

EXHIBIT J - IV
Students
Athletic Study Survey

• Analyzing 183 responses.

Q.1 Overall, how satisfied are (were) you with your experience with UMC?

Choice	Count	Percentage Answered
1. Very satisfied	71	39.0%
2. Moderately satisfied	82	45.1%
3. Slightly satisfied	15	8.2%
4. Slightly dissatisfied	4	2.2%
5. Moderately dissatisfied	6	3.3%
6. Very dissatisfied	4	2.2%

Q.2 How many UMC athletic events do you currently listen to (radio, internet) or attend throughout the year?

Choice	Count	Percentage Answered
1. None	44	24.2%
2. 1 or 2	13	7.1%
3. 3 to 5	12	6.6%
4. 6 to 10	47	25.8%
5. 11 to 20	26	14.3%
6. 21 or more	40	22.0%

Q.3 If you listen to or attend 2 or fewer athletic events during the year what is the major reason for not participating?

Choice	Count	Percentage Answered
1. I do not enjoy college athletics	1	2.4%
2. I do not have time for athletic events	13	31.7%
3. UMC athletic teams are not competitive	17	41.5%
4. Other (please specify):	10	24.4%

Q.3Specified-1 Other (please specify): - Other (please specify):

Item	Frequency	Percent
(Not Answered)	174	95.1%
(Unique responses)	9	4.9%
(Total)	183	100.0%

Q.3Specified-1 Other (please specify): - Other (please specify):

- i live 5 hours away
- UMC sports give the college a lower reputation
- Most teams are not very competitive, they do not promote our school as much as hurt its reputation to prospective students. Athletics also take away a lot of money from other academic programs that deserve more funding.

- I play basketball
- attend more
- i play 2 sports
- UMC has a great history of losses and it continues, so I have no interest in just watching them lose.
- I would only watch tennis, and only because I have friends on the team from last year, not because of the program.

Q.4 UMC is currently an NCAA Division II athletic member. Indicate whether this was a MAJOR consideration, a MINOR consideration, or NOT a consideration in your decision to attend UMC?

Choice	Count	Percentage Answered
1. Attended UMC prior to current athletic affiliation	2	2.2%
2. Major consideration	32	35.2%
3. Minor consideration	19	20.9%
4. Not a consideration	38	41.8%

Q.5 UMC is currently a member of the Northern Sun Intercollegiate Conference (NSIC). Indicate whether this was MAJOR consideration, a MINOR consideration, or NOT a consideration in your decision to attend UMC?

Choice	Count	Percentage Answered
1. Attended UMC prior to current athletic affiliation	1	1.1%
2. Major consideration	18	19.6%
3. Minor consideration	19	20.7%
4. Not a consideration	54	58.7%

Q.6 If UMC remains a member of the NSIC conference as a NCAA Division II program and invests in the program to become more competitive, would your fan support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my support would not change.	115	63.5%
2. Yes, I would attend/listen to fewer events.	6	3.3%
3. Yes, I would not attend/listen to any events.	2	1.1%
4. Yes, I would attend/listen to more events.	58	32.0%

Q.7 If UMC would become a NCAA Division III program and join the Upper Midwest Athletic Conference (UMAC), would your fan support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my support would not change.	100	55.2%
2. Yes, I would attend/listen to fewer events.	51	28.2%
3. Yes, I would not attend/listen to any events.	12	6.6%
4. Yes, I would attend/listen to more events.	18	9.9%

Q.8 If UMC would become a NAIA Division II program and join the Dakota Athletic Conference (DAC), would fan your support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my support would not change.	115	63.9%
2. Yes, I would attend/listen to fewer events.	36	20.0%
3. Yes, I would not attend/listen to any events.	12	6.7%
4. Yes, I would attend/listen to more events.	17	9.4%

Q.9 What is the approximate current amount of your annual financial support to UMC athletics?

Choice	Count	Percentage Answered
1. None	121	67.2%
2. \$1 to \$25	12	6.7%
3. \$26 to \$50	6	3.3%
4. \$51 to \$100	25	13.9%
5. \$100 to \$500	11	6.1%
6. \$501 to \$1000	1	0.6%
7. \$1001 +	4	2.2%

Q.10 If UMC remains a member of the NSIC conference as a NCAA Division II program and invests in the athletic program to become more competitive, would your financial support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my financial support would not change.	135	75.0%
2. Yes, I would still provide financial support but it would decrease.	3	1.7%
3. Yes, I would not provide any financial support	7	3.9%
4. Yes, my financial support would increase.	35	19.4%

Q.11 If UMC would become a NCAA Division III program and join the UMAC conference, would your financial support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my financial support would not change.	135	75.0%
2. Yes, I would still provide financial support but it would decrease.	16	8.9%
3. Yes, I would not provide any financial support.	20	11.1%
4. Yes, my financial support would increase.	9	5.0%

Q.12 If UMC would become a NAIA Division II program and join the DAC conference, would your financial support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my financial support would not change.	131	73.2%
2. Yes, I would still provide financial support but it would decrease.	19	10.6%
3. Yes, I would not provide any financial support.	17	9.5%
4. Yes, my financial support would increase.	12	6.7%

Q.13 To what extent do you agree that the athletic program enhances the student experience and benefits both student participants and the broader campus community by developing school spirit and creating a sense of community?

Choice	Count	Percentage Answered
1. Strongly agree	47	26.0%
2. Agree	95	52.5%
3. Neither agree nor disagree	8	4.4%
4. Disagree	25	13.8%
5. Strongly disagree	6	3.3%

Q.14 If needed, can we contact you for further assistance?

Choice	Count	Percentage Answered
1. Yes	81	47.1%
2. No	91	52.9%