

美國新墨西哥大學籃球賽 學生知覺態度和觀賞意願之調查

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摘 要

本研究報，乃是筆者在美國州立新墨西哥大學體育健康休閒運動系，選修運動市場研究課程的研究成果。本研究依據課程所介紹之知識內容和技術，規劃設計問卷詳細的內容，並進行調查工作，以研究新墨西哥大學學生對該校籃球賽知覺態和參與意願，並以此結果作為運動行政的參考。本研究調查自一九九二年三月至一九九二年五月止，在新墨西哥大學校園舉行。

本研究之主要目的：

1. 瞭解目前新墨西哥大學學生籃球賽人口分佈情形。
2. 瞭解什麼情況和因素影響學生參觀學校籃球賽意願。
3. 瞭解學生對本校籃球隊伍的態度。
4. 把調查研究發現，提供給新墨西哥大學運動行政系，作為改善市場之用。

本研究調查之所有資料，透過統計的分析與處理，將各因素間相互關係之研究結果做成結論，並藉新墨大的經驗以提供我國開發和提展大專院校籃球運動或職業籃球賽市場之建議。

結論與建議

結論：

1. 新墨西哥大學觀賞籃球賽學生比率，男生比女生多。
2. 新墨西哥大學觀賞籃球賽學生比率，正式生比選讀生多。
3. 新墨西哥大學觀賞籃球賽學生比率，大學部低年級生比高年級和研究一所有學生多。
4. 新墨西哥大學觀賞籃球賽學生比率，低年齡層的學生比高年齡層的學生多。

- 5.新墨西哥大學觀賞籃球賽學生比率，住校生或近校住宿的學生比居住偏遠區的學生多。
- 6.新墨西哥大學籃球賽，售票處設置的普及性及顯著性，對學生觀賞球賽的意願有正面的影響。
- 7.新墨西哥大學籃球賽之文宣工作、票價及購票的方便性，對學生觀賞比賽的意願有顯著的影響。

建議：

1.加強宣傳工作：

增加各種廣告文宣使學生更能察知比賽日期、售票地點和時間。籃球賽負責人首先要擴大宣傳比賽時間、地點及著名選手人物等資訊。如利用報紙等文宣工具，很顯眼的登載各項球賽訊息，使學生很容易察知門票的購買程序。在校園內籃球賽負責人應多宣導籃球隊選手，透過口訊告知喜愛籃球賽學生人口有關比賽的詳盡消息。校園內如：停車場、學生宿舍、學生活動中心、圖書館、體育館和其他學生聚會場所，或者是學生經常往來區域，廣貼球賽海報以增加學生本身察知的機會。利用小海報把賽程貼在體育系、休閒系和運動行政系等辦公室佈告欄，如此不斷繼續發佈球賽消息以提醒各地區學生注意，可喚醒學生的知覺程度。

2.減低學生購票成本：

提供學生團體優待票或學生折扣票，如此可增加學生團體的門票收入。鼓吹各種學生社團購買團體優待票社員一起觀賞球賽，團體票最大的優點是相識的人可以坐在一起觀賞比賽、一起加油並一起討論，以增加看球賽的趣味性及參與性。如此也可減輕遠道來觀賞球賽的票位問題。根據調查，球賽資訊問題及票價是觀賞球賽的主要因素和理由，故在購票方面提供學生團體優待票，如此不僅可以增加球賽資訊的散佈，也可提高學生觀賞球賽的人口。

3.提供郊區學生便捷的購票服務及交通工具：

為廣闢票源，承辦單位應考慮偏遠學生購票及交通方面的不便，球賽期間應在偏遠地區路線增設臨時專車，以方便家居偏遠交區的學生來校觀賞球賽。並委託郊區商店辦理售票服務。根據調查資料顯示，學生因交通工具的不便而無法達成願望來觀賞球賽已是一個不爭的事實。提供小型客車或便捷車會減少這些問題，在比賽前一、二天，上

下午各開一班便捷車來回（學生方便之搭車時間及地點再另外調查）。事務組也可利用載客小型車，做成醒目的廣告擴大宣傳活動，這種雙重有益的服務可解決學生交通不便之問題，同時也利用了有意義的商業宣傳行為來增加市場目標。

4. 增加並慎選醒目的售票場所：

在校園內最好應增設幾站球賽的售票處，售票地點不方便也經常影響學生觀賞球賽的意願，據本次調查研究發現，學生看球賽必須要到另一邊球場購票，非常的不方便，很容易降低觀賞的情緒並減低下一場球賽觀賞的動機。又有些售票處不夠顯眼醒目，學生不易察覺，若能在校園的Johnson體育館和學生活動中心設售門票處，對出售票數應可顯著的增加，因這兩個場所是學生平時常聚會的場所，車輛來往繁多方便又易尋找。

5. 對將來的建議：

應考慮增加區域性的球賽，不僅是屬於新墨西哥大學校際比賽節目，如：邀請北阿利桑那大學隊、南猷大州立大學等一流隊伍來校對抗賽，因這些隊伍旅途不遠花費不高。根據籃球賽觀眾參與球賽調查顯示，可仿照其他區域如田納西州立大學隊、緬因大學隊這些年參加匹茲堡區大學籃球聯賽，都會激起籃球觀賞人口的大量增加，故舉辦更多區域性隊伍來校比賽，會促進本校學生籃球運動的興趣和觀賞比賽的機會，唯有如此才能吸引更多的籃球觀眾來觀賞比賽。

6. 總結：

我國正當積極開發職業籃球賽和推展大專籃球聯賽之際，本份針對州立新墨西哥大學籃球賽市場問題調查及學生觀眾對球賽反應的研究報告，適可做為本國籃球運動市場開發及推展策略之借鏡與參考，並為我國未來籃球運動市場學研究之依據。

A SURVEY OF STUDENT PERCEPTIONS, ATTITUDES AND ATTENDANCE AT THE UNIVERSITY OF NEW MEXICO MEN'S BASKETBALL GAME

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ABSTRACT

In this work, attended the sport marketing research class to obtain the knowledge and the skills, design the questionnaire, examine the perceptions and attitudes as revealed in survey of selected The University of New Mexico students attendance at The University of New Mexico Men's Basketball Game enrolled in sport marketing program. The research work was implemented on campus at U.N.M. Albuquerque, N.M., beginning in March 1992 and ended in May, 1992.

The main purpose of the study are 1).to understand the demographics of the current student population at U.N.M., 2). to understand what kind of circumstances and factors influence student attendance at U.N.M. Men's Basketball Team. 4). to present the findings from the research to the Athletic Department of U.N.M..

All data are run on computer, computer center, U.N.M., used statistical through percent rate compute, analyze the relationship, draw conclusions from the research and make suggestions.

Executive Summary

Summary of the problem and purpose

Student attendance for the 1991-92 University of New Mexico Men's Basketball Team has decreased from previous years. The purpose of the study was to survey a representative sample of current University of New Mexico students on their attitudes concerning attending UNM men's basketball games.

Methodology

There was a total of 500 UNM students that were surveyed using a random stratified sample. The study was conducted on the UNM campus during regular class schedules at different locations on campus including the Main Library, the Student Center, the School of Medicine, and Johnson Center,

Findings

The Primary findings indicated that students are not attending games because of other schedule conflicts and due to a difficulty in obtaining tickets. It was discovered that the typical UNM student attendee is a male 22 year old or younger, full-time student living on or less than a mile from campus.

Conclusions and Recommendations

1. There is a need to increase pregame awareness of the schedule to pick-up tickets.
2. There should be a shuttle to aid students in transportation to pick-up tickets or tickets should be allowed to be acquired on campus.

Introduction

During the past few decades, the UNM Men's Basketball Team has been supported by the students of the University. Recently, the Athletic Department has noticed that student attendance has been decreasing from previous years. It is the perception of certain members of the University of New Mexico Athletic Department that there is an attitude of student apathy concerning the basketball program. According to the Athletic Director, the Problem With Student attendance can also be seen at other universities throughout the United States, but officials are unclear as to the reason for the drop-off in student attendance. In order to try and find an answer to the problem(s) locally, the Sports Marketing Research class

was asked to conduct research on the demographics and attitudes of the students at UNM.

The main purposes of the study were:

- 1.To understand the demographics of the current student population at the University of New Mexico.
- 2.To understand what kind of circumstances and factors influence student attendance at UNM men's basketball games.
- 3.To understand the students' attitudes concerning the Mens basketball Team.
- 4.To present the findings from the research to the Athletic Department of the University of New Mexico.
- 5.To draw conclusions from the research and make recommendations to the Athletic Department.

NETHODOLOGY

Subjects: There was a total of 500 student surveyed in the study, The breakdown included:(a) 28 freshman males and 32 freshman females, (b) 41 sophomore males and 49 sophomore females,(c)28 junior males and 32 junior females,(d) 46 senior maies and 54 senior females,(e) 51 graduate males and 59 graduate females, and (f)37 non-degree males and 43 non-degree females.

These students were selected using a stratified random sample which represents the percentages that made up the student body per enrollment data for 1991.

Instrument: A 45-item questionnaire was developed by the research team with suggestions and rscommendations from the~P0 instructor and members of the Athletic Department.

Plaec of Data Collection: The University of New Mexico Campus.

Dates of Data Collection: Throughout Match and april of 1992.

Data Analysis: Data Was analyzed by the team utiiliaing UNM computer services.

FINDINGS

A total of 500 UNM students were asked to respond to a questionnaire relating to their attendance of UNM Men's Basketball Games at the UNM Athletic Arena(The Pit). A stratified representative population was implemented based on(1) gender and (2) year in school of the students being surveyed to find a best representative sample population. Upon the completion of the questionnaires a simple frequency measure was obtained for each individual question on the survey. The SPSSX statistical software package was utilized to find cross tabulations that were significantly related in order to best categorize the student population attending UNM home game.

Analysis of the Frequency Results

There were eighteen questions that were asked in the survey instrument. Questions #1 and #2 related to student enrollment status and year in school. Questions #3 through #10 related to the attendance of the student at UNM home games. Question #11-#13 addressed acquisition of tickets for the games. Numbers 14 and 15 were associated with manners of travel to the games and the last three questions(#16-#18) were demographic questions relating to gender, age, and living proximity to campus.

The results to question #1 showed that 84% of the respondents were full time students at UNM. Question #2 addressed the year in school of the students. This question numerically showed that 93 freshman, 110 sophomores, 123 juniors, 79 seniors, and 86 graduate students answered the survey. The members of the surveying group controlled this student distribution to insure a representative population of the students on campus. Figures from the initial secondary information on the student body were obtained and percentages calculated to give the best representative population possible for the UNM campus in Albuquerque.

Question #3 reported that 44% of the students responding had attended a Lobo game before enrolling at UNM. It was reported in question #4 that half of the students in the survey (250) had attended a game last year. Of those students attending most reported attending six or more games, though the figure reported was not significantly larger than that of the students who attended only one game (61 students at 6 or more games compared to 49 students attending only one game in 1990-91) and the responses were fairly even across the board in relation to the number of games attended last year by the students (question #5)

The same questions were asked of the students relating to attendance at this year's games in questions #6 and #7. A slight increase was shown as 53% of the students in the survey reported attending a game this year. However, in question #7 it was reported that an identical number (58) of the students attended one game as did those attending more than six games. This shows a slight decrease in the number and percentage of those students attending more than six games during the 1991-92 season.

Questions #8-#10 were intended to find key behavioral responses to the study. The answers were designed to pinpoint why students presently attend UNM basketball games, why they do not, and why they have stopped attending if in the past they had been fans.

Question #8 found that 281 of the 500 respondents attended games because they enjoy watching college basketball. An additional 161 students in the survey reported attending in order to support UNM and the athletic program. These were the two overwhelming responses checked by the students. In the category of other reasons for attending, 1/3 of those students listed that they went to games because of the excitement of the Pit and the crowd.

Question #9 addressed the key reasons why fans did not attend UNM basketball games. The most frequently checked response was that work or family commitments made it too difficult (43%). However, the second most given reason for not attending was due to students not be-

ing informed far enough in advance to make efficient plans to attend games. In addition, lack of transportation and difficulty in obtaining tickets were significantly reported responses by those students who presently do not attend games.

The tenth question in the survey addressed the important issue of why students that attended games last years were not attending this year. Similar to question #8, the most often cited reason was due to new family or work commitments that now interfered. The second most frequently checked response and a very significant factor found in this study was that students simply did not know when, where, or how to pick-up tickets for games. This finding is a key issue to be addressed in our section on recommendations that will follow later in the report.

Relating to the findings in Question #11, questions #12-#14 questioned the students on the matter of if they were hearing about basketball games far enough in advance to make plans to attend. In addition, the survey intended to find if they had proper knowledge of how and where to pick-up tickets to the games. Importantly, 42% of the people repoding in the survey did not hear about the games enough in advance to make plans to attend games and did not know when or how to pick-up tickets. The two most frequently reported source of game information to the student were The Lobo and friends. In the open category, additional reponses indicate that the schedules that are distributed are a good source for students wanting to receive game information. Question #13 indicated that 20% of the students in the survey that konw how to pick-up tickets to games, still have problems in their ticket acquisitions. Frequently reported problems relate to uncertainty in the schedule of the ticket pick-up and the distance to the South Complex from campus. These are key findings to be addressed through our recommendations.

Quesitons #14 and #15 show that 56% of the students attend games with other students. Cars, either their own or friends, were reported by 89% of the students as the means of transportation to and from games.

The final three questions were demographic questions designed to get an indication of representation of the students involved in the survey. A fair representation of the overall campus population was located as 264 females and 236 males answered the questionnaire. The age of the respondents was asked in question #17, and though a somewhat high percentage of older students was represented as well. Finally, living location of the students in relation to proximity to campus was asked and it was found that the greatest number of respondents lived either on or 1-5 miles from campus.

Analysis of the Cross Tabulations

The five major areas that were tested in order to find relationship with attendance were: (a) gender of student, (b) enrollment status of student, (c) class classification of student in school, (d) age of student, and (e) living proximity of student to campus.

It was discovered that males were more likely to attend games this bases (meaning four or more games) as opposed to only 19% of the women who attended on a regular basis. In fact, 51% of the women had not attended a single game this year, while only 39% of the male students had not been to the Pit to see a game in the 1991-92 season.

Enrollment status showed that a much higher amount of full-time students had attended a game and were more frequent attendees than were part-time students. The figures show that 3 of 5 part-time students had not been to a single game this year, 20% less than that of the full-time figures.

By class classification and age of student it was easily determined that the younger students were more likely to attend and be regular attendees than the older, upperclass or graduate students. Underclassmen and students 22 years old and younger (many of whom fall in underclass classifications) attended the most games. On the other end of the spectrum, only 10% of the graduate students attended games regularly—opposed to 37% of the freshman. The overall evidence is that younger

students were much more likely to attend games this year.

The final cross tabulation showed that fans who lived ten miles or more away from campus were much less likely to attend games than those who lived nearer to campus. In fact, 64% of students living ten miles or more away from campus did not attend a single game, while only 34% of those on campus had not been to Universiyt Arena to see a game. On a regular basis, 34% of those who lived on campus or less than a mile away attended four or more games, while only 7% of those living ten or more miles from UNM went to four or more games this year.

CONCLUSIONS

It was concluded from the findings of this study that: (a)men are more likely to attend UNM basketball games than wonen, (b)full-time students attend more reglarly than do part-time stuednts, (c)underclass students attend more games than do upperclass and graduate students, (d)younger age students attend games more frequently than do older students, (e)students who live on campus or close to UNM attend more games then do students who live farther away, (f)there is a real and or perceived problem in ticket aveilability awareness, and(g)there is a real and/or perceived problem in the pick-up procedure by those students who attend and those studetns who do not attend games.

RECOMMENDATIONS

Findings from this study should be utilized to help increase student attendance at UNM Men's Basketball games. The Athletic Department of the UNM should help to achieve this result by (a)increasing game and ticket pick-up awareness through better promotion and (b)by making the ticket distribution process more student-customer orientated through additional services aimed at improving student ticket pick-up of tickets.

Recommendation 1

The first recommendation is that through increased advertising and publicity, students will be made better aware of game dates and ticket pick-up times. The Lobo was the number one reported source of information on upcoming games. We think the paper can also be used to heighten student awareness of ticket acquisition procedures. In addition to The Lobo, we recommend that additional campus means are used to inform the student population. Heavy campus traffic areas such as the dormitories, the student union, the library, Johnson Center, and other heavily passed locations by students should contain game and ticket information to increase awareness of the student body. Finally, the small schedules that are distributed by the Athletic Department have been shown in the research to be effective means of informing students of upcoming games. Therefore, their continued use is recommended and an increase in locations such as the areas previously mentioned is recommended.

Recommendation 2

The second recommendation is that group seating be reinstated allowing packages of up to twenty tickets to be allotted to an individual with the subsequent proper student IDs. This would increase groups such as fraternities, sororities, and other campus groups to attend games while being seated together. This would also significantly reduce some of the ticket problems associated with traveling to the South Campus. Friends were mentioned in the survey as the primary information source as well as a major reason for attending games. A procedure allowing one person to pick-up tickets for a group would help to increase the odds that more students would attend games together.

Recommendation 3

The third recommendation is to introduce on a temporary, intermittent basis a shuttle service to bring students to the South Complex for

the purpose of ticket pick-up. The problem of lack of transportation was often cited in the survey. A van or shuttle bus would greatly reduce this problem. It is proposed that two days and a day before the game, a shuttle will be run twice a day in the morning and afternoon (additional research can help to find the best times for students). There would be no cost to the students or the Athletic Department because the service would be donated through locale business. The business sector would in turn receive publicity from advertisements of the van and also in the basketball game programs. This mutually beneficial service would provide to students with transportation problems a easy way to get to the South Complex. It also would provide area business with a good means to increase their marketing goals.

Recommendation 4

The fourth and most important recommendation would be to move the ticket pick-up process to on campus. In the past this has been a fairly successful option. With the reported problems from the questionnaire by the students on getting to the South Complex, an on campus ticket pick-up becomes the most obvious way to eliminate those problems. The primary locations for ticket distribution would be Johnson Center and/ or the Student Union. These are two areas that could handle a ticket distribution process and are also easily identifiable and high traffic locations on campus.

Recommendations for Future Years

A recommendation for future consideration is to increase regional teams to the independent schedule, instead of teams with little or no identity to the UNM student and located far away from New Mexico. Schools such as Northern Arizona University and Southern Utah State University are now NCAA Division I basketball institutions. It would cost less in travel expenses and would heighten regional interest if these (or other) schools were included on the schedule in place of "no-name"

Results from Lobo Student Basketball Survey

1. What is your enrollment status at the University of New Mexico?
FULL TIME 417 PART TIME 83.
2. In what year of school are you at UNM?
Freshman 93 Sophomore 110 Junior 126 Senior 79 Graduate 86 ND
6
3. Before becoming a student here, had you ever attended a UNM basketball game? Yes 217 No 281
4. Did you attend any UNM basketball games last year?
Yes 250 No 249
5. If yes, how many games did you attend?
a. 49(1) b. 57(2) c. 37(3) d. 57(4) e. 61(6 or more) f. 237(none)
6. Have you attended a UNM game at the Pit this year?
Yes 264 No 235
7. If yes, approximately how many games did you attend this year?
a. 58(1) b. 46(2) c. 50(3) d. 58(4) e. 58(6 or more) f. 228(none)
8. Check all the reasons why you presently attend UNM basketball games.
 - a. 281 "I enjoy college basketball"
 - b. 42 "They are winners and I want to be associated with a winner"
 - c. 95 "All my friends go to the games and I want to be with them"
 - d. 20 "I enjoy the food at the games."
 - e. 72 "I enjoy watching the cheerleaders and the Chaparrals."
 - f. 161 "I wish to support UNM and its athletic program."
 - g. 71 "I feel as if I have nothing else to do in Albuquerque."
 - h. 59 Other
9. Check all the reasons why you do not attend UNM basketball games.
 - a. 42 "I simply do not like basketball."
 - b. 58 "They never do well enough as a team for me to get interested."
 - c. 18 "It is too crowded at the Pit for me to be comfortable."
 - d. 80 "I do not hear about the games in time to attend."

- e.213 "I have work of family commitments."
 f.114 Other
- 10.If you attended games last year but not this year, check the reasons why you are not attending. (If you attended games this year move to #11)
- a. 22 "I like last year's team better."
 b. 28 "I have less money to spend at games this year, so I do not go."
 c. 33 "I do not know where and when to pick up my tickets now."
 d. 22 "Early season losses caused me to have disinterest."
 e. 14 "I have read negative things about this year's team."
 f. 58 "I now have work of family obligations."
 g. 29 Other
- 11.Do you hear about upcoming games far enough ahead to make plans to attend games? YES 287 NO 209 If so, check the source that you hear from,about upcoming games at the Pit.
- a.190 The Lobo
 b. 95 Albuquerque newspapers
 c.118 television
 d.178 friends
 e. 41 Other
- 12.Do you know how and when to pick-up your Lobo tickets for basketball games? Yes 287 NO 207
- 13.Have you had any problems in obtaining tickets for games? Yes 98 No 381 If yes, please comment _____
- 14.14.Do you usually attend games with other students? Yes 280 NO 207
- 15.How do you usually travel to UNM basketball games at the Pit?
- a.279 own car
 b.163 friend's car
 c. 16 walk
 d. 19 other

16. Gender: Male 236 Female 264
 17. What is your age? (19 and younger) 99, (20-22) 183, (23-25) 86, (26-29) 60, (30 and over) 72.
 18. Do you live on campus? Yes 133 No 360 If not living on campus, how many miles do you live from UNM?
 a. 61 (less than one mile) b. 135 (1-5 miles) c. 85 (6-9 miles) d 86 (more than 10 miles from campus) e. 225 (I live on campus/or left blank.)

Year	Male	Female	Total
88-89	100	100	200
88-90	100	100	200
88-91	100	100	200
88-92	100	100	200
88-93	100	100	200
88-94	100	100	200
88-95	100	100	200
88-96	100	100	200
88-97	100	100	200
88-98	100	100	200
88-99	100	100	200
89-00	100	100	200
89-01	100	100	200
89-02	100	100	200
89-03	100	100	200
89-04	100	100	200
89-05	100	100	200
89-06	100	100	200
89-07	100	100	200
89-08	100	100	200
89-09	100	100	200
89-10	100	100	200
89-11	100	100	200
89-12	100	100	200
89-13	100	100	200
89-14	100	100	200
89-15	100	100	200
89-16	100	100	200
89-17	100	100	200
89-18	100	100	200
89-19	100	100	200
89-20	100	100	200
89-21	100	100	200
89-22	100	100	200
89-23	100	100	200
89-24	100	100	200
89-25	100	100	200
89-26	100	100	200
89-27	100	100	200
89-28	100	100	200
89-29	100	100	200
89-30	100	100	200
TOTAL	236	264	500

COMPARISONS OF LOBO BASKETBALL ATTENDANCE BY YEARS

	1987-88	1988-89	1989-90	1990-91	1991-92
total student attend	29,250	40,356	36,005	38,815	27,880
avg. student attend	1,950	2,242	1,895	2,043	1,394
high game	2,698	2,915	2,799	3,089	2,079
low game	920	1,215	1,358	1,427	881
tot. paid attend	257,976	269,622	271,225	263,941	239,860
avg paid attend	14,332	14,979	14,275	13,892	11,993
high game	15,621	15,766	14,891	14,440	13,429
low game	12,875	14,275	13,532	13,167	10,958

	15 gms	18 gms	19 gms	19 gms	20 gms
Web. St.					
Sp. Exp.					
Air. F					
WNMU					
Tenn. St					

	ARIZ	WK. FOR DETROIT	UTAH	NMSU
WNMU				
SP. EXP CENTEN				
MDESU				
ENMU				

TOTAL OF BASKETBALL ATTENDANCE BY YEARS

1987-1988

DATE	PAID ATTENDANCE	STUDENT ATTENDANCE
11-04-87	13,283	1,920
11-20-87	14,573	920
11-30-87	12,875	1,279
12-03-87	15,060	2,698
12-07-87	12,911	2,173
12-23-87	13,244	1,745
12-26-87	14,564	1,941
12-27-87	14,537	2,072
01-02-88	15,621	2,164
01-08-88	14,455	2,649
01-09-88	15,369	2,383
01-21-88	14,317	2,161
01-23-88	15,293	2,300
02-01-88	13,942	1,301
02-12-88	14,193	N/A
02-13-88	14,317	N/A
02-26-88	15,224	N/A
TOTAL	257,976	29,250

1988-1989		
DATE	PAID ATTENDANCE	STUDENT ATTENDANCE
11-14-88	14,275	1,214
11-19-88	15,047	1,971
11-26-88	15,169	1,856
11-27-88	14,376	1,930
12-03-88	14,543	2,301
12-08-88	14,739	2,915
12-17-88	15,022	2,711
12-27-88	15,731	1,556
12-28-88	15,766	1,738
01-05-89	14,909	2,558
01-07-89	15,010	2,567
01-26-89	14,716	2,725
01-28-89	15,231	2,505
02-09-89	15,428	2,491
02-11-89	14,888	2,553
02-12-89	14,876	2,565
02-22-89	14,677	1,883
03-02-89	15,227	2,311
TOTAL	269,622	40,356

1989-1990

DATE	PAID ATTENDANCE	STUDENT ATTENDANCE
11-13-89	14,089	1,670
11-18-89	14,194	2,056
11-24-89	14,891	2,083
11-25-89	14,287	2,204
11-28-89	13,909	2,363
12-08-89	14,124	2,799
12-18-89	13,532	1,377
12-22-89	13,906	1,496
12-23-89	14,201	1,591
12-27-89	14,548	1,358
12-30-89	14,784	1,522
01-04-90	14,626	2,149
01-06-90	14,271	2,186
01-27-90	13,941	1,513
01-30-90	14,638	1,852
02-15-90	14,283	1,706
02-17-90	14,153	1,841
02-22-90	14,314	2,044
02-24-90	14,533	2,202
TOTAL	271,225	36,005
1990-1991		
11-09-90	13,919	1,682
11-17-90	14,009	2,304
11-23-90	14,030	1,927
11-24-90	14,064	2,116
11-28-90	13,387	1,427
12-03-90	13,167	1,684
12-07-90	13,765	3,089
12-17-90	13,394	2,555
12-20-90	13,970	2,168
12-28-90	13,928	2,066
12-29-90	14,079	2,189
01-03-90	14,275	2,150
01-05-91	14,266	2,219
01-24-91	13,609	1,445
01-26-91	13,980	1,632
01-31-91	13,488	1,602
02-02-91	14,440	1,870
02-14-91	14,195	2,224
02-23-91	13,976	2,466
TOTAL	263,941	38,815

1991-1992

DATE	PAID ATTENDANCE	STUDENT ATTENDANCE
11-09-91	11,776	1,146
11-18-91	11,220	1,309
11-22-91	11,386	1,382
11-23-91	11,753	1,630
11-27-91	11,737	1,706
11-30-91	13,429	2,075
12-02-91	10,958	1,549
12-07-91	11,753	1,850
12-14-91	13,029	2,079
12-21-91	11,486	881
12-27-91	11,828	940
12-28-91	12,125	1,014
01-03-92	11,929	1,310
01-11-92	11,905	882
01-16-92	11,405	1,167
01-18-92	12,308	1,224
02-06-92	11,828	1,152
02-08-92	12,038	1,206
02-13-92	13,236	1,562
02-22-92	13,317	1,816
TOTAL	239,860	27,880

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