

**Duck Athletic Fund Survey
Ci3 Instrument**

CATI ON

SQL right
REVIEW CtrlR

Q:HELLO

T:

Hello.

(Is this/May I please speak with) _____?

1 R ON TELEPHONE

CTRL/END --> R UNAVAILABLE, ETC. SCHEDULE CALLBACK

I:

Key 1

Q:HELLO1

T:

[Hello] The Duck Athletic Fund at the University of Oregon has asked us to conduct a fourteen-minute survey with a random sample of people who donate to it, asking about the benefits you receive, your understanding of seating and parking policies for football and basketball games, and how it can improve.

(This is / I am) ____ calling from the Oregon Survey Research Laboratory.

I want to assure you that I am *not* asking you to donate money to the University, and that this survey is completely voluntary and confidential.

[Your name will never be linked to your answers.]

1 R ON TELEPHONE

CTRL/END --> R UNAVAILABLE, ETC. SCHEDULE CALLBACK

I:

Key 1

Q:HELLO2

T:

Do you have any questions about the survey before we begin?

1 NO QUESTIONS OR QUESTIONS ANSWERED, OK TO BEGIN SURVEY
HAS QUESTIONS ---> REFER TO INTERVIEWER INSTRUCTIONS

I:

Key 1

Q:COOPERAT

T:

We appreciate your cooperation. [I'd like to begin the survey now.]

1 OK

CTRL/END NO

I:
cmdi MAILID "MAILID" 1
cmdi CITSTZIP "CITSTZIP" 1
cmdi GIVLEV1 "GIVLEV1" 1
cmdi GIVLEV2 "GIVLEV2" 1
cmdi PHONE2 "PHONE2" 1
Key 1

Q:BENEFIT1

T:
[Thank you] To start, I need you to think about the benefits you receive as a member of the Duck Athletic Fund. For each one that I read, please tell me if it is valuable to you. The first one is priority seating. Is it valuable to you?
PROBE: [Yes or no]?

1 YES
2 NO
3 IF VOLUNTEERED: WAS UNAWARE OF THIS BENEFIT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
qal noqal
BENNIE = 0
IF (ANS = 1)BENNIE = BENNIE + 1

Q:BENEFIT2

T:
(What about/The next one is) priority parking.

1 YES
2 NO
3 IF VOLUNTEERED: WAS UNAWARE OF THIS BENEFIT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS = 1)BENNIE = BENNIE + 1

Q:BENEFIT3

T:
(What about/The next one is) providing scholarship support for Oregon student-athletes.

1 YES
2 NO
3 IF VOLUNTEERED: WAS UNAWARE OF THIS BENEFIT

7 REFUSED

8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS = 1)BENNIE = BENNIE + 1

Q:BENEFIT4
T:
(What about/The next one is) access to Autzen Stadium club room.

1 YES
2 NO
3 IF VOLUNTEERED: WAS UNAWARE OF THIS BENEFIT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS = 1)BENNIE = BENNIE + 1

Q:BENEFIT5
T:
(What about/The next one is) invitations to pre-game
basketball buffets.

1 YES
2 NO
3 IF VOLUNTEERED: WAS UNAWARE OF THIS BENEFIT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS = 1)BENNIE = BENNIE + 1

Q:BENEFIT6
T:
(What about/The next one is) Pittman room passes.

1 YES
2 NO
3 IF VOLUNTEERED: WAS UNAWARE OF THIS BENEFIT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS = 1)BENNIE = BENNIE + 1

Q:BENEFIT7

T:

(What about/The next one is) President's Associate Membership.

1 YES

2 NO

3 IF VOLUNTEERED: WAS UNAWARE OF THIS BENEFIT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-3, 7-9

IF (ANS = 1)BENNIE = BENNIE + 1

Q:BENEFIT8

T:

(What about/The next one is) media guides, license plate frames, lapel pins, and other gifts.

1 YES

2 NO

3 IF VOLUNTEERED: WAS UNAWARE OF THIS BENEFIT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-3, 7-9

IF (ANS = 1)BENNIE = BENNIE + 1

Q:BENEFIT9

T:

Of those benefits that you said were valuable to you, which one is *most* valuable to you?

97 REFUSED

98 DON'T KNOW

99 NO ANSWER

I:

IF (BENNIE <2) SKIPTO BENEFITS

if (BENEFIT1 = 1) SHOW "1 PRIORITY SEATING" 4 1 70 GRN

if (BENEFIT2 = 1) SHOW "2 PRIORITY PARKING" 5 1 70 GRN

if (BENEFIT3 = 1) SHOW "3 PROVIDING SCHOLARSHIP SUPPORT" 6 1 70 GRN
if (BENEFIT4 = 1) SHOW "4 ACCESS TO CLUB ROOM" 7 1 70 GRN
if (BENEFIT5 = 1) SHOW "5 INVITATIONS BUFFETS" 8 1 70 GRN
if (BENEFIT6 = 1) SHOW "6 PITTMAN ROOM PASSES" 9 1 70 GRN
if (BENEFIT7 = 1) SHOW "7 PRESIDENT'S ASSOCIATE MEMBERSHIP" 10 1 70 GRN
if (BENEFIT8 = 1) SHOW "8 MEDIA GUIDES, LICENSE PLATE FRAMES, AND OTHER GIFTS" 11
1 70 GRN
NUM 1 99 2 0 25 25
if (ans > 8)
 if (ans < 97) reask
endif

Q: BENEFITS

T:

How familiar are you with the giving levels that the Duck Athletic Fund requires for the donor benefits I just asked about?

[Are you] very familiar, somewhat familiar, or not familiar?

1 VERY FAMILIAR
2 SOMEWHAT FAMILIAR
3 NOT FAMILIAR

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

key 1-3, 7-9

Q: COMMUN1

T:

[Thank you.] Each year the Duck Athletic Fund sends you six to ten brochures, invitations, letters about events, renewal forms, and related materials. How often do you read these materials -- [would you say] always, often, sometimes, rarely, or never?

1 ALWAYS
2 OFTEN
3 SOMETIMES
4 RARELY --> SKIPTO SERV1
5 NEVER--> SKIPTO SERV1

7 REFUSED--> SKIPTO SERV1
8 DON'T KNOW--> SKIPTO SERV1
9 NO ANSWER--> SKIPTO SERV1

I:

key 1-5, 7-9

IF (ANS > 3) SKIPTO SERV1

Q: COMMUN2

T:

Would you say that the volume of communication you receive from the Duck Athletic Fund is too little, too much, or about right?

1 TOO LITTLE

2 TOO MUCH
3 ABOUT RIGHT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9

Q:COMMUN3

T:
How clear is the printed communication you receive from the
Duck Athletic Fund? [Would you say] it is very clear, somewhat clear,
or not very clear?

1 VERY CLEAR
2 SOMEWHAT CLEAR
3 NOT VERY CLEAR

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9

Q:COMMUN4

T:
How effective is the printed communication you receive
[from the Duck Athletic Fund]? [Would you say] it is very effective,
somewhat effective, or not very effective?

1 VERY EFFECTIVE
2 SOMEWHAT EFFECTIVE
3 NOT VERY EFFECTIVE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9

Q:SERV1

T:
[Thank you.] Next, have you ever called the
Duck Athletic Fund Office?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9
SERVE1 = 0
IF (ANS < 2) SERVE1 = SERVE1 + 1

Q:SERV2
T:
Have you ever visited the Duck Athletic Fund Office?

- 1 YES
- 2 NO

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
key 1-2, 7-9
IF (ANS < 2) SERVE1 = SERVE1 + 1
IF (SERVE1 < 1) SKIPTO COMMUN6

Q:SERV3
T:
How would you rate the customer service you have received from the Duck Athletic Fund office [when you called or visited]?
[Would you say] excellent, good, fair, or poor?

- 1 EXCELLENT
- 2 GOOD
- 3 FAIR
- 4 POOR

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
key 1-4, 7-9

Q:COMMUN6
T:
Now I'd like to ask you some questions about the Duck Ticket Office.
Would you say that the volume of communication you receive from the Duck Ticket Office is too little, too much, or about right?

- 1 TOO LITTLE
- 2 TOO MUCH
- 3 ABOUT RIGHT

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
key 1-3, 7-9

Q:COMMUN7

T:

How clear is the printed communication you receive from the Duck Ticket Office? [Would you say] it is very clear, somewhat clear, or not very clear?

1 VERY CLEAR

2 SOMEWHAT CLEAR

3 NOT VERY CLEAR

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-3, 7-9

Q:COMMUN8

T:

How effective is the printed communication you receive from the Duck Ticket Office? [Would you say] it is very effective, somewhat effective, or not very effective?

1 VERY EFFECTIVE

2 SOMEWHAT EFFECTIVE

3 NOT VERY EFFECTIVE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-3, 7-9

Q:SERV8

T:

[Thank you.] Next, have you ever called the Duck Ticket Office?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-2, 7-9

SERVE2= 0

IF (ANS < 2) SERVE2 = SERVE2 +1

Q:SERV9

T:

Have you ever visited the Duck Ticket Office?

1 YES

2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

key 1-2, 7-9

IF (ANS < 2) SERVE2 = SERVE2 + 1

IF (SERVE2 < 1) SKIPTO INKIND

Q:SERV4

T:

How would you rate the customer service you have received from the Duck Ticket Office [when you called or visited]? [Would you say] excellent, good, fair, or poor?

1 EXCELLENT
2 GOOD
3 FAIR
4 POOR

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

key 1-4, 7-9

Q:INKIND

T:

Some donors give in-kind donations, such as equipment or advertising, instead of cash donations. Should the Duck Athletic Fund give the same priority points to in-kind donations as to cash donations?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

key 1-2, 7-9

Q:CONTRIB1

T:

[As you may know] the Duck Athletic Fund uses your donations primarily to offset scholarship costs. As scholarship costs continue to rise, athletic programs across the country adjust their priority-seating donation requirements in several ways. Currently, the Duck Athletic Fund increases its seating donation requirements. As I read a list of options for adjusting the Ducks priority seating donation requirements, please tell me if it is acceptable to you.

The first one is - an annual percentage increase that reflects increases in scholarship costs.

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:CONTRIB2

T:
(What about/The next one is) slightly larger increases every two years.

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:CONTRIB3

T:
(What about/The next one is) the current system of larger increases every three years.

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:CONTRIB4

T:
(What about/The next one is) keeping base giving levels constant but reassigning all seats every other year based on annual contribution and lifetime giving.

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:CONTRIB5

T:

Of those options that you said were acceptable to you, which one is *most* acceptable to you?

PROBE: Read from list

PROBE FROM LIST ROTATING

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

IF (CONTRIB1 = 1)SHOW "1 ANNUAL PERCENTAGE INCREASE WHICH REFLECTS INCREASE IN " 4 1 70 GRN

IF (CONTRIB1 = 1)SHOW " SCHOLARSHIP COSTS" 5 1 70 GRN

IF (CONTRIB2 = 1)SHOW "2 SLIGHTLY LARGER INCREASES EVERY TWO YEARS" 6 1 70 GRN

IF (CONTRIB3 = 1)SHOW "3 CURRENT SYSTEM OF LARGER INCREASES EVERY THREE YEARS" 7 1 70 GRN

IF (CONTRIB4 = 1)SHOW "4 KEEP BASE GIVING LEVELS CONSTANT BUT REASSIGN ALL SEATS EVERY OTHER YEAR" 8 1 70 GRN

key 1-4, 7-9

Q:FAIR1

T:

[Thank you.] Other universities reassign all seats every few years to ensure fairness in their seating policies. Do you think the Duck Athletic Fund should adopt this practice too?

1 YES

2 NO --> SKIPTO FAIR1B

7 REFUSED-->SKIPTO WWWVISIT

8 DON'T KNOW-->SKIPTO WWWVISIT

9 NO ANSWER-->SKIPTO WWWVISIT

I:

key 1-2, 7-9

IF (ANS = 2) SKIPTO FAIR1B

IF (ANS >2) SKIPTO WWWVISIT

Q:FAIR1A

T:

Why [do you think the Duck Athletic Fund should reassign all seats every few years]?

OPEN-ENDED, RECORD EXACT RESPONSE BELOW

PLEASE TYPE EXACT RESPONSE BELOW

I:
OPN 11 5 24 70 M N
SKIPTO WWWVISIT

Q:FAIR1B

T:
Why [do you think the Duck Athletic Fund should not reassign
all seats every few years]?

PLEASE TYPE EXACT RESPONSE BELOW

I:
OPN 11 5 24 70 M N

Q:WWWVISIT

T:
[Thank you.] Have you ever visited the Athletic Department
website at www.goducks.com?

1 YES
2 NO
3 IF VOLUNTEERED: DON'T USE WWW --> SKIPTO RENEW1

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS = 3) SKIPTO RENEW1

Q:WWWWARE

T:
Are you aware that the Duck Athletic Fund has pages on the
www.goducks.com website?

1 YES
2 NO
3 IF VOLUNTEERED: DON'T USE WWW --> SKIPTO RENEW1

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS = 3) SKIPTO RENEW1

Q:WEBSITE1

T:
The Duck Athletic Fund is considering adding some new features
to its web pages and needs to know your interest in them
[whether you have visited the site before or not]. If you could take a
virtual tour of Autzen Stadium and MacArthur Court on this website,
would you do so?

1 YES
2 NO
3 IF VOLUNTEERED: WILL NEVER USE WEBSITE --> SKIPTO RENEW1

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS = 3) SKIPTO RENEW1

Q:WEBSITE2

T:
If the website offered a ticket exchange program, would you use it?

PROBE: A ticket exchange program allows you to sell a game ticket that you cannot use to another donor or exchange it for a seat at another game when you want more seats.

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:WEBSITE3

T:
If the website allowed you to check your priority points online, would you do so?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:WEBSITE4

T:
If the website offered a question and answer page that answered your specific questions, would you use it?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW

9 NO ANSWER

I:

key 1-2, 7-9

Q:WEBSITES

T:

If the website offered online registration for pre-game buffets, would you use it?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-2, 7-9

Q:RENEW1

T:

How do you usually renew your annual pledge to the Duck Athletic Fund?

PROBE FROM LIST - ROTATING

1 U.S. MAIL

2 E-MAIL --> SKIPTO THANKU1

3 ON THE DUCK ALTHLETIC FUND WEB SITE--> SKIPTO THANKU1

4 CALLING THE DUCK ATHLETIC FUND OFFICE

5 TELEPHONE SOLICITATION FROM A VOLUNTEER FUND DRIVE WORKER

6 OTHER --> PLEASE SPECIFY

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-9

OTH 6 7 15 24 70

IF (ANS = 2) SKIPTO THANKU1

IF (ANS = 3) SKIPTO THANKU1

Q:RENEW2

T:

Are you aware that you can renew your pledge by the world wide web?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:
key 1-2, 7-9

Q:THANKU1

T:

After renewing your annual pledge [to the Duck Athletic Fund],
how important is it to you to receive a thank you acknowledging your
donation -- [is it] very important, somewhat important,
or not important [to you]?

1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT IMPORTANT --> SKIPTO OTHCONT1

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9
IF (ANS =3) SKIPTO OTHCONT1

Q:THANKU2

T:

Do you feel the Duck Athletic Fund properly acknowledges your
donations?

1 YES --> SKIPTO THANKU4
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9
IF (ANS =1) SKIPTO THANKU4

Q:THANKU3

T:

How do you think the Duck Athletic Fund should properly acknowledge
your donation? [Would you say] a thank you letter, personal phone call,
personal visit, or public recognition on the radio or in a newspaper?

1 THANK YOU LETTER
2 PERSONAL PHONE CALL
3 PERSONAL VISIT
4 PUBLIC RECOGNITION
5 IF VOLUNTEERED: SOME COMBINATION OF ABOVE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-5, 7-9

Q:THANKU4

T:

What is the appropriate time frame in which to receive a thank you [acknowledging your donation] [from the Duck Athletic Fund]? [Would you say] one week, two weeks, or within a month?

1 ONE WEEK

2 TWO WEEKS

3 WITHIN A MONTH

4 IF VOLUNTEERED : DON'T CARE ABOUT THANK YOU NOTE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-4, 7-9

Q:OTHCONT1

T:

Do you contribute to any other area of the University of Oregon [such as the library, a museum, a college, a department, an academic scholarship, or anything else]?

1 YES

2 NO -->SKIPTO PROSPECT

7 REFUSED -->SKIPTO PROSPECT

8 DON'T KNOW -->SKIPTO PROSPECT

9 NO ANSWER -->SKIPTO PROSPECT

I:

key 1-2, 7-9

IF (ANS >1) SKIPTO PROSPECT

Q:OTHCONT2

T:

Does a winning athletic program change your giving levels to other areas of the University?

1 YES

2 NO --> SKIPTO PROSPECT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-2, 7-9

IF (ANS =2) SKIPTO PROSPECT

Q:OTHCONT3

T:

Do you tend to donate more, less, or about the same to other areas

of the University when the athletic program is doing well?

- 1 MORE
- 2 LESS
- 3 ABOUT THE SAME

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
key 1-3, 7-9

Q:PROSPECT

T:

At some time in the future, would you ever consider giving Oregon Athletics a major gift, such as twenty-five thousand dollars or more?

PROBE: I want to remind you that this survey is confidential.
[No one will contact you because of your answer to this question.]

- 1 YES
- 2 NO

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
key 1-2, 7-9

Q:FBALL

T:

[Thank you.] Now I need to ask some questions about your tickets.
Do you hold season football tickets [for the Ducks]?

- 1 YES
- 2 NO --> SKIPTO ARENA

- 7 REFUSED---> SKIPTO ARENA
- 8 DON'T KNOW--> SKIPTO ARENA
- 9 NO ANSWER--> SKIPTO ARENA

I:
key 1-2, 7-9
FOOT = 0
IF (ANS > 1) FOOT = FOOT + 1
IF (ANS >1) SKIPTO ARENA

Q:FBALL1

T:

For how many years have you had season tickets?

RECORD EXACT NUMBER OF YEARS, 0-60; 60=60 OR LONGER

97 REFUSED
98 DON'T KNOW
99 NO ANSWER

I:
num 0 99 2 0 14 10
if (ans > 60)
 if (ans < 97) reask
endif

Q:FBALL2

T:
Please think about your game day experiences at Autzen Stadium.
How would you rate the quality of your seat location in Autzen Stadium?
[Would you say it is] excellent, good, fair, or poor?

1 EXCELLENT
2 GOOD
3 FAIR
4 POOR

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-4, 7-9

Q:FBALL3

T:
[What about / How would you rate your experiences with]
parking availability at Autzen Stadium? ?

PROBE: [Would you say] excellent, good, fair, or poor?

PROBE: Even if you don't drive or ride in a personal vehicle.

1 EXCELLENT
2 GOOD
3 FAIR
4 POOR

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-4, 7-9

Q:RV1

T:
[Thank you.] Do you ever travel to football games
in a recreational vehicle?

PROBE: By recreational vehicle I mean motor home [not SUV].

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:RV2

T:
Do you think the Duck Athletic Fund should increase the number of recreational vehicle parking spaces, decrease them, or keep them the same?

1 INCREASE
2 DECREASE
3 KEEP THE SAME

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 7-9

Q:BOWL1

T:
Have you ever attended a Ducks post-season bowl game?

1 YES
2 NO --> SKIPTO PREMIUM1

7 REFUSED---> SKIPTO PREMIUM1
8 DON'T KNOW--> SKIPTO PREMIUM1
9 NO ANSWER--> SKIPTO PREMIUM1

I:
key 1-2, 7-9
IF (ANS >1) SKIPTO PREMIUM1

Q:BOWL2

T:
I need you to think about seat locations at bowl games. Tickets provided to participating teams by bowl games are often not located in premium locations. Do you prefer seats that are closer to midfield even if high up, or closer to the field even if far from the midfield?

PROBE: Would you rather be close to the fifty-yard line but up high, or down low but far from the fifty-yard line?

1 CLOSER TO MIDFIELD, BUT HIGH

2 CLOSER TO THE FIELD, LOW, BUT FAR

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:PREMIUM1

T:
Next, think about tickets to away games and premium home football games [such as Michigan this fall, Oregon State, and Washington].
If the Duck Athletic Fund could assure you four extra tickets [in addition to your current number of tickets] for one such game, would you be very interested, somewhat interested, or not interested?

1 VERY INTERESTED
2 SOMEWHAT INTERESTED
3 NOT INTERESTED --> SKIPTO ARENA
4 IF VOLUNTEERED: MAYBE/IT DEPENDS

7 REFUSED--> SKIPTO ARENA
8 DON'T KNOW--> SKIPTO ARENA
9 NO ANSWER--> SKIPTO ARENA

I:
key 1-4, 7-9
IF (ANS =3) SKIPTO ARENA
IF (ANS >4) SKIPTO ARENA

Q:PREMIUM2

T:
What is the most you would be willing to give [to the Duck Athletic Fund] to be assured that you could get four extra tickets to such a game -- [Would you say] one hundred dollars, two hundred and fifty dollars, five-hundred dollars, seven hundred and fifty dollars, or one thousand dollars?
PROBE: This would be in addition to your current total Duck Athletic Fund donation.
PROBE: Away games and premium home football games [such as Michigan this fall, Oregon State, and Washington].
PROBE: Without knowing exactly where the seats would be located.

1 \$100
2 \$250
3 \$500
4 \$750
5 \$1,000
6 IF VOLUNTEERED: MORE THAN \$1,000
7 IF VOLUNTEERED: NOTHING
8 IF VOLUNTEERED: IT DEPENDS ON SEAT LOCATION

97 REFUSED
98 DON'T KNOW

99 NO ANSWER

I:
num 1 99 2 0 24 25
if (ans > 8)
 if (ans < 97) reask
endif

Q:ARENA

T:
Turning now to basketball, how much do you support the
idea of the University of Oregon building a new basketball arena -- a lot,
some, a little, or not at all?

PROBE: As now envisioned, the arena will be home to the U of O men's and
women's basketball teams, and will host many other types of events,
such as concerts, family shows, commencements, and other sporting events.
[Mac Court will be used for intra-mural sports and smaller events.]

1 A LOT
2 SOME
3 A LITTLE
4 NOT AT ALL

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-4, 7-9

Q:BBALL1

T:
Do you hold season tickets for men's basketball
[at the University of Oregon]?

1 YES
2 NO --> SKIPTO MEMBER

7 REFUSED --> SKIPTO MEMBER
8 DON'T KNOW --> SKIPTO MEMBER
9 NO ANSWER --> SKIPTO MEMBER

I:
key 1-2, 7-9
IF (ANS >1) FOOT = FOOT + 1
IF(ANS >1) SKIPTO MEMBER

Q:BBALL2

T:
For how many years have you had season tickets?
RECORD EXACT NUMBER OF YEARS, 0-60; 60=60 OR LONGER

LESS THAN ONE YEAR = 0

97 REFUSED
98 DON'T KNOW
99 NO ANSWER

I:
num 0 99 2 0 14 10
if (ans > 60)
 if (ans < 97) reask
endif

Q:PAYPREM1

T:
If the University of Oregon builds a new basketball arena,
how willing are you to pay a premium for better basketball parking
-- very [willing], somewhat [willing], or not at all [willing]?

1 VERY WILLING
2 SOMEWHAT WILLING
3 NOT AT ALL WILLING
4 IF VOLUNTEERED: IT DEPENDS

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-4, 7-9

Q:PAYPREM2

T:
How willing are you to pay a premium for better basketball
seating [if a new arena is built]?
PROBE: [Are you] very [willing], somewhat [willing], or not at all [willing]?

1 VERY WILLING
2 SOMEWHAT WILLING
3 NOT AT ALL WILLING
4 IF VOLUNTEERED: IT DEPENDS

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-4, 7-9

Q:PAYWOMEN

T:
Would you purchase the same or similar seats for women's basketball
if given the opportunity?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:MEMBER

T:
If the Duck Athletic Fund gave you a membership card offering free admission to Duck soccer, volleyball, wrestling and softball, would you use it?

1 YES, PROBABLY
2 NO, PROBABLY NOT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:FBBALL4

T:
Some people have season tickets to both football and men's basketball. Many Division I schools require separate priority seating donations for each. Do you think the Duck Athletic Fund should initiate the same policy?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9
IF (FOOT > 0) SKIPTO AGE

Q:FBBALL5

T:
If a separate donation was required for each, would you maintain both your football and men's basketball tickets, drop one sport, or move your tickets to a seat area requiring a smaller donation?

1 MAINTAIN BOTH
2 DROP ONE SPORT
3 MOVE TICKETS

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

key 1-3, 7-9

Q:AGE

T:

I need to end the survey by asking some questions about you.

First, how old are you?

ENTER EXACT AGE 18-95

96 = AGE 96 OR GREATER

97 REFUSED

98 DON'T KNOW

99 NO ANSWER

I:

num 18 99 2 0 18 10

Q:SEX

T:

[This may sound silly but] are you male or female?

1 MALE

2 FEMALE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-2, 7-9

Q:RESIDENC

T:

Where is your primary place of residence?

PROBE: [Would you say] the Portland area and southwest Washington, the Eugene and Springfield area, the Salem area, the Albany and Corvallis area, Southern Oregon, Central Oregon, Eastern Oregon, or some other area?

1 PORTLAND AREA / SOUTHWEST WASHINGTON

2 EUGENE / SPRINGFIELD

3 SALEM AREA

4 ALBANY / CORVALLIS

5 SOUTHERN OREGON

6 CENTRAL OREGON

7 EASTERN OREGON

8 SOME OTHER AREA

97 REFUSED

98 DON'T KNOW

99 NO ANSWER

I:

num 1 99 2 0 18 27
if (ans > 8)
 if (ans < 97) reask
endif

Q:GIVING1

T:

Did you know donations to the Duck Athletic Fund are considered charitable deductions [on your income taxes]?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-2, 7-9

Q:GIVING2

T:

Is your donation to the Duck Athletic Fund more than half or less than half of your household's annual charitable giving?

1 MORE THAN HALF

2 LESS THAN HALF

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

key 1-2, 7-9

Q:INCOME2

T:

Is your total annual household income, before taxes, over or under sixty thousand dollars?

PROBE: Include actual wages, salary, tips, bonuses, commissions net income from a business, farm or rent, and exercised stock options or awards.

PROBE: Do not count money that is not related to a job, such as interest, dividends, child support, alimony, welfare, social security, disability and retirement payments, or any other money income received by members of your family. Do not include lump-sum payments, such as money from an inheritance or sale of a home.

1 OVER \$60,000 ---> SKIPTO INCOME3

2 UNDER \$60,000

7 REFUSED --> SKIPTO ENDING1

8 DON'T KNOW --> SKIPTO ENDING1

9 NO ANSWER --> SKIPTO ENDING1

I:
key 1-2, 7-9
IF (ANS =1) SKIPTO INCOME3
IF (ANS >2) SKIPTO ENDING1

Q:INCOME1
T:
Is it over or under forty thousand dollars?
PROBE: Is your total annual household income, before taxes,
over or under \$40,000?

1 OVER \$40,000 --> SKIPTO ENDING1
2 UNDER \$40,000--> SKIPTO ENDING1

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9
IF (ANS <3) SKIPTO ENDING1

Q:INCOME3
T:
Is (it/ total annual household income) over or
under ninety thousand dollars?

1 OVER \$90,000
2 UNDER \$90,000 --> SKIPTO ENDING1

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9
IF (ANS =2) SKIPTO ENDING1

Q:INCOME5
T:
Is (it/ total annual household income) over or
under one hundred and twenty thousand dollars?

1 OVER \$120,000
2 UNDER \$120,000

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 7-9

Q:ENDING1

T:
That is the end of the survey.
Is there anything you would like to add?

PLEASE TYPE EXACT RESPONSE BELOW

I:
OPN 11 5 24 70 M N

Q:ENDING2

T:
On behalf of the University of Oregon Duck Athletic Fund,
I'd like to thank you sincerely for your time and opinions on these questions.
Good-bye.

PRESS 1

I:
key 1

Q:INTID
T:

INTERVIEWER: KEY YOUR INTERVIEWER ID

I:
num 1 999 3 0 5 3

Q:INTOBS
T:

INTERVIEWER: ENTER YOUR OBSERVATIONS FOR THIS INTERVIEW (OPTIONAL)

I:
opn 10 10 20 70 m n
cpl
dispos = 26
endquest

Q:NOQAL

T:
Dummy qualify command loop-all respondents *should* be prequalified

I:
key
ctrlend