

DAT 350 Mini Project #1 Report

In my project I assessed the sport consumption from close friends and family. I wanted to look into what their favorite sports to watch was, their favorite time of day and time of year to watch it, as well as other motivating factors for why they consume it at the time that they do. This is something that I found intriguing to gauge how and why people consume the sports that they do and allow me to draw conclusions on what the motivating factors for these results might be.

I started off determining the who of study, and what was a positive for the study is that the demographics seemed to vary. 23.08% of the study came from people aged 10-20, 38.46% of the study came from people aged 21-30, 7.69% came from people aged 41-50, 23.08% came from people aged 51-60, and 7.69% came from aged 81-90. This was very diverse which was a good thing as well as 53.85% of the study was males and 46.15 were females, contributing to a diverse group. Another factor I looked at was the employment status of the study as this may affect the amount of free time to watch sports and the results were that the biggest group was 46.15% of the study was full-time workers. The next group was 23.08% of college unemployed workers. 15.38% of the study was college part time workers. Finally, we had 7.69% of the study part time and another 7.69% was retired.

As for the what of the study, I assessed what their favorite sports was, giving a wide range of options. The overwhelming majority, 53.85%, chose college football as their favorite. NFL drew 15.38%, and golf, soccer, and MLB all drew 7.69% each of the vote. One person wrote in the other box, "baseball" but did not clarify which one so technically there was an other category that also took 7.69% of the vote.

As for the when, I assessed the time of year and time of day that people consume the most sports. For the time of year, 53.85% said they watch the most sports in November and December. 23.08% said they consume the most sports from September and October. 15.38% said they consume the most in May and June and then 7.69% said they consume the most in January and February. As for the time of day 61.54% said they watch most of their sports from 6pm – 9pm and 23.08% said they consume the most sports from 3pm – 6pm.

For the where, I assessed where people like to watch games and with what kind of people. I found that 61.54% of the survey preferred to watch sports at home. 15.38% of the survey prefer to watch sports at restaurants and another 15.38% prefer to watch at the game itself each. The survey also said that 46.15% of the survey respondents prefer to watch sports with their family, while 30.77% said they like to watch with their friends. 15.38% of the respondents said they prefer to watch it with a significant other, while only 7.69% said they prefer to watch it alone.

As for the reasons why people watch sports, the majority response was because it's entertaining and fun, 46.15% said this. 23.08% said they have a sense of identity with a particular team that draws their attention, while both emotional connection and the competition itself each pulled 15.38% of the vote. As for the why people watch sports at the time they do, 69.23% said it's simply because that is when they are live, while 15.38% said they watch it because it's a relaxing time for them. Both choices that it's when they are free and it's when they are around others drew 7.69% of the survey respondents. Finally, the question of why they watch it where they do, found 61.54% of the survey respondents said it's because of convenience and comfort. The only other reason chosen was because of the atmosphere that is created wherever they are watching it as 38.46% of the respondents chose that choice.

Based on my results, my final report on what my study displayed was: mostly males aged between 21-30 and work full time jobs favorite sport to watch is college football. Their favorite time of year to watch sports is November and December and their favorite time of day to watch sports is between 6pm and 9pm. They prefer to watch sports at home with family, and they are drawn to sports because of the entertainment and fun factor in them. The reason they watch them at home is because of the convenience and comfort of it and the reason they watch at that time is because that is when the best games are live.