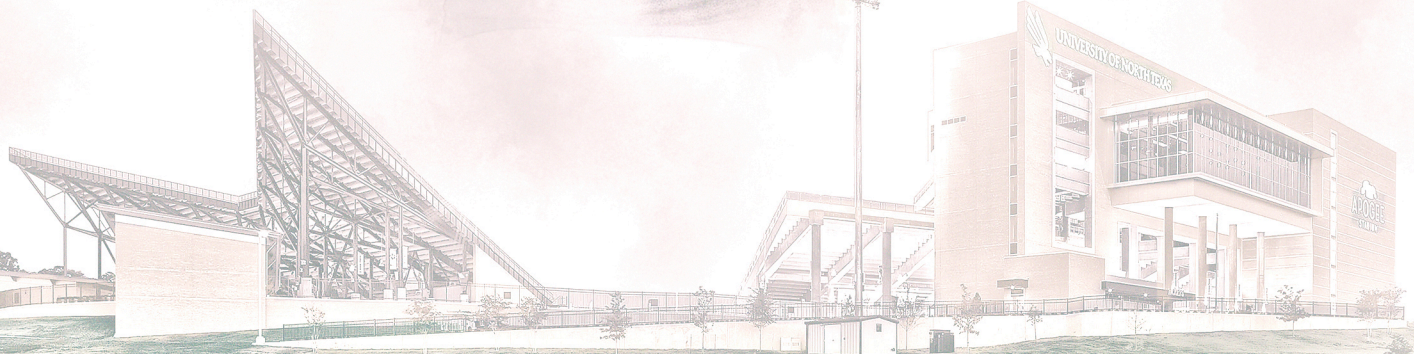


# MEAN GREEN Game Day Survey 2017





# Table of Contents

Facts of Survey 3

Impressions of Game day 4

CSC Satisfaction Rating 5

Mean Green Concessions 6

Mean Green Apparel 7

Green Brigade 8

South End Zone Video and Sound 9

North End Zone Video and Sound 10

Overall Experience of Game Day at Apogee 11

Plan of Action 12

**MEAN<sup>®</sup>  
GREEN**

---



# Facts of Survey

The North Texas Game Day Survey 2017 was distributed to Mean Green fans from November 25th, 2017 to December 22nd, 2017. The survey was sent out via email blasts and the use of social media to gain respondents. Over this time period we had 785 respondents.

The survey was divided into seven categories

1. First Impressions of UNT/Apogee Stadium
2. CSC and Guest Services
3. Mean Green Concessions
4. Apparel
5. Green Brigade Marching Band
6. Video and Sound
7. Overall Game Day Experience

Each section asked how essential items were to the game day experience, then followed up with how satisfied fans were with those items. The rating scale that was broke up into very dissatisfied, dissatisfied, satisfied and very satisfied.

Each section also included an open-ended comment box that could be used for additional thoughts and feedback.

We searched for key buzz words to see the main topics while attending a Mean Green football game.

Parking	Tickets	Announcer	Band	Band Uniform	Cheer	
Expensive	Video	Gear	Alumni	Apparel	Loud	Quiet



## Impressions of Game day

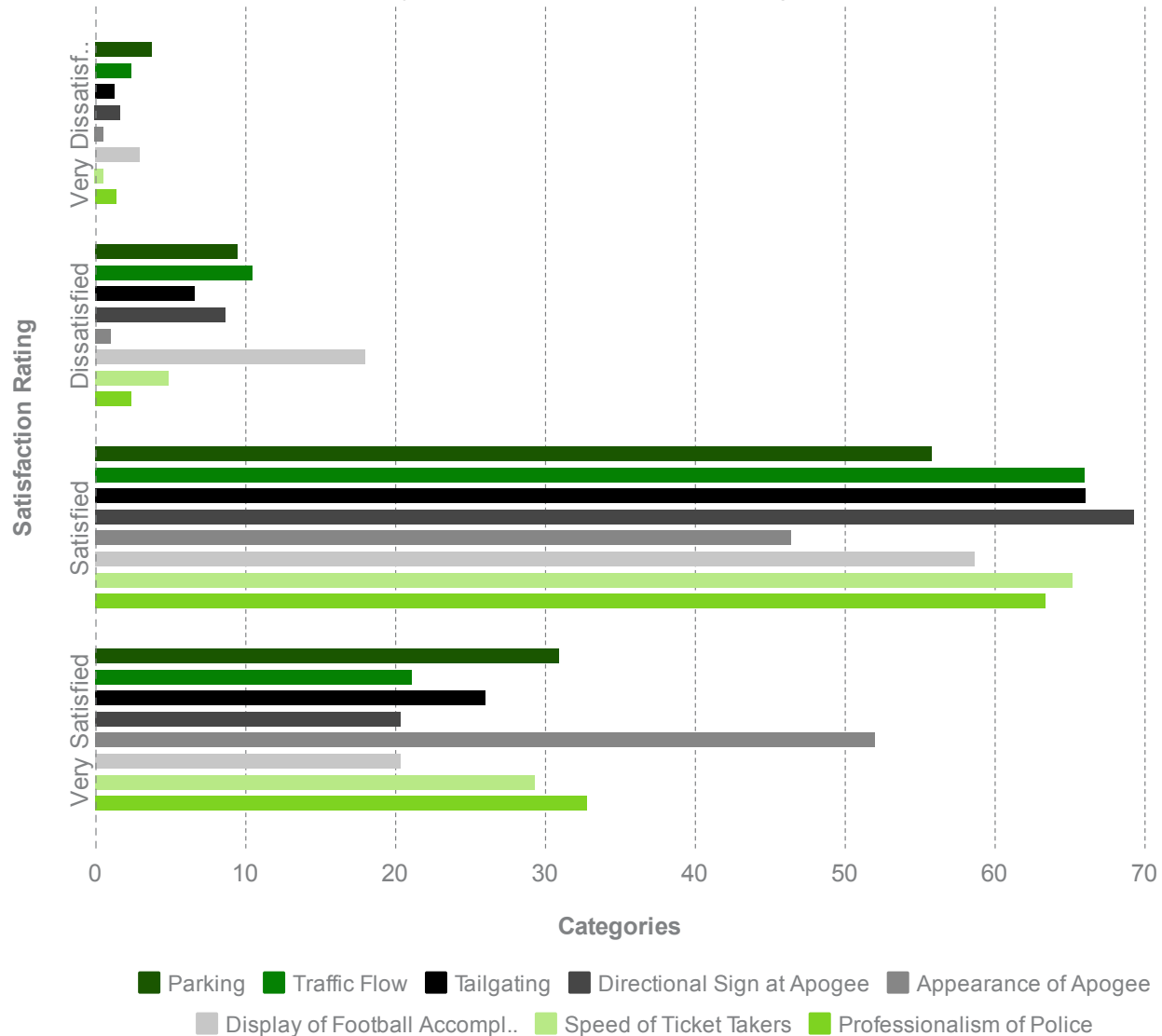
### Key Takeaways

Apogee Stadium appearance had a 98% overall satisfied rating

Highest dissatisfied rating came from display of Mean Green accomplishments

Parking and flow of traffic also had higher dissatisfied ratings

Overall Game day experience, how satisfied are you with the following items



"The UNT/Army game was one of the best I've ever seen, and Apogee Stadium is very nice. I had a great time"

"Would like to see more green lighting in and around the stadium... to emphasize you are in MEAN GREEN COUNTRY"

"People who have never been to Apogee, there is no explaining of parking or how to get where they need to be."



## CSC Satisfaction Rating

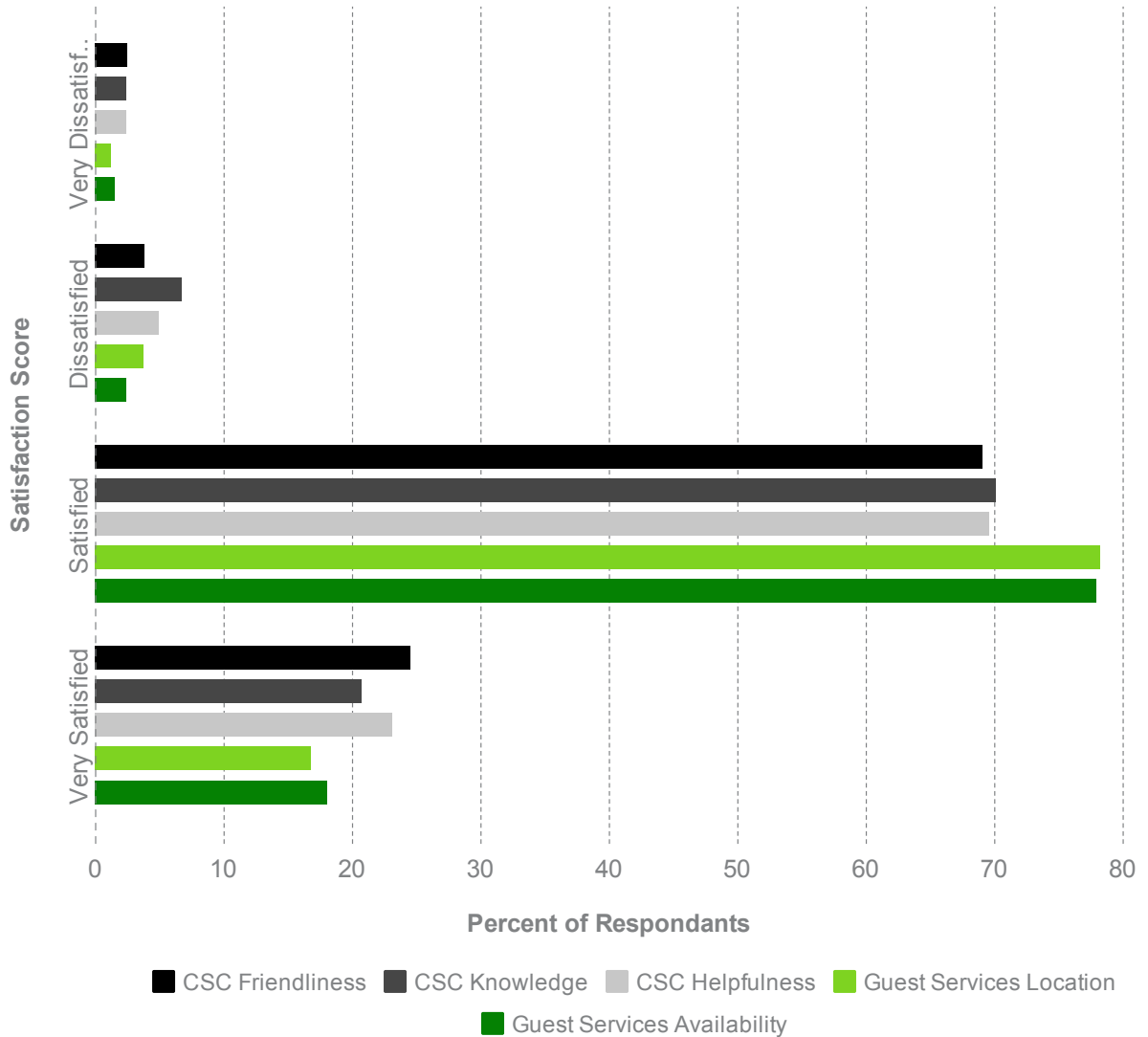
### Key Takeaways

CSC Friendliness to Guest had a satisfied rating of 94%

CSC knowledge was the highest dissatisfied score with 9%

Guest Services scored highest with a 96% satisfied score

Overall Game day experience, how satisfied are you with the following items



## Quotes:

"All staff are friendly and helpful. A definite improvement from a couple years ago"

"A couple near us needed Emergency services of paramedics. The female in her 60's had passed out and the event staff located near the aisles were instrumental in getting medics to her quickly. I really appreciated their services for the couple that had to leave the game"

"Need to hear more...  
**WELCOME TO NORTH TEXAS!**"



## Mean Green Concessions

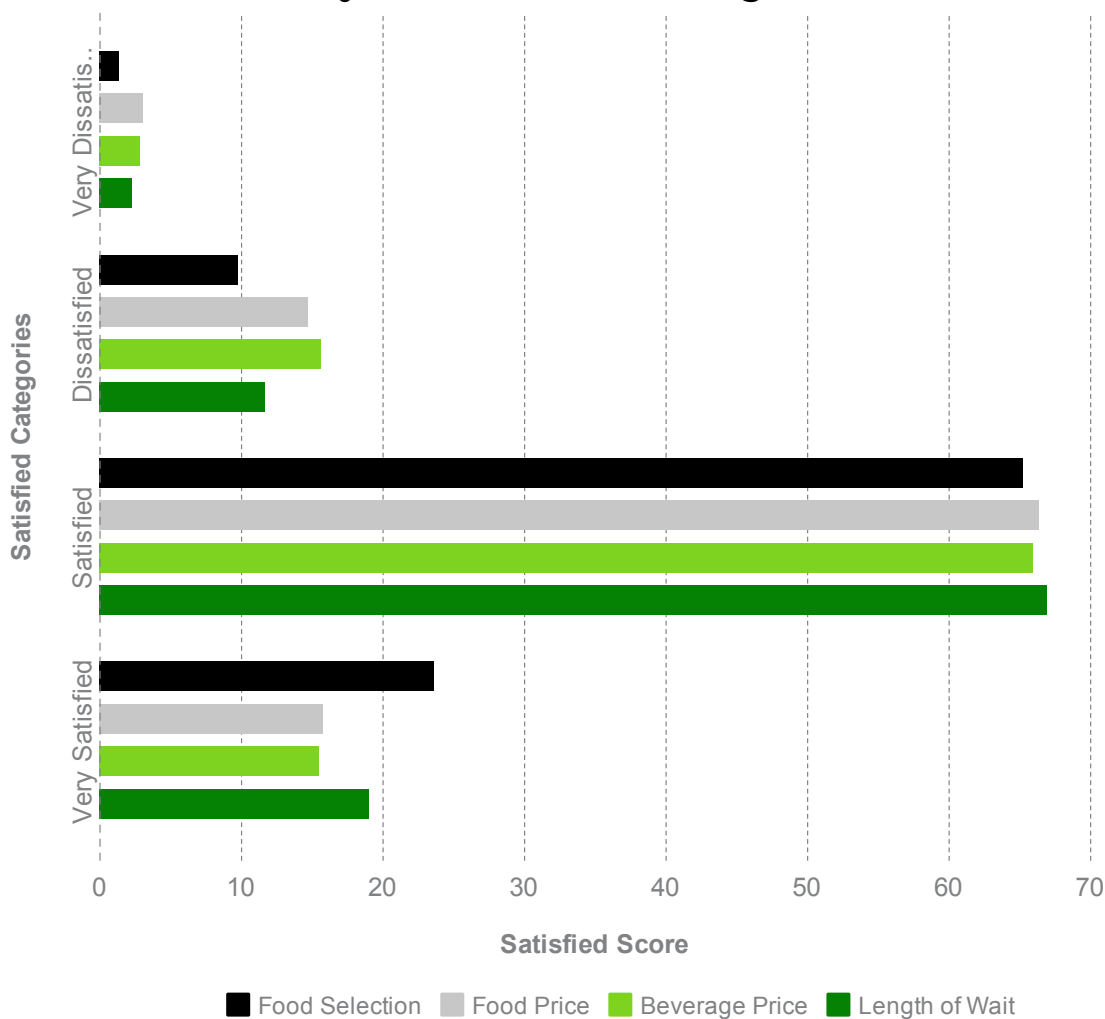
### Key Takeaways

Food Selection is the lowest dissatisfied score at 11%

Beverage price and food price were the highest dissatisfied rating at 18%

Length of wait time had a satisfied rating at 88%

Overall Game day experience, how satisfied are you with the following items



### Quotes:

"At one game, I was running around the whole stadium trying to find the Big Scrappy, but no one at any concession stand knew where to find it."

"Love all the items! The new pretzel, the Big Scrappy, is awesome and we love Poppys Kettle Korn!"

"I would like to see more non-beer alcohol options like hard cider, for example Angry Orchard or Strongbow!"



## Mean Green Apparel

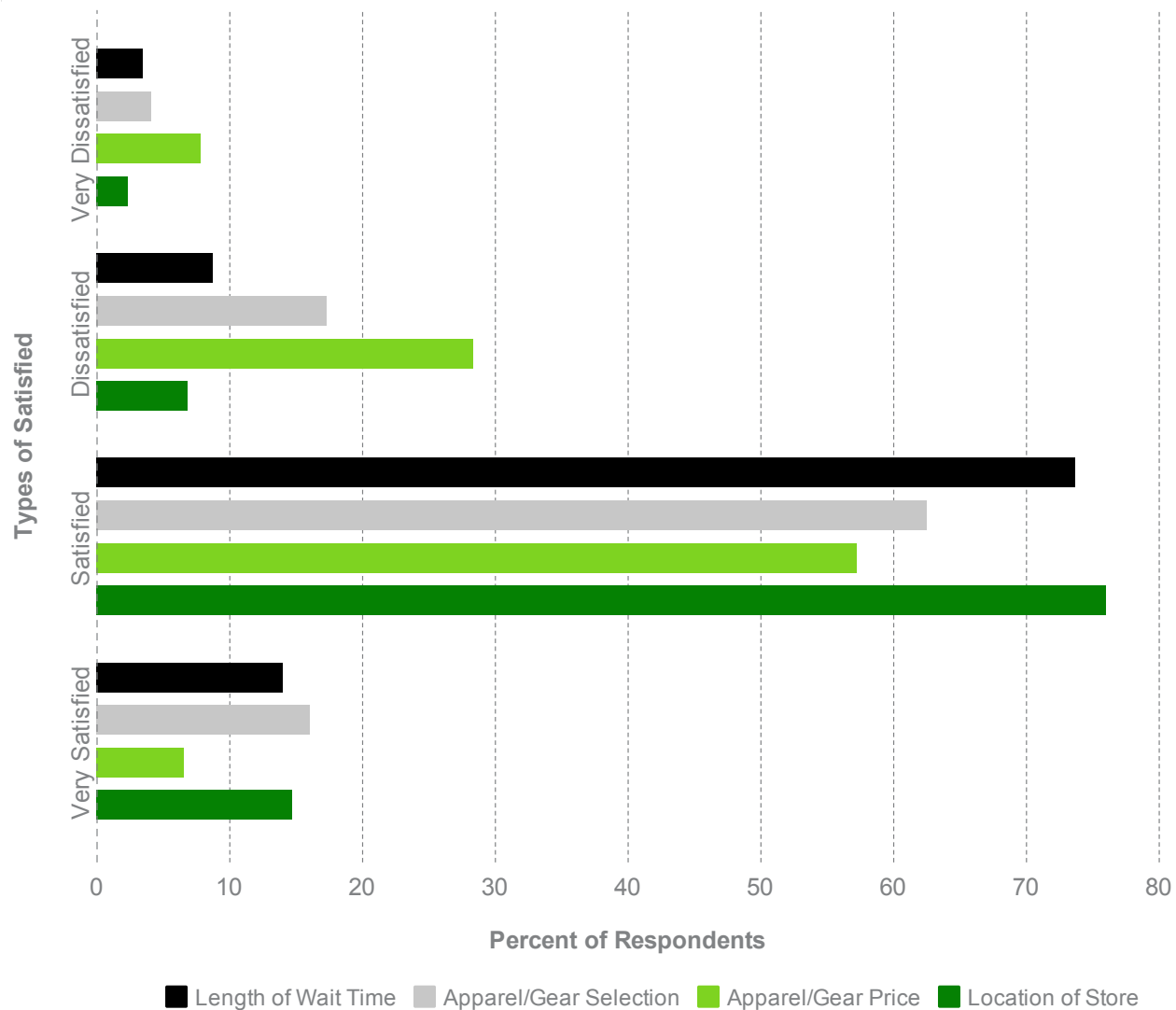
### Key Takeaways

Apparel price had a 35% dissatisfied score

Location of stores in the stadium had a 90% satisfied rating

Apparel selection had a 21% dissatisfied score

Overall Game day experience, how satisfied are you with the following items



### Quotes:

"In the stores, more replica jerseys especially in women's would be nice."

"The store on the west side is often so crowded you can't get in. It was good the game they brought items in to the concourse for sale."

"I want the exact apparel the coaches and players have."

## Green Brigade Marching Band

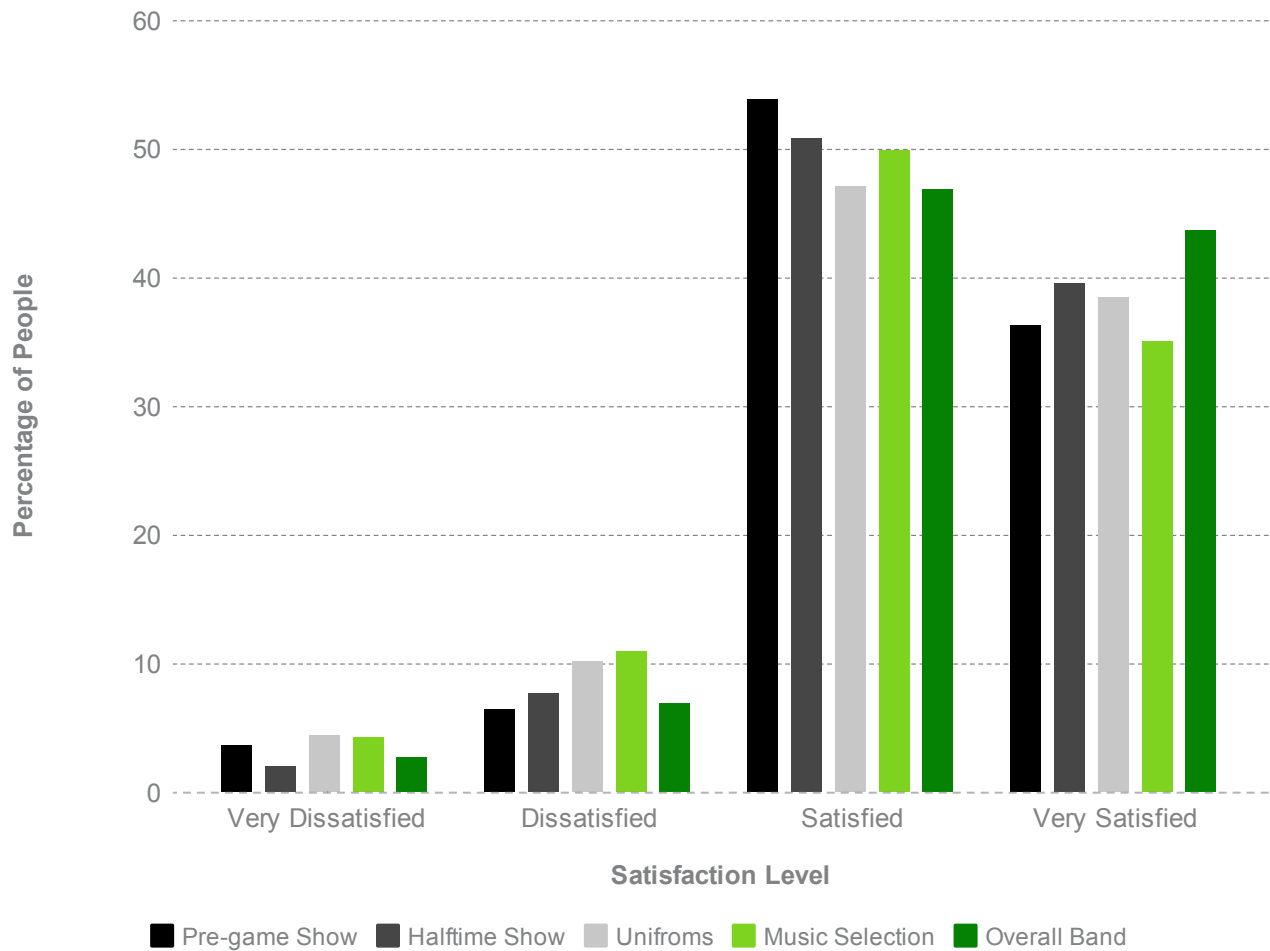
### Key Takeaways

**Band Uniforms** had a dissatisfied rating of 15%

**Band pre-game show** had the highest satisfaction score of 93%

**Music Selection** had a dissatisfied score of 15%

Overall Game day experience, how satisfied are you with the following items



### Quotes:

"The band is outstanding! It would be great to have a few more selections instead of the familiar 5 songs."

"The band needs more flare and energy in their pregame and halftime performances. Wearing t-shirts and khakis until the end of October needs to stop!"

"Green Brigade is fantastic. Would love to see a donor step up and provide more attractive "summer" uniform option."



# 2017 Football Game Day Survey Results



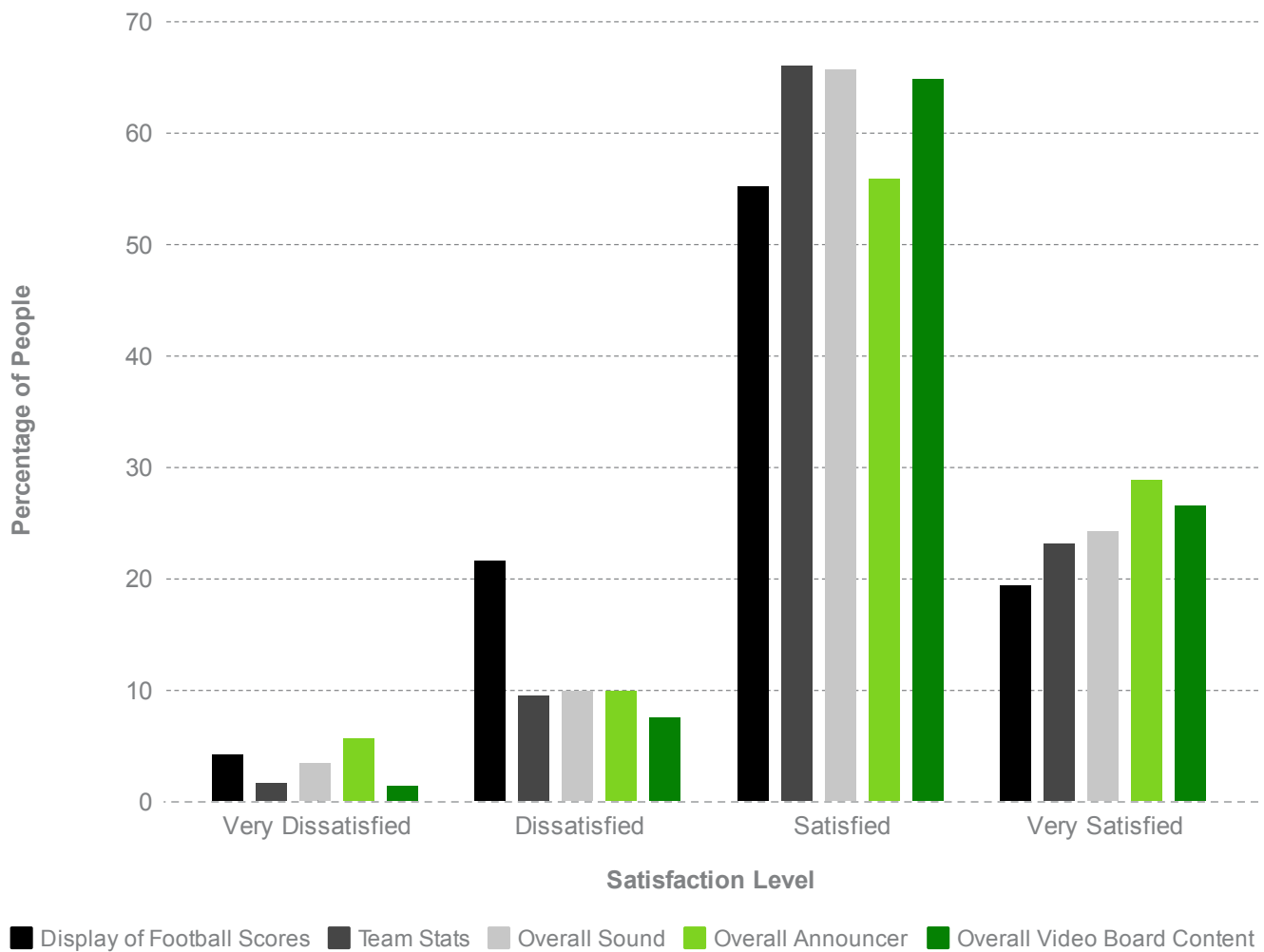
## South End Display Board and Sound

### Key Takeaways

Display of other football scores had the highest dissatisfied score at 25%

Overall video board content had the highest satisfied score at 91%

Overall sound had a satisfied score of 87%



### Quotes:

"The sponsor advertisements listed across the bottom of the screen of the south end-zone video board each featured a white background. The white background is very bright and that brightness made it impossible to see the categories of the scoreboard right below them."

"I want more scores on the big scoreboard and stats to be more visible. They are tiny at times."

"The announcer needs to at least say the correct name of one of the best players on the team! Jeffery Wilson senior day for example...I was very mad...inexcusable... how do you mess that one up? Not happy with the current announcer we have!"

## North End zone Display Board and Sound

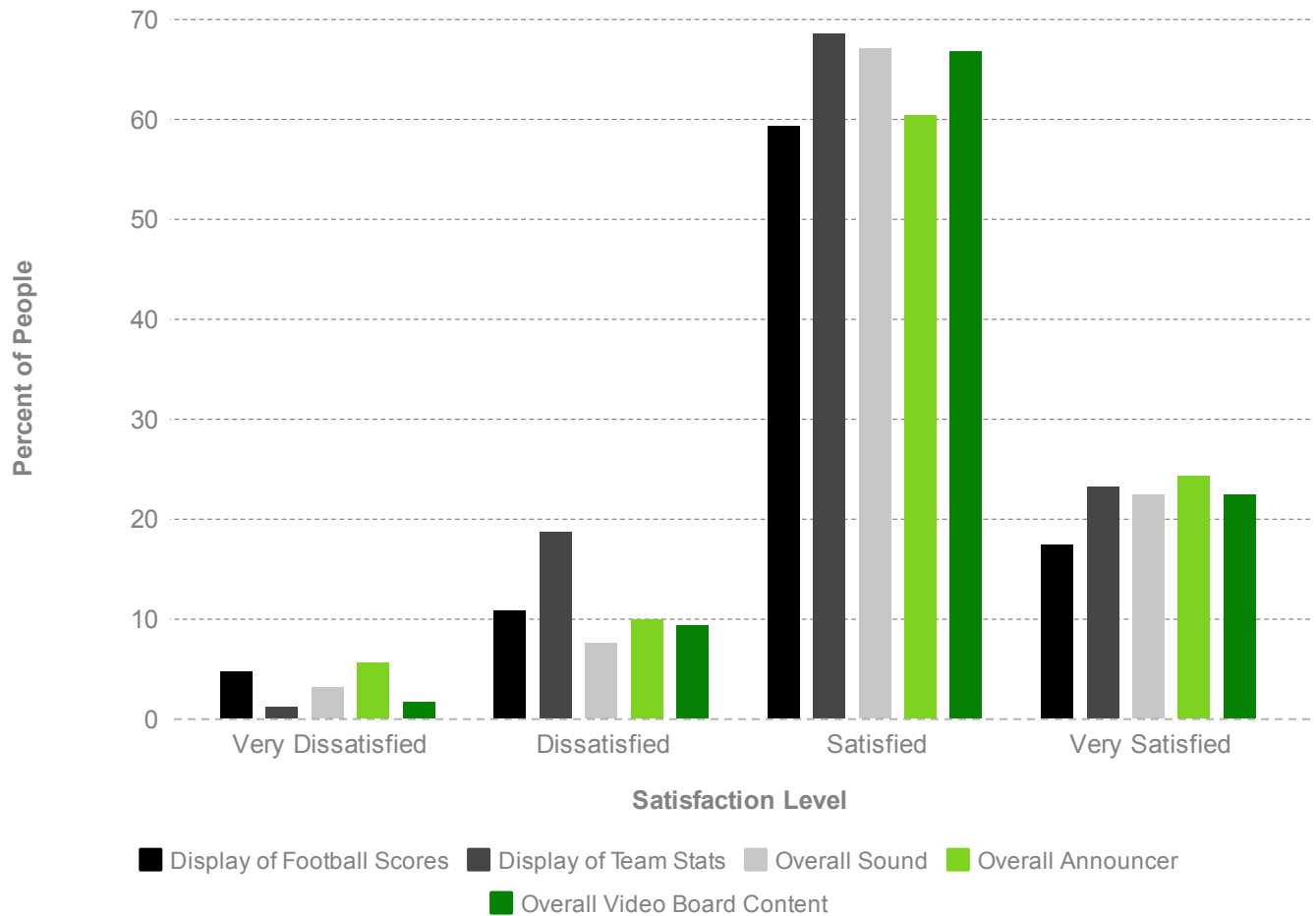
### Key Takeaways

Overall sound had the highest satisfied score at 90%

Display of other football scores had the highest dissatisfied score at 22%

Overall Announcer had a satisfaction score of 85%

Overall Game day experience, how satisfied are you with the following items



### Quotes:

"The south end zone board used to have team stats in a large font on either of the screen for easy visibility. This was moved to the smaller video board this year and is now tough to read from the west at times."

"All Conference USA scores should be available at least once a quarter."

"I sat on the home side, and the north video board was a little hard to read. Also, I couldn't quite figure out from the video boards how many timeouts each team has left."

# 2017 Football Game Day Survey Results



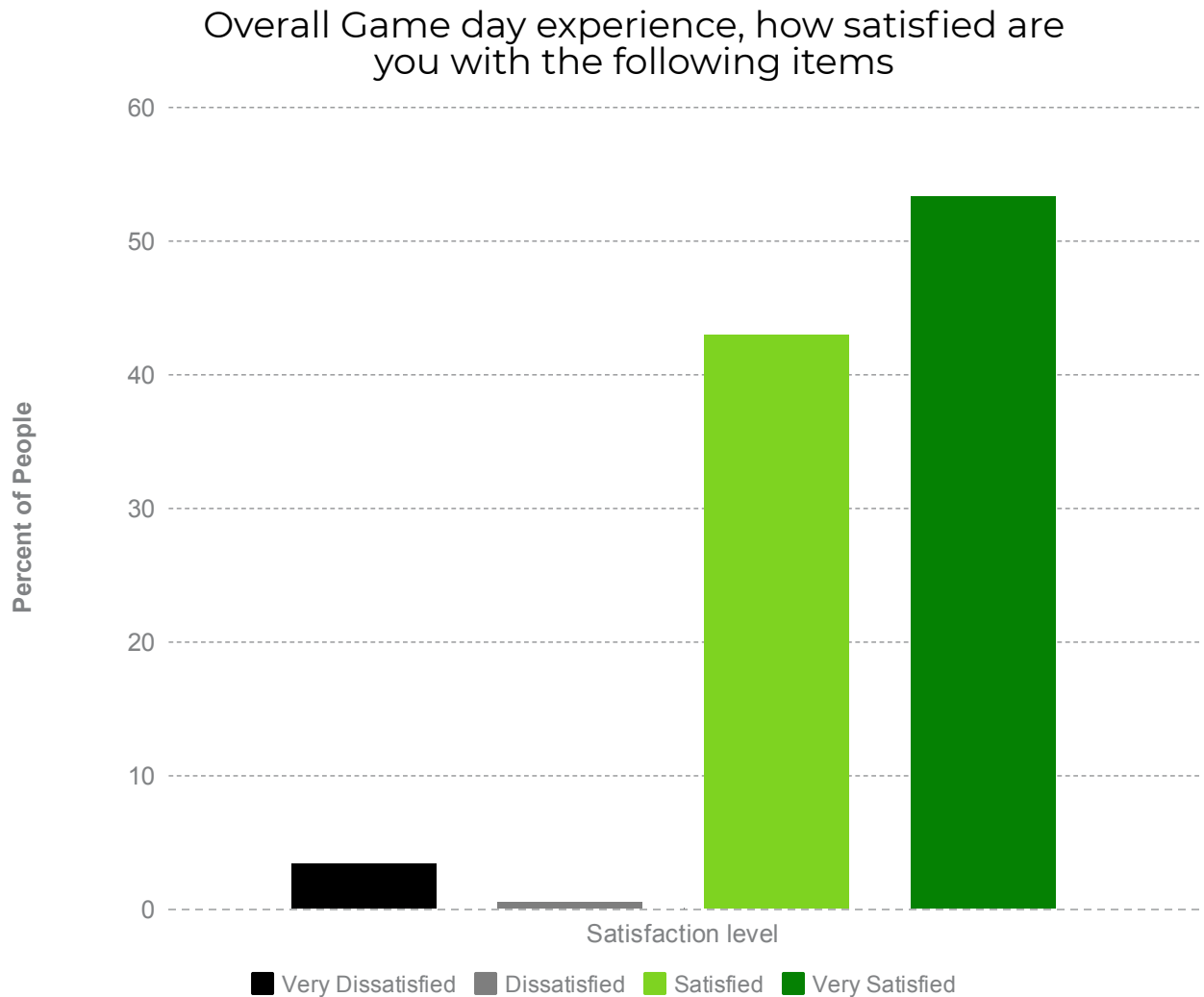
## Overall Experience on Game Day at Apogee

### Key Takeaways

Only 24 people of 625 had a dissatisfied score

601 People had a satisfied score out of 625

53% of people are very satisfied with Game day



### Quotes:

"My daughter cheered for 3 years and my son in law plays football! We also have a daughter that is a Kappa! We love UNT and Mean Green Football! Cant wait for the bowl game! GMG!"

"Great improvement in the fan experience at Apogee!!!"

"We LOVE Gameday at UNT! I love that, as a family, we can wander around the tailgating lot, visit the tents of our colleges, and my son can burn off some energy in the bounce house before we go into the game!"

# PLAN OF ACTION FOR 2018

## Game Day Experience

- Enhanced pregame experience from Green Brigade, Cheerleaders, Dancers and Scrappy.
- Focus on creating a more defined tailgating experience that caters to Students and fans with an emphasis on pregame options for food, live music, games, seating, and other games being shown on a TV in tailgating. More information and maps will be shared with Mean Green fans in the summer of 2018.
- Research in to how to best add Mean Green history throughout added throughout Apogee Stadium.
- Football game day stats from will be shown on the video board and announced over the public address system.
- Volume from the video board and PA will continued to be monitored throughout the game to ensure the best quality of sound for our fans.
- Additional merchandise sales opportunities outside Apogee Stadium on Game Day.
- More public address announcements during the game to let fans know about concessions items and guest services locations.
- Mean Green March will have consistent timing that will be shared with fans each game week. If timing needs to be changed due to unforeseen circumstances, updated time will be shared on Mean Green Sports Social Media channels.
- Single game parking passes will be sold during home game weeks on an individual basis.

## Restrooms

- Cleaning services will make additional efforts to clean and restock restrooms after halftime.

## Parking

- Online option to purchase parking passes will be explored.
- More signage will be placed around Apogee Stadium, and UNT main campus, to direct fans to appropriate lots.
- ADA Shuttle signage will be more visible around Apogee and remote parking around Fouts Field.
- Parking lot attendants will receive extensive customer service training to better serve our fans.

## Video Board & Production

- Continue to incorporate more 3D animation graphics to corporate sponsors.
- Identify new content and integration on the video board throughout the season.
- More fan interaction shots and Dance cams.



## **Concessions**

- Healthier Menu Options
  - o Re-brand two Concession Stands at Apogee Stadium, for healthier Food options.
    - Stand Theme “The Lighter Side”
    - One location on Home Side; second location on the Student Side – SW and SE Corners
  - o Menu would include items, such as:
    - Vegan Dogs, Fruit Cups, Hummus/Pita Chips, and Chicken Caesar Salads
- Beverage Options
  - o Add Gold Peak Sweet and Unsweet Bottled Tea to Concession Stands throughout the concourse
  - o Continue to evaluate the variety of Beer options available throughout the concourse.
- Customer Service
  - o Open additional Beer Kiosks, based on anticipated demand
  - o Increase the minimum number of required Volunteers for each Concession Stand, based on anticipated demand
  - o Continue to develop our Volunteer Groups through training, to provide enhanced and efficient service

## **Ticket Office**

- Increased advertising and education of Mean Green Student Tickets.
- Continue to educate fans to pick up will call tickets early to avoid long lines.
- A cash-only line will be open for fans just wanting to purchase general-admission tickets.
- Audio announcements will be made outside the tickets offices at Gate 2, 3, and 4 that will let fans know about ticketing options and information.
- More detailed information regarding ticket options, will call, etc., will be distributed through various channels on campus, the UNT Athletic website and throughout the alumni network.

## **Long-term Assessments**

- Continued evaluation in premium seating and experiences.
- Additional tailgating activities, food options, beverages, and events for fans.
- Work with merchandise vendors to provide greater points of sales in and out of Apogee Stadium.
- Continue to work with concessions, vendors, and food service providers to provide greater variety in and better quality options available to fans at Apogee.
- Continue to create signage for fans to know about tailgating, club / suite level, concessions, etc...

