

Increasing Attendance at UBC Varsity Sport Events

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Executive Summary

This research project focuses on addressing the declining attendance at UBC varsity sports events, particularly among off-campus students. The study aimed to identify factors influencing student attendance, gather demographic data, and provide recommendations to enhance attendance. The research design involves the distribution of an online survey to off-campus UBC students, with a total of 70 participants meeting the inclusion criteria. The data was analysed using a combination of descriptive statistics and qualitative analysis.

The literature review highlights the significance of university sports in fostering community pride and engagement, as well as the challenges faced by student-athletes in balancing academics and sports. The results section presents demographic data, attendance patterns, and factors influencing game attendance, such as the role of social media, knowing players on the team, and preferences for game features and promotional incentives. The discussion section interprets the results and makes recommendations to enhance attendance, including improving social media awareness, offering rewards for regular attendance, organising meet-and-greet sessions with athletes, and providing discounts and promotional giveaways.

The study's focus on off-campus students, along with the detailed analysis and strategic recommendations, positions it as a valuable tool for UBC Athletics to bolster spectator interest and engagement in university sports. The recommendations include short-term strategies such as improving social media engagement and offering promotional giveaways, as well as longer-term goals like organising monthly meet-and-greet sessions and rewarding top attendees at the end of the school year. The research findings and recommendations have the potential to significantly impact attendance at UBC varsity sports events and contribute to creating a more vibrant and engaged university community.

In conclusion, the research project provides valuable insights into the factors influencing attendance at UBC varsity sports events and offers strategic recommendations to enhance spectator interest and engagement. The study's comprehensive approach, including demographic analysis, data interpretation, and strategic recommendations, positions it as a valuable resource for UBC Athletics to address the declining attendance and foster a more vibrant sports culture on campus.

Introduction + Literature Review

University sports are meant to serve as vibrant focal points within the campus life of Canadian universities, fostering a sense of community pride and engagement amongst the student body (Gramegna, 2023). At the forefront of this college sports landscape is USPORTS, the largest university sports league in Canada, boasting participation from over 20,000 across 56 universities in 12 different sports (USPORTS, 2019). The importance of university sports extends beyond campus boundaries, acting as a platform to promote university identity, attract prospective students, and nurture young athletes aspiring to compete at international and professional levels (Lyman, 2023). Despite the multifaceted benefits, student-athletes face formidable challenges, navigating demanding schedules that require them to strike a delicate balance between academic pursuits and rigorous training regimens, both on home campuses and in external venues (Krishnadasan, 2023).

However, the vitality of university sports programs relies hugely on spectator interest and attendance, playing pivotal roles in creating school spirit, generating university pride, and securing publicity and funding from sponsors (Stack, 2023; Yellowbrick, 2023). Nevertheless, recent years have witnessed a concerning trend of declining attendance at university sporting events across several institutions in Canada, such as prestigious universities like McGill University, Western University, and the University of British Columbia (UBC) (Kanter, 2014; Babad-Palmer, 2021; Rochefort, 2023). This decline in attendance poses a significant challenge for universities and their athletic departments, particularly in comparison to the robust attendance culture prevalent in the United States, where collegiate sports events consistently draw large crowds (Gaudio, 2022).

For example, while college football games in the United States boasted an average attendance of 7,123 people in 2022 (Dodd, 2023), UBC football games brought an average rate of only 1,385 spectators per game, representing a mere 19% of the average attendance seen in American football games (Rochefort, 2023). Discovering the urgency of the situation, UBC Athletics has acknowledged a critical lack of understanding, regarding the factors influencing students' attendance decisions, hindering efforts to reverse the trend and encourage more participation in sporting events.

This literature review looks to delve into previous research on college sports attendance in both Canada and the United States, identify gaps in current knowledge, and suggest recommendations for future research. While the focus is on UBC, a member of the USPORTS league, existing literature predominantly centres on NCAA athletics in the United States. The NCAA's non-profit status allows revenue generated from athletic events which exceeds one billion dollars annually, to be reinvested into athletic programs (Senne, 2016; Stack, 2023). Comparatively, the revenue generated from Canadian university sports events is clearly lower, necessitating further research to understand this disparity and formulate solutions (USPORTS, 2023).

Internal and external factors play pivotal roles in influencing spectators' decisions to attend or avoid college sporting events (Trail & Kim, 2011). Internal motivators, like the drama and vicarious achievement that come with games, contrast with external motivators such as advertisements and promotions (Trail & Kim, 2011). Conversely, constraints such as team performance, ticket costs, and parking impede attendance (Trail & Kim, 2011). Ferreira & Armstrong (2004) and Simmons et al. (2021) conducted research into factors affecting student attendance, highlighting the importance of variables such as athlete skill level, ticket pricing,

promotional giveaways, and facility conditions. Additionally, Perrault (2016) conducted a similar survey, finding that the most significant drivers for attendance at collegiate sporting events was the opportunity for socialisation with friends, and in-game entertainment available, aside from the game being played.

Despite these insights, there is a limited understanding of attendance determinants specific to off-campus students. As UBC accommodates only a portion of its student population in on-campus housing, the majority live off-campus, underscoring the importance of researching this demographic (University of British Columbia, 2023). Prior studies suggest that factors influencing attendance, like event convenience and location of games, remain consistent regardless of students' living arrangements (Ferreira & Armstrong, 2004). However, comprehensive research focusing on students living off-campus is necessary to validate these findings.

In conclusion, while collegiate sports contribute significantly to school pride and engagement, attendance remains a challenge, especially for off-campus students. Addressing this issue will require a nuanced understanding of the factors influencing attendance and the formulation of targeted strategies. Our research aims to bridge this gap by investigating student attendance determinants specific to off-campus students at UBC, with the goal of fostering a vibrant sports culture within the university community. Through comprehensive analysis and strategic interventions, we aspire to enhance participation at UBC varsity sporting events, thereby enriching the overall university experience.

Methods

The current study focused on UBC students residing off of the UBC campus. Specific inclusion and exclusion criteria were determined prior to data collection to establish a target

population to recruit. Inclusion criteria are essential attributes participants must possess in order to be included in the study (Ora, 2020). The inclusion criteria for the current study were participants must be UBC students currently enrolled in any level of study (undergraduate, graduate, post-graduate, or doctoral studies) and living off-campus. Exclusion criteria are characteristics of a participant that may disrupt the study, thus any individuals meeting the exclusion criteria are not eligible for participation (Patino & Ferreira, 2018). The exclusion criteria for the current study excluded individuals who live on UBC within the University Endowment Lands (including Wesbrook Village), UBC varsity athletes, UBC faculty and staff, and individuals not affiliated with UBC from participating.

The rationale for the target population selected for this study was to ensure that the participants accurately represent the broader UBC student population, thereby enhancing the external validity of the findings (Nikolopoulou, 2023). UBC's total student population exceeds 50,000, however, the university can only accommodate roughly 26 percent of this population, or approximately 13,000 students, in campus housing (University of British Columbia, 2023). By focusing on the students living off-campus, the recruitment pool was much larger, thus the participants were likely more representative of the entire student population in comparison to the smaller group of on-campus residents.

The recruitment target for this study was 70 participants who met all inclusion criteria and none of the exclusion criteria. This number was selected to ensure there would be a large enough sample to show meaningful results while being a manageable number for researchers to provide in-depth analysis of all data. Data collection began on March 20th at 4 PM and was terminated upon the collection of 70 valid participants, which was April 2nd at 9 PM.

The following research was conducted through the distribution of an online survey (Appendix A) to UBC students that live off-campus to gauge the varsity event attendance behaviour of the particular population. A review of previous literature was conducted to identify questions and variables that may influence or constrain students' attendance at UBC varsity events. The key information collected was regarding aspects of varsity events that are important to students who have attended (and will make it more likely they will attend in the future), as well as barriers that prevented students from attending. In gathering this data, researchers were able to uncover a variety of unique experiences and constraints that have and continue to impact UBC students and their ability and desire to attend UBC varsity events.

As this was an online survey, participants accessed it through a secure and anonymous link. The link was distributed in several ways, namely via an online poster (Appendix B) that was shared across researchers' social media accounts on a popular social media platform (Instagram). Additionally, the link was posted in discussion boards of other classes researchers were enrolled in, and shared directly with researchers' friends and peers. Lastly, the link was posted on the UBC Reddit forum (Reddit is an online community and discussion board).

The current research design was a cross-sectional, descriptive, survey-based study that gathered qualitative and quantitative data through the distribution of an online survey to UBC students who live off campus. The questions included in the survey varied in the answers they allowed, with some being multiple-choice questions that required a single answer and some being multiple-choice questions that allowed for multiple options to be selected. Additionally, some questions utilised a Likert scale matrix, in which participants ranked certain statements on a continuum from extremely unlikely to extremely likely. Other questions in the survey required

participants to rank various aspects of a varsity event based on their importance to the individual.

The survey began with two questions regarding the explicit exclusion criteria, with anyone answering that they lived on campus or were a UBC varsity athlete being directed to the end of the survey without being allowed to participate. Following this, there were several introductory questions regarding basic personal information such as age, gender, year of study, length, and typical mode of transportation of their commute. Next, participants were asked to divulge how many UBC varsity events they had attended throughout the current school year. At this point, the survey broke off into two distinct routes. Had participants answered they had attended zero varsity events, they were asked questions regarding what had prevented them from attending thus far and what would increase the likelihood of their attendance at future events. The next block of questions asked the participant's preferences with regards to attending sports that play 'double-headers' with both men's and women's teams playing back-to-back on the same nights. The subsequent block of questions went more in-depth into what aspects of a varsity event were important to participants, and what would increase their likelihood of attending future varsity events. Participants were asked to rank the importance of various aspects of the event, such as the quality of the UBC team and their opponent, pre- and in-game entertainment, and concession item deals. The following block of questions was a matrix of questions that asked participants to rank on a Likert likelihood scale how certain aspects of the event may influence their attendance of events in the future, like whether the sport is a team sport or individual/competition sport, male or female teams playing, more giveaways and food/drink deals.

Conversely, had the participant answered they had attended one or more games, they were directed to a different block of questions that asked for more details of their experience. Participants were asked which sport(s) events they had attended, how they heard about the game, and how they commuted to the venue. The social aspects of the game were also analyzed, with participants being asked with whom they attended the game(s) if they knew anyone on the team they were watching, and if they purchased items from the concession. The participants were then asked what they had enjoyed most about the event, and given an opportunity to state what could be changed to further enhance their experience. Following these questions, the participants were then directed to an identical set of the aforementioned third, fourth, and fifth question blocks that contained questions about their future behaviour and what could positively influence the likelihood of their attendance at upcoming events.

For this study design, the data was analysed using a combination of descriptive statistics and descriptive qualitative analysis, as there was both qualitative and quantitative information collected. Descriptive statistics for the majority of the data was generated using the software program JASP. The data was consolidated into frequency tables for variables like demographic characteristics and amount of games attended. Percentage distributions for the answers to the majority of the questions were also created, allowing researchers to note trends in responses. Upon the creation of these percentage distribution and frequency tables, descriptive analysis was used to form interpretations of the collected data in order to create realistic and actionable strategies for our partners to implement to increase attendance. For the open-ended questions, researchers used descriptive qualitative analysis to interpret the data provided via participants' responses. Researchers summarised the open-ended responses, and grouped them based on similarities and redundancies, such as concession suggestions, event logistics and giveaways. As

these responses were open-ended, this form of analysis was essential in determining what underlying themes were most important to participants in terms of varsity event attendance, or lack thereof.

Results

A total of 70 participants completed the survey. The demographics of the participants are summarised in Table 1.

Table 1: Participant demographics

Demographics	Frequency	Percent
Age		
18	4	5.7
19	7	10.0
20	13	18.6
21	12	17.1
22	16	22.9
23	9	12.9
25	3	4.3
26	5	7.1
27	1	1.4
Gender		
Female	39	55.7
Male	24	34.3
Transgender	2	2.9
Prefer not to say	5	7.1
Year of Study		
1	4	5.7
2	11	15.7
3	22	31.4
4	17	42.3
5	7	10.0
Postgraduate	9	12.9
Commute Mode		
Bike/Scooter	6	8.6
Bus	44	62.9
Drive	18	25.7
Walk	1	1.4
Other	1	1.4

The primary mode of transportation when commuting to campus was by bus (62.8%), followed by driving (25.7%) and biking/scooter (8.5%). The most common commute time was 15-30 minutes (47%). Table 2 shows the number of games that participants attended. Students most frequently attended two-four games or zero games in the 2023-2024 school year. The most popular sports to watch were Football (20.4%), Men's Hockey (19.1%) and Women's Hockey (15.8%). A full distribution of sport attendance is shown in Table 4 in Appendix C.

Table 2: Number of games attended

Number of Games	Frequency	Percent
0	18	25.7
1	14	20.0
2-4	26	37.1
5-9	10	14.3
10+	2	2.9

Personal/Social Factors Related to Game Attendance

Participants that attended multiple varsity games reported that they heard about the events mostly through social media (47.8%) and word of mouth (44.7%). Students who went to zero-one games preferred to hear about future varsity events through social media (58.2%), followed by word of mouth (21.8%), and promotional flyers (20.0%). Lower attendance participants (0-1 games) were less likely to follow any UBC athletic accounts on social media (68.8%). Figure 1 shows the factors affecting attendance for students who have been to zero-one games. The most common reason for not attending was not knowing about the games (30.1%).

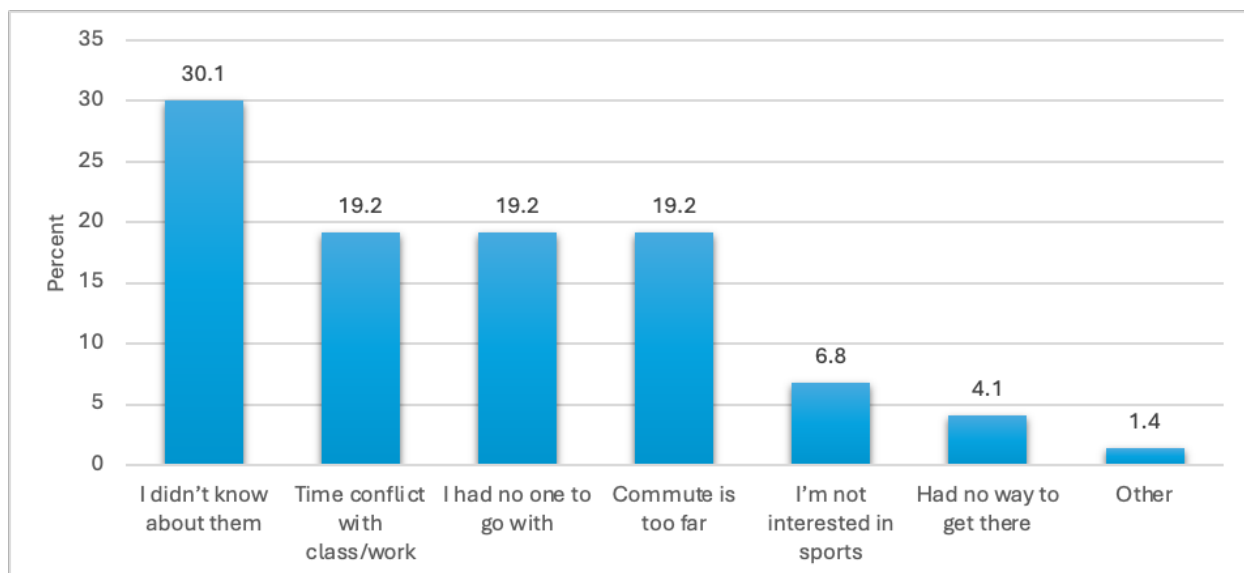


Figure 1: Factors affecting low student game attendance (0-1 games attended).

Students who attended more than two varsity games had friends on the teams (56%).

Participants reported they would be much more likely (61.9%) or somewhat more likely (33.3%) to attend more varsity games if they knew players on the team. Of the students who attended multiple games, 70.6% went to the games with multiple people, 27.4% went with one person, and 2.0% went alone. Figure 2 shows factors that would make students more likely to attend varsity games.

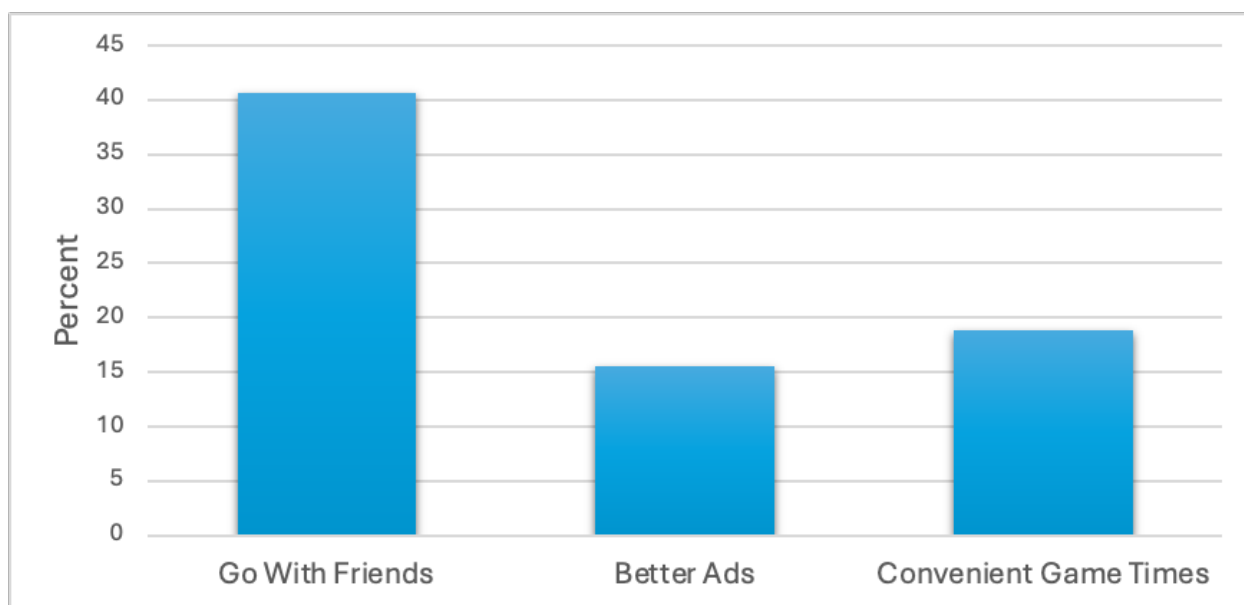


Figure 2: Factors to increase game attendance.

In open ended responses, students indicated they would attend more games if they lived closer to campus. A total of 60.3% of students indicated they would be much more likely and 35% said they would be somewhat likely to attend varsity games if they lived on UBC campus.

Game Facility Factors Related to Attendance

The winter and spring terms are when students are most likely to attend varsity games and the summer term is when they are least likely. Figure 3 shows students' likelihood to attend based on school term.

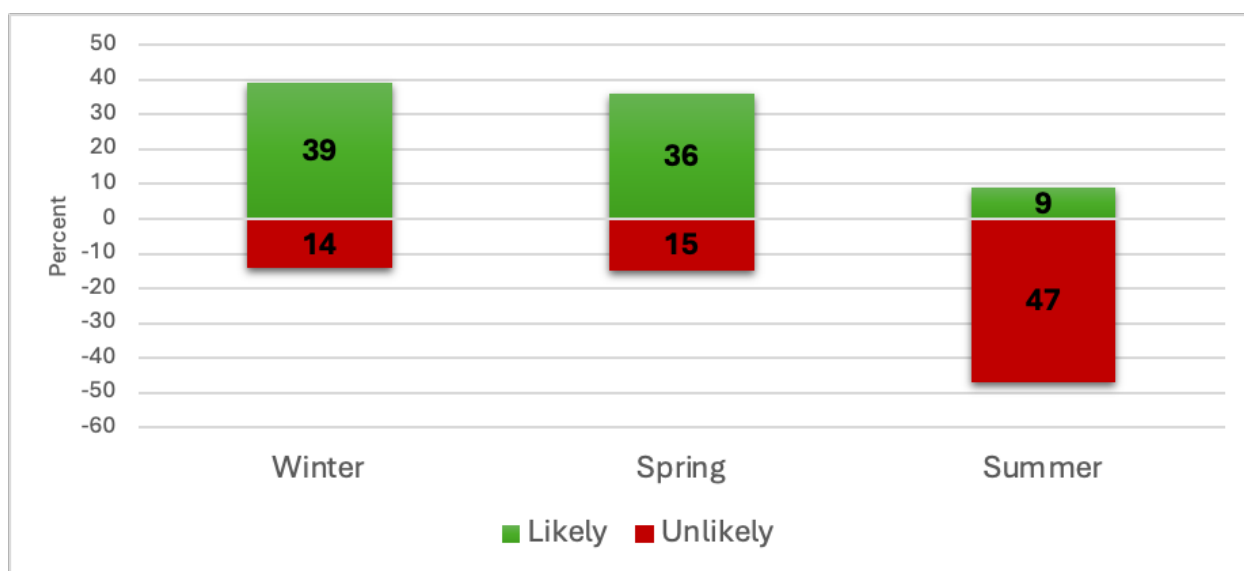


Figure 3: Likelihood to attend games based on school term.

The preferred game time on a Friday was, 7pm (45.5%) followed by 6pm (17.6%), and 5pm (16.2%). Preferred game times on Saturdays were 7pm (33.8%) followed by 3pm (26.5%) and 4pm (14.7%). A full distribution of preferred game times is summarised in Figure 5 and 6 in Appendix C. Participants who have attended games ranked what they enjoyed the most about the game experience with the actual game being ranked first at 48%, followed by food and drinks (30.0%), and in game entertainment (14%). Students were asked to prioritise which game

features were of most importance to them. Table 3 summarises the importance of game aspects by the number of times students ranked them first.

Table 3: Most attractive game features

Game features	Frequency	Percent
Ticket/drink/food deals	28	43.8
Promotional giveaways	10	15.6
Quality of opponent	13	20.3
In-game entertainment	9	14.1
Past-season winning % of UBC team	2	3.1
Current season winning % of UBC team	2	3.1
Pregame activities	0	0.0

Open-ended responses indicated students would be more likely to attend if there was more in-game entertainment and fans (37.3%), more options at the concession (17.6%), more deals for items sold at the concession (13.7%), and more giveaways (7.8%). A total of 51.0% of students who have attended games purchased items from the concession, the most common being beer (35.5%).

Preferences to attend a single ice hockey game or a double-header volleyball/basketball game showed 35.8% of students had no preference, 35.8% preferring the single game, and 28.4% preferring the double-header game. The most common reasons for these selections were sport preference (63.2%), two games are too long (13.2%), and they enjoy having two games in a row (13.2%). When asked if they would rather attend the men's or women's game of a double-header, 40.0% indicated they had no preference, 35.4% preferred the men's game, and 24.6% preferred the women's game. Reasons for these selections included, one gender being more entertaining to watch (57.9%), knowing players on the team (13.2%), and game times were earlier/later (10.5%).

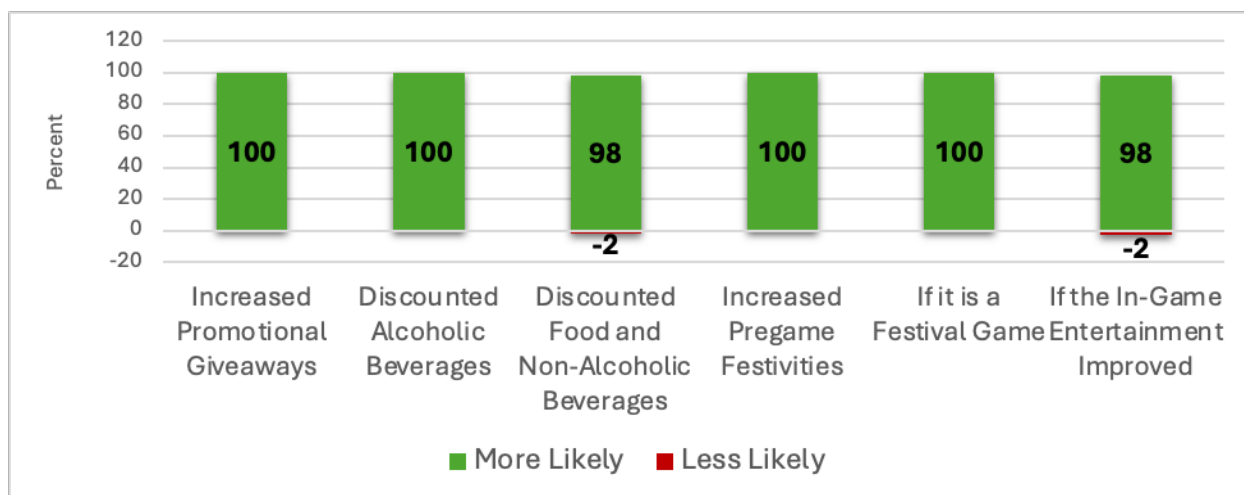


Figure 4: Likeliness to attend based on incentives.

A total of 84.6% of students would feel more motivated to go to multiple games per season if there was a reward at the end of the school year. Figure 4 shows how likely students are to attend games if there was an increase in promotional giveaways, discounted alcoholic beverages, discounted food, and non-alcoholic beverages, increased pregame festivities, festival games (winter classic, homecoming), and if in-game entertainment improved.

Discussion

In conducting this study, researchers were able to uncover a multitude of interesting trends. University sports play a vital role in fostering community spirit and engagement among students, yet recent trends indicate a decline in attendance at sporting events across Canadian universities, including UBC (Kanter, 2014; Babad-Palmer, 2021; Rochefort, 2023). This paper presents a comprehensive exploration of the factors influencing attendance at university sporting events, specifically with a focus on UBC students who live off-campus. By conducting a literature review and implementing a survey-based research method, the study aims to identify barriers to attendance and propose strategies to increase student attendance at varsity sports.

This study yielded valuable insights into the attendance behaviour and preferences of off-campus UBC students regarding varsity sporting events. The findings related closely to the

literature review while simultaneously producing unique results that provided insight into the specific attendance behaviours of UBC students. One of the key findings was the prominent role that social and personal factors have on game attendance. Approximately 30% of the participants who had attended 0-1 varsity games reported unawareness of the events as their primary reason for low attendance. Interestingly, this group was also less likely to be following UBC athletic accounts on social media. Nevertheless, it was evident that social media and word of mouth were the preferred channels for promoting varsity events, indicating the importance of creating targeted marketing strategies to effectively reach a broader group of students. Placing an emphasis on enhancing marketing strategies is supported by the findings of Trail & Kim (2011), noting that external factors such as advertisements and promotion were pivotal factors in influencing spectators' decisions to attend college sporting events. Social connections emerged as a crucial determinant of student attendance, with nearly all respondents (98%) indicating they attended games with at least one friend. Conversely, a notable barrier to attendance was that students had no one to attend with. Moreover, the majority of those who attended varsity games this year reported knowing someone on the team, suggesting they may have been more inclined to attend to support their peers. Perrault (2016), unveiled that the primary motivators for attending collegiate sporting events were the chance to socialise with friends and the availability of entertainment beyond the actual game played. Based on these findings and the supporting literature, strategies should prioritise facilitating interactions among students interested in attending games, as well as providing opportunities for non-athletes to connect with athletes, allowing for the opportunity to build camaraderie and instil a sense of pride among the student body. Understanding the social and personal aspects of student attendance at varsity games will

allow researchers and the department to refine marketing strategies accordingly, leading to a decrease in the gap in student attendance at UBC varsity games.

The second set of key findings were factors related to incentives that made attending games more appealing. Students stated that incentives such as increased promotional giveaways, decreased food and liquor costs, and improved in-game entertainment would lead to them being more likely to attend varsity games. An extremely interesting finding is that the majority of respondents (84.6%) answered that they would be more motivated to go to multiple games throughout the school year if there was a reward for the students who attended the most games. There is pertinent research that has found promotional giveaways and in-game entertainment led to an increase in student attendance at collegiate sport games, supporting the importance of these results (Armstrong, 2004; Tail & Kim, 2011; Simmons et al., 2021). Understanding the factors that make sporting events more appealing and implementing a reward system to incentivise students attending multiple games throughout the school year could lead to drastic improvements in attendance. These findings offer actionable insights for UBC Athletics to develop targeted interventions aimed at increasing attendance and enhancing the overall sports experience for off-campus students.

In conducting this research, various barriers were encountered that required intervention before moving forward. The most significant barrier researchers faced was accruing an adequate amount of participants that met the inclusion criteria, as a large enough response base was needed to ensure the findings would be representative of the larger UBC student population of interest. Many students that were recruited did not meet the inclusion criteria or met some aspect of the exclusion criteria, thus invalidating their responses. As a result, researchers were made to find additional ways to reach a wider audience to recruit enough participants and garner valid

responses, such as posting on various discussion forums, on additional social media accounts and making announcements in researchers' other classes. Another challenge that faced researchers throughout the course of this survey was finding pertinent research that had been conducted on a similar topic at Canadian universities, making it difficult to create a survey based on existing literature specific to the topic. Consequently, researchers had to adapt the previous research done on universities from the United States and other countries to be applicable to UBC varsity events. There are some limitations to the current research findings as well. The most significant limitation is the small sample size, as 70 participants is a very small number relative to the population of UBC students that live off campus. This makes it difficult to be certain of the generalizability of the findings to the broader population that is being represented. Lastly, some questions allowed for open-ended responses, where participants were able to provide their own unique responses. These responses needed to be analysed using descriptive qualitative analysis, which required researchers to create interpretations of the answers and find trends within these interpretations. The practice of drawing interpretations is subjective in nature, thus leaving the interpretation vulnerable to being impacted by researchers' individual biases. With that being said, multiple researchers were used in the coding process of the open-ended responses, in hopes to limit the amount that this happened.

Recommendations

After reviewing the request from UBC Athletics, which focused on proposing recommendations for increasing attendance at UBC sporting events, several suggestions have been formulated in accordance with the data. The first recommendation, aimed at engaging students who currently do not attend UBC sporting events, is to improve the awareness of the varsity social media platforms. This is crucial considering many students reported that they did not know these games

were taking place, as illustrated in Figure 1 (factors affecting attendance). To address this issue, a proposed solution is to create a section on Canvas as well as the UBC Student Service Center's (SSC) homepage that is dedicated to the varsity community. This section would feature upcoming varsity games and various UBC Thunderbird social media pages, including the main varsity athletic social media handle (@ubcbirds) along with the platforms they utilise (Facebook, Instagram, Twitter, and their Website).

The second recommendation represents a longer-term goal aimed at sustaining high attendance throughout the year, as 84.6 percent of students stated they would feel more incentivized to go to multiple games if there was a reward at the end of the school year. Annually, in September, this suggestion would reward the top 30 students who have attended the most sporting events. The logistics include stationing a staff member at the entrance of the sporting facility to collect names both at the beginning and end of each game for those interested in being considered for the year-end award. This protocol would ensure that students are supporting the duration of the game as opposed to attending, entering the draw, and leaving. To be eligible for consideration, students must arrive no later than the first 15 minutes of the game and remain until the game has concluded. The breakdown of rewards includes granting the top attending student 50 percent off tuition for the school year, providing students ranked two to ten with a 200-dollar Lululemon gift card, and offering students ranked 11 to 30 a 50-dollar Sports Illustrated gift card.

Another suggestion for UBC Athletics stems from the findings indicating that students reported a higher likelihood of attending more varsity games if they knew players on the team, with 61.9 percent stating they would be much more likely and 33.3 percent indicating they would be somewhat more likely. To enhance interactions between non-athlete students and varsity

athletes, a suggested approach is to organise monthly meet-and-greet sessions held on campus throughout the academic year. These social events would have several varsity athletes in attendance, fostering connections between non-athletes and athletes. This recommendation would serve as an opportunity for non-athletes to familiarise themselves with team players, in an aim to boost attendance at varsity sporting events.

Every student who completed the survey expressed a greater likelihood of attending games if the cost of alcoholic beverages was reduced. Additionally, 98 percent of the respondents indicated they would be more likely to attend if there were discounts on food and non-alcoholic beverages. Therefore, another suggestion would be to offer students a ten percent discount on alcoholic beverages and 25 percent discount on non-alcoholic beverages and food with the verification of showing your student identification. It was noted that a decrease in the price of alcoholic beverages attracted everyone's attention, however, there was a reluctance to significantly reduce these prices to prevent individuals from potentially becoming intoxicated and potentially disrupting the sporting experience for others surrounding them.

The final recommendation proposed to UBC Athletics suggests organizing a raffle upon entry, drawing students' names towards the end of the game for a chance to win additional promotional giveaways, such as Lululemon merchandise, Thunderbird apparel, and gift cards. This idea is essential for increasing attendance at UBC sporting events, given that all survey respondents indicated a greater likelihood of attending if there were more promotional giveaways.

Conclusion

The current study demonstrates the complex dynamics that influence UBC student attendance at varsity athletic events, with a primary focus on the population of UBC students that

reside off-campus. Through an extensive review of the existing literature regarding this topic, a survey specific to this population was created to determine what factors motivate and constrain attendance at varsity athletic events. In doing so, researchers were able to provide insight into how different variables shape attendance behaviour of UBC students. This research was especially important, as the literature review uncovered a gap in the current research, in that very little research has been conducted on this topic in Canadian universities. The results of this study emphasises the importance of effective marketing strategies, social connections and incentives in motivating students to attend varsity events.

In conducting this research and gaining a deeper understanding for UBC students' partialities to factors like game time, concession items, sport and promotional giveaways, UBC Athletics can tailor strategies to enhance overall game experience and reach a broader audience, while retaining those students that regularly attend. Based on the findings of this study, researchers were able to provide multiple actionable strategies for UBC Athletics to implement for the coming athletics season to increase attendance at varsity sport events. By leveraging social media platforms, organising meet-and-greet sessions, and offering more incentives such as discounts and rewards, UBC Athletics will be able to engage and incentivize a much broader student population to attend games regularly. In implementing the recommendations outlined by researchers, UBC will be able to foster a much more vibrant sports culture, while strengthening community engagement and promoting school pride. These suggestions are aimed to contribute to the overall university experience for UBC students while ensuring continued support of the ongoing success of UBC's illustrious athletics program.

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[%20casual%20attendees.](https://www.yellowbrick.co/blog/sports/boost-college-athletics-revenue-effective-strategies#:~:text=Ticket%20Sales%20and%20Season%20Passes,loyal%20fans%20and%20casual%20attendees)

Appendix A: Survey

Default Question Block

CLASS PROJECT: Health Promotion and Physical Activity (KIN 464)

Participant Consent Form: Increasing Attendance at UBC varsity games (Group 22)

Project ID: H17-03560-A017

Principal Investigator: Dr. Andrea Bundon
(Assistant Professor, School of Kinesiology, Faculty
of Education)

The purpose of the class project: To gather knowledge and expertise from community members on the attitudes and motivations of UBC students that live off-campus to attend UBC varsity games. This survey will gather valuable information regarding what draws students to attend varsity games, what makes the experience fun and exciting and what can be improved to

enhance student enjoyment. Contrarily, this survey will also gain insight into the constraints that are preventing students from attending games and ways in which these barriers may be addressed.

Study Procedures: With your permission, we are asking

you to participate in a survey. You may only complete each survey once. With the information gathered, students will critically examine how different individuals understand or engage in health promoting activities or health promotion initiatives.

Project outcomes: The information gathered will be part of a written report for the class project. The written report will be shared with campus partners involved with the project. Summaries of findings will also be posted on the following websites. UBC SEEDS Program Library:

<https://sustain.ubc.ca/courses-degrees/alternative-credit-options/seeds-sustainability-program/seeds-sustainability-library>

No personal information/information that could identify participants will be included in these reports or shared with campus partners.

Potential benefits of class project: There are no explicit benefits to you by taking part in this class project. However, the survey will provide you with the opportunity to voice your opinion on your experiences with health promoting activities or initiatives in a broad sense and will provide the students with an opportunity to learn from your experiences. Confidentiality: Maintaining the confidentiality of the participants involved in the research is paramount, and no names of participants will be linked to the data collected. At the completion of the course, all data (i.e.

notes) and signed consent forms will be stored on a secure electronic drive by Dr. Bundon. All data and consent forms will be destroyed 1 year after completion of the course.

Risks: The risks associated with participating in this research are minimal. There are no known physical, economic, or social risks associated with participation in this study. You should know that your participation is completely voluntary and you are free to withdraw from the study and there will not be negative impacts related to your withdrawal. If you withdraw from the study, all of the information you have shared up until that point will be destroyed.

Contact for information about the study: If you have any questions about this class project, you can contact Andrea Bundon by email at andrea.bundon@ubc.ca

Research ethics complaints: If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or e-mail RSIL@ors.ubc.ca . or call toll free 1-877-822-8598.

Consent: Your participation in this study is entirely voluntary and you may refuse to participate or withdraw

from the study at any time.

By proceeding with this survey, I am confirming I have read the above information and agree to participate in this research project.

Block 5

Are you a current UBC student that commutes to campus?

- Yes
- No

Are you currently a student-athlete on a UBC Varsity Athletics team?

- Yes
- No

Thank you so much for your interest in our survey! You currently do not meet the eligibility criteria for our survey at this time, as we are looking for responses from non-student athletes that commute to campus. You will be redirected

shortly to a draw for participation prizes, please DO NOT complete this section. Thank you and have a great day!

Block 1

What year of study are you currently in

- First
- Second
- Third
- Fourth
- Fifth
- Post-Grad

How old are you

What is your gender

- Man
- Woman
- Trans

Prefer not to say

Other:

How do you generally commute to campus?

Bus

Walk

Drive (by yourself, ride share service, carpool)

Bike/Scooter

Other

How long is your commute to UBC

Less than 15 minutes

15–30 minutes

30–45 minutes

45–60 minutes

60+ minutes

How many varsity games have you attended this school year

- 0
- 1
- 2-4
- 5-9
- 10+

What sport(s) did you attend?

- | | |
|---|--|
| <input type="checkbox"/> Baseball | <input type="checkbox"/> Rowing |
| <input type="checkbox"/> Mens Basketball | <input type="checkbox"/> Mens Rugby |
| <input type="checkbox"/> Womens basketball | <input type="checkbox"/> Womens Rugby |
| <input type="checkbox"/> Cross country competitions | <input type="checkbox"/> Mens soccer |
| <input type="checkbox"/> Mens Field Hockey | <input type="checkbox"/> Womens soccer |
| <input type="checkbox"/> Womens Field Hockey | <input type="checkbox"/> Softball |
| <input type="checkbox"/> Football | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Golf competitions | <input type="checkbox"/> Mens Volleyball |
| <input type="checkbox"/> Mens Hockey | <input type="checkbox"/> Womens Volleyball |
| <input type="checkbox"/> Womens Hockey | |

How did you hear about the game?

- Social Media
- Word of mouth
- Promotional Flyers

Other:

How did you commute to game?

- Bus
- Walk
- Drive (by yourself, ride share service, carpool)
- Bike/Scooter
- Other

Did you know/ are friends with people that are on the varsity team(s) in which you attended

- Yes
- No

How many people did you go with to the game?

- By myself
- With 1 person
- With multiple people

Did you buy anything from the concession?

- Yes. What did you get:
- No

Please rank what you enjoyed most about the games

The Actual Game

Food and Drinks

In game entertainment (T-shirt toss, dance cam, crowd engagement, music, ect)

Socializing with my friends

Pre game festivities

Other; Please specify:

What could make your experience more enjoyable

Block 4

What would be your preferred method of communication to hear about varsity events

- Social Media
- Promotional flyers
- Word of mouth
- Other

Why have you not attended any varsity games this year?

- I didn't know about them
- The time conflicted with my classes/ work
- I had no one to go with
- Had no way to get there
- I'm not interested in sports
- Commute is too far
- I don't understand the sports at UBC
- Other

What would make you more likely to attend:

What would be your preferred method of communication to hear about varsity events

- Social Media
- Promotional flyers
- Word of Mouth
- Other

Why have you not attended more varsity games this year?

- I didn't know about them
- The time conflicted with my classes/ work
- I had no one to go with
- Had no way to get there
- I'm not interested in sports
- Commute is too far
- I don't understand the sports at UBC

Other

What would make you more likely to attend another UBC Varsity Game:

Block 3

How likely are you to attend a UBC varsity event in the Winter term (September–December)

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

How likely are you to attend a UBC Varsity event in the Spring term (January–April)

- Extremely unlikely

- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

How likely are you to attend a UBC Varsity event in the Summer term (May–August)?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

If you were to attend another UBC varsity game, what would you consider the most convenient time for you to attend on a FRIDAY?

- 3pm
- 4pm
- 5pm
- 6pm
- 7pm
- 8pm

If you were to attend another UBC varsity game, what would you consider the most convenient time for you to attend on a SATURDAY?

- 3pm
- 4pm
- 5pm
- 6pm
- 7pm
- 8pm

UBC Men's and Women's Volleyball and Basketball typically play 'double-header' games, meaning the Women's team plays their game, followed by a short break, and then the Men's team plays their game. Additionally, UBC Volleyball, Basketball and Ice Hockey seasons tend to follow a similar regular season schedule (October – February), and often see overlap in games being played on campus at similar times. A typical schedule on a Friday night may be Women's volleyball game at 6PM followed by the Men's volleyball game at 7:45PM, while a Women's ice hockey game is taking place at 7PM. With this information in mind, please answer the following questions.

Would you be more inclined to attend a Men's OR Women's Ice Hockey game (1 game) or a Men's AND Women's Volleyball/Basketball double header (2 games)?

- Ice Hockey
- Volleyball or Basketball double header
- I do not have a preference

What is the reason for your preference?

How likely are you to attend both games of a double-header event (BOTH Men's and Women's Volleyball/Basketball games)?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

If you could only attend one game, would you be more likely to attend the Women's Volleyball/Basketball game or the Men's Volleyball/Basketball game?

- Women's game
- Men's game
- I do not have a preference

What is the reason for your preference?

Do you follow UBCTBIRDS or any other T-Birds (UBCWHKY, UBCMVB, ect) accounts on social media

- Yes, just UBCTBIRDS
- Yes, UBCTBIRDS and other T-Birds team accounts
- Yes, other T-Birds team accounts but not UBCTBIRDS
- No I don't follow any UBC T-Birds accounts

What professional sports leagues do you consider yourself a 'fan' of

- NHL
- PWHL
- NBA
- WNBA
- NFL/ CFL
- MLS, Premier League, UEFA Champion league, and other similar
- MLB
- MLR
- Other:
- None (I don't follow any sports leagues)

Would you feel more incentivized to go to multiple games a season if there was a reward at the end of the school year (ex. points program, stamp card that translates to rewards for more games attended)?

- Yes
- No
- Other

Please rank the following on order of importance to you: (1=very important)

Ticket, drink, or food deals (ie: with a \$5 ticket get a drink and a hot dog, discounted beer)

Promotional giveaways (ie: apple watch for scoring empty net goal at intermission)

Quality of opponent

In game entertainment (t-shirt toss, music, crowd engagement, ect)

Past-season winning percentage of UBC team

Current season winning percentage of UBC team

Pre-game activities (ie: lululemon giveaway tents, tailgate, ect)

How much more likely are you to attend if...

	Much less likely	Somewhat less likely	Neither more or less likely	Somewhat more likely	Much more likely
Increased Promotional giveaways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discounted Alcoholic beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Much less likely	Somewhat less likely	Neither more or less likely	Somewhat more likely	Much more likely
Discounted Food and non-alcoholic beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased Pre-game festivities (games, giveaways etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If it is a festival game (Winter Classic, Homecoming, Pride Night, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If it is a USport Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If it is a NAIA program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If the opposing team is ranked high in the standings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Select much more likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If the in-game entertainment improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If there was a merchandise store in the stadium/ arena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a women's sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is a men's sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
it is a team sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If it is a competition (individual) sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Much less likely	Somewhat less likely	Neither more or less likely	Somewhat more likely	Much more likely
If you know someone on the team you were attending	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
If you lived on UBC campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 2

Thank you for completing the survey. The following page will redirect you to a new survey where you can enter the draw for prizes (2 lululemon yoga mats and 4 UBC Athletics Prize Packs).

You will need our group number to enter the draw
 – GROUP 22

Appendix B: Promotional Material



THE UNIVERSITY OF BRITISH COLUMBIA
School of Kinesiology

BE THE GAME CHANGER!

Help us boost student
attendance at UBC varsity
games



MUST BE
A UBC
STUDENT

MUST LIVE
OFF
CAMPUS



As part of a course-based research project (KIN 464), we are conducting a study on Increasing Attendance at UBC Varsity Sports Events.

If you are a UBC student who lives off-campus, we would like to hear from you!
(No UBC Varsity Athletes)

Scan to access survey



Contact Us!

For more information regarding this research project, please contact:
sydneustaeter16@hotmail.com

Participants will be entered in a draw to win one of the following prizes:

UBC Athletics Prize Pack (4)

Lululemon yoga mat (2)



Group 22

Project ID: H17-03560-A017

PLEASE NOTE THAT THIS POST IS PUBLIC AND ANYONE WHO LIKES, COMMENTS, OR SHARES THE LINK WILL, BY DOING SO, BE ASSOCIATED WITH THE STUDY. THE PRINCIPAL INVESTIGATOR ON THIS PROJECT IS DR. ANDREA BUNDON (ANDREA.BUNDON@UBC.CA)

Appendix C: Tables and Figures

Table 4: Sport and Attendance

Sport	Frequency	Percent
Football	31	20.4
Men's Hockey	29	19.1
Women's Hockey	24	15.8
Men's Volleyball	15	9.8
Women's Volleyball	15	9.8
Men's Basketball	9	6.0
Women's Basketball	6	4.0
Men's Rugby	4	2.6
Women's Rugby	3	2.0
Men's Field Hockey	1	0.65
Women's Field Hockey	2	1.3
Men's Soccer	3	2.0
Women's Soccer	7	4.6
Swimming	1	0.65
Baseball	2	1.3
Rowing	0	0.0
Golf	0	0.0
Softball	0	0.0
Cross Country	0	0.0

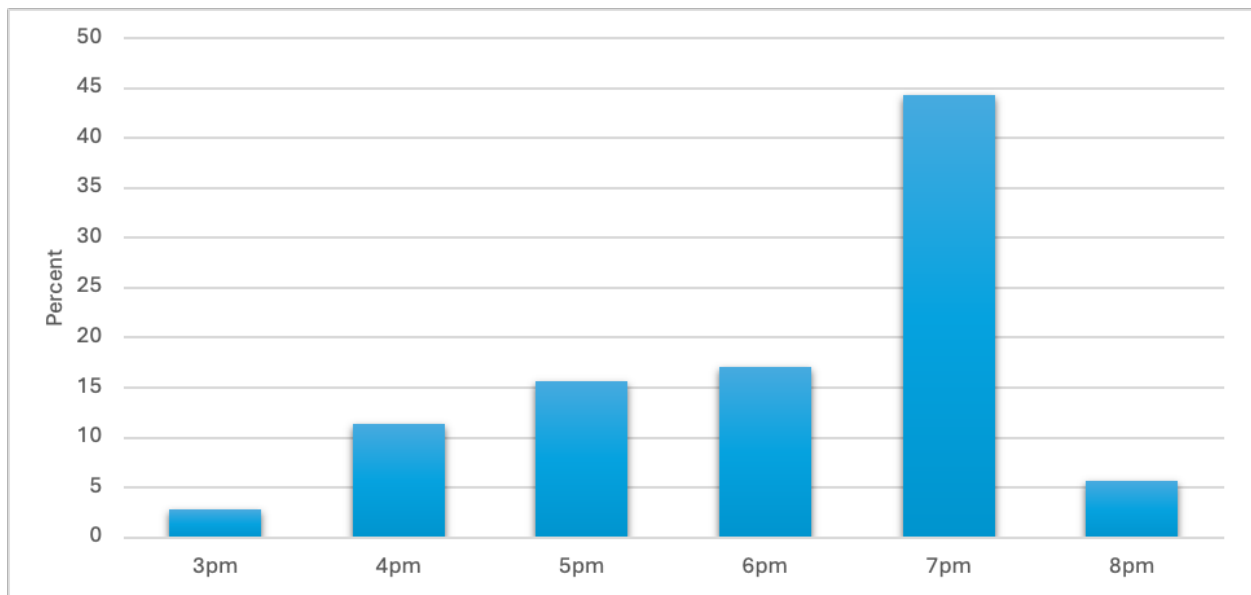


Figure 5: Preferred game time on a Friday.

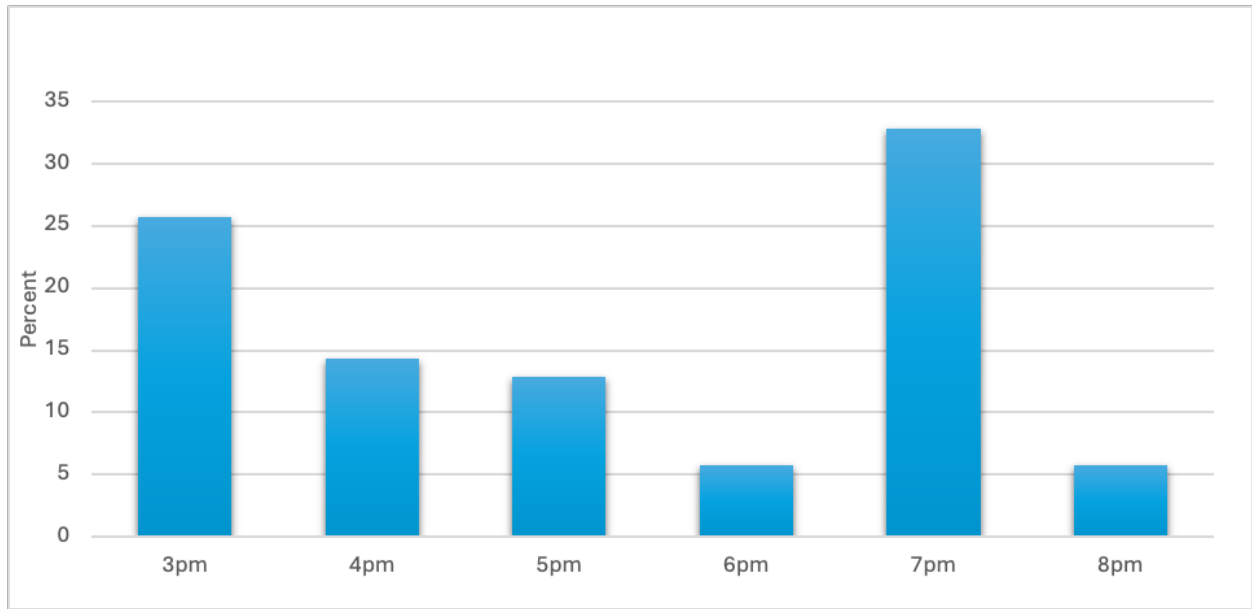


Figure 6: Preferred game time on a Saturday.