



The Wichita Force Fan Survey

The Wichita Force is conducting a survey to learn more about fan behavior. We appreciate your participation in this survey. If you have questions or concerns about this study, please contact the Wichita Force at 316-425-3009.

1. Including yourself, how many people are in your group today? _____
2. How many games did you attend last season? _____
3. How many games do you plan to attend per season? _____
4. Please provide the 5-digit zip code of your residency? _____

➤ **Please rate following statements that indicate intention to share your experience with others (1 = *strongly disagree* to 5 = *strongly agree*).**

5. I will tell other people about how good the Force is 1 2 3 4 5
6. I will encourage my friends and relatives to visit Force games 1 2 3 4 5
7. I recommend the Force for colleagues, relatives and friends 1 2 3 4 5
8. I do have an intention to inform other people for the good Impression on the Force 1 2 3 4 5

➤ **With respect to attending the Wichita Force games/events, please rate your level of satisfaction (1 = *Strongly Disagree* to 5 = *Strongly Agree*).**

9. I think I did the right thing by deciding to attend this game 1 2 3 4 5
10. I am satisfied with the service I experience at this game 1 2 3 4 5

➤ **With respect to the Wichita Force, please rate your intention to re-attend and support the event (1 = *Strongly Disagree* to 5 = *Strongly Agree*).**

11. I will attend the Force events again next time 1 2 3 4 5
12. I support to having the Force in Wichita 1 2 3 4 5
13. I support to hosting of future the Force events in Wichita 1 2 3 4 5

Demographics

14. Gender: ☐ Male ☐ Female
15. What is your age? ☐ 18-24 ☐ 25-30 ☐ 30-39
☐ 40-49 ☐ 50-59 ☐ Over 60
16. Are there any children under 18 living in your home? ☐ Yes ☐ No

17. What is your annual household income?
☐ Less than \$40,000 ☐ \$40,000 to \$69,999
☐ \$70,000 to \$99,999 ☐ \$100,000 to \$199,999 ☐ \$200,000 or more
18. What is your marital status?
☐ Single, never married ☐ Married
☐ Partner ☐ Separated/divorced/widowed
19. What is your working status?
☐ Employed, full time ☐ Employed, part time ☐ Self-employed
☐ Unemployed ☐ Retired ☐ Homemaker
☐ Student ☐ Other: _____
20. What is your highest education level?
☐ High School ☐ Some college
☐ College degree ☐ Graduate degree
21. What is your ethnic background?
☐ Caucasian ☐ Hispanic ☐ Native American
☐ African-American ☐ Asian American ☐ Other: _____
22. Do you plan to purchase for personal use any of the following in the next year?
Please select all that apply.
☐ Automobile ☐ Financial services ☐ Fitness services
☐ Furniture ☐ Home ☐ Insurance
☐ Major appliance ☐ Home improvement products
23. Thank you for participating in this survey. If you have any additional comments about the survey or the Wichita Force (e.g., promotions, game atmosphere, others), please provide them in the space below.