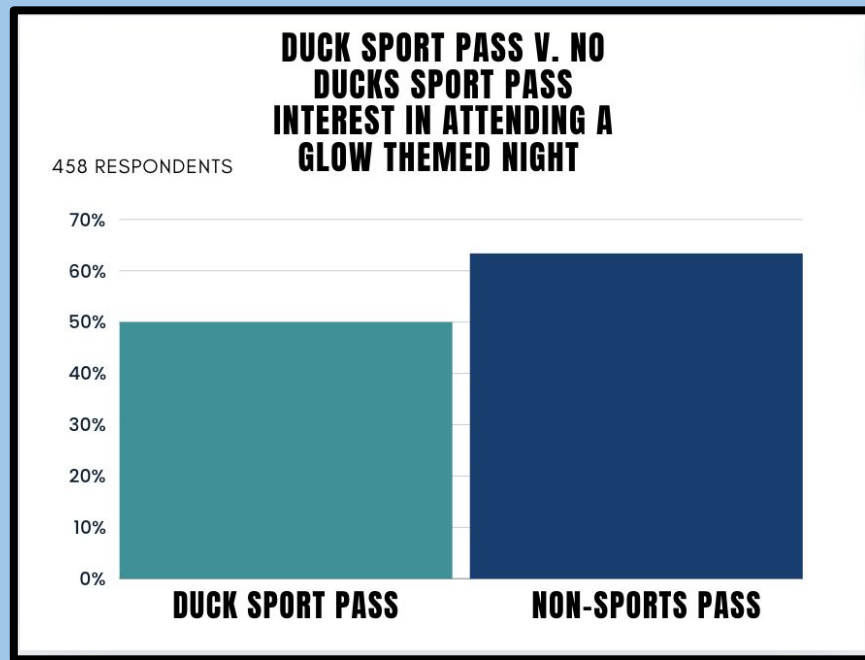


Idea Feedback Crosstab

OUR TARGET PUBLIC VS. EVERYONE ELSE ON AN IDEA

Of the 458 respondents, those who have Duck Sports Passes are less likely to attend a glow themed night when considering attending a women's sporting event.

($p < 0.01$) 50% of Duck Sport Pass holders said they'd enjoy a glow themed night, compared to 63% of those who don't have a Ducks Sport Pass. These statistics tell us that our target audience, Duck Sport Pass holders are less interested in a glow themed night than other potential themes. We now know to instead prioritize other themed night ideas, such as the throwback or western themed night.



Insights to Strategy/Creative

Channels and settings: The channel we will be utilizing to promote our message visual and content is Instagram. More specifically UO's Instagram pages and other socials. We also plan to promote our message in-person at men's sporting events and other university sporting events.

Justification: Based on the data we collected on students with Duck Sport Passes we found that they are more likely to attend sporting events in-person, receive information about events through Instagram, participate in themed nights, and become invested in the success of a team. Based on these findings we decided to create hype videos that will be shown on Instagram and during in-person events. These hype videos will highlight the team's winning percentage, specific themed nights, and the overall promotion of the team.

Message content sample: These pictures are from a hype video that promotes a women's basketball game. This video will be showcased on UO's main Instagram page and in-person at other sporting events. This hype video includes information about success and season record. The video also highlights a throwback themed night and encourages students to attend dressed in their throwback gear.

