

TARGET PUBLIC: MALE STUDENTS AT UO

- Number of participants in your target public = 176

- Greek Life :

Of the 176 male respondents 71% are affiliated with a fraternity/sorority.

- Year in school

Of the 176 males who responded to the survey, 9% were Freshman, 27% were Sophomores, 40% were Juniors, 23% were Seniors, and 1% were Grad+

- Athletics Involvement

Of the 176 Males, 52% said they are involved in some sort of athletics and 47% said they are not involved.

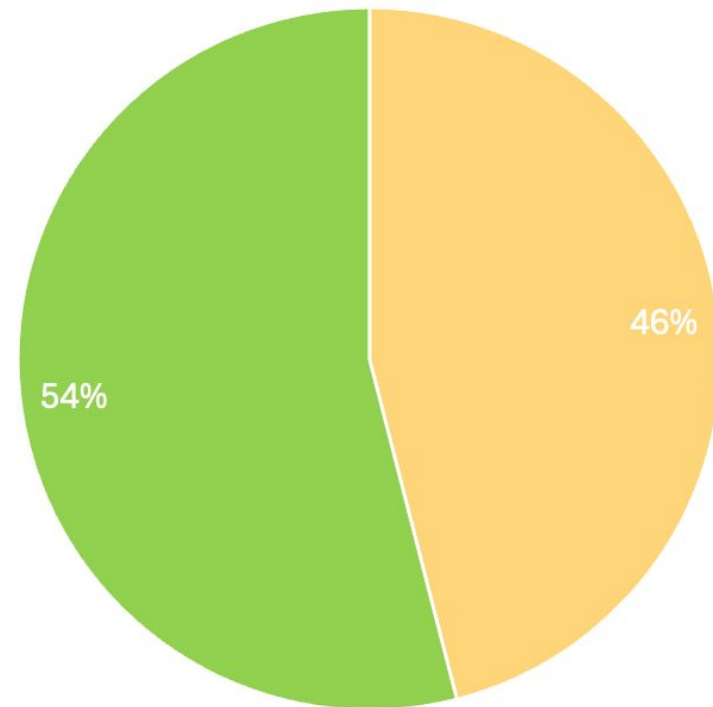
- Justification: We chose male students to focus because we wanted to analyze the support from the opposite gender, and compare it to our preconceived ideas of women's vs men's sports attendance.

PREVALENCE AND CONTEXT SINGLE ITEM

HOW MANY MALES HAVE ATTENDED A UO WOMEN'S SPORTING EVENT IN THE PAST SCHOOL YEAR?

- Out of a total of 176 male respondents, 46% said they have attended a UO women's sporting event in the past school year.
- This tells us that more than half of male respondents haven't attended in this school year, so our campaign needs to focus on encouraging game attendance with the male population. However, there is not a huge difference between the amount of men that have attended and have not, which informs us that a good amount of men have attended in the past school year, just not the majority of respondents.

Males who have attended a UO women's sporting event in the past school year (Fall '23-Spring '24)



176 Total Respondents

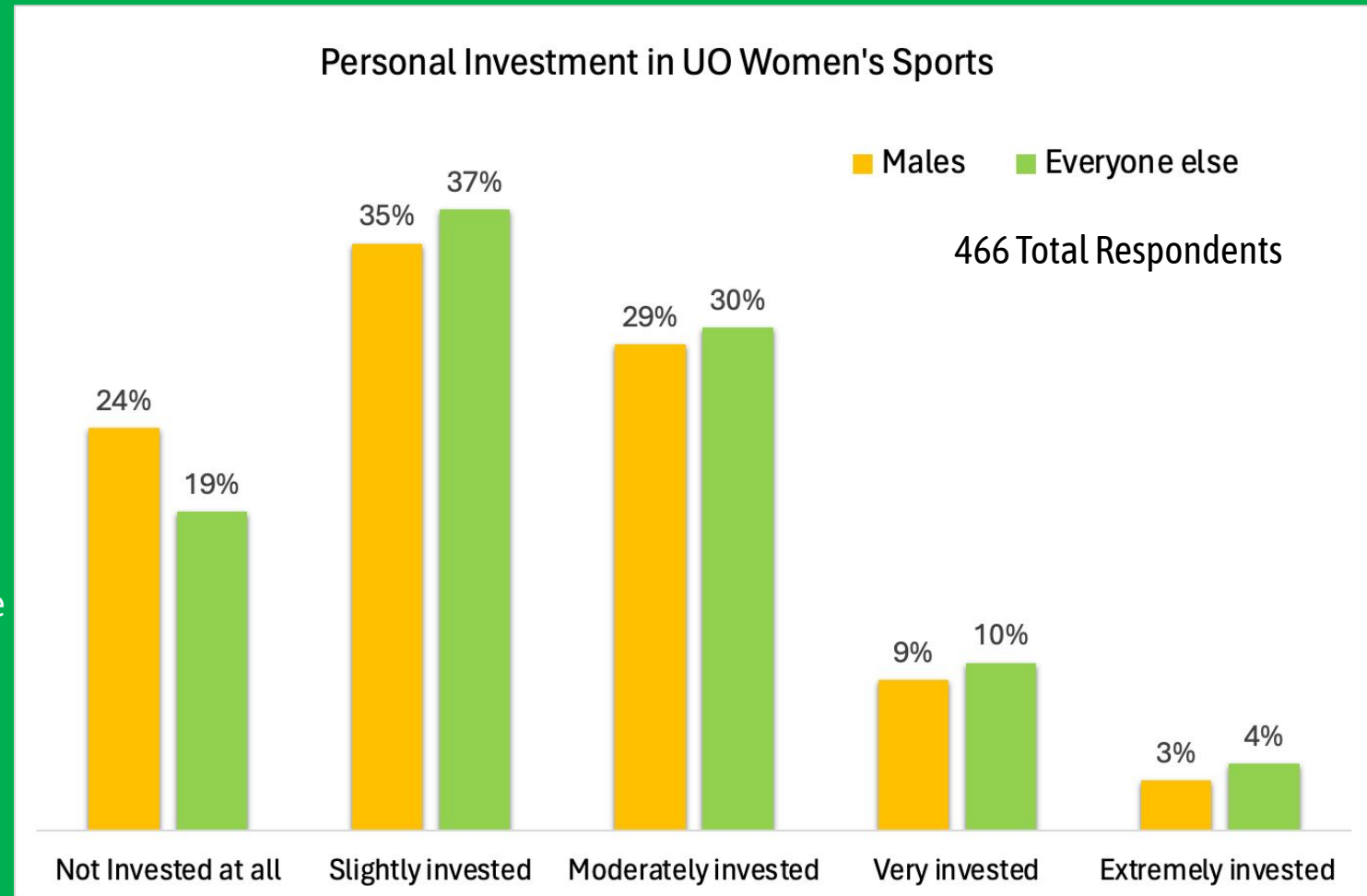
■ Have Attended ■ Have Not Attended

PREVALENCE AND CONTEXT CROSSTAB

MALES VS. EVERYONE ELSE ON PREVALENCE AND CONTEXT

- Out of 466 respondents ($p=0.17$), male respondents ($M= 2.3$, $SD= 1.02$) are *not* more personally invested in women's sports than everyone else ($M= 2.44$, $SD= 1.04$) on a 5 point scale from 'Not invested at all' to 'Extremely invested'. 41% of male respondents reported that they were moderately invested to extremely invested, while 44% of every other respondents reported that they were moderately to extremely invested.
- This shows that males are less personally invested than everyone else. For our campaign, this means we need to include an element that drives personal investment for males specifically. To execute this, we could take a look at the motivations questions and see if there is a statistically significant motivation factor that seems to motivate males more than everyone else as this could, in turn, cause more personal investment in women's sports.

*This result is not statistically significant, but was the closest to being statistically significant in this section.

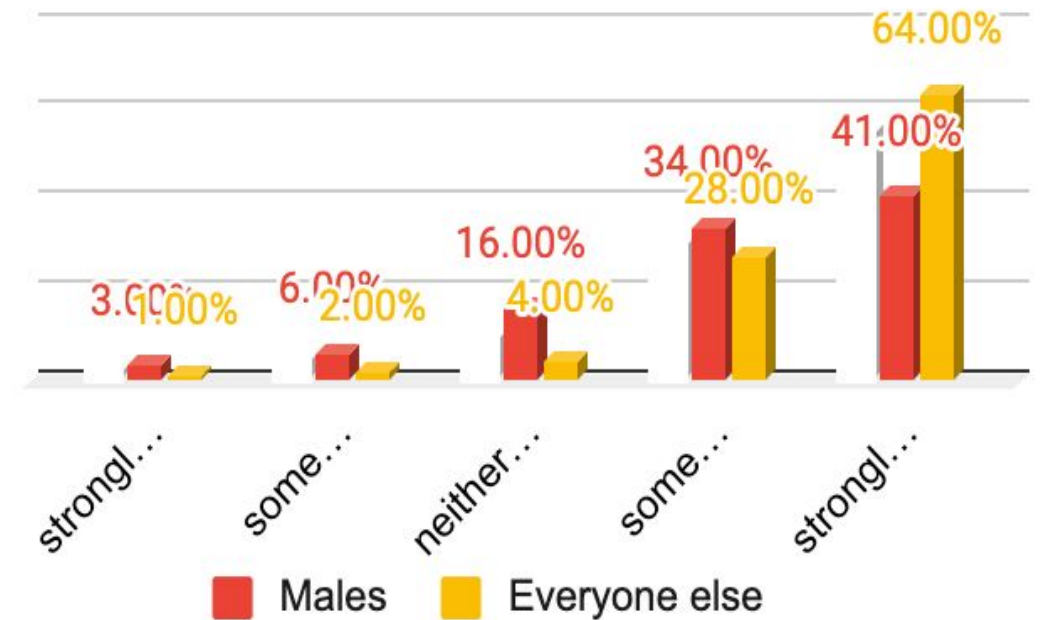


BARRIERS SINGLE ITEM

WHAT IS A KEY BARRIER FOR MALES WHEN ATTENDING UO WOMEN'S SPORT EVENTS?

- Out of total of 176 male respondents, 40% strongly agreed that they would attend a women's sporting event if their friends are going. While only 3% strongly disagreed with the statement. On a 5 point scale from "Strongly Disagree" to "Strongly Agree", the mean of 4.02 and a standard deviation of 1.06.
- This tells us that a little less than half of the male respondents would attend a women's sporting event if their friends are also attending. Therefore, our campaign needs to focus on the respondents who disagreed with the statement. We want to encourage male respondents to attend UO women's sporting events, even if their friends are not attending.

Agree or Disagree to attend a women's sporting event if my friends are going



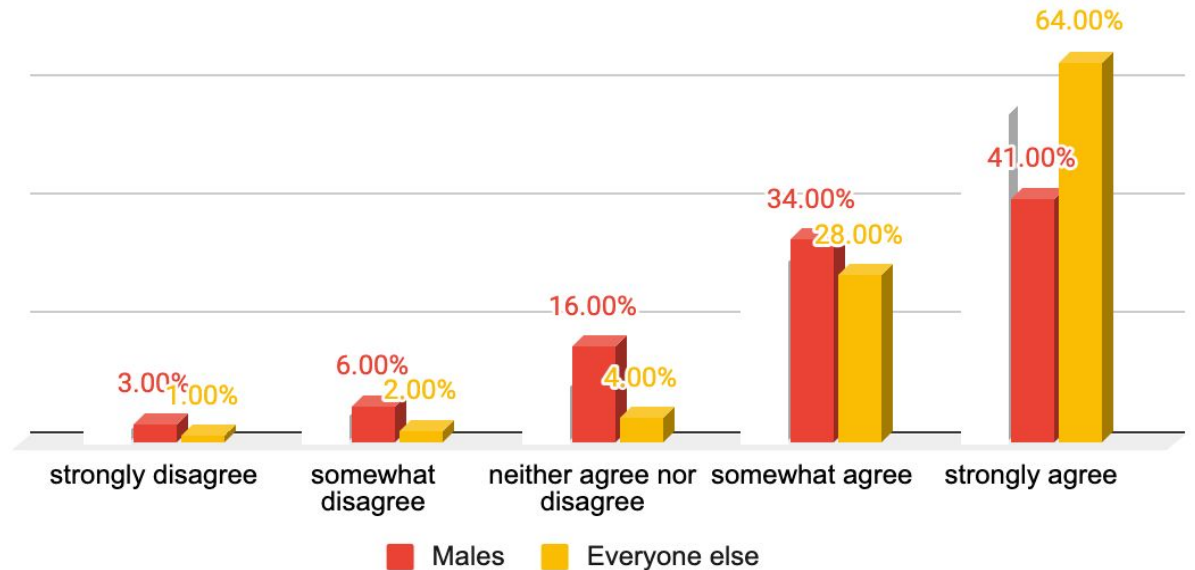
176 Respondents

BARRIERS CROSSTAB

BARRIER FOR MALES VS. EVERYONE ELSE

- Out of the 466 respondents ($p = 0.01$), males respondents ($M=4.02$, $SD = 1.06$) and everyone else ($M=1.48$, $SD= 0.78$).
- Based on this 5-point scale from strongly disagree to strongly agree 41% males reported that they “strongly agree” that they would attend a women’s sporting event even if their friends are going. While 3% of males reported that they “strongly disagree” with the given statement.
- From these results, our campaign will be focused on creating an engaging incentives to drawn as many people as possible. By making it inviting we hope to promote game attendance.

Agree or Disagree to attend a women's sporting event if my friends are going



466 Respondents

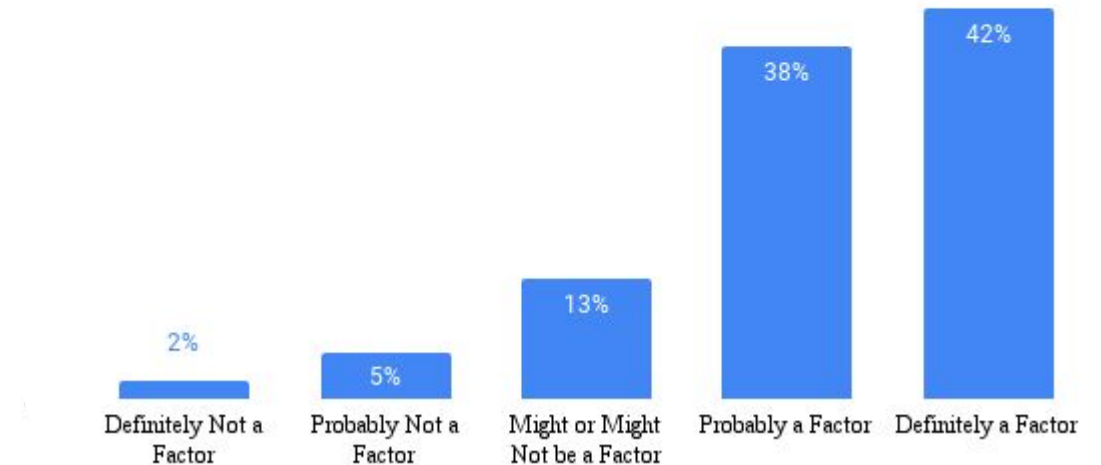
MOTIVATION SINGLE ITEM

WHAT IS A KEY MOTIVATOR FOR MALES TO INCREASE WOMEN'S SPORTS ATTENDANCE?

- Of the 176 male respondents, 42% said their friends going was 'Definitely a factor' when deciding to attend women's sports events and 38% reported it was 'Probably a factor'. This was on a 5 point scale from 'Definitely not a factor' to 'Definitely a factor', ($M = 9.12$) with ($SD = 0.97$).
- Based on this information, we can conclude that events encouraging peers to gather such as pre-games, watch parties and theme nights are the most popular among male respondents. For future campaigns, women's sports should continue to host events before games to encourage community and camaraderie.

How much does your friends attending factor in your attendance to Women's sports events?

176 male respondents



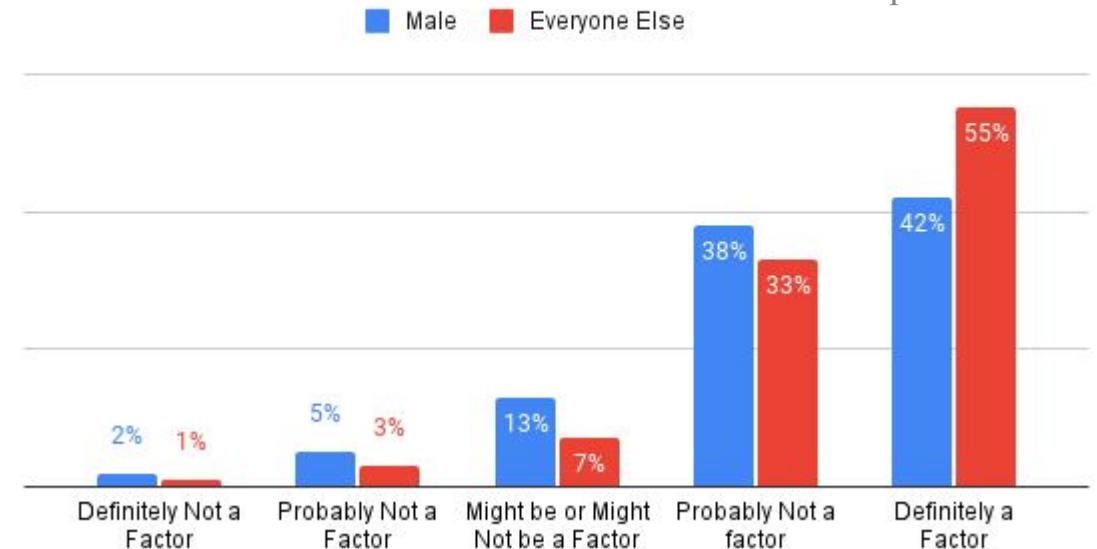
MOTIVATORS CROSSTAB

MOTIVATOR FOR MALES VS. EVERYONE ELSE ON MOTIVATORS

- Of the 465 respondents, people who are males are less likely to be motivated by a their friends going than non-males ($p < 0.01$) ($SD = 0.98$) ($M = 4.12$) on a 5 point scale from 'Definitely not a factor' to 'Definitely a factor'. Non-males had a ($M = 4.38$) and ($SD = 0.85$) Of the males reported, 42% said their friends going was 'Definitely a factor' compared to 55% of non-males.
- Based on this information, we can see that peers going is a strong incentive when males are considering attending women's sports games. However, non-males are more motivated by peers going in which we can overlap our ideas of hosting events in which bring together students to build excitement and motivation towards attending women's games. This can include iconic group theme nights entering to merchandise raffles or family-style order discounted concessions where groups of peers are awarded.

Motivation of Friends Going to Women's Sports Games Based on Gender

464 Respondents



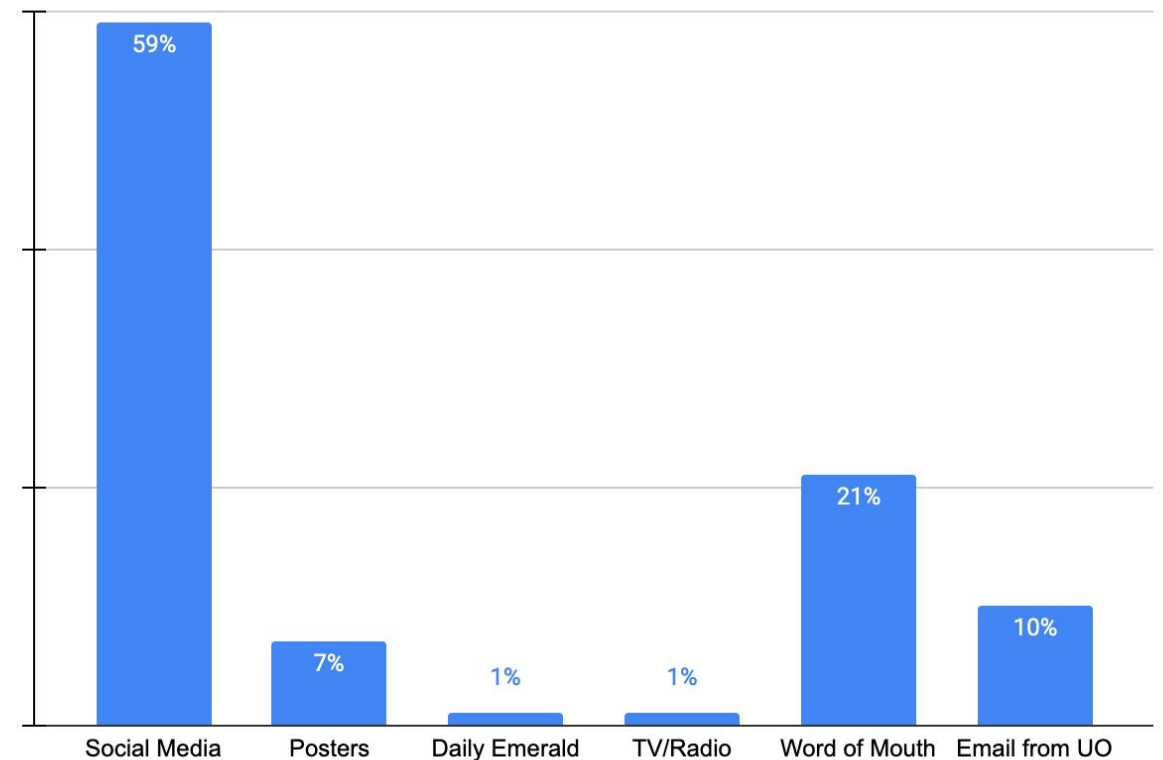
CHANNELS & SETTINGS SINGLE ITEM

WHICH CHANNELS/SETTINGS WOULD YOU RECOMMEND TO REACH MALES TO INCREASE UO WOMEN'S SPORTS ATTENDANCE?

- Out of 174 male respondents, 59% said they get their information on UO Sporting Events from social media. This majority indicates that the ideal channel for promoting women's sporting events is social media through posts, highlights, reels, and catchy short form video content.
- This presents opportunities for athlete collaborations, giveaways, and engagement incentives. While 21% of males reported Word of Mouth as an alternate outlet, this communication diffuses from the origin of the information, which we now know to be social media.

Where male students get information on UO Sporting Events.

174 respondents

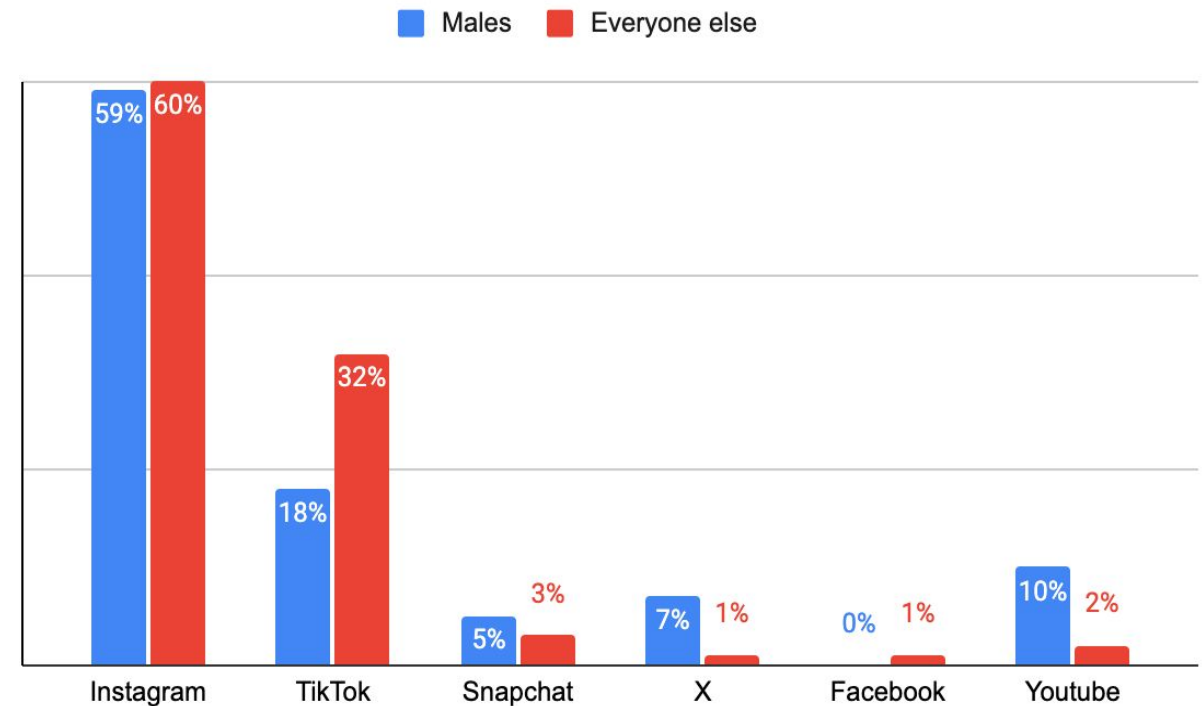


CHANNELS & SETTINGS CROSSTAB

MALES VS. EVERYONE ELSE ON A CHANNEL OR SETTING

- Out of 466 respondents, 59% of males reported that Instagram was their most frequently used social media platform, as well as 60% of all other respondents.
- This indicates that heightened Instagram usage is not gender specific, and an effective way of reaching both within and outside of our target public. Males were also less likely to use TikTok (18%) than everyone else (32%), which demonstrates a universal preference for short form video content, but preferred viewing of Instagram reels over TikToks. This interest encourages game highlights, interviews, and behind the scenes clips.

Frequently Used Social Media Platforms for Males vs. Everyone else
466 respondents

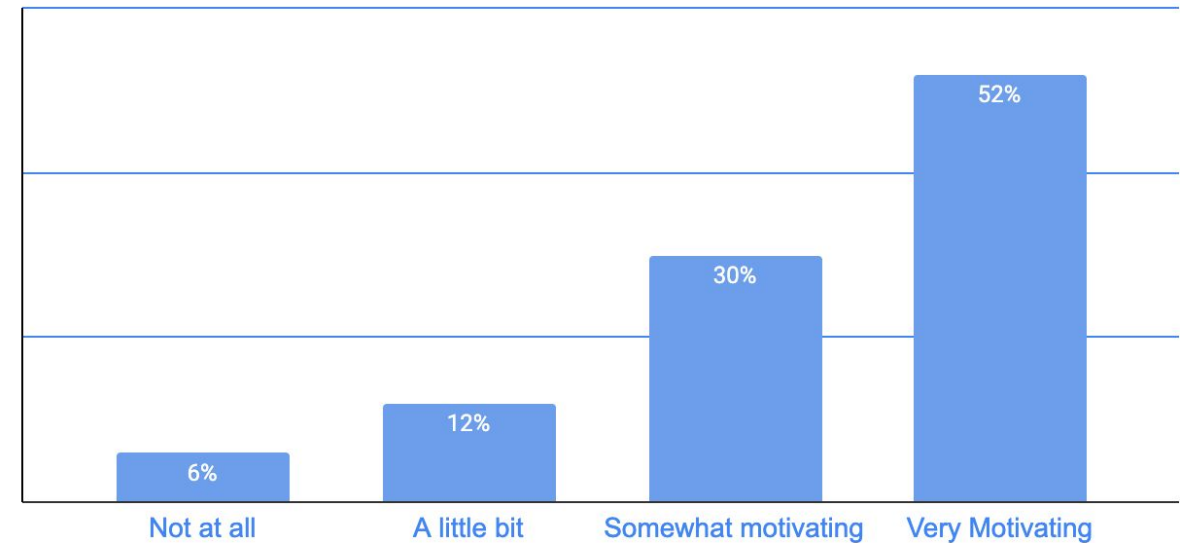


IDEA FEEDBACK SINGLE ITEM

WHICH IDEA WOULD YOU RECOMMEND TO GET MALES TO INCREASE UO WOMEN'S SPORTS ATTENDANCE?

- Of the 174 Males who responded to the survey, 82% were somewhat to very motivated to attend a UO Women's Sports event if there was free merchandise. Measured on a 4-point scale from not at all motivated to very motivated.
- This shows us that most people are incentivized and more likely to attend a UO Women's Sports event if there is free merchandise involved. Therefore, a good way to increase engagement to a UO Women's Sports event would be to incorporate some sort of free incentive such as a tee-shirt or another promotional product.

Level of Motivation to Attend a UO Women's Sports Event With Free Merchandise



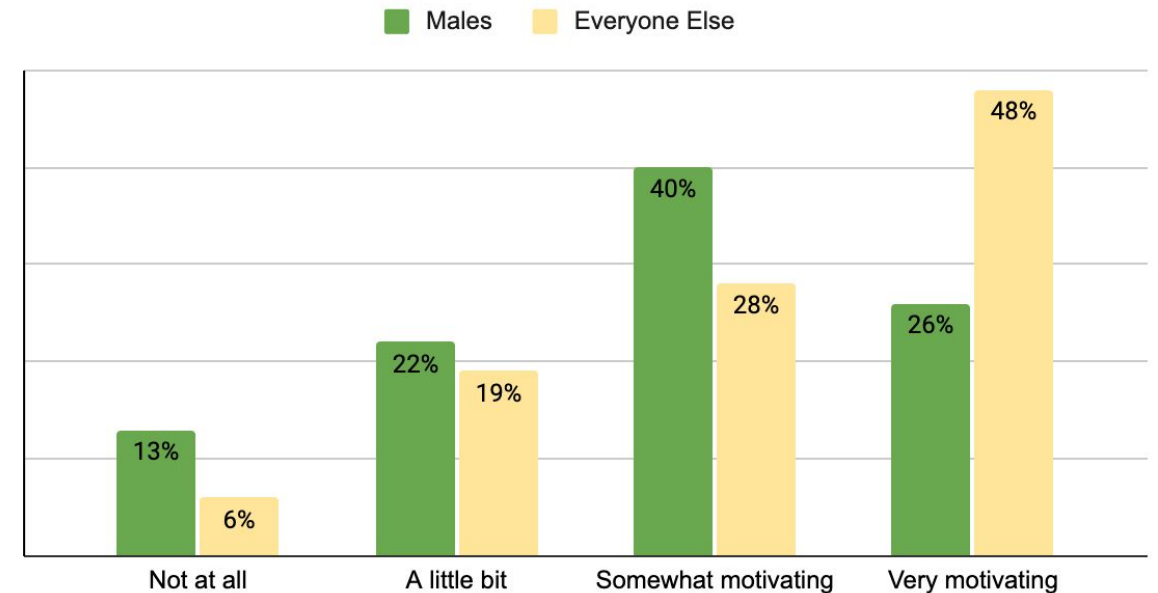
174 Respondents

IDEA FEEDBACK CROSSTAB

MALES VS. EVERYONE ELSE ON AN IDEA FEEDBACK

- Out of the 464 respondents, males are less likely to be motivated by a discount at the concession stand versus female, non-binary, and self described genders ($p < 0.01$). Only 26% of males ($M = 2.80$, $SD = 0.97$) were very motivated by discounted concessions compared to 48% ($M = 3.18$, $SD = 0.93$) of everyone else. This was measured on a 4 point scale from not at all motivated to very motivated.
- From this, we can see that it is not necessary to include discount concessions when trying to motivate our target public (males). It would be more beneficial to include a small, free, piece of merchandise versus some sort of discount at the concessions stand, as shown in the previous analysis.

Discounted Concessions Being a Motivation for UO Women's Sports Game Attendance



464 Respondents

INSIGHTS TO STRATEGY/CREATIVE

- **Channel and setting:** Our campaign includes The Eugene Nest collaborating with women's sports teams to create a digital punch card recording students attendance. This will be advertised through The Nest Instagram. Once a student attends 5 games in one term, you are eligible to win 1 of the 50 exclusive Nest x Women's Sports shirts. Once students scan into their first women's game, they will receive a text from 'Puddles' detailing their progress towards completing their 5 games for the raffle. The Nest instagram and Women's sports teams will post collaborated feed photos introducing the challenge with #Teeoftheterm #womensxnest.
- **Justification:** We want our campaign to increase the male attendance for women's sports. By creating engaging free merchandise, we hope to promote attendance and the collaboration with the Duck Nest. The Nest Instagram already has strong male student interaction. Their content is largely focused on the male audience. With our results, we observed that incentives are an effective motivating factor to engage male audiences, and Instagram is the best way to promote it.

