



Auburn Women's Volleyball

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Executive Summary

Auburn University Women's Volleyball team came to Auburn University in 1974 and has been a strong leader in the collegiate volleyball world. The current coach is Brent Crouch and he began his coaching tenure in 2020, and holds a record of 69-47. This year's current record is 20-9 overall, and SEC being 9-7.

Our overall goal this semester was to discover how the Auburn Women's Volleyball team can gain more game-day attendance within students, alumni, and Auburn city residents. The research included surveying current students, alumni, Auburn fans, and Auburn/Opelika residents, allowing a ten day response time.

This survey was released on Nov. 20, 2023, through the Auburn Qualtrics Survey System.

The survey is composed of 15 questions that depend on the respondents' answers. It includes screener, demographic, nominal, Likert and open-ended questions. Our group members shared it with clubs, friends, and various organizations. We received 131 responses, with over 60% answering all 15 questions.

Some notable findings from the survey conducted was that 75% of the respondents replied saying they did not know there was a game as a reason for not attending, and 54.22% said that they are unaware of the game schedule. However, the primary two ways that the respondents find information regarding volleyball is through social media at 44% and word of mouth at 30%. As a result of our survey findings, we recommend that Auburn Women's Volleyball engages with fans more through social media, incorporates players into media, and having a heavier on campus presence regarding game-day involvement.

Literature Review

Introduction

College athletics play a major role in campus culture and student engagement outside the classroom. Popular sports like Auburn football and basketball consistently draw high attendance at home games, but smaller sports such as Auburn volleyball experience considerably lower turnout despite ongoing efforts to engage students. Low attendance can significantly influence team morale and game-day atmosphere. This literature review examines the factors contributing to low student attendance at Auburn women's volleyball games and explores research-supported strategies to increase engagement.

Research

To identify effective methods for increasing attendance at Auburn volleyball games, we first examined how other universities have achieved high student engagement in women's volleyball. NCAA attendance data shows that the two highest-attended women's volleyball matches on record were Nebraska vs. Omaha at Memorial Stadium in 2023 and Penn State vs. Louisville at the KFC Yum! Center in 2024 (NCAA.com, 2025).

The first major factor contributing to these attendance records was game location. Both matches were held in large stadiums or arenas, which created broader appeal and encouraged attendance from individuals beyond typical fans. Larger venues also increased students' chances of securing admission. The second factor was the high-profile nature of the games, which were either rivalry matchups or nationally significant competitions. These events suggest that students may be more motivated to attend matches when there is heightened competition or school pride at stake.

A second article published by the American Volleyball Coaches Association reported a record-breaking season of home game attendance across multiple universities (American Volleyball Coaches Association, 2024). The data indicates that schools where volleyball is a high-profile sport consistently achieved the highest attendance. We found that strong performance and program visibility contributed to sustained student interest. For example, Purdue volleyball, which finished its season with a 27–7 record, led national attendance, demonstrating that competitive success can help build engagement over time.

Another useful comparison comes from Auburn men’s basketball. An article published by *The Auburn Plainsman* describes how attendance dramatically increased shortly after Bruce Pearl arrived at Auburn—not because of immediate team success, but because he implemented intentional engagement strategies, improved marketing, and increased student-focused outreach (The Auburn Plainsman, 2024). This example demonstrates that a program can shift student culture and attendance patterns through strategic communication and engagement efforts, even before achieving sustained winning records. This has direct implications for the opportunities available to Auburn volleyball.

Understanding Auburn volleyball’s existing efforts was also essential to our review. According to the Auburn Tigers promotional schedule, the team offers a theme or promotion for every home game, including student-centered incentives such as giveaways, theme nights, and special events (Auburn Tigers, n.d.). Examples include the “Glow Hard or Go Home” theme for the Auburn vs. Alabama match and Senior Day promotions for the Auburn vs. Texas match. These efforts show that the program is actively implementing strategies designed to attract students and enhance the game-day experience.

Finally, we reviewed broader research on college student involvement. An article in *Inside Higher Ed* discusses the importance of student engagement on campus, particularly in a digital era when students are increasingly disconnected from in-person activities (Mowreader, 2024). Two strategies highlighted were using creative marketing approaches and offering incentives or recognition for student participation. While not specific to athletic events, these approaches offer practical insights into tactics that could be adapted to increase attendance at Auburn volleyball games.

Overall, the sources examined provide a foundational understanding of both the challenges and opportunities related to increasing attendance at Auburn women's volleyball games. They highlight the importance of strategic engagement, strong communication efforts, and understanding student motivations.

The research reviewed in this literature review offers insight into why Auburn volleyball currently experiences low student attendance and identifies practical ways engagement could be increased. By considering high-attendance programs at other universities, evaluating Auburn's current promotional strategies, and reviewing broader student engagement research, this literature review provides direction for developing effective strategies to improve attendance and strengthen student involvement in Auburn women's volleyball.

Media Analysis Audit

Introduction

Auburn University's Women's Volleyball program is a competitive and community-oriented athletic team within Auburn Athletics, competing in the Southeastern Conference (SEC). The program's purpose is to develop student-athletes who excel in competition, pursue academic achievement, and embody Auburn values such as integrity, discipline, and teamwork. Their work on and off the court reinforces Auburn University Athletics' broader mission "to advance Auburn University's mission through athletics by inspiring passion, pride, and excellence in our student-athletes, coaches, staff, and fans."

The program promotes this mission through consistent digital communication, community involvement, athletic performance narratives, and fan engagement strategies. This analysis evaluates the team's media channels, both traditional and digital, based on the PR research framework outlined by Stacks (2016).

Methodology

Between **October 10–24, 2025**, our group conducted observational research and content analysis across Auburn Volleyball's primary communication channels. Digital sources included:

- **Instagram:** @auburnvolleyball
- **X/Twitter:** @AuburnVB
- **Facebook:** Auburn Volleyball Official Page
- **YouTube:** Auburn Tigers Athletics Channel
- **AuburnTigers.com:** Official website housing volleyball schedules, recaps, bios, and news

Traditional communication forms examined included Auburn Athletics press releases, printed game-day programs, campus bulletin board flyers, and radio mentions on WQSI 95.9 “The Tiger.”

Platform-by-Platform Observations

Instagram (@auburnvolleyball — 65.4K followers)

Instagram is the strongest communication channel and the platform where the program experiences its highest engagement. Posting frequency averages **3–6 posts per week** during the season, including game-day graphics, highlight videos, player features, and team photography.

Engagement trends:

- **Average likes per post:** 1,500–3,500
- **High-performing content:** win graphics, upset victories, SEC match recaps (4,000–6,000 likes)
- **Average comments:** 20–60
- Content is visually cohesive, consistently using Auburn’s orange and blue brand identity and professional-quality media assets.

X/Twitter (@AuburnVB — approx. 18K followers)

Posting frequency is high, with **10–20 posts per week** during matches due to real-time updates. Engagement is lower than Instagram but still active.

Engagement trends:

- Likes: 40–120
- Retweets: 10–30

- Most engaged posts: real-time scoring, final scores, SEC win announcements, roster updates

Facebook (Auburn Volleyball Official Page)

Audience skews toward alumni, parents, and local community members. Posting frequency is **2–4 posts per week**. Engagement is moderate, with most reactions occurring on photo galleries and match recaps.

YouTube (Auburn Tigers Channel)

The channel posts **1–2 volleyball-related videos per month**, ranging from highlight reels to interview segments.

Engagement trends:

- Views: 3,000–12,000 per video
- Most engaging content: postgame interviews, mic'd-up practices, extended highlight packages

AuburnTigers.com

The website serves as the formal information hub. It includes:

- Player bios
- Match previews and recaps
- Schedule updates

- Photo galleries
- War Eagle+ exclusive content

The site is updated regularly and functions as the program's most complete and consistent archive

SWOT Analysis

Strengths

- Strong brand identity aligned with Auburn Athletics
- High-performing Instagram presence with consistent fan engagement
- Competitive SEC program with increasing national visibility
- Strong institutional support from Auburn Athletics
- High-quality photo/video production assets
- Positive team culture reflected in community interaction

Weaknesses

- Limited traditional media presence in local print or television
- Underutilization of storytelling around academics, player backgrounds, and community service
- Lack of a dedicated TikTok presence
- YouTube posting schedule remains inconsistent
- Less targeted outreach to alumni and local families

Opportunities

- Growth in short-form video (TikTok, Reels) to reach prospective students and younger fans

- Expansion into alumni-focused communication (email newsletters, Facebook spotlights)
- Strengthening community partnerships with schools and youth sports leagues
- Enhanced website features such as player blogs, academic highlights, or fan engagement hubs
- Increasing coverage in local outlets like Opelika-Auburn News or WSFA Montgomery

Threats

- Competition for attention with Auburn football and basketball
- SEC rivals with larger marketing budgets and stronger national volleyball brands
- Algorithm changes that reduce organic reach on social media
- Shifts in student media consumption habits
- Potential injuries or roster changes affecting momentum

Results & Recommendations

Target Audiences

- Primary: Auburn students, current fans, prospective student-athletes
- Secondary: Alumni, parents, local Auburn–Opelika community members
- Emerging: National volleyball audience as the sport rapidly gains visibility

Platform-Specific Recommendations

Instagram

- Increase Reels content, especially “Day in the Life,” “Mic’d Up,” and behind-the-scenes videos

- Expand storytelling through academic milestones, major spotlights, and community service recaps
- Introduce interactive weekly series: Q&As, player takeovers, fan-of-the-week features
- Use carousel posts to improve watch time and algorithmic performance

X/Twitter

- Maintain real-time updates but increase graphic-based content
- Share more personality-driven posts to humanize players
- Implement themed weekly content (e.g., “Throwback Thursday,” “Stat Spotlight”)

Facebook

- Post more community-focused content—longer captions, photo albums, and parent-centered announcements
- Highlight alumni, academic honors, and long-form interviews

YouTube

- Adopt a consistent upload schedule (weekly or biweekly during the season)
- Create series-style content such as:
 - “Road Trip Episodes” (travel vlogs)
 - “Inside Auburn Volleyball”
 - “Rookie Diaries” for freshmen

AuburnTigers.com

- Add more human-interest stories and academic features
- Increase integration with social media by embedding Reels and short videos
- Provide community resources such as youth clinic announcements

Traditional Media

- Strengthen local outreach with radio interviews, campus posters, and Auburn-Opelika event partnerships
- Pitch human-interest stories to local news stations during peak volleyball months

Conclusion

Auburn Women's Volleyball demonstrates strong digital communication practices that successfully promote competitiveness, team culture, and the Auburn brand. The program's Instagram presence is especially effective, supported by high-quality graphics and consistent fan engagement. However, opportunities remain to diversify storytelling, strengthen traditional media coverage, and expand into emerging platforms like TikTok. By implementing platform-specific strategies and enhancing community-centered communication, Auburn Women's Volleyball can further elevate its visibility, deepen fan relationships, and continue advancing Auburn Athletics' broader mission.

Research Method

This research was conducted to better understand student engagement with Auburn Women's Volleyball, specifically identifying the factors that contribute to low attendance and determining strategies that could increase student participation at home games. The survey that was used to conduct this research was done via the Auburn Qualtrics Survey System, and was open for response from November 20, 2025 until November 30, 2025. During the open period, we received 130 responses.

We created this survey within the Auburn Qualtrics Survey System. We began with an introduction to explain the purpose of our research and what the survey would entail. The first true survey item acted as a screener question by asking respondents whether they had attended or watched an Auburn Women's Volleyball game (in person or online) within the last 12 months. This nominal yes/no question determined the set of follow-up items each respondent received. Display logic was used so that participants who answered "yes" were shown experience-based questions, while those who answered "no" received items related to barriers and awareness.

Throughout the survey, a combination of Likert-type, nominal, ordinal, and open-ended questions were used to give a more total view of student perceptions. Several Likert-type questions asked respondents to rate their likelihood of attending games, overall experience, awareness of game schedules, and perceptions of game atmosphere. Ordinal ranking questions were also included, such as asking respondents to rank the importance of factors like atmosphere, location, and game-day entertainment when considering attendance. For respondents who had not attended games, a multiple-response nominal question allowed them to select the primary reasons for their lack of attendance.

We ended the survey with four demographic questions. An example of a demographic question that we included was question fourteen, which is shown below:

● Please select your age:

- 18-25
- 26-34
- 35-44
- 45-54
- 55-64

- 65+

Using different question formats allowed us to gather diverse insight across several areas of interest, such as game attendance behavior, awareness levels, perceived barriers, and attitudes toward the volleyball program. This range of question types also strengthened our ability to cross-analyze these topics alongside demographic information, creating a more complete understanding of the student audience.

The validity of this survey is supported by the fact that the respondent pool accurately reflects the population under investigation, primarily Auburn University students, with 98% identifying as current students and 100% falling within the typical undergraduate age range of 18–24. Every respondent was required to answer demographic questions, including their year in school, gender, and relationship to Auburn University, to ensure that the correct target audience was reached for this research.

Reliability is demonstrated in the survey's consistent structure, as all respondents who consented to participate were presented with the same series of questions, ranging from 15 to 19 items depending on their answers to the initial screener questions. This consistency ensured that the data collected followed a standardized process and allowed for dependable comparison across response groups.

Results

The Qualtrics survey was targeted towards people with relation to Auburn, whether fan, alumni, student, or local resident. We conducted a 15 question survey that included screener, Likert-type, open-ended, nominal, and ordinal-type questions. Before starting the survey, we introduced the survey and asked for consent as stated:

“Thank you for participating in this survey. This research is being conducted by students in the Senior Public Relations Research course at Auburn University on behalf of Auburn Athletics. The purpose is to understand audience awareness, attitudes, and behaviors related to Auburn Women’s Volleyball, with the goal of increasing attendance at women’s athletics events. Your responses are confidential and used only for educational purposes. By continuing, you are agreeing to participate in this study.”

The results of the survey are as follows:

Question one asked respondents if they have attended or watched an Auburn Volleyball game (in person or online) within the last 12 months.

- 26 (22%) responded “yes”
- 94 (78%) responded “no”

For further clarification of the data, see Appendices for Figure 1

Question two asked respondents their likelihood of attending an Auburn Volleyball game.

- 11 (14%) responded “extremely unlikely”
- 30 (37%) responded “somewhat unlikely”
- 16 (20%) responded “neither likely nor unlikely”
- 32 (40%) responded “somewhat likely”
- 6 (1%) responded “extremely likely”

For further clarification of the data, see Appendices for Figure 2

Question three asked respondents who answered “yes” to question one how they would describe their overall experience at an Auburn volleyball game.

- 0 responded “very negative”

- 0 responded “somewhat negative”
- 3 (16%) responded “neutral”
- 5 (26%) responded “somewhat positive”
- 11 (58%) responded “very positive”

For further clarification of the data, see Appendices for Figure 3

Question four asked respondents to rank, in order from most important to least, What are the most important factors when considering an Auburn Women's Volleyball game.

- How respondents ranked atmosphere:
 - Rank 1: 7%
 - Rank 2: 22%
 - Rank 3: 35%
 - Rank 4: 22%
 - Rank 5: 10%
 - Rank 6: 3%
- How respondents ranked location of game:
 - Rank 1: 39%
 - Rank 2: 21%
 - Rank 3: 20%
 - Rank 4: 16%
 - Rank 5: 5%
 - Rank 6: 0%
- How respondents ranked entertainment during the game:
 - Rank 1: 10%
 - Rank 2: 10%
 - Rank 3: 18%

- Rank 4: 43%
- Rank 5: 17%
- Rank 6: 1%
- How respondents ranked special events/promotions:
 - Rank 1: 1%
 - Rank 2: 7%
 - Rank 3: 13%
 - Rank 4: 14%
 - Rank 5: 61%
 - Rank 6: 4%

For further clarification of the data, see Appendices for Figure 4

Question five asked respondents to rank on a scale ranging from extremely unlikely to extremely likely, how likely they are to attend an Auburn Women's Volleyball game based off of the team's performance.

- 5 (6%) responded “extremely unlikely”
- 11 (13%) responded “somewhat unlikely”
- 26 (31%) responded “neither likely nor unlikely”
- 26 (31%) responded “somewhat likely”
- 15 (18%) responded “extremely likely”

For further clarification of the data, see Appendices for Figure 5

Question six asked respondents who answered “no” to question one what are the biggest reasons they don't attend volleyball games.

- 48 (75%) responded “lack of awareness”
- 26 (41%) responded “conflict with schedule”

- 29 (45%) responded “not interested in volleyball”
- 1 (2%) responded “Auburn Women’s volleyball performance”
- 3 (5%) responded “prefer to watch games online”
- 2 (3%) responded “other”

For further clarification of the data, see Appendices for Figure 6

Question seven asked respondents who answered “yes” to question one to compare Auburn Women's Volleyball games to other Auburn Athletic Events and rate the atmosphere.

- 1 (5%) responded “far below average”
- 6 (31%) responded “somewhat below average”
- 8 (42%) responded “average”
- 3 (16%) responded “somewhat above average”
- 1 (5%) responded “far above average”

For further clarification of the data, see Appendices for Figure 7

Question eight asked respondents what is one thing Auburn Athletics could do to make you more likely to attend Auburn Women’s Volleyball games

- “Free food, promo”
- “Promote them more and make students more aware of their game schedule”
- “Promote games more”
- “Offer more giveaways to enter”
- “Not sure, just not interested”

For further clarification of the data, see Appendices for Figure 8

Question nine asked respondents how aware they are of the Auburn Women's Volleyball home game schedule.

- (10) 12% responded they were aware
- (5) 6% responded they were neither aware or unaware
- (23) 28% responded they were unaware
- (45) 54% responded they were very unaware

For further clarification of the data, see Appendices for Figure 9

Question 10 asked respondents on average, how many Auburn Women's Volleyball games do they attend a season.

- (1) 6% responded "none"
- (14) 78% responded "1-2 games"
- (3) 17% responded "3-4 games"

For further clarification of the data, see Appendices for Figure 10

Question 11 asked respondents where they most often find information about Auburn Women's Volleyball team.

- (36) 44% responded "Social media"
- (4) 5% responded "Auburn Athletics website"
- (14) 17% responded "Auburn Athletics email announcements"
- (25) 30% responded "Word of mouth"
- (3) 4% responded "other"

For further clarification of the data, see Appendices for Figure 11

Question 12 asked respondents to choose their current relation to Auburn University.

- (79) 98% responded "Student"

- (2) 2% responded “Alumni”

For further clarification of the data, see Appendices for Figure 12

Question 13 asked respondents, if applicable, to identify their year in college.

- (23) 29% responded “Freshman”
- (24) 30% responded “sophomore”
- (15) 19% responded “Junior”
- (16) 20% responded “Senior”
- (2) 3% responded “Graduate Student”

For further clarification of the data, see Appendices for Figure 13

Question 14 asked respondents to identify their age.

- (81) 100% responded “18-24”

For further clarification of the data, see Appendices for Figure 14

Question 15 asked respondents to identify their gender.

- (1) 1% responded “Male”
- (79) 99% responded “Female”

For further clarification of the data, see Appendices for Figure 15

Discussion / Recommendation

The overarching purpose of our research was to identify strategies that would help Auburn Volleyball strengthen engagement within the student population and ultimately increase attendance at home matches. After administering our survey and analyzing the data, a clear trend emerged: Auburn students are not intentionally avoiding volleyball events. Rather, they are not

being reached with consistent or noticeable messaging. A majority of respondents indicated that they rarely hear about upcoming matches, which suggests that the central issue is low awareness instead of low interest. This lack of outreach represents a missed opportunity for Auburn Volleyball, especially considering the strong enthusiasm Auburn students already have for athletics and campus involvement.

One effective way to address this issue is through strategic in-game incentives that appeal directly to students. Our findings show that students are significantly more likely to attend events when tangible benefits such as free merchandise, giveaways, or unique experiences are offered. By implementing promotions such as T-shirt or rally towel distributions for early-arriving students, Auburn Volleyball can elevate excitement around matchdays. These experiences do not only encourage initial attendance but also contribute to positive word-of-mouth among students, which is influential within this age group.

To further strengthen student engagement, Auburn Volleyball should prioritize cross-promotion at high-traffic athletic events for example Auburn football games and basketball games. These events attract some of the largest student crowds on campus and therefore serve as ideal spaces to reach students who may not encounter volleyball-related messaging elsewhere. Establishing a presence at these games through concourse tables, QR codes linking to the season schedule, in-arena announcements, or appearances by volleyball athletes would allow the program to meet students where they already are. Because many students reported that they do not regularly receive information about volleyball matches, this approach responds directly to the core issue identified in our research. Evidence in sport marketing supports that promotional efforts within established athletic environments can dramatically increase awareness and contribute to long-term fan engagement.

In addition to in-person initiatives, strengthening Auburn Volleyball's digital marketing practices is essential. The majority of our respondents stated that social media, especially Instagram, is their primary source of information about campus events. To increase engagement, Auburn Volleyball should adopt a more student-centered digital strategy that highlights short-form video content, behind-the-scenes glimpses, and athlete-centered storytelling. These forms of content help students feel more connected to the team and provide consistent reminders of upcoming matches. Regular use of countdown graphics, quick match previews, and collaborative posts with the broader Auburn Athletics pages would also expand reach. Because students often rely on social media for quick and visually engaging information, a consistent digital presence has the potential to dramatically improve awareness.

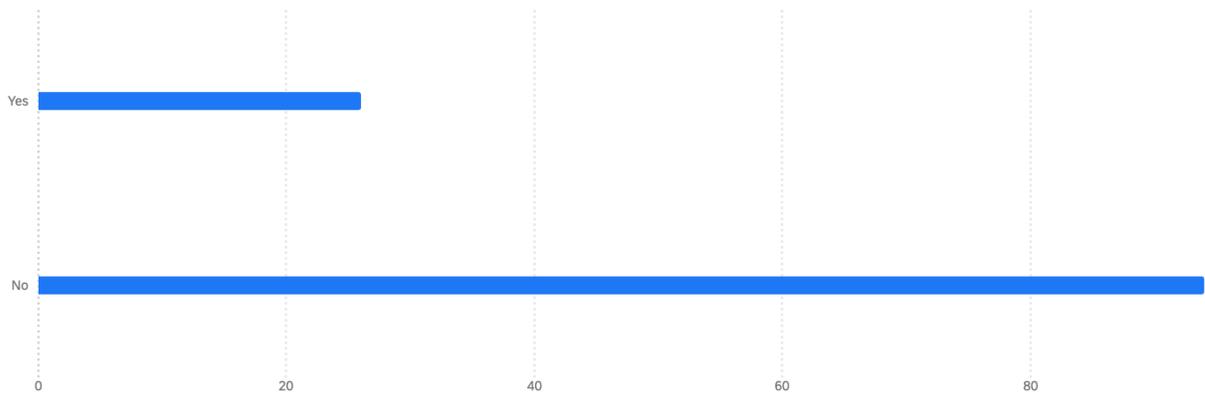
In summary, the findings of our research show that Auburn students are not attending volleyball matches because they lack information and outreach, not because they lack interest. By implementing targeted strategies such as in-game incentives, cross-promotional efforts at major athletic events, and enhanced digital communication, Auburn Volleyball can meaningfully increase student engagement and participation. These recommendations align directly with the patterns revealed in our survey and offer clear, actionable steps for cultivating a stronger and more consistent student fan base. Strengthening the program's presence both online and in high-exposure spaces across campus will allow Auburn Volleyball to create lasting connections with the student community and ultimately elevate support for the team.

Appendices

This is a copy of our survey as well as the Qualtrics data output files

Figure 1

Q1: Have you attended or watched an Auburn Volleyball game (in person or online) within the last 12 months? 120 ⓘ



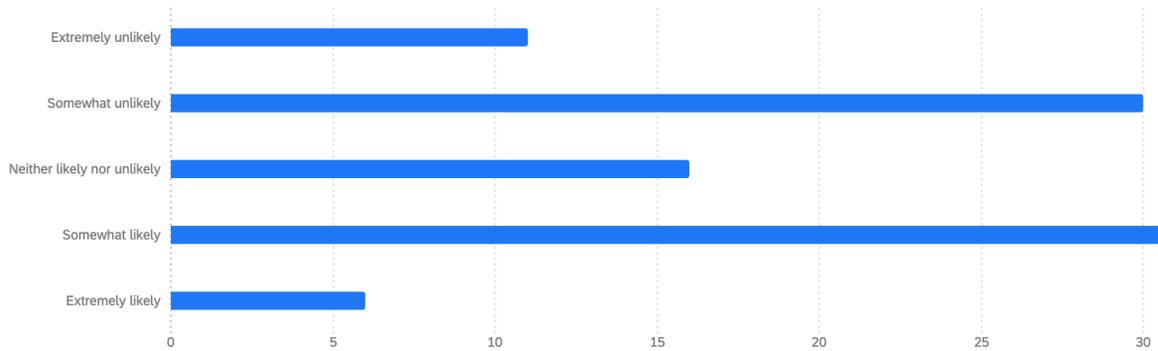
Q1: Have you attended or watched an Auburn Volleyball game (in person or online) within the last 12 months? 120 ⓘ

...

Q1 - Have you attended or watched an Auburn Volleyball game (in person or online) within the last 12 months?	Count	Count
Yes	22%	26
No	78%	94

Figure 2

Q2: On a scale ranging from extremely unlikely to extremely likely, how likely... 81



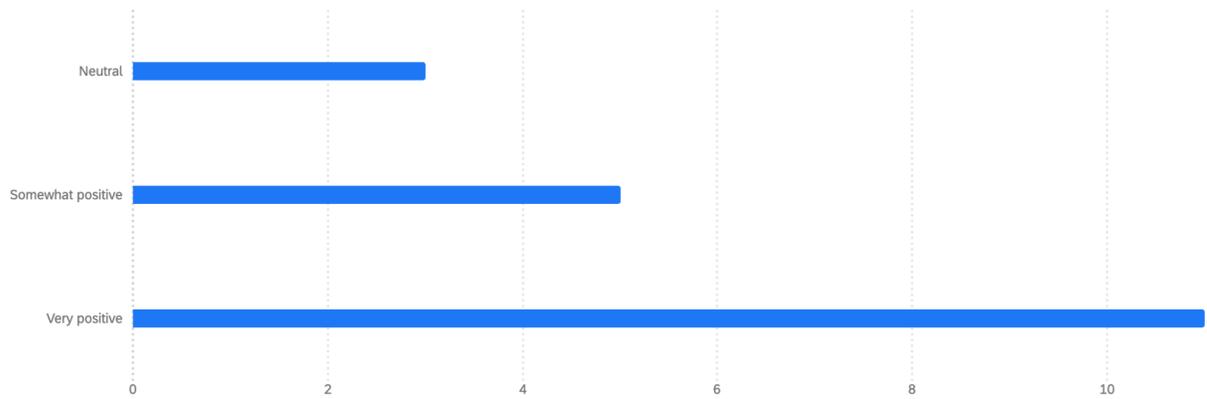
■ Attendance

Q2: On a scale ranging from extremely unlikely to extremely likely, how likely... 81

On a scale ranging from extremely unlikely to extremely likely, how likely...	Attendance
Extremely unlikely	11
Somewhat unlikely	30
Neither likely nor unlikely	16
Somewhat likely	32
Extremely likely	6

Figure 3

Q3: How would you describe your overall experience at an Auburn Women's Volleyball game? 19

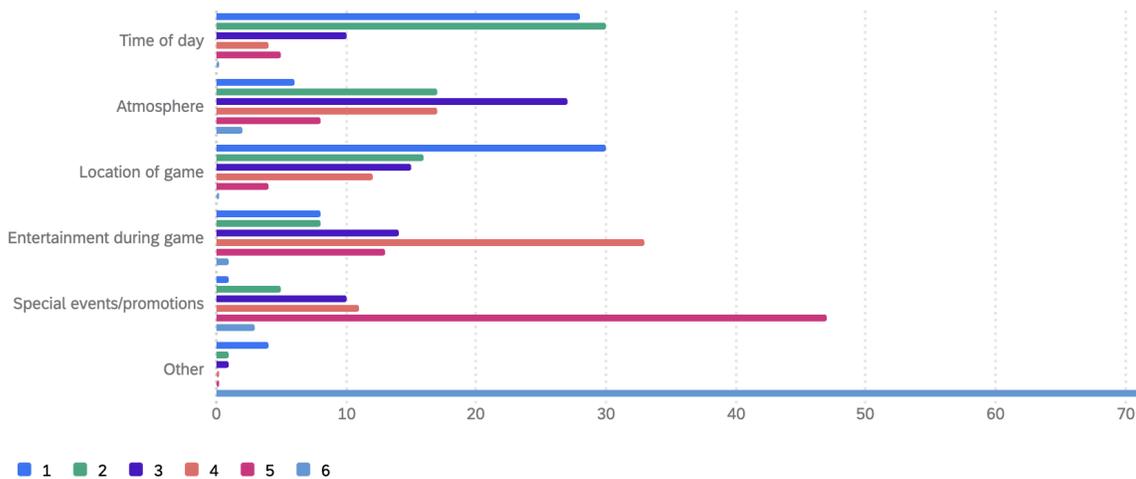


Q3: How would you describe your overall experience at an Auburn Women's Volleyball game? 19 ⓘ

Q3 - How would you describe your overall experience at an Auburn Women's Volleyball game?	Count	Count
Neutral	16%	3
Somewhat positive	26%	5
Very positive	58%	11

Figure 4

Q4: What are the most important factors when considering an Auburn Women's Voll... 77

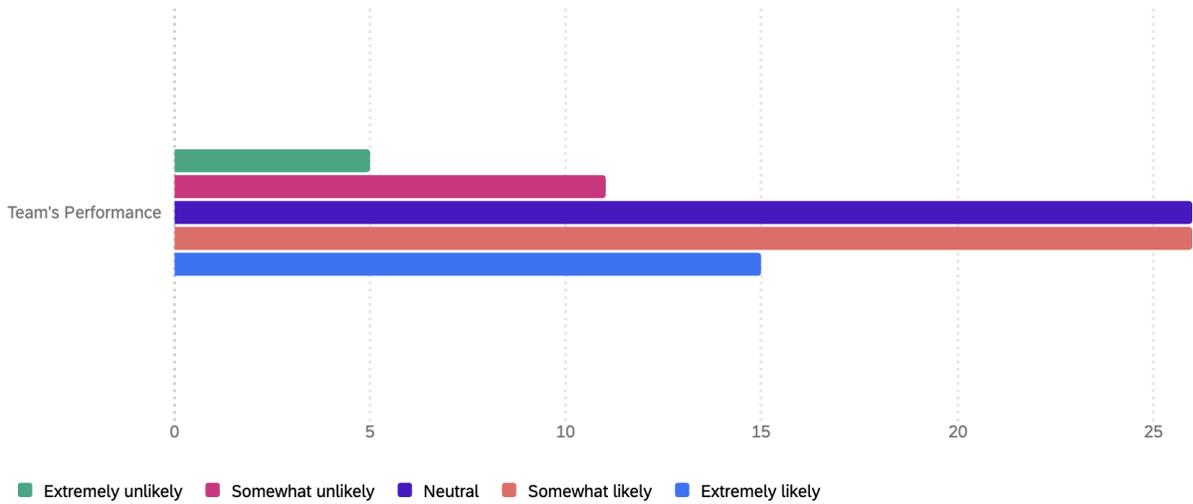


Q4: What are the most important factors when considering an Auburn Women's Voll... 77

What are the most important factors when considering an Auburn Women's Voll...	1	2	3	4	5	6
Time of day	28	30	10	4	5	0
Atmosphere	6	17	27	17	8	2
Location of game	30	16	15	12	4	0
Entertainment during game	8	8	14	33	13	1
Special events/promotions	1	5	10	11	47	3
Other	4	1	1	0	0	71

Figure 5

Q5: On a scale ranging from extremely unlikely to extremely likely, how likely... 83

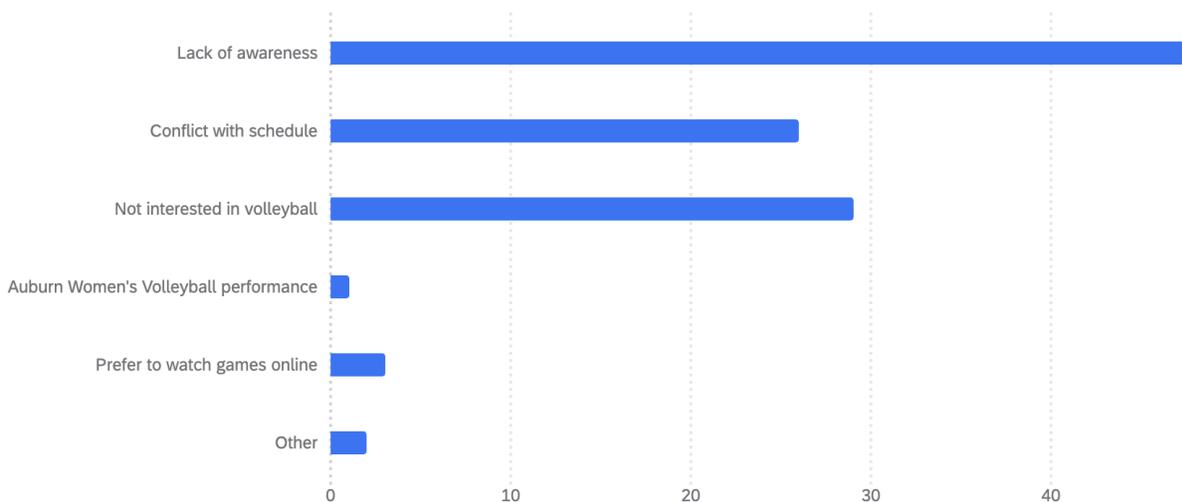


Q5: On a scale ranging from extremely unlikely to extremely likely, how likely... 83

On a scale ranging from extremely unlikely to extremely likely, how likely...	Extremely unlikely	Somewhat unlikely	Neutral	Somewhat likely	Extremely likely
Team's Performance	5	11	26	26	15

Figure 6

Q6: What are the biggest reasons you do not attend Auburn Women's Volleyball ga... 64 ⓘ

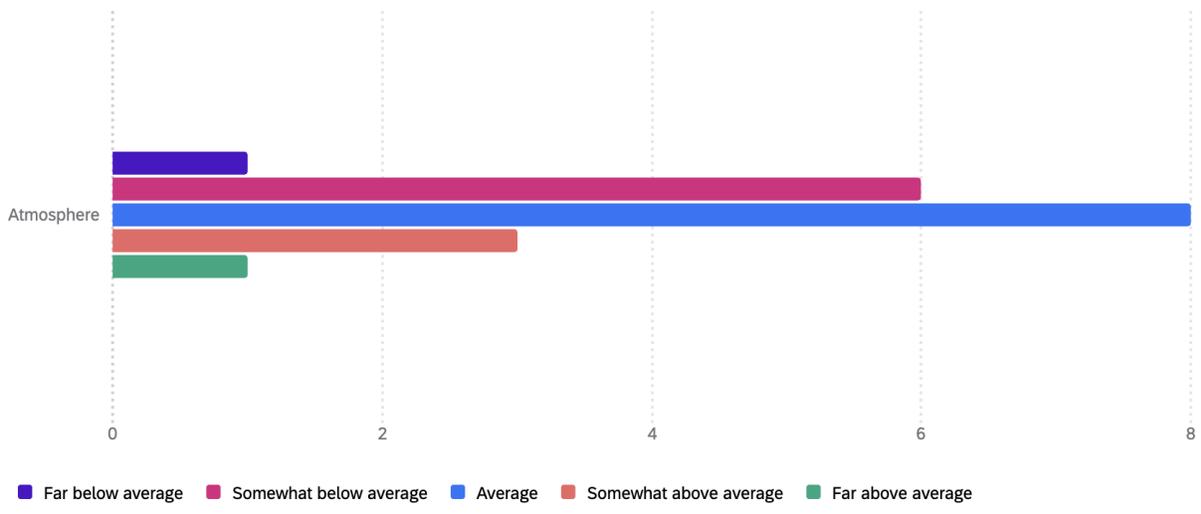


Q6: What are the biggest reasons you do not attend Auburn Women's Volleyball ga... 64 ⓘ

Q6 - What are the biggest reasons you do not attend Auburn Women's Volleyball games? Select all that apply. - Selected Choice	Count	Count
Lack of awareness	75%	48
Conflict with schedule	41%	26
Not interested in volleyball	45%	29
Auburn Women's Volleyball performance	2%	1
Prefer to watch games online	5%	3
Other	3%	2

Figure 7

Q7: Compared to other Auburn Athletic Events, how would you rate the atmosphere... 19 ...



Q7: Compared to other Auburn Athletic Events, how would you rate the atmosphere... 19 ...

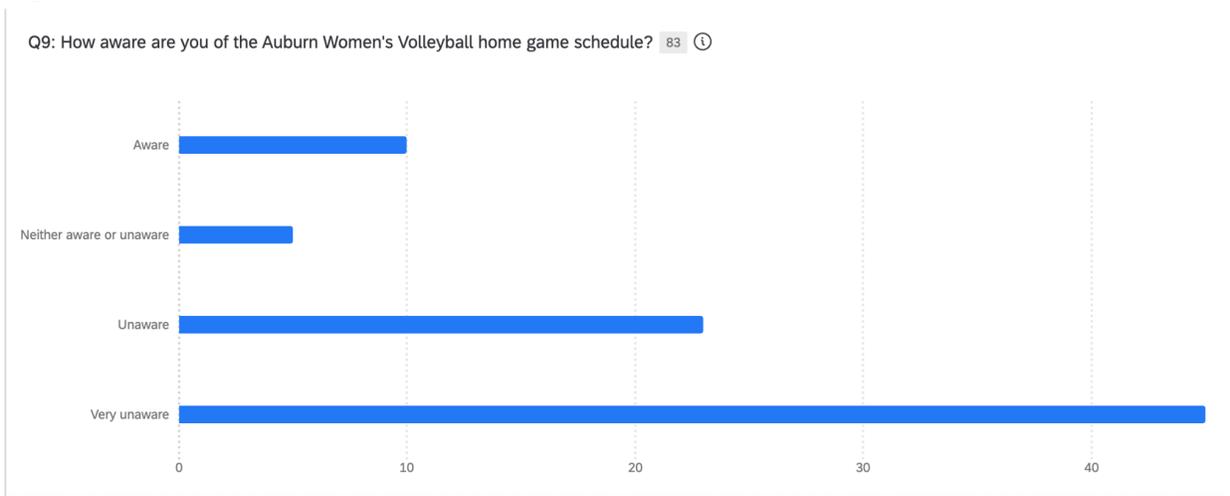
Compared to other Auburn Athletic Events, how would you rate the atmosphere...	Far below average	Somewhat below average	Average	Somewhat above average	Far above average
Atmosphere	1	6	8	3	1

Figure 8

Q8: What is one thing Auburn Athletics could do to make you more likely to attend Auburn Women's Volleyball games? 131 ⓘ

- What is one thing Auburn Athletics could do to make you more likely to atte...
- Free food, promo
 - Promote them more and make students more aware of their game schedule
 - Promote games more
 - Offer more giveaways to enter
 - Not sure, just not interested.

Figure 9



Q9: How aware are you of the Auburn Women's Volleyball home game schedule? 83 ⓘ

Q9 - How aware are you of the Auburn Women's Volleyball home game schedule?	Count	Count
Aware	12%	10
Neither aware or unaware	6%	5
Unaware	28%	23
Very unaware	54%	45

Figure 10

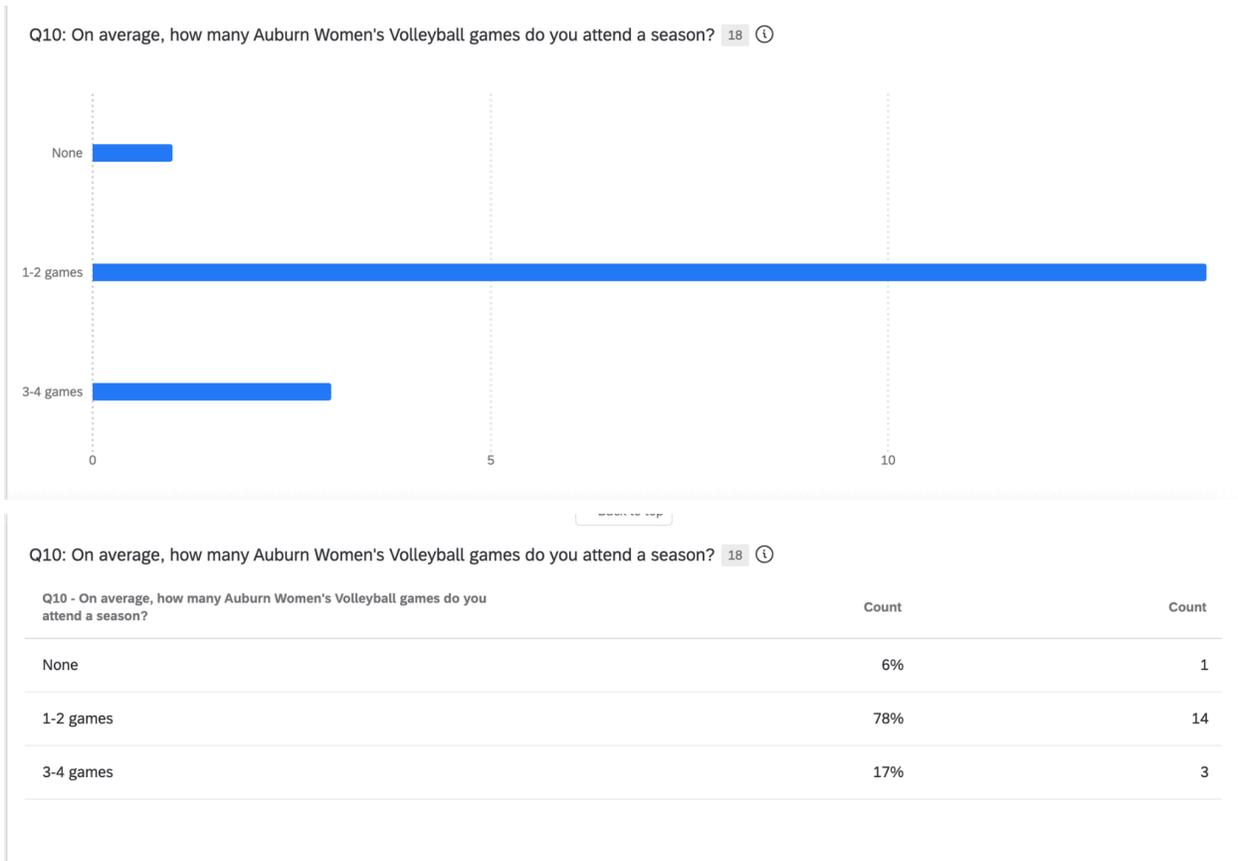


Figure 11

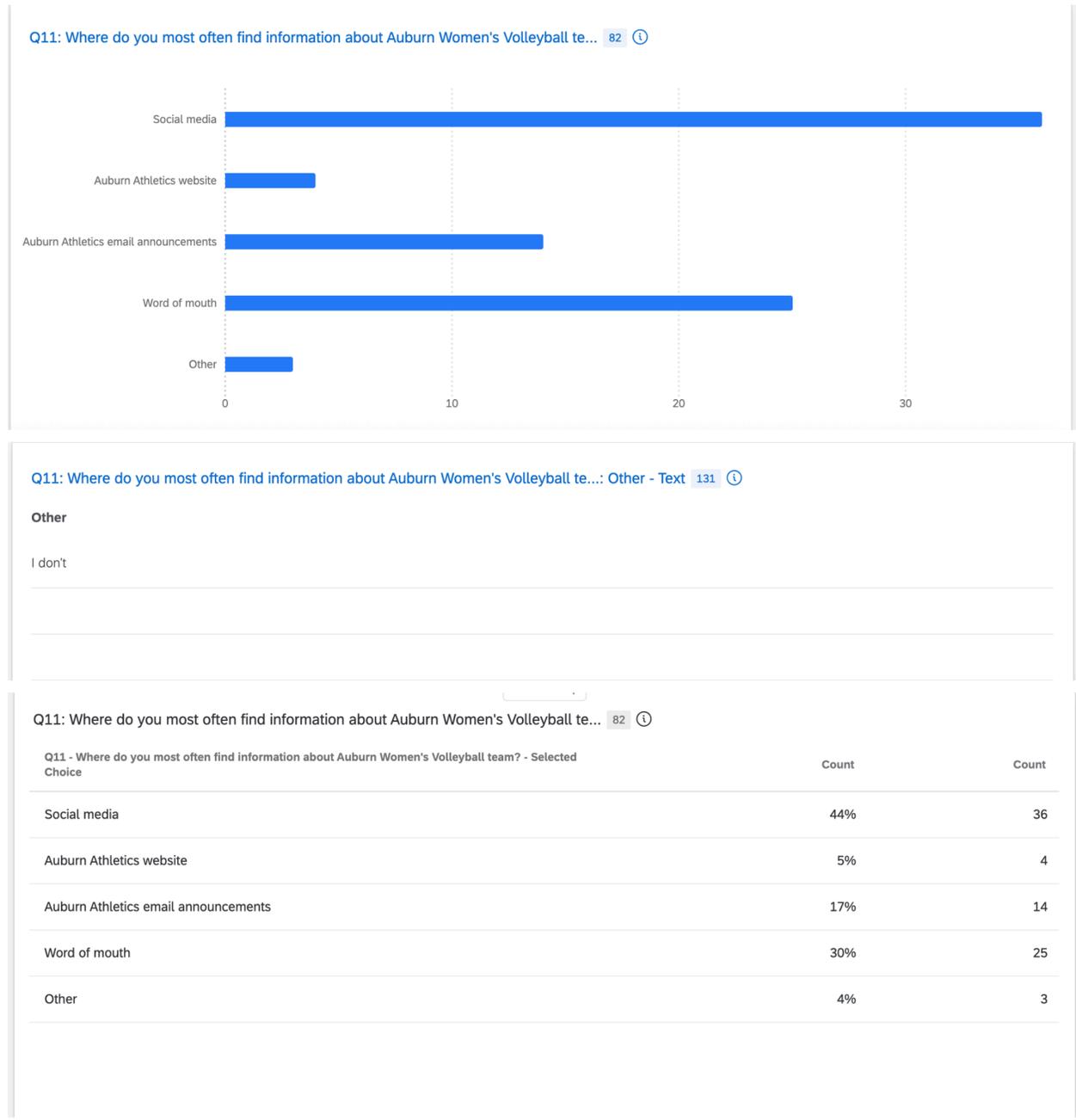
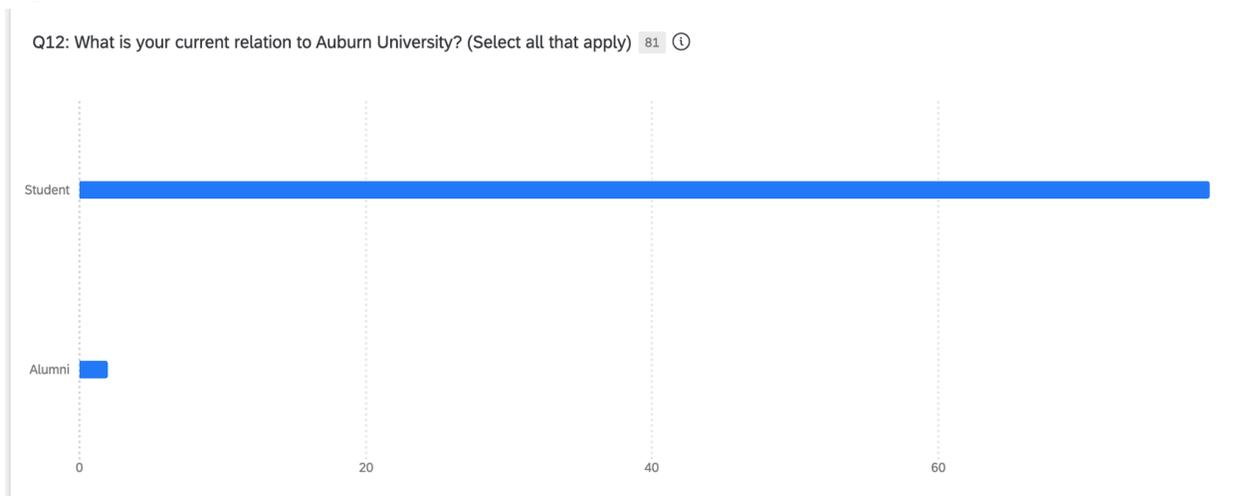


Figure 12

Q12: What is your current relation to Auburn University? (Select all that apply) 81 ⓘ

Q12 - What is your current relation to Auburn University? (Select all that apply)	Count	Count
Student	98%	79
Alumni	2%	2

Figure 13

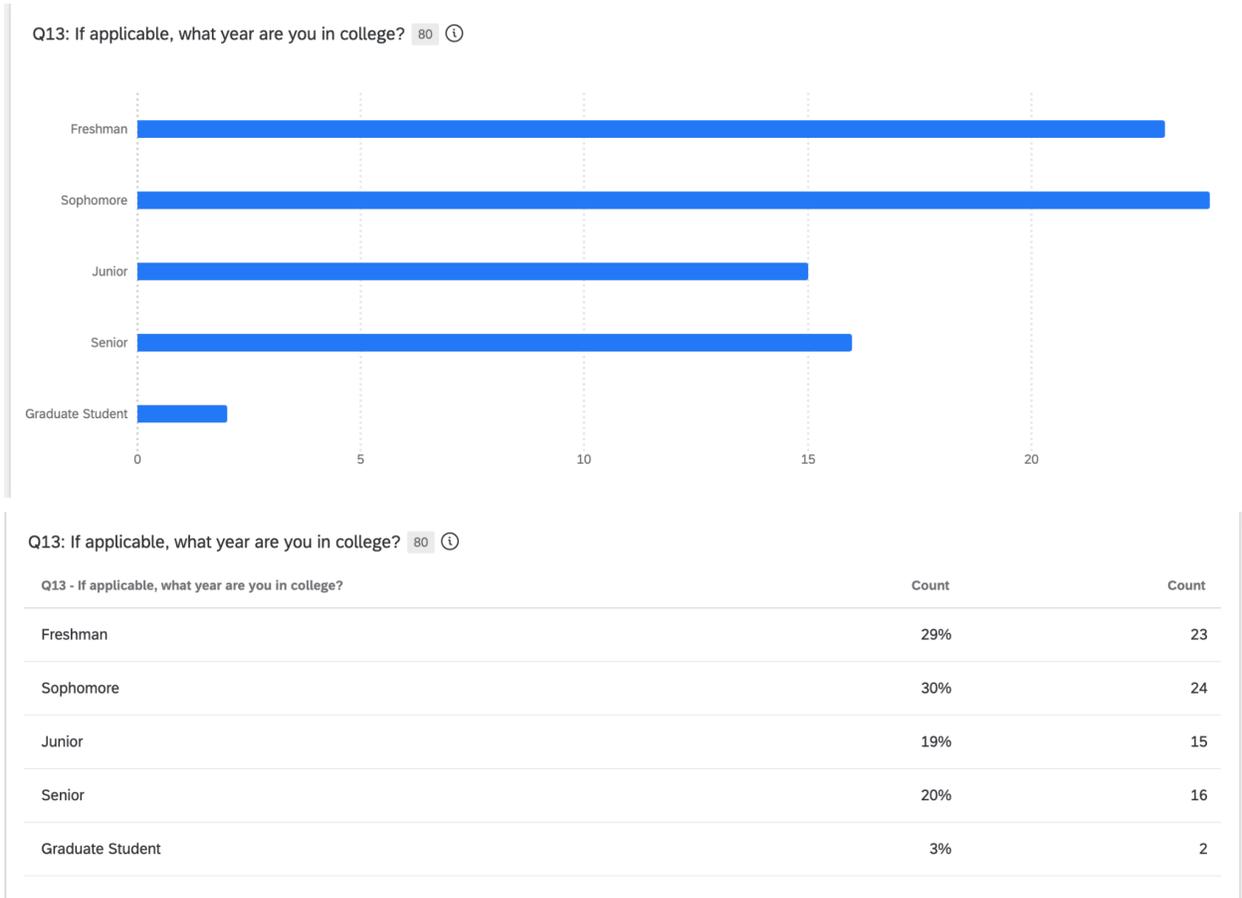


Figure 14

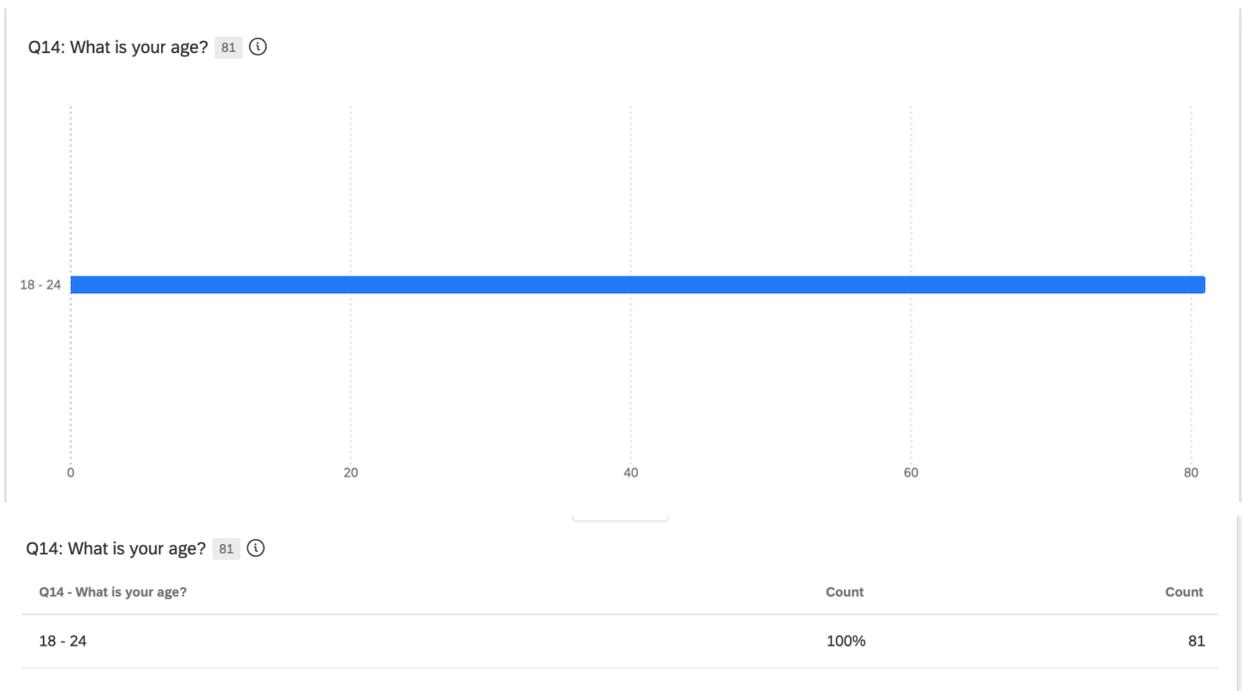
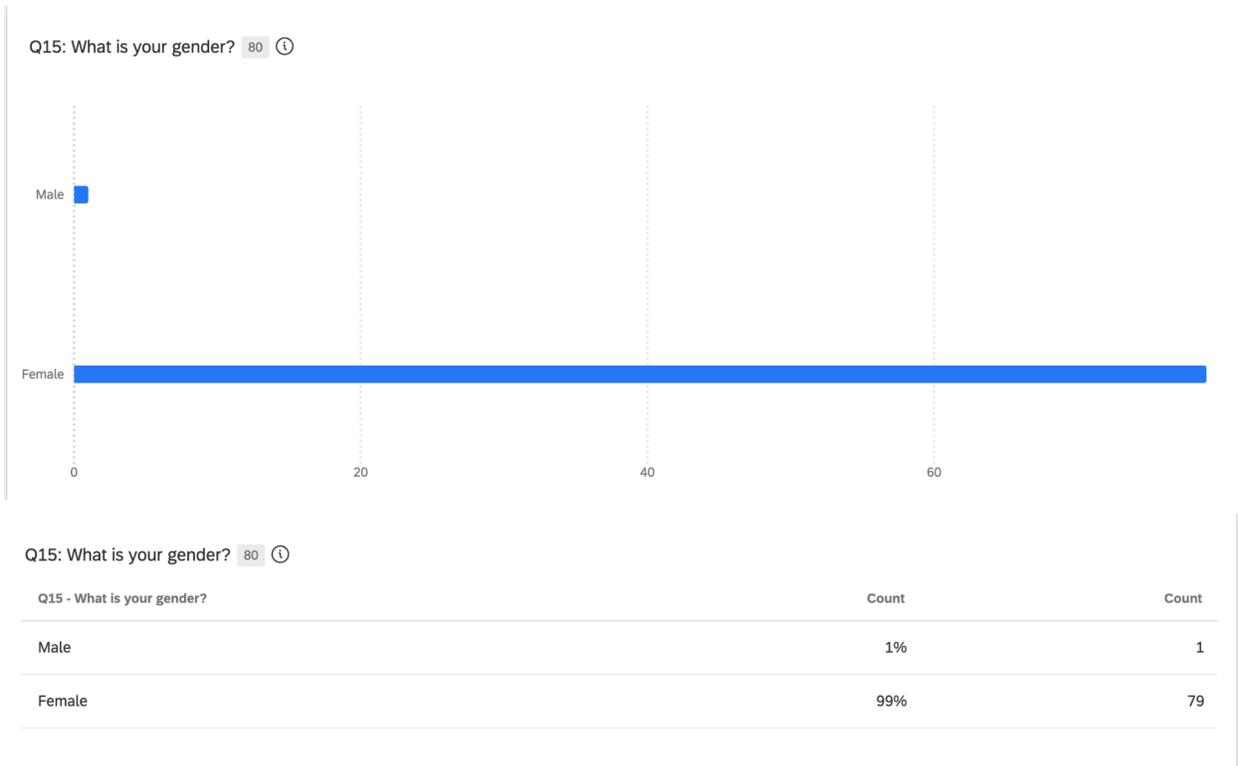


figure 15



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*We used AI to help us structure and outline our project, with grammar and sentence rewriting and to help make graphics for our presentation.