

PRCM 4400: Final Project

A Study on the Addition of Alcohol at Auburn University Sporting Events

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Executive Summary:

Reason for the Study:

In November of 2023, Auburn University announced the addition of alcohol sales at select university sporting events. This announcement was a big surprise to the Auburn fanbase, as Auburn was one of the last Southeastern Conference schools to sell alcohol. We chose this topic for our research study because it was a drastic change for the university that directly impacted the student body, and it also sparked a lot of discussion and mixed emotions amongst the students. The addition of alcohol can be a controversial discussion topic, and we wanted to know how Auburn students felt about this change. With alcohol now being sold at sporting events, it impacts the overall environment of the game, the safety and well-being of the fans and more.

How/ When the Data was Collected:

Our survey data was collected throughout several weeks in March and April through Qualtrics, an online platform allowing links to the survey to be sent out to individuals to provide them direct access and eliminate the need for logging in or creating any kind of account. The process of creating the survey began in late February/early March, where everyone created their own questions for use in the final Qualtrics survey that would be used. From there, the questions each person created were narrowed down, and only the best of each section/type were chosen to be used. This method allowed each group member to share their own ideas and perspectives and ultimately led to the most well-rounded and well-written questions. Qualtrics provided back-end interpretations of each question and statistics allowing for further analysis of responses.

Ultimately, once the Qualtrics survey had closed, there were roughly 80 responses to analyze. As

a group, we worked to collect and interpret all data for each question, writing clear and concise statements for each.

Explain Your Sampling:

The sampling method that we used for this survey was convenience sampling. Convenience sampling is when researchers select individuals that are most accessible to them when conducting research. Due to the shorter timeline that we had on this survey, and the large population of Auburn students, our group sent the survey to participants who were most accessible to us, with tools like Snapchat, iMessage, and GroupMe. Our target population was Auburn Students of all grades, which has a very large population of 31,764. This survey was exclusive to current Auburn Students to make sure that the survey responses accurately reflected the attitudes and opinions that this specific group had on our survey topic. With our 88 responses, our sample size was only 0.0028% of the Auburn Student population.

Describe Your Method:

The method that we used to complete our research was a survey. This survey has 15 questions, made up of a variety of Likert-type, multiple choice, rating, ranking, paired comparison, and semantic differential questions. The method we used to form our survey contents was to generate ideas individually and then to collaborate by combining what we thought were the best ideas that we had collectively generated. This method worked successfully for our group because of the way that we could use our unique points of view to create questions that best fit our topic. Our group built this survey on Qualtrics, which allowed us to publicly publish the survey to send to our peers. We opened the survey on March 27th, with a goal of receiving 100 responses to our survey. Each member of our group sent the survey to group chats

with friends, roommates, classmates, sorority sisters, or other on-campus organizations. When we closed the survey on April 15th, we had received 88 responses from Auburn students.

Major Findings:

In our survey, there were not too many things that stood out to us in the findings but there are a few things that we think might change if people were to fill this survey out a year from now. Things in the survey that we think might change after having all of the sports experience the alcohol sales are the purchasing of alcohol at events, the atmosphere of the events, the policies of alcohol at events, and the impact on the university's culture and image. We think these could be considered major findings because they might change their response after experiencing a full year of this new policy at sporting events. It will be interesting to see the impact that alcohol being sold at sporting events, especially in the student section might have an impact on the atmosphere and game.

Literature Review:

In Dr. Brunner's PRCM 4400 Public Relations Research Methods class, we were tasked with picking one topic to focus on throughout the semester as the focal point for our research and analysis. As the topic of our study, we chose to look at the addition of alcoholic drink sales at Auburn University sporting events. In a survey conducted by the Associated Press News, 80% of the 69 Power Five conference schools allow alcohol in some capacity within their stadiums. As the last SEC school to offer alcohol sales, and with the addition coming in at peak baseball and basketball seasons, our survey provided an outlet for patrons to express their thoughts and opinions on this policy change.

This addition was not a choice made on a whim and required plenty of rules and regulations to ensure the overall safety of Auburn fans, students, and employees. In the "Requirements for Serving Alcohol at Auburn University" document, it clearly outlines what is and is not allowed in terms of alcohol. Some of the most notable regulations outlined included the prohibition of any kind of advertising that "highlights the availability of alcohol" as well as any kind of Bring-Your-Own-Beverage (BYOB) circumstance, drinking games or chugging events, and any kind of competition revolving around alcohol is strictly prohibited. In addition to the restrictions on specific activities regarding alcohol, sales must also cease no less than 30 minutes before the end of the event.

In 2018, the NCAA began allowing alcohol sales in the championship events. That decision came after the realization that alcohol sales had the potential to dramatically increase overall revenue, which would then be put back into the school, team, or stadium/venue to enhance the fan experience. A Fox59 article stated that in the 2022 football season, the

University of Tennessee sold over 278,000 beers, which generated \$3.3 million, clearly showing how profitable alcohol sales can be.

In an article on the College Ad website titled “Pros & Cons: Alcohol Comes to NCAA Championship Events” one of the positive aspects of the NCAA addition discussed how drinking a cold beer at a sports game is just part of the culture, and sometimes the expectation, for watching a sporting event. Although some may be indifferent about the availability, for others it is a strong determining factor on whether the game will be watched from home or in person. The negative elements of these sales discussed in the article include the level of liability associated with alcohol, whether the availability will help or hurt drunk fans/arrests, and the level of markup on all concession prices that fan’s already talk negatively about.

In an article on Al.com titled “Why Auburn Finally Became the Last SEC School to Add Alcohol Sales at Sports Events”, John Cohen, who is an athletic director, talked about the decision to introduce alcohol sales, the research involved, and the benefits Auburn University saw to the new addition. Cohen mentioned that one of the reasons this addition comes this season was because of the research and history showing that when alcohol is available to purchase, there were generally less behavioral issues. In a Fox59 article discussing alcohol policies at Michigan State University, the governor, Gretchen Whitmer, specifically said the reason for the addition was to bring in more revenue and, like Cohen’s thought process, help eliminate binge drinking at tailgates and other pre-game parties. One of the other main points Cohen hit on was that with alcohol being available to purchase, fans no longer had to sacrifice the ability to have an alcoholic drink for attending the game in person.

Some of the focal points of our Qualtrics survey included assessing the effect of pricing on likelihood to buy an alcoholic drink, as well as how the inability to use Dining Dollars towards the purchase of an alcoholic drink affects students' likelihood to buy.

With this study, we specifically are aiming to determine if the availability of alcohol is a selling point for students, or if the high price points and inability to use their dining dollars will deter them from partaking.

The main research questions we set out to define are as follows:

1. Are students more likely to attend sporting events when public alcohol sales are offered?
2. Are the prices of alcohol at games something that keeps you from purchasing?
3. Would you be more inclined to buy alcohol if you could use Dining Dollars?

Method:

When we were first tasked with this research assignment, our group took some time to brainstorm new changes that were implemented on Auburn's campus and would also be interesting to ask students about. One of the more recent implementations that has caused a lot of discussion on campus was the addition of alcohol at University sporting events. Auburn University is one of the last Southeastern Conference schools to have this addition, and we wanted to know how the student body felt about this big change.

After choosing our topic, we began our project with each group member formulating a draft of the study that was made up of 20 questions. These questions asked about price preference for an alcoholic drink, specific drinks of choice, and overall atmosphere and environment preferences. Once all group members submitted their draft to Dr. Brunner, each draft was peer-reviewed by other students in our class. This feedback allowed us to make individual edits before collectively coming together as a group, and discussing which questions we wanted to use in our final draft.

We then went through all of our individual questions, and discussed which ones would make the most effective study, and give us the most informative data. We decided on a variety of 20 questions that were made up of Likert-type questions, multiple choice, rating, ranking, paired comparison and semantic differential questions, that would be used for our next draft. We submitted this version of the study to Dr. Brunner for her approval, as well as, to another research group in our class for another round of feedback. This was our last round of feedback before submitting the final version of the study.

Once we received the feedback from our fellow classmates and Dr. Brunner, we were able to restructure the flow of our study, as well as, change some of our multiple choice questions for more Likert-type questions. Our group spent the next class day building out our study on the platform Qualtrics to submit for final approval.

Finally, after everything was approved in Qualtrics, we were able to officially publish our study and send it out to the student body. We first opened this survey on March 27, 2024. It was exciting to begin conducting our research study, but we also knew it was going to be difficult to get 100 responses. Each group member began sending the link to our study to any group chat they were a part of, but it was a challenge to know if people would actually complete the survey. We closed the survey on April 15, 2024 with a total of 88 responses. These groups were made up of either friends, roommates, classmates, sorority sisters, or other on-campus organizations that our group members were a part of.

All of these steps helped to ensure that our study was going to be well put together for whoever might be taking it. The method we used in this study was to start by working individually on our topic and then come together as a group. This method worked best for our group because it gave us a chance to think individually about our topic, and then collaborate later on to bring our ideas together. In the end, we created a unique study that gave us insight into how Auburn students feel about the addition of alcohol in University stadiums, and reach a wide variety of students.

Results:

1. *Do you regularly attend Auburn University's sporting events?*
 - a. Yes → 85%
 - b. No → 15%
 - i. Overall the majority of the people who filled out the survey attended Auburn sporting events regularly. The people who filled out this survey were Auburn students so they were more likely to answer yes.
 1. N = 87
 2. Yes n = 74
 3. No n = 13
2. *Have you ever purchased alcohol at a sporting event before?*
 - a. Yes → 16%
 - b. No → 84%
 - i. Since this topic is new to Auburn sporting events majority of the people responded no because the first time they were able to experience buying alcohol was this past basketball season. There were a few people who said yes but the majority said no.
 1. N = 70
 2. Yes n = 11
 3. No n = 59
3. *Which of the following factors is most likely your decision to attend a sports game?*
 - a. Ticket Price → 36%
 - b. Weather Forecast → 44%
 - c. Distance from home to stadium → 14%
 - d. Availability of alcohol → 7%
 - i. The weather forecast was the top factor in deciding to attend a sporting event with 44%. Availability of alcohol was the lowest factor in deciding to attend a sports event with 7%. Each of the options available were all deciding factors for people who responded to the survey.
 1. N = 73
 2. Ticket Price n = 26
 3. Weather Forecast n = 32
 4. Distance from Home to Stadium n = 10
 5. Availability of Alcohol n = 5
4. *How likely are you to purchase an alcoholic beverage at an Auburn sporting event if you cannot use your Tiger card?*
 - a. Net Promoter Score -59.72
 - b. Detractor 72%
 - c. Passive 15%
 - d. Promoter 13%
 - i. Based on the response data from this question, there was a significant majority that people would not want to purchase alcoholic beverages if they could not use their tiger card.

1. **N=72**
 2. **Detractor n = 52**
 3. **Passive n = 11**
 4. **Promoter n = 9**
5. *What is the highest price you would be willing to pay for an alcoholic beverage at an Auburn University sporting event?*
- a. **Less than \$12 → 79%**
 - b. **\$15 → 19%**
 - c. **\$17 → 1%**
 - d. **\$22 or more → 0%**
 - i. 43 more people voted for paying less than \$12 and 56 more people voted for paying \$17 for an alcoholic beverage. Since our audience was college students, it makes sense as to why the most popular choice was the cheapest option.
 1. **N=72**
 2. **Less than \$12 n = 57**
 3. **\$15 n = 14**
 4. **\$17 n = 1**
 5. **\$22 or more n = 0**
6. *What type of drink would you want to purchase at a sporting event? (select all that apply)*
- a. **Seltzer → 83%**
 - b. **Beer → 46%**
 - c. **Cocktail → 39%**
 - d. **Wine → 14%**
 - i. The most popular response was a seltzer. There is a significant difference between the percentage for seltzers compared to the other choices. Currently, Auburn Athletics sells seltzers at events, so it is fitting as to why this is the most popular response.
 1. **N = 71**
 2. **Seltzer n = 59**
 3. **Beer n = 33**
 4. **Cocktail n = 28**
 5. **Glass of wine n = 10**
7. *How many alcoholic drinks, on average, would you purchase at a single sporting event?*
- a. **0 → 15%**
 - b. **1-2 → 65%**
 - c. **3-4 → 20%**
 - d. **5+ → 0%**
 - i. The most popular response was by far 1-2 alcoholic beverages purchased at a single sporting event. More than half of the students selected the answer 1-2 alcoholic drinks. The other responders were split between 0 and 3-4 drinks, and the answer “5+ drinks” received no responses.
 1. **N = 71**
 2. **0 n = 11**
 3. **1-2 n = 46**
 4. **3-4 n = 14**

5. 5+ $n = 0$
8. *Do you think having alcohol available at a stadium enhances or detracts from your enjoyment of the event?*
 - a. Enhances → 51%
 - b. Detracts → 11%
 - c. No difference → 37%
 - i. The most selected answer for this question was “enhances,” with about half of the votes. The next highest choice with just under half of the votes was “no difference.” The answer “detracts,” received very few votes, with 8 (11%) votes.
 1. $N = 70$
 2. Enhances $n = 36$
 3. Detracts $n = 8$
 4. No Difference $n = 26$
9. *On a scale of 1 to 10, how satisfied are you with the current alcohol policies at Auburn Sports Stadium?*
 - a. Detractor (0-6) → 70%
 - b. Passive (7-8) → 18%
 - c. Promoter (9-10) → 11%
 - i. A majority of respondents selected a number between 0 and 6, meaning they would qualify as a detractor, or customer who has a somewhat negative experience. The next highest response, with 18% of voters, were people who selected a number between 7-8. This 18% of people are satisfied with the service but not satisfied enough to be considered a promoter. The smallest group with 11% of votes were the promoters, who are usually enthusiastic customers of the service.
 1. $N = 71$
 2. Detractor $n = 50$
 3. Passive $n = 13$
 4. Promoter $n = 8$
10. *Please rate your level of agreement with the following statement: “It is important to me to be able to purchase alcohol at a sporting event.”*
 - a. Agree → 8 (11%)
 - b. Slightly Agree → 13 (18%)
 - c. Neutral → 29 (41%)
 - d. Slightly Disagree → 6 (8%)
 - e. Disagree → 13 (18%)
 - f. $M = 2.87$ on 5-point scale
 - i. The majority (41%) of respondents reported neutral feelings about the ability to purchase alcohol at sporting events. The next highest amount of responses was given equally to the slightly agree and disagree sections, each receiving 18% of responses with 13 votes. The mean is 2.87, meaning most people slightly disagree with the provided statement.
 1. $N = 69$
 2. Agree $n = 8$
 3. Slightly Agree $n = 13$

4. Neutral **n**=29
5. Slightly Disagree **n**=6
6. Disagree **n**=13

11. Please rate your level of agreement with the following statement: “The student section before allowing alcohol was a boring atmosphere.”

- a. Agree → 7 (10%)
- b. Slightly Agree → 7 (10%)
- c. Neutral → 15 (21%)
- d. Slightly Disagree → 11 (15%)
- e. Disagree → 30 (42%)
- f. M= 2.25 on 5-point scale
 - i. The highest proportion of responses was in the disagree category. This shows that the majority of respondents believe the student section before allowing alcohol sales was not a boring atmosphere. Only 20% of respondents reported disagreeing, in some capacity, with the provided statement. With the mean of this set being 2.25, most people slightly disagree rather than agree with the statement.
 1. N = 70
 2. Agree **n**=7
 3. Slightly Agree **n**=7
 4. Neutral **n**=7
 5. Slightly Disagree **n**=11
 6. Disagree **n**=30

12. How do you think the introduction of alcohol sales in Auburn sports stadiums would ultimately impact the university's image and culture?

- a. Positive Impact → 29 (41%)
- b. No Impact → 24 (34%)
- c. Negative Impact → 18 (25%)
 - i. Although there were not large margins between each option, most survey participants reported believing the addition of alcohol sales would have a positive impact on the image and culture of Auburn University. 29 participants, totaling 41%, believed in a positive overall impact.
 1. N= 71
 2. Positive Impact **n**= 29
 3. No Impact **n**= 24
 4. Negative Impact **n**= 18

13. What is your age?

- a. 18-19 → 28%
- b. 20-21 → 62%
- c. 22-23 → 4%
- d. 24+ → 6%
 - i. A majority of the responders for this survey were in the age category of 20-21. The next largest group of responders were the ages of 18-19. Any age above 22 received very few votes, with the 22-23 age group collecting 3 (4%) responses, and the 24+ age group receiving 4 (6%) responses.
 1. N = 71

2. 18-19 **n** = 20
3. 20-21 **n** = 44
4. 22-23 **n** = 3
5. 24+ **n** = 4

14. *What is your gender?*

- a. Male → 13%
- b. Female → 86%
- c. Non-binary/ third gender → 1%
- d. Prefer not to say → 0%
 - i. The overwhelming majority of responders reported that they were female. There was a small amount of male responses, with 13%. Only one person selected “Non-binary/third gender,” and no one chose the “Prefer not to say” category.
 1. **N** = 71
 2. Male **n** = 9
 3. Female **n** = 61
 4. Non-binary/third gender **n** = 1
 5. Prefer not to say **n** = 0

15. *What is your ethnicity?*

- a. White → 91%
- b. Black or African American → 3%
- c. American Indian or Alaska Native → 0%
- d. Asian → 3%
- e. Native Hawaiian or Pacific Islander → 0%
- f. Other → 0%
- g. Bi-racial → 3%
 - i. “White” was the leading ethnicity for responders of the survey by far with 91%. Three other categories collected 2 responses each (3%), and those ethnicities were “Black or African American,” “Asian,” and “Bi-racial.” The ethnicities “American Indian or Alaska Native,” “Native Hawaiian or Pacific Islander,” and “Other” received no responses (0%).
 1. **N** = 70
 2. White **n** = 64
 3. Black or African American **n** = 2
 4. American Indian or Alaska Native **n** = 0
 5. Asian **n** = 2
 6. Native Hawaiian or Pacific Islander **n** = 0
 7. Other **n** = 0
 8. Bi-racial **n** = 2

Discussion:

Alcohol sales at Auburn University sporting events first began during the 2023-2024 basketball season and will continue to be added to other sporting events through a phasing process. It was recently added to the baseball stadium and is planning to take place in Jordan-Hare Stadium this fall. Since this is new to all university sporting events it is a situation that is going to take time for fans, students and Auburn University employees to adjust to. Auburn Athletics must decide whether or not they want to sell alcohol at all university sporting events or just the bigger sporting events like football, baseball and basketball.

After reviewing the results of our study, we do not believe that the addition of alcohol sales would be a mistake. However, we could see it being a problem in the future if people do not control their behavior with the access to alcohol being sold at events. The first year will be a good test of how students and fans handle the alcohol sales and will give Auburn Athletics insight to see if they need to change or fix anything.

Some future concerns and situations where it could be an issue are that fans become too rowdy to where the atmosphere would not be fun and safe for everyone in attendance. The Auburn family is what makes Auburn special. Alumni bring their families and young kids back to campus all the time to create a warm and welcoming atmosphere. The university does a great job protecting that atmosphere and that does not need to change with the addition of alcohol. We believe that the culture change has the potential to be the biggest issue for Athletics, so it will be important for the department to implement certain policies to ensure that it does not happen.

One of our suggestions to Athletics is to prepare fans by providing them with a list of alcoholic beverage prices. Universities tend to significantly upcharge for alcohol so this information will allow fans to decide ahead of time if they would like to purchase a drink during

the game, or if they would like to partake in drinking before and after the game if the prices are too high. Athletics could also create a new policy and inform people beforehand that there will be a limit on how many drinks you are allowed to buy. This could be another deciding factor for fans if they are actually going to purchase a drink at the game if they are held to a limitation.

Athletics can prepare the students by informing them that they are not allowed to use their Tiger Card to purchase alcohol. This could be a big factor in students purchasing drinks because students are able to purchase from all other stadium vendors with their Tiger Cards. Alcoholic prices are high, so it has the potential to influence students to not make a purchase. If this were the case, the student section atmosphere would not be phased.

Finally, Athletics could protect the atmosphere of Auburn by implementing a repercussion and consequence policy. If fans do not oblige to the guidelines that are set in place, they could be kicked out of the stadium, lose their ability to purchase season tickets or be arrested for public intoxication. Having accountability for all fans will be important so that they know misbehavior is not tolerated.

After reviewing the results from our study, we conclude that the addition of alcohol being sold at sporting events will not impact whether or not students attend games. We recommend that someone working for Auburn Athletics should know that the factor that influences students the most regarding alcohol sales is the price.

Our third question from the study asked students which factor would most impact their attendance at a game, and the highest response was weather, with 32 responses. The second most selected factor was ticket price, with 26 responses, with the third factor being the distance to the stadium with 10 responses. The factor with the least impact on game attendance was alcohol availability with only 5 responses.

The most informative responses were from our fifth question which asked how likely students are to purchase alcoholic drinks at a sporting event if they cannot use their Tiger Card. 52 out of our 72 responses replied that they would not be willing to purchase alcoholic drinks if they could not use their Tiger Card. Additionally, 57 out of our 72 responses to question six, which asked what the highest price students would be willing to pay, said the highest price they would pay is \$12 or less.

A part of the reason why Auburn Athletics decided to add alcohol sales to the stadiums was to increase overall revenue from games. Alcohol sales have the potential to be extremely high and bring in a lot of funding for the university, but it can be unsuccessful if it does not cater well to the student body. Auburn University policy will not allow students to purchase alcoholic drinks on their Tiger Card, so students must pay with cash, credit or debit cards. If the prices are set too high, students will not purchase many drinks, if any. However, if the prices are too low, the school will not maximize its profit potential. Auburn needs to find a middle-of-the-road price that allows it to make a high revenue and is appealing to the students and fans that will be purchasing it.

Our study had a few limitations because of various circumstances within our group and class. One of the limitations of our study was the bias in our sampling. Distributing the survey to only certain demographics prevented our group from getting a wider scope of responses. For example, our group is 100% female, therefore the study was distributed to a majority of female responders. Another limitation that we might have faced in our study is the social bias of responders. With a topic such as alcohol that has certain social standards and assumptions, respondents could have answered our survey in a way that they felt was socially acceptable, rather than how they truly felt. Another limitation surrounding our topic could have been the lack

of knowledge of students regarding alcohol in sporting events. Auburn began its alcohol sales within the last year, and it still has not begun its sales in Jordan Hare Stadium. With our topic of study being new within the last year, some students may not be fully informed in order to give us the best response possible for our study. Our suggestion for future research mainly surrounds the limitations of our study, and how we could best fix these limitations if a future study were to be conducted. In regards to our demographic bias, a future suggestion would be to collect a certain number of responses for a target number of people in a variety of demographics. For example, our group suggests that researchers should send the survey to almost an equal number of boys and girls. This same concept applies to race and age. A goal should be set to send in to students who are Freshman, Sophomores, Juniors, and Seniors, to compare age trends, as well as a variety of races and ethnicities.

After our study, we found that about 70% of people who participated in the survey were not satisfied with current policies on alcohol. We also found that the majority of respondents felt as though the sports stadiums offered an enjoyable, and entertaining atmosphere before the introduction of alcohol. Some of the questions we thought about after analyzing all the data available from the survey were whether or not the alcohol additions were really needed, and how the responses would differ if our survey had more responses from older ages. Alcohol sales are a new addition, and this survey was taken relatively soon after the addition. Because of those reasons, another survey could be beneficial after one year, five years, etc. from the addition once more fans have the chance to experience the change and fully develop their thoughts and opinions on it. Additional areas of research might include allowing alcohol purchases with dining dollars, selection of alcohol choices, and price points per drink.

Appendices:

PRCM 4400 Survey

Start of Block: Default Question Block

This study is being conducted by a group of students currently enrolled in Dr. Brunner's PRCM 4400 Public Relations Research Methods class, for course requirements. During this study, you will be asked a series of questions regarding the recent addition of alcohol at Auburn University sporting events.

You were randomly selected for this study, and your participation is completely voluntary. You

may choose to leave the study at any time. All answers will remain confidential because only the research team will have access to the data. Answers will also remain anonymous because there will be no identifying data collected. The time estimate to complete this study is 10 minutes.

If you have any questions or concerns, please contact Dr. Brunner at: brunnbr@auburn.edu

Page Break

Q1 Do you regularly attend Auburn University sporting events?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Survey If Do you regularly attend Auburn University sporting events? = No

Q2 Have you ever purchased alcohol at a sporting event before?

- ☐ Yes (1)
 - ☐ No (2)
-

Q3 Which of the following factors is most likely to influence your decision to attend sports game?

- ☐ Ticket price (1)
 - ☐ Weather forecast (2)
 - ☐ Distance from home to stadium (3)
 - ☐ Availability of alcohol (4)
-

Page Break

Q4 How likely are you to purchase an alcoholic beverage at an Auburn sporting event if you cannot use your Tiger Card?

- ☐ 0 (0)
 - ☐ 1 (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ 4 (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ 7 (7)
 - ☐ 8 (8)
 - ☐ 9 (9)
 - ☐ 10 (10)
-

Q5 What is the highest price you would be willing to pay for an alcoholic beverage at an Auburn University sporting event?

- ☐ Less than \$12 (1)
 - ☐ \$15 (2)
 - ☐ \$17 (3)
 - ☐ \$22 or more (4)
-

Q6 What type of drink would you want to purchase at a sporting event? (select all that apply)

☐

A seltzer (1)

☐

A beer (2)

☐

A cocktail (3)

☐

A glass of wine (4)

Q7 How many alcoholic drinks, on average, would you purchase at a single sporting event?

☐

0 (1)

☐

1-2 (2)

☐

3-4 (3)

☐

5+ (4)

Page Break

Q8 Do you think having alcohol available at the stadium enhances or detracts from your enjoyment of the event?

☐

Enhances (1)

☐

Detracts (2)

☐

No difference (3)

Q9 On a scale of 1 to 10, how satisfied are you with the current alcohol policies at Auburn sports stadiums?

- ☐ 0 (0)
 - ☐ 1 (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ 4 (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ 7 (7)
 - ☐ 8 (8)
 - ☐ 9 (9)
 - ☐ 10 (10)
-

Q10 Please rate your level of agreement with the following statement:

It is important to me to be able to purchase alcohol at a sporting event.

- ☐ Agree (1)
- ☐ Slightly Agree (2)
- ☐ Neutral (3)
- ☐ Slightly Disagree (4)
- ☐ Disagree (5)

Q11 Please rate your level of agreement with the following statement:

The student section before allowing alcohol was a boring atmosphere.

- ☐ Agree (1)
- ☐ Slightly agree (2)
- ☐ Neutral (3)
- ☐ Slightly Disagree (4)
- ☐ Disagree (5)

Page Break

Q12 How do you think the introduction of alcohol sales in Auburn sports stadiums would ultimately impact the university's image and culture?

- ☐ Positive impact (1)
- ☐ No impact (2)
- ☐ Negative impact (3)

Page Break

Q13 What is your age?

- ☐ 18-19 (1)
- ☐ 20-21 (2)
- ☐ 22-23 (3)
- ☐ 24+ (4)

Q14 What is your gender?

- ☐ Male (1)
 - ☐ Female (2)
 - ☐ Non-binary / third gender (3)
 - ☐ Prefer not to say (4)
-

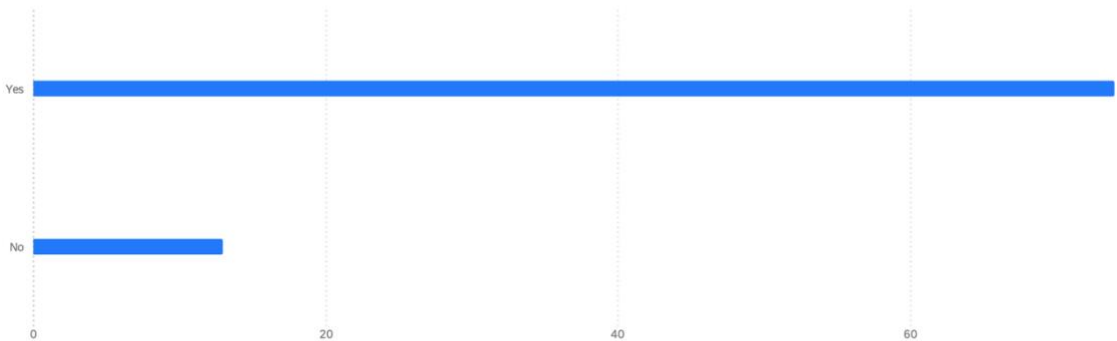
Q15 What is your ethnicity?

- ☐ White (1)
- ☐ Black or African American (2)
- ☐ American Indian or Alaska Native (3)
- ☐ Asian (4)
- ☐ Native Hawaiian or Pacific Islander (5)
- ☐ Other (6)
- ☐ Bi-racial (7)

End of Block: Default Question Block

Responses: 91

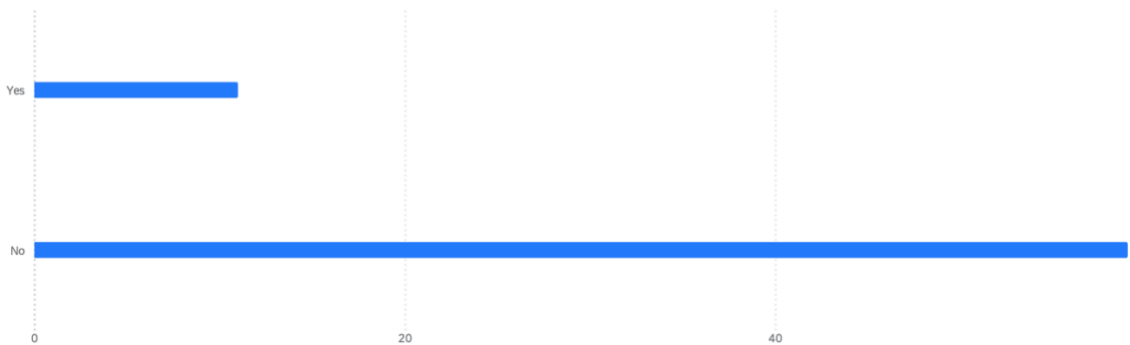
Do you regularly attend Auburn University sporting events? 87 ⓘ



Do you regularly attend Auburn University sporting events? 87 ⓘ

Q1 - Do you regularly attend Auburn University sporting events?	Percentage	Count
Yes	85%	74
No	15%	13

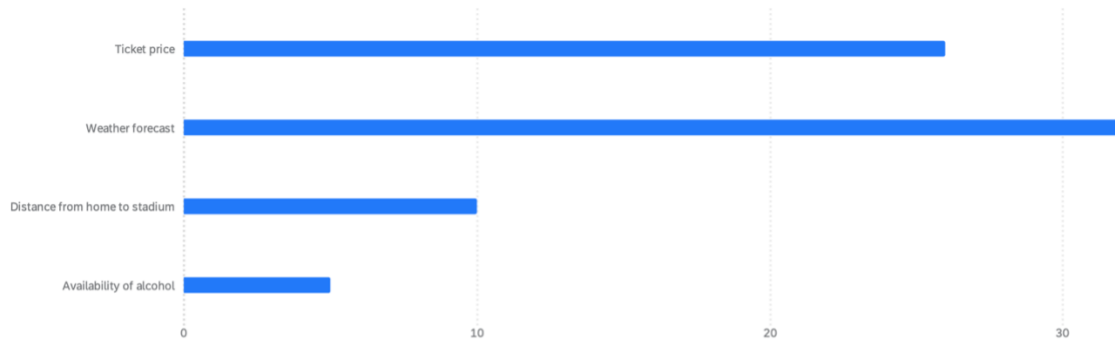
Have you ever purchased alcohol at a sporting event before? 70 ⓘ



Have you ever purchased alcohol at a sporting event before? 70 ⓘ

Q2 - Have you ever purchased alcohol at a sporting event before?	Percentage	Count
Yes	16%	11
No	84%	59

Which of the following factors is most likely to influence your decision to attend sports game? 73 ⓘ

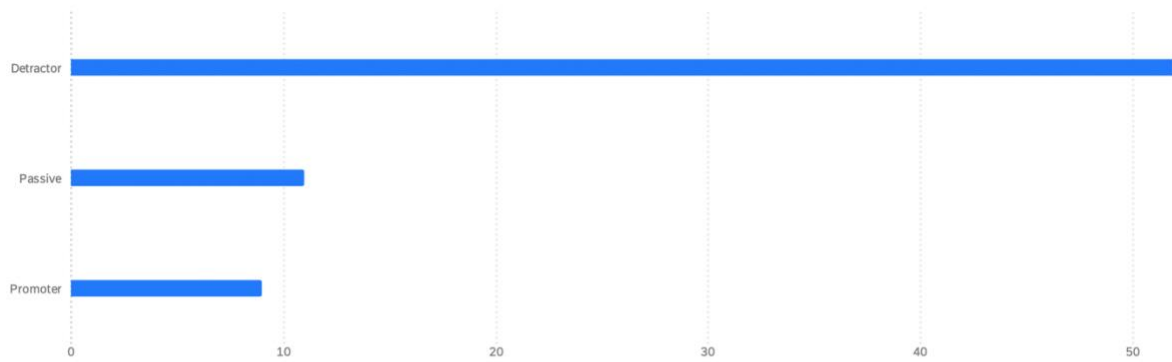


Which of the following factors is most likely to influence your decision to attend sports game? 73 ⓘ

Q3 - Which of the following factors is most likely to influence your decision to attend sports game?

	Percentage	Count
Ticket price	36%	26
Weather forecast	44%	32
Distance from home to stadium	14%	10
Availability of alcohol	7%	5

How likely are you to purchase an alcoholic beverage at an Auburn sporting event if you cannot use your Tiger Card? 72 ⓘ



How likely are you to purchase an alcoholic beverage at an Auburn sporting event if you cannot use your Tiger Card? 72 ⓘ

Q4_NPS_GROUP - How likely are you to purchase an alcoholic beverage at an Auburn sporting event if you cannot use your Tiger Card? - Group

Percentage

Count

Detractor

72%

52

Passive

15%

11

Q4_NPS_GROUP - How likely are you to purchase an alcoholic beverage at an Auburn sporting event if you cannot use your Tiger Card? - Group

Percentage

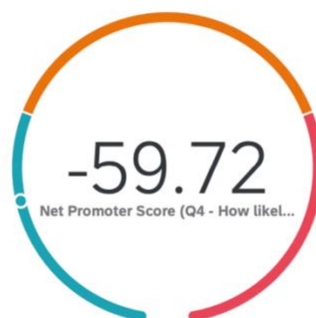
Count

Promoter

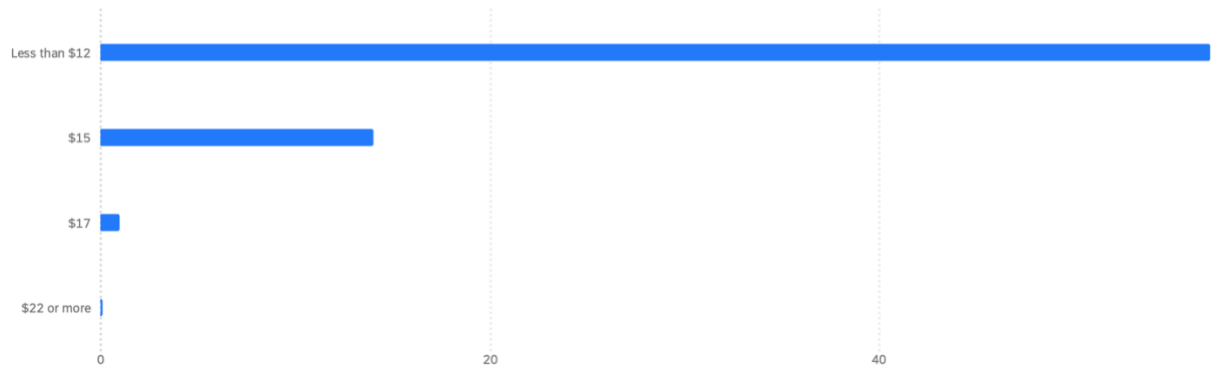
13%

9

How likely are you to purchase an alcoholic beverage at an Auburn sporting event if you cannot use your Tiger Card? 72 ⓘ



What is the highest price you would be willing to pay for an alcoholic beverage at an Auburn University sporting event? 72 ⓘ



What is the highest price you would be willing to pay for an alcoholic beverage at an Auburn University sporting event? 72 ⓘ

Q5 - What is the highest price you would be willing to pay for an alcoholic beverage at an Auburn University sporting event?

Percentage

Count

Less than \$12

79%

57

\$15

19%

14

\$17

1%

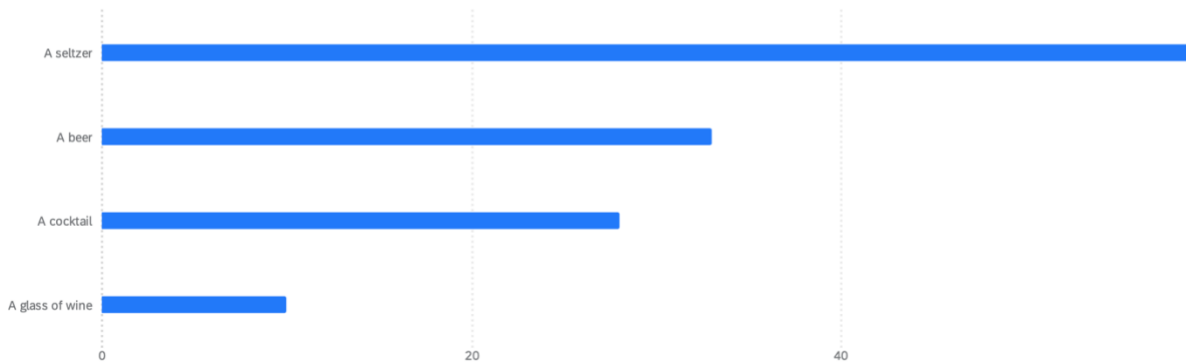
1

\$22 or more

0%

0

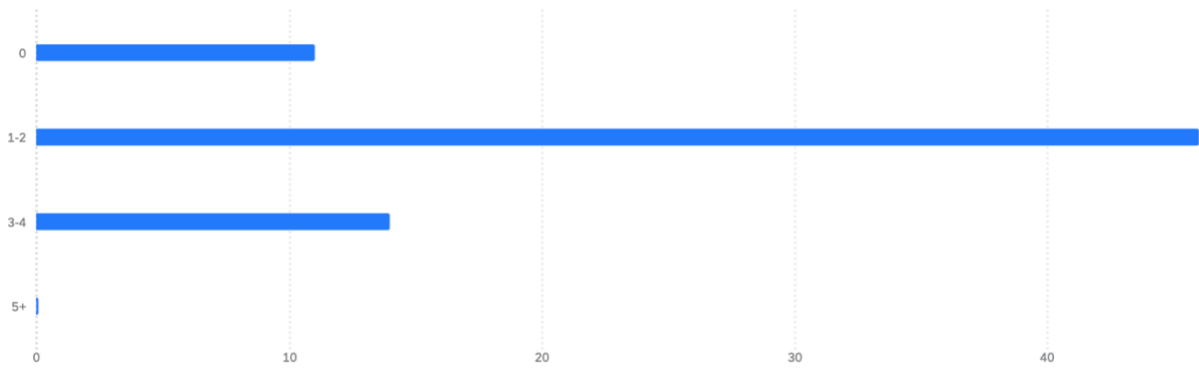
What type of drink would you want to purchase at a sporting event? (select all that apply) 71 ⓘ



What type of drink would you want to purchase at a sporting event? (select all that apply) 71 ⓘ

Q6 - What type of drink would you want to purchase at a sporting event? (select all that apply)	Percentage	Count
A seltzer	83%	59
A beer	46%	33
A cocktail	39%	28
A glass of wine	14%	10

How many alcoholic drinks, on average, would you purchase at a single sporting event? 71 ⓘ



How many alcoholic drinks, on average, would you purchase at a single sporting event? 71 ⓘ

Q7 - How many alcoholic drinks, on average, would you purchase at a single sporting event?

Percentage

Count

0

15%

11

1-2

65%

46

Q7 - How many alcoholic drinks, on average, would you purchase at a single sporting event?

Percentage

Count

3-4

20%

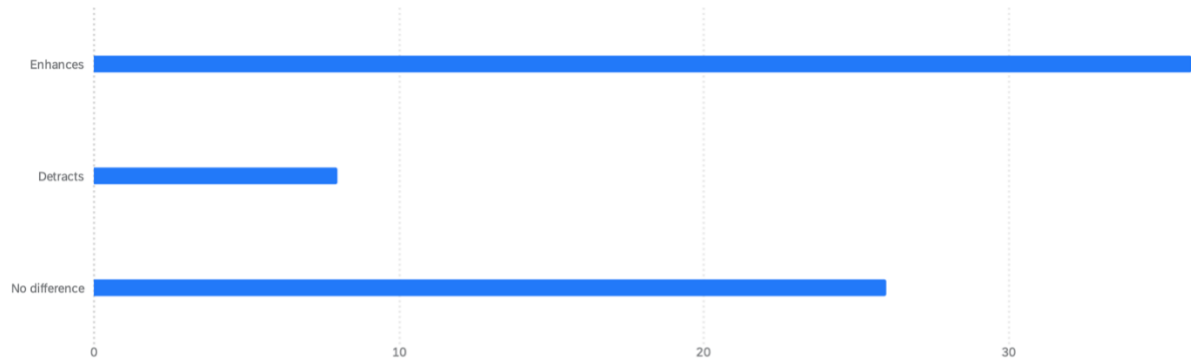
14

5+

0%

0

Do you think having alcohol available at the stadium enhances or detracts from your enjoyment of the event? 70 ⓘ



Do you think having alcohol available at the stadium enhances or detracts from your enjoyment of the event? 70 ⓘ

Q8 - Do you think having alcohol available at the stadium enhances or detracts from your enjoyment of the event?

Percentage

Count

Enhances

51%

36

Detracts

11%

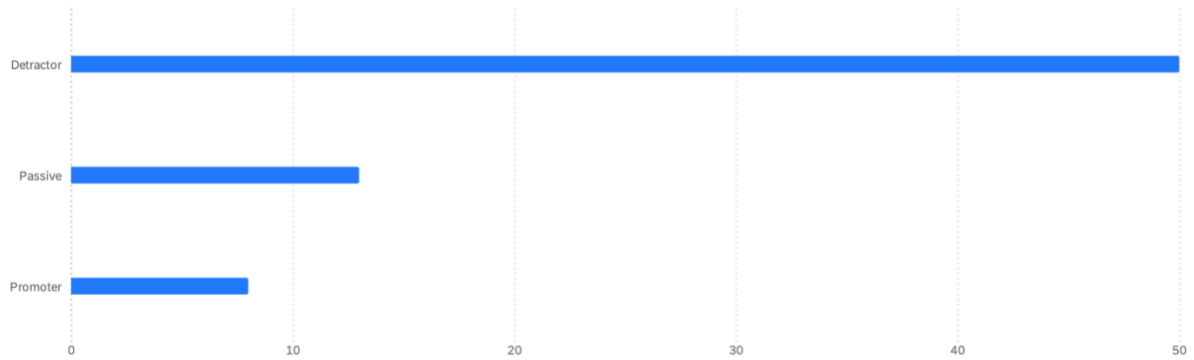
8

No difference

37%

26

On a scale of 1 to 10, how satisfied are you with the current alcohol policies at Auburn sports stadiums? 71 ⓘ



On a scale of 1 to 10, how satisfied are you with the current alcohol policies at Auburn sports stadiums? 71 ⓘ

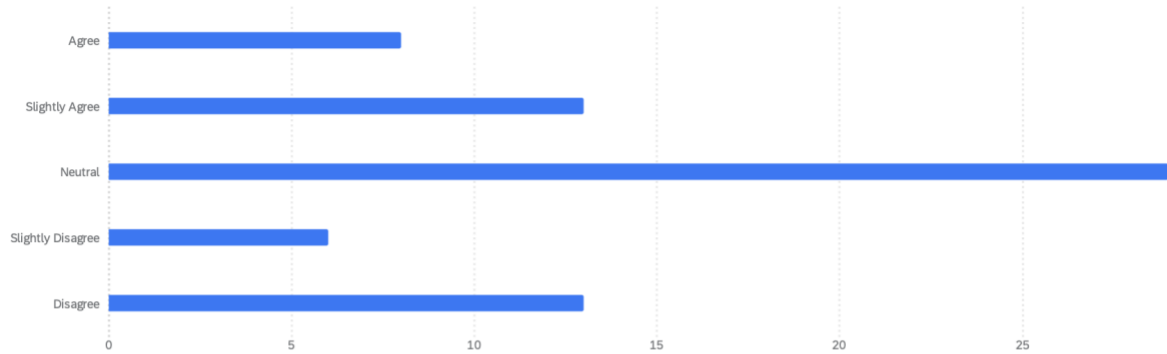
Q9_NPS_GROUP - On a scale of 1 to 10, how satisfied are you with the current alcohol policies at Auburn sports stadiums? - Group

	Percentage	Count
Detractor	70%	50
Passive	18%	13
Promoter	11%	8

On a scale of 1 to 10, how satisfied are you with the current alcohol policies at Auburn sports stadiums? 71 ⓘ



Please rate your level of agreement with the following statement: It is important to me to be able to purchase alcohol at a sporting event. 71 ⓘ



Please rate your level of agreement with the following statement: It is important to me to be able to purchase alcohol at a sporting event. 71 ⓘ

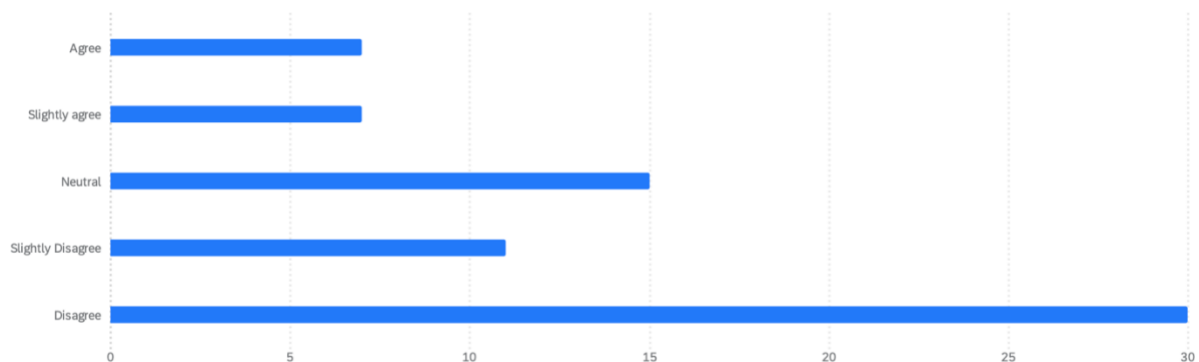
Q10 - Please rate your level of agreement with the following statement: It is important to me to be able to purchase alcohol at a sporting event.

	Percentage	Count
Agree	11%	8
Slightly Agree	18%	13

Q10 - Please rate your level of agreement with the following statement: It is important to me to be able to purchase alcohol at a sporting event.

	Percentage	Count
Neutral	41%	29
Slightly Disagree	8%	6
Disagree	18%	13

Please rate your level of agreement with the following statement: The student section before allowing alcohol was a boring atmosphere. 71 ⓘ



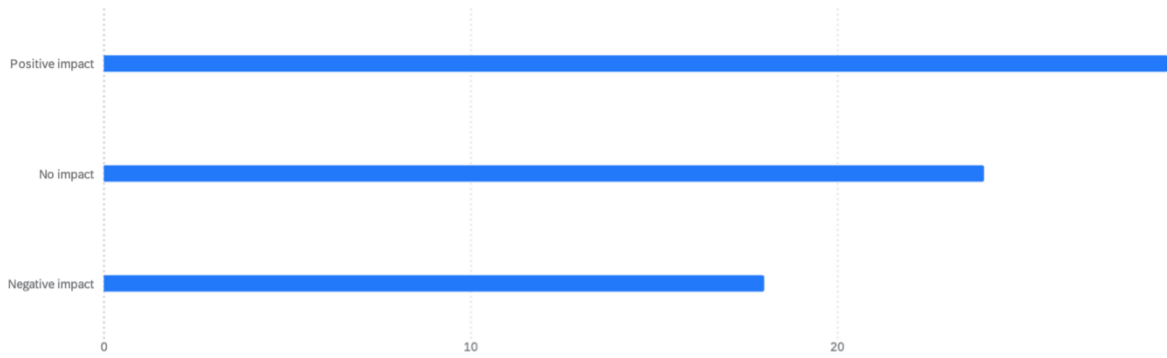
Please rate your level of agreement with the following statement: The student section before allowing alcohol was a boring atmosphere. 71 ⓘ

Q11 - Please rate your level of agreement with the following statement: The student section before allowing alcohol was a boring atmosphere.	Percentage	Count
Agree	10%	7
Slightly agree	10%	7
Neutral	21%	15
Slightly Disagree	15%	11
Disagree	42%	30

Please rate your level of agreement with the following statement: The student section before allowing alcohol was a boring atmosphere. 71 ⓘ

Please rate your level of agreement with the following statement: The stud...	Average	Minimum	Maximum	Count
Agree	1.00	1.00	1.00	7
Slightly agree	2.00	2.00	2.00	7
Neutral	3.00	3.00	3.00	15
Slightly Disagree	4.00	4.00	4.00	11
Disagree	5.00	5.00	5.00	30

How do you think the introduction of alcohol sales in Auburn sports stadiums would ultimately impact the university's image and culture? 71 ⓘ



How do you think the introduction of alcohol sales in Auburn sports stadiums would ultimately impact the university's image and culture? 71 ⓘ

Q12 - How do you think the introduction of alcohol sales in Auburn sports stadiums would ultimately impact the university's image and culture?

Percentage

Count

Positive impact

41%

29

No impact

34%

24

Q12 - How do you think the introduction of alcohol sales in Auburn sports stadiums would ultimately impact the university's image and culture?

Percentage

Count

Negative impact

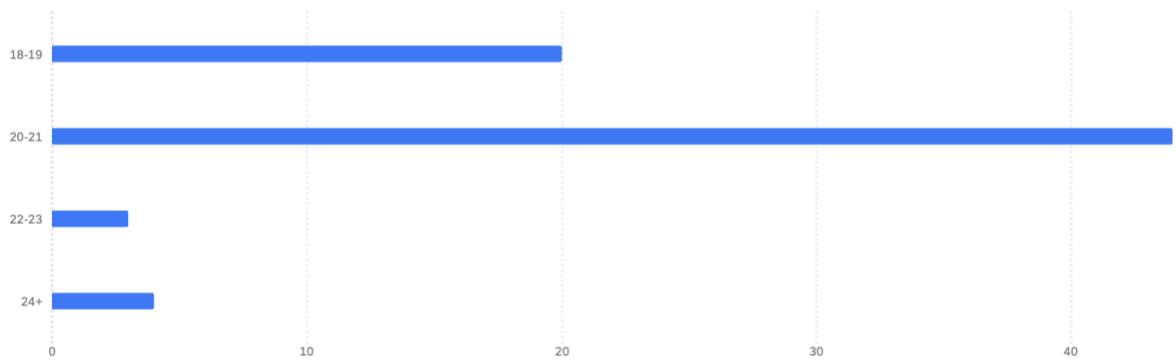
25%

18

How do you think the introduction of alcohol sales in Auburn sports stadiums would ultimately impact the university's image and culture? 71 ⓘ

How do you think the introduction of alcohol sales in Auburn sports stadium...	Average	Minimum	Maximum	Count
Positive impact	1.00	1.00	1.00	29
No impact	2.00	2.00	2.00	24
Negative impact	3.00	3.00	3.00	18

What is your age? 71 ⓘ



What is your age? 71 ⓘ

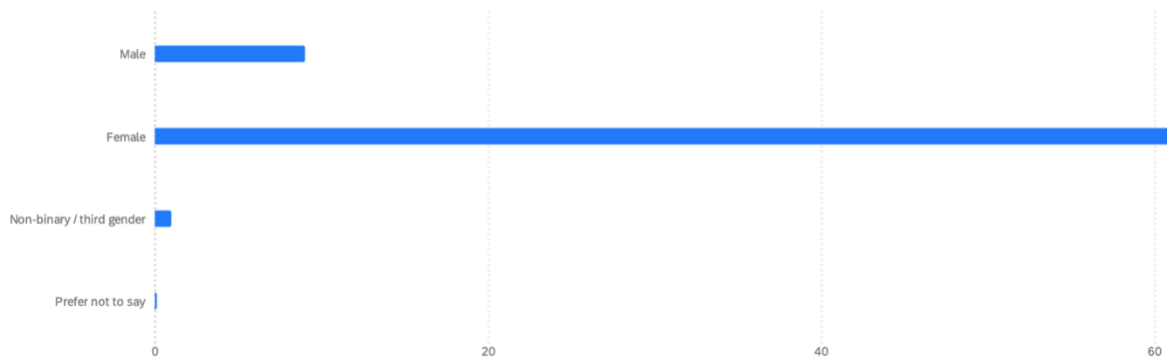
Q13 - What is your age?	Percentage	Count
18-19	28%	20
20-21	62%	44
22-23	4%	3
24+	6%	4

What is your age? 71 ⓘ

What is your age?	Average	Minimum	Maximum	Count
18-19	1.00	1.00	1.00	20
20-21	2.00	2.00	2.00	44

What is your age?	Average	Minimum	Maximum	Count
22-23	3.00	3.00	3.00	3
24+	4.00	4.00	4.00	4

What is your gender? 71 ⓘ



What is your gender? 71 ⓘ

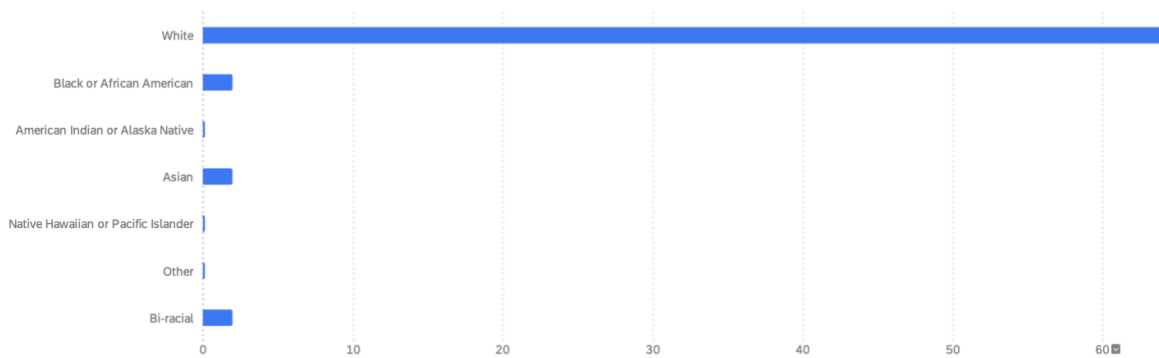
Q14 - What is your gender?	Percentage	Count
Male	13%	9
Female	86%	61
Non-binary / third gender	1%	1
Prefer not to say	0%	0

What is your gender? 71 ⓘ

What is your gender?	Average	Minimum	Maximum	Count
Male	1.00	1.00	1.00	9
Female	2.00	2.00	2.00	61
Non-binary / third gender	3.00	3.00	3.00	1
Prefer not to say	-	-	-	0

tel:0%2010%2020%2030%2040%2050%2060

What is your ethnicity? 70 ⓘ



What is your ethnicity? 70 ⓘ

Q15 - What is your ethnicity?	Percentage	Count
White	91%	64
Black or African American	3%	2
American Indian or Alaska Native	0%	0
Asian	3%	2
Native Hawaiian or Pacific Islander	0%	0
Other	0%	0
Bi-racial	3%	2

What is your ethnicity? 70 ⓘ

What is your ethnicity?	Average	Minimum	Maximum	Count
White	1.00	1.00	1.00	64
Black or African American	2.00	2.00	2.00	2
American Indian or Alaska Native	-	-	-	0
Asian	4.00	4.00	4.00	2
Native Hawaiian or Pacific Islander	-	-	-	0
Other	-	-	-	0
Bi-racial	7.00	7.00	7.00	2

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