

**UO Arena Survey
Ci3 Instrument**

CATI ON

SQN Right
REVIEW CtrlR

Q:HELLO1

T:

Hello. May I please speak with _____?

1 YES

CTRL END --> NO, SCHEDULE CALLBACK

ALTERNATIVE TELEPHONE NUMBER:

I:

cmdi QUOTA "PreAssignedQuota"

cmdi RECNUM "RecordNumber"

cmdi FIRST "FirstName"

cmdi LAST "LastName"

cmdi TEL1 "AreaPhoneNum"

cmdi TEL2 "PHONE2" 1

cmdi CITSTZIP "CITSTZIP" 1

cmdi GIVLEVEL "GIVLEVEL" 1

cmdi SICCODE "SICCODE" 1

cmdi SICNAME "SICNAME" 1

cmdi NUMEMP "NUMEMP" 1

show TEL2 20 31 15 GRN

Key 1

Q:HELDNR

T:

The University of Oregon Athletics Department is considering building a new multi-purpose arena. They have asked us to conduct a ten-minute interview with Duck Athletic Fund members to get your opinions on the arena.

I am calling from the University of Oregon Survey Research Laboratory, and my name is _____. I want to assure you that I am not asking for money, and that this survey is completely confidential and voluntary.

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.]

PROBE: The new arena will provide much better seating options than Mac Court, including private suites, club seats, donor seating, and other types of seats.

PROBE: The University values your opinions in making long-term planning decisions.

1 --> R ON TELEPHONE

CTRL END --> SCHEDULE CALLBACK

I:
if (QUOTA > 3) skipto HELCORP
Key 1
skipto hello3

Q:HELFCORP
T:

The University of Oregon Athletics Department is considering building a new multi-purpose arena. They have asked us to conduct a ten-minute survey to get your opinions on the arena. I am calling from the University of Oregon Survey Research Laboratory, and my name is _____. I want to assure you that I am not asking for money, and that this survey is completely confidential and voluntary.

NOTE: IF NAMED R UNAVAILABLE, PROBE: (I need to / May I please) speak with the person who's responsible for coordinating your firm's sports purchases, entertainment, or sponsorship activities [possibly in your marketing department]. [Would you please transfer my call to that person?]

VERIFY PROBE: Are you responsible for coordinating your firm's sports purchases, entertainment, or sponsorship activities? [IF YES, CONTINUE.]
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.]
PROBE: The new arena will provide much better seating options than Mac Court, including private suites, club seats, donor seating, and other types of seats.
PROBE: The University values your opinions in making long-term planning decisions.

1 --> R ON TELEPHONE
CTRL END --> SCHEDULE CALLBACK

I:
Key 1

Q:HELLO3
T:

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

1 --> NO QUESTIONS, OR QUESTIONS ANSWERED, OK TO BEGIN SURVEY
R 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 --> CONTINUE
CTRL END --> NO, SCHEDULE CALLBACK

I:

Key 1

Q:DESCRIP

T:

[Thank you.] I need to begin by briefly describing the proposed arena. The arena will be home to the men's and women's basketball teams, and will also host many other types of events, such as concerts, family shows, commencements, and other sporting events. It will provide much better seating options than Mac Court, including private suites, club seats, donor seating, and other types of seats.

PROBE IF NEEDED: Mac Court will be used for intra-mural sports and smaller events.

INTERVIEWER: PRESS "1" TO CONTINUE

I:

Key 1

Q:Q1

T:

The first questions relate to various new and improved seating options over the existing Mac Court. The first one is private suites. Suites will be located in prime areas of the new arena with excellent sightlines of the court. Suites can accommodate twelve to sixteen persons and might include such amenities as preferred parking, an exclusive entrance, private restrooms, a television, access to a private club in the arena, and an optional in-suite catering service. Suites may be offered for three-year, five-year, or ten-year terms, and they will require an annual donation to the Athletic Department. You would be required to purchase tickets to men's and women's basketball games and would have the right of first refusal to purchase tickets to all other arena events. How would you describe (your/your company's) interest in leasing a private suite at a new arena? Would you say definitely interested, likely interested, possibly interested, or not interested?

1 DEFINITELY INTERESTED

2 LIKELY INTERESTED

3 POSSIBLY INTERESTED

4 NOT INTERESTED --> SKIPTO Q9

7 REFUSED --> SKIPTO Q9

8 DON'T KNOW --> SKIPTO Q9

9 NO ANSWER --> SKIPTO Q9

I:

key 1-4,7-9

QAL NOQAL

SEATS = 0

If (ans < 4) SEATS = SEATS + 1

if (ans > 3) skipto Q9

Q:Q2

T:

Please assume that the annual donation required to lease a suite

will depend on its location in the arena and the market demand for that suite location. Also, assume an annual donation of fifty thousand dollars, excluding tickets, [but part of that [donation] may be tax deductible [as a charitable contribution]].
Would you describe (your/your company's) interest in leasing such a suite as definite, likely, possible, or not interested?

PROBE: [Private suite] tickets cost approximately fifteen thousand dollars per suite.

PROBE: The combined donation and ticket cost per seat per game would be approximately \$150.

1 DEFINITELY INTERESTED --> SKIPTO Q5
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-4,7-9
if (ans = 1) skipto Q5

Q:Q3
T:

What if the annual donation was thirty-five thousand dollars, [part of which may be deductible as a charitable contribution], what would (your/your company's) interest be?

PROBE: Would you describe (your/your company's) interest in leasing a private suite as definite, likely, possible, or not interested?

PROBE: All other assumptions would still be true [that annual donations required to lease a suite depend on location in the arena and market demand for the suite location, and the donation excludes tickets].

PROBE: The combined donation and ticket cost per seat per game would be approximately \$115.

1 DEFINITELY INTERESTED --> SKIPTO Q5
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
key 1-4,7-9
if (ans = 1) skipto Q5

Q:Q4
T:

What if the annual donation was twenty thousand dollars,
[part of which may be deductible [as a charitable contribution]],
what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?

PROBE: All other assumptions would still be true [that annual donations
required to lease a suite depend on location in the arena and market
demand for the suite location, and the donation excludes tickets].

PROBE: The combined donation and ticket cost per seat per game would be
approximately \$80.

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED --> SKIPTO Q9

7 REFUSED --> SKIPTO Q9
8 DON'T KNOW --> SKIPTO Q9
9 NO ANSWER --> SKIPTO Q9

I:
key 1-4,7-9
if (ans > 3) skipto Q9

Q:Q5
T:

Would you be more likely to lease a suite alone or
share a suite with another business or individual?

1 LEASE ALONE --> SKIPTO Q7
2 SHARE

7 REFUSED -->SKIPTO Q7
8 DON'T KNOW -->SKIPTO Q7
9 NO ANSWER -->SKIPTO Q7

I:
key 1-2,7-9
if (ans = 1) skipto Q7
if (ans >2) skipto Q7

Q:Q6
T:

With how many companies or individuals would you
envision sharing the suite?

RECORD EXACT NUMBER 1-6, 6=6 OR MORE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
num 1 9 1 0 24 25

if (ans > 9)REASK

Q:Q7

T:

Now please consider three possible locations for suites in the proposed arena.

The first option is to locate suites near the top of the seating bowl, with private access for suite holders and their guests, but greater distance from the basketball court.

The second option is to locate suites about halfway up the seating bowl, with access directly from the main concourse.

The third option is to locate suites in an exclusive and upscale environment beneath the lower seating bowl. Suite holders' seats would be courtside, in the middle of the court, and accessed directly from their lounge area beneath the seating bowl. But the court could not be seen from the lounge area.

Locating suites at the top or bottom would allow the arena to keep a similar seating bowl configuration as today. Locating suites at the middle would change the configuration.

1 --> PRESS FOR NEXT PAGE

I:

KEY 1

Q:Q7A

T:

Which one of those locations would (you / your company) most prefer?

PROBE: The top of the arena seating bowl, the middle [of the arena seating bowl], or courtside with a suite underneath the seating bowl?

1 TOP

2 MIDDLE

3 COURTSIDE WITH SUITE UNDER

4 IF VOLUNTEERED: NO PREFERENCE --> SKIPTO Q8

7 REFUSED--> SKIPTO Q8

8 DON'T KNOW--> SKIPTO Q8

9 NO ANSWER--> SKIPTO Q8

I:

KEY 1-4, 7-9

IF (ANS >3) SKIPTO Q8

Q:Q7B

T:

Which location would (you / your company) prefer second most?

PROBE: The top of the arena seating bowl, the middle [of the arena seating bowl], or courtside with a suite underneath the seating bowl?

1 TOP
2 MIDDLE
3 COURTSIDE WITH SUITE UNDER

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
KEY 1-3, 7-9

Q:Q8

T:
Would (you / your company) *not* consider leasing a private suite in one of these locations?
IF YES, PROBE: Which one is that?

1 TOP
2 MIDDLE
3 COURTSIDE WITH SUITE UNDER
4 NO, WOULD CONSIDER ALL

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
KEY 1-4, 7-9

Q:Q9

T:
Next please consider club seats in the new arena. Club seats would be constructed in prime locations, with excellent sightlines to the basketball court. They are likely to be located on one side of the arena, along the sidelines, going from the floor to the concourse. Club seats will have chair backs, and will be wider and with more legroom than standard arena seats. Club seats might include such amenities as preferred parking, a private entrance, and access to a private club in the arena. The private club could include a large lounge area with television monitors, upscale concession and beverage areas, private restrooms, and upscale furnishings. Club seats could be offered for three-year, five-year, or ten-year terms and will require an annual donation to the Athletic Department. Club seats will be sold separately for men's and women's basketball games. Club seat holders might also have the first right to purchase tickets for non-University events held at the arena [including concerts, family shows, and other sporting events]. How would you describe (your/your company's) interest in leasing club seats at a new arena for men's basketball - [would you say] definitely interested, likely interested, possibly interested, or not interested?

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED --> SKIPTO Q16
7 REFUSED --> Q16
8 DON'T KNOW --> Q16

9 NO ANSWER --> Q16

I:

KEY 1-4, 7-9

IF (ans < 4) SEATS = SEATS + 1

IF (ANS >3) SKIPTO Q16

Q:Q10

T:

Please assume that the annual donation required to lease a club seat depends on its location in the arena and the market demand for that club-seat location. Also, assume an annual donation of two thousand dollars per seat, excluding tickets [but part of that [donation] may be tax deductible [as a charitable contribution].

Would you describe (your/your company's) interest in leasing club seats [at a new arena for men's basketball] as definite, likely, possible, or not interested?

PROBE: [Club-seat] tickets will cost approximately two thousand dollars.

PROBE: The combined donation and ticket cost per seat per game would be approximately \$140.

PROBE: For club seats, the donation amount would be per seat.

1 DEFINITELY INTERESTED --> SKIPTO Q13

2 LIKELY INTERESTED

3 POSSIBLY INTERESTED

4 NOT INTERESTED

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-4, 7-9

IF (ANS = 1) SKIPTO Q13

Q:Q11

T:

What if the annual donation was fifteen hundred dollars per seat, [part of which may be tax deductible [as a charitable contribution]], what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?

PROBE: All other assumptions would still be true [that annual donations required to lease a club seat depend on location in the arena and market demand for the club seat location, and the donation excludes tickets].

PROBE: The combined donation and ticket cost per seat per game would be approximately \$110.

PROBE: For club seats, the donation amount would be per seat.

1 DEFINITELY INTERESTED --> SKIPTO Q13

2 LIKELY INTERESTED

3 POSSIBLY INTERESTED

4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-4, 7-9
if (ans = 1)skipto Q13

Q:Q12
T:

What if the annual donation was one thousand dollars per seat,
[part of which may be tax deductible [as a charitable contribution]],
what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?
PROBE: The other assumptions are that annual donations required to lease
a club seat depend on location in the arena and market demand for the
club-seat location, part of the donation may be tax deductible [as a
charitable contribution], and the donation excludes tickets.

PROBE: The combined donation and ticket cost per seat per game would
be approximately \$85.
PROBE: For club seats, the donation amount would be per seat.

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED --> SKIPTO Q16

7 REFUSED --> SKIPTO Q16
8 DON'T KNOW --> SKIPTO Q16
9 NO ANSWER --> SKIPTO Q16
I:
Key 1-4, 7-9
IF (ANS > 3) SKIPTO Q16

Q:Q13
T:

How many club seats would you be interested in leasing
[for men's basketball]?

RECORD EXACT NUMBER 0-99, 96=99 OR MORE

96 --> 96 SEATS OR GREATER

97 REFUSED
98 DON'T KNOW
99 NO ANSWER

I:
num 0 99 2 0 24 25

Q:Q13A

T:

Would you be more likely to lease club seats alone or share club seats with another business or individual?

1 LEASE ALONE --> SKIPTO Q14
2 SHARE

7 REFUSED --> SKIPTO Q14
8 DON'T KNOW --> SKIPTO Q14
9 NO ANSWER --> SKIPTO Q14

I:

Key 1,2,7-9
IF (ANS =1)SKIPTO Q14
IF (ANS >2)SKIPTO Q14

Q:Q13B

T:

How many companies or individuals would you envision sharing the club seats with?

RECORD EXACT NUMBER 1-6, 6=6 OR MORE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

num 0 9 1 0 24 25
if (ans > 9) REASK

Q:Q14

T:

Discounts or incentives may be given for longer-term leases [of club seats at the new arena].

Knowing that, would you prefer to lease club seats for three years, five years, ten years, or something else?

1 THREE YEARS
2 FIVE YEARS
3 TEN YEARS
4 SOMETHING ELSE --> SPECIFY

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9
oth 4 18 25 24 75

Q:Q15

T:

If a fifteen percent discount applied to up-front, lump-sum lease payments, would you pay up-front?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2,7-9

Q:Q16

T:

How would you describe (your/your company's) interest in leasing club seats [at a new arena] for women's basketball - [would you say] definitely interested, likely interested, possibly interested, or not interested?

1 DEFINITELY INTERESTED

2 LIKELY INTERESTED

3 POSSIBLY INTERESTED

4 NOT INTERESTED --> SKIPTO Q23

7 REFUSED --> SKIPTO Q23

8 DON'T KNOW --> SKIPTO Q23

9 NO ANSWER --> SKIPTO Q23

I:

Key 1-4, 7-9

If (ans < 4) SEATS = SEATS + 1

IF (ANS > 3) SKIPTO Q23

Q:Q17

T:

Please assume that the annual donation required to lease a club seat depends on its location in the arena and the market demand for the seat's location. Also, assume an annual donation of one thousand dollars, excluding tickets, [but part of that [donation] may be tax deductible [as a charitable contribution]].

Would you describe (your/your company's) interest in leasing club seats [at a new arena for women's basketball] as definite, likely, possible, or not interested?

PROBE: [Club-seats] tickets will cost approximately one thousand dollars.

PROBE: The combined donation and ticket cost per seat per game would be approximately \$70.

1 DEFINITELY INTERESTED --> SKIPTO Q20

2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9

IF (ANS = 1) SKIPTO Q20

Q:Q18

T:

What if the annual donation was seven hundred and fifty dollars,
[part of which may be tax deductible [as a charitable contribution]],
what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?

PROBE: All other assumptions would still be true [that annual
donations required to lease a club seat depend on location in the
arena and market demand for the club seat location, and the
donation excludes tickets].

PROBE: The combined donation and ticket cost per seat per game
would be approximately \$55.

1 DEFINITELY INTERESTED --> SKIPTO Q20

2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9

IF (ANS=1)SKIPTO Q20

Q:Q19

T:

What if the annual donation was five hundred dollars,[part of which
may be tax deductible [as a charitable contribution]],
what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?

PROBE: The other assumptions are that annual donations required
to lease a club seat depend on location in the arena and market
demand for the seat's location, and the donation excludes tickets.

PROBE: The combined donation and ticket cost per seat per game would
be approximately \$43.

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED

4 NOT INTERESTED --> SKIPTO Q23

7 REFUSED --> SKIPTO Q23

8 DON'T KNOW --> SKIPTO Q23

9 NO ANSWER --> SKIPTO Q23

I:

Key 1-4,7-9

IF (ANS > 3) SKIPTO Q23

Q:Q20

T:

How many club seats would you be interested
in leasing [for women's basketball]?

RECORD EXACT NUMBER 1-99, 96=99 OR MORE

96 --> 96 YEARS OR GREATER

97 REFUSED

98 DON'T KNOW

99 NO ANSWER

I:

num 1 99 2 0 24 25

Q:Q20A

T:

Would you be more likely to lease club seats alone, or
share club seats with another business or individual?

1 LEASE ALONE --> SKIPTO Q21

2 SHARE

7 REFUSED --> SKIPTO Q21

8 DON'T KNOW --> SKIPTO Q21

9 NO ANSWER --> SKIPTO Q21

I:

Key 1,2,7-9

IF (ANS <> 2) SKIPTO Q21

Q:Q20B

T:

How many companies or individuals would you
envision sharing the club seats with?

RECORD EXACT NUMBER 1-6, 6=6 OR MORE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:
num 1 9 2 0 24 25

Q:Q21
T:

If the club seat donation [for men's basketball] included women's basketball, would this impact your decision to purchase club seats?

1 YES
2 NO --> SKIPTO Q23

7 REFUSED --> SKIPTO Q23
8 DON'T KNOW --> SKIPTO Q23
9 NO ANSWER --> SKIPTO Q23

I:
Key 1,2,7-9
IF (ANS > 1) SKIPTO Q23

Q:Q22
T:

Would this impact be strongly positive, positive, negative, or strongly negative?

1 STRONGLY POSITIVE
2 POSITIVE
3 NEGATIVE
4 STRONGLY NEGATIVE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-4,7-9

Q:Q23
T:

Next please consider donor seats [in the new arena]. Many of the prime seats in the new arena will be tied to a donor seating program. The donor seating program is currently envisioned as separate from the football donor seating program for Autzen Stadium. This means that donor seats may require additional donations of a specific amount to the Duck Athletic Fund. The basketball donation amount could vary by seat location, and will exclude the cost of season tickets for basketball games [both men's and women's]. A separate donor seating program could potentially apply to men's and women's basketball games. Donor seats would be located between the sidelines on the opposite side of the court from the Club Seat area. How would you describe (your/your company's) interest in donor seating at a new arena for *men's* basketball games - [would you say] definitely interested, likely interested, possibly interested, or not interested?

PROBE: If you wanted to keep your football tickets, you would be required to continue contributing at your current level.

- 1 DEFINITELY INTERESTED
- 2 LIKELY INTERESTED
- 3 POSSIBLY INTERESTED
- 4 NOT INTERESTED --> SKIPTO Q32

- 7 REFUSED --> SKIPTO Q32
- 8 DON'T KNOW --> SKIPTO Q32
- 9 NO ANSWER --> SKIPTO Q32

I:

Key 1-4,7-9

If (ans < 4) SEATS = SEATS + 1

IF (ANS >3) SKIPTO Q32

Q:Q25

T:

Please assume an annual donation of seven hundred and fifty dollars for each lower deck sideline donor seat, excluding tickets, [but part of that [donation] may be tax deductible [as a charitable contribution]].

Would you describe (your/your company's) interest in such donor seats [for men's basketball] as definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$60.

- 1 DEFINITELY INTERESTED --> SKIPTO Q27
- 2 LIKELY INTERESTED
- 3 POSSIBLY INTERESTED
- 4 NOT INTERESTED

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

I:

Key 1-4, 7-9

STUPID1 = 0

IF (ANS < 4) STUPID1 = STUPID1 + 1

IF (ANS =1) SKIPTO Q27

Q:Q26

T:

What if the annual donation was five hundred dollars per seat, excluding tickets, [part of which may be tax deductible as a charitable contribution], what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$48.

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4, 7-9

IF (ANS < 4) STUPID1 = STUPID1 + 1

Q:Q27

T:

Please assume an annual donation of two hundred and fifty dollars for each lower deck corner or endzone donor seat, excluding tickets, [but part of that [donation] may be tax deductible [as a charitable contribution]].

Would you describe (your/your company's) interest in such donor seats [for men's basketball] as definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$29

1 DEFINITELY INTERESTED --> SKIPTO Q29
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4, 7-9

IF (ANS < 4) STUPID1 = STUPID1 + 1

IF (ANS =1) SKIPTO Q29

Q:Q28

T:

What if the annual donation was one hundred and twenty-five dollars per seat, excluding tickets [part of which may be tax deductible as a charitable contribution], what would (your or your company's) interest be?

PROBE: definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$22.

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

IF (ANS < 4) STUPID1 = STUPID1 + 1

Q:Q29

T:

[Now] please assume an annual price of two hundred and fifty dollars for each *upper deck sideline donor seat*, excluding tickets, [but part of that [donation] may be tax deductible [as a charitable contribution].

Would you describe (your/your company's) interest in such donor seats [for men's basketball] as definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$29.

1 DEFINITELY INTERESTED --> SKIPTO Q31

2 LIKELY INTERESTED

3 POSSIBLY INTERESTED

4 NOT INTERESTED

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

IF (ANS < 4) STUPID1 = STUPID1 + 1

IF (ANS =1) SKIPTO Q31

Q:Q30

T:

What if the annual donation was one hundred and twenty-five dollars per seat, excluding tickets, [part of which may be tax deductible as a charitable contribution], what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$22.

1 DEFINITELY INTERESTED

2 LIKELY INTERESTED

3 POSSIBLY INTERESTED

4 NOT INTERESTED

7 REFUSED --> SKIPTO Q32

8 DON'T KNOW --> SKIPTO Q32

9 NO ANSWER --> SKIPTO Q32

NOTE: IF R HAS SHOWN NO INTEREST IN ANY DONOR SEATING OPTION-->SKIPTO Q32

I:

Key 1-4, 7-9
IF (ANS > 4) SKIPTO Q32

Q:Q31
T:

How many donor seats would you be interested in [for men's basketball]?

RECORD EXACT NUMBER 1-99, 96=99 OR MORE

96 --> 96 YEARS OR GREATER

97 REFUSED
98 DON'T KNOW
99 NO ANSWER

I:
if (STUPID1 = 0) skipto Q32
num 1 99 2 0 24 25

Q:Q31A
T:

Given the prices of potential donor seating locations for men's basketball, would (you / your company) *most* prefer seats on the lower deck sidelines, the lower deck corner, and end zone, or the upper deck sideline?

PROBE: Assume that the lower deck sidelines costs seven hundred and fifty dollars; the lower deck corner and end zone costs two hundred and fifty dollars; and the upper deck sideline costs two hundred and fifty dollars.

1 LOWER DECK - SIDELINE
2 LOWER DECK - CORNER AND ENDZONE
3 UPPER DECK - SIDELINE
4 IF VOLUNTEERED: NO PREFERENCE --> SKIPTO Q31C

7 REFUSED--> SKIPTO Q31C
8 DON'T KNOW--> SKIPTO Q31C
9 NO ANSWER--> SKIPTO Q31C

I:
KEY 1-4, 7-9
IF (ANS > 3) SKIPTO Q31C

Q:Q31B
T:

Which potential donor seating location [for men's basketball] would (you / your company) prefer second most?

PROBE: Seats on the lower deck sidelines, the lower deck corner and endzone, or the upper deck sideline?
PROBE: Assume that the lower deck sidelines costs seven hundred

and fifty dollars; the lower deck corner and end zone costs two hundred and fifty dollars; and the upper deck sideline costs two hundred and fifty dollars.

- 1 LOWER DECK - SIDELINE
- 2 LOWER DECK - CORNER AND ENDZONE
- 3 UPPER DECK - SIDELINE
- 4 IF VOLUNTEERED: NO PREFERENCE

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

I:
KEY 1-4, 7-9

Q:Q31C
T:

Would (you / your company) *not* consider one of these donor seating locations?
IF YES, PROBE: Which one is that?

- 1 LOWER DECK - SIDELINE
- 2 LOWER DECK - CORNER AND ENDZONE
- 3 UPPER DECK - SIDELINE
- 4 NO, WOULD CONSIDER ALL

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

I:
KEY 1-4, 7-9

Q:Q32
T:

How would you describe (your/your company's) interest in donor seating at a new arena for *women's* basketball games --[would you say] definitely interested, likely interested, possibly interested, or not interested?

- 1 DEFINITELY INTERESTED
- 2 LIKELY INTERESTED
- 3 POSSIBLY INTERESTED
- 4 NOT INTERESTED --> SKIPTO Q41

- 7 REFUSED --> SKIPTO Q41
- 8 DON'T KNOW --> SKIPTO Q41
- 9 NO ANSWER --> SKIPTO Q41

I:
Key 1-4, 7-9
IF (ANS > 3) SKIPTO Q41

Q:Q34

T:

Please assume an annual price of two hundred and fifty dollars each for lower deck sideline donor seats, excluding tickets, [but part of that [donation] may be tax deductible [as a charitable contribution]].

Would you describe (your/your company's) interest in such donor seats [for women's basketball] as definite, likely, possible, or not interested?
PROBE: The combined donation and ticket cost per seat per game would be approximately \$29.

1 DEFINITELY INTERESTED --> SKIPTO Q36
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4, 7-9

STUPID2 = 0

IF (ANS < 4) STUPID2 = STUPID2 + 1

IF (ANS =1) SKIPTO Q36

Q:Q35

T:

What if the annual donation was one hundred and twenty five dollars per seat, excluding tickets, [part of which may be tax deductible as a charitable contribution], what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$25.

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9

IF (ANS < 4) STUPID2 = STUPID2 + 1

Q:Q36

T:

Please assume an annual price of one hundred dollars each for lower deck corner or endzone donor seats, excluding tickets, [but part of that [donation] may be tax deductible [as a charitable contribution]].

Would you describe (your/your company's) interest in such donor seats [for women's basketball] as definite, likely, possible, or not interested?
PROBE: The combined donation and ticket cost per seat per game would be approximately \$16.

1 DEFINITELY INTERESTED --> SKIPTO Q38
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9

IF (ANS < 4) STUPID2 = STUPID2 + 1

IF (ANS = 1) SKIPTO Q38

Q:Q37

T:

What if the annual donation was fifty dollars per seat [for lower deck corner or endzone donor seats], excluding tickets,[part of which may be tax deductible as a charitable contribution], what would (your/your company's) interest be?

PROBE: definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$13.

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9

IF (ANS < 4) STUPID2 = STUPID2 + 1

Q:Q38

T:

Please assume an annual price of one hundred dollars each for *upper deck sideline donor seats*, excluding tickets, [but part of that [donation] may be tax deductible [as a charitable contribution]].

Would you describe (your/your company's) interest in such donor seats [for women's basketball] as definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would be approximately \$16.

1 DEFINITELY INTERESTED --> SKIPTO Q40
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9

IF (ANS < 4) STUPID2 = STUPID2 + 1

IF (ANS =1) SKIPTO Q40

Q:Q39

T:

What if the annual donation was fifty dollars per seat
[for *upper deck sideline donor seats*], excluding tickets
[part of which may be tax deductible as a charitable contribution],
what would (your/your company's) interest be?

PROBE: Definite, likely, possible, or not interested?

PROBE: The combined donation and ticket cost per seat per game would
be approximately \$39.

1 DEFINITELY INTERESTED
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED --> SKIPTO Q41
8 DON'T KNOW --> SKIPTO Q41
9 NO ANSWER --> SKIPTO Q41

NOTE: IF R HAS SHOWN NO INTEREST IN ANY DONOR SEATING OPTION-->SKIPTO Q41

I:

Key 1-4,7-9

IF (ANS < 4) STUPID2 = STUPID2 + 1

IF (ans < 4) SEATS = SEATS + 1

IF (ANS > 4) SKIPTO Q41

Q:Q40

T:

How many donor seats would you be interested in [for women's basketball]?
RECORD EXACT NUMBER 1-99, 96=99 OR MORE

96 --> 96 SEATS OR GREATER

97 REFUSED
98 DON'T KNOW
99 NO ANSWER

I:

if (STUPID2 = 0) skipto Q41
num 1 99 2 0 24 25

Q:Q40A

T:

Given the prices of potential donor seating locations for women's basketball, would (you / your company) *most* prefer seats on the lower deck sidelines the lower deck corner and end zone, or the upper deck sideline?

PROBE: Assume that the lower deck sidelines costs two hundred and fifty dollars; the lower deck corner and end zone costs one hundred dollars; and the upper deck sideline costs one hundred dollars.

1 LOWER DECK - SIDELINE
2 LOWER DECK - CORNER AND ENDZONE
3 UPPER DECK - SIDELINE
4 IF VOLUNTEERED: NO PREFERENCE --> SKIPTO Q40C

7 REFUSED--> SKIPTO Q40C
8 DON'T KNOW--> SKIPTO Q40C
9 NO ANSWER--> SKIPTO Q40C

I:

KEY 1-4, 7-9

IF (ANS > 3) SKIPTO Q40C

Q:Q40B

T:

Which potential donor seating location [for women's basketball] would (you / your company) prefer second most?

PROBE: seats on the lower deck sidelines, the lower deck corner and endzone, or the upper deck sideline?

PROBE: Assume that the lower deck sidelines costs two hundred and fifty dollars; the lower deck corner and end zone costs one hundred dollars; and the upper deck sideline costs one hundred dollars.

1 LOWER DECK - SIDELINE
2 LOWER DECK - CORNER AND ENDZONE
3 UPPER DECK - SIDELINE
4 IF VOLUNTEERED: NO PREFERENCE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

KEY 1-4, 7-9

Q:Q40C

T:

Would (you / your company) *not* consider one of these donor seating locations?

IF YES, PROBE: Which one is that?

- 1 LOWER DECK - SIDELINE
- 2 LOWER DECK - CORNER AND ENDZONE
- 3 UPPER DECK - SIDELINE
- 4 NO, WOULD CONSIDER ALL

- 7 REFUSED
 - 8 DON'T KNOW
 - 9 NO ANSWER
- I:
KEY 1-4, 7-9

Q:Q40D

T:

If your seat donation [for women's basketball] included men's basketball, would this impact your decision to purchase donor seats?

- 1 YES
- 2 NO --> SKIPTO Q41

- 7 REFUSED --> SKIPTO Q41
- 8 DON'T KNOW --> SKIPTO Q41
- 9 NO ANSWER --> SKIPTO Q41

I:

Key 1,2,7-9

IF (ANS > 1) SKIPTO Q41

Q:Q40E

T:

Would this impact be strongly positive, positive, negative, or strongly negative?

- 1 STRONGLY POSITIVE
- 2 POSITIVE
- 3 NEGATIVE
- 4 STRONGLY NEGATIVE

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

I:

Key 1-4, 7-9

Q:Q41

T:

You expressed an interest in more than one of the seating concepts that a new arena might offer. Which seating concept would (you/your company) be most likely to purchase?

PROBE FROM LIST IF NEEDED TO REMIND R

NOTE: ALLOW MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MULTIPLE RESPONSES.
NOTE: ***PRESS ENTER TO EXIT***

- 1 PRIVATE SUITES
- 2 CLUB SEATS, MEN'S BASKETBALL
- 3 CLUB SEATS, WOMEN'S BASKETBALL
- 4 DONOR SEATING, MEN'S BASKETBALL
- 5 DONOR SEATING, WOMEN'S BASKETBALL
- 6 IF VOLUNTEERED: OTHER - SPECIFY
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

If (SEATS < 2) skipto Q49

loc 11 9 1 n

oth 6 20 20 24 70

sel 9 1 6 3 off

Q:Q42

T:

In order to fund part of the new arena construction costs, the University is considering a Building Partner program. The program would require a one-time, up-front donation from anybody who wants prime season tickets. The one-time fee would be payable over the two-year period leading up to the opening of the new arena. Season ticket holders would still be required to contribute to the Duck Athletic Fund on an annual basis.

How would you describe (your/your company's) interest in a Building Partner program in order to secure prime seats -- [would you say] definitely interested, likely interested, possibly interested, or not interested?

- 1 DEFINITELY INTERESTED
- 2 LIKELY INTERESTED
- 3 POSSIBLY INTERESTED
- 4 NOT INTERESTED --> SKIPTO Q47A

7 REFUSED --> SKIPTO Q47A

8 DON'T KNOW --> SKIPTO Q47A

9 NO ANSWER --> SKIPTO Q47A

I:

Key 1-4, 7-9

IF (ANS > 3) SKIPTO Q47A

Q:Q43

T:

Those who make a one-time contribution of three thousand dollars per seat to the Building Partner program will have the opportunity to purchase season tickets for the best seats in the new arena. You will retain

exclusive rights to the seats as long as you continue to buy season tickets each year and make the minimum annual donation associated with those seats.

How would you characterize (your/your company's) interest in this -- [would you say] definitely interested, likely interested, possibly interested, or not interested?

1 DEFINITELY INTERESTED --> SKIPTO Q47A
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9

IF (ANS =1) SKIPTO Q47A

Q:Q44

T:

What if the one-time, up-front contribution was two thousand dollars per seat, what would (your/your company's) interest be? PROBE: definite, likely, possible, or not interested?

1 DEFINITELY INTERESTED --> SKIPTO Q47A
2 LIKELY INTERESTED
3 POSSIBLY INTERESTED
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4, 7-9

IF (ANS =1) SKIPTO Q47A

Q:Q45

T:

What if the one-time, up-front contribution was one thousand dollars per seat, what would (your/your company's) interest be? PROBE: definite, likely, possible, or not interested?

1 DEFINITELY INTERESTED --> SKIPTO Q47A
2 LIKELY INTERESTED --> SKIPTO Q47A
3 POSSIBLY INTERESTED --> SKIPTO Q47A
4 NOT INTERESTED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-4,7-9

IF (ANS <4) SKIPTO Q47A

Q:Q46

T:

How much [money] would you be willing to contribute to the Building Partner program assuming your one-time contribution provided you with the opportunity to purchase season tickets?
RECORD EXACT NUMBER, NO DECIMALS

999,996 --> 999,999 DOLLARS OR GREATER

999997 REFUSED

999998 DON'T KNOW

999999 NO ANSWER

I:

num 0 999999 6 15 10 44

Q:Q47A

T:

Thinking back to the amount [of money] you would be willing to donate to lease seats [in a new arena], would this donation likely be *in addition* to your current athletic contribution level or *instead* of your current Duck Athletic Fund contributions?

1 IN ADDITION TO --> SKIPTO 48A

2 INSTEAD OF

3 OTHER ---> SPECIFY

4 IF VOLUNTEERED: DO NOT CONTRIBUTE TO DUCK ATHLETIC FUND-->SKIPTO Q48A

7 REFUSED-->SKIPTO Q48A

8 DON'T KNOW-->SKIPTO Q48A

9 NO ANSWER-->SKIPTO Q48A

I:

Key 1-4, 7-9

oth 3 18 35 24 75

IF (ANS = 1) SKIPTO Q48A

IF (ANS > 3) SKIPTO Q48A

Q:FBALL

T:

Do you currently subscribe to season football tickets, to season basketball tickets, or both, at the U of O?

PROBE FOR BASKETBALL: Is that men's basketball, women's basketball, or both?

1 YES, FOOTBALL ONLY

2 YES, FOOTBALL AND MEN'S BASKETBALL

3 YES, FOOTBALL AND WOMEN'S BASKETBALL

4 YES, FOOTBALL AND ALL BASKETBALL

5 YES, MEN'S BASKETBALL ONLY
6 YES, WOMEN'S BASKETBALL ONLY
7 YES, ALL BASKETBALL
8 NO

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

IF (ANS > 4)

IF (ANS < 8) SKIPTO Q48A

ENDIF

Q:Q47B

T:

Assuming the donation amount for seats in the new basketball arena were separate from your current donation for both football and basketball tickets today, how would your current football or basketball donation be impacted in light of donation requirements for seats in a new arena? Would you say that in order to buy seats in the new arena you would...

1 REALLOCATE CURRENT EXCESS FOOTBALL OR BASKETBALL DONATIONS
2 DROP FOOTBALL DONATION ALL TOGETHER --> SKIPTO Q48A
3 REALLOCATE CURRENT ATHLETIC DONATIONS THAT ARE ABOVE --> SKIPTO Q48A
THE MINIMUM REQUIREMENTS FOR CURRENT SEATS

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-3, 7-9

IF (ANS = 2) SKIPTO Q48A

IF (ANS = 3) SKIPTO Q48A

Q:Q47C

T:

What is the approximate percentage by which you would lower your current football or basketball donation in order to purchase seats in the new basketball arena? Would you say...

1 75 PERCENT REDUCTION
2 50 PERCENT REDUCTION
3 25 PERCENT REDUCTION

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-3, 7-9

Q:Q48A
T:

Do you contribute to the University [of Oregon] in any non-athletic capacity?
PROBE: ... such as donations to a special giving campaign, to a particular college or department, or to the U of O Foundation?

1 YES
2 NO --> SKIPTO Q49

7 REFUSED --> SKIPTO Q49
8 DON'T KNOW --> SKIPTO Q49
9 NO ANSWER --> SKIPTO Q49

I:
Key 1-2, 7-9
IF (ANS > 1) SKIPTO Q49

Q:Q48B
T:

Thinking back to the amount [of money] you would be willing to donate to lease seats in a new arena, would this donation likely be *in addition* to your current non-athletic contributions [to the University] or *instead* of your current non-athletic contributions [to the University]?

1 IN ADDITION TO
2 INSTEAD OF
3 OTHER ---> SPECIFY

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-3, 7-9
oth 3 18 25 24 75

Q:Q49
T:

[Thank you.] Next, I need to know your initial response to potential sites now being evaluated for a new arena. Please assume each site has adequate parking. For each one that I name, please tell me if you feel positive, neutral, slightly negative, or very negative about each location. PRESS 1 TO CONTINUE.

I:
Key 1

Q:Q49_1
T:

The first (one / location for a new arena) is on or near the U of O campus.

PROBE: Do you feel positive, neutral, slightly negative, or very negative about that potential location?

1 POSITIVE --> SKIPTO Q49_2
2 NEUTRAL --> SKIPTO Q49_2
3 SLIGHTLY NEGATIVE
4 VERY NEGATIVE
5 IF VOLUNTEERED: IT DEPENDS -> SPECIFY--> SKIPTO Q49_2

7 REFUSED --> SKIPTO Q49_2
8 DON'T KNOW --> SKIPTO Q49_2
9 NO ANSWER --> SKIPTO Q49_2

I:

Key 1-5, 7-9

oth 5 15 35 24 75

IF (ANS <3) SKIPTO Q49_2

IF (ANS >4) SKIPTO Q49_2

Q:Q49_1B

T:

Would your negative feelings about this location also negatively affect your decisions to attend games, donate to the Duck Athletic Fund, or lease seats?

PROBE: [Again] please assume each site has adequate parking.

1 YES

2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1-2, 7-9

Q:Q49_2

T:

The second (one / location for a new arena) is on the Lane County fairgrounds.

PROBE: Do you feel positive, neutral, slightly negative, or very negative about that potential location?

1 POSITIVE --> SKIPTO Q49_3
2 NEUTRAL --> SKIPTO Q49_3
3 SLIGHTLY NEGATIVE
4 VERY NEGATIVE
5 IF VOLUNTEERED: IT DEPENDS -> SPECIFY--> SKIPTO Q49_3

7 REFUSED --> SKIPTO Q49_3
8 DON'T KNOW --> SKIPTO Q49_3
9 NO ANSWER --> SKIPTO Q49_3

I:

Key 1-5, 7-9

oth 5 15 35 24 75

IF (ANS <3) SKIPTO Q49_3

IF (ANS >4) SKIPTO Q49_3

Q:Q49_2B

T:

Would your negative feelings about this location also negatively affect your decisions to attend games, donate to the Duck Athletic Fund, or lease seats?

PROBE: [Again] please assume each site has adequate parking.

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-2, 7-9

Q:Q49_3

T:

(What about / The next location is) downtown Eugene?

PROBE: Do you feel positive, neutral, slightly negative, or very negative about that potential location?

1 POSITIVE --> SKIPTO Q49_4

2 NEUTRAL --> SKIPTO Q49_4

3 SLIGHTLY NEGATIVE

4 VERY NEGATIVE

5 IF VOLUNTEERED: IT DEPENDS -> SPECIFY--> SKIPTO Q49_4

7 REFUSED ->SKIPTO Q49_4

8 DON'T KNOW ->SKIPTO Q49_5

9 NO ANSWER ->SKIPTO Q49_4

I:

Key 1-5, 7-9

oth 5 15 35 24 75

IF (ANS < 3) SKIPTO Q49_4

IF (ANS = 7) SKIPTO Q49_5

IF (ANS > 4) SKIPTO Q49_4

Q:Q49_3B

T:

Would your negative feelings about this location also negatively affect your decisions to attend games, donate to the Duck Athletic Fund, or lease

seats?

PROBE: [Again] please assume each site has adequate parking.

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-2, 7-9

Q:Q49_4

T:

If the specific location in downtown Eugene was the area of the new federal courthouse, how would you feel about the location [positive, neutral, slightly negative, or very negative]?

PROBE: The new federal courthouse will be located just southeast of the Ferry Street Bridge at the old cannery site.

1 POSITIVE

2 NEUTRAL

3 SLIGHTLY NEGATIVE

4 VERY NEGATIVE

5 IF VOLUNTEERED: IT DEPENDS -> SPECIFY

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

oth 5 15 35 24 75

Q:Q49_4A

T:

(What about/The next location is) adjacent to Autzen Stadium?

PROBE: Do you feel positive, neutral, slightly negative, or very negative about that potential location?

1 POSITIVE --> SKIPTO Q49_5

2 NEUTRAL --> SKIPTO Q49_5

3 SLIGHTLY NEGATIVE

4 VERY NEGATIVE

5 IF VOLUNTEERED: IT DEPENDS -> SPECIFY --> SKIPTO Q49_5

7 REFUSED --> SKIPTO Q49_5

8 DON'T KNOW --> SKIPTO Q49_5

9 NO ANSWER --> SKIPTO Q49_5

I:

Key 1-5, 7-9

oth 5 15 35 24 75

if (ans <3) SKIPTO Q49_5

if (ans >4) Skipto Q49_5

Q:Q49_4B

T:

Would your negative feelings about this location also negatively affect your decisions to attend games, donate to the Duck Athletic Fund, or lease seats?

PROBE: [Again] please assume each site has adequate parking.

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-2, 7-9

Q:Q49_5

T:

(What about / The next location is) in Springfield?

PROBE: Do you feel positive, neutral, slightly negative, or very negative about that potential location?

1 POSITIVE --> SKIPTO ENDING1

2 NEUTRAL --> SKIPTO ENDING1

3 SLIGHTLY NEGATIVE

4 VERY NEGATIVE

5 IF VOLUNTEERED: IT DEPENDS -> SPECIFY--> SKIPTO ENDING1

7 REFUSED--> SKIPTO ENDING1

8 DON'T KNOW--> SKIPTO ENDING1

9 NO ANSWER--> SKIPTO ENDING1

I:

Key 1-5, 7-9

oth 5 15 35 24 75

If (ans < 3) skipto ENDING1

if (ans > 4) skipto ENDING1

Q:Q49_5B

T:

Would your negative feelings about this location also negatively affect your decisions to attend games, donate to the Duck Athletic Fund, or lease seats?

PROBE: [Again] please assume each site has adequate parking.

1 YES

2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-2, 7-9

Q:ENDING1
T:

That's the end of the survey. Do you have any additional comments that you would like the University of Oregon to consider in their plans to develop a new arena?

I:
opn 10 10 24 70

Q:ENDING2
T:
On behalf of the University of Oregon, we thank you sincerely for your time and input on these issues. Good-bye.
PRESS "1" TO CONTINUE

I:
Key 1

Q:INTID
T:

PLEASE ENTER YOUR INTERVIEWER ID NUMBER:
I:
num 0 900 3 0 2 44

Q:INTOBS
T:

PLEASE RECORD ANY ASPECT OR DEMEANOR OF R'S ANSWERS NOT ALREADY CAPTURED BY SURVEY QUESTIONS.

I:
opn 10 10 24 70
CPL
DISPOS = 26
ENDQUEST

Q:NOQAL
T:

Hey, thanks a bunch! We want to sincerely thank you for the research that you just conducted for the athletic department!.

Have a nice day!

I:
Key 1
DISPOS = 22
ENDQUEST