



Research Brief

Fall 2016 Roadrunner Mascot Survey

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Purpose of Brief

This brief summarizes the 1,060 responses received to the CHC Mascot Survey in fall 2016.

Summary of Findings

33% of respondents preferred the first new roadrunner design:



Respondents selecting this roadrunner design described it as **fierce, cool, professional, competitive, tough, strong, and simple**. Other respondents noted that it's "**facing the wrong way**" or doesn't resemble a roadrunner.






The third new roadrunner design was preferred by 24% of respondents.

Overview

Crafton Hills College (CHC) launched its athletics program in fall 2016 with women's golf. As the program plans expansion into swimming, men's golf, water polo and men's and women's tennis, the college was looking to adopt an official mascot with a collegiate and athletic design. Four new mascots were designed—two "animated" and two "stylized" in addition to the current design. This brief summarizes the results of the survey provided to the CHC community.

Methodology

In collaboration with the Marketing department, the Office of Institutional Effectiveness, Research, and Planning (OIERP) developed a two question online survey. Respondents selected from one of five designs: four new roadrunner designs and the current roadrunner mascot. Responses were coded as follows:

| | | |
|---|--|--|
| New Roadrunner 1  | New Roadrunner 2  | New Roadrunner 3  |
| New Roadrunner 4  | Current Roadrunner  | |

The new roadrunner designs were presented in a randomized order to eliminate bias, and the current roadrunner always appeared last. Respondents were also provided an opportunity to comment on all five designs. Emails with a link to the survey were sent to students, faculty, and staff on December 5, 2016 and the survey popped up automatically when a user visited the CHC website, www.craftonhills.edu. Responses were collected until December 15, 2016 and 1,060 valid responses were received.

Findings

Table I indicates which roadrunner mascot design respondents prefer. Thirty-three percent or one out of three respondents prefer the first new roadrunner design, 24% prefer the third new roadrunner design, and 20% of respondents prefer the current roadrunner design.

Table I. Roadrunner mascot preferences

| Mascot Design | No. of Responses | Percent of Total Responses |
|--------------------|------------------|----------------------------|
| New Roadrunner 1 | 348 | 32.8% |
| New Roadrunner 2 | 198 | 18.7% |
| New Roadrunner 3 | 256 | 24.2% |
| New Roadrunner 4 | 49 | 4.6% |
| Current Roadrunner | 209 | 19.7% |
| Total | 1,060 | 100.0% |

