

CSUN Female Spectator Survey – Men’s Soccer

General Questions About Game Day Experience

1. Do you consider yourself to be a fan of Matador men’s soccer?
 - a. If yes, for how long have you been a Matador fan and what factors have influenced you being a fan?
2. How many times during a week do you typically visit gomatadors.com?
3. How often do you attend Matador men’s soccer games?
 - a. Where is your favorite place to sit in the stadium? Why?
4. How often do you listen to Matador men’s soccer games on internet radio or on gomatadors.com?
5. Who are you attending today’s game with?
6. What are the primary reasons why you are attending the game today?
7. Do you feel that as a female you are a valued consumer of Matador Athletics?
8. Are you satisfied with the outreach by Matador Athletics to its female fans and consumers?
 - a. What is one thing the Athletics Department could do to improve the team’s outreach to its female fans and consumers?
9. How would you rate your overall game day experience today?
 - a. What is one thing the Athletics Department could do to improve your overall game day experience today?
10. Do you believe that your game day experience is different from the male game day experience? Please explain why you feel this way.
11. If you could change one or more things about your game day experience today, what would that be?

Marketing and Promotions / Female Fan Club / Connecting with Female Influencers

1. What can the Matadors do to make the in-game experience more enjoyable for female spectators?

2. Do you know of any female-specific programs offered by Matador Athletics before the game (for example, during tailgating) or during the game? If yes, please explain.
3. Do you have any suggestions for female-centric in-game promotions (for example, giveaways) or theme nights?
4. What is an example of one female-specific event you would attend if hosted by Matador Athletics? Are there any other events you think would be popular with female fans?
5. Do you think the Athletics Department should create a female fan club? If yes, what would be your recommendations for the fan club?
6. How could the Athletics Department more effectively connect and communicate with you?
 - a. What suggestions do you have for the Athletics Department related to how the department communicates with you through social media (for example, Twitter, Facebook, Instagram)?

Food & Beverage

1. Have you purchased, or do you plan to purchase, any food or beverages at the stadium today? If yes, what item(s)?
2. How satisfied are you with the food and beverage options at the stadium?
3. What are your thoughts about the price of food and beverages at the stadium?
4. What is most important to you when you decide which food and beverage items to purchase?
5. What suggestions do you have related to improving food and beverage options?
 - a. What are some foods and beverages that are not currently offered at the stadium that you would like to see offered in the future?

Apparel & Merchandise

1. How often each year do you purchase Matador products / merchandise / apparel?
 - a. Where do you usually purchase Matador items?
2. Who do you typically purchase these items for?

3. What factors are most important when you decide what item(s) you purchase?
4. What are your thoughts about the price of Matador apparel and other merchandise?
5. What are your favorite colors with respect to apparel?
6. Do you feel that there is enough variety/selection for women's Matador apparel?
7. What other products / merchandise / apparel would you like to see sold at Matador games and online?
8. Are there any specific brands of apparel or other merchandise that you would like to see sold at Matador games and online?
9. Do you have any other suggestions for the Athletics Department related to apparel and merchandise that might lead to you spending more money on apparel and merchandise?

Restrooms & Stadium Cleanliness

1. What are your thoughts about the restrooms in Redwood Hall?
2. If you had one suggestion related to restrooms, what would that suggestion be?
3. If you had a second suggestion related to restrooms, what would that suggestion be?
4. What are your thoughts about the overall cleanliness of the stadium?
5. If you had one suggestion for the manager of the stadium related to general stadium cleanliness, what would that suggestion be?
6. Would you use a mobile app that indicates how long bathroom lines and concession lines are at the stadium? Please explain.

Background Demographic Information

Gender: _____

Age: _____

Race/Ethnicity: _____

City/Area Where You Live: _____