

Local Attendance (Ever)

November 28, 2017

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* Denotes variable with statistically significant findings

Ever attended

Have ever attended

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Sample Size	500	376	124	500	129	371	500	182	318	500	219	281	500	325	175
Valid Cases	500	376	124	500	129	371	500	182	318	500	219	281	500	325	175
Total Mentions	2,681	2,410	271	2,681	286	2,395	2,681	489	2,192	2,681	717	1,964	2,681	1,278	1,403
Which have you ever attended? (Check all that apply) Butler basketball															
Mentions	157	141	16	157	13	144	157	25	132	157	34	123	157	72	85
% Valid Cases	31%	38%	13%	31%	10%	39%	31%	14%	42%	31%	16%	44%	31%	22%	49%
% Total Mentions	6%	6% B	6%	6%	5%	6% C	6%	5%	6% E	6%	5%	6% G	6%	6%	6% I
Which have you ever attended? (Check all that apply) Indianapolis Colts															
Mentions	376	376	0	376	63	313	376	101	275	376	127	249	376	216	160
% Valid Cases	75%	100%	0%	75%	49%	84%	75%	55%	86%	75%	58%	89%	75%	66%	91%
% Total Mentions	14%	16%	0%	14%	22%	13% C	14%	21%	13% E	14%	18%	13% G	14%	17%	11% I
Which have you ever attended? (Check all that apply) Indiana Pacers															
Mentions	371	313	58	371	0	371	371	93	278	371	135	236	371	213	158
% Valid Cases	74%	83%	47%	74%	0%	100%	74%	51%	87%	74%	62%	84%	74%	66%	90%
% Total Mentions	14%	13% B	21%	14%	0%	15%	14%	19%	13% E	14%	19%	12% G	14%	17%	11% I
Which have you ever attended? (Check all that apply) Indiana Fever															
Mentions	119	102	17	119	4	115	119	22	97	119	37	82	119	59	60
% Valid Cases	24%	27%	14%	24%	3%	31%	24%	12%	31%	24%	17%	29%	24%	18%	34%
% Total Mentions	4%	4% B	6%	4%	1%	5%	4%	4%	4% E	4%	5%	4% G	4%	5%	4% I

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Ever attended (Continued)

Have ever attended

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Which have you ever attended? (Check all that apply) Naptown Roller Girls (Roller Derby)															
Mentions	41	34	7	41	6	35	41	8	33	41	12	29	41	25	16
% Valid Cases	8%	9%	6%	8%	5%	9%	8%	4%	10%	8%	5%	10%	8%	8%	9%
% Total Mentions	2%	1%	3%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%
Which have you ever attended? (Check all that apply) Indianapolis Indians (Minor league baseball)															
Mentions	318	275	43	318	40	278	318	0	318	318	97	221	318	171	147
% Valid Cases	64%	73%	35%	64%	31%	75%	64%	0%	100%	64%	44%	79%	64%	53%	84%
% Total Mentions	12%	11% B	16%	12%	14%	12% C	12%	0%	15%	12%	14%	11% G	12%	13%	10% I
Which have you ever attended? (Check all that apply) Indianapolis Fuel (Minor league ice hockey)															
Mentions	81	69	12	81	8	73	81	3	78	81	23	58	81	53	28
% Valid Cases	16%	18%	10%	16%	6%	20%	16%	2%	25%	16%	11%	21%	16%	16%	16%
% Total Mentions	3%	3% B	4%	3%	3%	3% C	3%	1%	4%	3%	3%	3% G	3%	4%	2%
Which have you ever attended? (Check all that apply) Indy Eleven (Professional soccer)															
Mentions	48	42	6	48	4	44	48	4	44	48	13	35	48	23	25
% Valid Cases	10%	11%	5%	10%	3%	12%	10%	2%	14%	10%	6%	12%	10%	7%	14%
% Total Mentions	2%	2% B	2%	2%	1%	2%	2%	1%	2%	2%	2%	2% G	2%	2%	2% I

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Ever attended (Continued)

Have ever attended

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Which have you ever attended? (Check all that apply) Indy 500															
Mentions	281	249	32	281	45	236	281	60	221	281	0	281	281	158	123
% Valid Cases	56%	66%	26%	56%	35%	64%	56%	33%	69%	56%	0%	100%	56%	49%	70%
% Total Mentions	10%	10%	12%	10%	16%	10%	10%	12%	10%	10%	0%	14%	10%	12%	9%
		B				C			E						I
Which have you ever attended? (Check all that apply) Brickyard 400 (NASCAR)															
Mentions	163	152	11	163	20	143	163	38	125	163	23	140	163	82	81
% Valid Cases	33%	40%	9%	33%	16%	39%	33%	21%	39%	33%	11%	50%	33%	25%	46%
% Total Mentions	6%	6%	4%	6%	7%	6%	6%	8%	6%	6%	3%	7%	6%	6%	6%
		B				C			E			G			I
Which have you ever attended? (Check all that apply) Purdue football															
Mentions	133	124	9	133	10	123	133	23	110	133	37	96	133	67	66
% Valid Cases	27%	33%	7%	27%	8%	33%	27%	13%	35%	27%	17%	34%	27%	21%	38%
% Total Mentions	5%	5%	3%	5%	3%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
		B				C			E			G			I
Which have you ever attended? (Check all that apply) Purdue basketball															
Mentions	101	98	3	101	4	97	101	12	89	101	27	74	101	35	66
% Valid Cases	20%	26%	2%	20%	3%	26%	20%	7%	28%	20%	12%	26%	20%	11%	38%
% Total Mentions	4%	4%	1%	4%	1%	4%	4%	2%	4%	4%	4%	4%	4%	3%	5%
									E			G			I

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Ever attended (Continued)

Have ever attended

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Which have you ever attended? (Check all that apply) Indiana University football															
Mentions	157	143	14	157	14	143	157	28	129	157	41	116	157	42	115
% Valid Cases	31%	38%	11%	31%	11%	39%	31%	15%	41%	31%	19%	41%	31%	13%	66%
% Total Mentions	6%	6% B	5% C	6%	5% C	6% E	6%	6% E	6% G	6%	6% G	6% I	6%	3% I	8% I
Which have you ever attended? (Check all that apply) Indiana University basketball															
Mentions	175	160	15	175	17	158	175	28	147	175	52	123	175	0	175
% Valid Cases	35%	43%	12%	35%	13%	43%	35%	15%	46%	35%	24%	44%	35%	0%	100%
% Total Mentions	7%	7% B	6% C	7%	6% C	7% E	7%	6% E	7% G	7%	7% G	6% G	7%	0%	12%
Which have you ever attended? (Check all that apply) Notre Dame football															
Mentions	91	85	6	91	14	77	91	18	73	91	29	62	91	36	55
% Valid Cases	18%	23%	5%	18%	11%	21%	18%	10%	23%	18%	13%	22%	18%	11%	31%
% Total Mentions	3%	4% B	2% C	3%	5% C	3% E	3%	4% E	3% E	3%	4% G	3% G	3%	3% I	4% I
Which have you ever attended? (Check all that apply) Notre Dame basketball															
Mentions	48	47	1	48	4	44	48	6	42	48	10	38	48	5	43
% Valid Cases	10%	13%	1%	10%	3%	12%	10%	3%	13%	10%	5%	14%	10%	2%	25%
% Total Mentions	2%	2%	0%	2%	1%	2%	2%	1% E	2% E	2%	1% G	2% G	2%	0% I	3% I

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Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Ever attended (Continued)

Have ever attended

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Which have you ever attended? (Check all that apply) None															
Mentions	21	0	21	21	20	1	21	20	1	21	20	1	21	21	0
% Valid Cases	4%	0%	17%	4%	16%	0%	4%	11%	0%	4%	9%	0%	4%	6%	0%
% Total Mentions	1%	0%	8%	1%	7%	0%	1%	4%	0%	1%	3%	0%	1%	2%	0%

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Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Attended last 12 months

Attended in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Sample Size	500	376	124	500	129	371	500	182	318	500	219	281	500	325	175
Valid Cases	500	376	124	500	129	371	500	182	318	500	219	281	500	325	175
Total Mentions	1,052	896	156	1,052	171	881	1,052	270	782	1,052	335	717	1,052	566	486
Which have you attended in the last 12 months? (Check all that apply) Butler basketball															
Mentions	48	41	7	48	5	43	48	10	38	48	13	35	48	23	25
% Valid Cases	10%	11%	6%	10%	4%	12%	10%	5%	12%	10%	6%	12%	10%	7%	14%
% Total Mentions	5%	5%	4%	5%	3%	5%	5%	4%	5%	5%	4%	5%	5%	4%	5%
						C			E			G			I
Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts															
Mentions	181	177	4	181	28	153	181	46	135	181	50	131	181	103	78
% Valid Cases	36%	47%	3%	36%	22%	41%	36%	25%	42%	36%	23%	47%	36%	32%	45%
% Total Mentions	17%	20%	3%	17%	16%	17%	17%	17%	17%	17%	15%	18%	17%	18%	16%
						C			E			G			I
Which have you attended in the last 12 months? (Check all that apply) Indiana Pacers															
Mentions	162	137	25	162	8	154	162	43	119	162	56	106	162	86	76
% Valid Cases	32%	36%	20%	32%	6%	42%	32%	24%	37%	32%	26%	38%	32%	26%	43%
% Total Mentions	15%	15%	16%	15%	5%	17%	15%	16%	15%	15%	17%	15%	15%	15%	16%
		B				C			E			G			I

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Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Attended last 12 months (Continued)

Attended in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Which have you attended in the last 12 months? (Check all that apply) Indiana Fever															
Mentions	29	23	6	29	3	26	29	12	17	29	15	14	29	20	9
% Valid Cases	6%	6%	5%	6%	2%	7%	6%	7%	5%	6%	7%	5%	6%	6%	5%
% Total Mentions	3%	3%	4%	3%	2%	3%	3%	4%	2%	3%	4%	2%	3%	4%	2%
Which have you attended in the last 12 months? (Check all that apply) Naptown Roller Girls (Roller Derby)															
Mentions	22	16	6	22	5	17	22	8	14	22	10	12	22	13	9
% Valid Cases	4%	4%	5%	4%	4%	5%	4%	4%	4%	4%	5%	4%	4%	4%	5%
% Total Mentions	2%	2%	4%	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%
Which have you attended in the last 12 months? (Check all that apply) Indianapolis Indians (Minor league baseball)															
Mentions	139	122	17	139	22	117	139	8	131	139	43	96	139	71	68
% Valid Cases	28%	32%	14%	28%	17%	32%	28%	4%	41%	28%	20%	34%	28%	22%	39%
% Total Mentions	13%	14%	11%	13%	13%	13%	13%	3%	17%	13%	13%	13%	13%	13%	14%
		B				C			E			G			I

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Attended last 12 months (Continued)

Attended in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Which have you attended in the last 12 months? (Check all that apply) Indianapolis Fuel (Minor league ice hockey)															
Mentions	37	31	6	37	5	32	37	2	35	37	12	25	37	25	12
% Valid Cases	7%	8%	5%	7%	4%	9%	7%	1%	11%	7%	5%	9%	7%	8%	7%
% Total Mentions	4%	3%	4%	4%	3%	4%	4%	1%	4%	4%	4%	3%	4%	4%	2%
Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professional soccer)															
Mentions	24	19	5	24	2	22	24	3	21	24	6	18	24	16	8
% Valid Cases	5%	5%	4%	5%	2%	6%	5%	2%	7%	5%	3%	6%	5%	5%	5%
% Total Mentions	2%	2%	3%	2%	1%	2%	2%	1%	3%	2%	2%	3%	2%	3%	2%
Which have you attended in the last 12 months? (Check all that apply) Indy 500															
Mentions	90	81	9	90	12	78	90	17	73	90	2	88	90	48	42
% Valid Cases	18%	22%	7%	18%	9%	21%	18%	9%	23%	18%	1%	31%	18%	15%	24%
% Total Mentions	9%	9% B	6%	9%	7% C	9%	9%	6% E	9%	9%	1%	12%	9%	8%	9% I
Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR)															
Mentions	26	24	2	26	7	19	26	10	16	26	2	24	26	16	10
% Valid Cases	5%	6%	2%	5%	5%	5%	5%	5%	5%	5%	1%	9%	5%	5%	6%
% Total Mentions	2%	3%	1%	2%	4%	2%	2%	4%	2%	2%	1%	3%	2%	3%	2%

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Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Attended last 12 months (Continued)

Attended in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Which have you attended in the last 12 months? (Check all that apply) Purdue football															
Mentions	21	20	1	21	3	18	21	5	16	21	2	19	21	12	9
% Valid Cases	4%	5%	1%	4%	2%	5%	4%	3%	5%	4%	1%	7%	4%	4%	5%
% Total Mentions	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
Which have you attended in the last 12 months? (Check all that apply) Purdue basketball															
Mentions	22	22	0	22	0	22	22	2	20	22	3	19	22	8	14
% Valid Cases	4%	6%	0%	4%	0%	6%	4%	1%	6%	4%	1%	7%	4%	2%	8%
% Total Mentions	2%	2%	0%	2%	0%	2%	2%	1%	3%	2%	1%	3%	2%	1%	3%
Which have you attended in the last 12 months? (Check all that apply) Indiana University football															
Mentions	41	38	3	41	5	36	41	12	29	41	15	26	41	8	33
% Valid Cases	8%	10%	2%	8%	4%	10%	8%	7%	9%	8%	7%	9%	8%	2%	19%
% Total Mentions	4%	4%	2%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	1%	7%
Which have you attended in the last 12 months? (Check all that apply) Indiana University basketball															
Mentions	46	39	7	46	5	41	46	9	37	46	20	26	46	3	43
% Valid Cases	9%	10%	6%	9%	4%	11%	9%	5%	12%	9%	9%	9%	9%	1%	25%
% Total Mentions	4%	4%	4%	4%	3%	5%	4%	3%	5%	4%	6%	4%	4%	1%	9%

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Attended last 12 months (Continued)

Attended in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*			*			*			*			*		
Which have you attended in the last 12 months? (Check all that apply) Notre Dame football															
Mentions	20	20	0	20	3	17	20	3	17	20	3	17	20	6	14
% Valid Cases	4%	5%	0%	4%	2%	5%	4%	2%	5%	4%	1%	6%	4%	2%	8%
% Total Mentions	2%	2%	0%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%
Which have you attended in the last 12 months? (Check all that apply) Notre Dame basketball															
Mentions	10	10	0	10	2	8	10	1	9	10	2	8	10	1	9
% Valid Cases	2%	3%	0%	2%	2%	2%	2%	1%	3%	2%	1%	3%	2%	0%	5%
% Total Mentions	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	2%
Which have you attended in the last 12 months? (Check all that apply) None															
Mentions	134	76	58	134	56	78	134	79	55	134	81	53	134	107	27
% Valid Cases	27%	20%	47%	27%	43%	21%	27%	43%	17%	27%	37%	19%	27%	33%	15%
% Total Mentions	13%	8%	37%	13%	33%	9%	13%	29%	7%	13%	24%	7%	13%	19%	6%
			A		D			F			H			J	

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Colts attendance barriers

Reason you did not attend a Colts game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
				*											
Sample Size	267	201	66	267	73	194	267	111	156	267	131	136	267	179	88
Valid Cases	267	201	66	267	73	194	267	111	156	267	131	136	267	179	88
Total Mentions	621	475	146	621	134	487	621	251	370	621	301	320	621	407	214
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Too hard to get the tickets I want															
Mentions	33	25	8	33	5	28	33	12	21	33	19	14	33	22	11
% Valid Cases	12%	12%	12%	12%	7%	14%	12%	11%	13%	12%	15%	10%	12%	12%	13%
% Total Mentions	5%	5%	5%	5%	4%	6%	5%	5%	6%	5%	6%	4%	5%	5%	5%
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Team performance/record															
Mentions	21	18	3	21	2	19	21	8	13	21	7	14	21	13	8
% Valid Cases	8%	9%	5%	8%	3%	10%	8%	7%	8%	8%	5%	10%	8%	7%	9%
% Total Mentions	3%	4%	2%	3%	1%	4%	3%	3%	4%	3%	2%	4%	3%	3%	4%
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Cost/Prices															
Mentions	166	125	41	166	37	129	166	62	104	166	82	84	166	104	62
% Valid Cases	62%	62%	62%	62%	51%	66%	62%	56%	67%	62%	63%	62%	62%	58%	70%
% Total Mentions	27%	26%	28%	27%	28%	26%	27%	25%	28%	27%	27%	26%	27%	26%	29%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Colts attendance barriers (Continued)

Reason you did not attend a Colts game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
				*											
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Location/Travel distance															
Mentions	12	10	2	12	4	8	12	6	6	12	4	8	12	10	2
% Valid Cases	4%	5%	3%	4%	5%	4%	4%	5%	4%	4%	3%	6%	4%	6%	2%
% Total Mentions	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Customer service															
Mentions	4	3	1	4	2	2	4	3	1	4	3	1	4	3	1
% Valid Cases	1%	1%	2%	1%	3%	1%	1%	3%	1%	1%	2%	1%	1%	2%	1%
% Total Mentions	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Too busy/schedule conflicts															
Mentions	67	46	21	67	21	46	67	31	36	67	33	34	67	48	19
% Valid Cases	25%	23%	32%	25%	29%	24%	25%	28%	23%	25%	25%	25%	25%	27%	22%
% Total Mentions	11%	10%	14%	11%	16%	9%	11%	12%	10%	11%	11%	11%	11%	12%	9%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Colts attendance barriers (Continued)

Reason you did not attend a Colts game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
				*											
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Would rather watch on TV															
Mentions	93	73	20	93	21	72	93	33	60	93	40	53	93	56	37
% Valid Cases	35%	36%	30%	35%	29%	37%	35%	30%	38%	35%	31%	39%	35%	31%	42%
% Total Mentions	15%	15%	14%	15%	16%	15%	15%	13%	16%	15%	13%	17%	15%	14%	17%
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Player behavior off the field															
Mentions	1	1	0	1	0	1	1	1	0	1	1	0	1	1	0
% Valid Cases	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%
% Total Mentions	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Which of the following are the reasons you did not attend a Colts games in the last 12 months? (Check all that apply) Games take too long															
Mentions	6	4	2	6	2	4	6	3	3	6	3	3	6	6	0
% Valid Cases	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	3%	0%
% Total Mentions	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Colts attendance barriers (Continued)

Reason you did not attend a Colts game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
				*											
Which of the following is the most important reason you did not attend a Colts game in the last 12 months?															
Mentions	8	6	2	8	2	6	8	5	3	8	5	3	8	7	1
% Valid Cases	3%	3%	3%	3%	3%	3%	3%	5%	2%	3%	4%	2%	3%	4%	1%
% Total Mentions	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	0%
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Too hard to get tickets															
I want															
Mentions	11	9	2	11	2	9	11	6	5	11	7	4	11	8	3
% Valid Cases	4%	4%	3%	4%	3%	5%	4%	5%	3%	4%	5%	3%	4%	4%	3%
% Total Mentions	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Team performance/record															
Mentions	22	20	2	22	1	21	22	9	13	22	9	13	22	14	8
% Valid Cases	8%	10%	3%	8%	1%	11%	8%	8%	8%	8%	7%	10%	8%	8%	9%
% Total Mentions	4%	4%	1%	4%	1%	4%	4%	4%	4%	4%	3%	4%	4%	3%	4%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Colts attendance barriers (Continued)

Reason you did not attend a Colts game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
				*											
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Cost/Prices															
Mentions	74	57	17	74	12	62	74	30	44	74	34	40	74	46	28
% Valid Cases	28%	28%	26%	28%	16%	32%	28%	27%	28%	28%	26%	29%	28%	26%	32%
% Total Mentions	12%	12%	12%	12%	9%	13%	12%	12%	12%	12%	11%	13%	12%	11%	13%
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Location/Travel distance															
Mentions	14	12	2	14	3	11	14	6	8	14	6	8	14	7	7
% Valid Cases	5%	6%	3%	5%	4%	6%	5%	5%	5%	5%	5%	6%	5%	4%	8%
% Total Mentions	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Customer service															
Mentions	2	1	1	2	1	1	2	1	1	2	1	1	2	1	1
% Valid Cases	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
% Total Mentions	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Colts attendance barriers (Continued)

Reason you did not attend a Colts game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
				*											
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Too busy/schedule conflicts															
Mentions	45	35	10	45	10	35	45	16	29	45	23	22	45	32	13
% Valid Cases	17%	17%	15%	17%	14%	18%	17%	14%	19%	17%	18%	16%	17%	18%	15%
% Total Mentions	7%	7%	7%	7%	7%	7%	7%	6%	8%	7%	8%	7%	7%	8%	6%
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Would rather watch on TV															
Mentions	42	30	12	42	9	33	42	19	23	42	24	18	42	29	13
% Valid Cases	16%	15%	18%	16%	12%	17%	16%	17%	15%	16%	18%	13%	16%	16%	15%
% Total Mentions	7%	6%	8%	7%	7%	7%	7%	8%	6%	7%	8%	6%	7%	7%	6%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Pacers attendance barrier

Reasons you did not attend a Pacers game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
Sample Size	132	97	35	132	30	102	132	56	76	132	66	66	132	92	40
Valid Cases	132	97	35	132	30	102	132	56	76	132	66	66	132	92	40
Total Mentions	217	169	48	217	39	178	217	89	128	217	106	111	217	144	73
Which of the following are reasons you did not attend a Pacers games in the last 12 months? Too hard to get tickets I want															
Mentions	11	9	2	11	2	9	11	6	5	11	7	4	11	8	3
% Valid Cases	8%	9%	6%	8%	7%	9%	8%	11%	7%	8%	11%	6%	8%	9%	8%
% Total Mentions	5%	5%	4%	5%	5%	5%	5%	7%	4%	5%	7%	4%	5%	6%	4%
Which of the following are reasons you did not attend a Pacers games in the last 12 months? Team performance/record															
Mentions	22	20	2	22	1	21	22	9	13	22	9	13	22	14	8
% Valid Cases	17%	21%	6%	17%	3%	21%	17%	16%	17%	17%	14%	20%	17%	15%	20%
% Total Mentions	10%	12%	4%	10%	3%	12%	10%	10%	10%	10%	8%	12%	10%	10%	11%
Which of the following are reasons you did not attend a Pacers games in the last 12 months? Cost/Prices															
Mentions	74	57	17	74	12	62	74	30	44	74	34	40	74	46	28
% Valid Cases	56%	59%	49%	56%	40%	61%	56%	54%	58%	56%	52%	61%	56%	50%	70%
% Total Mentions	34%	34%	35%	34%	31%	35%	34%	34%	34%	34%	32%	36%	34%	32%	38%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Pacers attendance barrier (Continued)

Reasons you did not attend a Pacers game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Location/Travel distance															
Mentions	14	12	2	14	3	11	14	6	8	14	6	8	14	7	7
% Valid Cases	11%	12%	6%	11%	10%	11%	11%	11%	11%	11%	9%	12%	11%	8%	18%
% Total Mentions	6%	7%	4%	6%	8%	6%	6%	7%	6%	6%	6%	7%	6%	5%	10%
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Customer service															
Mentions	2	1	1	2	1	1	2	1	1	2	1	1	2	1	1
% Valid Cases	2%	1%	3%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	1%	3%
% Total Mentions	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Too busy/schedule conflicts															
Mentions	45	35	10	45	10	35	45	16	29	45	23	22	45	32	13
% Valid Cases	34%	36%	29%	34%	33%	34%	34%	29%	38%	34%	35%	33%	34%	35%	33%
% Total Mentions	21%	21%	21%	21%	26%	20%	21%	18%	23%	21%	22%	20%	21%	22%	18%
Which of the following are reasons you did not attend a Pacers games in the last 12 months?															
Would rather watch on TV															
Mentions	42	30	12	42	9	33	42	19	23	42	24	18	42	29	13
% Valid Cases	32%	31%	34%	32%	30%	32%	32%	34%	30%	32%	36%	27%	32%	32%	33%
% Total Mentions	19%	18%	25%	19%	23%	19%	19%	21%	18%	19%	23%	16%	19%	20%	18%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Pacers attendance barrier (Continued)

Reasons you did not attend a Pacers game in the last 12 months

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
Which of the following are reasons you did not attend a Pacers games in the last 12 months? Player behavior off the court															
Mentions	5	4	1	5	0	5	5	1	4	5	1	4	5	5	0
% Valid Cases	4%	4%	3%	4%	0%	5%	4%	2%	5%	4%	2%	6%	4%	5%	0%
% Total Mentions	2%	2%	2%	2%	0%	3%	2%	1%	3%	2%	1%	4%	2%	3%	0%
Which of the following are reasons you did not attend a Pacers games in the last 12 months? Games take too long															
Mentions	2	1	1	2	1	1	2	1	1	2	1	1	2	2	0
% Valid Cases	2%	1%	3%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	0%
% Total Mentions	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Top 2 media sources

Select the top two sources you use to get information about Indianapolis sports

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*										*				
Sample Size	500	376	124	500	129	371	500	182	318	500	219	281	500	325	175
Valid Cases	500	376	124	500	129	371	500	182	318	500	219	281	500	325	175
Total Mentions	1,050	790	260	1,050	270	780	1,050	385	665	1,050	458	592	1,050	692	358
Select the top two sources you use to get information about Indianapolis sports. Print newspaper															
Mentions	152	132	20	152	37	115	152	43	109	152	49	103	152	88	64
% Valid Cases	30%	35%	16%	30%	29%	31%	30%	24%	34%	30%	22%	37%	30%	27%	37%
% Total Mentions	14%	17%	8%	14%	14%	15%	14%	11%	16%	14%	11%	17%	14%	13%	18%
		B							E			G			I
Select the top two sources you use to get information about Indianapolis sports. Online newspaper															
Mentions	142	101	41	142	33	109	142	59	83	142	79	63	142	92	50
% Valid Cases	28%	27%	33%	28%	26%	29%	28%	32%	26%	28%	36%	22%	28%	28%	29%
% Total Mentions	14%	13%	16%	14%	12%	14%	14%	15%	12%	14%	17%	11%	14%	13%	14%
											H				
Select the top two sources you use to get information about Indianapolis sports. Sports talk radio															
Mentions	94	70	24	94	18	76	94	38	56	94	36	58	94	58	36
% Valid Cases	19%	19%	19%	19%	14%	20%	19%	21%	18%	19%	16%	21%	19%	18%	21%
% Total Mentions	9%	9%	9%	9%	7%	10%	9%	10%	8%	9%	8%	10%	9%	8%	10%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Top 2 media sources (Continued)

Select the top two sources you use to get information about Indianapolis sports

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*									*					
Select the top two sources you use to get information about Indianapolis sports. Sports app on mobile phone															
Mentions	73	56	17	73	17	56	73	31	42	73	33	40	73	49	24
% Valid Cases	15%	15%	14%	15%	13%	15%	15%	17%	13%	15%	15%	14%	15%	15%	14%
% Total Mentions	7%	7%	7%	7%	6%	7%	7%	8%	6%	7%	7%	7%	7%	7%	7%
Select the top two sources you use to get information about Indianapolis sports. Local TV stations															
Mentions	326	252	74	326	80	246	326	112	214	326	128	198	326	217	109
% Valid Cases	65%	67%	60%	65%	62%	66%	65%	62%	67%	65%	58%	70%	65%	67%	62%
% Total Mentions	31%	32%	28%	31%	30%	32%	31%	29%	32%	31%	28%	33%	31%	31%	30%
Select the top two sources you use to get information about Indianapolis sports. Reddit or other online-only news source															
Mentions	12	9	3	12	3	9	12	4	8	12	7	5	12	8	4
% Valid Cases	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%
% Total Mentions	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Top 2 media sources (Continued)

Select the top two sources you use to get information about Indianapolis sports

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*									*					
Select the top two sources you use to get information about Indianapolis sports.															
Word of mouth															
Mentions	100	66	34	100	36	64	100	44	56	100	51	49	100	75	25
% Valid Cases	20%	18%	27%	20%	28%	17%	20%	24%	18%	20%	23%	17%	20%	23%	14%
% Total Mentions	10%	8%	13%	10%	13%	8%	10%	11%	8%	10%	11%	8%	10%	11%	7%
			A			D								J	
Select the top two sources you use to get information about Indianapolis sports.															
News aggregator on mobile device, Kindle, Nook, etc.															
Mentions	16	12	4	16	4	12	16	5	11	16	10	6	16	12	4
% Valid Cases	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	5%	2%	3%	4%	2%
% Total Mentions	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%
Select the top two sources you use to get information about Indianapolis sports.															
Facebook feed															
Mentions	104	69	35	104	34	70	104	36	68	104	52	52	104	75	29
% Valid Cases	21%	18%	28%	21%	26%	19%	21%	20%	21%	21%	24%	19%	21%	23%	17%
% Total Mentions	10%	9%	13%	10%	13%	9%	10%	9%	10%	10%	11%	9%	10%	11%	8%
			A												

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%

Top 2 media sources (Continued)

Select the top two sources you use to get information about Indianapolis sports

	Indianapolis Colts			Indiana Pacers			Indianapolis Indians (Minor league baseball)			Indy 500			Indiana University basketball		
	Total	Attend ed (A)	Did not attend (B)	Total	Did not attend (C)	Attend ed (D)	Total	Did not attend (E)	Attend ed (F)	Total	Did not attend e (G)	Attend ed (H)	Total	Did not attend (I)	Attend ed (J)
	*									*					
Select the top two sources you use to get information about Indianapolis sports. Twitter feed															
Mentions	31	23	8	31	8	23	31	13	18	31	13	18	31	18	13
% Valid Cases	6%	6%	6%	6%	6%	6%	6%	7%	6%	6%	6%	6%	6%	6%	7%
% Total Mentions	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%

* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: AB / CD / EF / GH / IJ. Upper case at 95%