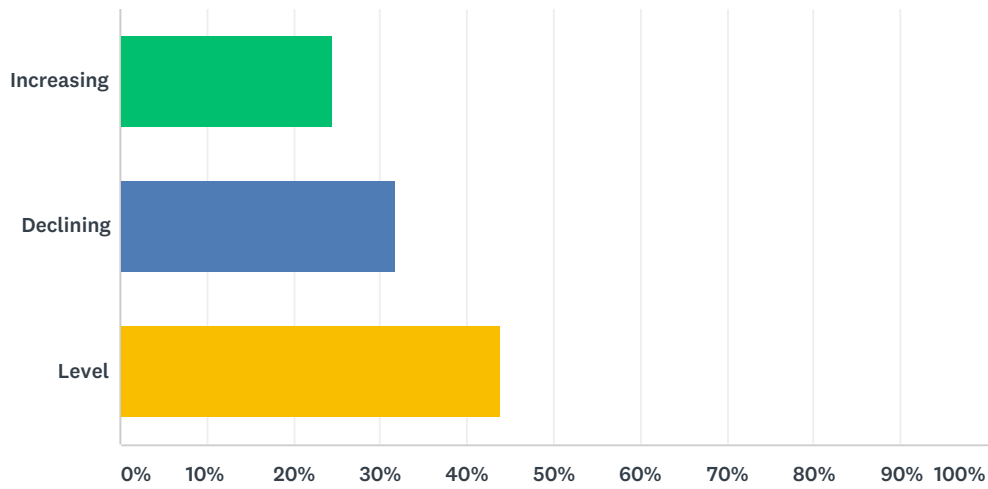


Q1 Which of the following phrases more accurately describes attendance for postseason football tournaments over the past five years?

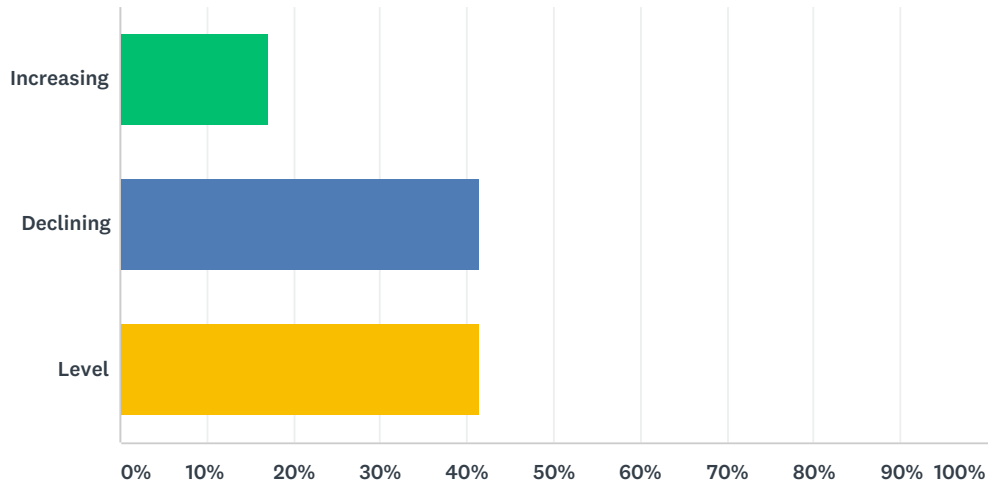
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increasing	24.39%	10
Declining	31.71%	13
Level	43.90%	18
TOTAL		41

Q2 Which of the following phrases more accurately describes attendance for postseason basketball tournaments over the past five years?

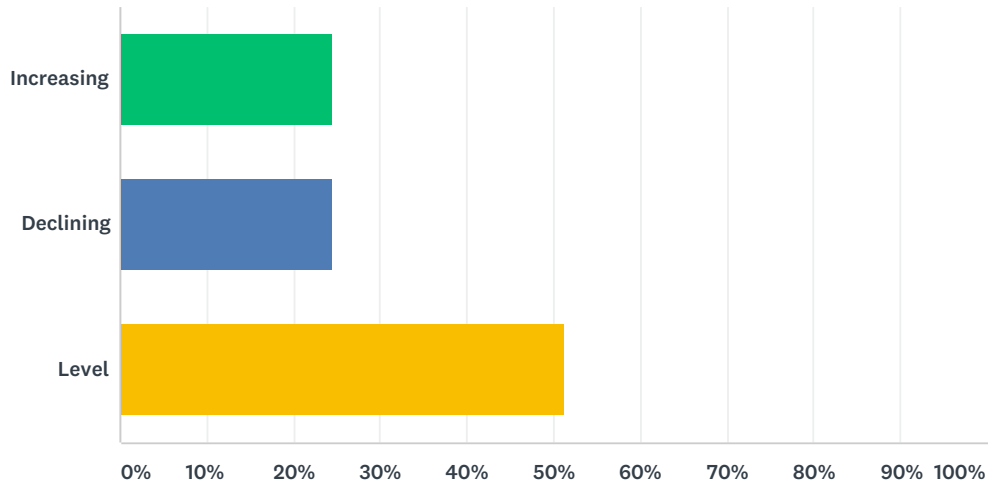
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES
Increasing	17.07% 7
Declining	41.46% 17
Level	41.46% 17
TOTAL	41

Q3 Which of the following phrases more accurately describes attendance for postseason wrestling tournaments over the past five years?

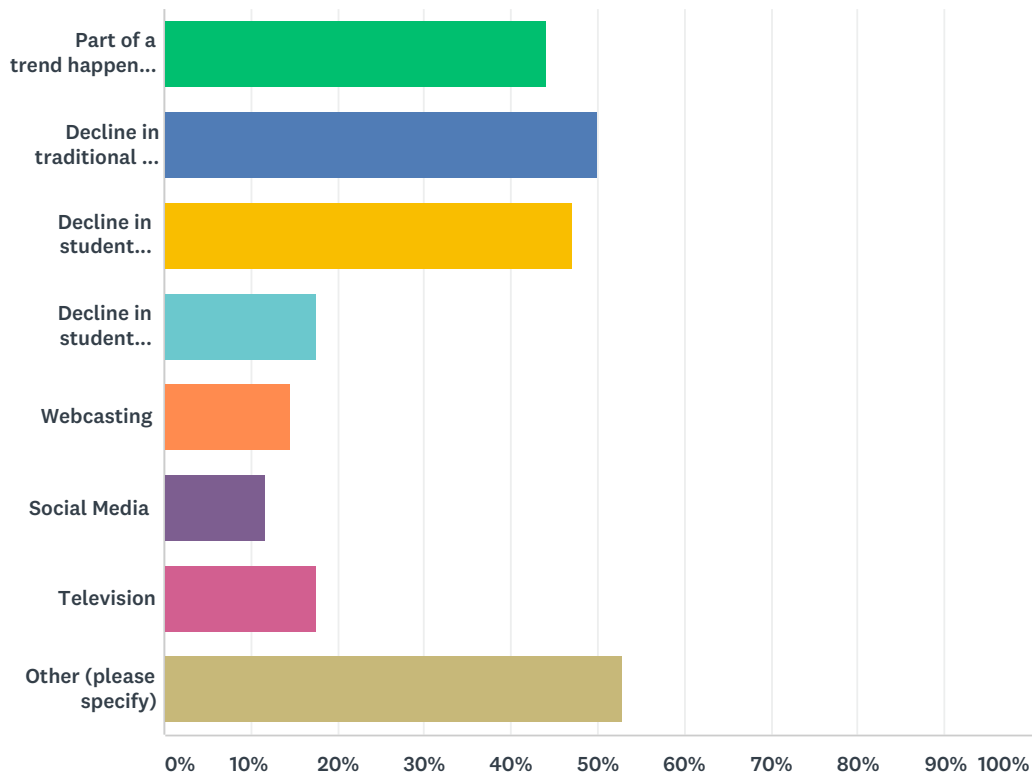
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increasing	24.39%	10
Declining	24.39%	10
Level	51.22%	21
TOTAL		41

Q4 If there has been a decline in attendance, to what do you attribute it? (Select all that apply)

Answered: 34 Skipped: 7



ANSWER CHOICES	RESPONSES	
Part of a trend happening during regular season	44.12%	15
Decline in traditional fan attendance	50.00%	17
Decline in student attendance	47.06%	16
Decline in student participation	17.65%	6
Webcasting	14.71%	5
Social Media	11.76%	4
Television	17.65%	6
Other (please specify)	52.94%	18
Total Respondents: 34		

#	OTHER (PLEASE SPECIFY)	DATE
1	Any fluctuation, whether decrease or increase, in attendance is dependent on the teams/match-ups qualifying and/or weather and travel conditions	4/13/2018 2:23 PM
2	For all of the sports above: Weather conditions; the teams/individuals that qualify; gas prices; overall expenses that would be considered by the spectator	4/13/2018 1:13 PM

3	Change in the culture of the make-up of our student populations. Home-educated, virtual, magnet, digital, and non-public participating at their public high schools are providing teams that no one knows because many never attend the brick and mortar school.	4/13/2018 11:57 AM
4	Non school participation begins as soon as regular season ends for our schools. Thus students and parents who used to attend the state tournament as spectators are now playing non school events	4/13/2018 8:34 AM
5	I believe attendance is most dependent upon weather and match ups	4/13/2018 6:23 AM
6	weather plays a part if the event is outside	4/13/2018 6:09 AM
7	Just too many entertainment choices. In addition, people appear to be less likely to by where they can't have a predetermined pick of where they are going to sit	4/12/2018 1:51 PM
8	It has basically been dependent on which teams make it to the Championship and whether or not they travel well.	4/12/2018 1:49 PM
9	Minor fluctuations are usually due to weather and match-ups. Wrestling declining slightly each year	4/12/2018 12:45 PM
10	When we do have a decline the factors are weather and that schools enrollment is declining across our state by over 8% - fewer students to attend and fewer community members!	4/12/2018 12:22 PM
11	income from wrestling is good but our expenses give it a negative balance. We need to work on our overhead	4/12/2018 12:20 PM
12	Increasing the number of classifications - which is spreading the fan base and decreasing interest	4/12/2018 11:48 AM
13	Student disconnect from the school as their social center. Many more socially viable opportunities for students today both in and out of athletics.	4/12/2018 11:29 AM
14	Weather and match-ups set us up for either good or poor attendance. Location of tournament venue also affects attendance. Social media has actually helped attendance in the larger sports, albeit only slightly.	4/12/2018 11:19 AM
15	Small schools and the matchups	4/12/2018 10:47 AM
16	N/A	4/12/2018 10:31 AM
17	Teams	4/12/2018 10:30 AM
18	In urban areas there are multiple entertainment options for students and parents in addition to high school sporting events	4/12/2018 10:28 AM

Q5 Approximately what percentage of your association's total budget is contributed by ticket revenue from each of the following sports?

Answered: 41 Skipped: 0

ANSWER CHOICES	RESPONSES	
Football	100.00%	41
Basketball	97.56%	40
Wrestling	95.12%	39

#	FOOTBALL	DATE
1	Unsure, can get you those numbers	4/19/2018 7:38 AM
2	15%	4/16/2018 12:57 PM
3	14	4/13/2018 2:23 PM
4	16.6%	4/13/2018 2:08 PM
5	11%	4/13/2018 1:13 PM
6	80% of our budget comes from ticket sales . Football is 1st; bk is 2nd: and wrestling is last	4/13/2018 11:57 AM
7	6.2% of total budget	4/13/2018 8:36 AM
8	10%	4/13/2018 8:34 AM
9	28	4/13/2018 8:29 AM
10	3%	4/13/2018 6:23 AM
11	60	4/13/2018 6:09 AM
12	15%	4/13/2018 5:51 AM
13	8%	4/13/2018 3:05 AM
14	10	4/12/2018 4:10 PM
15	22	4/12/2018 3:53 PM
16	15	4/12/2018 3:12 PM
17	35	4/12/2018 2:56 PM
18	14%	4/12/2018 2:23 PM
19	10%	4/12/2018 1:56 PM
20	21%	4/12/2018 1:54 PM
21	10	4/12/2018 1:51 PM
22	45%	4/12/2018 1:49 PM
23	2%	4/12/2018 1:37 PM
24	10%	4/12/2018 12:45 PM
25	0%	4/12/2018 12:22 PM
26	30.7	4/12/2018 12:20 PM
27	16%	4/12/2018 11:48 AM
28	11%	4/12/2018 11:47 AM
29	9%	4/12/2018 11:36 AM

Postseason Tournament Attendance

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30	13.5%	4/12/2018 11:29 AM
31	6.2%	4/12/2018 11:23 AM
32	12% of ticket revenue not total association budget (we are also principals)	4/12/2018 11:19 AM
33	6.9%	4/12/2018 11:08 AM
34	8%	4/12/2018 10:53 AM
35	8	4/12/2018 10:47 AM
36	10%	4/12/2018 10:31 AM
37	4%	4/12/2018 10:30 AM
38	15%	4/12/2018 10:28 AM
39	5%	4/12/2018 10:28 AM
40	7%	4/12/2018 10:25 AM
41	4%	4/12/2018 10:21 AM
#	BASKETBALL	DATE
1	Unsure, can get you those numbers	4/19/2018 7:38 AM
2	30%	4/16/2018 12:57 PM
3	38	4/13/2018 2:23 PM
4	19.8%	4/13/2018 2:08 PM
5	8%	4/13/2018 1:13 PM
6	6.2% of total budget	4/13/2018 8:36 AM
7	3%	4/13/2018 8:34 AM
8	21.3	4/13/2018 8:29 AM
9	3%	4/13/2018 6:23 AM
10	60	4/13/2018 6:09 AM
11	32%	4/13/2018 5:51 AM
12	5%	4/13/2018 3:05 AM
13	30	4/12/2018 4:10 PM
14	22	4/12/2018 3:53 PM
15	15	4/12/2018 3:12 PM
16	4	4/12/2018 2:56 PM
17	16%	4/12/2018 2:23 PM
18	21%	4/12/2018 1:56 PM
19	23%	4/12/2018 1:54 PM
20	50	4/12/2018 1:51 PM
21	25%	4/12/2018 1:49 PM
22	13%	4/12/2018 1:37 PM
23	10%	4/12/2018 12:45 PM
24	0%	4/12/2018 12:22 PM
25	12.4	4/12/2018 12:20 PM
26	6%	4/12/2018 11:48 AM
27	30%	4/12/2018 11:47 AM
28	16%	4/12/2018 11:36 AM

Postseason Tournament Attendance

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29	10.5%	4/12/2018 11:29 AM
30	28.6%	4/12/2018 11:23 AM
31	19% of total ticket revenue	4/12/2018 11:19 AM
32	5.7%	4/12/2018 11:08 AM
33	9%	4/12/2018 10:53 AM
34	7	4/12/2018 10:47 AM
35	15%	4/12/2018 10:31 AM
36	9%	4/12/2018 10:30 AM
37	18%	4/12/2018 10:28 AM
38	10%	4/12/2018 10:28 AM
39	14%	4/12/2018 10:25 AM
40	18%	4/12/2018 10:21 AM
#	WRESTLING	DATE
1	Unsure, can get you those numbers	4/19/2018 7:38 AM
2	13%	4/16/2018 12:57 PM
3	11	4/13/2018 2:23 PM
4	3.2%	4/13/2018 2:08 PM
5	3%	4/13/2018 1:13 PM
6	0.5% of total budget	4/13/2018 8:36 AM
7	Less than 1%	4/13/2018 8:34 AM
8	4.7	4/13/2018 8:29 AM
9	3%	4/13/2018 6:23 AM
10	80	4/13/2018 6:09 AM
11	1%	4/13/2018 5:51 AM
12	7%	4/13/2018 3:05 AM
13	20	4/12/2018 4:10 PM
14	17	4/12/2018 3:53 PM
15	4	4/12/2018 3:12 PM
16	2	4/12/2018 2:56 PM
17	5%	4/12/2018 2:23 PM
18	1%	4/12/2018 1:56 PM
19	5%	4/12/2018 1:54 PM
20	2	4/12/2018 1:51 PM
21	3-5%	4/12/2018 1:49 PM
22	1%	4/12/2018 1:37 PM
23	8.5%	4/12/2018 12:45 PM
24	0%	4/12/2018 12:22 PM
25	1.29	4/12/2018 12:20 PM
26	1.5%	4/12/2018 11:48 AM
27	6%	4/12/2018 11:47 AM
28	2%	4/12/2018 11:36 AM

Postseason Tournament Attendance

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29	2%	4/12/2018 11:29 AM
30	10.7%	4/12/2018 11:23 AM
31	4% of total ticket revenue	4/12/2018 11:19 AM
32	1.2%	4/12/2018 11:08 AM
33	1	4/12/2018 10:47 AM
34	3.5%	4/12/2018 10:31 AM
35	3%	4/12/2018 10:30 AM
36	9%	4/12/2018 10:28 AM
37	0%	4/12/2018 10:28 AM
38	1%	4/12/2018 10:25 AM
39	1%	4/12/2018 10:21 AM

Q6 If there has been an increase in attendance, do you have an explanation for that?

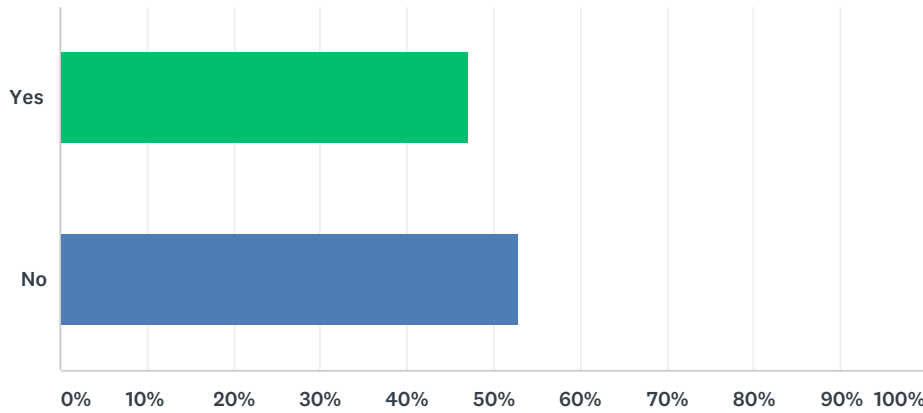
Answered: 33 Skipped: 8

#	RESPONSES	DATE
1	Regarding wrestling, we combined all classes together in one venue. This has increased interest and attendance dramatically.	4/19/2018 7:38 AM
2	Mostly match-ups. The schools still are the focus of our communities so that also helps.	4/16/2018 12:57 PM
3	Good weather, Qualifying teams with strong community support & tradition.	4/13/2018 2:23 PM
4	Not applicable	4/13/2018 2:08 PM
5	NA	4/13/2018 1:13 PM
6	Increases participation in wrestling. In football we put all of our championship games at one site	4/13/2018 8:34 AM
7	In some instances we have just derived the right matchup or school/community.	4/13/2018 8:29 AM
8	Match ups	4/13/2018 6:23 AM
9	Holding our event in major college university facilities provides a life-time experience for all involved.	4/13/2018 6:09 AM
10	Weather and match ups	4/13/2018 5:51 AM
11	For wrestling, we added another "round" of wrestle backs a couple of years ago and that added to our gate.	4/13/2018 3:05 AM
12	match up of community based public schools or first time public schools. Charters and private schools do not help attendance.	4/12/2018 4:10 PM
13	Level at best	4/12/2018 3:12 PM
14	Any increases we've seen are slight and primarily occur due to better matchups and weather.	4/12/2018 2:23 PM
15	We had an increase in football for this year only due to movement of our event to Lexington from Western Kentucky and a VERY favorable draw. Appears draw/matchups and weather are most important factors and we were very fortunate.	4/12/2018 1:51 PM
16	n/a	4/12/2018 1:49 PM
17	better venue	4/12/2018 1:37 PM
18	Increasing messaging, highlighting schools/performance through our own website. Creating presentations/gimmicks at our events.	4/12/2018 12:45 PM
19	Those tournaments that has occurred - it is because of match ups.	4/12/2018 12:22 PM
20	Social media, neutral venues, good coaching, great competition	4/12/2018 12:20 PM
21	Wrestling added Dual Team Sport	4/12/2018 11:48 AM
22	In football the FargoDome has become the permanent home of our state championship games. We now play all four championship games on a Friday and most years NDSU plays the following day, which has meant more casual fans at our championships the day before.	4/12/2018 11:47 AM
23	NA	4/12/2018 11:36 AM
24	In basketball it was a format change to bring early round state games closer to home sites	4/12/2018 11:29 AM
25	Primarily matchups	4/12/2018 11:23 AM
26	Social media messaging and exposure; "gimmicks"; location and quality of venue making it easier to travel	4/12/2018 11:19 AM
27	Increased exposure of product across all mediums. Increased fan involvement during regular season events.	4/12/2018 11:08 AM

28	larger schools involved, great rivalries as matchups	4/12/2018 10:47 AM
29	Match ups and population growth in Idaho's schools.	4/12/2018 10:31 AM
30	Attendance has been pretty steady. It mostly depends on the teams and weather. We also feel that competition for the sports (professional, college) dollar is more demanding	4/12/2018 10:30 AM
31	No increase.	4/12/2018 10:28 AM
32	Year in & Year out - basketball is the most competitive high school sport.	4/12/2018 10:28 AM
33	Football attendance was up for a few years with the transition of the championships from the home of the higher seed to the University of New Hampshire. We have seen attendance go down and take a significant drop this year due to weather and pairings. Basketball has been fairly steady with an increase this year due to pairings. Wrestling has seen a steady slight decrease over the past four years.	4/12/2018 10:25 AM

Q7 If there has been a decline in attendance, has the association taken any measures to address the issue?

Answered: 34 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	47.06%	16
No	52.94%	18
TOTAL		34

Q8 If yes, please explain.

Answered: 19 Skipped: 22

#	RESPONSES	DATE
1	Considering paying for media advertisements promoting the tournament to try and draw in the casual fan.	4/19/2018 7:38 AM
2	working with sportsmanship programs to bring students to games to be a part. Also, using different funding models to reduce the financial losses.	4/13/2018 11:57 AM
3	Has become a discussion point with our Association Leadership. Developed a Task Force to develop strategies to pursue.	4/13/2018 8:36 AM
4	Continue to study trends. Try to develop a culture of attending with middle school students by offering free admission to local schools	4/13/2018 8:34 AM
5	We are focusing on trying to bring in little league or youth programs for free, getting parental ticket sales and growing a base for when they go to HS. Also looking at moving to a reseeded state quarterfinal round to potentially attract a better matchup in final competitions.	4/13/2018 8:29 AM
6	moving venues, advertising, etc.	4/13/2018 6:09 AM
7	In basketball, we are looking for another venue that can handle the attendance but still not cost us as much money as the present state university does.	4/13/2018 3:05 AM
8	Changed premier seating to different prices and made tickets easier to be purchased for basketball and wrestling. Football attendance historically been low. We play too late in season and it's on statewide tv.	4/12/2018 4:10 PM
9	Nothing specific at this time	4/12/2018 3:53 PM
10	We've changed some of our venues that were costing too much for the association and fans in an attempt to make the events more intimate and fan-friendly.	4/12/2018 2:23 PM
11	We have made more ticket packages available, have tried to keep a very low price seat option even in a high price arena, much more advance promotion of ticket sales through social and traditional media and selling in advance through online sales	4/12/2018 1:51 PM
12	Attendance really fluctuates annually. Although it has been slightly down on occasion, the decline has not been so drastic that we feel a plan must be developed.	4/12/2018 1:49 PM
13	Increased ticket prices; looking at new classification system to generate more interest	4/12/2018 11:48 AM
14	In basketball explained above, additionally we are looking at venue and a format change in wrestling.	4/12/2018 11:29 AM
15	In some sports there has been a steady slow decline. We are working hard to promote the events, the teams and the athletes. More messaging in the community.	4/12/2018 11:19 AM
16	strategies for new revenue streams are being addressed by finance committee	4/12/2018 10:53 AM
17	Changed or improved venues	4/12/2018 10:47 AM
18	Using social media to help drum up attendance	4/12/2018 10:30 AM
19	While measures have not been taken to date, we are considering steps to try and address the issue in basketball. We are considering different options for our state finals to use two weekends instead of four and moving our large school boys tournament off of the first weekend of the NCAA Men's Basketball Tournament.	4/12/2018 10:28 AM

Q9 Approximately what percentage of your association's revenue comes from membership fees?

Answered: 41 Skipped: 0

#	RESPONSES	DATE
1	Very little. Our membership fees are \$0.20 per student 9-12, with a minimum of \$30 and maximum of \$300. We also assess \$125 per school for postage/subscriptions.	4/19/2018 7:38 AM
2	15%	4/16/2018 12:57 PM
3	0	4/13/2018 2:23 PM
4	0% we do not charge membership fees. Registration for sports and activities is about 15% of the total budget.	4/13/2018 2:08 PM
5	9%	4/13/2018 1:13 PM
6	0- We have no membership fees.	4/13/2018 11:57 AM
7	7.1%	4/13/2018 8:36 AM
8	15%	4/13/2018 8:34 AM
9	0 - We do not charge membership fees	4/13/2018 8:29 AM
10	40%	4/13/2018 6:23 AM
11	0%	4/13/2018 6:09 AM
12	5 %	4/13/2018 5:51 AM
13	25-28%	4/13/2018 3:05 AM
14	20	4/12/2018 4:10 PM
15	0	4/12/2018 3:53 PM
16	4	4/12/2018 3:12 PM
17	10	4/12/2018 2:56 PM
18	Dues and fees account for roughly 16% of our revenue annually	4/12/2018 2:23 PM
19	22%	4/12/2018 1:56 PM
20	0%	4/12/2018 1:54 PM
21	less than 10	4/12/2018 1:51 PM
22	2%	4/12/2018 1:49 PM
23	27%	4/12/2018 1:37 PM
24	About 35% our budget committee approved a 1.5% increase in service and participation fees through 2022	4/12/2018 12:45 PM
25	50%	4/12/2018 12:22 PM
26	1.98	4/12/2018 12:20 PM
27	3.5%	4/12/2018 11:48 AM
28	6%	4/12/2018 11:47 AM
29	2%	4/12/2018 11:36 AM
30	11%	4/12/2018 11:29 AM
31	0.3%	4/12/2018 11:23 AM
32	Dues for ALL schools (PK-12) account for just about half of our operating budget	4/12/2018 11:19 AM

Postseason Tournament Attendance

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33	0%	4/12/2018 11:08 AM
34	18%	4/12/2018 10:53 AM
35	5	4/12/2018 10:47 AM
36	15%	4/12/2018 10:31 AM
37	21%	4/12/2018 10:30 AM
38	0	4/12/2018 10:28 AM
39	0%	4/12/2018 10:28 AM
40	25%	4/12/2018 10:25 AM
41	50% Both a school membership fee and a per student fee for all schools.	4/12/2018 10:21 AM