



THE FANS VOICE



Arena Football wants you to be a part of the development of Americas newest professional sport. Your opinions are important to us.

Please respond to the following questions. Your completed questionnaire will make you eligible for one of 3 official Wilson "Ironman" Arena Football game balls to be awarded to lucky fans by random drawing.

1. Including this game, how many Arena Football games have you attended?
1 [] 2 [] 3 [] 4 [] 5 [] 6 [] Over 6 []

2. How many, if any, Arena Football games have you seen on television?
None [] 1 [] 2 [] 3 [] 4 [] 5 [] 6 [] 7 [] 8 [] Over 8 []

3. To what degree, if any, do you have interest in the following spectator sports? For which have you purchased a ticket at least once in the last 24 months? (two years)? Please check degree of interest and ticket purchase.

	Great Interest	Moderate Interest	Some Interest	No Interest	Purchased ticket in last 2 years
College football	[]	[]	[]	[]	[]
NFL football	[]	[]	[]	[]	[]
Pro baseball	[]	[]	[]	[]	[]
NBA basketball	[]	[]	[]	[]	[]
College Basketball	[]	[]	[]	[]	[]
NHL hockey	[]	[]	[]	[]	[]
Indoor soccer	[]	[]	[]	[]	[]

4. With regard to your feelings about Arena Football so far, how would you rate the entertainment value of seeing Arena Football IN PERSON?
very entertaining [] somewhat entertaining []
slightly entertaining [] boring [] no opinion []

5. If you have seen any Arena Football games on television in the past, what is your overall rating of these telecasts?
very entertaining [] somewhat entertaining []
slightly entertaining [] boring [] no opinion []

6. There are a number of features which make Arena Football different from pro and college football. Please express the extent of your like or dislike of each of these features.

	Like very much	Like somewhat	Dislike somewhat	Dislike very much	No opinion
a. 50-yard playing field	[]	[]	[]	[]	[]
b. playing the ball off the nets on kicking and passing plays	[]	[]	[]	[]	[]
c. single platoon, with limited substitution	[]	[]	[]	[]	[]
d. smaller quicker players	[]	[]	[]	[]	[]
e. 8 players per side	[]	[]	[]	[]	[]
f. no punting	[]	[]	[]	[]	[]
g. high % of passing	[]	[]	[]	[]	[]
h. faster pace of play	[]	[]	[]	[]	[]
i. high scoring games	[]	[]	[]	[]	[]
j. seating close to field	[]	[]	[]	[]	[]
k. night games in cool arenas	[]	[]	[]	[]	[]
l. shorter game time of two hours (approx.)	[]	[]	[]	[]	[]

7. In evaluating the entertainment value of Arena Football, how important to you are the following features?

	Very important	Somewhat important	Somewhat unimportant	Very unimportant	No opinion
a. the running game	[]	[]	[]	[]	[]
b. the passing game	[]	[]	[]	[]	[]
c. defense	[]	[]	[]	[]	[]
d. kicking game	[]	[]	[]	[]	[]
e. cheerleaders	[]	[]	[]	[]	[]
f. live band music	[]	[]	[]	[]	[]
g. half time entertainment	[]	[]	[]	[]	[]

8. Which night of the week is most convenient for your attendance? Which is second?

	Thursday	Friday	Saturday	Monday
a. Most convenient	[]	[]	[]	[]
b. Second most convenient	[]	[]	[]	[]

10. Do you prefer to watch **Arena Football** in person or on TV?
In person [] On TV [] No preference [] Haven't seen on TV []

10a. If in person, why? _____

11. Do you watch sports TV on weekends in restaurants or bars?
Regularly [] Occasionally [] Seldom [] Never []

12. Does your home have cable TV?
Yes [] No [] Don't know []

12a. Do you prefer sports on cable TV or regular "over the air" stations/networks?
Cable TV [] Over the air [] Don't know []

13. Which of the following has the most impact on effecting your decision to attend an **Arena Football Game**?
Media coverage [] T.V. advertising [] Radio advertising []
Newspaper advertising [] Word of mouth [] Other [] Don't know []

14. Which sports publications do you read regularly?
Sports Magazine [] Inside Sport [] Sports Illustrated []
Sporting News [] Pro Football Weekly []
Local Newspaper Sports Section [] Other _____

15. Name _____

Address: _____

City: _____ State: _____ Zip Code _____

Phone: _____

The following questions are for statistical purposes only.

a. Age:
under 18 [] 45-54 []
18-24 [] 55-64 []
25-34 [] 65 + []
35-44 []

b. Sex: (for prize drawing purposes)
Male [] Female []

c. Marital Status:
married [] single living with someone []
single living alone [] single living with parents []

d. Annual **household** income:
under \$20,000 []
\$20-29,999 []
\$30-39,999 []
\$40-49,999 []
\$50-74,999 []
\$75,000 and over []

e. Ethnic classification:
Asian []
Black []
Hispanic []
White []
Other []

16. If you were asked to set ticket prices for Arena Football based on your perception of the "good seats," how would you set pricing?
(Use each price category at least once.)

\$8-\$10, \$10-\$12, \$12-\$14

\$ _____ Sideline seats, lower level (between end-zones)
\$ _____ Sideline seats, upper level (between end-zones)
\$ _____ Lower end-zones
\$ _____ Upper end-zones and corners

17. Additional Comments:

Created with

 **nitroPDF** professional

download the free trial online at nitropdf.com/professional