



EMORY  
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BEYOND



Collegiate Football

FANDOM ANALYSIS

ATLANTA FALCONS  
DEEP DIVE

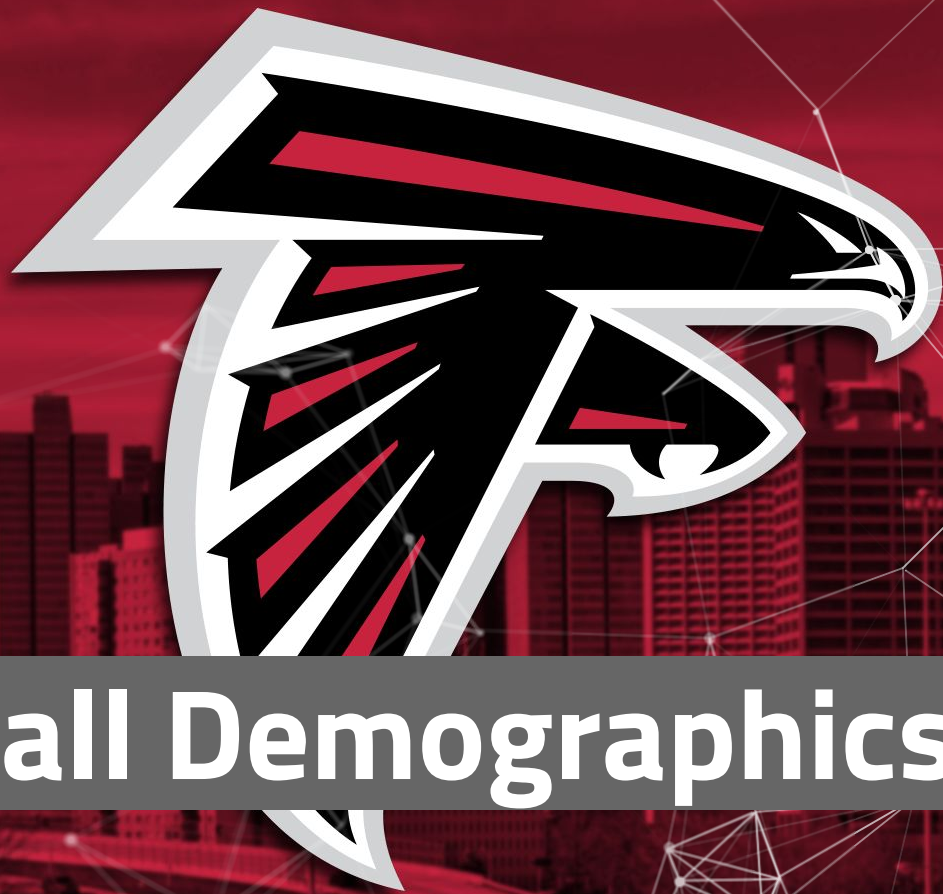
Hawkeye Consulting  
Meng Cheng, Julie Wang, Carl Xi, Danielle Zhao, Jie Zhu



# Agenda







# I. Overall Demographics



# K-Modes Segmentation Model

Cluster	Gender	Age	Education	Married	Children Under 18	Income	Race	Count
1	Male	45-54	Bachelor	Yes	No	Mid to high	White	566
2	Female	35-44	Advanced	Mixed	Mixed	Mid	African American	202
3	Female	55-64	Some College	No	No	Low	White	157
4	Male	35-44	Advanced	Mixed	No	High	African American	130
5	Male	35-64	Advanced	Yes	No	Mixed	African American	185



# ReGroup the 'Fans'

- 'On a scale of 1 to 5 (5 being the highest), rate your level of fandom for each of the following Georgia sports teams.
- 3 and above counts as a 'fan', Mutually Exclusive Groups
  - Only Falcons - 431
  - Falcons and UGA - 445
  - Falcons and GT - 224
  - Falcons, GT, and UGA - 602
- Examine Data in context of the Fan Groups and their Opinions of the Falcons



# Sub-Group Comparison

Group	Gender	Age	Education	Married	Children Under 18	Income	Race	Count
Falcon Only	0.577	44.719	17.081	0.592	0.356	141.047	White	320
Falcon + GT	0.741	46.017	16.820	0.672	0.349	165.436	White	172
Falcon + UGA	0.674	44.517	16.613	0.678	0.394	148.671	White	331
Falcon + GT + UGA	0.593	50.400	16.398	0.594	0.366	134.350	Mixed	400
Not Falcon	0.615	43.833	16.617	0.615	0.378	139.942	White	347







## II. Game Experience



# Willingness to Pay & Attendance

- % of Falcons Home Game Attendance
  - Falcons Only - 40% went to 0% (Highest)
  - Falcons+UGA+GT - 25% went to 100% (Highest)
  - Those that are invested on all 3 go to the most Home Games
- Attendance to See Opposing Team - Falcons
  - Falcons Only - 50% of time for the Falcons (Lowest)
  - Falcons & Falcons+GT - 3% for Opposing Team
  - Those that are invested in all 3 are there 68% of the time for the Atlanta Based Team
- Avg. Ticket Price Paid - Falcons
  - Falcons+UGA proportionally buy more \$100-\$149 tickets
  - Fans of all 3 proportionally spend more
- Avg. # of Tickets Bought Per Game - Falcons
  - Most bought across all groups is 2 tickets
  - Falcons+GT & Falcons+UGA+GT buy larger groups of 4-7+
  - Falcons+GT does not tend to buy bulks of 3

Avg. Ticket Price Paid

	F	F_UGA	F_GT	F_GT_UGA
\$100-\$149	17%	21%	15%	20%
\$150+	12%	13%	15%	19%
\$25-\$49	6%	3%	7%	6%
\$50-\$99	17%	18%	18%	21%
<\$25	3%	2%	3%	3%
No Answer	46%	42%	42%	30%

Avg. # of Tickets Bought Per Game

	F	F_UGA	F_GT	F_GT_UGA
1	8%	7%	7%	8%
2	32%	34%	33%	38%
3	3%	5%	1%	5%
4	6%	6%	11%	10%
5	0%	0%	1%	1%
6	0%	1%	1%	1%
7+	4%	4%	4%	7%
No Answer	46%	42%	42%	30%





# Initial Fandom & Branding

- Word Association to Falcons
  - All strongly associate 'Represents Atlanta'
    - However, those with collegiate, see it even stronger (60% vs 66%, 71%, 68%)
  - UGA see it much more family oriented than Falcons Only and GT (38% vs 28%, 33%)
  - Big gaps between Falcons Only and Collegiate Fans
    - 'Passionate' (27% vs 40%, 38%, 44%)
    - 'Fun' (39% vs 49%, 49%, 57%)
  - Overall, any fan with any collegiate fandom, associates the Falcons more on any of the words. Falcons Only had the lowest association proportion for all words.
- Factors for Initial Fandom
  - For Falcons Only & Falcons+UGA+GT, both strongly do because 'Players on the Team'
  - For Falcons Only, strongest one is based on 'Where I Currently Live'
- Sense of Community Felt (1-5) in Falcons
  - Falcons+UGA+GT, 40% gave a 5 vs (18%, 26%, 26%)

	F	F_UGA	F_GT	F_GT_UGA
Family Background	21%	31%	27%	22%
School/University	21%	44%	43%	31%
Friend	9%	9%	6%	12%
Players on the Team	44%	38%	39%	48%
Style of Play	32%	29%	32%	32%
Uniform/Logos	10%	9%	13%	14%
Where I Grew Up	45%	54%	60%	45%
Where I Currently Live	59%	54%	58%	52%

**Fans are looking for a place to belong, and truly believe that the Falcons give that 'team spirit' feeling that they may have felt in college**



# Game Day Aspects

Falcon's Games					
	F	F_UGA	F_GT	F_GT_UGA	
1	2%	1%	2%	2%	
2	5%	4%	4%	4%	
3	10%	12%	16%	9%	
4	15%	14%	16%	16%	
5	18%	23%	17%	26%	
No Answer 0.491879 0.458427 0.450893 0.340531561					

UGA Games					
	F	F_UGA	F_GT	F_GT_UGA	
1	0%	0%	1%	1%	
2	0%	1%	0%	1%	
3	1%	1%	1%	2%	
4	0%	8%	0%	6%	
5	0%	13%	0%	18%	
No Answer 0.974478 0.570787 0.977679 0.720930233					

GT Games					
	F	F_UGA	F_GT	F_GT_UGA	
1	0%	1%	2%	2%	
2	1%	1%	4%	4%	
3	1%	1%	12%	12%	
4	0%	0%	15%	15%	
5	1%	0%	17%	17%	
No Answer 0.962877 0.966292 0.5 0.					

- How Much You Enjoyed the Games (1-5) - Falcons
  - Falcons Only fans do not tend to go to University Games in person
  - Falcons & Falcons + GT get about the same amount of enjoyment from their prospective games
  - Falcons+UGA fans enjoy UGA games a lot (maybe something to learn there?)
- Typical Travel Mode
  - Across all 4 groups, Cars are 1st, Public Transportation is 2nd
- Most Important Impact on Experience (Non-Sports Element)
  - Transportation/Parking
    - Especially for GT
  - Falcons Only cares the most about Concessions
- Rate the following game aspects on a scale of 1-5 (5 being highly important), on its importance to you in terms of whether or not you attend games
  - Top 3 for all: Ticket Price, Atmosphere, and Having a Good Seat
    - Falcons Only had Ticket Price as #1, everyone else has Atmosphere as #1
    - Collegiate Fans care about Winning Team
- Please rate the following factors (5 being high impact) in terms of how likely they are to deter you from attending a game?
  - 1) Finding a ticket at a fair price, 2) The food and drinks are too expensive, 3) Hitting traffic on the way to the game, 4) Watching my team lose, 5/6) Waiting in line to get food and drinks, 6/5) Waiting in line to get into the game

	F	F_UGA	F_GT	F_GT_UGA
Concessions	32%	28%	23%	20%
Halftime Show	6%	4%	3%	9%
In-Stadium Sponsorships/Promotions	5%	8%	6%	9%
Team Merchandise Store	4%	3%	3%	4%
Transportation/Parking	34%	36%	48%	36%
No Answer	0.190255	0.217978	0.165179	0.227574751





# III. Gambling Affinity





# Which sports team is considered 'risk-taking' for Falcons Only football fans?

	Braves	Hawks	Falcon	United	Dream
Risk-taking?	9.51%	14.61%	15.54%	35.26%	3.94%
Conservative?	32.25%	11.36%	15.77%	4.40%	4.40%

- United is considered highly risk-taking
- Braves is considered conservative
- Falcon is considered moderately risk-taking

It will not be surprising to see the highest gambling rate among United fans instead of Falcon fans



## Gambling

	F_ONLY	F_GT	F_UGA	F_GT_UGA
Traditional Gambling	10.94%	13.88%	13.45%	10.88%
Fandom Formation (5 being highest)	1.53	1.66	1.64	1.81

- Falcons Only and Falcons+GT+UGA have similar lower gambling percentages, while Falcons+GT and Falcons+UGA have similar higher gambling percentages.
- Gambling doesn't play an important role in fandom formation.

## Fantasy Football

	F_ONLY	F_GT	F_UGA	F_GT_UGA
Participation Rate	72.21%	64.24%	60.47%	70.60%
Seasonal	32.44%	40.00%	39.16%	32.34%
Daily	1.78%	3.33%	2.67%	2.50%
Fandom Formation	2.035	2.088	2.254	2.705

- Falcons Only and Falcons+GT+UGA have similar lower fantasy participation rates, while Falcons+GT and Falcons+UGA have similar higher fantasy participation rates.
- Very small number of people participate in daily fantasy football.
- Fantasy Football plays an unimportant role in fandom formation.



# Summary

- Falcons fans are moderate risk takers.
- Falcons Only and Falcons+GT+UGA have similar gambling patterns, while Falcons+GT and Falcons+UGA have similar patterns. This might be due to the fact that Falcons+GT and Falcons+UGA are more likely to be college students.
- Compared with regular gambling, fantasy football contributes to a little bit more to fandom formation, but both of them are not considered crucial in fandom formation.







# IV. eSports



# Distribution Analysis

How often do you play video games?				
	F+GT+UGA	F+GT	F+UGA	F Only
Never	58.86	56.45	56.13	55.46
Less than once a month	14.22	13.44	15.95	18.97
Once a month	8.10	4.30	5.98	4.31
Multiple times a week	7.66	9.68	8.83	8.91
Once a week	6.35	10.22	7.12	6.61
Everyday	4.16	5.38	5.70	5.17
More than once a day	0.66	0.54	0.28	0.57

What types of video games do you play?				
	F+GT+UGA	F+GT	F+UGA	F Only
Fighting	4.12	0.93	1.45	2.52
First-person shooters	5.15	11.21	14.49	7.14
MO Battle Arena	2.41	1.87	3.38	1.26
Other	34.02	31.78	24.15	37.82
Racing	6.19	0.93	6.76	2.52
Real-time strategy	5.15	3.74	5.80	4.62
Role playing game	3.44	10.28	6.76	5.88
Sports	39.52	39.25	37.20	38.24

Hours of Video game Played				
	F+GT+UGA	F+GT	F+UGA	F Only
1-2 hours	45.74	50.00	51.63	47.37
2-3 hours	13.83	13.75	14.38	12.50
3-4 hours	3.72	3.75	3.92	3.29
4-5 hours	3.19	3.75	1.31	1.32
5+ hours	1.06	0.00	0.65	0.00
Less than an hour	32.45	28.75	28.10	35.53

How interested are you in esports? (1-5)				
	F+GT+UGA	F+GT	F+UGA	F Only
1	51.68	64.20	60.19	66.03
2	9.56	8.02	11.46	8.57
3	14.47	9.26	12.10	10.79
4	9.04	9.88	7.64	7.62
5	15.25	8.64	8.60	6.98

How often do you watch esports?				
	F+GT+UGA	F+GT	F+UGA	F Only
Everyday	5.37	1.65	2.31	1.47
Less than once a month	11.63	8.79	10.09	8.50
More than once a day	2.24	0.00	0.58	1.76
Multiple times a week	12.30	8.79	6.92	5.87
Never	59.73	73.08	72.62	74.19
Once a month	5.59	4.40	4.32	5.28
Once a week	3.13	3.30	3.17	2.93



# Average & Correlation Analysis

	Correlation Matrix				Average Matrix			
	F+GT+UGA	F+GT	F+UGA	F Only	F+GT+UGA	F+GT	F+UGA	F Only
How often do you play video games? (0-6)	-0.0264	0.0266	-0.0028	-0.0348	1.0481	1.2151	1.1481	1.1236
Hours of Video game Played (0-5)	-0.0058	0.0152	0.0229	-0.0455	1.0266	1.0375	1.0065	0.8750
How interested are you in esports? (1-5)	0.1123	-0.0038	0.0058	-0.1040	2.2661	1.9074	1.9299	1.8095
How often do you watch esports? (0-6)	0.1227	-0.0245	0.0145	-0.0821	1.2170	0.7088	0.7089	0.6921
YouTube	0.1055	0.0757	0.0351	-0.1043	0.1080	0.1071	0.1011	0.0673
Twitch	-0.0614	0.0989	0.0342	-0.0494	0.0183	0.0580	0.0404	0.0255
Mixer	0.0342	-0.0371	0.0779	-0.0542	0.0066	0.0000	0.0090	0.0000
Facebook	0.0637	-0.0372	0.0606	-0.0787	0.0482	0.0179	0.0404	0.0255
ESPN	0.1595	-0.0877	0.0101	-0.0705	0.2209	0.1205	0.1236	0.1206
Turner/eLeague	0.0094	0.0141	0.0446	-0.0532	0.0166	0.0134	0.0180	0.0093







# V. Consumption



# Team-related Merchandise Purchase

- Falcons apparel (hats, jerseys, t-shirts, etc.) purchase rate
  - Falcons Only - 67% own an apparel of Falcons (Lowest)
  - Falcons+UGA+GT - 81% own an apparel of Falcons (Highest)
  - College Football Fans are much more passionate about team-related apparel
- Key Motivations for Team-Related Merchandise Purchase
  - Pricing and Team Performance are top two factors for all types of fans
  - Falcons+GT - 25% care about team colors/uniforms/logos (Highest)
  - Falcons+GT - 38% care about sense of community (Highest)
  - Falcons+UGA - 42% care about important games (Highest)
- Display order of team merchandise store as an important non-sport elements of the game
  - Falcons Only - 19% not important, 53% out of top 3 (Highest)
  - College football fans - 50%+ consider as top 3

Purchase Rate	
F_ONLY	67%
F_GT	78%
F_UGA	75%
F_GT_UGA	81%

	F_ONLY	F_GT	F_UGA	F_GT_UGA
The team playing in an important game	36%	38%	42%	38%
A discount on merchandise when you purchase a ticket	59%	58%	57%	59%
A stronger sense of community around that team	32%	38%	31%	28%
Improved team performance	47%	60%	56%	52%
Improved team colors/uniforms/logos	20%	25%	18%	17%
Exciting new players	29%	30%	33%	32%
Other	10%	11%	8%	8%

	F_ONLY	F_GT	F_UGA	F_GT_UGA
1st	16%	13%	19%	19%
2nd	14%	18%	17%	18%
3th	17%	21%	18%	15%
4th	18%	17%	16%	17%
5th	16%	17%	15%	15%
Not Important	19%	15%	15%	15%



# Digital Consumption

- Preferred method of game consumption
  - Falcons +GT +UGA - 43.9% prefer in-person(Highest), 24.3% prefer TV at home(Lowest)
  - Falcons +GT - 7.6% prefer restaurant/bar(Highest), 2.7% prefer stream online(Highest)
  - College football fans show more preference on Restaurant/Bar and less preference on TV at home
  - Conflict in stream online
  
- Atlanta Falcons mobile apps rating (only consider those who response to this question)
  - College football fans have higher ratings
  - Falcons +GT+ UGA - 84% rate 4/5(Highest)

	F_ONLY	F_GT	F_UGA	F_GT_UGA
In-person	30.6%	32.6%	33.9%	43.9%
Radio	0.2%	0.4%	0.4%	0.7%
Restaurant/Bar	3.9%	7.6%	4.3%	5.5%
Stream on Mobile Device	0.5%	0.0%	0.2%	0.5%
Stream Online	1.6%	2.7%	0.4%	0.7%
TV at home	40.8%	35.3%	37.8%	24.3%
No Answer	22.3%	21.4%	22.9%	24.6%

	1	2	3	4	5
F_ONLY	3%	7%	24%	41%	25%
F_GT	2%	4%	27%	30%	37%
F_UGA	2%	4%	21%	38%	35%
F_GT_UGA	1%	1%	14%	32%	52%





# Digital Consumption

- Social Media Following Rate
  - UGA fans have the lowest following rate
  - Falcons +GT - 58% following rate(Highest)
  
- Average Score of Likelihood on following favorite sports teams on below platforms
  - Facebook and Instagram have the highest score for all types of fans
  - UGA fans show higher score on Snapchat - 1.85/2.07
  - GT fans show higher score on Fan Run Web Pages - 2.69/2.78
  - Falcons +GT - overall lowest willingness of social media engagement, higher on twitter, message boards and fan run web pages
  - Falcons +GT +UGA - overall highest willingness of social media engagement

Following Rate	
F_ONLY	51%
F_GT	58%
F_UGA	36%
F_GT_UGA	31%

	F_ONLY	F_GT	F_UGA	F_GT_UGA
Facebook	3.41	3.35	3.69	3.74
Fan Run Web Pages	2.22	2.69	2.36	2.78
Twitter	2.90	3.06	2.92	2.87
Message Boards(e.g. Reddit)	2.00	2.18	2.16	2.36
Instagram	3.16	3.02	3.37	3.27
Snapchat	1.63	1.64	1.85	2.07



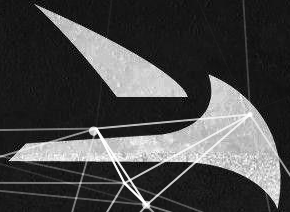
# Thank You!

Q&A

■ Email [jie.zhu@emory.edu](mailto:jie.zhu@emory.edu)



# Appendix





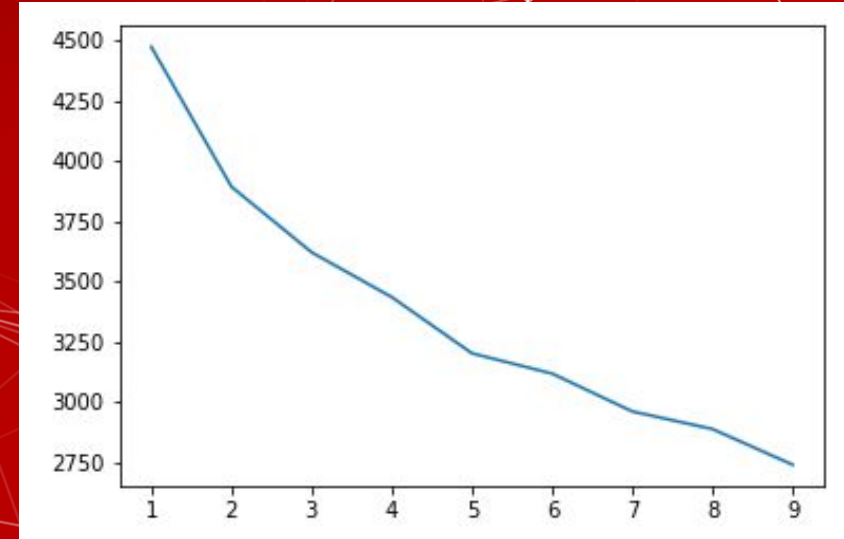
# Segmentation Preparation

- Variables

- Gender
- Age Group
- Education Level
- Marital Status
- Children Under 18
- Income Range

- Optimal K

- Use Elbow method to determine optimal K
- Optimal K = 5





# Variable Preparation

- Convert categorical variables to numeric ones

- Gender
  - 'Male' = 1
- Age Group
  - '25-34' = 30
- Education Level
  - 'Bachelor' = 16
- Marital Status
  - 'Yes' = 1
- Children Under 18
  - 'Yes' = 1
- Income Range
  - '25000-49999' = 50

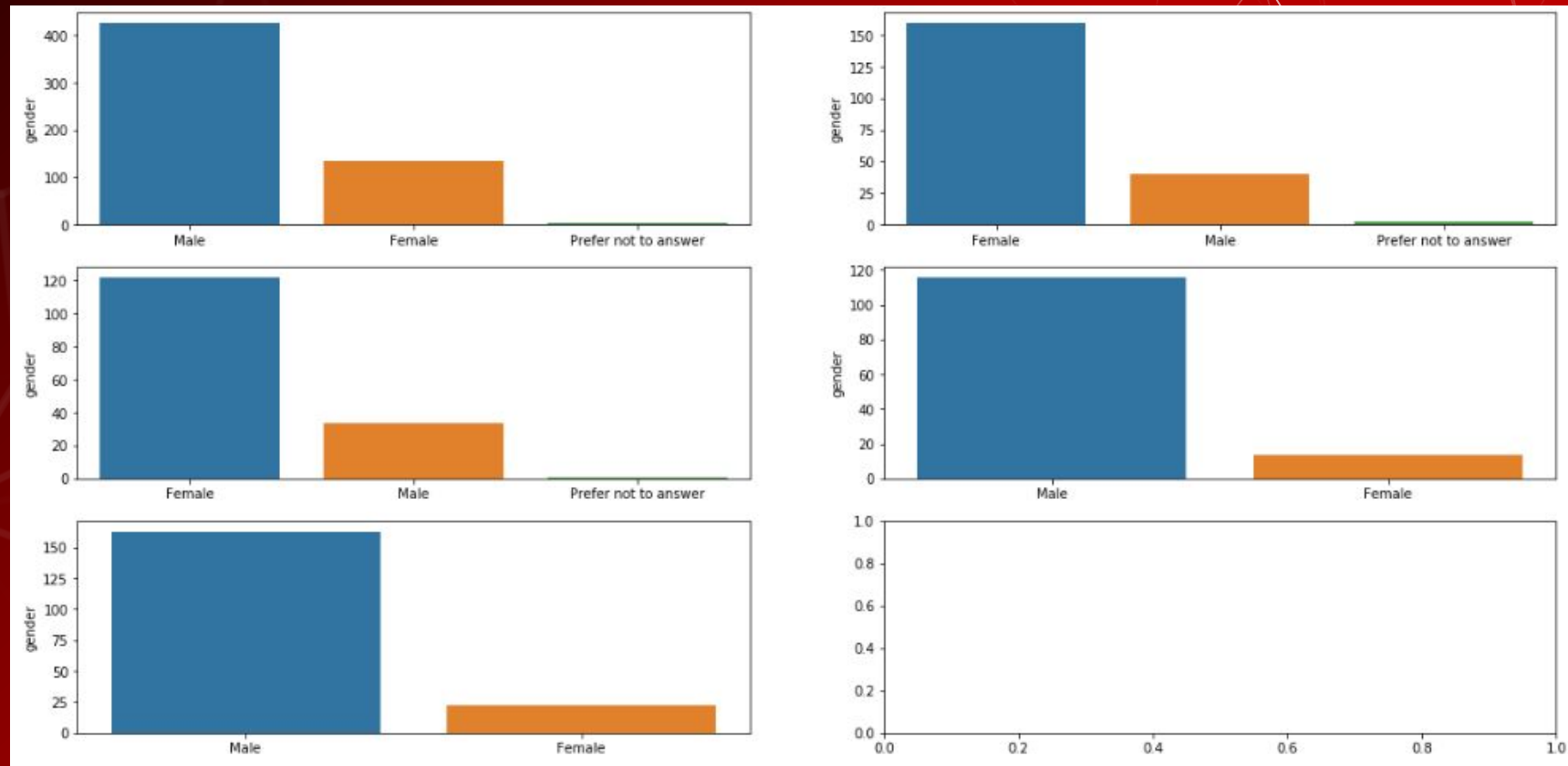
- Calculate mean value for these variables

- Compare statistics across different groups

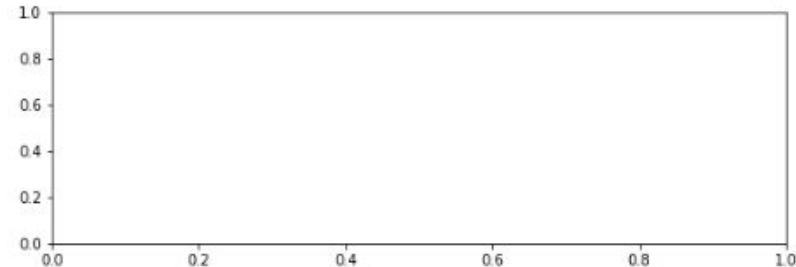
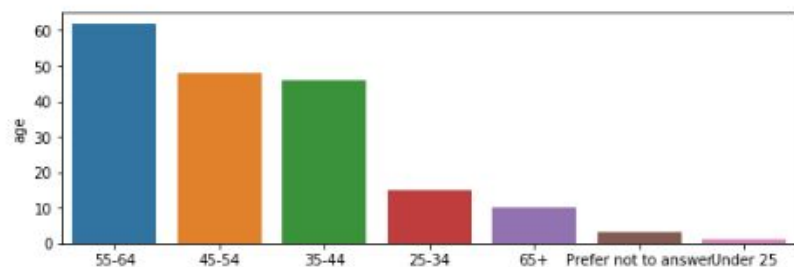
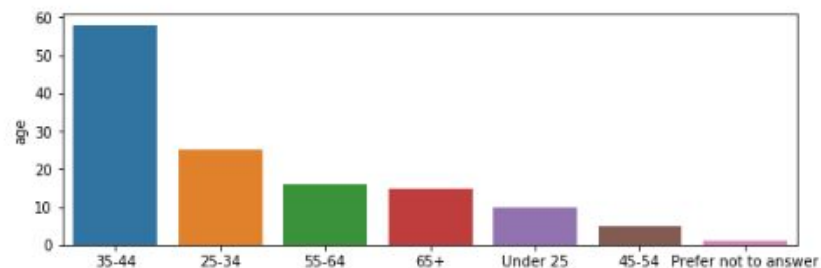
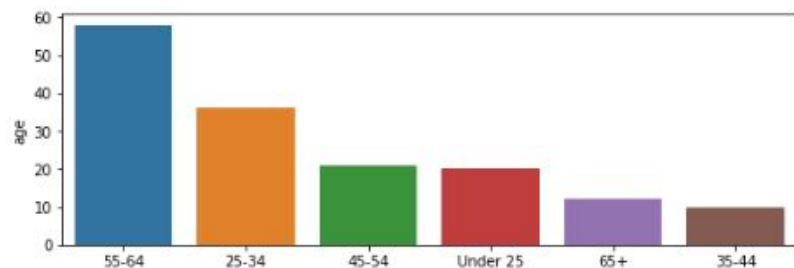
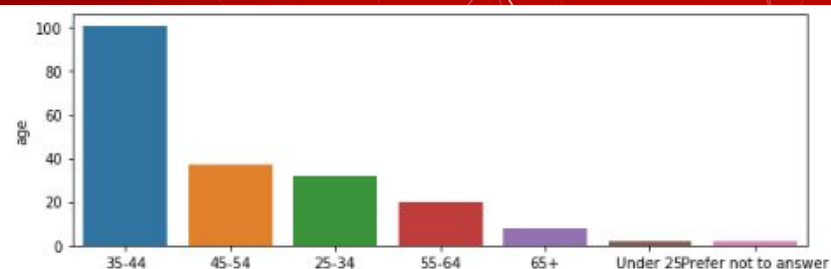
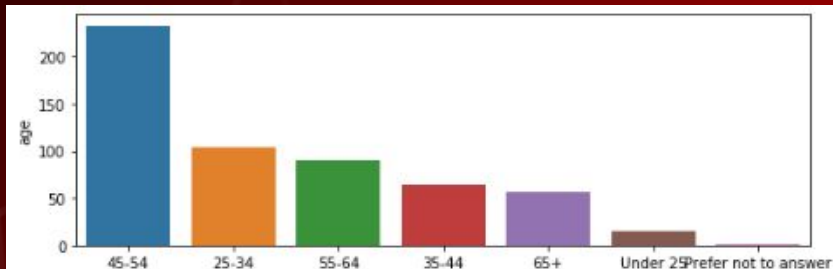
- Falcon Fan Only
- Falcon and GT Fan
- Falcon and UGA Fan
- Falcon, GT and UGA Fan
- Not Falcon Fan



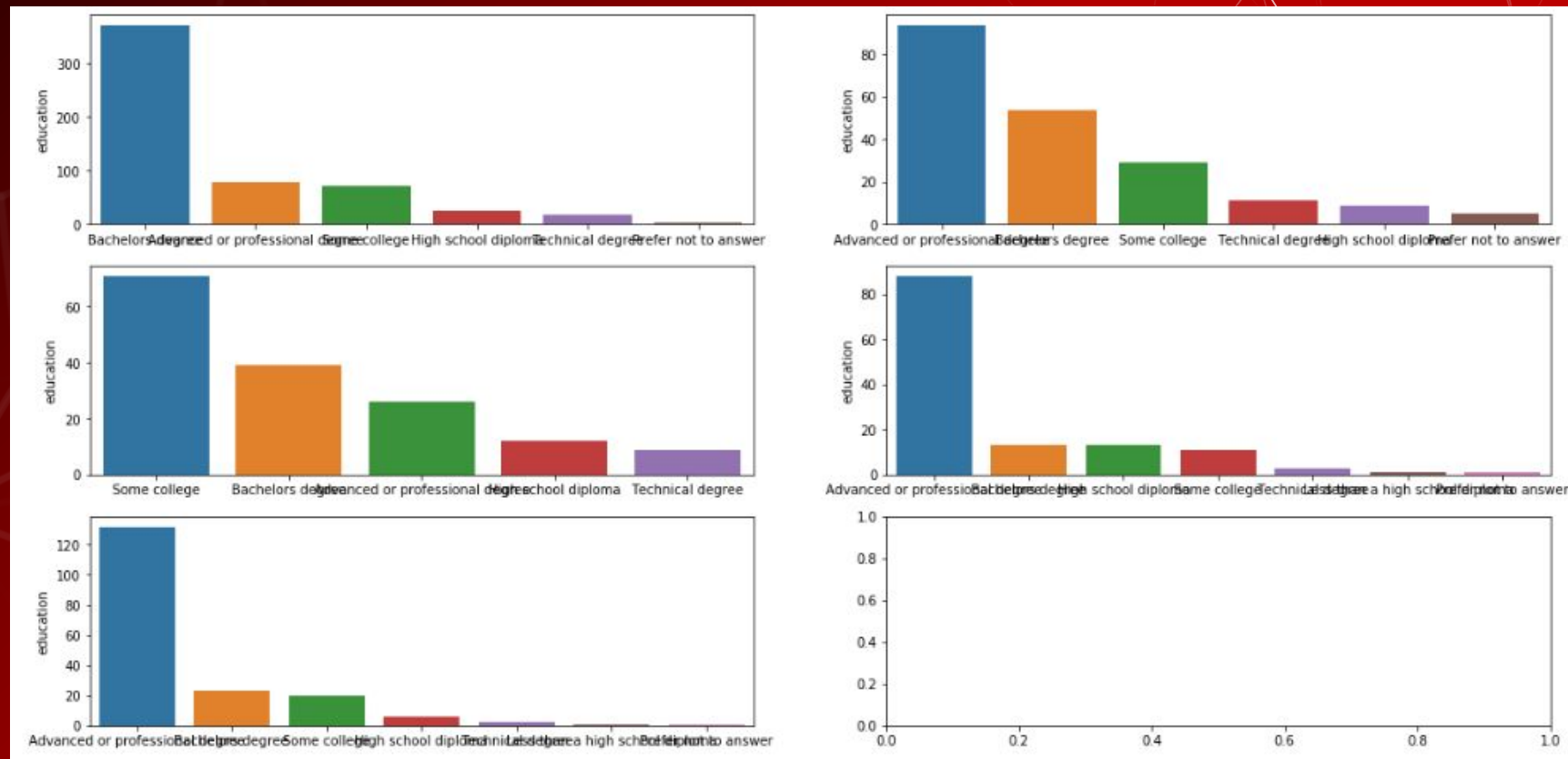
# Overall Segmentation Results



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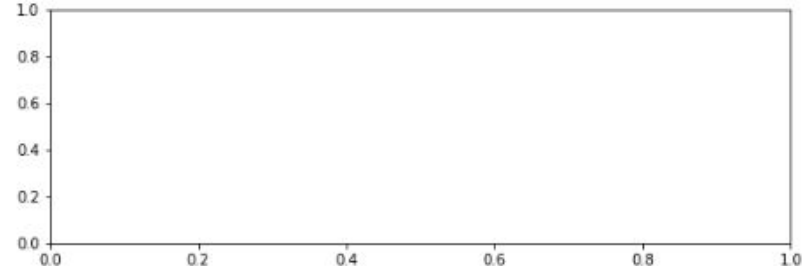
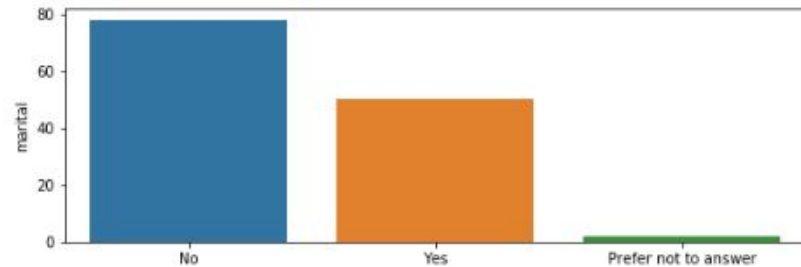
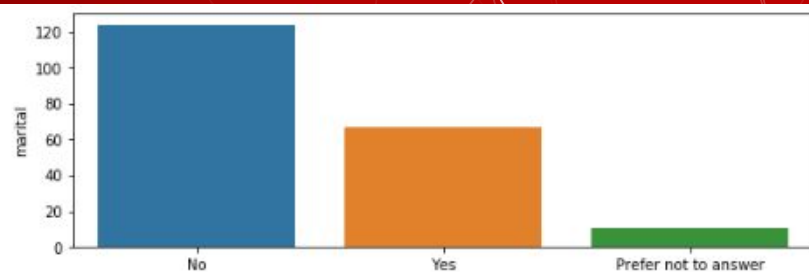
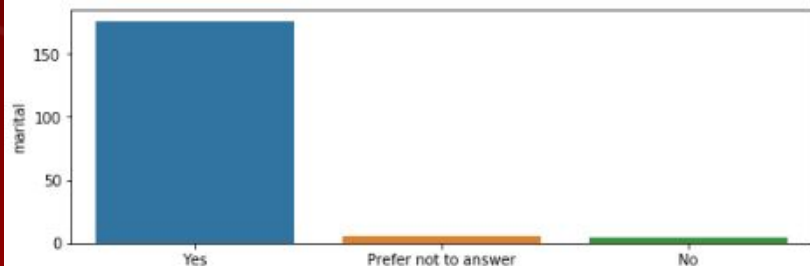
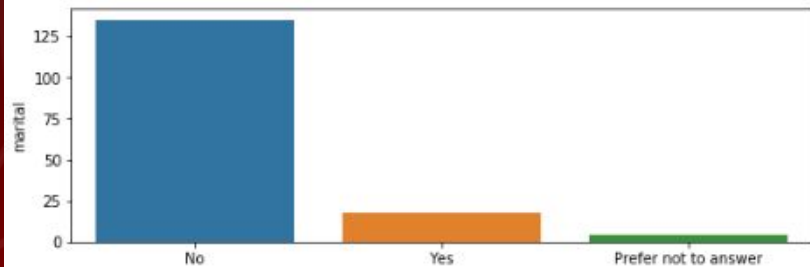
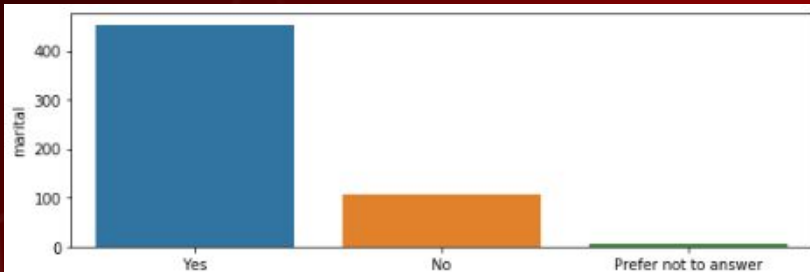


# Overall Segmentation Results

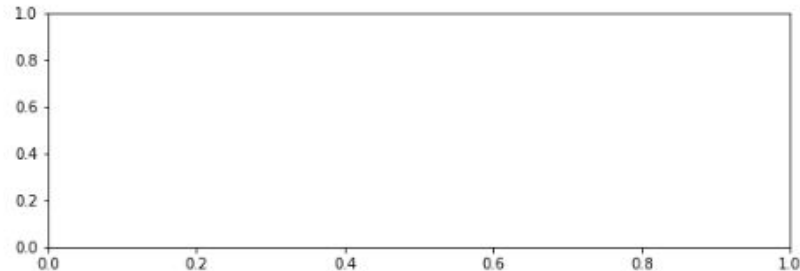
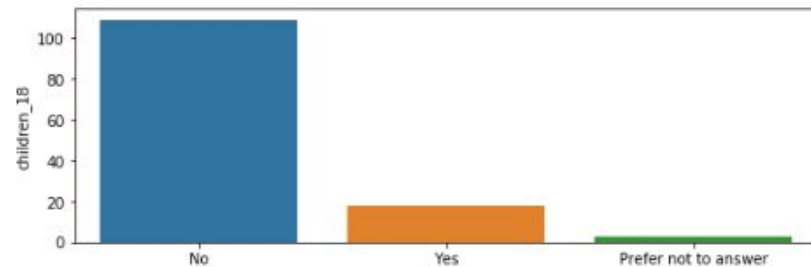
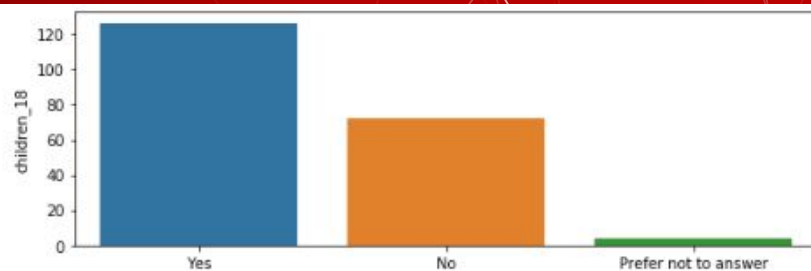
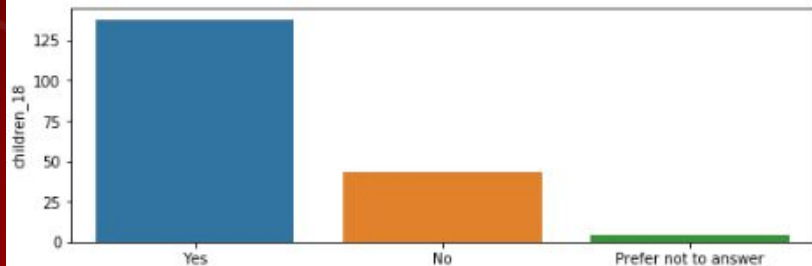
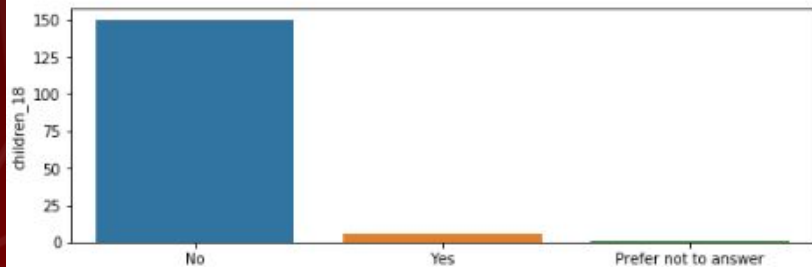
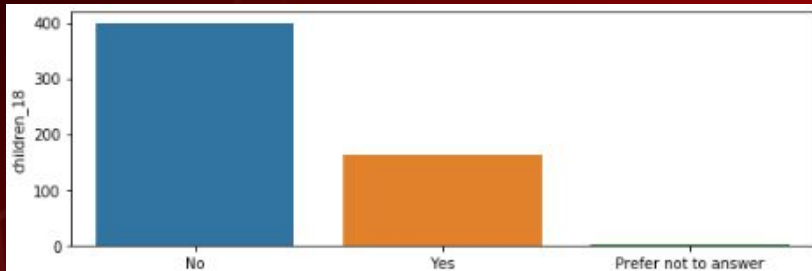




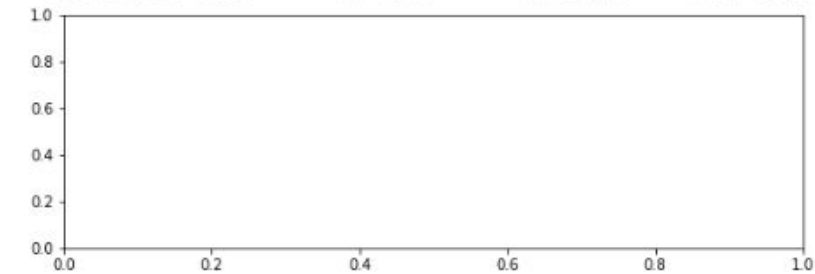
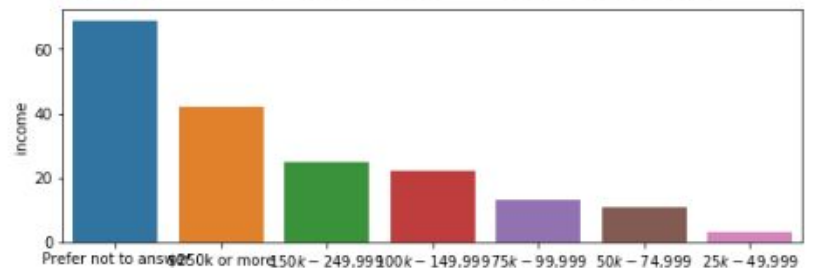
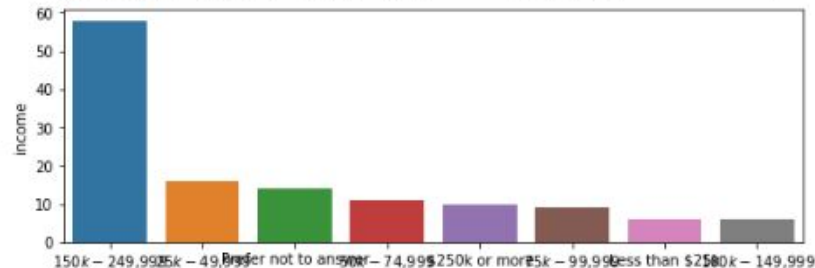
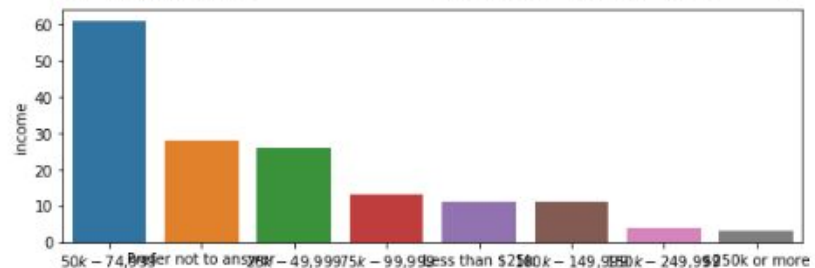
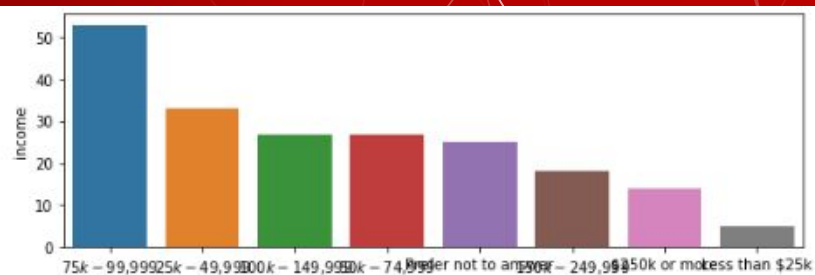
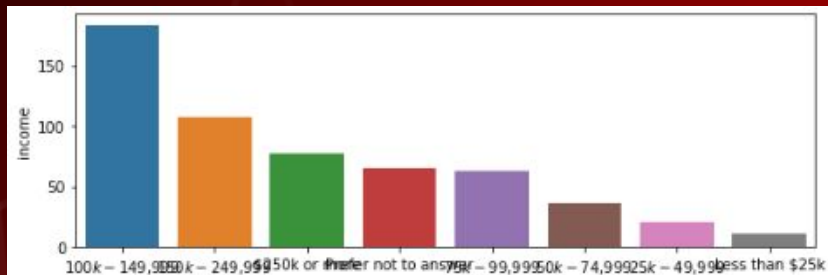
# Overall Segmentation Results



# Overall Segmentation Results

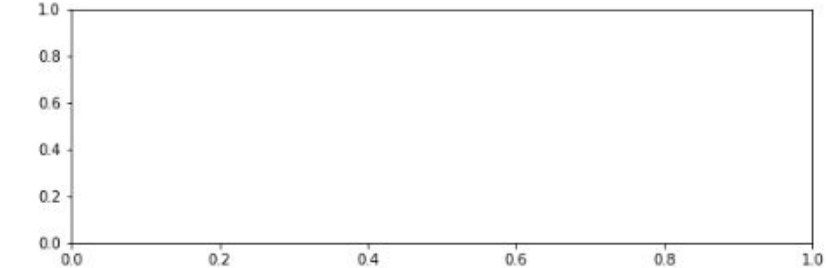
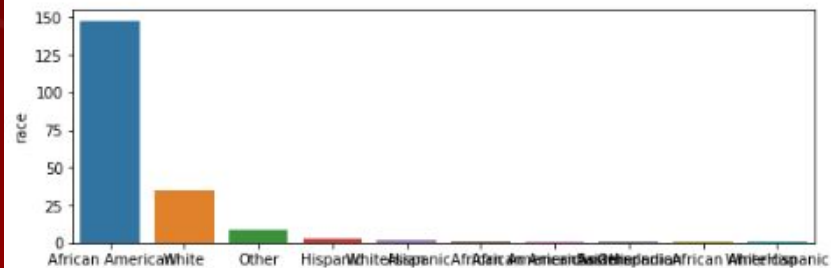
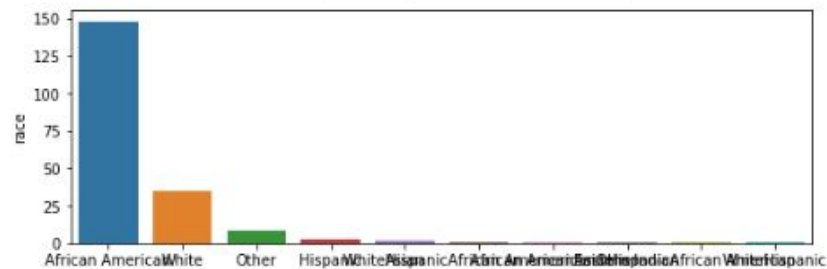
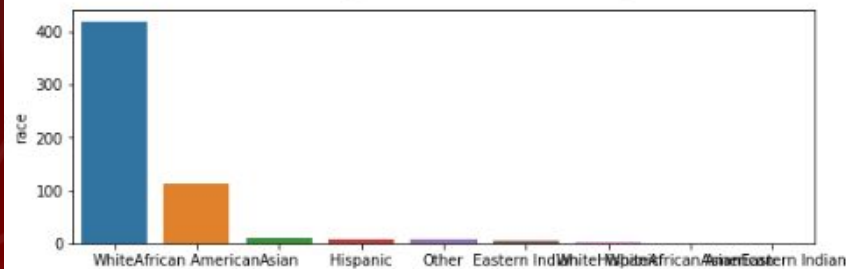
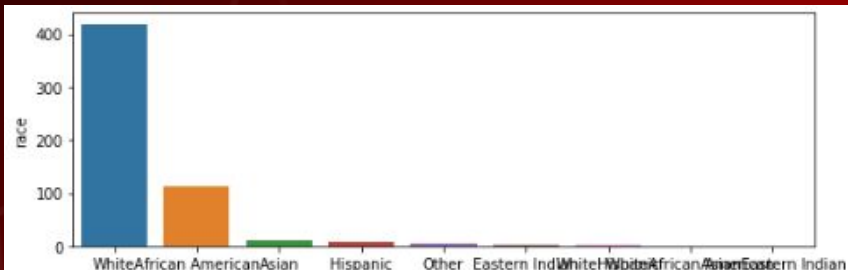


# Overall Segmentation Results

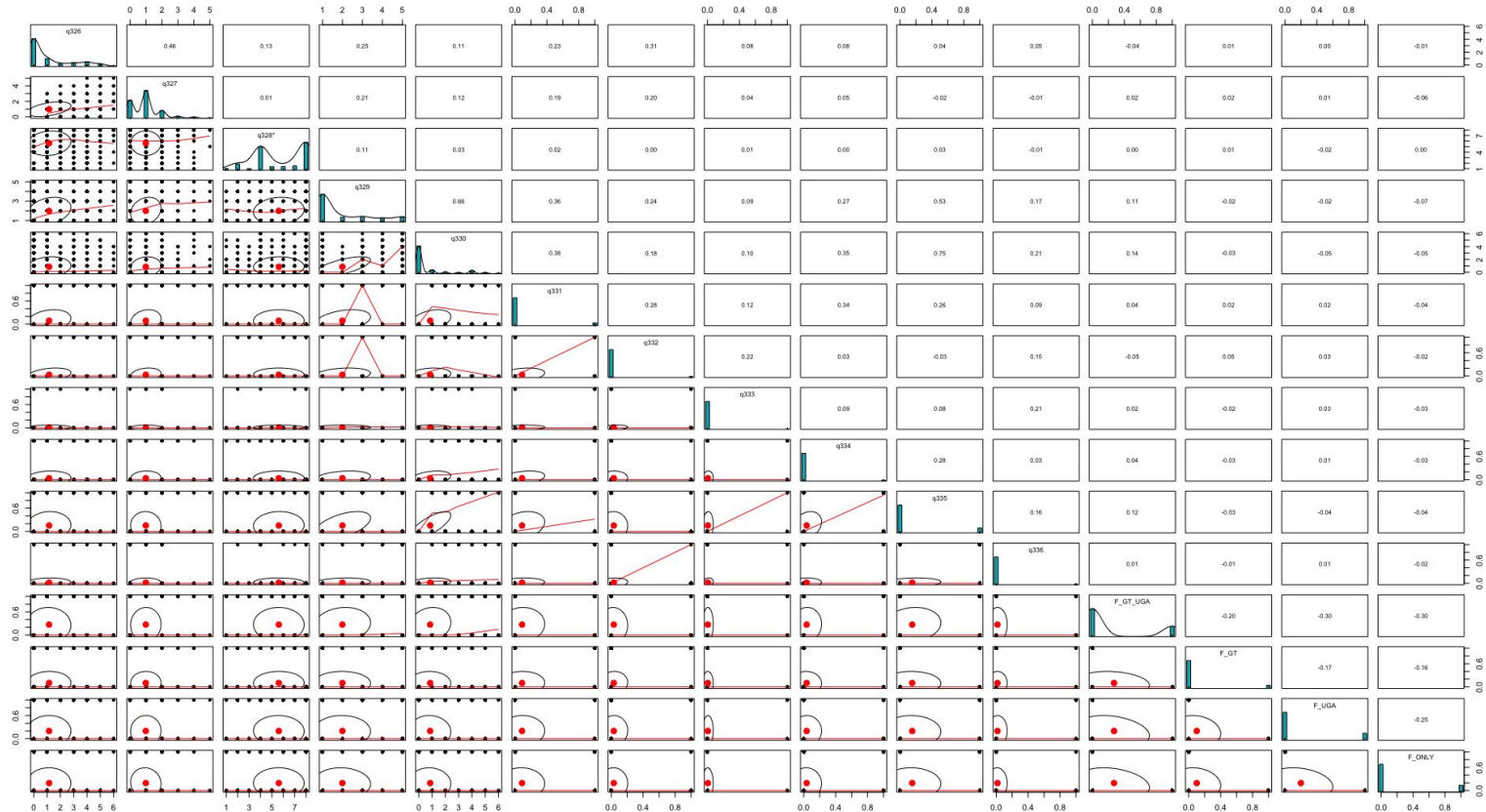




# Overall Segmentation Results



# eSports Pairplot



# Willingness to Pay & Attendance

Approximately what percentage of home games did you attend for each of the following Atlanta sports teams during their current or most recent season? - Falcons

	F	F_UGA	F_GT	F_GT_UGA
0%	40%	35%	39%	23%
Less than 25%	27%	26%	25%	21%
25-50%	8%	7%	6%	8%
51-75%	2%	4%	3%	7%
More than 75%	7%	6%	10%	11%
100%	11%	16%	16%	25%
No Answer	5%	5%	2%	5%

For each of the following Atlanta sports teams, do you typically attend their game(s) to see them, or do you attend to see the opposing team? - Falcons

	F	F_UGA	F_GT	F_GT_UGA
Atlanta-Based Team	50%	57%	55%	68%
Opposing Team	3%	2%	3%	2%
Did Not Attend	1%	0%	1%	1%
No Answer	45%	41%	41%	29%

For each of the following Atlanta sports teams, what was the average price per ticket that you paid? - Falcons

	F	F_UGA	F_GT	F_GT_UGA
\$100-\$149	17%	21%	15%	20%
\$150+	12%	13%	15%	19%
\$25-\$49	6%	3%	7%	6%
\$50-\$99	17%	18%	18%	21%
<\$25	3%	2%	3%	3%
No Answer	46%	42%	42%	30%

For each of the following Atlanta sports teams, on average for games that you attended, how many tickets did you buy? - Falcons

	F	F_UGA	F_GT	F_GT_UGA
1	8%	7%	7%	8%
2	32%	34%	33%	38%
3	3%	5%	1%	5%
4	6%	6%	11%	10%
5	0%	0%	1%	1%
6	0%	1%	1%	1%
7+	4%	4%	4%	7%
No Answer	46%	42%	42%	30%



# Initial Fandom & Branding

Select whether or not you associate the following words with each of the following Atlanta sports teams. - Falcons

	F	F_UGA	F_GT	F_GT_UGA
Exciting	41%	46%	53%	54%
Successful	22%	25%	36%	35%
Fun	39%	49%	49%	57%
Forward-Thinking	16%	24%	24%	33%
Represents Atlanta	60%	66%	71%	68%
Passionate	27%	40%	38%	44%
Toughness	35%	39%	39%	44%
Risk-Taking	16%	17%	19%	27%
Honest	24%	29%	29%	34%
Innovative	19%	23%	23%	29%
Conservative	16%	21%	25%	25%
Friendly	33%	38%	38%	43%
Value	20%	20%	21%	29%
Family Oriented	28%	38%	33%	39%

Which of the following factors has the most influence in forming the initial fandom of your favorite sports teams - Falcons

	F	F_UGA	F_GT	F_GT_UGA
Family Background	21%	31%	27%	22%
School/University	21%	44%	43%	31%
Friend	9%	9%	6%	12%
Players on the Team	44%	38%	39%	48%
Style of Play	32%	29%	32%	32%
Uniform/Logos	10%	9%	13%	14%
Where I Grew Up	45%	54%	60%	45%
Where I Currently Live	59%	54%	58%	52%

Please rate on a scale of 1-5 (5 being the highest), the sense of community felt with each of the following sports teams. - Falcons

	F	F_UGA	F_GT	F_GT_UGA
1	2%	1%	1%	1%
2	4%	3%	3%	2%
3	20%	17%	17%	9%
4	29%	27%	30%	20%
5	18%	26%	26%	40%
No Opinion	9%	4%	6%	6%
No Answer	0.180974	0.211236	0.160714	0.210963

# Game Day Aspects

For each of the following Atlanta sports teams, rate how much you enjoyed games that you attended last season on a scale from 1 to 5 (5 being highly enjoyed) – Falcons

Falcon's Games				
	F	F_UGA	F_GT	F_GT_UGA
1	2%	1%	2%	2%
2	5%	4%	4%	4%
3	10%	12%	16%	9%
4	15%	14%	16%	16%
5	18%	23%	17%	36%
No Answer	0.491879	0.458427	0.450893	0.340531561

UGA Games				
	F	F_UGA	F_GT	F_GT_UGA
1	0%	0%	1%	1%
2	0%	1%	0%	1%
3	1%	1%	1%	2%
4	0%	8%	0%	6%
5	0%	33%	0%	18%
No Answer	0.974478	0.570787	0.977679	0.720930233

GT Games				
	F	F_UGA	F_GT	F_GT_UGA
1	0%	1%	2%	1%
2	1%	1%	4%	2%
3	1%	1%	12%	5%
4	0%	0%	15%	6%
5	1%	0%	17%	8%
No Answer	0.962877	0.966292	0.5	0.77076412

Please select how you typically travel to the venue when attending a game for each of the following sports teams. – Falcons

	F	F_UGA	F_GT	F_GT_UGA
Car	25%	29%	29%	36%
Pedestrian	1%	0%	1%	1%
Public Transportation	20%	19%	18%	22%
Uber/Lyft/Taxi	4%	3%	4%	3%
Other	0%	0%	0%	0%
No Answer	0.5058	0.485393	0.46875	0.380398671

Which of the following non-sport elements of the game has the most important impact on your experience?

	F	F_UGA	F_GT	F_GT_UGA
Concessions	32%	28%	23%	20%
Halftime Show	6%	4%	3%	9%
In-Stadium Sponsorships/Promotions	5%	8%	6%	9%
Team Merchandise Store	4%	3%	3%	4%
Transportation/Parking	34%	36%	48%	36%
No Answer	0.190255	0.217978	0.165179	0.227574751

# Game Day Aspects

Rate the following game aspects on a scale of 1-5 (5 being highly important), on its importance to you in terms of whether or not you attend games

Average Rating Comparison	F	F_UGA	F_GT	F_GT_UGA
Tailgate	2.8	3.03	2.94	3.1
Concession Prices and Convenience	3.9	3.85	3.71	4.03
Parking	3.49	3.7	3.48	3.88
Ticket Price	4.26	4.32	4.17	4.36
Cheerleaders	1.91	1.91	1.95	2.65
Children's Attractions	2.22	2.23	2.07	2.78
Convenience/Accessibility of Stadium	3.88	3.95	3.87	4.1
Atmosphere	4.22	4.38	4.26	4.38
Access to Public Transportation	3.31	3.13	3.41	3.53
Musical Acts	2.42	2.2	2.17	2.87
WiFi/Internet Connectivity	2.95	2.93	2.86	3.23
Having a Good Seat	3.99	4.04	3.89	4.25
Travel Time	3.48	3.47	3.55	3.68
Attending restaurants or bars before or after the game	2.93	2.94	2.65	3.16
Team with high profile stars	3.38	3.34	3.26	3.62
Mascots/costumed characters	2.16	2.16	2.05	2.69
Winning team	3.8	3.95	3.83	4.11

Please rate the following factors (5 being high impact) in terms of how likely they are to deter you from attending a game?

Average Rating Comparison	F	F_UGA	F_GT	F_GT_UGA
Hitting traffic on the way to the game	3.05	3.06	3.1	3.36
Finding a ticket at a fair price	3.89	4.04	3.95	3.85
Watching my team lose	2.9	3.01	3.03	3.3
Waiting in line to get into the game	2.84	2.88	2.94	3.14
Waiting in line to get food and drinks	2.87	2.93	2.9	3.07
The food and drinks are too expensive	3.21	3.36	3.26	3.45

# Team-related Merchandise Purchase

- What would increase the likelihood of you purchasing team-related merchandise for any of the professional sports teams in Atlanta? (Select all that apply)
- Do you own any apparel (hats, jerseys, t-shirts, etc.) of Atlanta Falcons?

	The team playing in an important game	A discount on merchandise when you purchase a ticket	A stronger sense of community around that team	Improved team performance	Improved team colors/uniforms /logos	Exciting new players	Other
F_ONLY	36%	59%	32%	47%	20%	29%	10%
F_GT	38%	58%	38%	60%	25%	30%	11%
F_UGA	42%	57%	31%	56%	18%	33%	8%
F_GT_UGA	38%	59%	28%	52%	17%	32%	8%

	Purchase Rate
F_ONLY	67%
F_GT	78%
F_UGA	75%
F_GT_UGA	81%



# Team-related Merchandise Purchase

- Which of the following non-sport elements of the game has the most important impact on your experience?
  - Display Order
  - Team merchandise store

	1st	2nd	3th	4th	5th	Not Important
F_ONLY	16%	14%	17%	18%	16%	19%
F_GT	13%	18%	21%	17%	17%	15%
F_UGA	19%	17%	18%	16%	15%	15%
F_GT_UGA	19%	18%	15%	17%	15%	15%

# Digital Consumption

- What is your preferred method of consumption for Atlanta Falcons?
- Rate the mobile apps on a scale of 1 to 5 (5 being the highest) for Atlanta Falcons.
- Only consider those who response to this question

	In-person	Radio	Restaurant/ Bar	Stream on Mobile Device	Stream Online	TV at home	No Answer
F_ONLY	30.6%	0.2%	3.9%	0.5%	1.6%	40.8%	22.3%
F_GT	32.6%	0.4%	7.6%	0.0%	2.7%	35.3%	21.4%
F_UGA	33.9%	0.4%	4.3%	0.2%	0.4%	37.8%	22.9%
F_GT_UGA	43.9%	0.7%	5.5%	0.5%	0.7%	24.3%	24.6%

	1	2	3	4	5
F_ONLY	3%	7%	24%	41%	25%
F_GT	2%	4%	27%	30%	37%
F_UGA	2%	4%	21%	38%	35%
F_GA_UGA	1%	1%	14%	32%	52%

# Digital Consumption

- Do you follow Atlanta Falcons on social media?
- On a scale of 1-5 (5 being the highest), how likely are you to use each of the following platforms to follow your favorite sports teams?

Following Rate	
F_ONLY	51%
F_GT	58%
F_UGA	36%
F_GT_UGA	31%

	Facebook	Fan Run Web Pages	Instagram	Message Boards(e.g. Reddit)	Snapchat	Twitter
F_ONLY	3.41	2.22	3.16	2.00	1.63	2.90
F_GT	3.35	2.69	3.02	2.18	1.64	3.06
F_UGA	3.69	2.36	3.37	2.16	1.85	2.92
F_GA_UGA	3.74	2.78	3.27	2.36	2.07	2.87

# Collegiate Football FAN ANALYSIS

## Falcons Fandom Detailed Exploration

Hawkeye Consulting

Meng Cheng, Julie Wang, Carl Xi, Danielle Zhao, Jie Zhu



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

GOIZUETA  
BEYOND

