

High Point Rockers 2019 Fan Survey

Thank you for helping make our inaugural season both historic and memorable! We are so proud to call High Point home and play in front of the best fans in the Triad!

We want to hear your feedback so we can keep improving the fan experience. Please fill this quick survey and let us know your thoughts (your answers will be anonymous).

* Required

1. Email address *



General Information

2. What Is Your Mailing Address? *

3. Gender *

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Prefer not to say
- ☐ Other: _____

4. Average Household Income? *

Mark only one oval.

- ☐ Less than \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 or more

5. What Is Your Ethnicity? *

Mark only one oval.

- ☐ African American
- ☐ Asian
- ☐ Hispanic
- ☐ Pacific Islander
- ☐ Caucasian
- ☐ Other: _____

6. What Is Your Age? *

Mark only one oval.

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

7. How many children do you have in the home? *

Mark only one oval.

- ☐ None
- ☐ 1-2
- ☐ 3-4
- ☐ 5+

8. Where Do You Live? *

Mark only one oval.

- ☐ High Point
- ☐ Greensboro
- ☐ Winston-Salem
- ☐ Trinity
- ☐ Archdale
- ☐ Kernersville
- ☐ Jamestown
- ☐ Thomasville
- ☐ Other: _____

9. Did You Attend Any Winston-Salem Dash or Greensboro Grasshoppers Games in 2019? *

Mark only one oval.

- ☐ Winston-Salem Dash
- ☐ Greensboro Grasshoppers
- ☐ Both
- ☐ Neither

10. Did You Attend A High Point Rockers Game in 2019? *

Mark only one oval.

- ☐ Yes
- ☐ No *Skip to question 31.*

High Point Rockers Game Experience

11. How Did You Hear About Rockers Games? (Select All That Apply) *

Check all that apply.

- ☐ Social Media/Word of Mouth
- ☐ High Point Enterprise
- ☐ YES! Weekly
- ☐ Radio Ad
- ☐ TV Ad
- ☐ Billboards
- ☐ High Point Rockers Website

12. Main Reason For Coming to a Rockers Game? (Select All That Apply) *

Check all that apply.

- ☐ Family Fun
- ☐ Level of Play
- ☐ New Stadium
- ☐ Support High Point
- ☐ Affordability
- ☐ Work Outing
- ☐ Social Gathering
- ☐ The Food & Beverage
- ☐ Other: _____

13. How Many Games Did You Attend in 2019? *

Mark only one oval.

- ☐ 1-3
- ☐ 4-6
- ☐ 7-9
- ☐ 10+
- ☐ None

14. How Did You Purchase Your Tickets? *

Mark only one oval.

- ☐ Season Tickets
- ☐ 4-Pack (Father's Day, Fourth of July, Summer's Last Blast, Fan Appreciation)
- ☐ Group Outing
- ☐ Website
- ☐ Box Office Purchase
- ☐ Given/Voucher Redemption

15. Who Did You Usually Attend Games With? (Select All That Apply) *

Check all that apply.

- ☐ Friends/Family
- ☐ Co-Workers
- ☐ Business Associate
- ☐ Group Outing
- ☐ Other: _____

16. How Many People Did You Usually Attend With? *

Mark only one oval.

- ☐ Solo
- ☐ 1-3
- ☐ 4+

17. Ages Of People In Your Group? (Select All That Apply) *

Check all that apply.

- ☐ Infant/Young Child (0-2)
- ☐ School Age (3-11)
- ☐ Teenage (12-17)
- ☐ Young Adult (18-25)
- ☐ Adult (26-54)
- ☐ Senior (55+)

18. Did You Celebrate Anything At The Ballpark? (Select All That Apply) *

Check all that apply.

- ☐ Birthday
- ☐ Anniversary
- ☐ Family Reunion
- ☐ Other
- ☐ Just Came For Fun!
- ☐ Other: _____

19. Did You Know That BB&T Point is a Dog-Friendly Facility? *

Mark only one oval.

- ☐ Yes
- ☐ No

20. Have You Brought Your Dog(s) to a Game?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ No But I Will!

21. How Far Did You Travel? *

Mark only one oval.

- ☐ Less Than 10 Miles
- ☐ 10-24 Miles
- ☐ 25 Miles or More

27. How Would You Rate the Variety of Concessions Items at BB&T Point? *

Mark only one oval.

| | | | | | | | | | | | |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Very Poor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Exceptional |

28. How Would You Rate the Service of Concessions Workers at BB&T Point? *

Mark only one oval.

| | | | | | | | | | | | |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Very Poor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Exceptional |

29. How Would You Rate the Speed of Concessions Workers at BB&T Point? *

Mark only one oval.

| | | | | | | | | | | | |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Very Poor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Exceptional |

30. How Would You Rate the Value of Concessions Items at BB&T Point? *

Mark only one oval.

| | | | | | | | | | | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Not Valuable at All | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Valuable |

31. What Additions/Items/Concepts Would You Like To See in the Concessions Stands? *

2020 Preparation

Help Us Improve Your Experience in 2020!

32. Does Winning Play A Role In Determining If You Attend a Game? *

Mark only one oval.

☐ Yes

☐ No

33. What Time Would You Prefer Sunday Home Games Start? *

Mark only one oval.

- ☐ 1:00pm
- ☐ 2:00pm
- ☐ 4:00pm
- ☐ 5:00pm
- ☐ 6:30pm
- ☐ Other: _____

34. What Day Would You Prefer To See Fireworks? *

Mark only one oval.

- ☐ Friday
- ☐ Saturday
- ☐ Both

35. Do You Plan To Attend A Rockers Game in the Future?

Mark only one oval.

- ☐ Yes
- ☐ No

36. What Non-Baseball Event(s) Would You Like to See at BB&T Point? (Select All That Apply) *

Check all that apply.

- ☐ Movie Nights
- ☐ Concerts
- ☐ Food Festivals
- ☐ Other Sports
- ☐ Other: _____

37. Any Additional Comments/Suggestions? *

☐ Send me a copy of my responses.