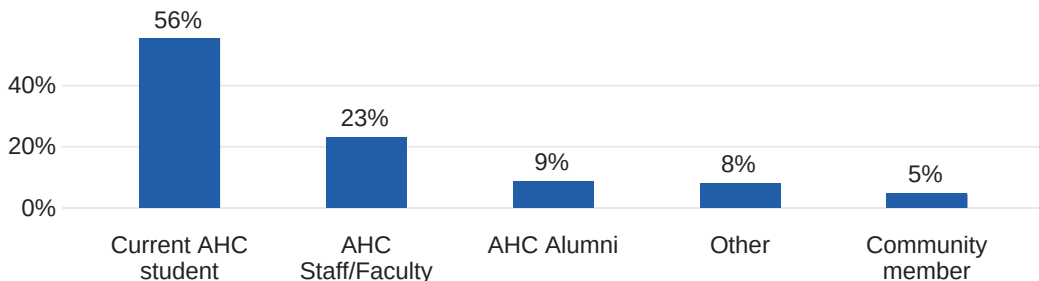


## Athletics Branding Survey Fall 2021

AHC Athletics researched revisions to logo and look, including suggestions to update the college mascot. Survey was sent to AHC campus and community members.

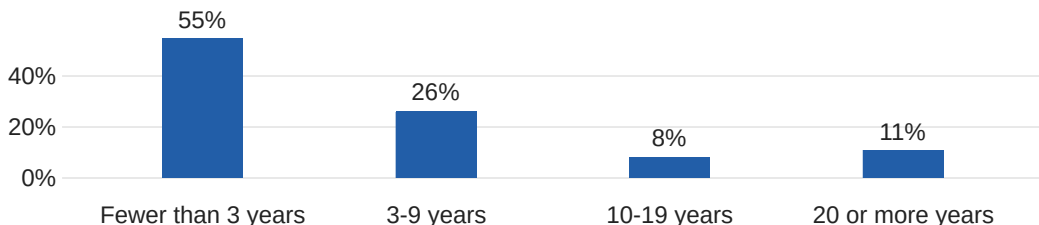
Q2 - Please select the role that best describes you:

965 Responses



Q3 - How long have you been a part of Allan Hancock College community?

934 Responses



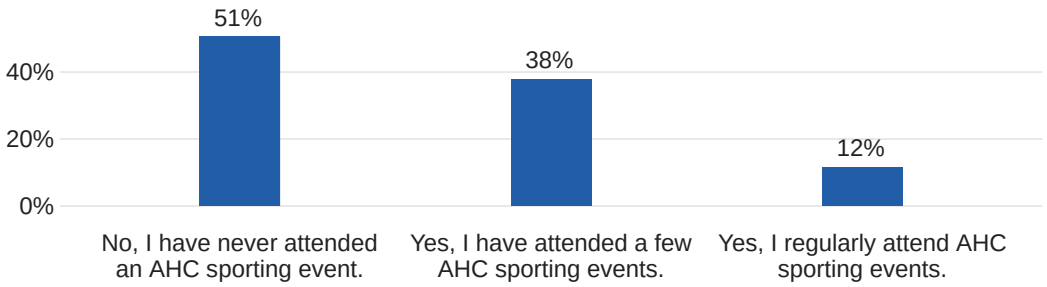
Q4 - Are you currently involved in the Allan Hancock College athletics program (i.e., athlete, coach, equipment manager)?

925 Responses



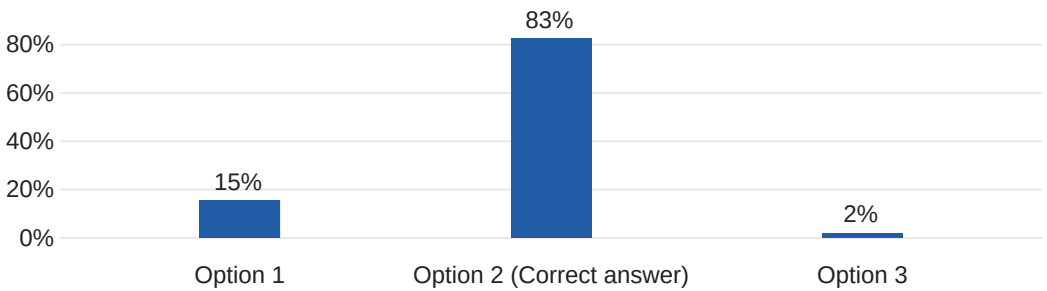
### Q5 - Have you ever attended an AHC sporting event?

912 Responses



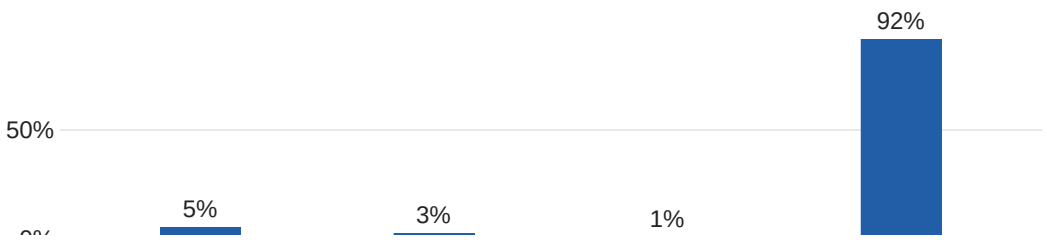
### Q6 - Which is the Allan Hancock College mascot?

892 Responses



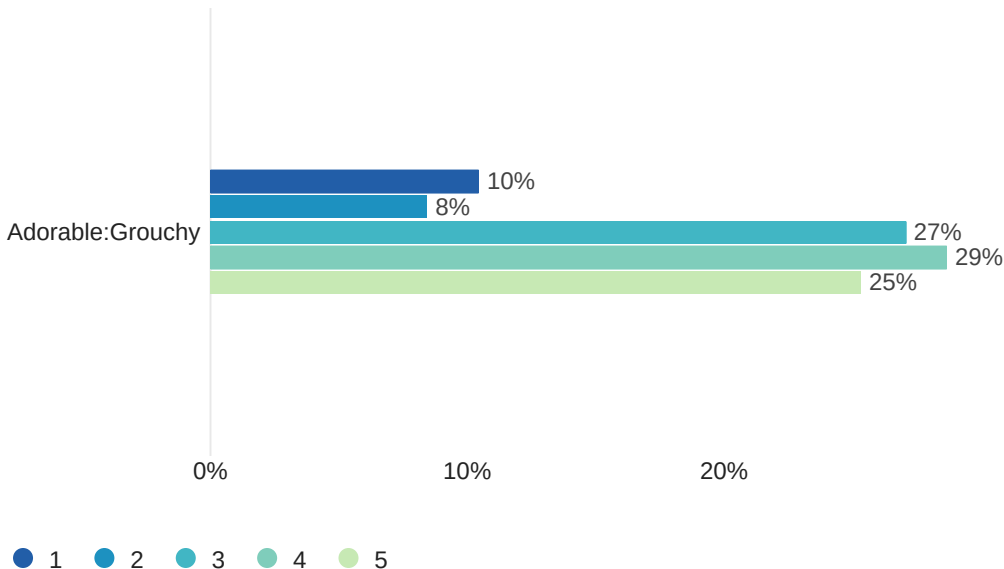
### Q7 - What is the Allan Hancock College mascot's name?

693 Responses



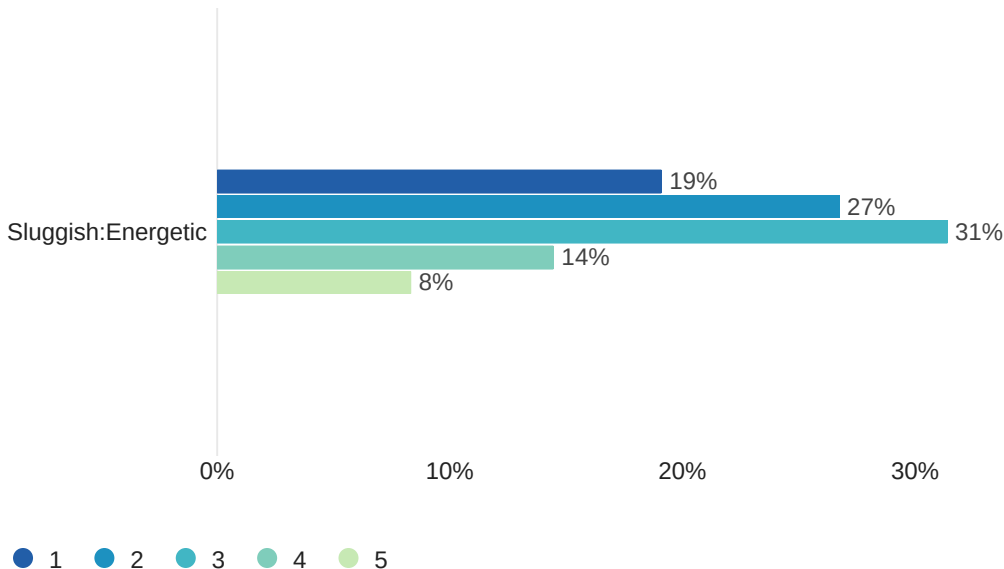
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



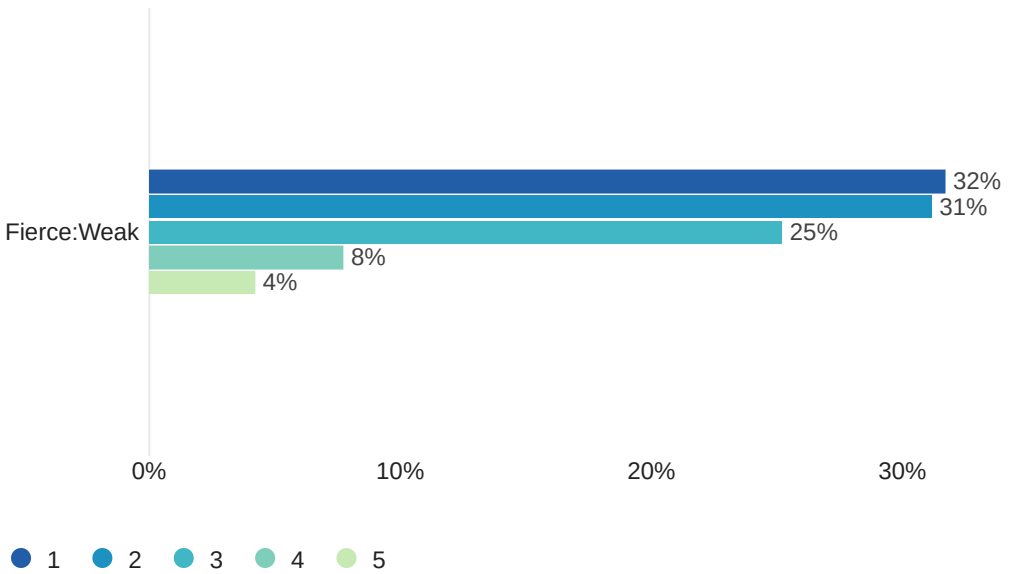
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



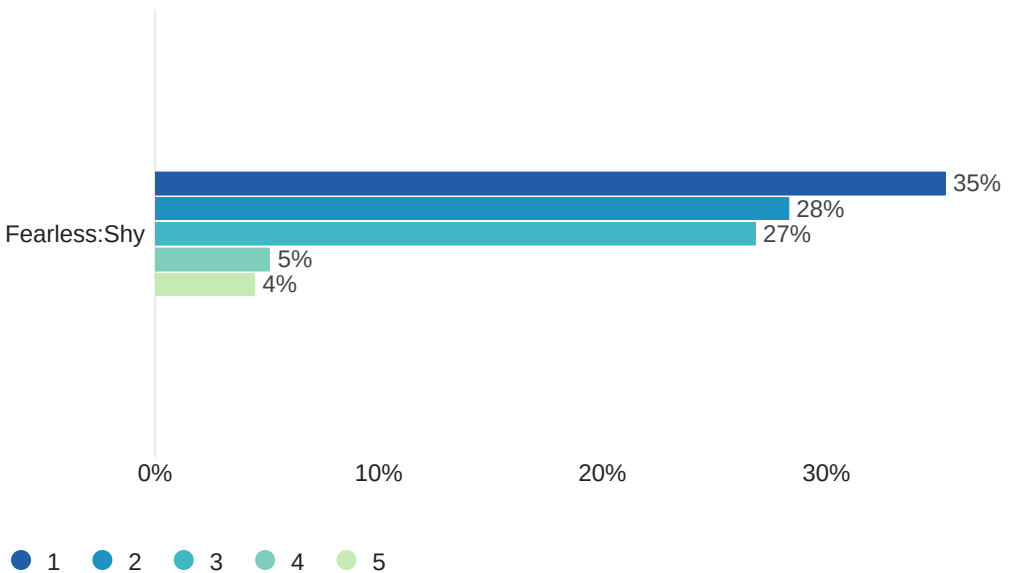
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



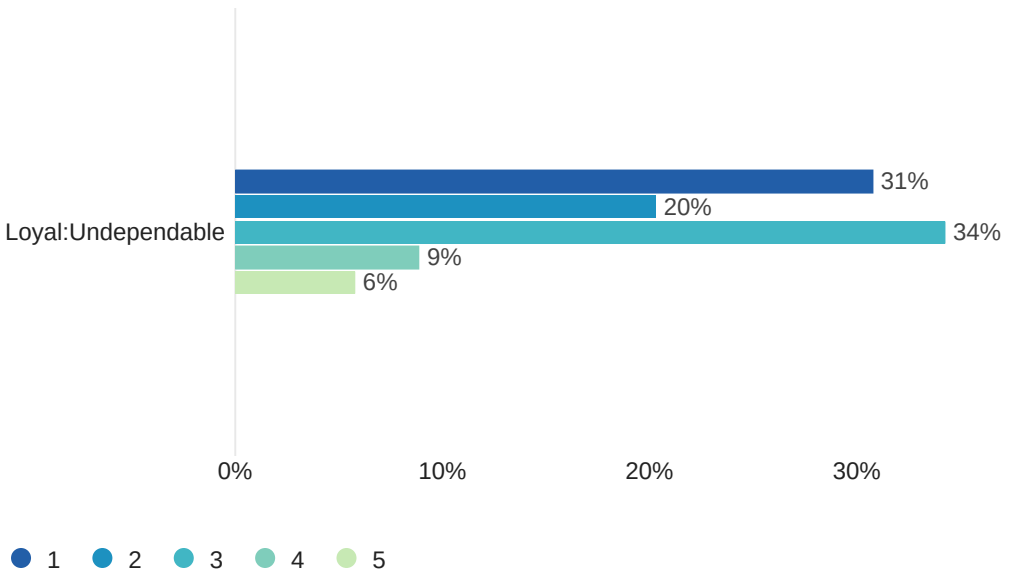
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



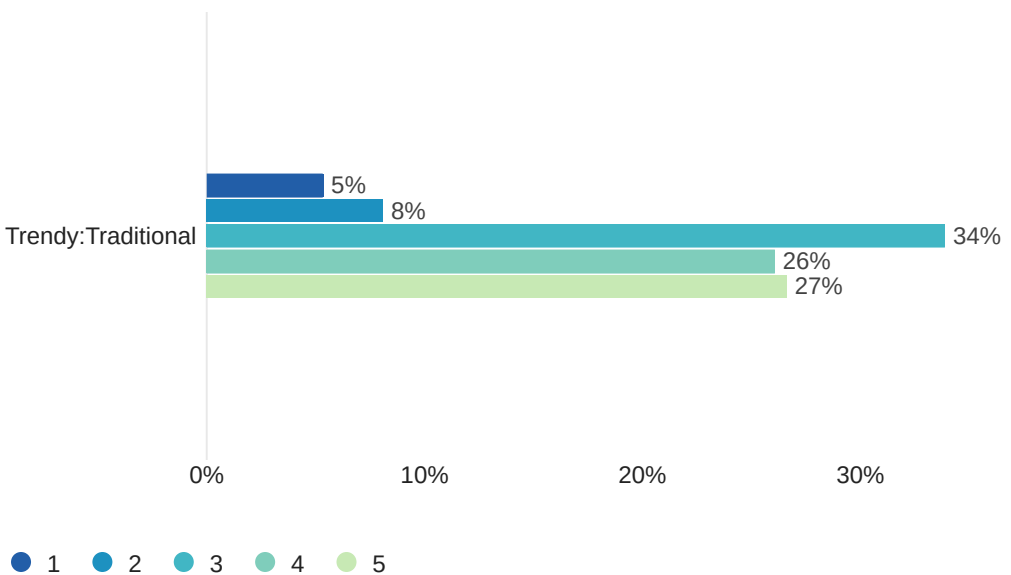
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



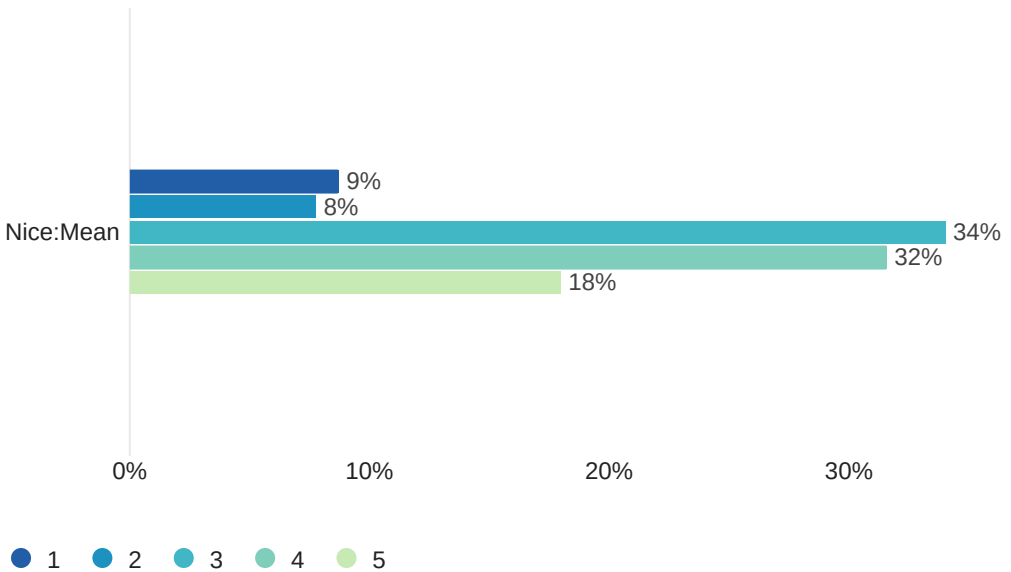
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



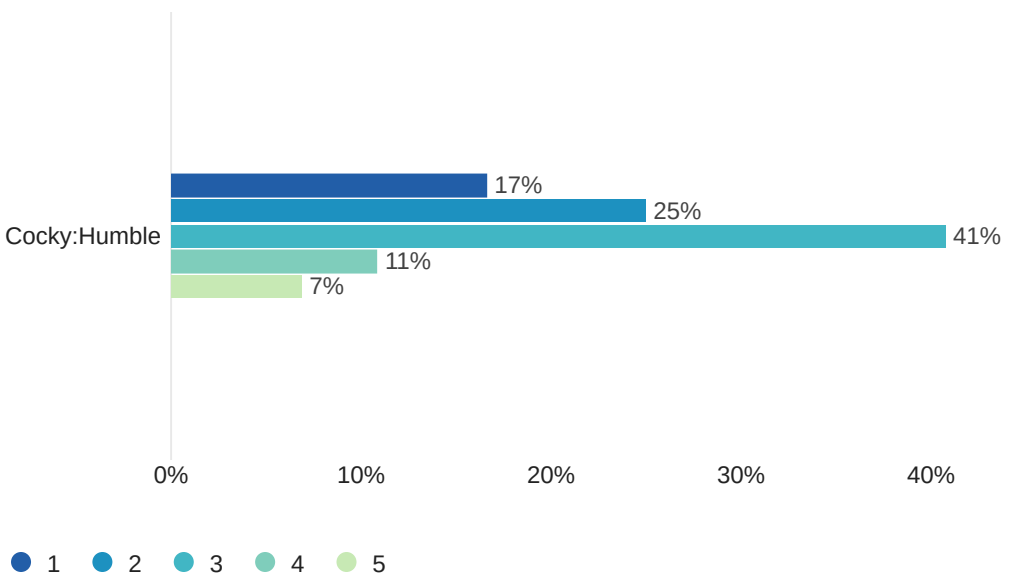
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



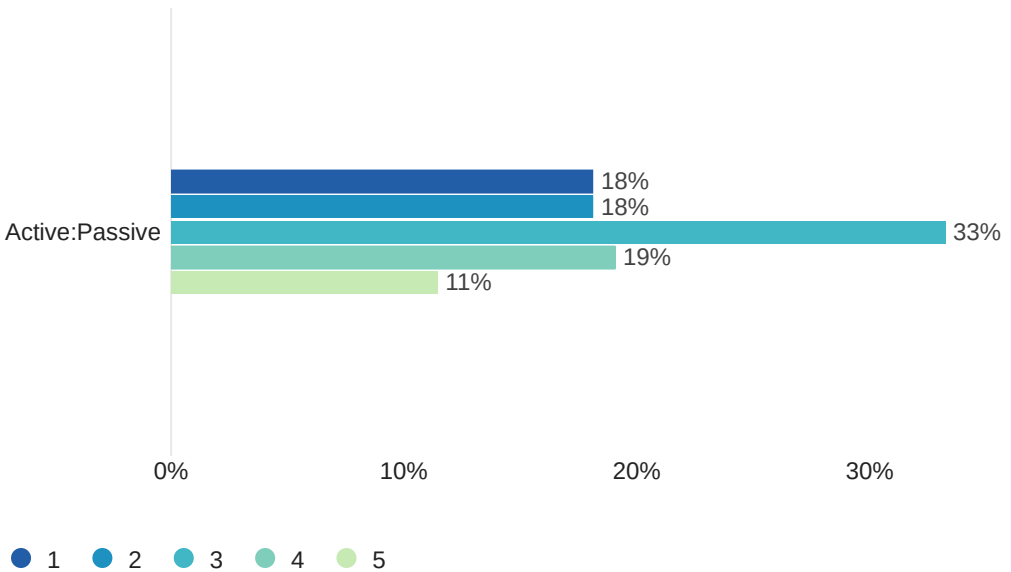
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



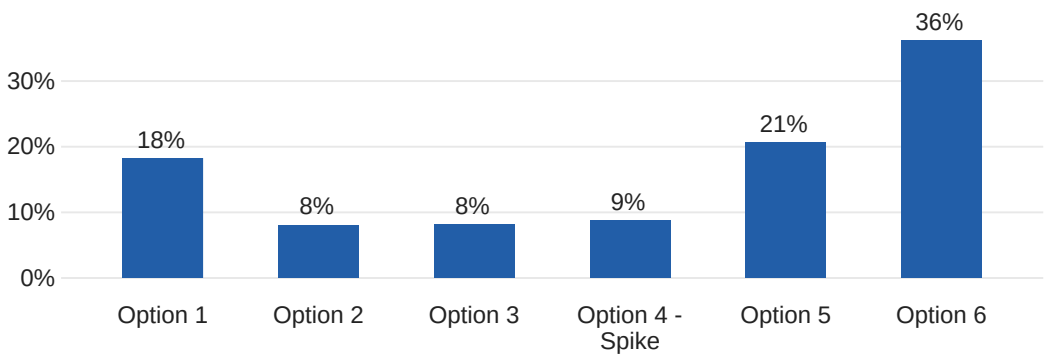
Q8 - Below is a set of scales with adjectives used to describe mascots. For each...

775 Responses



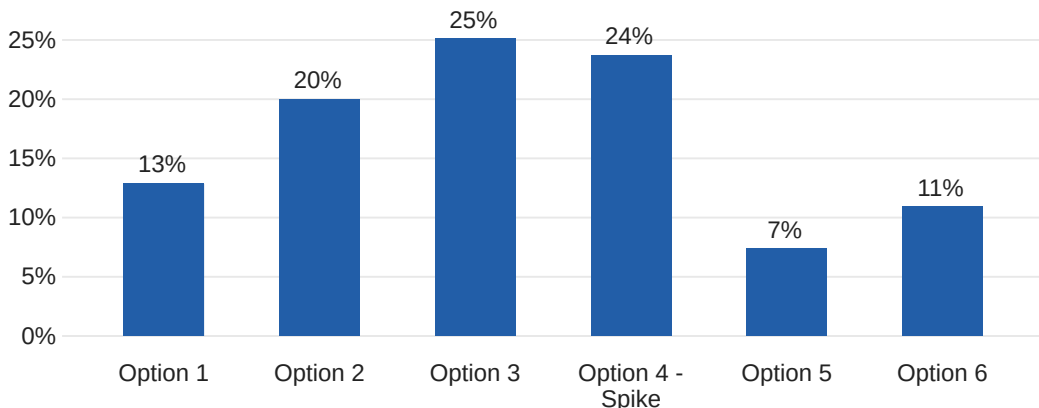
Q9 - Below is a set of bulldog mascot images. Select the image you like the least.

764 Responses



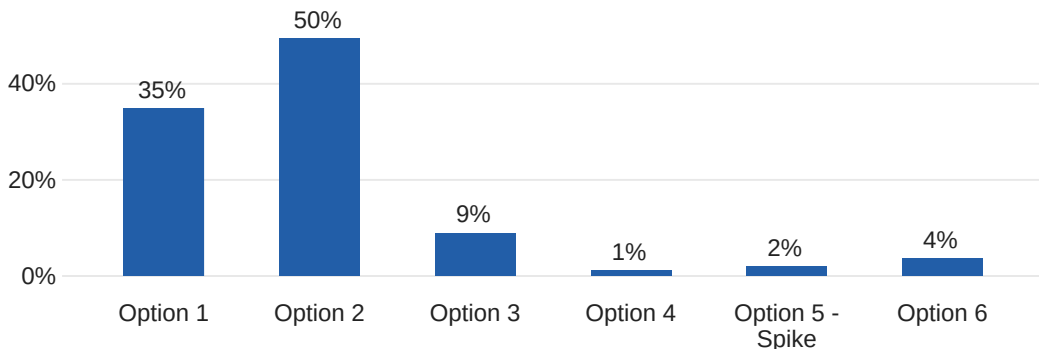
### Q10 - Now, select the image you like the most.

747 Responses



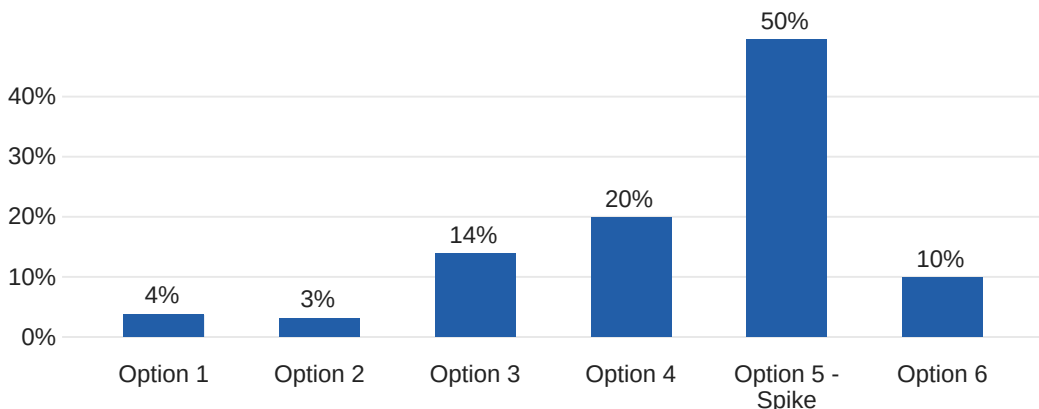
### Q12 - Below is a set of bulldog face images. Select the image you like the least.

749 Responses



### Q13 - Now, select the image you like the most.

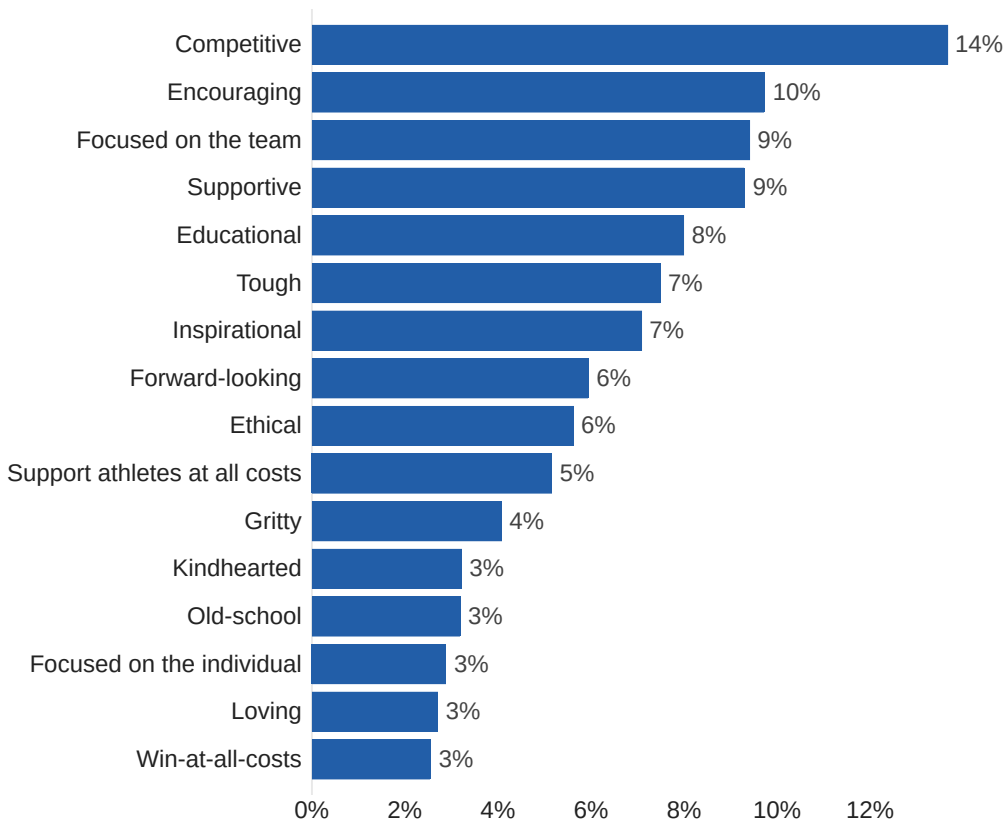
732 Responses





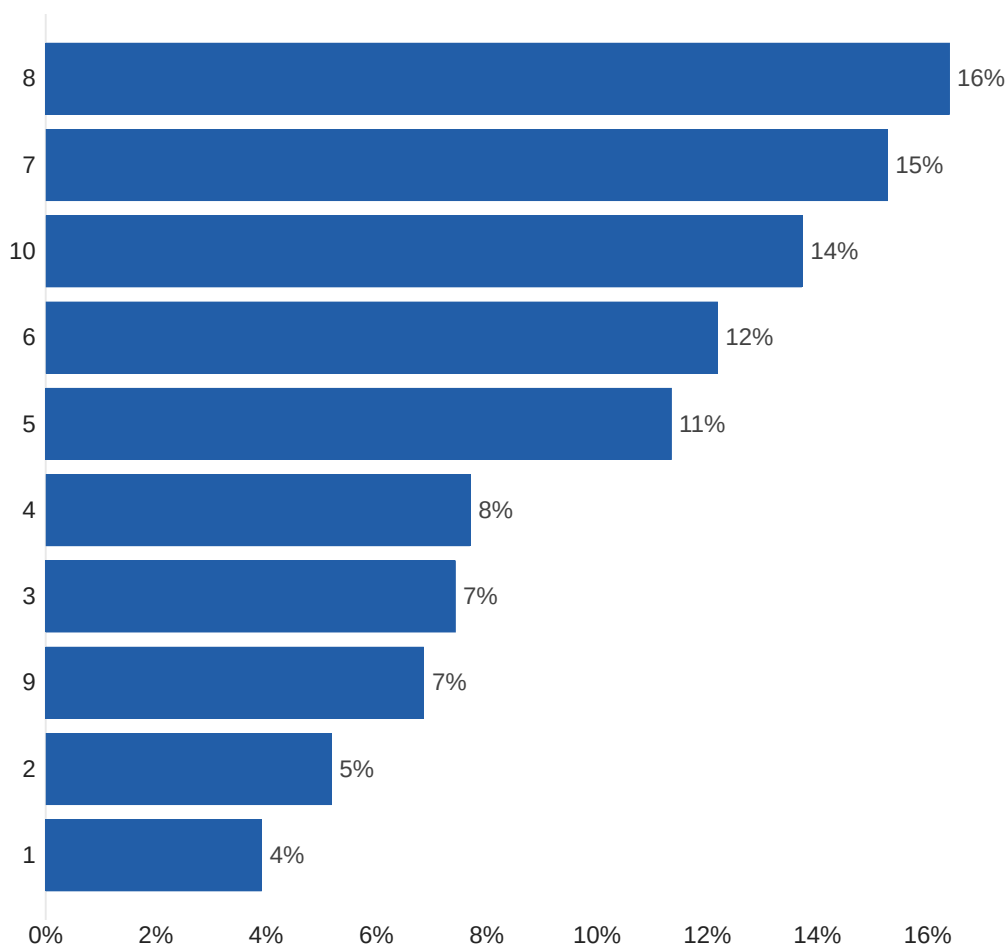
Q15 - Please select all the characteristics below that describe the Allan Hancock College athletics program. (Select all that apply)

637 Responses



## Q17\_1 - How much do you like Spike?

714 Responses



## Q17\_1 - How much do you like Spike?

Field	Min	Max	Mean	Standard Deviation	Variance	Responses
How much do you like Spike?	1	10	6	3	6	714

Q18 - Have you ever purchased college apparel or accessories with the Allan Hancock College bulldog's image on it?



Q19 - Would you be interested in participating in a focus group or future surveys regarding Allan Hancock College athletics branding?

