

## **Local Attendance (Past 12 months)**

November 28, 2017

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### **Uncategorized Variables**

| Page | Variable                                                 |
|------|----------------------------------------------------------|
| 3    | Attended last 12 months * Attended in the last 12 months |

\* Denotes variable with statistically significant findings

Attended last 12 months

Attended in the last 12 months

|                                                                                                  | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indiana Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indiana Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Napton Roller Derby (E) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Indians (F) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Fuel (G) | Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (H) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (J) | Which have you attended in the last 12 months? (Check all that apply) NASCAR (K) | Which have you attended in the last 12 months? (Check all that apply) Purdue football (L) | Which have you attended in the last 12 months? (Check all that apply) Purdue basketball (M) | Which have you attended in the last 12 months? (Check all that apply) University of Notre Dame basketball (N) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame football (O) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame basketball (P) | Which have you attended in the last 12 months? (Check all that apply) None (Q) |
|--------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Sample Size                                                                                      | 500   | 48                                                                                          | 181                                                                                          | 162                                                                                      | 29                                                                                      | 22                                                                                            | 139                                                                                            | 37                                                                                          | 24                                                                                    | 90                                                                                 | 26                                                                                      | 21                                                                               | 22                                                                                        | 41                                                                                          | 46                                                                                                            | 20                                                                                            | 10                                                                                              | 134                                                                            |
| Valid Cases                                                                                      | 500   | 48                                                                                          | 181                                                                                          | 162                                                                                      | 29                                                                                      | 22                                                                                            | 139                                                                                            | 37                                                                                          | 24                                                                                    | 90                                                                                 | 26                                                                                      | 21                                                                               | 22                                                                                        | 41                                                                                          | 46                                                                                                            | 20                                                                                            | 10                                                                                              | 134                                                                            |
| Total Mentions                                                                                   | 1,052 | 185                                                                                         | 591                                                                                          | 518                                                                                      | 116                                                                                     | 83                                                                                            | 457                                                                                            | 144                                                                                         | 98                                                                                    | 325                                                                                | 109                                                                                     | 100                                                                              | 103                                                                                       | 167                                                                                         | 192                                                                                                           | 106                                                                                           | 63                                                                                              | 135                                                                            |
| Which have you attended in the last 12 months? (Check all that apply) Butler basketball Mentions |       |                                                                                             |                                                                                              |                                                                                          |                                                                                         |                                                                                               |                                                                                                |                                                                                             |                                                                                       |                                                                                    |                                                                                         |                                                                                  |                                                                                           |                                                                                             |                                                                                                               |                                                                                               |                                                                                                 |                                                                                |
| % Valid Cases                                                                                    | 48    | 48                                                                                          | 27                                                                                           | 23                                                                                       | 5                                                                                       | 2                                                                                             | 18                                                                                             | 2                                                                                           | 3                                                                                     | 13                                                                                 | 5                                                                                       | 2                                                                                | 5                                                                                         | 9                                                                                           | 10                                                                                                            | 8                                                                                             | 50%                                                                                             | 0                                                                              |
| % Total Mentions                                                                                 | 10%   | 100%                                                                                        | 15%                                                                                          | 14%                                                                                      | 17%                                                                                     | 9%                                                                                            | 13%                                                                                            | 5%                                                                                          | 13%                                                                                   | 14%                                                                                | 19%                                                                                     | 10%                                                                              | 23%                                                                                       | 22%                                                                                         | 22%                                                                                                           | 40%                                                                                           | 8%                                                                                              | 0%                                                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                   | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indiana Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indiana Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Napton Roller Girls (Derby) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Indians (Minor league baseb | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Fuel (Minor league ice hocke | Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professional soccer) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) (J) | Which have you attended in the last 12 months? (Check all that apply) Indy football (K) | Which have you attended in the last 12 months? (Check all that apply) Purdue basketball (L) | Which have you attended in the last 12 months? (Check all that apply) Indiana University football (M) | Which have you attended in the last 12 months? (Check all that apply) Indiana University basketball (N) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame football (O) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame basketball (P) | Which have you attended in the last 12 months? (Check all that apply) None (Q) |
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|                                                                                                   |       |                                                                                             |                                                                                              |                                                                                          |                                                                                         |                                                                                                   |                                                                                                                |                                                                                                                 |                                                                                                         |                                                                                    |                                                                                                  |                                                                                         |                                                                                             |                                                                                                       |                                                                                                         |                                                                                               |                                                                                                 |                                                                                |
| Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts Mentions | 181   | 27                                                                                          | 181                                                                                          | 91                                                                                       | 14                                                                                      | 10                                                                                                | 74                                                                                                             | 19                                                                                                              | 12                                                                                                      | 49                                                                                 | 16                                                                                               | 13                                                                                      | 13                                                                                          | 24                                                                                                    | 23                                                                                                      | 16                                                                                            | 8                                                                                               | 1                                                                              |
| % Valid Cases                                                                                     | 36%   | 56%                                                                                         | 100%                                                                                         | 56%                                                                                      | 48%                                                                                     | 45%                                                                                               | 53%                                                                                                            | 51%                                                                                                             | 50%                                                                                                     | 54%                                                                                | 62%                                                                                              | 62%                                                                                     | 59%                                                                                         | 59%                                                                                                   | 50%                                                                                                     | 80%                                                                                           | 80%                                                                                             | 1%                                                                             |
| % Total Mentions                                                                                  | 17%   | 15%                                                                                         | 31%                                                                                          | 18%                                                                                      | 12%                                                                                     | 12%                                                                                               | 16%                                                                                                            | 13%                                                                                                             | 12%                                                                                                     | 15%                                                                                | 15%                                                                                              | 13%                                                                                     | 13%                                                                                         | 14%                                                                                                   | 12%                                                                                                     | 15%                                                                                           | 13%                                                                                             | 1%                                                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                               | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indiana colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indiana pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indiana fever (D) | Which have you attended in the last 12 months? (Check all that apply) Naptown Roller Girls (Derby) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league baseb | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league ice hocke | Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professional soccer) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) (J) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (K) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (L) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (M) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (N) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (O) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (P) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (Q) |
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|                                                                                               |       |                                                                                             |                                                                                         |                                                                                          |                                                                                         |                                                                                                    |                                                                                                        |                                                                                                            |                                                                                                         |                                                                                    |                                                                                                  |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |
| Which have you attended in the last 12 months? (Check all that apply) Indiana Pacers Mentions | 162   | 23                                                                                          | 91                                                                                      | 162                                                                                      | 18                                                                                      | 9                                                                                                  | 61                                                                                                     | 18                                                                                                         | 12                                                                                                      | 36                                                                                 | 10                                                                                               | 12                                                                                | 13                                                                                | 14                                                                                | 22                                                                                | 10                                                                                | 7                                                                                 | 0                                                                                 |
| % Valid Cases                                                                                 | 32%   | 48%                                                                                         | 50%                                                                                     | 100%                                                                                     | 62%                                                                                     | 41%                                                                                                | 44%                                                                                                    | 49%                                                                                                        | 50%                                                                                                     | 40%                                                                                | 38%                                                                                              | 57%                                                                               | 59%                                                                               | 34%                                                                               | 48%                                                                               | 50%                                                                               | 70%                                                                               | 0%                                                                                |
| % Total Mentions                                                                              | 15%   | 12%                                                                                         | 15%                                                                                     | 31%                                                                                      | 16%                                                                                     | 11%                                                                                                | 13%                                                                                                    | 13%                                                                                                        | 12%                                                                                                     | 11%                                                                                | 9%                                                                                               | 12%                                                                               | 13%                                                                               | 8%                                                                                | 11%                                                                               | 9%                                                                                | 11%                                                                               | 0%                                                                                |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                              |       |                                                                                             |                                                                                         |                                                                                          |                                                                                         | Which have you attended in the last 12 months?                                                     | Which have you attended in the last 12 months?                                                         | Which have you attended in the last 12 months?                                                              | Which have you attended in the last 12 months?                                                          | Which have you attended in the last 12 months?                                     | Which have you attended in the last 12 months?                                                   | Which have you attended in the last 12 months?                                            | Which have you attended in the last 12 months?                                              | Which have you attended in the last 12 months?                                                | Which have you attended in the last 12 months?                                                  | Which have you attended in the last 12 months?                                                | Which have you attended in the last 12 months?                                                  | Which have you attended in the last 12 months?                                 |
|----------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
|                                                                                              | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indiana colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indiana Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indiana Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Naptown Roller Girls (Derby) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league baseb | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Fuel (Minor league hocke | Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professional soccer) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) (J) | Which have you attended in the last 12 months? (Check all that apply) Purdue football (K) | Which have you attended in the last 12 months? (Check all that apply) Purdue basketball (L) | Which have you attended in the last 12 months? (Check all that apply) University football (M) | Which have you attended in the last 12 months? (Check all that apply) University basketball (N) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame football (O) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame basketball (P) | Which have you attended in the last 12 months? (Check all that apply) None (Q) |
|                                                                                              |       |                                                                                             |                                                                                         |                                                                                          |                                                                                         |                                                                                                    |                                                                                                        |                                                                                                             |                                                                                                         |                                                                                    |                                                                                                  |                                                                                           |                                                                                             |                                                                                               |                                                                                                 |                                                                                               |                                                                                                 |                                                                                |
| Which have you attended in the last 12 months? (Check all that apply) Indiana Fever Mentions |       |                                                                                             |                                                                                         |                                                                                          |                                                                                         |                                                                                                    |                                                                                                        |                                                                                                             |                                                                                                         |                                                                                    |                                                                                                  |                                                                                           |                                                                                             |                                                                                               |                                                                                                 |                                                                                               |                                                                                                 |                                                                                |
| % Valid Cases                                                                                | 29    | 5                                                                                           | 14                                                                                      | 18                                                                                       | 29                                                                                      | 5                                                                                                  | 12                                                                                                     | 3                                                                                                           | 4                                                                                                       | 6                                                                                  | 3                                                                                                | 2                                                                                         | 2                                                                                           | 5                                                                                             | 6                                                                                               | 1                                                                                             | 1                                                                                               | 0                                                                              |
| % Total Mentions                                                                             | 6%    | 10%                                                                                         | 8%                                                                                      | 11%                                                                                      | 100%                                                                                    | 23%                                                                                                | 9%                                                                                                     | 8%                                                                                                          | 17%                                                                                                     | 7%                                                                                 | 12%                                                                                              | 10%                                                                                       | 9%                                                                                          | 12%                                                                                           | 13%                                                                                             | 5%                                                                                            | 10%                                                                                             | 0%                                                                             |
|                                                                                              | 3%    | 3%                                                                                          | 2%                                                                                      | 3%                                                                                       | 25%                                                                                     | 6%                                                                                                 | 3%                                                                                                     | 2%                                                                                                          | 4%                                                                                                      | 2%                                                                                 | 3%                                                                                               | 2%                                                                                        | 2%                                                                                          | 3%                                                                                            | 3%                                                                                              | 1%                                                                                            | 2%                                                                                              | 0%                                                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                                    | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Naptown Roller Girls (Roller Derby) (E) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league baseball) (F) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Fuel league ice hockey) (G) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Eleven (Professional soccer) (H) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) (J) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (K) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (L) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (M) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (N) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (O) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (P) | Which have you attended in the last 12 months? (Check all that apply) IndyCar (Q) |
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|                                                                                                                    |       |                                                                                             |                                                                                              |                                                                                               |                                                                                              |                                                                                                               |                                                                                                                |                                                                                                                 |                                                                                                                     |                                                                                            |                                                                                                  |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |
| Which have you attended in the last 12 months? (Check all that apply) Naptown Roller Girls (Roller Derby) Mentions |       |                                                                                             |                                                                                              |                                                                                               |                                                                                              |                                                                                                               |                                                                                                                |                                                                                                                 |                                                                                                                     |                                                                                            |                                                                                                  |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |
| % Valid Cases                                                                                                      | 22    | 2                                                                                           | 10                                                                                           | 9                                                                                             | 5                                                                                            | 22                                                                                                            | 13                                                                                                             | 5                                                                                                               | 2                                                                                                                   | 6                                                                                          | 2                                                                                                | 0                                                                                 | 1                                                                                 | 3                                                                                 | 2                                                                                 | 1                                                                                 | 0                                                                                 | 0                                                                                 |
| % Total Mentions                                                                                                   | 4%    | 4%                                                                                          | 6%                                                                                           | 6%                                                                                            | 17%                                                                                          | 100%                                                                                                          | 9%                                                                                                             | 14%                                                                                                             | 8%                                                                                                                  | 7%                                                                                         | 8%                                                                                               | 0%                                                                                | 5%                                                                                | 7%                                                                                | 4%                                                                                | 5%                                                                                | 0%                                                                                | 0%                                                                                |
|                                                                                                                    | 2%    | 1%                                                                                          | 2%                                                                                           | 2%                                                                                            | 4% BC                                                                                        | 27%                                                                                                           | 3%                                                                                                             | 3%                                                                                                              | 2%                                                                                                                  | 2%                                                                                         | 2%                                                                                               | 0%                                                                                | 1%                                                                                | 2%                                                                                | 1%                                                                                | 0%                                                                                | 0%                                                                                |                                                                                   |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                                             |       | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? |
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|                                                                                                                             | Total | (A)                                            | (B)                                            | (C)                                            | (D)                                            | (E)                                            | (F)                                            | (G)                                            | (H)                                            | (I)                                            | (J)                                            | (K)                                            | (L)                                            | (M)                                            | (N)                                            | (O)                                            | (P)                                            | (Q)                                            |
| Which have you attended in the last 12 months? (Check all that apply) Indianapolis Indians (Minor league baseball) Mentions | 139   | 18                                             | 74                                             | 61                                             | 12                                             | 13                                             | 139                                            | 27                                             | 10                                             | 34                                             | 10                                             | 9                                              | 8                                              | 10                                             | 17                                             | 9                                              | 6                                              | 0                                              |
| % Valid Cases                                                                                                               | 28%   | 38%                                            | 41%                                            | 38%                                            | 41%                                            | 59%                                            | 100%                                           | 73%                                            | 42%                                            | 38%                                            | 38%                                            | 43%                                            | 36%                                            | 24%                                            | 37%                                            | 45%                                            | 60%                                            | 0%                                             |
| % Total Mentions                                                                                                            | 13%   | 10%                                            | 13%                                            | 12%                                            | 10%                                            | 16%                                            | 30%                                            | 19%                                            | 10%                                            | 10%                                            | 9%                                             | 9%                                             | 8%                                             | 6%                                             | 9%                                             | 8%                                             | 10%                                            | 0%                                             |
|                                                                                                                             |       |                                                | M                                              |                                                |                                                | CM                                             |                                                | HIJKL MNO                                      |                                                |                                                |                                                |                                                |                                                | M                                              |                                                |                                                |                                                |                                                |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                                            |       | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? |
|----------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|
|                                                                                                                            | Total | (A)                                            | (B)                                            | (C)                                            | (D)                                            | (E)                                            | (F)                                            | (G)                                            | (H)                                            | (I)                                            | (J)                                            | (K)                                            | (L)                                            | (M)                                            | (N)                                            | (O)                                            | (P)                                            | (Q)                                            |
| Which have you attended in the last 12 months? (Check all that apply) Indianapolis Fuel (Minor league ice hockey) Mentions | 37    | 2                                              | 19                                             | 18                                             | 3                                              | 5                                              | 27                                             | 37                                             | 4                                              | 11                                             | 2                                              | 4                                              | 4                                              | 3                                              | 3                                              | 2                                              | 0                                              | 0                                              |
| % Valid Cases                                                                                                              | 7%    | 4%                                             | 10%                                            | 11%                                            | 10%                                            | 23%                                            | 19%                                            | 100%                                           | 17%                                            | 12%                                            | 8%                                             | 19%                                            | 18%                                            | 7%                                             | 7%                                             | 10%                                            | 0%                                             | 0%                                             |
| % Total Mentions                                                                                                           | 4%    | 1%                                             | 3%                                             | 3%                                             | 3%                                             | 6%                                             | 6%                                             | 26%                                            | 4%                                             | 3%                                             | 2%                                             | 4%                                             | 4%                                             | 2%                                             | 2%                                             | 2%                                             | 0%                                             | 0%                                             |

\* Statistically significant result within this Column Variable at 95%

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## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                                  | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indiana Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indiana Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Napton Roller Girls (Derby) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league baseb | Which have you attended in the last 12 months? (Check all that apply) Indianap | Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professional soccer) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) NASCAR (J) | Which have you attended in the last 12 months? (Check all that apply) football (K) | Which have you attended in the last 12 months? (Check all that apply) basketball (L) | Which have you attended in the last 12 months? (Check all that apply) basketball (M) | Which have you attended in the last 12 months? (Check all that apply) basketball (N) | Which have you attended in the last 12 months? (Check all that apply) football (O) | Which have you attended in the last 12 months? (Check all that apply) basketball (P) | Which have you attended in the last 12 months? (Check all that apply) None (Q) |
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|                                                                                                                  |       |                                                                                             |                                                                                              |                                                                                          |                                                                                         |                                                                                                   |                                                                                                        |                                                                                |                                                                                                         |                                                                                    |                                                                                  |                                                                                    |                                                                                      |                                                                                      |                                                                                      |                                                                                    |                                                                                      |                                                                                |
| Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professional soccer) Mentions | 24    | 3                                                                                           | 12                                                                                           | 12                                                                                       | 4                                                                                       | 2                                                                                                 | 10                                                                                                     | 4                                                                              | 24                                                                                                      | 9                                                                                  | 0                                                                                | 3                                                                                  | 2                                                                                    | 4                                                                                    | 5                                                                                    | 4                                                                                  | 0                                                                                    | 0                                                                              |
| % Valid Cases                                                                                                    | 5%    | 6%                                                                                          | 7%                                                                                           | 7%                                                                                       | 14%                                                                                     | 9%                                                                                                | 7%                                                                                                     | 11%                                                                            | 100%                                                                                                    | 10%                                                                                | 0%                                                                               | 14%                                                                                | 9%                                                                                   | 10%                                                                                  | 11%                                                                                  | 20%                                                                                | 0%                                                                                   | 0%                                                                             |
| % Total Mentions                                                                                                 | 2%    | 2%                                                                                          | 2%                                                                                           | 2%                                                                                       | 3%                                                                                      | 2%                                                                                                | 2%                                                                                                     | 3%                                                                             | 24%                                                                                                     | 3%                                                                                 | 0%                                                                               | 3%                                                                                 | 2%                                                                                   | 2%                                                                                   | 3%                                                                                   | 4%                                                                                 | 0%                                                                                   | 0%                                                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                         |       | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? |
|-----------------------------------------------------------------------------------------|-------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|
|                                                                                         | Total | (A)                                            | (B)                                            | (C)                                            | (D)                                            | (E)                                            | (F)                                            | (G)                                            | (H)                                            | (I)                                            | (J)                                            | (K)                                            | (L)                                            | (M)                                            | (N)                                            | (O)                                            | (P)                                            | (Q)                                            |
| Which have you attended in the last 12 months? (Check all that apply) Butler basketball | 90    | 13                                             | 49                                             | 36                                             | 6                                              | 6                                              | 34                                             | 11                                             | 9                                              | 90                                             | 17                                             | 14                                             | 11                                             | 8                                              | 10                                             | 6                                              | 5                                              | 0                                              |
| Mentions                                                                                | 18%   | 27%                                            | 27%                                            | 22%                                            | 21%                                            | 27%                                            | 24%                                            | 30%                                            | 38%                                            | 100%                                           | 65%                                            | 67%                                            | 50%                                            | 20%                                            | 22%                                            | 30%                                            | 50%                                            | 0%                                             |
| % Valid Cases                                                                           | 9%    | 7%                                             | 8%                                             | 7%                                             | 5%                                             | 7%                                             | 7%                                             | 8%                                             | 9%                                             | 28%                                            | 16%                                            | 14%                                            | 11%                                            | 5%                                             | 5%                                             | 6%                                             | 8%                                             | 0%                                             |
| % Total Mentions                                                                        |       |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                | ABCD                                           | ABCD                                           | ABCD                                           |                                                |                                                |                                                | CMN                                            |                                                |
|                                                                                         |       |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                | EFGH                                           | EFGH                                           | ABCD                                           |                                                |                                                |                                                |                                                |                                                |
|                                                                                         |       |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                | MNO                                            | MNO                                            | MN                                             |                                                |                                                |                                                |                                                |                                                |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                       | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indiana Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indiana Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Napton Roller Girls (Derby) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Indians (Minor league baseb | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Fuel (Minor league ice hocke | Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professaional soccer) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) (J) | Which have you attended in the last 12 months? (Check all that apply) Purdue football (K) | Which have you attended in the last 12 months? (Check all that apply) Purdue basketball (L) | Which have you attended in the last 12 months? (Check all that apply) University football (M) | Which have you attended in the last 12 months? (Check all that apply) University basketball (N) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame football (O) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame basketball (P) | Which have you attended in the last 12 months? (Check all that apply) None (Q) |
|-------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
|                                                                                                       |       |                                                                                             |                                                                                              |                                                                                          |                                                                                         |                                                                                                   |                                                                                                                |                                                                                                                 |                                                                                                          |                                                                                    |                                                                                                  |                                                                                           |                                                                                             |                                                                                               |                                                                                                 |                                                                                               |                                                                                                 |                                                                                |
| Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) Mentions | 26    | 5                                                                                           | 16                                                                                           | 10                                                                                       | 3                                                                                       | 2                                                                                                 | 10                                                                                                             | 2                                                                                                               | 0                                                                                                        | 17                                                                                 | 26                                                                                               | 4                                                                                         | 2                                                                                           | 3                                                                                             | 4                                                                                               | 3                                                                                             | 2                                                                                               | 0                                                                              |
| % Valid Cases                                                                                         | 5%    | 10%                                                                                         | 9%                                                                                           | 6%                                                                                       | 10%                                                                                     | 9%                                                                                                | 7%                                                                                                             | 5%                                                                                                              | 0%                                                                                                       | 19%                                                                                | 100%                                                                                             | 19%                                                                                       | 9%                                                                                          | 7%                                                                                            | 9%                                                                                              | 15%                                                                                           | 20%                                                                                             | 0%                                                                             |
| % Total Mentions                                                                                      | 2%    | 3%                                                                                          | 3%                                                                                           | 2%                                                                                       | 3%                                                                                      | 2%                                                                                                | 2%                                                                                                             | 1%                                                                                                              | 0%                                                                                                       | 5% BCF                                                                             | 24%                                                                                              | 4%                                                                                        | 2%                                                                                          | 2%                                                                                            | 2%                                                                                              | 3%                                                                                            | 3%                                                                                              | 0%                                                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                | Total    | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indiana Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indiana Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Naptown Roller Girls (Derby) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league baseball) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league hockey) | Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professional soccer) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) (J) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) |
|------------------------------------------------------------------------------------------------|----------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|                                                                                                |          |                                                                                             |                                                                                              |                                                                                          |                                                                                         |                                                                                                    |                                                                                                            |                                                                                                          |                                                                                                         |                                                                                    |                                                                                                  |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |
| Which have you attended in the last 12 months? (Check all that apply) Purdue football Mentions |          |                                                                                             |                                                                                              |                                                                                          |                                                                                         |                                                                                                    |                                                                                                            |                                                                                                          |                                                                                                         |                                                                                    |                                                                                                  |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |
| % Valid Cases                                                                                  | 21       | 2                                                                                           | 13                                                                                           | 12                                                                                       | 2                                                                                       | 0                                                                                                  | 9                                                                                                          | 4                                                                                                        | 3                                                                                                       | 14                                                                                 | 4                                                                                                | 21                                                                                 | 9                                                                                  | 4                                                                                  | 1                                                                                  | 2                                                                                  | 0                                                                                  | 0                                                                                  |
| % Total Mentions                                                                               | 4%<br>2% | 4%<br>1%                                                                                    | 7%<br>2%                                                                                     | 7%<br>2%                                                                                 | 7%<br>2%                                                                                | 0%<br>0%                                                                                           | 6%<br>2%                                                                                                   | 11%<br>3%                                                                                                | 13%<br>3%                                                                                               | 16%<br>4%<br>BCF                                                                   | 15%<br>4%                                                                                        | 100%<br>21%                                                                        | 41%<br>9%<br>BCFI                                                                  | 10%<br>2%                                                                          | 2%<br>1%                                                                           | 10%<br>2%                                                                          | 0%<br>0%                                                                           | 0%<br>0%                                                                           |
|                                                                                                |          |                                                                                             |                                                                                              |                                                                                          |                                                                                         |                                                                                                    |                                                                                                            |                                                                                                          |                                                                                                         |                                                                                    |                                                                                                  |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                         |       | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? |
|-----------------------------------------------------------------------------------------|-------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|
|                                                                                         | Total | (A)                                            | (B)                                            | (C)                                            | (D)                                            | (E)                                            | (F)                                            | (G)                                            | (H)                                            | (I)                                            | (J)                                            | (K)                                            | (L)                                            | (M)                                            | (N)                                            | (O)                                            | (P)                                            | (Q)                                            |
| Which have you attended in the last 12 months? (Check all that apply) Purdue basketball |       |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |
| Mentions                                                                                | 22    | 5                                              | 13                                             | 13                                             | 2                                              | 1                                              | 8                                              | 4                                              | 2                                              | 11                                             | 2                                              | 9                                              | 22                                             | 4                                              | 3                                              | 2                                              | 2                                              | 0                                              |
| % Valid Cases                                                                           | 4%    | 10%                                            | 7%                                             | 8%                                             | 7%                                             | 5%                                             | 6%                                             | 11%                                            | 8%                                             | 12%                                            | 8%                                             | 43%                                            | 100%                                           | 10%                                            | 7%                                             | 10%                                            | 20%                                            | 0%                                             |
| % Total Mentions                                                                        | 2%    | 3%                                             | 2%                                             | 3%                                             | 2%                                             | 1%                                             | 2%                                             | 3%                                             | 2%                                             | 3%                                             | 2%                                             | 9%                                             | 21%                                            | 2%                                             | 2%                                             | 2%                                             | 3%                                             | 0%                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                            |    | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indian Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indian Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indiana Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Napton Roller Girls (Derby) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Indian (Minor league baseb) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Indian (Fuel league ice hocke) | Which have you attended in the last 12 months? (Check all that apply) Indy Eleven (Professional soccer) | Which have you attended in the last 12 months? (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) (J) | Which have you attended in the last 12 months? (Check all that apply) Purdue football (K) | Which have you attended in the last 12 months? (Check all that apply) Purdue basketball (L) | Which have you attended in the last 12 months? (Check all that apply) University of Indiana football (M) | Which have you attended in the last 12 months? (Check all that apply) University of Indiana basketball (N) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame football (O) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame basketball (P) | Which have you attended in the last 12 months? (Check all that apply) None (Q) |
|------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Total                                                                                                      |    | (A)                                                                                         | (B)                                                                                    | (C)                                                                                     | (D)                                                                                     |                                                                                                   |                                                                                                                |                                                                                                                   |                                                                                                         |                                                                                    |                                                                                                  |                                                                                           |                                                                                             |                                                                                                          |                                                                                                            |                                                                                               |                                                                                                 |                                                                                |
| Which have you attended in the last 12 months? (Check all that apply) Indiana University football Mentions |    |                                                                                             |                                                                                        |                                                                                         |                                                                                         |                                                                                                   |                                                                                                                |                                                                                                                   |                                                                                                         |                                                                                    |                                                                                                  |                                                                                           |                                                                                             |                                                                                                          |                                                                                                            |                                                                                               |                                                                                                 |                                                                                |
| % Valid Cases                                                                                              | 41 | 9                                                                                           | 24                                                                                     | 14                                                                                      | 5                                                                                       | 3                                                                                                 | 10                                                                                                             | 3                                                                                                                 | 4                                                                                                       | 8                                                                                  | 3                                                                                                | 4                                                                                         | 4                                                                                           | 41                                                                                                       | 26                                                                                                         | 6                                                                                             | 3                                                                                               | 0                                                                              |
| % Total Mentions                                                                                           | 8% | 19%                                                                                         | 13%                                                                                    | 9%                                                                                      | 17%                                                                                     | 14%                                                                                               | 7%                                                                                                             | 8%                                                                                                                | 17%                                                                                                     | 9%                                                                                 | 12%                                                                                              | 19%                                                                                       | 18%                                                                                         | 100%                                                                                                     | 57%                                                                                                        | 30%                                                                                           | 30%                                                                                             | 0%                                                                             |
|                                                                                                            | 4% | 5%<br>CF                                                                                    | 4%<br>CF                                                                               | 3%                                                                                      | 4%                                                                                      | 4%                                                                                                | 2%                                                                                                             | 2%                                                                                                                | 4%                                                                                                      | 2%                                                                                 | 3%                                                                                               | 4%                                                                                        | 4%                                                                                          | 25%                                                                                                      | ABCDF<br>IO                                                                                                | 6%<br>BCFI                                                                                    | 5%                                                                                              | 0%                                                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                                              | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indian apolis Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Napto wn Roller Girls (D)erby | Which have you attended in the last 12 months? (Check all that apply) Indian apolis (Minor league baseb | Which have you attended in the last 12 months? (Check all that apply) Indian Fuel (Minor league hocke | Which have you attended in the last 12 months? (Check all that apply) Eleven (Profe ssiona l soccer ) | Which have you attended in the last 12 months? (Check all that apply) Indy (Chc k all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASC AR) (J) | Which have you attended in the last 12 months? (Check all that apply) Purdu e footba ll (K) | Which have you attended in the last 12 months? (Check all that apply) Purdu e basket ball (L) | Which have you attended in the last 12 months? (Check all that apply) Univer sity footba ll (M) | Which have you attended in the last 12 months? (Check all that apply) Univer sity basket ball (N) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame footba ll (O) | Which have you attended in the last 12 months? (Check all that apply) Notre Dame basket ball (P) | Which have you attended in the last 12 months? (Check all that apply) None (Q) |
|--------------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
|                                                                                                              |       |                                                                                             |                                                                                               |                                                                                  |                                                                                 |                                                                                                     |                                                                                                         |                                                                                                       |                                                                                                       |                                                                                                                |                                                                                                   |                                                                                             |                                                                                               |                                                                                                 |                                                                                                   |                                                                                                |                                                                                                  |                                                                                |
| Which have you attended in the last 12 months? (Check all that apply) Indiana University basketball Mentions |       |                                                                                             |                                                                                               |                                                                                  |                                                                                 |                                                                                                     |                                                                                                         |                                                                                                       |                                                                                                       |                                                                                                                |                                                                                                   |                                                                                             |                                                                                               |                                                                                                 |                                                                                                   |                                                                                                |                                                                                                  |                                                                                |
| % Valid Cases                                                                                                | 46    | 10                                                                                          | 23                                                                                            | 22                                                                               | 6                                                                               | 2                                                                                                   | 17                                                                                                      | 3                                                                                                     | 5                                                                                                     | 10                                                                                                             | 4                                                                                                 | 1                                                                                           | 3                                                                                             | 26                                                                                              | 46                                                                                                | 8                                                                                              | 6                                                                                                | 0                                                                              |
| % Total Mentions                                                                                             | 9%    | 21%                                                                                         | 13%                                                                                           | 14%                                                                              | 21%                                                                             | 9%                                                                                                  | 12%                                                                                                     | 8%                                                                                                    | 21%                                                                                                   | 11%                                                                                                            | 15%                                                                                               | 5%                                                                                          | 14%                                                                                           | 63%                                                                                             | 100%                                                                                              | 40%                                                                                            | 60%                                                                                              | 0%                                                                             |
|                                                                                                              | 4%    | 5%                                                                                          | 4%                                                                                            | 4%                                                                               | 5%                                                                              | 2%                                                                                                  | 4%                                                                                                      | 2%                                                                                                    | 5%                                                                                                    | 3%                                                                                                             | 4%                                                                                                | 1%                                                                                          | 3%                                                                                            | ABCD<br>HI                                                                                      | 24%                                                                                               | 8%<br>BCFI                                                                                     | 10%                                                                                              | 0%                                                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                         |       | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? |
|-----------------------------------------------------------------------------------------|-------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|
|                                                                                         | Total | (A)                                            | (B)                                            | (C)                                            | (D)                                            | (E)                                            | (F)                                            | (G)                                            | (H)                                            | (I)                                            | (J)                                            | (K)                                            | (L)                                            | (M)                                            | (N)                                            | (O)                                            | (P)                                            | (Q)                                            |
| Which have you attended in the last 12 months? (Check all that apply) Butler basketball | 20    | 8                                              | 16                                             | 10                                             | 1                                              | 1                                              | 9                                              | 2                                              | 4                                              | 6                                              | 3                                              | 2                                              | 2                                              | 6                                              | 8                                              | 20                                             | 8                                              | 0                                              |
| % Valid Cases                                                                           | 4%    | 17%                                            | 9%                                             | 6%                                             | 3%                                             | 5%                                             | 6%                                             | 5%                                             | 17%                                            | 7%                                             | 12%                                            | 10%                                            | 9%                                             | 15%                                            | 17%                                            | 100%                                           | 80%                                            | 0%                                             |
| % Total Mentions                                                                        | 2%    | 4% CFI                                         | 3%                                             | 2%                                             | 1%                                             | 1%                                             | 2%                                             | 1%                                             | 4%                                             | 2%                                             | 3%                                             | 2%                                             | 2%                                             | 4%                                             | 4% CFI                                         | 19%                                            | 13%                                            | 0%                                             |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                                         |       | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? | Which have you attended in the last 12 months? |
|-----------------------------------------------------------------------------------------|-------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|
|                                                                                         | Total | (A)                                            | (B)                                            | (C)                                            | (D)                                            | (E)                                            | (F)                                            | (G)                                            | (H)                                            | (I)                                            | (J)                                            | (K)                                            | (L)                                            | (M)                                            | (N)                                            | (O)                                            | (P)                                            | (Q)                                            |
| Which have you attended in the last 12 months? (Check all that apply) Butler basketball | 10    | 5                                              | 8                                              | 7                                              | 1                                              | 0                                              | 6                                              | 0                                              | 0                                              | 5                                              | 2                                              | 0                                              | 2                                              | 3                                              | 6                                              | 40%                                            | 10                                             | 0                                              |
| Mentions                                                                                | 2%    | 10%                                            | 4%                                             | 4%                                             | 3%                                             | 0%                                             | 4%                                             | 0%                                             | 0%                                             | 6%                                             | 8%                                             | 0%                                             | 9%                                             | 7%                                             | 13%                                            | 8%                                             | 100%                                           | 0%                                             |
| % Valid Cases                                                                           | 1%    | 3%                                             | 1%                                             | 1%                                             | 1%                                             | 0%                                             | 1%                                             | 0%                                             | 0%                                             | 2%                                             | 2%                                             | 0%                                             | 2%                                             | 2%                                             | 3%                                             | ABC                                            | 16%                                            | 0%                                             |
| % Total Mentions                                                                        |       |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                |                                                | BCF                                            | FI                                             |                                                |                                                |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%

## Attended last 12 months (Continued)

Attended in the last 12 months

|                                                                            | Total | Which have you attended in the last 12 months? (Check all that apply) Butler basketball (A) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Colts (B) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Pacers (C) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Fever (D) | Which have you attended in the last 12 months? (Check all that apply) Napton Roller Girls Derby (E) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league baseball) (F) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Minor league hockey) (G) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Eleven (Professional soccer) (H) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Check all that apply) Indy 500 (I) | Which have you attended in the last 12 months? (Check all that apply) Brickyard 400 (NASCAR) (J) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis football (K) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis basketball (L) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis University football (M) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis University basketball (N) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Notre Dame football (O) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis Notre Dame basketball (P) | Which have you attended in the last 12 months? (Check all that apply) Indianapolis (Check all that apply) None (Q) |
|----------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
|                                                                            |       |                                                                                             |                                                                                              |                                                                                               |                                                                                              |                                                                                                     |                                                                                                                |                                                                                                              |                                                                                                                     |                                                                                                                        |                                                                                                  |                                                                                                 |                                                                                                   |                                                                                                            |                                                                                                              |                                                                                                            |                                                                                                              |                                                                                                                    |
| Which have you attended in the last 12 months? (Check all that apply) None |       |                                                                                             |                                                                                              |                                                                                               |                                                                                              |                                                                                                     |                                                                                                                |                                                                                                              |                                                                                                                     |                                                                                                                        |                                                                                                  |                                                                                                 |                                                                                                   |                                                                                                            |                                                                                                              |                                                                                                            |                                                                                                              |                                                                                                                    |
| Mentions                                                                   |       |                                                                                             |                                                                                              |                                                                                               |                                                                                              |                                                                                                     |                                                                                                                |                                                                                                              |                                                                                                                     |                                                                                                                        |                                                                                                  |                                                                                                 |                                                                                                   |                                                                                                            |                                                                                                              |                                                                                                            |                                                                                                              |                                                                                                                    |
| % Valid Cases                                                              | 134   | 0                                                                                           | 1                                                                                            | 0                                                                                             | 0                                                                                            | 0                                                                                                   | 0                                                                                                              | 0                                                                                                            | 0                                                                                                                   | 0                                                                                                                      | 0                                                                                                | 0                                                                                               | 0                                                                                                 | 0                                                                                                          | 0                                                                                                            | 0                                                                                                          | 0                                                                                                            | 134                                                                                                                |
| % Total Mentions                                                           | 27%   | 0%                                                                                          | 1%                                                                                           | 0%                                                                                            | 0%                                                                                           | 0%                                                                                                  | 0%                                                                                                             | 0%                                                                                                           | 0%                                                                                                                  | 0%                                                                                                                     | 0%                                                                                               | 0%                                                                                              | 0%                                                                                                | 0%                                                                                                         | 0%                                                                                                           | 0%                                                                                                         | 0%                                                                                                           | 100%                                                                                                               |
|                                                                            | 13%   | 0%                                                                                          | 0%                                                                                           | 0%                                                                                            | 0%                                                                                           | 0%                                                                                                  | 0%                                                                                                             | 0%                                                                                                           | 0%                                                                                                                  | 0%                                                                                                                     | 0%                                                                                               | 0%                                                                                              | 0%                                                                                                | 0%                                                                                                         | 0%                                                                                                           | 0%                                                                                                         | 0%                                                                                                           | 99%                                                                                                                |

\* Statistically significant result within this Column Variable at 95%

Significant Difference within Groups: ABCDEFGHIJKLMNOPQ. Upper case at 95%