



# Fan Survey Analysis

Season Ticket Holders

Students

6/4 – 6/8 (STH #1 ~16k Responses)

7/29 - 8/2 (STH #2 ~ 8k Responses)

7/29 - 8/2 (Students ~ 6.1k Responses)

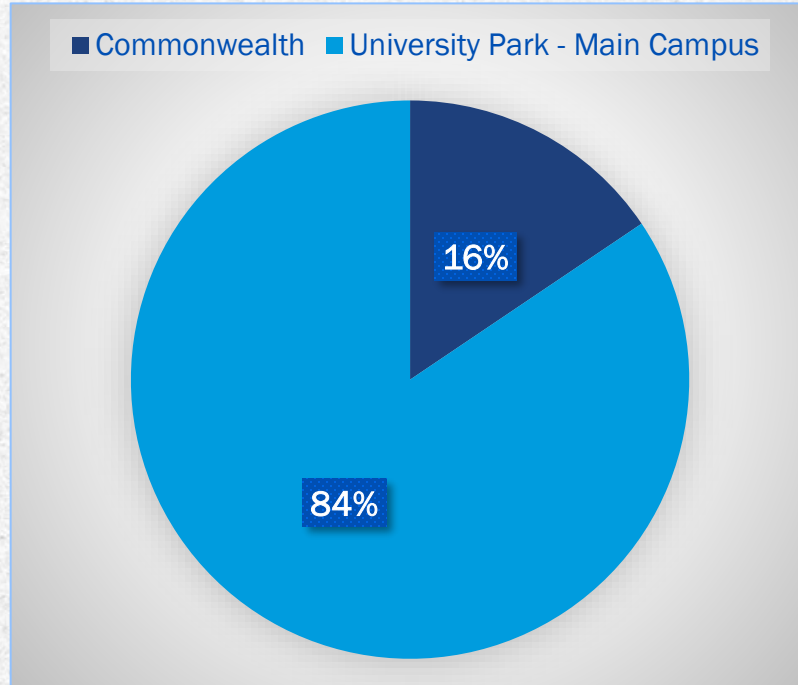
# Executive Summary

- For the student survey, 45% of participants are incoming Freshman
- Clearly communicated precautions from Penn State ranks the highest in factors for attending games in all surveys
- 21% of Season Ticket Holders indicated they do not plan on attending any games compared to 5% two months ago (16% increase)
  - There was a 7% increase in STH planning to attend all 7 games (40% total)
- STH rated various precautions such as wearing masks, Beaver Stadium providing hand sanitizer, and social distancing a total of 18% higher importance compared to when they answered the same questions two months ago
- Requiring staff to wear masks ranks among the highest of expectations for both students and season ticket holders.
- Attending a Penn State Football remains the #2 choice to participate in right behind shopping at a grocery store
- More than 60% of both STH and students indicate they are not likely to participate in *virtual* watch parties
  - 50% of students indicated they are *likely* to attend a local watch party in person
- 51% of fans accessing tickets through a season ticket holder are traveling from the surrounding states of MD, NJ, NY, or OH

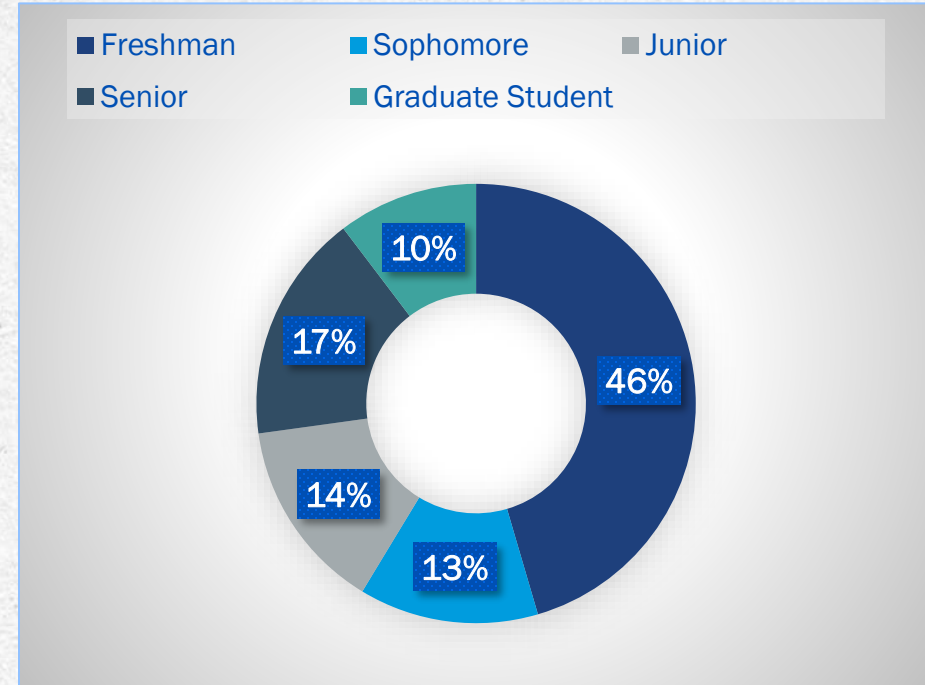


**WE CAN. WE WILL. WE ARE.**

# Student Survey Participants



Campus	Number of Students
Commonwealth	931
University Park - Main Campus	5050
Total	5981



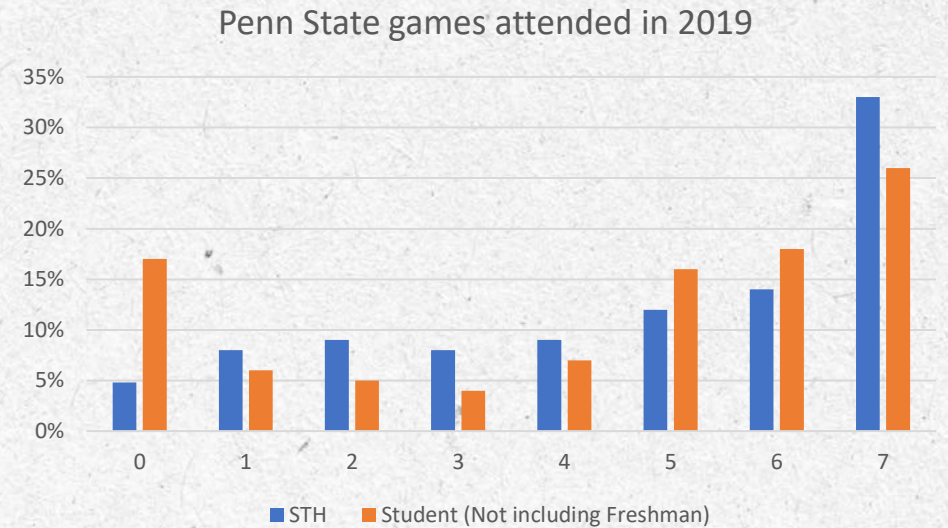
Year	Number of Students
Freshman	2746
Sophomore	798
Junior	855
Senior	1018
Graduate Student	624
Grand Total	6041

**WE CAN. WE WILL. WE ARE.**

# How many Penn State Football games did you attend in the 2019 season?



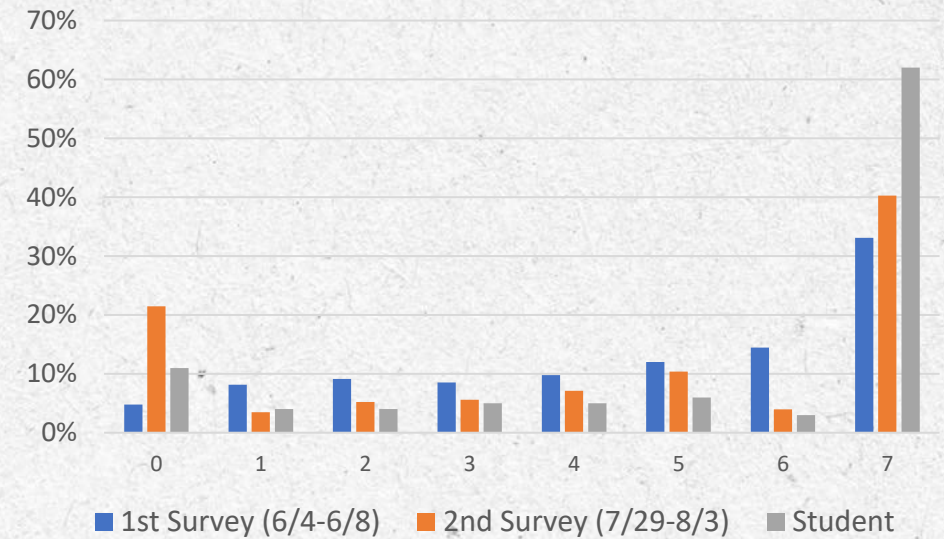
How many Penn State Football games did you attend in the 2019 season?	STH	Students (Not including Freshman)
0	5%	17%
1	8%	6%
2	9%	5%
3	8%	4%
4	9%	7%
5	12%	16%
6	14%	18%
7	33%	26%



**WE CAN. WE WILL. WE ARE.**

# How many Penn State Football games do you plan on attending in the upcoming season?

# of Games	STH 1st Survey (6/4-6/8)	STH 2nd Survey (7/29-8/3)	Students
0	5%	21%	11%
1	8%	3%	4%
2	9%	5%	4%
3	9%	6%	5%
4	10%	7%	5%
5	12%	10%	6%
6	14%	4%	3%
7	33%	40%	62%

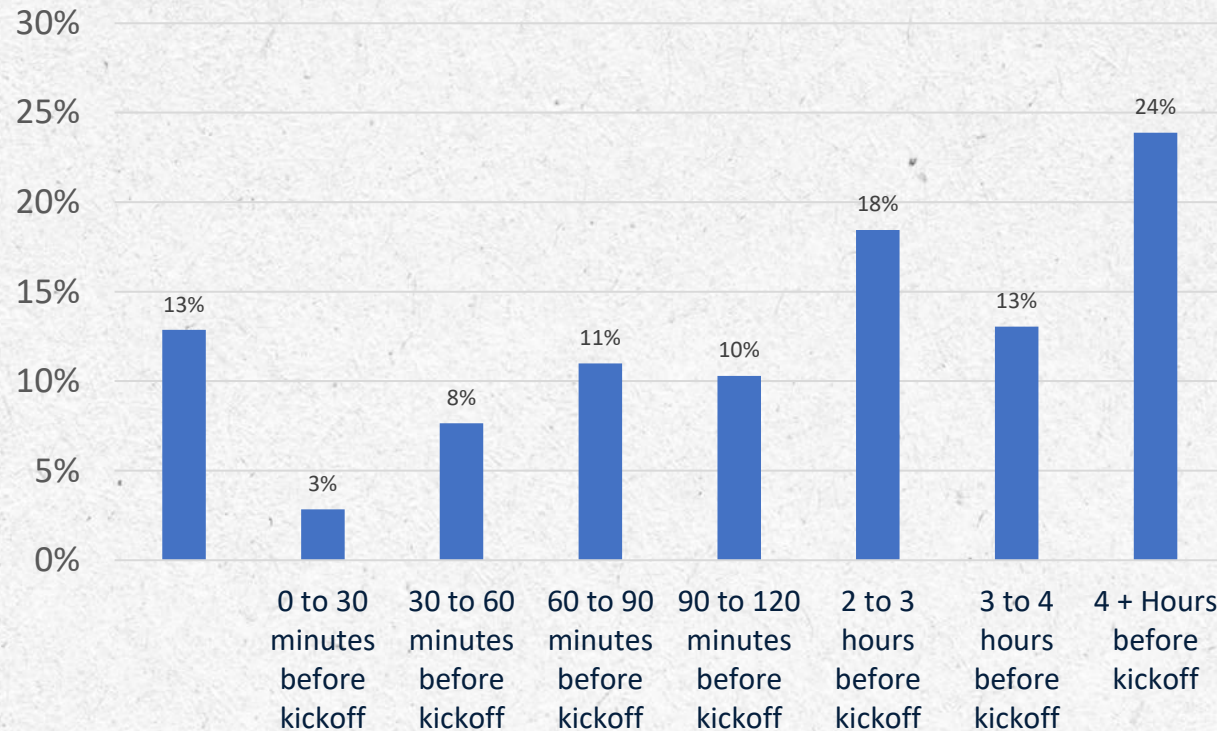


- 16% increase in STH expressing they will attend zero games
- 7% increase in STH expressing they will attend all games available
- Students are the most adamant about attending all games

**WE CAN. WE WILL. WE ARE.**

# Arrival – STH #2

## When do you plan on arriving on campus to park on game day?



**WE CAN. WE WILL. WE ARE.**

# Health & Safety Expectations



- Season Ticket holders rated their expectations consistently higher (18%) than two months ago in June
- Students have similar expectations as season ticket holders
- Requiring staff to wear masks ranks among the highest of expectations for both students and season ticket holders

Health & Safety - expect Beaver Stadium to:	STH 1st Survey (6/4-6/8)	STH 2nd Survey (7/29-8/3)	Student (7/29-8/3)
Provide hand sanitizer throughout the venue for all fans	4.0	4.2	4.3
Provide masks for all fans	2.4	N/A	N/A
Require all fans to wear masks upon entry throughout and concourse	N/A	4.4	4.2
Require all fans to wear masks in seats while not eating or drinking	N/A	4.1	3.7
Require all fans to wear masks	3.3	N/A	N/A
Require all staff to wear masks	3.7	4.4	4.4
Facilitate physical distancing (e.g. plexiglass, spacing lines to show proper distance, etc.)	3.1	3.8	3.6
Require all staff to wear gloves	3.3	N/A	N/A
Require temperature checks upon entry	2.9	N/A	N/A
Increase cleaning procedures with staff routinely disinfecting surfaces	4.0	4.3	4.3
Have extended wait times to enter the stadium	N/A	3.5	N/A
Provide socially distanced queue lines at gate entry	3.9	N/A	3.9
Provide socially distanced marked queue lines at Food & Beverage/Merchandise kiosks	4.0	N/A	3.9

**WE CAN. WE WILL. WE ARE.**

# Factors in Attending Games



How important are each of these factors in your decision to attend Penn State Football games this upcoming season?	1st Survey (6/4-6/8)	2nd Survey (7/29-8/3)	Student (7/29-8/3)
My current health and medical history including any underlying conditions	3.7	3.8	3.2
My age	3.1	2.8	N/A
CDC's current social distancing recommendation	3.8	3.2	3.5
A vaccine for COVID-19 is available	3.3	3.3	2.9
Readily available and reliable COVID-19 testing	3.4	3.3	3.5
When others I go with are ready to go	2.9	2.8	3.1
Clearly communicated precautions Penn State implements at Beaver Stadium	3.9	3.7	3.9



**Clearly communicated precautions from Penn State ranks the highest in factors for attending games in all surveys**

**WE CAN. WE WILL. WE ARE.**



# Social Activities



Assuming the Governor has allowed for these, how likely are you to do the following activities in September?	STH 1st Survey (6/4-6/8)	STH 2nd Survey (7/29-8/3)	Student (7/29-8/3)
Go to movie theatres	3.0	2.6	3.3
Have a meal/drink at a sit-down restaurant/bar	4.1	3.8	4.2
Go shopping at a grocery store	4.8	4.7	4.6
Attend a football game at Beaver Stadium	4.1	3.9	4.3
Workout in a Gym/Health Club	3.5	3.0	4.0
Go shopping at a mall	3.7	3.2	3.7
Attend an outdoor concert	3.5	3.1	3.7
Attend a play or lecture	3.2	2.7	N/A
Sending my children to school in person	N/A	3.9	N/A
Attend a House party with close friends & family	N/A	N/A	4.2

- Attending a Penn State Football remains the #2 choice to participate in right behind shopping at a grocery store
- In the second survey, fans rate sending children to school the same as attending a football game at Beaver Stadium

**WE CAN. WE WILL. WE ARE.**

# Attending Games at Beaver Stadium

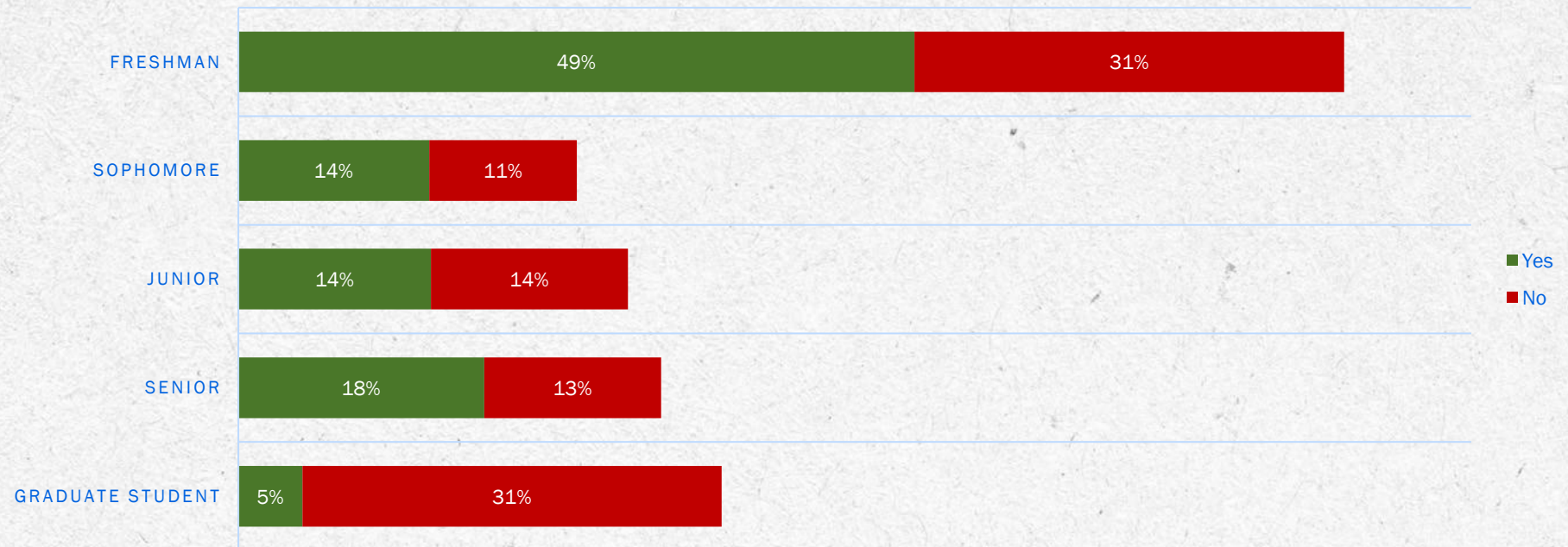


Based on the current status of COVID-19, how comfortable will you be attending games at Beaver Stadium during the following months?	1st Survey (6/4-6/8)	2nd Survey (7/29-8/3)	Student
September	3.7	3.4	3.7
October	3.9	3.5	3.9
November	3.9	3.5	4.0
December	4.4	3.5	4.0
Spring 2021	N/A	3.9	4.4

**WE CAN. WE WILL. WE ARE.**

# TICKETING – Students

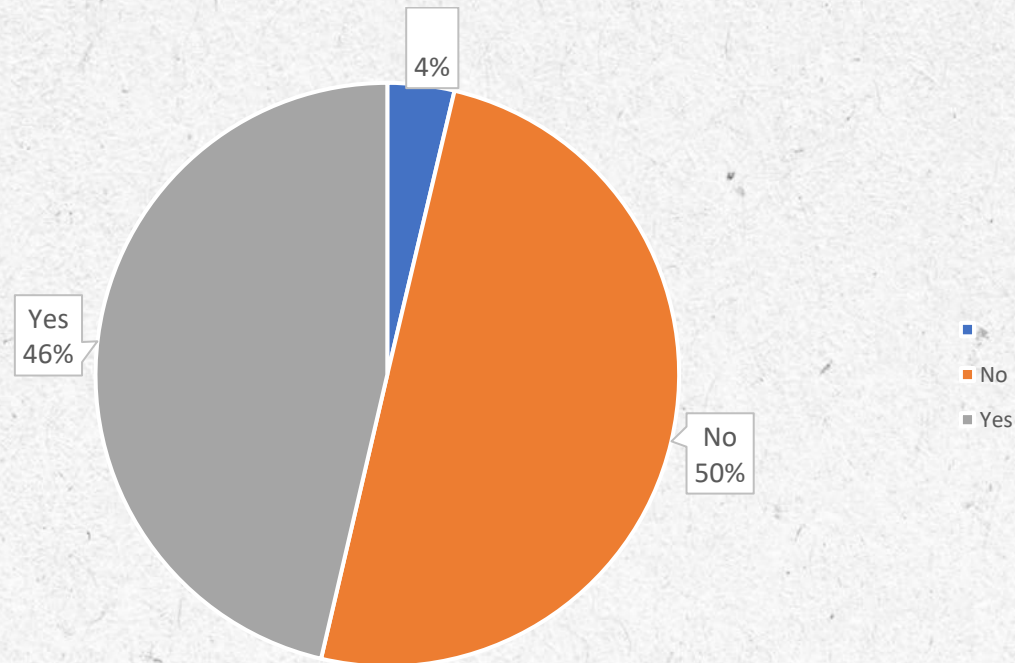
If available, would you purchase a season ticket for the upcoming 2020 season?



**WE CAN. WE WILL. WE ARE.**

# TICKETING – STH #2

Would you be willing to donate a portion of your season ticket allotment to allow for one Penn State “students only” game?

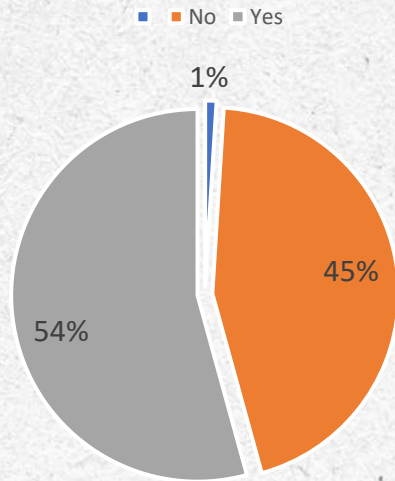


**WE CAN. WE WILL. WE ARE.**

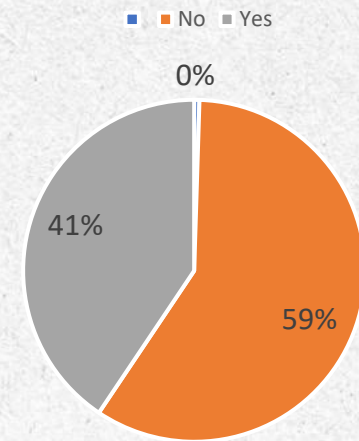
# TICKETING – STH #2



Do other people access/purchase tickets from you?



For those that are receiving tickets from you, are any of them traveling from outside of Pennsylvania?



**WE CAN. WE WILL. WE ARE.**

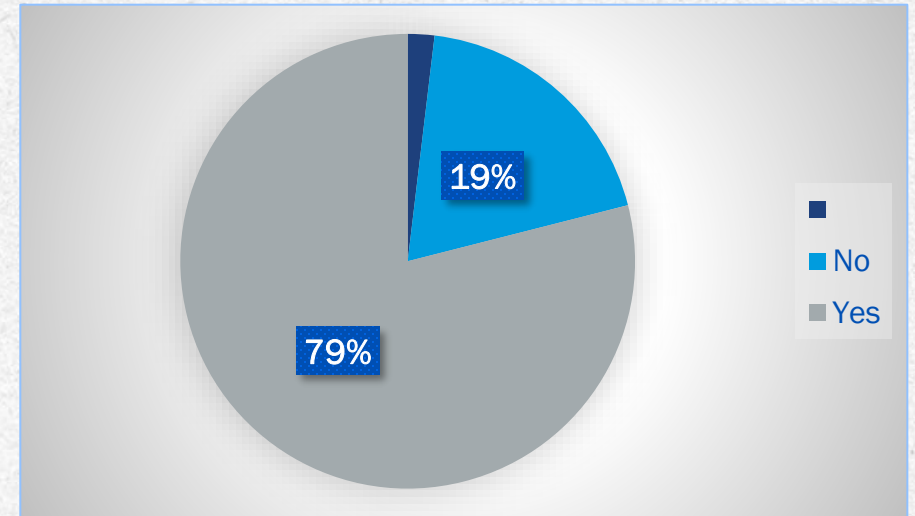
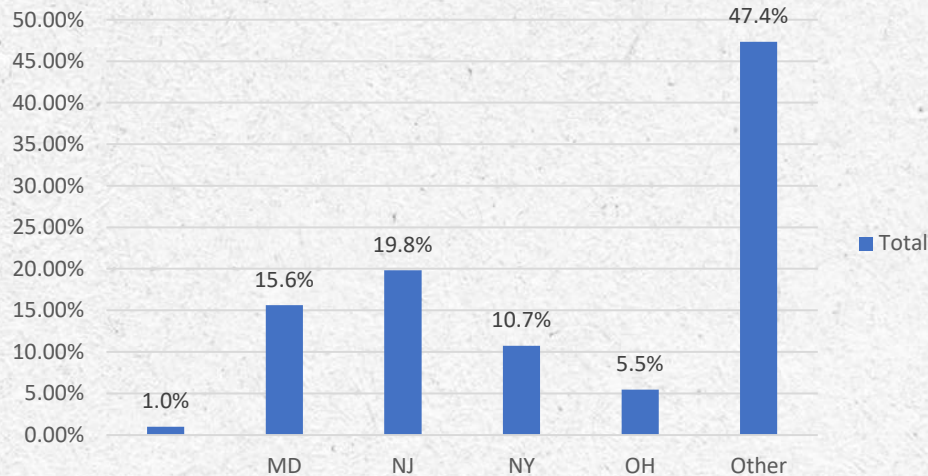
# TICKETING – STH #2

Where are they traveling from?



Are you comfortable sitting with them?

Total

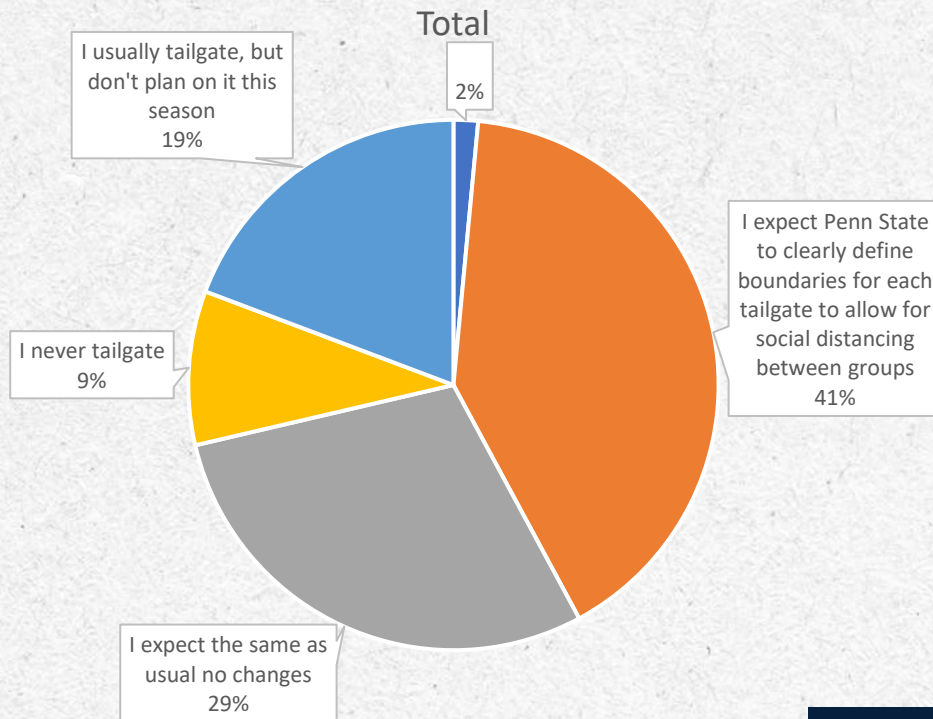


51% of fans accessing tickets through a season ticket holder are traveling from the surrounding states of MD, NJ, NY, or OH

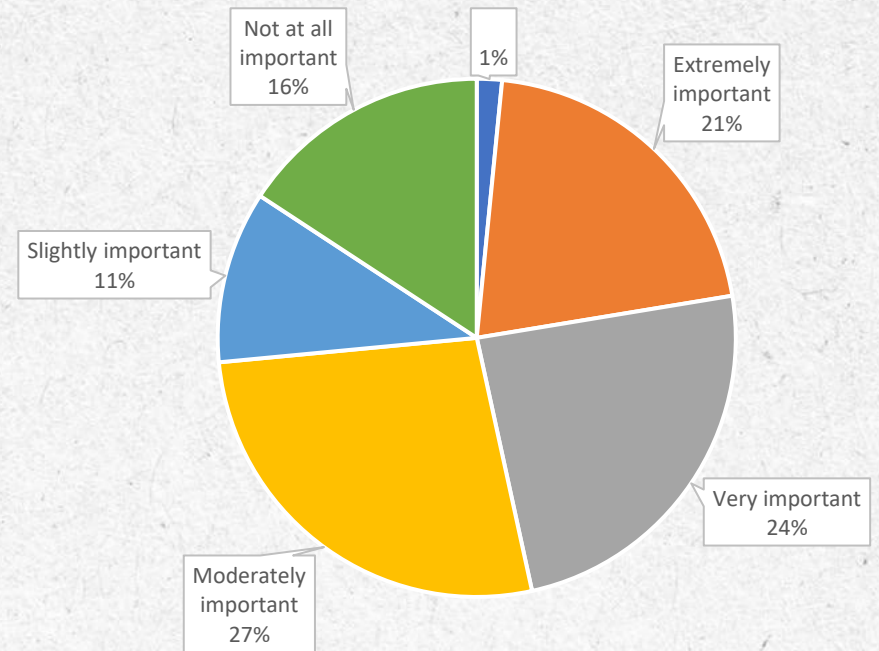
WE CAN. WE WILL. WE ARE.

# ARRIVAL – STH #2

When it comes to tailgating, what are your expectations/plans?



How important is it to you to have a predetermined time frame to enter the stadium to allow for social distancing?

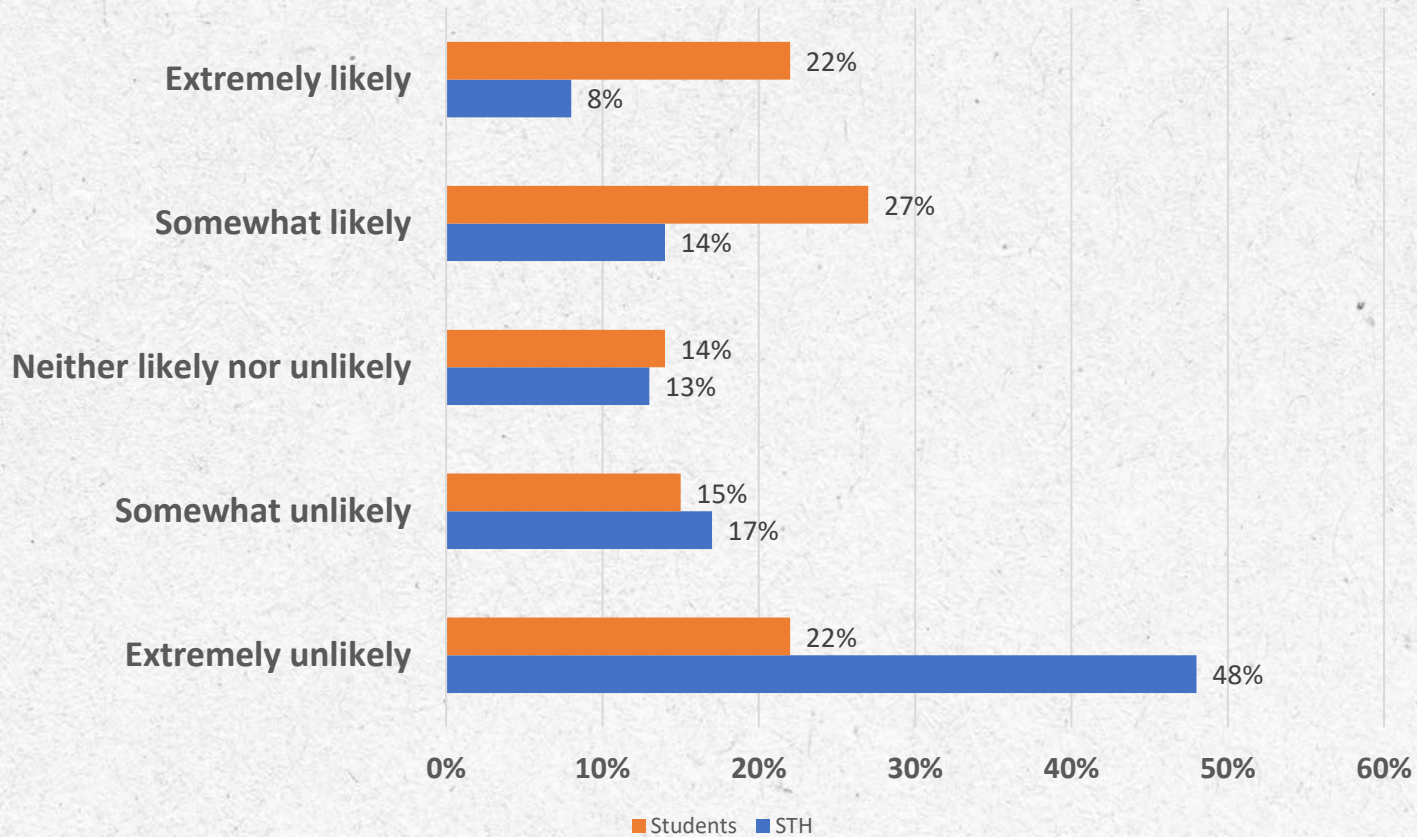


45% of fans rated predetermined timeframes to enter the stadium as very or extremely important

WE CAN. WE WILL. WE ARE.

# VIRTUAL ENGAGEMENT

If unable to attend a game due limited capacity in the stadium, how likely are you to attend a Penn State organized local watch party in person?



- 67% of STH indicate they are not likely to attend a local watch party
- 49% of students indicate they *are likely* to attend a local watch party

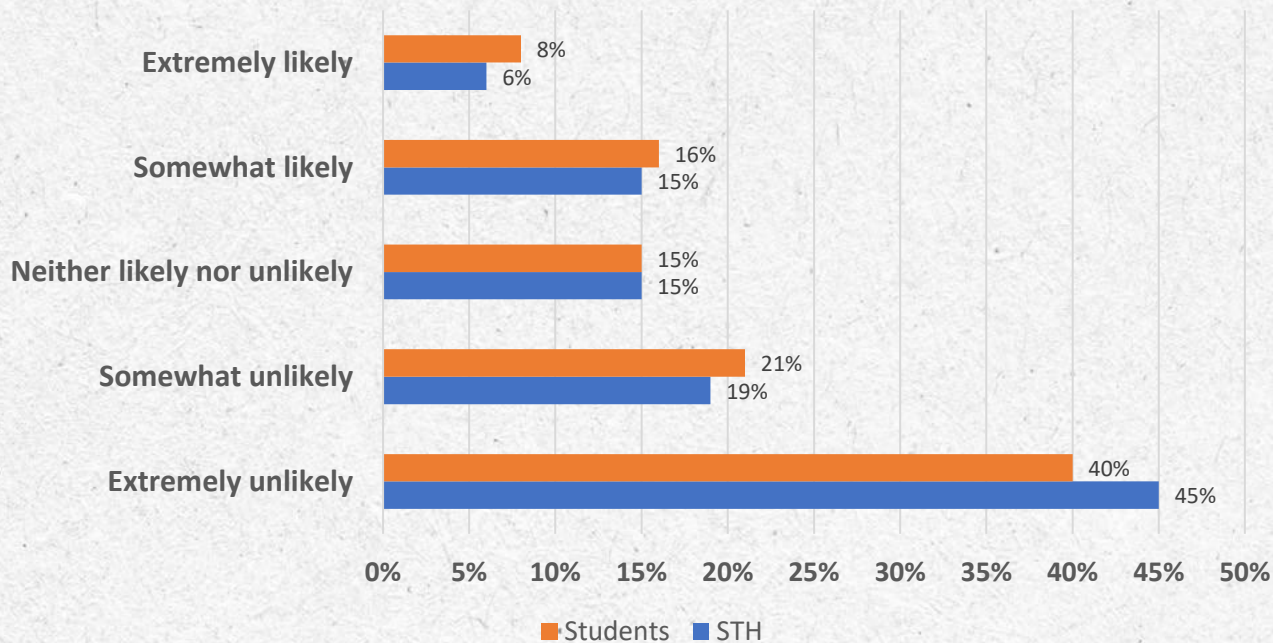


**WE CAN. WE WILL. WE ARE.**



# VIRTUAL ENGAGEMENT

How likely are you to participate in a virtual watch party with other fans over Zoom or another online platform?



- 64% of STH indicate they are not likely to attend a virtual watch party
- 61% of students indicate they are not likely to attend a virtual watch party



- Fans care much more about behind the scenes and special Guests than they do about watching the game with others online

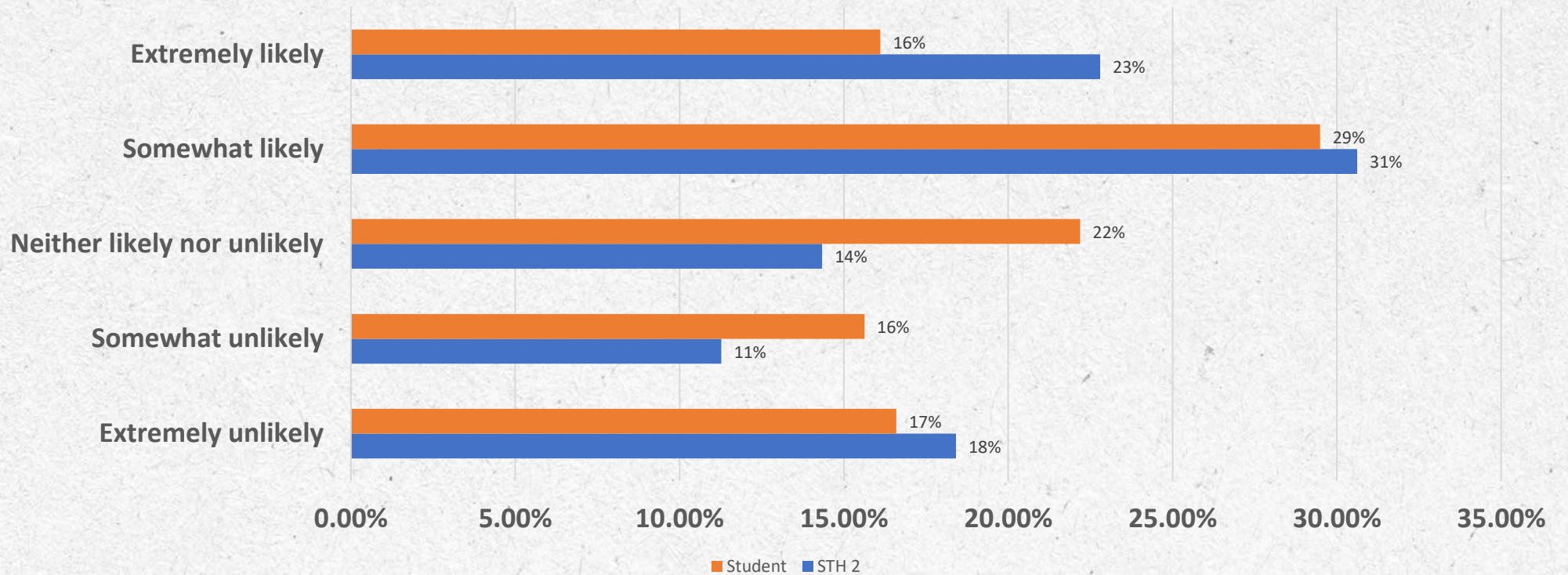


What aspects of a virtual watch party appeal most to you? -	STH	Student
Sense of community & interaction	1.9	1.8
Being able to watch with other fans	2.4	2.2
Appearances from special guests	2.8	2.9
Behind the scenes insights	3.0	3.1

**WE CAN. WE WILL. WE ARE.**

# VIRTUAL ENGAGEMENT

How likely is it you would attend a virtual town hall to review all modifications being made at Beaver Stadium to ensure the safety of all fans and employees?



**WE CAN. WE WILL. WE ARE.**