



# Public Perspectives on UW Athletics

*University of Wyoming Athletic Department  
Survey, 2025*

Brian Harnisch, Director, WYSAC

## ABOUT THIS REPORT

This publication was produced for:  
University of Wyoming Athletic Department

## CITATION

WYSAC. (2025). *University of Wyoming Athletic Department Survey, 2025*, by B. Harnisch (WYSAC Technical Report No. D2501). Laramie, WY: Wyoming Survey & Analysis Center, University of Wyoming.

*Short Reference:* WYSAC (2025), *UWAD Survey, 2025*.

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# Summary

In August 2025, the University of Wyoming Athletic Department contracted with the Wyoming Survey & Analysis Center (WYSAC) to conduct a statewide general population survey measuring Wyoming residents' perceptions of the Cowboys and Cowgirls athletic programs and related aspects of the University of Wyoming Athletics Department.

## FAQ

### **Q: How do I know the survey results are representative of the Wyoming population?**

- The sampling frame for the survey was the U.S. Postal Service Delivery Sequence File (DSF), which includes every deliverable Wyoming household and/or P.O. Box. Every household with a mailing address was eligible to be randomly selected.
- While the final survey data closely matched the known statewide population distribution benchmarks in its raw form, the final survey data was further statistically weighted to precisely match the actual population distribution by county/region, age group, and sex. This ensures the survey results accurately reflect the state's demographic profile.
- There were 850 completed surveys by randomly selected Wyoming residents. A random sample this size yields a margin of error of plus-or-minus 3.4 percentage points. This means that the survey estimates in this report are expected to fall within 3.4 percentage points of the true opinions of all Wyoming residents, 95% of the time.

### **Q: How was the data collected?**

- With a statewide random sample drawn from the U.S. Postal Service DSF, the primary mode of contact and data collection was via traditional mail. Selected households were mailed a letter inviting them to complete the survey online. Non-responders to that effort were sent a paper survey and postage paid return envelope, in addition to the option to complete the survey online. A final reminder letter was mailed to all outstanding records asking them to complete the survey online.
- Our scientific sample provider offers the ability to append names and email addresses to our sampled mailing addresses by matching the addresses with proprietary consumer data. For addresses where an email address was available and matched to an address, email invitations were also sent.

# Background

In August 2025, the University of Wyoming Athletics Department (UWAD) contracted with the Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming to conduct a statewide public opinion survey of Wyoming residents. This effort is designed to measure engagement with Cowboys and Cowgirls athletic programs, assess public perceptions of the value of UW Athletics to the state, and gauge support for different funding scenarios. The survey results are intended to complement an independent economic impact report commissioned by the UW Athletics Department.

To achieve statewide representativeness, WYSAC employed an address-based sampling (ABS) approach using the U.S. Postal Service Delivery Sequence File (DSF), which provides complete coverage of deliverable Wyoming households. Every household in Wyoming had a nearly equal chance of being selected to participate in the survey. Survey content was collaboratively developed between WYSAC and UWAD. This 2025 survey marks the first statewide administration of the questionnaire. Items have been drafted and refined to address specific strategic priorities, including resident engagement with athletics, perceptions of UW's visibility and identity, views on public funding, and attitudes toward branding elements such as the Bucking Horse & Rider logo.

Data collection used a mixed-mode methodology. All sampled households were first mailed an invitation letter directing them to complete the survey online. Nonresponding households subsequently received a paper questionnaire with a prepaid return envelope, along with an option to complete the survey online. A final reminder letter was mailed to encourage participation. Where possible, our scientific sample attempted to match email addresses to the selected mailing addresses through proprietary access to consumer databases. For records where an email address was available, email invitations were sent before and after the traditional mail effort.

By the conclusion of data collection, 850 Wyoming residents completed the survey. The final survey data were weighted to align with known statewide demographics, including county/regional populations, age groups, and sex. The final weighting procedure ensures representativeness of the Wyoming adult population.

# Methods

## *Questionnaire Development*

The survey instrument for this project was developed collaboratively by UWAD and WYSAC. The questionnaire was designed to measure Wyoming residents' engagement with and perceptions of the Cowboys and Cowgirls athletic programs, including levels of fandom, perceived value of UW Athletics to the state, support for public funding, and reactions to key brand elements such as the Bucking Horse & Rider logo and prominent UW alumni. Draft items were iteratively refined to ensure clarity, minimize respondent burden, and align with the project's primary goal of informing administrative and legislative discussions about UW Athletics.

## Sampling Frame and Sample Size

The sampling frame for this project consisted of all Wyoming households with mailable addresses, using the U.S. Postal Service Delivery Sequence File (DSF). This file provides complete statewide coverage and is the standard frame for address-based sampling (ABS). A probability sample of Wyoming residential addresses was drawn by Marketing Systems Group, a national vendor specializing in scientific ABS samples. The final sample included 6,050 household addresses, disproportionately stratified by three strata of interest: metro core, regional hubs, and rural/frontier counties. This sampling design supports statewide and regional estimates, as well as ensuring representation from low-population counties while incorporating estimated response rate variations by region. An additional effort was made to supplement underrepresented demographic benchmarks through WYSAC's WyoSpeaks probability panel of Wyoming residents. WyoSpeaks members are selected through the same probabilistic methods and design utilized in the survey sampling frame, ensuring an equal probability of selection for all Wyoming households.

Regions were defined using the following county assignment (including major cities/towns for convenience):

Stratum	County	Major Cities/Towns	State Pop. %	Initial Sample %
Metro Core	Laramie	Cheyenne, Burns, Pine Bluffs	31%	29%
	Natrona	Casper, Evansville, Mills		
Regional Hubs	Albany	Laramie, Rock River	47%	33%
	Campbell	Gillette, Wright		
	Fremont	Riverton, Lander, Dubois		
	Park	Cody, Powell, Meeteetse		
	Sheridan	Sheridan, Ranchester, Dayton		
	Sweetwater	Rock Springs, Green River		
	Teton	Jackson		
	Uinta	Evanston, Lyman, Mountain View		
Rural/Frontier	Big Horn	Lovell, Basin, Greybull	22%	38%
	Carbon	Rawlins, Saratoga, Hanna		
	Converse	Douglas, Glenrock		
	Crook	Sundance, Moorcroft		
	Goshen	Torrington, Lingle, Fort Laramie		
	Hot Springs	Thermopolis, East Thermopolis		
	Johnson	Buffalo, Kaycee		
	Lincoln	Kemmerer, Afton, Alpine		
	Niobrara	Lusk, Manville		
	Platte	Wheatland, Guernsey		
	Sublette	Pinedale, Big Piney		
	Washakie	Worland, Ten Sleep		
	Weston	Newcastle, Upton		

## *Survey Administration*

After the questionnaire was finalized, it was programmed for online administration and formatted into a scannable paper version for mail distribution. Email invitations were sent to all records where an email address watch matched to the sampled mailing address. Initial invitation letters were mailed to all sampled households who did not respond to the email (or did not have a matched email) in September 2025. This mailing included a brief project description, the survey URL, and a unique access code for online participation.

Roughly three weeks after the initial mailing, all households who had not yet responded were sent a paper questionnaire and a postage-paid return envelope, along with the option to complete the survey online. A final reminder postcard was sent several weeks later to all remaining nonresponding households, again directing recipients to the online version of the survey or return the previously sent paper survey. Finally, an additional email attempt was made before the closure of data collection to all available addresses who had not yet responded or otherwise opted out of the survey.

Data collection remained open until November 25, 2025.

## *Response Rate and Margins of Error*

A total of 850 completed surveys were obtained by the close of data collection. After accounting for undeliverable mailings, the inclusion of a WyoSpeaks sub-sample, and ineligible sample records, the overall response rate for the project was approximately 12%. A random sample of 850 yields a margin of error of approximately  $\pm 3.4$  percentage points at the 95% confidence level. This means that the survey estimates presented in this report are expected to fall within 3.4 percentage points of the true opinions of all Wyoming residents, 95% of the time.

## *Data Compilation and Analysis*

After data collection was closed, all online survey responses were exported into SPSS and reviewed for accuracy and completeness. This included checking for inconsistent or invalid entries, identifying missing data, and assigning appropriate missing-value codes. Paper surveys returned by mail were scanned using TeleForm software, producing digital records of each questionnaire. Additionally, a double entry procedure was used to verify correct data entry.

Once both data sources were verified, the online and paper datasets were merged into a single file. As part of the data preparation process, all variables were labeled, categorical responses were coded consistently. Open-ended responses were coded and analyzed using the BTInsights AI coding tool. BTInsights is a vetted, commercially available tool for qualitative data analysis that maintains data security.

Following data preparation, statistical weights were applied to adjust for differences between the achieved sample and the known demographic composition of the Wyoming population. Weighting variables included region of residence (defined by county), age group, and sex. Weighted analyses were conducted to ensure the results accurately reflect the views of the statewide population. Both quantitative and qualitative data were then analyzed to generate the findings presented in this report.

# Weighting of the Data

The survey data were weighted in SPSS using an interlocked cell weighting procedure. The weighting design aligned the final sample distribution with the known demographic composition of the Wyoming adult population using three variables: age group, sex, and region. Population benchmarks were drawn from the U.S. Census Bureau’s 2024 population estimates, the most recent data available at the time of analysis.

To ensure all respondents had valid values for the weighting variables, missing data were addressed prior to generating weights. For Region, missing values were imputed directly from the associated sampling frame data. For Age Group and Sex, missing values were imputed using a hot-deck imputation method to preserve the distributional characteristics of the sample. After imputation, all respondents had complete data on the variables used in the weighting procedure, allowing for accurate weight calculation. As a result, each Region is accurately represented in the final data, including the Age and Sex distribution *within that region*.

Weighting is essential when generalizing survey findings to the broader Wyoming adult population, as it corrects for differential probabilities of selection and small deviations in response patterns across demographic groups. The 2025 sample closely reflected the statewide population benchmarks, and as a result, only minimal weighting adjustments were necessary. Although the aggregate weighted percentages for age and sex may appear to vary slightly from the Census benchmarks; interlocked cell weights are calculated at the cell level (e.g. 25-34-year-old males in the metro core region) and match the actual distributions when examined at that granularity.

		Unweighted %	Weighted %	Actual % <sup>1</sup>
Metro Core	18 – 24	2.8	12.2	10.8
	25 – 34	6.0	17.2	17.8
	35 – 44	15.9	17.9	18.1
	45 – 54	19.5	15.0	14.6
	55 – 64	20.3	15.1	15.7
	65 – 74	21.9	13.8	14.1
	75+	13.5	8.9	8.9
	Male	57.0	51.9	50.7
	Female	43.0	48.1	49.3
	Total Pop	29.5	31.1	31.0
Regional hubs	18 – 24	4.7	15.0	13.7
	25 – 34	5.4	15.6	16.1
	35 – 44	12.1	16.7	17.2
	45 – 54	16.2	15.1	14.6
	55 – 64	20.5	14.8	15.0
	65 – 74	23.2	14.2	14.7
	75+	17.8	8.7	8.7
	Male	52.2	51.6	51.2
	Female	47.8	48.4	48.8
	Total Pop	34.9	47.1	47.0
Rural/frontier	18 – 24	1.7	8.7	8.9
	25 – 34	6.3	13.2	13.4
	35 – 44	13.6	16.2	16.1
	45 – 54	16.6	14.6	14.8
	55 – 64	19.5	17.4	17.3
	65 – 74	26.2	18.0	17.7
	75+	16.2	11.9	11.8
	Male	50.3	51.3	51.8
	Female	49.7	48.7	48.2
	Total Pop	35.5	21.8	22.0

<sup>1</sup> 2024 County Profiles, Wyoming. Data Source: U.S. Census Bureau, Population Division, 2024.



# Key Findings

Survey items were categorized into the following themes: Interest & Engagement, Fan Identity, UW Athletics & State Identity, Branding, and Funding & Investment. This section presents select results and discussion of survey items within each theme.

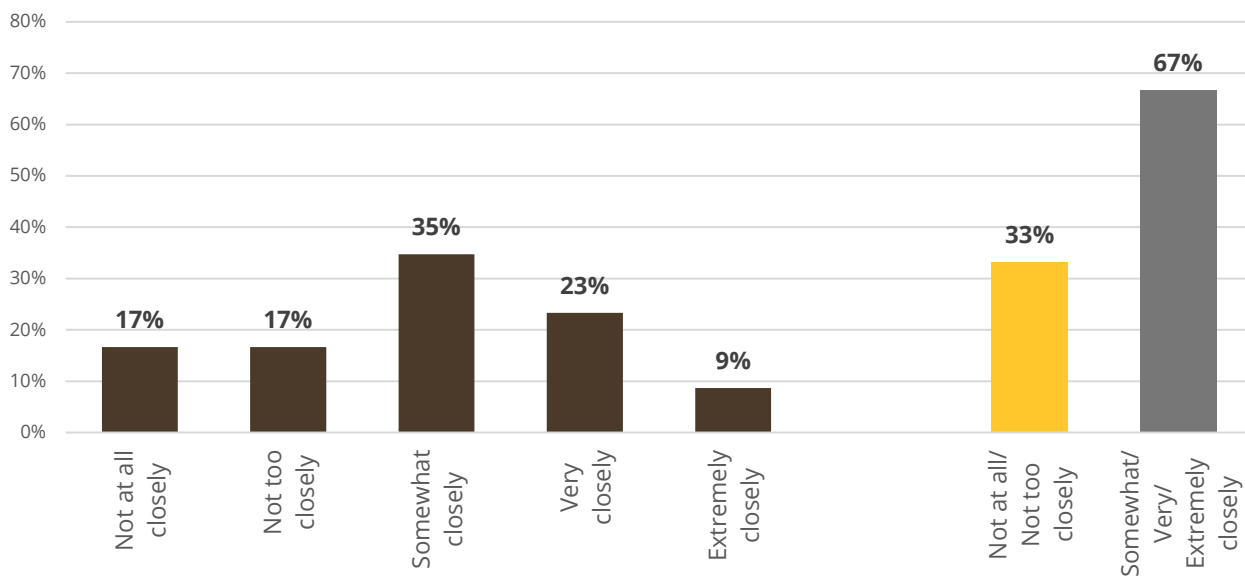
## *Interest & Engagement*

Two-thirds (67%) of Wyoming residents say they follow any of the University of Wyoming Cowboys and/or Cowgirls sports closely (*somewhat closely, very closely, extremely closely*). This proportion of residents is significantly higher than national benchmarks - According to a 2023 study by the Pew Research Center<sup>2</sup>, only 37% of Americans say they follow any professional or collegiate sports somewhat, very, or extremely closely.

In terms of watching a broadcast or stream of a game or event, one-third (33%) watch games *a few times a season*, with another 30% watching *most or all* games.

**Figure 1**

*How closely, if at all, do you follow any of the University of Wyoming Cowboys and/or Cowgirls sports?*

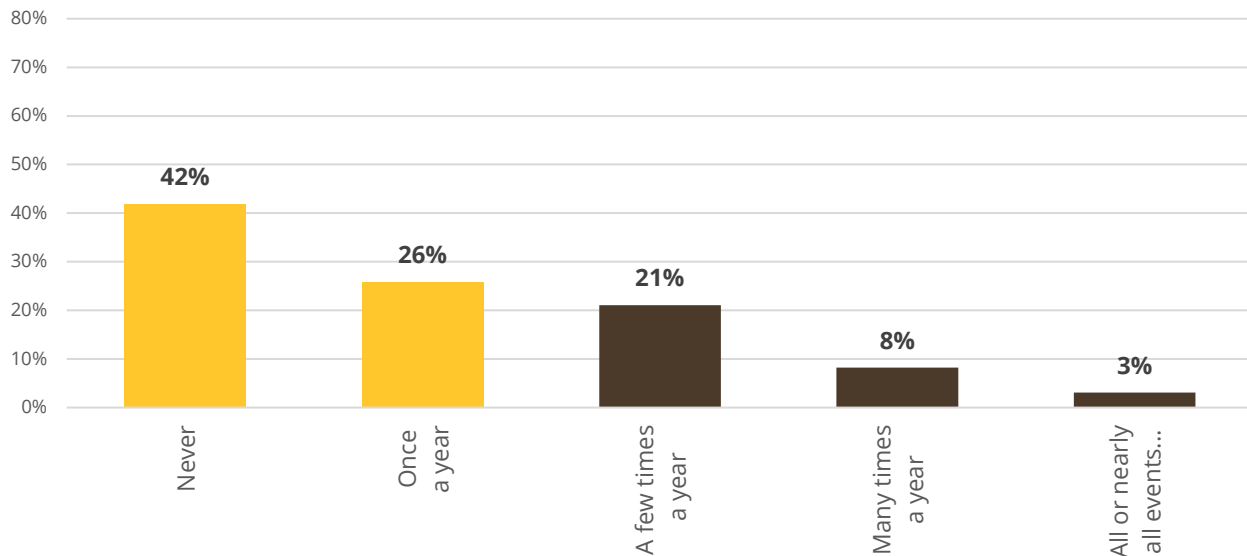


<sup>2</sup> Pew Research Center. (2023, October 17). Most Americans don't closely follow professional or college sports. <https://www.pewresearch.org/short-reads/2023/10/17/most-americans-dont-closely-follow-professional-or-college-sports/>

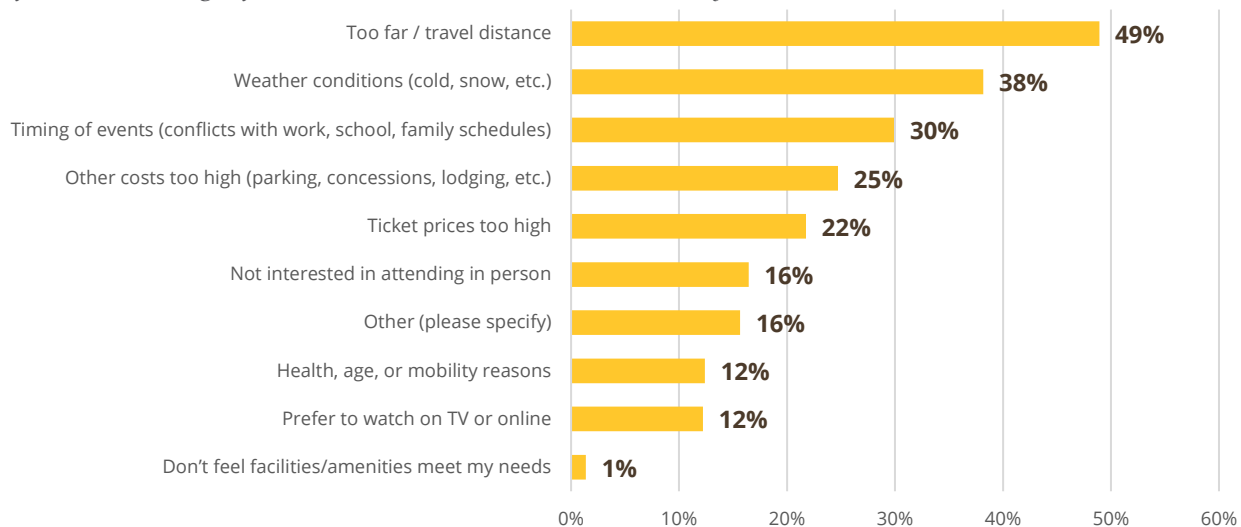
Just under one-third (32%) of residents say they attend a Cowboys or Cowgirls event in person *a few times a year* or more, while 42% say they never attend. Of those that say they attend *once a year* or *never*, the top reasons indicated for not attending more events in person are *too far/travel distance* (49%), *weather conditions* (38%), and *timing of events* (30%).

**Figure 2**

*How often do you attend Cowboys and/or Cowgirls games or events in person?*



*What are the main reasons you do not attend Cowboys and/or Cowgirls games or events in person more often? (Percentage of those who attend "Never" or "Once a year")*

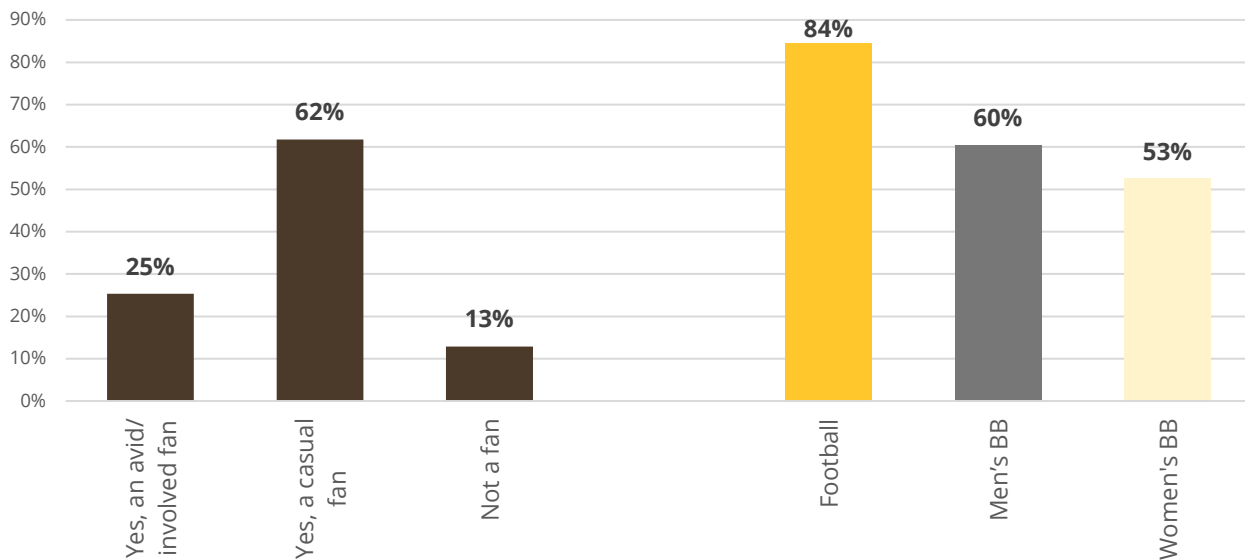


## Fan Identity

Nearly 9 in 10 Wyoming residents (87%) self-identify as either an *avid/involved fan* or a *casual fan*. Only 13% say they are *not a fan* when asked to describe themselves. The UW football team is the primary anchor of fan identity in the state, with 84% indicating they are a fan of the program. A majority of residents also indicated men's basketball (60%) and women's basketball (53%) as programs they are fans of.

**Figure 3**

*Would you describe yourself as a fan of the University of Wyoming Cowboys and/or Cowgirls?*



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*"The Cowboys and Cowgirls athletic programs unify Wyoming and create a shared sense of pride and identity. Student-athletes serve as role models for youth, by demonstrating discipline, scholarship, perseverance, and character. War Memorial Stadium becomes a statewide reunion on fall Saturdays, allowing for alumni, families, and fans to reconnect. The programs extend beyond athletics by strengthening community bonds, inspire the next generation, and serves as a rallying point for Wyoming's collective spirit."*

*– Albany County Resident*

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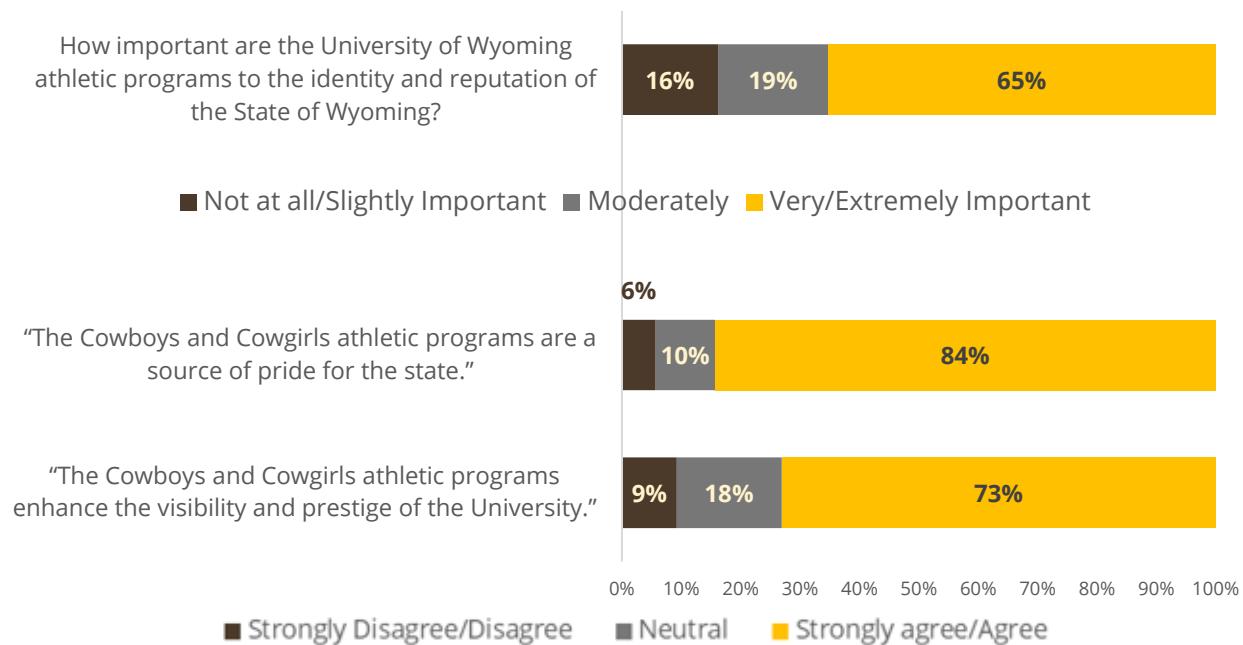
## UW Athletics & State Identity

Nearly two-thirds (65%) of residents rate UW Athletics as *very* or *extremely important* to the state's identity and reputation, while only 16.2% rate it as *not at all* or *slightly important*.

A vast majority (84%) *agree* or *strongly agree* that "The Cowboys & Cowgirls athletic programs are a source of pride for Wyoming," while only 6% *disagree* or *strongly disagree*.

Finally, 73% of residents *agree* or *strongly agree* that "The Cowboys & Cowgirls athletic programs enhance the visibility and prestige of the University," while only 9% *disagree* or *strongly disagree*.

**Figure 4**



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*"The biggest benefit of the Wyoming Cowboys and Cowgirls athletic programs to the state and local community is that they bring people together and generate pride, unity, and visibility for Wyoming. Because the University of Wyoming is the state's only NCAA Division I school, its teams serve as a central rallying point for residents, fostering state identity and school spirit."*

*-Laramie County Resident*

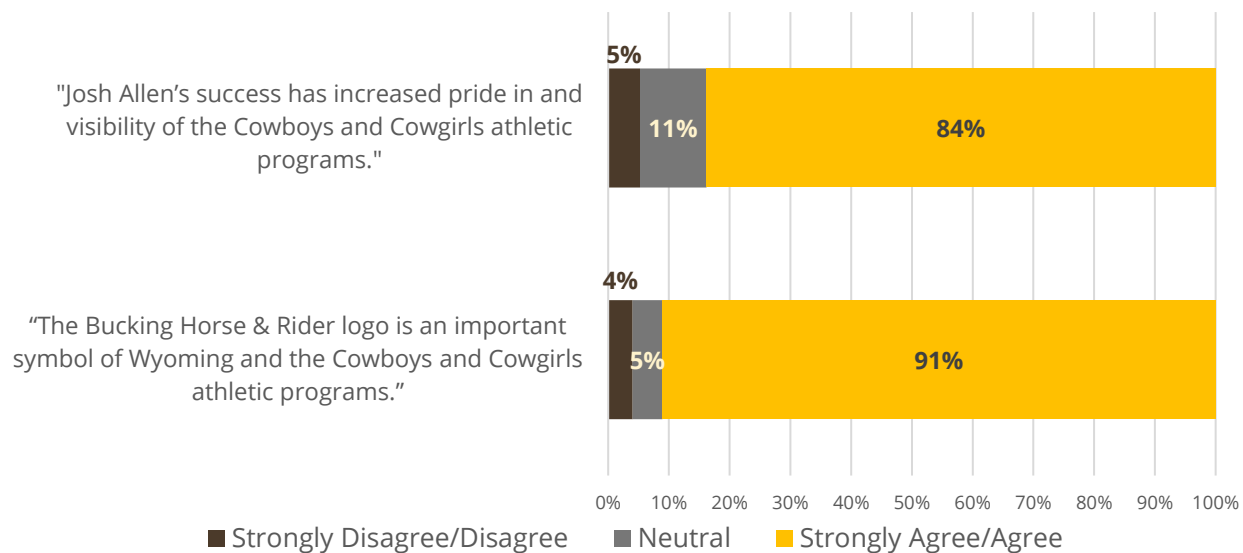
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## Branding

Former UW football quarterback Josh Allen has become an effective statewide ambassador, according to Wyoming residents. A vast majority (84%) of residents *agree* or *strongly agree* that “Josh Allen’s success has increased pride in and visibility of the Cowboys and Cowgirls athletic programs,” with a 61% saying they *strongly agree*.

When considering the Bucking Horse & Rider logo, an overwhelming majority of residents (91%) *agree* or *strongly agree* that “The Bucking Horse & Rider logo is an important symbol of Wyoming and the Cowboys and Cowgirls athletic programs.” Additionally, a majority (81%) of residents indicate they own Bucking Horse & Rider apparel or merchandise (e.g., shirts, hats, flags, car decals), while 48% say they own sport-specific apparel like football jerseys, rodeo gear, etc.

**Figure 5**




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*"The program, its logo, and its traditional history are ingrained in the culture of Wyoming. People throughout the state are proud of the team because it represents many of them. This pride across the state gives a feeling of unity and brings the vast state together."*

*- Natrona County Resident*

*"Seeing a player that once wore Wyoming across their chest make it big, like Josh Allen, isn't just a highlight reel moment—it's proof that a dream can start right here in our small towns."*

*- Laramie County Resident*

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## Funding & Investment

A common theme among responses to the questions related to funding and investment in the athletic program at UW was a high level of *neutral* responses when asked for agreement or support on the items presented. This is likely indicative of both an information gap (many residents may not fully understand how UW Athletics is funded or how investments translate into benefits for the state), and a general lack of strong opinions or knowledge on the topic (respondents may not feel sufficiently informed or not familiar with the financial structure of collegiate athletics to take a definitive stance on athletic funding questions). Across nearly all funding and investment items, roughly 30% of respondents indicated neutrality.

Survey respondents were provided the following background regarding the annual \$5M appropriation for matching funds from the state:

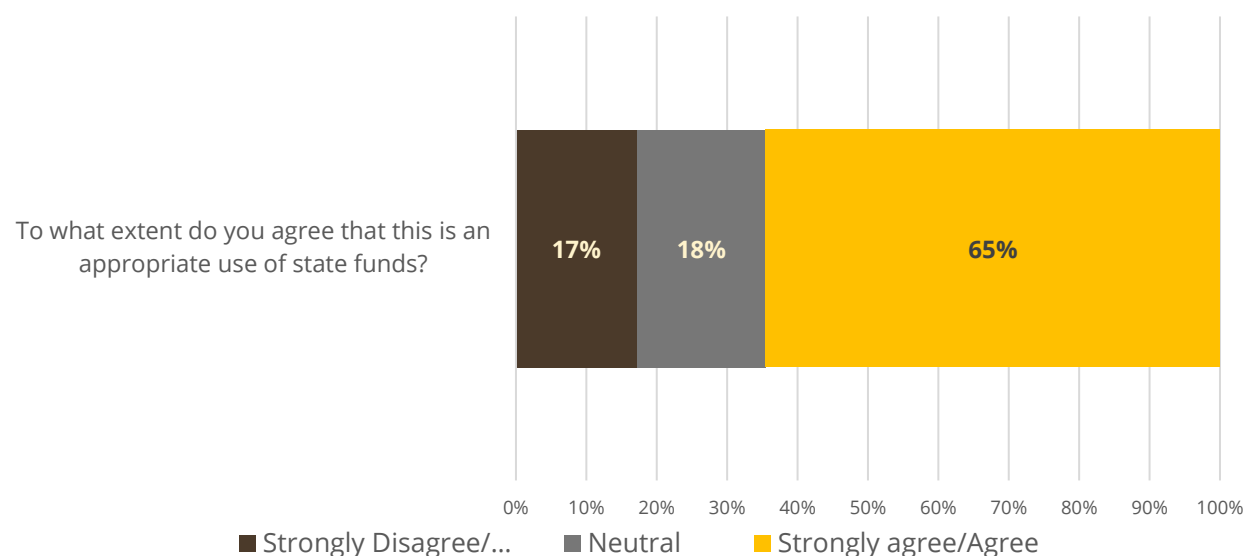
**“Since 2015, UW Athletics has received a \$5M annual appropriation that is used as matching funds for donations to Cowboy Joe Club (e.g., if a donor gives \$100, the state will provide an additional \$100 to match the gift). These funds are restricted to be used only for purposes such as recruiting, team travel, nutrition, and equipment; they are not permitted to be allocated toward salaries or capital construction.”**

Nearly two-thirds (65%) of residents *agree* or *strongly agree* that this is an appropriate use of state funds, while only 17% *disagree* or *strongly disagree*. This results in a net agreement (*agreement* – *disagreement*) of **+47** percentage points.

A plurality (46%) say they would support increasing the state appropriated funding, as defined above, if it required no increase in taxes, compared to 28% who say they would oppose an increase (**+18** percentage point net support).

### Figure 6

*Agreement/Disagreement that matching fund appropriation is an appropriate use of funds*

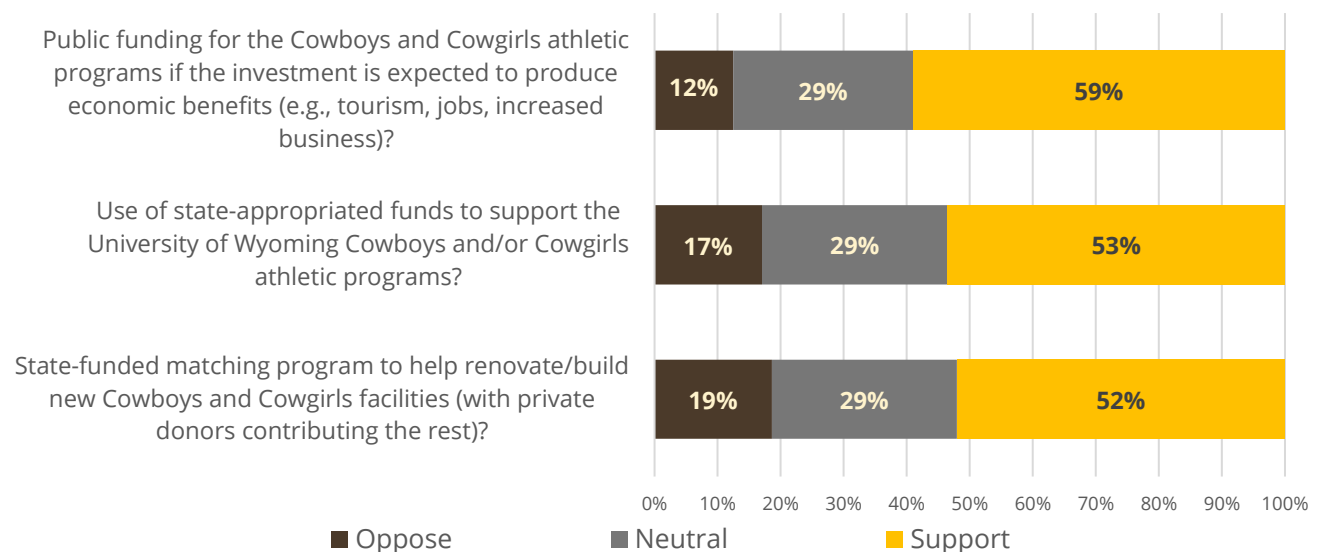


When asked if they would support public funding for the Cowboys and Cowgirls athletic programs if the investment is expected to produce economic benefits (e.g., tourism, jobs, increased business), 59% support, while 13% oppose (+47 percentage point net support).

When asked how strongly they support or oppose the use of state-appropriated funds to support the University of Wyoming Cowboys and/or Cowgirls athletic programs, a majority (54%) say they *support* or *strongly support*, while 17% say they *oppose* or *strongly oppose* (+36 percentage point net support).

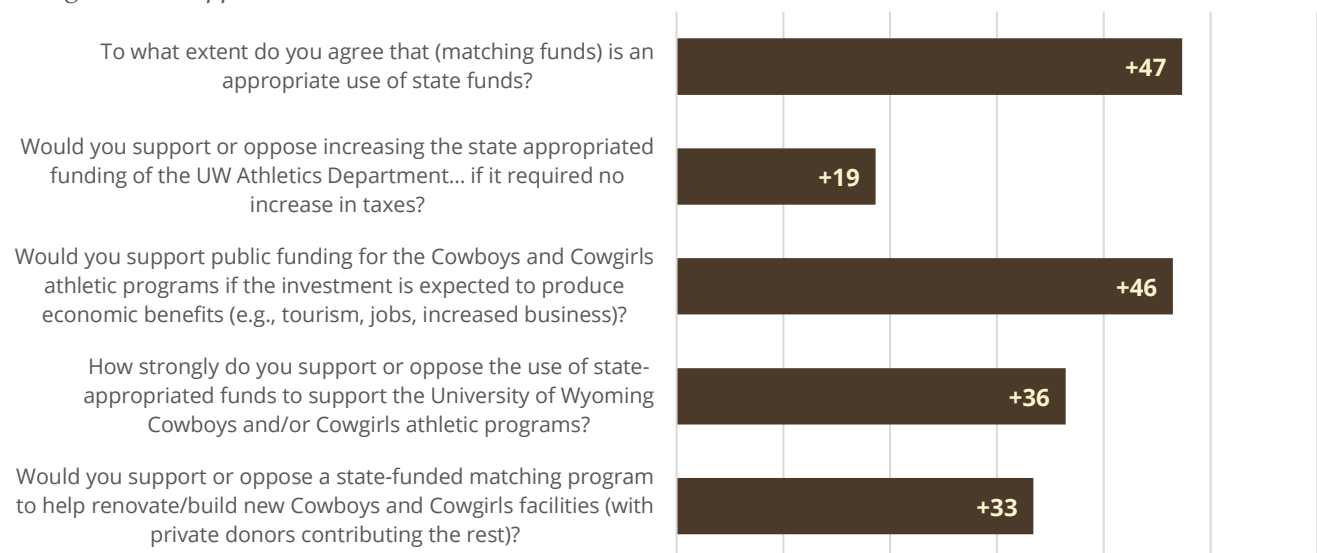
When asked if they support or oppose a state-funded matching program to help renovate/build new Cowboys and Cowgirls facilities (with private donors contributing the rest), a majority (52%) indicate they support this, while 19% say they oppose (+33 percentage point net support).

**Figure 8**



**Figure 7**

*NET Agreement/Support for Funding & Investment Items (Agreement/Support minus Disagreement/Opposition)*



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*“These activities bring money into the local communities, and give the residents of the state of Wyoming someone to identify themselves with. Those activities ultimately bring money back into the university and state once these athletes have gone on to be successful adults. These activities provide an opportunity for disadvantaged youth to create more wealth and learn the importance of hard work and dedication, which also contributes to a healthy society.”*

*- Sweetwater County Resident*

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# Complete Survey Results

In the following tables, weighted percentage distributions and unweighted frequency counts from the 2025 survey are presented.

*Don't know* and *No answer/Refused* responses are excluded from the Valid percent calculations. On *Check all that apply* items the percentages will total more than 100%.

## *Interest & Engagement*

**Q1** How closely, if at all, do you follow any of the University of Wyoming Cowboys and/or Cowgirls sports?

	Frequency	Valid Percent
Not at all closely	142	16.7
Not too closely	142	16.6
Somewhat closely	296	34.7
Very closely	199	23.3
Extremely closely	74	8.7
Total Valid	854	100.0
(Seen but not answered)	1	
Don't know/Not Sure	3	
Total Missing	4	
Total	858	



**Q2** How often do you watch a broadcast or stream of a Cowboys and/or Cowgirls game or event?

	Frequency	Valid Percent
Never	179	21.2
Once or twice a year	135	15.9
A few times a season	282	33.2
Most games	186	21.9
All or nearly all games	66	7.8
Total Valid	847	100.0
(Seen but not answered)	2	
Don't know/Not Sure	5	
System	3	
Total Missing	10	
Total	858	

**Q3** How often do you attend Cowboys and/or Cowgirls games or events in person?

	Frequency	Valid Percent
<b>Never</b>	351	41.9
<b>Once a year</b>	216	25.7
A few times a year	176	21.0
Many times a year	69	8.2
All or nearly all events for the sports I follow	26	3.1
Total Valid	837	100.0
Total Missing	20	
Total	858	

***(If Never/Once a year)***

**Q3a** What are the main reasons you do not attend Cowboys and/or Cowgirls games or events in person more often? *(Select all that apply).*

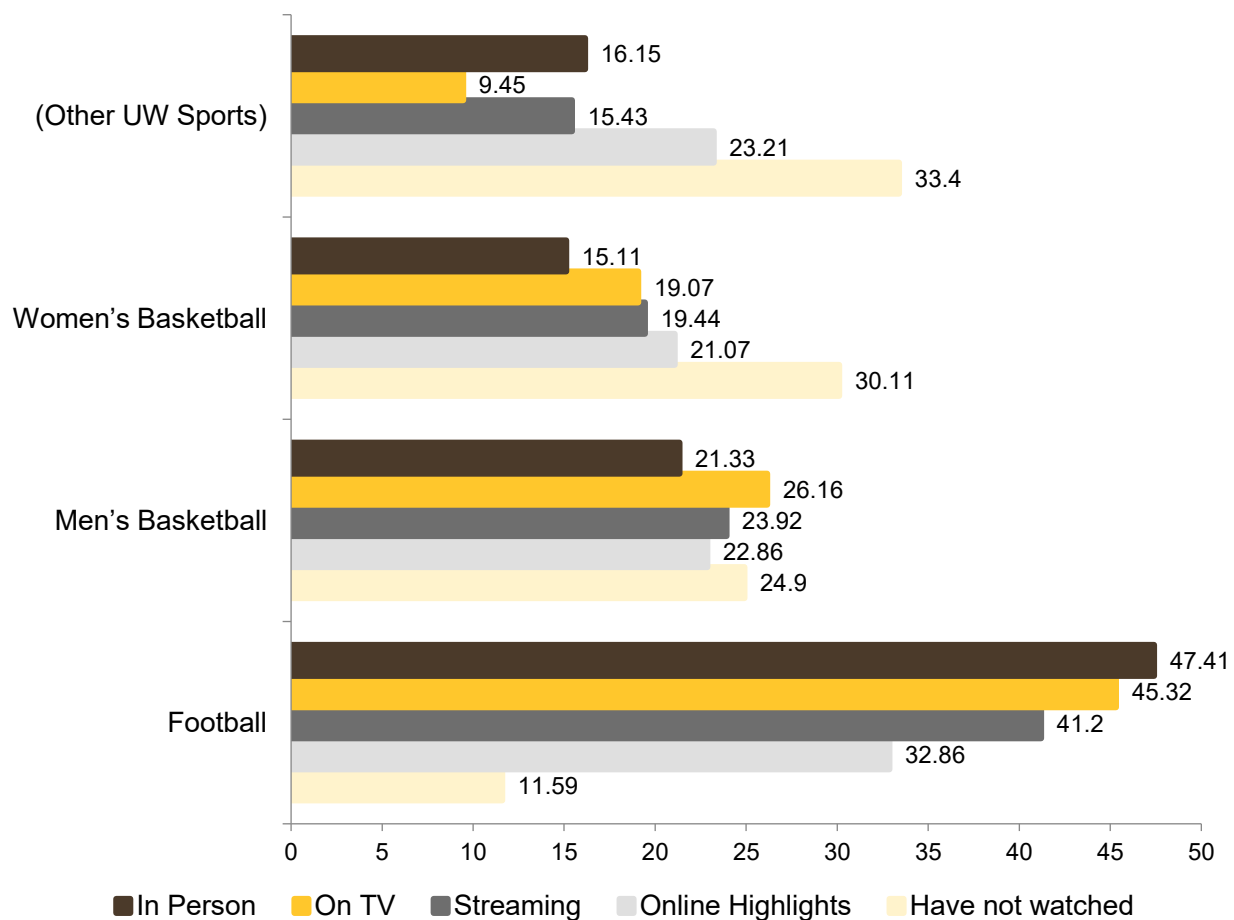
	Valid Percent*
Too far / travel distance	48.9
Weather conditions (cold, snow, etc.)	38.2
Timing of events (conflicts with work, school, family schedules)	29.9
Other costs too high (parking, concessions, lodging, etc.)	24.7
Ticket prices too high	21.7
Not interested in attending in person	16.4
Other (please specify)	15.7
Health, age, or mobility reasons	12.4
Prefer to watch on TV or online	12.2
Don't feel facilities/amenities meet my needs	1.4

\*Valid percentage represents the proportion of respondents who selected this option who previously said they attend games in person *Never* or *Once a Year* (67% of residents).

**Q4** Have you ever traveled outside of Laramie or Wyoming to attend a Cowboys and/or Cowgirls game or event?

	Frequency	Valid Percent
No	566	66.4
Yes, once	104	12.2
Yes, a few times	172	20.2
Yes, regularly	10	1.2
Total Valid	852	100.0
(Seen but not answered)	3	
Don't know/Not Sure	3	
Total Missing	5	
Total	858	

**Q8** In the past two years, which Cowboys and/or Cowgirls sports have you watched in person, on TV, or streaming? (Check all that apply).



## Fan Identity

**Q5** Would you describe yourself as a fan of the University of Wyoming Cowboys and/or Cowgirls?

	Frequency	Valid Percent
Yes, an avid/involved fan	209	25.3
Yes, a casual fan	511	61.8
Not a fan	107	12.9
Total Valid	826	100.0
(Seen but not answered)	3	
Don't know/Not Sure	28	
System	0	
Total Missing	31	
Total	858	

**Q7** Do you consider yourself to be a fan of the following University of Wyoming Cowboys and/or Cowgirls programs? *(Check all that apply).*

	Valid Percent
Football	84.4
Men's Basketball	60.5
Women's Basketball	52.5
Rodeo	45.9
Volleyball	38.9
Wrestling	26.8
Soccer	16.4
Golf	14.4
Track & Field	13.7
Swimming & Diving	13.2
Cross Country	9.6
Tennis	8.4

**Q14** Do you follow any Cowboys or Cowgirls programs, or their athletes on social media? (e.g., X/Twitter, Instagram, Facebook, TikTok, etc.)

	Frequency	Valid Percent
Yes, regularly	155	18.3
Yes, occasionally	235	27.8
No	454	53.8
Total Valid	843	100.0
(Seen but not answered)	0	
Don't know/Not Sure	13	
System	1	
Total Missing	15	
Total	858	

**Q26** Did you, or anyone in your household, attend the University of Wyoming?

	Valid Percent
Yes, I did	40.1
Yes, someone else did	37.4
No	39.1

**Q27** Are you, or have you ever been, a member of the Cowboy Joe Club (donor to Cowboys and Cowgirls athletics)?

	Frequency	Valid Percent
Yes, currently this year	46	5.5
Yes, in previous years but not now	64	7.6
No	731	87.0
Total Valid	841	100.0
Don't know/Not sure	15	
System	1	
Total Missing	17	
Total	858	

## *UW Athletics & State Identity*

**Q9** How important are the University of Wyoming athletic programs to the identity and reputation of the State of Wyoming?

	Frequency	Valid Percent	Collapsed	
Not at all important	63	7.8	16.2	Not at all/Slightly Important
Slightly important	68	8.4		
Moderately important	149	18.5	18.5	Very/Extremely Important
Very important	236	29.4	65.3	
Extremely important	288	35.9		
Total Valid	804	100.0		
(Seen but not answered)	2			
Don't know/Not Sure	51			
System	1			
Total Missing	54			
Total	858			

**Q10** To what extent do you agree: “The Cowboys and Cowgirls athletic programs are a source of pride for the state.”

	Frequency	Valid Percent	Collapsed	
Strongly Disagree	29	3.4	5.7	Strongly Disagree/ Disagree
Disagree	19	2.2		
Neutral	84	10.1	10.1	Strongly agree/ Agree
Agree	235	28.2	84.3	
Strongly Agree	467	56.1		
Total Valid	833	100.0		
Don't know/Not Sure	23			
System	2			
Total Missing	25			
Total	858			

**Q11** To what extent do you agree: “The Cowboys and Cowgirls athletic programs enhance the visibility and prestige of the University.”

	Frequency	Valid Percent	Collapsed	
Strongly Disagree	35	4.3	9.2	Strongly Disagree/ Disagree
Disagree	41	5.0		
Neutral	145	17.7	17.7	Strongly agree/ Agree
Agree	280	34.2	73.1	
Strongly Agree	319	38.9		
Total Valid	819	100.0		
Don't know/Not Sure	38			
	858			

## Branding

**Q12** To what extent do you agree: “Josh Allen’s success has increased pride in and visibility of the Cowboys and Cowgirls athletic programs.”

	Frequency	Valid Percent	Collapsed	
Strongly Disagree	22	2.8	5.2	Strongly Disagree/ Disagree
Disagree	19	2.4		
Neutral	87	11.0	11.0	
Agree	178	22.6	83.8	Strongly agree/ Agree
Strongly Agree	483	61.2		
Total Valid	789	100.0		
Don't know/Not Sure	68			
	858			

**Q13** To what extent do you agree: “The Bucking Horse & Rider logo is an important symbol of Wyoming and the Cowboys and Cowgirls athletic programs.”

	Frequency	Valid Percent	Collapsed	
Strongly Disagree	32	3.8	4.0	Strongly Disagree/ Disagree
Disagree	2	0.3		
Neutral	41	4.9	4.9	
Agree	89	10.6	91.1	Strongly agree/ Agree
Strongly Agree	676	80.5		
Total Valid	840	100.0		
Don't know/Not Sure	16			
System	1			
Total Missing	17			
Total	858			

**Q28** Do you own any University of Wyoming Bucking Horse & Rider apparel or merchandise (e.g., shirts, hats, flags, car decals)?

	Frequency	Valid Percent
Yes	687	81.3
No	158	18.7
Total Valid	845	100.0
Don't know/Not sure	11	
System	1	
Total Missing	12	
Total	858	

**Q29** Do you own apparel or merchandise specific to a Cowboys or Cowgirls sport (e.g., football jersey, rodeo gear)?

	Frequency	Valid Percent
Yes, one sport	216	25.9
Yes, more than one sport	182	21.8
No	437	52.3
Total Valid	835	100.0
(Seen but not answered)	1	
Don't know/Not sure	20	
System	1	
Total Missing	22	
Total	858	

## *Funding & Investment*

**Q15** How strongly do you support or oppose the use of state-appropriated funds to support the University of Wyoming Cowboys and/or Cowgirls athletic programs?

	Frequency	Valid Percent	Collapsed	
Strongly oppose	79	9.7	17.0	Strongly Oppose/Oppose
Oppose	60	7.3		
Neutral	241	29.5	29.5	
Support	277	33.9	53.5	Strongly Support/Support
Strongly support	160	19.5		
Total Valid	816	100.0		
Don't know/Not Sure	41			
	858			

**Q16** Would you support public funding for the Cowboys and Cowgirls athletic programs if the investment is expected to produce economic benefits (e.g., tourism, jobs, increased business)?

	Frequency	Valid Percent
Oppose	97	12.5
Neutral	221	28.5
Support	457	59.0
Total Valid	775	100.0
Don't know/Not Sure	81	
System	1	
Total Missing	83	
Total	858	

**Q17** Would you support or oppose a state-funded matching program to help renovate/build new Cowboys and Cowgirls facilities (with private donors contributing the rest)?

	Frequency	Valid Percent
Oppose	146	18.6
Neutral	230	29.4
Support	408	52.0
Total Valid	784	100.0
(Seen but not answered)	1	
Don't know/Not Sure	72	
System	1	
Total Missing	74	
Total	858	

**Q18** To what extent do you agree: "Taxpayer funding of the Cowboys and Cowgirls athletic programs represents a good investment for the state of Wyoming."

	Frequency	Valid Percent	Collapsed	
Strongly Disagree	88	10.9	26.1	Strongly Disagree/ Disagree
Disagree	123	15.2		
Neutral	232	28.6	28.6	
Agree	279	34.4	45.3	Strongly agree/ Agree
Strongly Agree	88	10.9		
Total Valid	810	100.0		
(Seen but not answered)	1			
Don't know/Not Sure	46			
Total Missing	47			
Total	858			



Since 2015, UW Athletics has received a \$5M annual appropriation that is used as matching funds for donations to Cowboy Joe Club (e.g., if a donor gives \$100, the state will provide an additional \$100 to match the gift). These funds are restricted to be used only for purposes such as recruiting, team travel, nutrition, and equipment; they are not permitted to be allocated toward salaries or capital construction.

**Q19a** To what extent do you agree that this is an appropriate use of state funds?

	Frequency	Valid Percent	Collapsed	
Strongly Disagree	67	8.1	17.2	Strongly Disagree/ Disagree
Disagree	74	9.0		
Neutral	151	18.3	18.3	
Agree	388	47.1	64.5	Strongly agree/ Agree
Strongly Agree	143	17.4		
Total Valid	823	100.0		
(Seen but not answered)	1			
Don't know/Not Sure	32			
System	1			
Total Missing	34			
Total	858			

**Q19** Would you support or oppose increasing the state appropriated funding of the UW Athletics Department, as defined above, if it required no increase in taxes?

	Frequency	Valid Percent
Oppose	221	27.5
Neutral	212	26.4
Support	370	46.1
Total Valid	802	100.0
(Seen but not answered)	2	
Don't know/Not Sure	53	
System	1	
Total Missing	55	
Total	858	

## Open-Ended Analysis

For the two open-ended questions below, responses have categorized into themes for analysis and presentation of the results. Individual responses may be categorized into multiple themes. Open-ended coding and analysis was performed using the BTInsights AI coding tool.

**Q20** What do you see as the biggest benefit of the Cowboys and Cowgirls athletic programs to the state or your local community?

Themes	Frequency	Percentages	Description
<b>State and Community Identity</b>	<b>232</b>	<b>43%</b>	
State and Community Pride	137	25%	Many respondents mentioned that the Cowboys and Cowgirls athletic programs instill a sense of pride in the state and local communities.
Community and State Unity	123	23%	The programs are seen as a unifying force, bringing people together with a common interest and fostering a sense of community.
State Identity	23	4%	The athletic programs contribute to the state's identity, making Wyoming known for its Cowboys and Cowgirls.
<b>Economic Impact</b>	<b>88</b>	<b>16%</b>	
Recruitment and Retention of Talent	36	7%	The athletic programs help in attracting both sports and educational talent to the University of Wyoming.
Economic Benefits to Laramie	35	6%	Several responses highlighted the economic boost to Laramie from sports events, including increased revenue for local businesses, hotels, and restaurants.
Tourism Boost	27	5%	The programs attract tourists to the state, contributing to the local economy.
<b>Visibility and Recognition</b>	<b>87</b>	<b>16%</b>	
National and Regional Visibility	87	16%	Respondents noted that the athletic programs bring national and regional attention to Wyoming, enhancing the state's visibility.
<b>Criticism and Neutral Responses</b>	<b>84</b>	<b>16%</b>	
No Perceived Benefit	50	9%	Some respondents indicated that they do not see any benefit from the athletic programs to their community or the state.
Criticism of Funding Priorities	23	4%	Some responses express concern that too much emphasis is placed on athletics at the expense of academic programs and other important areas.
Not Sure	10	2%	
Gibberish	1	0%	
No Comment	20	4%	
<b>Opportunities and Entertainment</b>	<b>77</b>	<b>14%</b>	
Entertainment Value	43	8%	Some respondents mentioned that the athletic programs provide entertainment for residents, giving them something enjoyable to watch and participate in.
Opportunities for Local Athletes	34	6%	The programs provide opportunities for local high school athletes to continue their sports careers at the collegiate level.
<b>Student and Youth Development</b>	<b>63</b>	<b>12%</b>	
Role Models for Youth	37	7%	The athletic programs provide role models for young people, inspiring them to pursue sports and education.
Student Development	18	3%	The programs are seen as beneficial for the personal and character development of student-athletes.
Moral and Ethical Development	16	3%	The programs are seen as fostering moral and ethical development, teaching values like discipline, perseverance, and teamwork.
<b>Uncategorized</b>	<b>33</b>	<b>6%</b>	
Other	33	6%	

**Q21** What changes, if any, would make you more likely to attend or watch Cowboys and Cowgirls games or events?

Themes	Frequency	Percentages	Description
<b>Facilities and Accessibility</b>	<b>142</b>	<b>26%</b>	
Closer Game Locations	58	11%	Hosting games in more centralized or accessible locations.
Affordable Lodging	26	5%	Lowering the cost of motels and hotels in Laramie.
Weather Considerations	26	5%	Addressing weather-related issues, such as building enclosed stadiums.
Improved Parking and Accessibility	21	4%	Making parking easier and more accessible for fans.
Free or Affordable Transportation	18	3%	Providing free or affordable transportation options for fans.
Updated Athletic Facilities	11	2%	Renovating or building new athletic facilities.
<b>Fan Engagement and Experience</b>	<b>100</b>	<b>19%</b>	
Enhanced Streaming and TV Access	55	10%	Making games more accessible through streaming services and TV apps.
Better Game Scheduling	28	5%	Scheduling games at more convenient times for fans.
Improved Advertising and Communication	12	2%	Better advertising and communication about game schedules and how to watch.
Enhanced Fan Engagement	11	2%	Increasing fan involvement and interaction during games.
<b>Economic Considerations</b>	<b>83</b>	<b>15%</b>	
Affordable Ticket Prices	55	10%	Lowering the cost of tickets to make attending games more affordable.
Economic Barriers	42	8%	Addressing economic barriers such as fixed incomes and high costs of attending games.
<b>Athletic Programs and Competitiveness</b>	<b>59</b>	<b>11%</b>	
Competitive Teams	39	7%	Improving the competitiveness and success of the teams.
Local Athlete Recruitment	15	3%	Recruiting more athletes from local communities.
Expanded Sports Offerings	7	1%	Adding more sports like softball, gymnastics, and increasing rodeo presence.
<b>Uncategorized</b>	<b>211</b>	<b>39%</b>	
Other	66	12%	
Not Sure	24	4%	
Gibberish	0	0%	
No Comment	145	27%	

# Cross Tabulations

The tables below present the results of all survey items broken down by Region, Sex, and Age Group. Where statistically significant differences were identified within any of these categories, the corresponding p-values are shown beneath the applicable table. Pairwise significance tests were also performed (e.g. 18-24 vs 44-55, etc.), although detailed results are not presented here. Occasionally, observed pairwise differences are **bolded** to help inform the interpretation of the overall significance test results.

## Interest & Engagement

**Q1** How closely, if at all, do you follow any of the University of Wyoming Cowboys and/or Cowgirls sports?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Not at all closely	18.5%	14.5%	19.3%	14.3%	19.4%	8.3%	21.0%	20.7%	16.1%	11.6%	18.3%	20.2%
Not too closely	15.6%	16.7%	17.6%	14.5%	18.7%	15.2%	10.5%	18.7%	22.2%	17.3%	15.9%	15.4%
Somewhat closely	33.1%	36.1%	35.6%	36.3%	33.7%	25.2%	47.3%	27.8%	34.9%	39.6%	32.6%	36.4%
Very closely	24.8%	23.8%	18.5%	25.4%	20.4%	34.4%	16.9%	22.9%	16.7%	23.9%	26.1%	22.4%
Extremely closely	8.1%	8.9%	9.0%	9.5%	7.8%	16.9%	4.3%	9.9%	10.1%	7.6%	7.1%	5.6%
Overall Chi-Square Test						p<.01						

**Q2** How often do you watch a broadcast or stream of a Cowboys and/or Cowgirls game or event?

[illegible]

**Q3 How often do you attend Cowboys and/or Cowgirls games or events in person?**

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Never	39.6%	39.4%	51.6%	38.4%	46.0%	11.3%	40.6%	43.9%	37.7%	44.5%	54.3%	64.9%
Once a year	25.2%	25.4%	28.3%	28.7%	23.2%	32.9%	28.7%	25.4%	28.3%	24.0%	22.9%	18.0%
A few times a year	23.3%	21.3%	15.5%	21.0%	20.3%	30.4%	17.4%	22.0%	23.9%	20.5%	18.2%	9.8%
Many times a year	10.3%	8.8%	4.3%	8.7%	7.8%	13.9%	10.9%	7.8%	7.6%	9.9%	3.7%	3.3%
All or nearly all events...	1.7%	5.1%	0.2%	3.3%	2.7%	11.6%	2.4%	0.9%	2.5%	1.2%	1.0%	4.0%
Overall Chi-Square Test	<b><i>p&lt;.01</i></b>											

**Q3a What are the main reasons you do not attend Cowboys and/or Cowgirls games or events in person more often? (Select all that apply).**

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Too far / travel distance	25.5%	54.1%	58.3%	48.4%	44.4%	36.0%	42.8%	49.4%	40.5%	48.7%	52.2%	53.0%
Ticket prices too high	26.8%	16.3%	18.9%	18.0%	22.3%	37.3%	14.5%	26.6%	22.5%	12.8%	16.6%	14.1%
Other costs too high (parking, concessions, lodging, etc.)	23.7%	22.5%	23.9%	21.2%	25.3%	22.7%	16.2%	28.3%	28.3%	24.4%	21.6%	18.6%
Timing of events (conflicts with work, school, family schedules)	36.6%	23.2%	26.3%	26.3%	29.8%	48.8%	35.9%	34.5%	25.9%	27.1%	17.3%	4.7%
Weather conditions (cold, snow, etc.)	37.9%	38.5%	29.5%	32.9%	39.6%	45.3%	36.5%	23.0%	29.2%	36.8%	52.7%	33.0%
Prefer to watch on TV or online	10.9%	12.0%	10.3%	12.4%	10.1%	11.5%	2.4%	4.2%	8.7%	14.8%	18.8%	23.7%
Not interested in attending in person	14.3%	15.8%	14.4%	14.0%	16.0%	16.0%	12.1%	11.7%	16.7%	17.9%	14.8%	17.9%
Health, age, or mobility reasons	14.1%	10.1%	10.5%	10.7%	12.1%	4.8%	1.0%	1.2%	3.9%	8.3%	26.1%	45.8%
Don't feel facilities/amenities meet my needs	2.0%	0.9%	1.2%	1.7%	0.9%	0.0%	3.4%	1.2%	1.3%	1.3%	0.0%	1.4%
Other (please specify)	17.2%	13.3%	14.0%	13.9%	15.4%	4.8%	17.3%	19.6%	12.3%	11.9%	20.7%	9.4%

**Q4 Have you ever traveled outside of Laramie or Wyoming to attend a Cowboys and/or Cowgirls game or event?**

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
No	60.8%	67.5%	72.0%	63.6%	69.4%	56.7%	68.0%	72.8%	72.0%	62.8%	62.5%	68.1%
Yes, once	13.3%	11.4%	11.8%	11.5%	12.7%	23.5%	9.1%	10.5%	9.7%	12.4%	12.7%	8.0%
Yes, a few times	24.3%	19.7%	16.0%	23.5%	17.0%	19.8%	20.6%	15.9%	16.7%	23.2%	23.9%	23.3%
Yes, regularly	1.6%	1.4%	0.2%	1.4%	0.9%	0.0%	2.3%	0.9%	1.5%	1.6%	0.9%	0.6%
Overall Chi-Square Test												

**Q8** In the past two years, which Cowboys and/or Cowgirls sports have you watched in person, on TV, or streaming? *(Check all that apply).*

<b>Football</b>	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
In Person	46.0%	45.0%	35.4%	44.4%	41.9%	68.9%	49.1%	42.6%	48.6%	41.5%	29.9%	18.0%
On TV	63.9%	64.7%	56.9%	66.0%	59.2%	71.2%	55.7%	58.5%	55.9%	69.0%	68.1%	62.8%
Streaming	32.9%	34.1%	36.5%	36.2%	32.3%	51.7%	37.9%	35.0%	33.0%	33.6%	26.9%	20.1%
Online Highlights	26.3%	27.0%	23.1%	26.5%	25.3%	47.0%	38.0%	19.9%	21.5%	20.9%	19.9%	15.0%
Have not watched	17.6%	17.1%	20.4%	16.0%	20.1%	11.2%	15.9%	19.4%	20.1%	15.4%	19.8%	25.6%
<b>Men's Basketball</b>	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
In Person	19.9%	25.8%	14.3%	22.7%	19.9%	39.8%	25.5%	21.7%	17.1%	20.2%	14.9%	10.5%
On TV	36.0%	40.5%	30.7%	40.6%	33.1%	35.8%	32.0%	38.2%	29.4%	38.8%	45.3%	39.3%
Streaming	20.1%	22.5%	21.2%	26.1%	16.5%	30.5%	28.3%	21.5%	18.2%	21.1%	17.9%	10.3%
Online Highlights	10.9%	24.4%	15.7%	19.1%	17.5%	33.7%	22.4%	16.7%	11.9%	18.3%	14.7%	11.2%
Have not watched	44.4%	35.8%	45.9%	35.3%	46.4%	22.6%	40.4%	39.9%	52.6%	38.6%	41.5%	48.8%
<b>Women's Basketball</b>	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
In Person	15.8%	18.4%	9.7%	15.9%	15.3%	36.1%	15.2%	12.5%	15.3%	13.0%	11.6%	6.6%
On TV	27.9%	29.1%	23.2%	30.0%	24.7%	30.1%	23.4%	25.6%	23.6%	31.1%	31.8%	26.8%
Streaming	13.0%	18.9%	14.9%	19.4%	12.9%	17.9%	16.7%	13.0%	17.2%	18.6%	19.5%	8.4%
Online Highlights	11.4%	23.3%	15.4%	19.7%	16.0%	28.9%	27.2%	13.7%	10.9%	20.0%	13.6%	10.0%
Have not watched	57.4%	45.3%	53.7%	47.4%	54.5%	28.1%	51.9%	59.4%	55.2%	48.3%	50.3%	61.4%
<b>Other UW Sports</b>	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
In Person	17.4%	18.8%	7.9%	13.0%	19.0%	26.9%	11.9%	16.6%	22.4%	15.2%	12.1%	4.2%
On TV	18.6%	15.8%	15.5%	13.2%	20.0%	42.4%	11.9%	17.3%	13.4%	11.2%	12.3%	9.0%
Streaming	14.5%	16.2%	11.8%	13.5%	16.0%	25.8%	15.0%	17.7%	14.8%	11.8%	10.4%	4.7%
Online Highlights	14.6%	26.3%	18.9%	24.2%	17.9%	38.4%	34.8%	18.7%	13.0%	17.7%	14.4%	6.9%
Have not watched	57.8%	50.4%	57.2%	54.3%	54.0%	27.8%	45.7%	55.9%	52.1%	58.1%	66.3%	78.8%

## Fan Identity

### Q5 Would you describe yourself as a fan of the University of Wyoming Cowboys and/or Cowgirls?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Yes, an avid/involved fan	28.1%	23.8%	24.8%	27.4%	23.1%	24.8%	21.7%	30.4%	23.8%	28.1%	23.5%	24.0%
Yes, a casual fan	57.2%	64.2%	63.1%	59.8%	63.9%	63.3%	61.3%	54.2%	64.1%	64.2%	63.4%	63.8%
Not a fan	14.7%	12.0%	12.1%	12.7%	13.0%	11.9%	16.9%	15.4%	12.1%	7.7%	13.1%	12.2%
Overall Chi-Square Test												

### Q7 Do you consider yourself to be a fan of the following University of Wyoming Cowboys and/or Cowgirls programs? *(Check all that apply).*

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Football	85.3%	84.8%	81.6%	86.3%	82.1%	91.7%	81.3%	81.5%	83.0%	89.5%	81.4%	82.6%
	14.7%	15.2%	18.4%	13.7%	17.9%	8.3%	18.7%	18.5%	17.0%	10.5%	18.6%	17.4%
Men's Basketball	56.8%	62.9%	60.5%	<b>65.0%*</b>	55.7%	<b>74.7%*</b>	56.0%	63.6%	51.7%	65.0%	58.3%	55.1%
	43.2%	37.1%	39.5%	35.0%	44.3%	25.3%	44.0%	36.4%	48.3%	35.0%	41.7%	44.9%
Women's Basketball	49.6%	56.4%	47.6%	53.8%	50.9%	<b>65.6%*</b>	45.8%	47.8%	49.3%	59.0%	54.7%	45.4%
	50.4%	43.6%	52.4%	46.2%	49.1%	34.4%	54.2%	52.2%	50.7%	41.0%	45.3%	54.6%
Volleyball	37.2%	40.3%	38.6%	37.7%	40.3%	43.8%	<b>49.3%*</b>	34.9%	44.1%	45.3%	<b>31.3%*</b>	<b>15.1%*</b>
	62.8%	59.7%	61.4%	62.3%	59.7%	56.2%	50.7%	65.1%	55.9%	54.7%	68.7%	84.9%
Wrestling	21.4%	29.6%	28.4%	31.2%	22.2%	28.1%	26.0%	26.4%	31.6%	31.7%	26.4%	<b>11.7%*</b>
	78.6%	70.4%	71.6%	68.8%	77.8%	71.9%	74.0%	73.6%	68.4%	68.3%	73.6%	88.3%
Soccer	14.5%	18.9%	13.9%	15.6%	17.3%	12.8%	11.6%	<b>20.4%*</b>	<b>22.4%*</b>	<b>19.8%*</b>	16.1%	7.8%
	85.5%	81.1%	86.1%	84.4%	82.7%	87.2%	88.4%	79.6%	77.6%	80.2%	83.9%	92.2%



PUBLIC PERSPECTIVES ON UW ATHLETICS: UNIVERSITY OF WYOMING ATHLETIC DEPARTMENT SURVEY, 2025

Track & Field	12.1%	13.8%	16.5%	14.0%	13.7%	9.1%	7.8%	9.6%	<b>20.8%*</b>	<b>24.4%*</b>	15.0%	8.9%
	87.9%	86.2%	83.5%	86.0%	86.3%	90.9%	92.2%	90.4%	79.2%	75.6%	85.0%	91.1%
Cross Country	9.4%	10.1%	9.2%	11.0%	8.4%	6.2%	6.0%	7.5%	<b>14.8%*</b>	<b>16.0%*</b>	9.1%	7.8%
	90.6%	89.9%	90.8%	89.0%	91.6%	93.8%	94.0%	92.5%	85.2%	84.0%	90.9%	92.2%
Swimming & Diving	9.5%	15.7%	13.7%	11.6%	15.2%	7.7%	12.5%	11.9%	15.8%	<b>22.5%*</b>	11.0%	9.8%
	90.5%	84.3%	86.3%	88.4%	84.8%	92.3%	87.5%	88.1%	84.2%	77.5%	89.0%	90.2%
Golf	12.0%	17.1%	11.2%	<b>17.2%*</b>	11.1%	<b>20.5%*</b>	<b>20.6%*</b>	10.5%	12.8%	15.4%	10.0%	8.2%
	88.0%	82.9%	88.8%	82.8%	88.9%	79.5%	79.4%	89.5%	87.2%	84.6%	90.0%	91.8%
Tennis	9.5%	9.0%	5.9%	8.7%	8.3%	11.3%	11.0%	9.5%	8.3%	11.5%	3.3%	1.5%
	90.5%	91.0%	94.1%	91.3%	91.7%	88.7%	89.0%	90.5%	91.7%	88.5%	96.7%	98.5%
Rodeo	47.2%	44.0%	48.6%	43.2%	48.9%	57.0%	49.0%	46.8%	43.2%	48.5%	38.2%	36.8%
	52.8%	56.0%	51.4%	56.8%	51.1%	43.0%	51.0%	53.2%	56.8%	51.5%	61.8%	63.2%

**\*p<.05**

**Q14** Do you follow any Cowboys or Cowgirls programs, or their athletes on social media? (e.g., X/Twitter, Instagram, Facebook, TikTok, etc.)

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Yes, regularly	19.3%	17.1%	17.9%	14.4%	21.6%	49.4%	13.7%	21.9%	16.7%	13.1%	7.6%	5.0%
Yes, occasionally	26.1%	29.0%	27.1%	30.3%	24.9%	19.6%	44.8%	29.4%	21.7%	27.4%	25.0%	19.7%
No	53.2%	52.5%	53.0%	53.3%	52.3%	31.1%	41.5%	46.5%	60.7%	57.5%	64.3%	72.8%
Don't know/Not Sure	1.4%	1.4%	1.9%	1.9%	1.2%	0.0%	0.0%	2.2%	0.9%	2.0%	3.1%	2.5%
Overall Chi-Square Test				<b>p&lt;.05</b>								

**Q26** Did you, or anyone in your household, attend the University of Wyoming?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Yes, I did	38.8%	<b>41.1%*</b>	30.5%	38.2%	37.9%	62.3%	46.2%	39.7%	24.1%	35.9%	27.5%	32.3%
Yes, someone else did	39.6%	35.7%	29.1%	33.2%	37.8%	47.3%	23.1%	26.2%	38.0%	38.8%	46.1%	32.5%
No	33.3%	36.7%	<b>45.4%*</b>	39.4%	35.8%	13.6%	45.7%	43.5%	43.8%	34.7%	36.3%	40.6%
Don't know/Not sure	0.9%	0.3%	1.6%	0.5%	1.0%	0.0%	0.9%	0.0%	0.6%	1.8%	0.0%	3.0%

**Q27** Are you, or have you ever been, a member of the Cowboy Joe Club (donor to Cowboys and Cowgirls athletics)?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Yes, currently this year	3.9%	7.5%	3.6%	6.7%	4.3%	0.0%	7.4%	3.3%	7.1%	9.4%	4.7%	5.9%
Yes, in previous years but not now	7.3%	7.4%	9.0%	7.7%	7.8%	0.0%	4.0%	7.9%	4.7%	<b>13.8%*</b>	<b>10.7%*</b>	<b>13.2%*</b>
No	88.7%	85.1%	87.4%	85.6%	87.8%	100.0%	88.7%	88.8%	88.2%	76.7%	84.6%	81.0%
Overall Chi-Square Test						<b>p&lt;.01</b>						

*UW Athletics & State Identity***Q9** How important are the University of Wyoming athletic programs to the identity and reputation of the State of Wyoming?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Not at all important	9.6%	5.8%	5.9%	8.1%	5.7%	13.9%	7.1%	5.0%	6.7%	6.2%	6.9%	3.2%
Slightly important	6.9%	8.6%	8.6%	8.2%	7.9%	0.0%	10.3%	9.4%	12.0%	7.6%	7.4%	7.5%
Moderately important	18.6%	15.9%	18.5%	16.4%	18.3%	32.1%	10.8%	16.5%	16.9%	20.4%	13.9%	12.6%
Very important	27.8%	29.7%	24.7%	28.2%	27.8%	17.2%	28.7%	29.1%	24.4%	31.5%	32.9%	30.6%
Extremely important	28.4%	35.9%	35.8%	36.3%	30.6%	32.1%	34.4%	35.5%	34.7%	31.0%	33.4%	33.1%
Don't know/Not Sure	8.7%	4.2%	6.5%	2.8%	<b>9.6%*</b>	4.7%	8.8%	4.5%	5.3%	3.3%	5.4%	13.0%
Overall Chi-Square Test				<b>p&lt;.01</b>								

**Q10** To what extent do you agree: “The Cowboys and Cowgirls athletic programs are a source of pride for the state.”

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Strongly disagree	3.1%	4.1%	2.0%	3.7%	2.9%	5.6%	4.4%	2.7%	3.9%	1.6%	2.7%	2.8%
Disagree	4.0%	1.6%	1.4%	1.8%	2.8%	0.0%	2.9%	2.7%	2.6%	3.4%	1.7%	2.0%
Neutral	11.2%	9.1%	11.0%	10.3%	10.0%	8.6%	7.3%	13.1%	9.8%	8.9%	11.5%	12.1%
Agree	23.7%	<b>33.0%*</b>	23.0%	26.0%	29.9%	24.4%	27.2%	30.2%	30.4%	26.5%	28.5%	27.1%
Strongly agree	58.0%	52.3%	<b>62.7%*</b>	58.2%	54.3%	61.3%	58.3%	51.3%	53.4%	59.6%	55.6%	55.9%
Overall Chi-Square Test	<b><i>p&lt;.05</i></b>											

**Q11** To what extent do you agree: “The Cowboys and Cowgirls athletic programs enhance the visibility and prestige of the University.”

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Strongly disagree	3.9%	4.4%	4.7%	4.8%	3.8%	0.0%	4.4%	4.5%	5.7%	5.3%	5.1%	4.8%
Disagree	5.6%	5.6%	2.3%	6.4%	3.3%	5.6%	4.4%	4.4%	6.3%	6.2%	3.1%	4.2%
Neutral	19.2%	17.5%	15.3%	15.7%	19.5%	22.8%	20.5%	20.6%	18.8%	13.1%	13.9%	11.0%
Agree	31.5%	36.6%	34.5%	33.7%	35.5%	19.9%	34.6%	33.9%	41.4%	38.3%	35.6%	36.3%
Strongly agree	39.8%	35.9%	43.2%	39.5%	37.8%	51.7%	36.1%	36.6%	27.8%	37.1%	42.4%	43.6%
Overall Chi-Square Test	<b><i>p&lt;.05</i></b>											

*Branding***Q12** To what extent do you agree: “Josh Allen’s success has increased pride in and visibility of the Cowboys and Cowgirls athletic programs.”

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Strongly disagree	6.1%	1.3%	1.6%	3.5%	2.3%	0.0%	8.9%	0.6%	2.6%	1.7%	2.7%	3.6%
Disagree	3.4%	2.4%	0.3%	1.9%	2.7%	5.6%	3.1%	3.0%	0.6%	0.6%	1.3%	2.1%
Neutral	12.2%	10.5%	10.6%	10.3%	11.9%	5.4%	11.8%	13.0%	11.4%	10.7%	13.2%	11.0%
Agree	22.3%	21.7%	24.0%	25.6%	18.9%	22.8%	7.6%	17.5%	31.0%	26.5%	25.2%	30.6%

Strongly agree	56.0%	64.0%	63.5%	58.8%	64.2%	66.2%	68.6%	65.9%	54.4%	60.6%	57.6%	52.7%
Overall Chi-Square Test	<i>p&lt;.001</i>											

**Q13** To what extent do you agree: “The Bucking Horse & Rider logo is an important symbol of Wyoming and the Cowboys and Cowgirls athletic programs.”

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Strongly disagree	4.2%	3.4%	3.6%	3.1%	4.4%	3.6%	2.4%	2.9%	5.3%	3.8%	4.5%	3.3%
Disagree	0.5%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.4%	0.0%
Neutral	5.1%	5.7%	2.5%	5.8%	3.8%	5.6%	3.5%	7.9%	6.6%	3.9%	2.5%	2.5%
Agree	10.8%	11.4%	8.6%	9.4%	11.8%	5.6%	9.6%	5.6%	10.3%	11.6%	16.7%	16.6%
Strongly agree	79.3%	79.5%	85.3%	81.4%	80.1%	85.2%	84.4%	83.6%	77.0%	80.7%	75.9%	77.6%
Overall Chi-Square Test												

**Q28** Do you own any University of Wyoming Bucking Horse & Rider apparel or merchandise (e.g., shirts, hats, flags, car decals)?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Yes	82.9%	82.8%	76.6%	80.8%	82.1%	88.1%	79.5%	85.4%	83.1%	86.4%	73.9%	70.2%
No	17.1%	17.2%	23.4%	19.2%	17.9%	11.9%	20.5%	14.6%	16.9%	13.6%	<b>26.1%*</b>	<b>29.8%*</b>
Overall Chi-Square Test	<i>p&lt;.01</i>											

**Q29** Do you own apparel or merchandise specific to a Cowboys or Cowgirls sport (e.g., football jersey, rodeo gear)?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Yes, one sport	28.7%	23.7%	23.5%	22.2%	28.3%	<b>43.1%*</b>	20.3%	25.1%	23.3%	28.6%	17.7%	20.3%
Yes, more than one sport	18.2%	24.5%	19.6%	23.3%	19.5%	23.8%	18.0%	23.6%	19.6%	23.4%	24.4%	15.2%
No	52.4%	48.4%	54.3%	51.6%	50.2%	33.1%	56.8%	49.1%	55.6%	<b>44.7%*</b>	55.8%	62.0%
Don't know/Not sure	0.7%	3.5%	2.6%	2.9%	2.0%	0.0%	4.9%	2.1%	1.5%	3.3%	2.1%	2.5%
Overall Chi-Square Test	<i>p&lt;.01</i>											

## Funding & Investment

**Q15** How strongly do you support or oppose the use of state-appropriated funds to support the University of Wyoming Cowboys and/or Cowgirls athletic programs?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Strongly oppose	11.6%	9.0%	5.4%	10.4%	7.5%	15.9%	8.5%	7.2%	10.6%	7.2%	9.5%	4.4%
Oppose	6.9%	7.3%	6.7%	8.2%	5.8%	0.0%	9.5%	8.3%	8.9%	7.5%	8.1%	3.7%
Neutral	25.4%	29.3%	29.9%	25.3%	<b>31.4%*</b>	28.5%	38.4%	27.9%	26.9%	27.7%	23.9%	21.5%
Support	31.9%	34.1%	28.3%	33.5%	30.7%	40.0%	<b>16.6%*</b>	31.9%	31.7%	35.9%	34.3%	40.1%
Strongly support	19.4%	16.7%	21.9%	20.6%	16.7%	<b>7.9%*</b>	24.4%	18.7%	17.6%	19.7%	19.1%	21.7%
Don't know/Not Sure	4.7%	3.6%	7.8%	2.0%	<b>7.9%*</b>	7.6%	2.7%	6.0%	4.2%	2.0%	5.2%	8.6%
Overall Chi-Square Test				<b><i>p&lt;.001</i></b>		<b><i>p&lt;.01</i></b>						

**Q16** Would you support public funding for the Cowboys and Cowgirls athletic programs if the investment is expected to produce economic benefits (e.g., tourism, jobs, increased business)?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Oppose	9.7%	13.0%	9.4%	12.2%	10.1%	5.6%	<b>11.7%*</b>	15.3%	12.5%	11.4%	11.6%	6.8%
Neutral	27.0%	26.7%	22.0%	27.7%	23.7%	31.4%	<b>39.4%*</b>	17.6%	20.5%	23.0%	25.7%	23.3%
Support	51.3%	54.7%	53.5%	54.1%	52.6%	55.3%	<b>40.3%*</b>	56.3%	57.0%	57.7%	54.2%	53.8%
Don't know/Not Sure	11.9%	<b>5.6%*</b>	15.1%	5.9%	<b>13.6%*</b>	7.6%	8.7%	10.8%	10.0%	8.0%	8.4%	16.1%
Overall Chi-Square Test	<b><i>p&lt;.01</i></b>			<b><i>p&lt;.01</i></b>		<b><i>p&lt;.05</i></b>						

**Q17** Would you support or oppose a state-funded matching program to help renovate/build new Cowboys and Cowgirls facilities (with private donors contributing the rest)?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Oppose	15.0%	18.9%	14.5%	18.1%	15.3%	17.8%	14.9%	19.2%	23.7%	<b>13.9%*</b>	16.6%	8.1%
Neutral	31.1%	24.9%	26.4%	25.9%	28.5%	35.2%	37.5%	17.1%	18.5%	31.5%	25.2%	27.3%
Support	44.6%	49.8%	46.9%	<b>52.1%*</b>	42.9%	39.4%	45.7%	50.9%	46.1%	49.4%	49.1%	52.1%
Don't know/Not Sure	9.3%	6.3%	12.2%	3.9%	<b>13.4%*</b>	7.6%	2.0%	12.8%	11.7%	5.3%	9.1%	12.5%
Overall Chi-Square Test				<b><i>p&lt;.001</i></b>		<b><i>p&lt;.001</i></b>						

**Q18** To what extent do you agree: “Taxpayer funding of the Cowboys and Cowgirls athletic programs represents a good investment for the state of Wyoming.”

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Strongly disagree	12.2%	11.0%	8.4%	11.8%	9.7%	12.6%	14.4%	9.9%	13.2%	<b>5.9%*</b>	13.1%	4.6%
Disagree	13.3%	16.1%	16.2%	12.8%	18.1%	14.9%	18.2%	14.7%	19.1%	17.0%	10.4%	10.6%
Neutral	31.1%	25.4%	32.8%	28.1%	29.5%	<b>40.4%*</b>	28.0%	30.1%	23.8%	27.3%	24.8%	30.3%
Agree	31.7%	37.5%	30.1%	36.0%	32.0%	32.1%	30.2%	35.1%	31.2%	34.3%	37.5%	40.4%
Strongly agree	11.7%	9.9%	12.6%	11.3%	10.8%	<b>0.0%*</b>	9.2%	10.2%	12.7%	15.6%	14.2%	14.0%
Overall Chi-Square Test						<b><i>p&lt;.05</i></b>						

Since 2015, UW Athletics has received a \$5M annual appropriation that is used as matching funds for donations to Cowboy Joe Club (e.g., if a donor gives \$100, the state will provide an additional \$100 to match the gift). These funds are restricted to be used only for purposes such as recruiting, team travel, nutrition, and equipment; they are not permitted to be allocated toward salaries or capital construction.

**Q19a** To what extent do you agree that this is an appropriate use of state funds?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Strongly disagree	8.9%	8.5%	6.3%	8.1%	8.2%	10.6%	7.5%	7.6%	9.8%	6.3%	10.3%	3.9%
Disagree	7.9%	9.2%	9.9%	9.6%	8.2%	8.6%	5.2%	14.0%	11.2%	9.6%	6.6%	6.0%
Neutral	21.6%	17.5%	16.2%	18.8%	18.1%	6.8%	32.0%	12.1%	20.1%	16.4%	15.5%	26.5%
Agree	47.4%	45.1%	49.6%	46.5%	47.1%	74.1%	33.7%	43.0%	43.7%	47.0%	47.3%	45.9%
Strongly agree	14.2%	19.8%	18.1%	17.0%	18.4%	0.0%	21.6%	23.3%	15.2%	20.7%	20.3%	17.7%
Overall Chi-Square Test												

**Q19** Would you support or oppose increasing the state appropriated funding of the UW Athletics Department, as defined above, if it required no increase in taxes?

	Metro Core	Regional Hubs	Rural/Frontier	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Oppose	22.5%	29.5%	21.5%	27.6%	23.4%	22.5%	33.5%	25.5%	32.4%	22.9%	23.5%	<b>13.2%*</b>
Neutral	23.7%	22.9%	30.1%	25.7%	23.7%	39.1%	31.7%	14.5%	26.0%	20.5%	18.8%	28.4%
Support	46.0%	43.8%	38.8%	43.1%	43.6%	33.7%	31.8%	<b>49.5%*</b>	36.5%	<b>50.5%*</b>	<b>52.3%*</b>	<b>48.2%*</b>
Don't know/Not Sure	7.8%	3.8%	9.7%	3.6%	9.2%	4.7%	3.0%	10.5%	5.1%	6.1%	5.3%	10.2%
Overall Chi-Square Test	<b><i>p&lt;.01</i></b>			<b><i>p&lt;.05</i></b>		<b><i>p&lt;.001</i></b>						

