

Home Services Brands Recognition in relation to Social Media, Apple TV, Ticket, and Fans

988 Total Responses
Nashville SC
Na Values are excluded

Page Guide

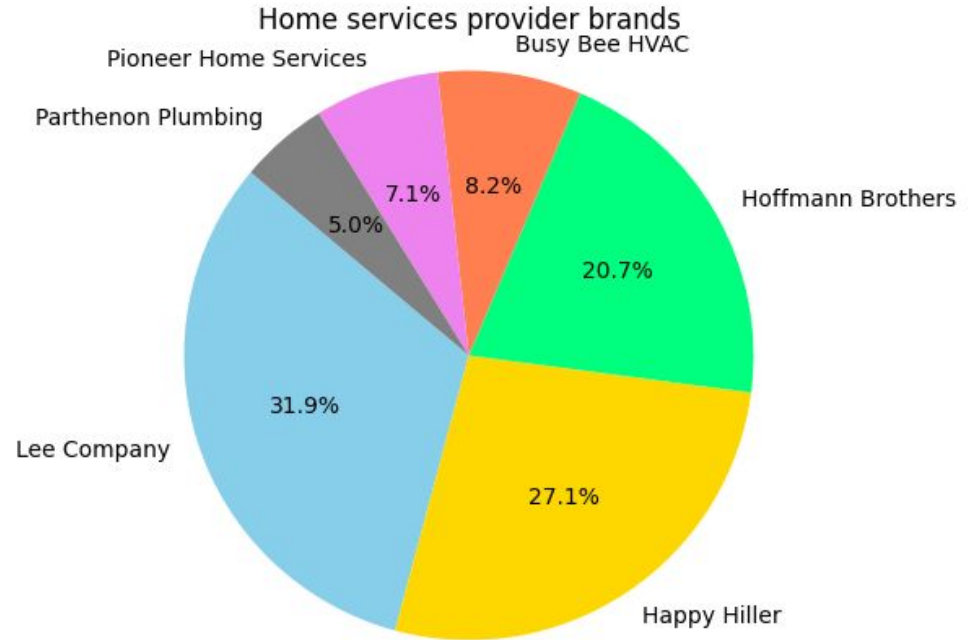
1. What Social Media Platforms used to follow NSC **P 3-10**
2. How many times watching NSC on Apple TV? **P 11-15**
3. How many NSC games attended? **P 16-20**
4. Ticket purchase frequency **P 21-25**
5. How long have you been a fan **P 26-30**

Which of the following home services provider brands do you believe to be current partners of Nashville SC?	
Lee Company	250
Happy Hiller	203
Hoffmann Brothers	167
Pioneer Home Services	54
Busy Bee HVAC	51
Happy Hiller Lee Company	37
Parthenon Plumbing	28
Hoffmann Brothers Lee Company	11
Happy Hiller Hoffmann Brothers	8
Busy Bee HVAC Happy Hiller	5
Busy Bee HVAC Happy Hiller Lee Company	5
Busy Bee HVAC Lee Company	5
Hoffmann Brothers Parthenon Plumbing	4
Busy Bee HVAC Hoffmann Brothers	4
Lee Company Pioneer Home Services	4
Happy Hiller Parthenon Plumbing	4
Lee Company Parthenon Plumbing	4
Happy Hiller Pioneer Home Services	3
Happy Hiller Hoffmann Brothers Lee Company	3
Happy Hiller Lee Company Parthenon Plumbing	3
Busy Bee HVAC Hoffmann Brothers Parthenon Plumbing	2
Hoffmann Brothers Pioneer Home Services	2
Busy Bee HVAC Happy Hiller Hoffmann Brothers Lee Company Parthenon Plumbing Pioneer Home Services	2
Busy Bee HVAC Pioneer Home Services	2
Busy Bee HVAC Happy Hiller Hoffmann Brothers	2
Busy Bee HVAC Hoffmann Brothers Pioneer Home Services	2
Happy Hiller Hoffmann Brothers Parthenon Plumbing Pioneer Home Services	1
Happy Hiller Lee Company Pioneer Home Services	1
Busy Bee HVAC Lee Company Pioneer Home Services	1
Hoffmann Brothers Lee Company Parthenon Plumbing	1
Happy Hiller Hoffmann Brothers Parthenon Plumbing	1
Busy Bee HVAC Hoffmann Brothers Lee Company	1
Busy Bee HVAC Happy Hiller Hoffmann Brothers Lee Company Parthenon Plumbing	1
Busy Bee HVAC Hoffmann Brothers Parthenon Plumbing Pioneer Home Services	1

Combined Current Home Services Partners of Nashville SC

Which of the following home services provider brands do you believe to be current partners of Nashville SC?

Lee Company	329
Happy Hiller	279
Hoffmann Brothers	213
Busy Bee HVAC	84
Pioneer Home Services	73
Parthenon Plumbing	52



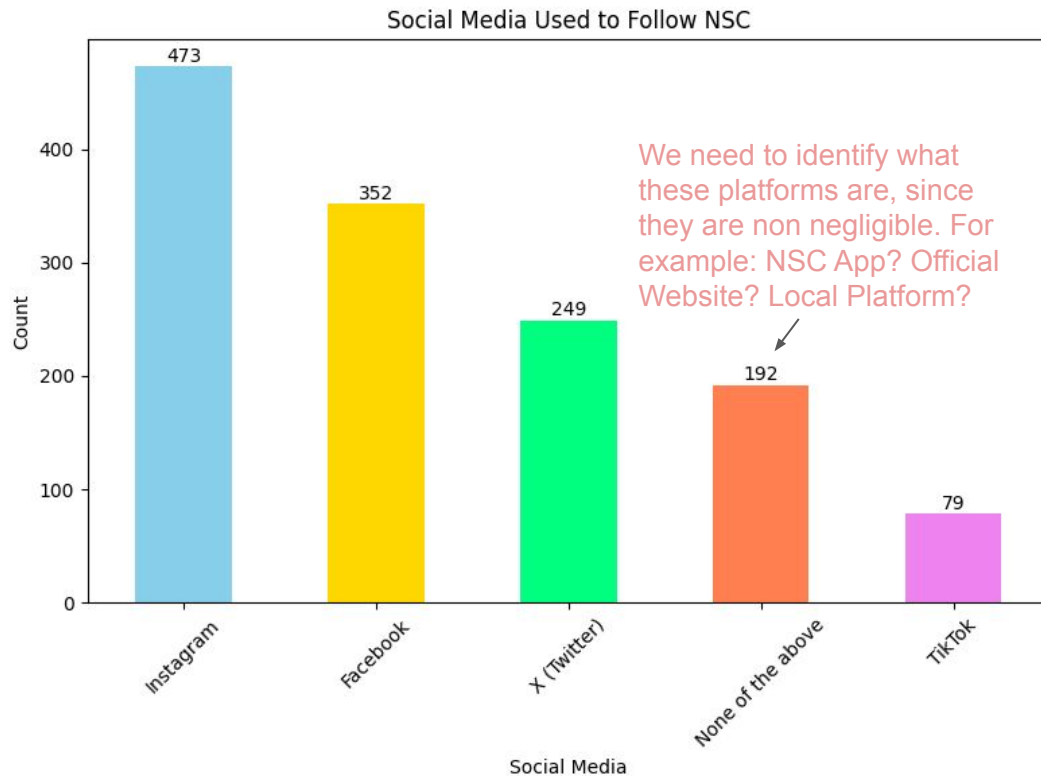
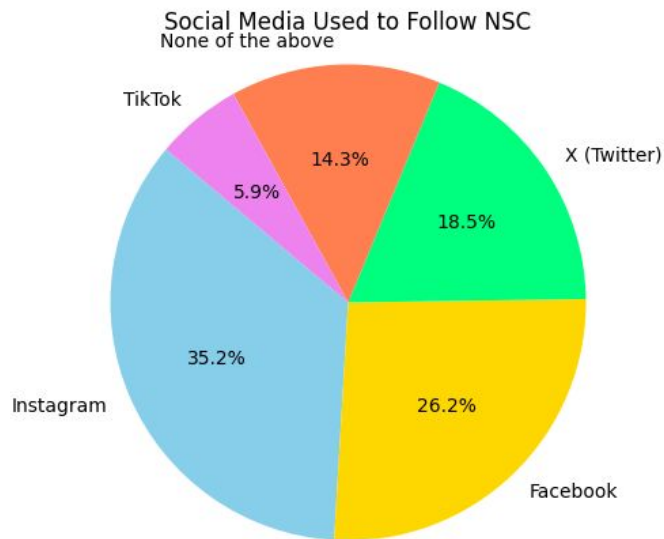
On which social media platforms do you follow Nashville SC? Uncombined

On which social media platforms do you follow Nashville SC?

Instagram	223
None of the above	192
Facebook	155
X (Twitter)	79
Instagram Facebook	77
Instagram X (Twitter)	62
Instagram X (Twitter) Facebook	49
X (Twitter) Facebook	24
Instagram X (Twitter) TikTok Facebook	23
Instagram TikTok Facebook	17
Instagram TikTok	15
TikTok	8
Instagram X (Twitter) TikTok	7
TikTok Facebook	4
X (Twitter) TikTok Facebook	3
X (Twitter) TikTok	2

On which social media platforms do you follow Nashville SC? Combined

Instagram	473
Facebook	352
X (Twitter)	249
None of the above	192
TikTok	79



Home Service Provider Selected for Each Social Media Platform

For subjects following NSC on Facebook, what providers they think are the partners of NSC

Facebook

Lee Company	130
Happy Hiller	106
Hoffmann Brothers	85
Busy Bee HVAC	25
Pioneer Home Services	22
Parthenon Plumbing	21

Instagram

Lee Company	184
Happy Hiller	140
Hoffmann Brothers	117
Busy Bee HVAC	45
Pioneer Home Services	31
Parthenon Plumbing	27

TikTok

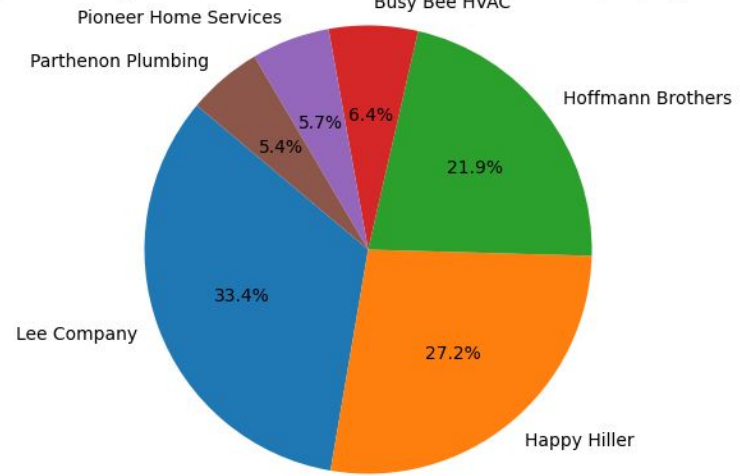
Lee Company	34
Hoffmann Brothers	24
Happy Hiller	22
Busy Bee HVAC	8
Pioneer Home Services	6
Parthenon Plumbing	2

X

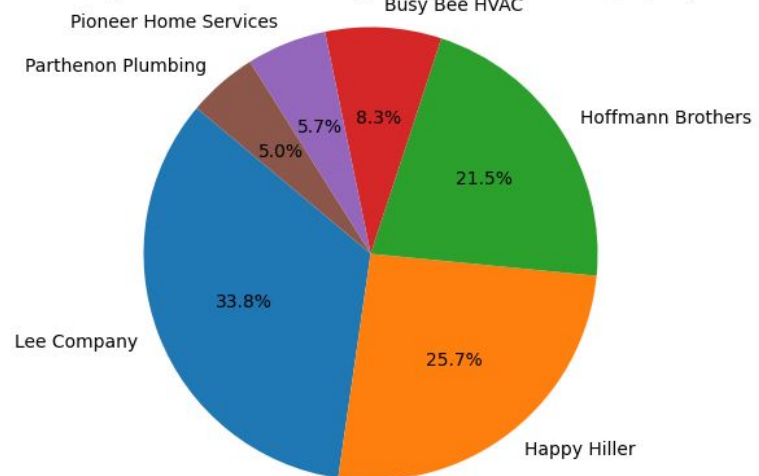
Lee Company	96
Happy Hiller	77
Hoffmann Brothers	63
Busy Bee HVAC	17
Pioneer Home Services	16
Parthenon Plumbing	16

Pie Charts using the same statistics are in the next page

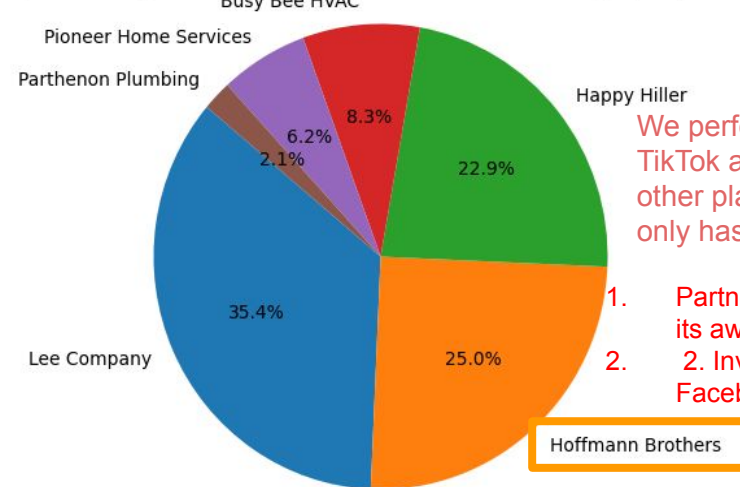
People following Nashville SC on Facebook's Home Service Cmpny Choice :



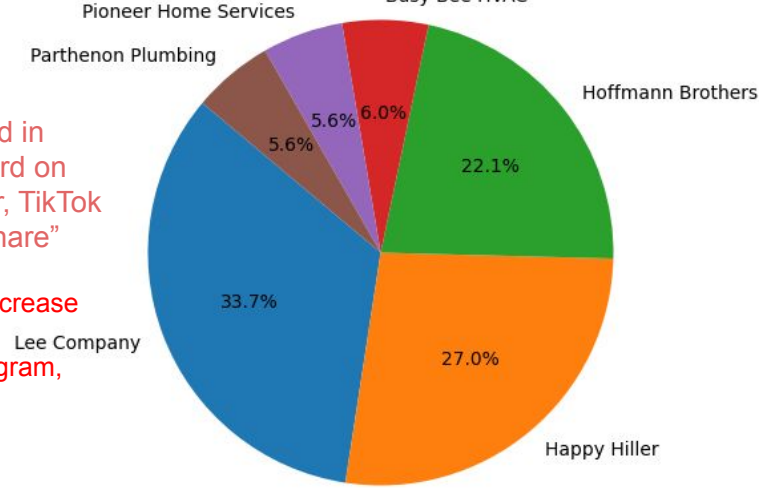
People following Nashville SC on Instagram's Home Service Cmpny Choice :



People following Nashville SC on TikTok's Home Service Cmpny Choice :



People following Nashville SC on 'X (Twitter)'s Home Service Company Choice:



We performed the second in TikTok and placed the third on other platforms. However, TikTok only has 5.9% “market share”

1. Partner with TikTok to increase its awareness in NSC
2. Invest more on Instagram, Facebook, and X.

Hoffmann Brothers

Each Home Services Providers' Social Media Distribution

For subjects who selected Lee Company as partner, Which platform they use to follow NSC?

Lee Company

Instagram	184
Facebook	130
X (Twitter)	96
None of the above	59
TikTok	34

Happy Hiller

Instagram	140
Facebook	106
X (Twitter)	77
None of the above	50
TikTok	22

Parthenon Plumbing

Instagram	27
Facebook	21
X (Twitter)	16
None of the above	11
TikTok	2

Pioneer Home Services

Instagram	31
Facebook	22
X (Twitter)	16
None of the above	14
TikTok	6

Hoffmann

Instagram	117
Facebook	85
X (Twitter)	63
None of the above	38
TikTok	24

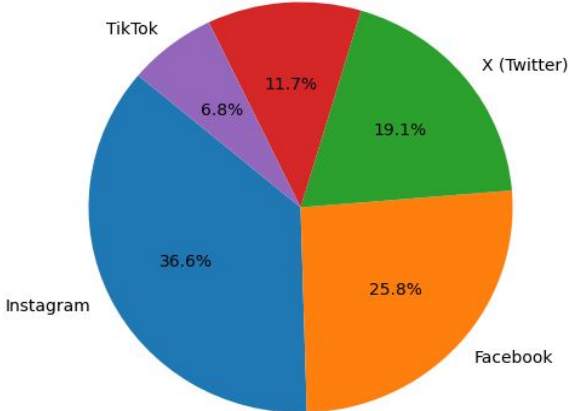
Busy Bee HVAC

Instagram	45
Facebook	25
None of the above	22
X (Twitter)	17
TikTok	8

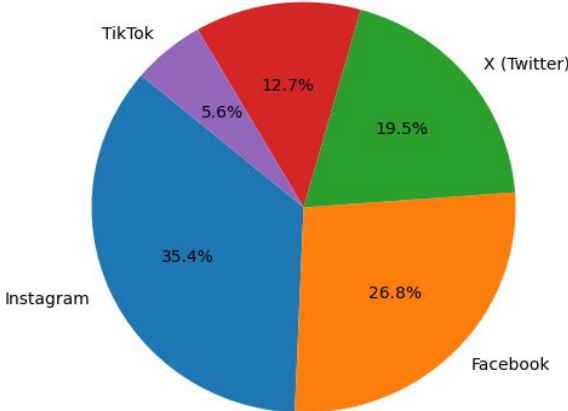
Pie Charts using the Same Statistics are in the Next Page

Within Company Social Media Usage Distribution

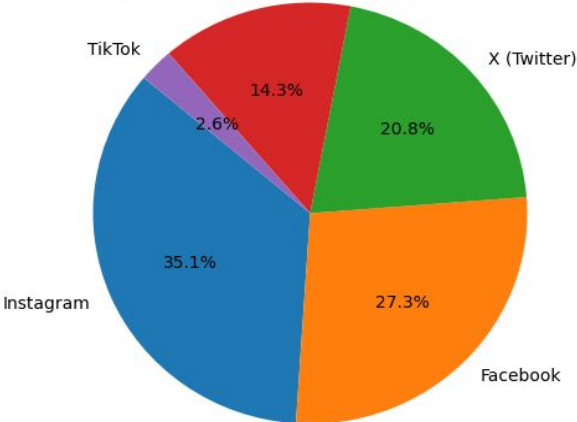
Lee Company social media distribution:
None of the above



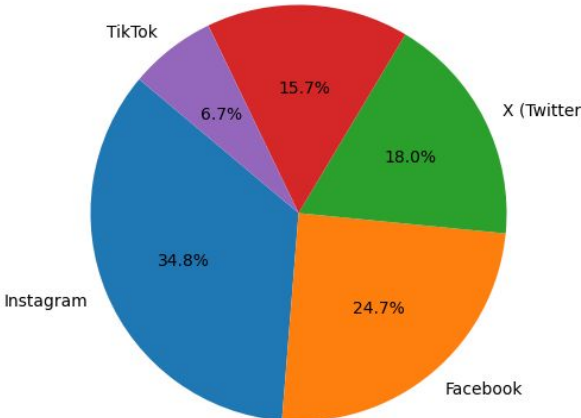
Happy Hiller social media distribution:
None of the above



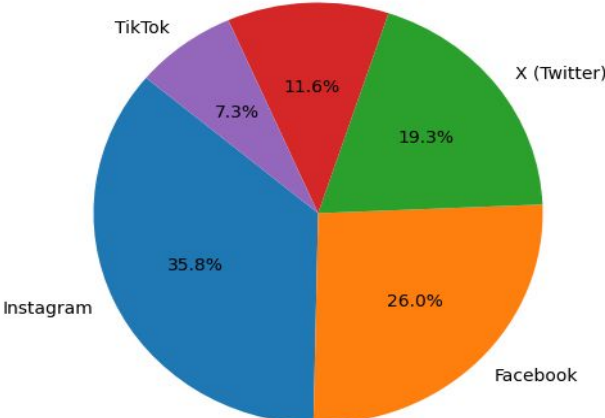
Parthenon Plumbing social media distribution:
None of the above



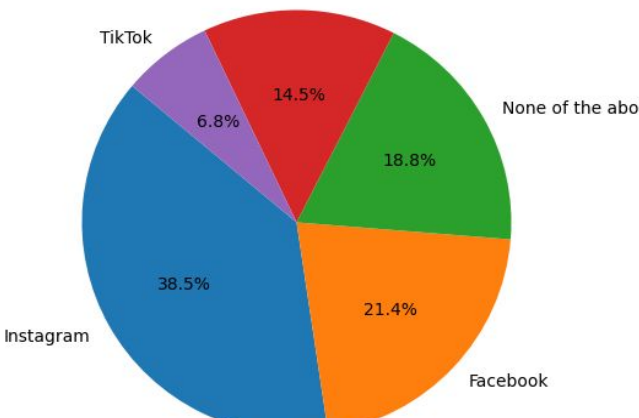
Pioneer Home Services social media distribution:
None of the above



Hoffmann Brothers social media distribution:
None of the above

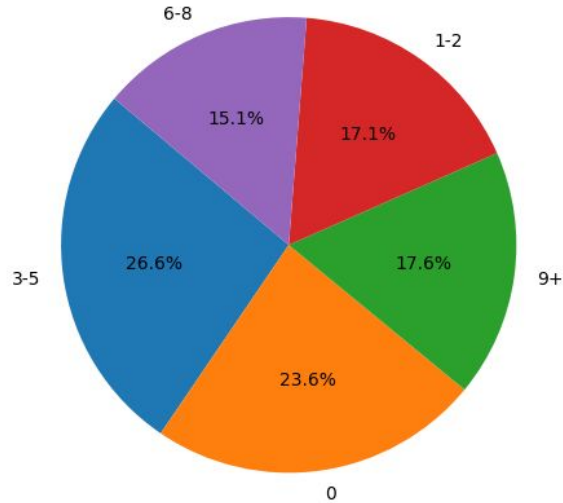


Busy Bee HVAC social media distribution:
X (Twitter)



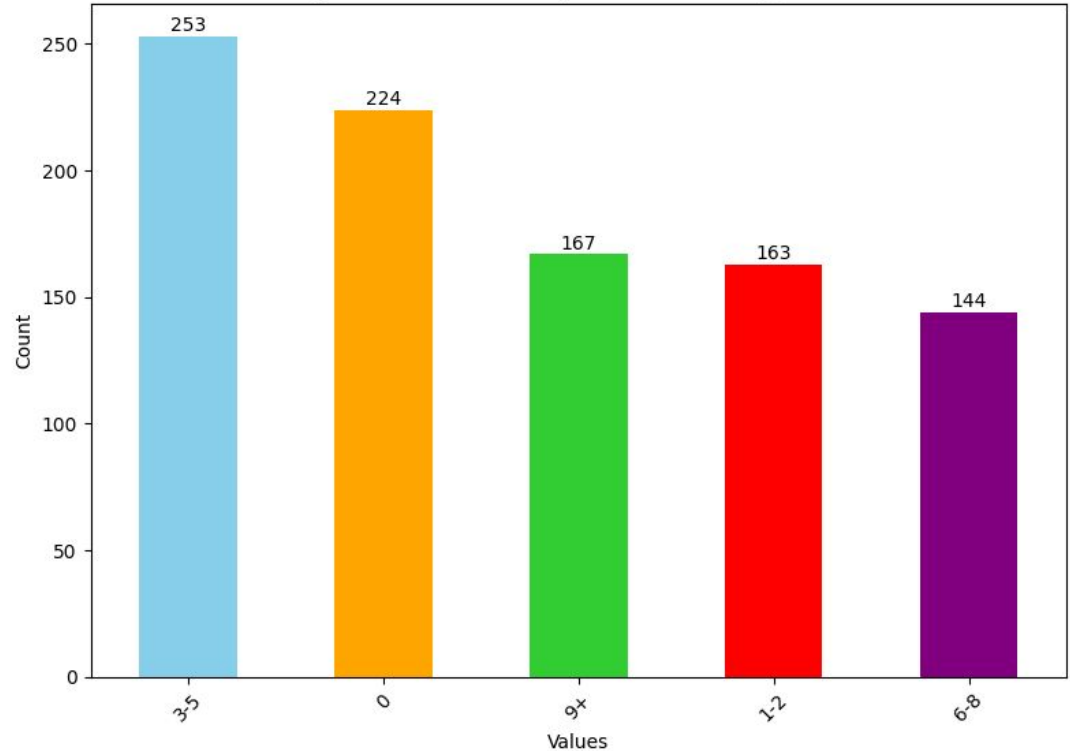
Apple TV

How many NSC matches have you watched on Apple TV in 2024?



1. How many watching time is considered as an active Apple TV user? 9+ or 6-8 times?
2. Apple TV associated with high income individuals?

How many NSC matches have you watched on Apple TV in 2024?



How many NSC matches have you watched on Apple TV in 2024?

9+ times

Lee Company	62
Happy Hiller	44
Hoffmann Brothers	41
Busy Bee HVAC	13
Pioneer Home Services	12
Parthenon Plumbing	2

6-8 times

Lee Company	51
Hoffmann Brothers	46
Happy Hiller	35
Pioneer Home Services	12
Busy Bee HVAC	11
Parthenon Plumbing	8

3-5 times

Lee Company	90
Happy Hiller	79
Hoffmann Brothers	53
Busy Bee HVAC	23
Pioneer Home Services	14
Parthenon Plumbing	13

1-2 times

Happy Hiller	49
Lee Company	48
Hoffmann Brothers	30
Pioneer Home Services	16
Parthenon Plumbing	12
Busy Bee HVAC	12

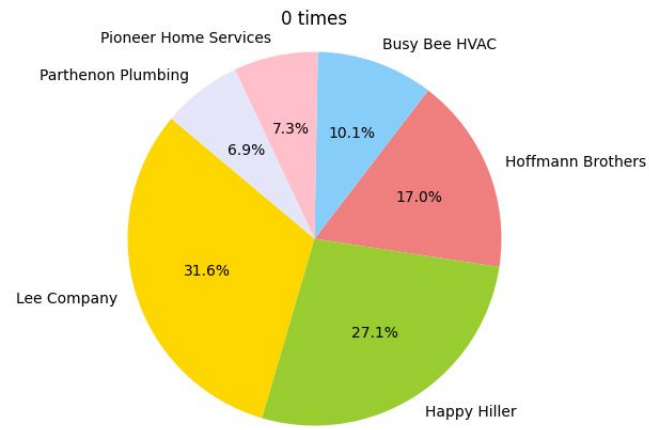
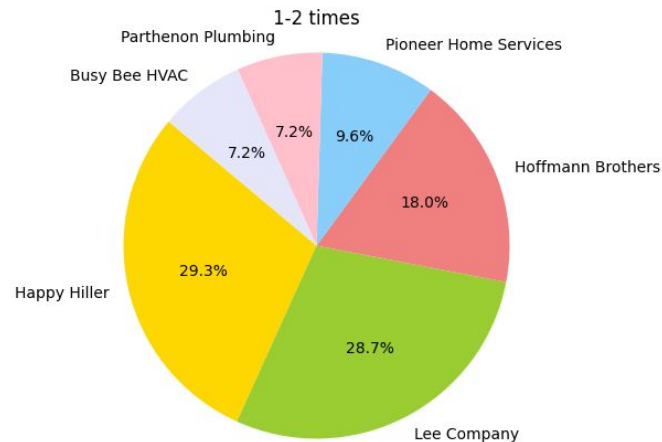
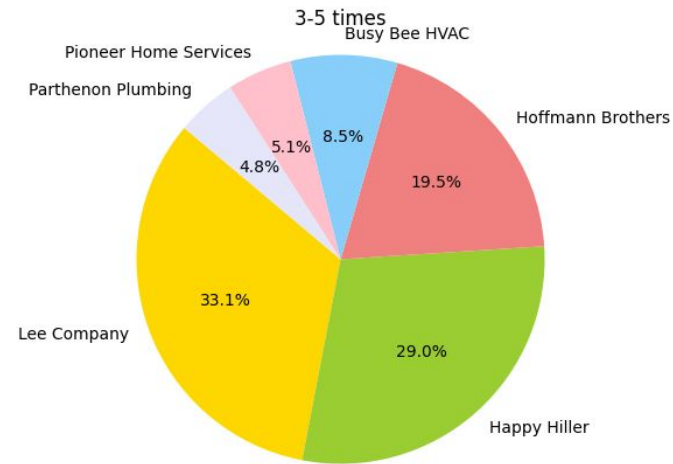
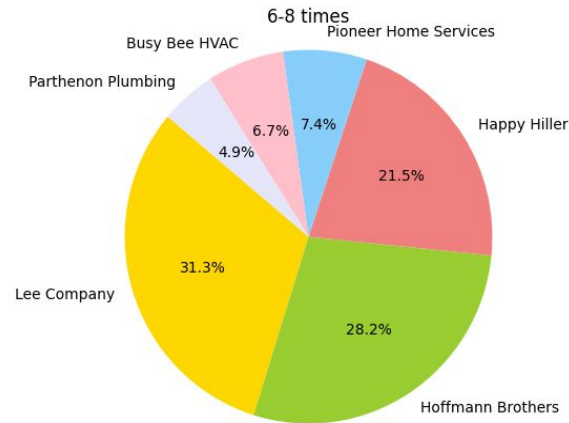
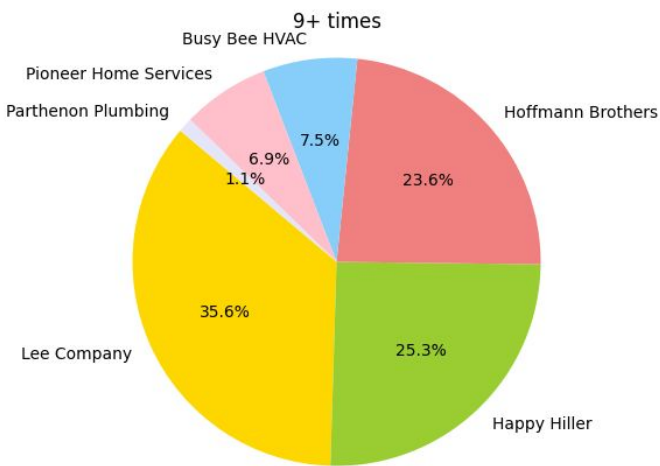
0 time

Lee Company	78
Happy Hiller	67
Hoffmann Brothers	42
Busy Bee HVAC	25
Pioneer Home Services	18
Parthenon Plumbing	17

Similar to social media platforms analysis. Among people watching Nashville SC 9+ times, what home services companies they think are the partner with NSC

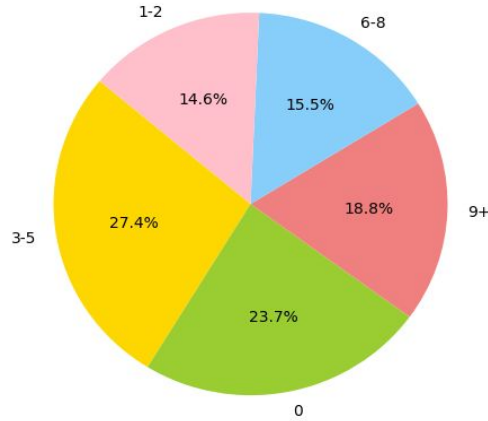
Pie Charts using the Same Statistics are in the Next Page

Hoffmann Brothers placed 3rd on 9+ Category and 2nd on 6-8 times category

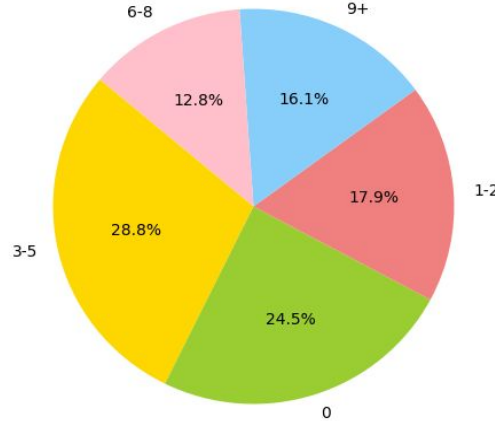


Within Company Apple TV Watching times Distribution

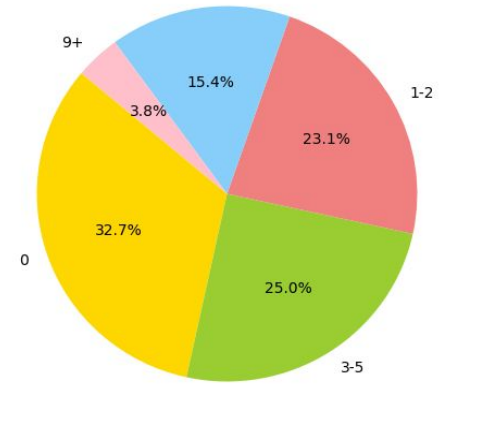
Lee Company number of times watched on Apple TV distribution:



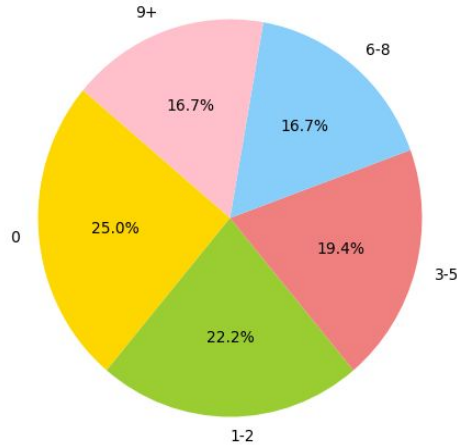
Happy Hiller number of times watched on Apple TV distribution:



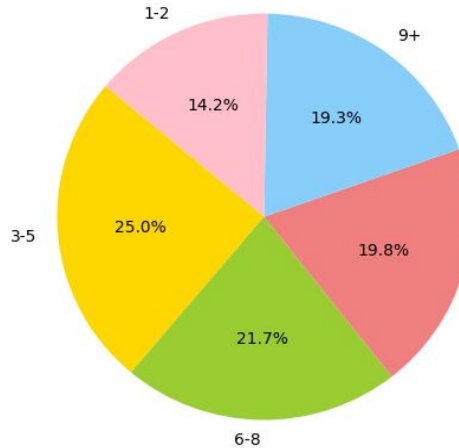
Parthenon Plumbing number of times watched on Apple TV distribution:



Pioneer Home Services number of times watched on Apple TV distribution:

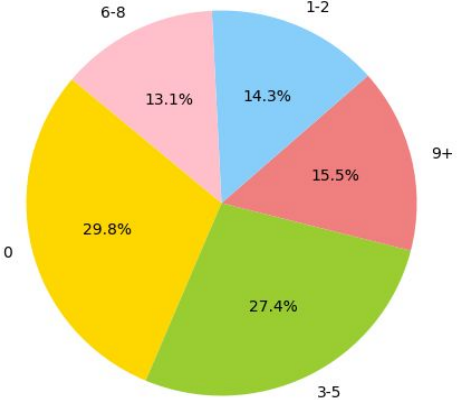


Hoffmann Brothers number of times watched on Apple TV distribution:



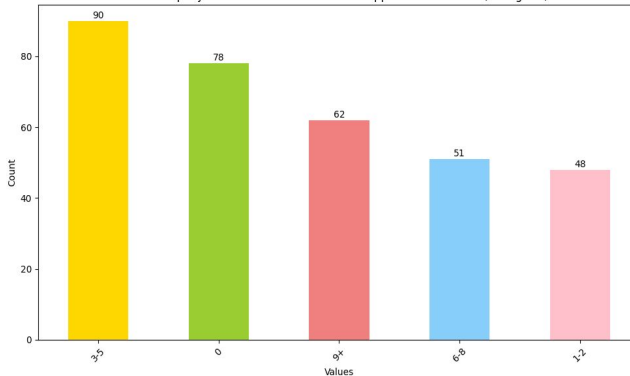
Whether to advertise on Apple TV depends on ROI, Since frequent Apple TV watchers and non active users are nearly half to half.

Busy Bee HVAC number of times watched on Apple TV distribution:

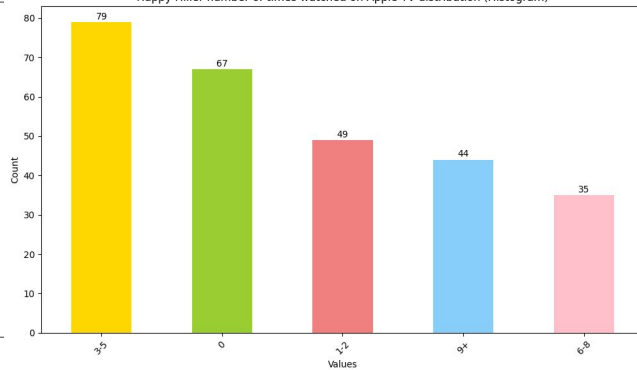


Histogram (same statistics as the previous page)

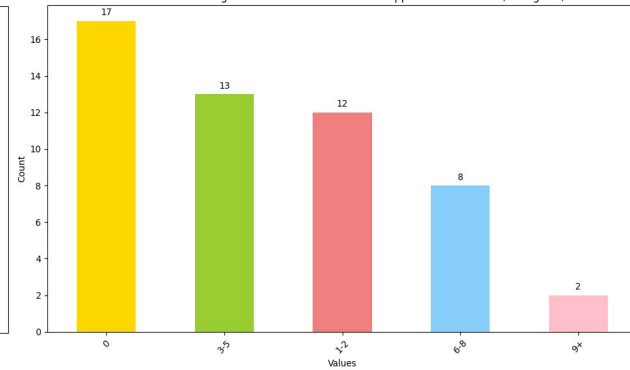
Lee Company number of times watched on Apple TV distribution (Histogram)



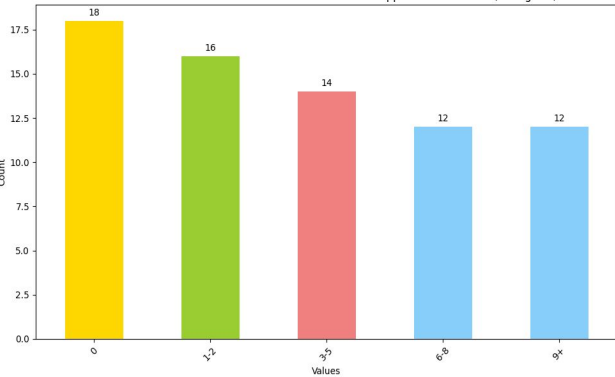
Happy Hiller number of times watched on Apple TV distribution (Histogram)



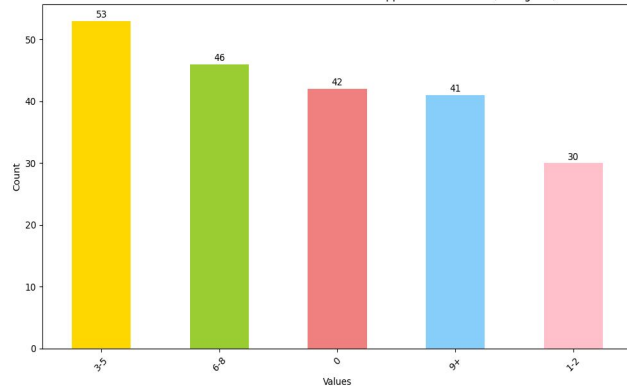
Parthenon Plumbing number of times watched on Apple TV distribution (Histogram)



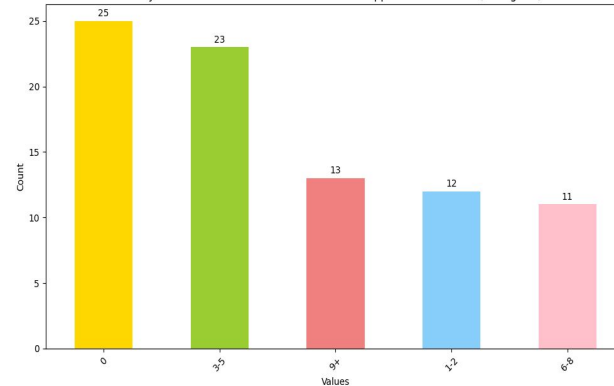
Pioneer Home Services number of times watched on Apple TV distribution (Histogram)



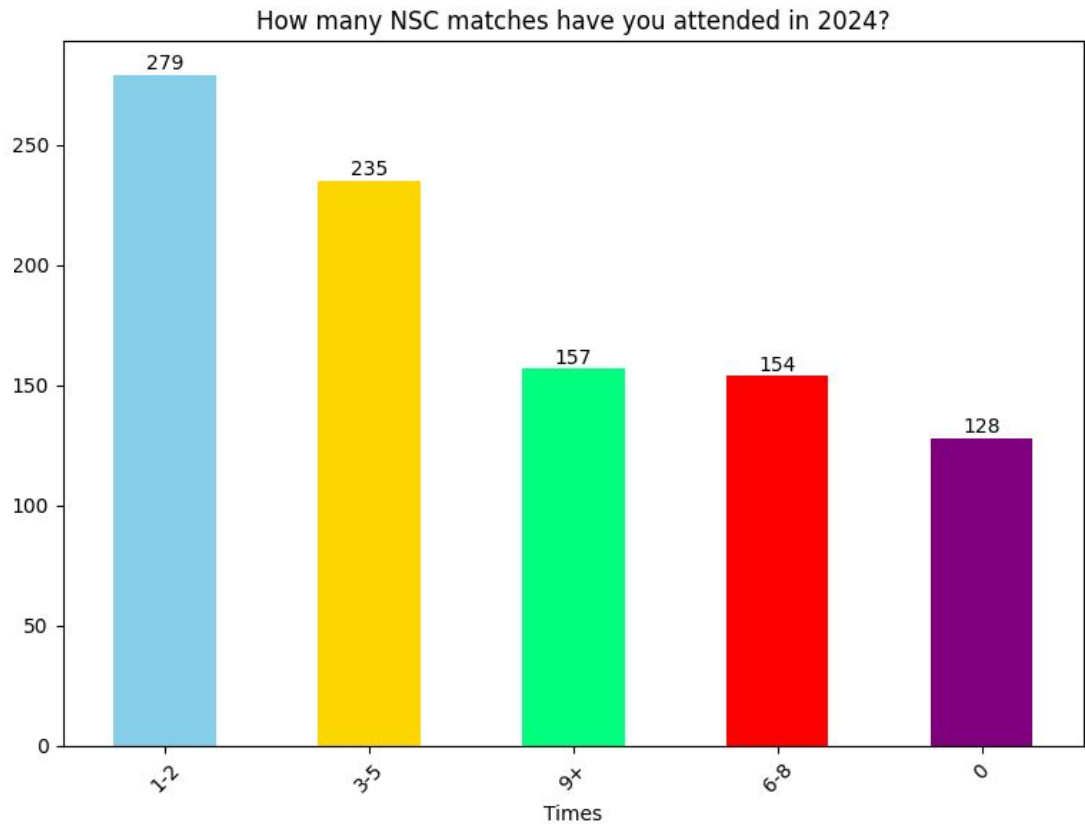
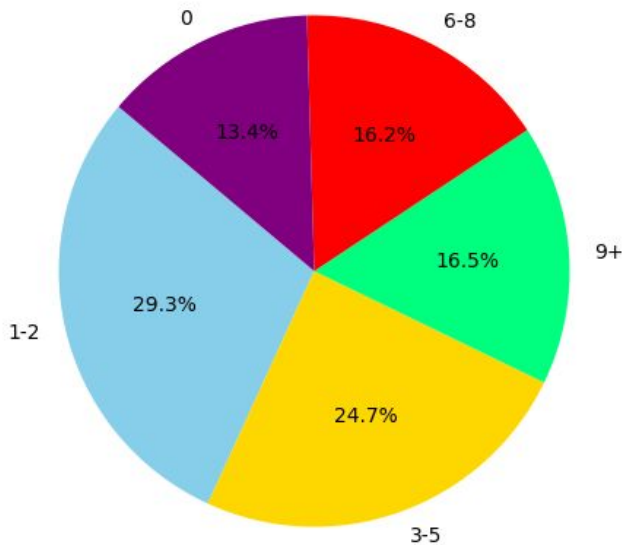
Hoffmann Brothers number of times watched on Apple TV distribution (Histogram)



Busy Bee HVAC number of times watched on Apple TV distribution (Histogram)



Numbers of NSC Matches Subjects Attended 2024



Which of the following home services provider brands do subjects believe to be current partners of Nashville SC?

1-2 times

Lee Company	87
Happy Hiller	85
Hoffmann Brothers	47
Pioneer Home Services	30
Busy Bee HVAC	27
Parthenon Plumbing	24

3-5 times

Lee Company	75
Happy Hiller	67
Hoffmann Brothers	66
Busy Bee HVAC	23
Pioneer Home Services	16
Parthenon Plumbing	9

6-8 times

Lee Company	57
Happy Hiller	48
Hoffmann Brothers	34
Busy Bee HVAC	10
Parthenon Plumbing	7
Pioneer Home Services	7

0

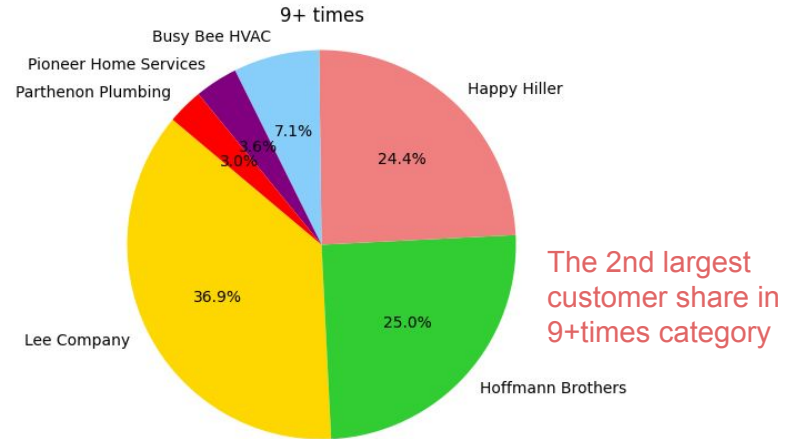
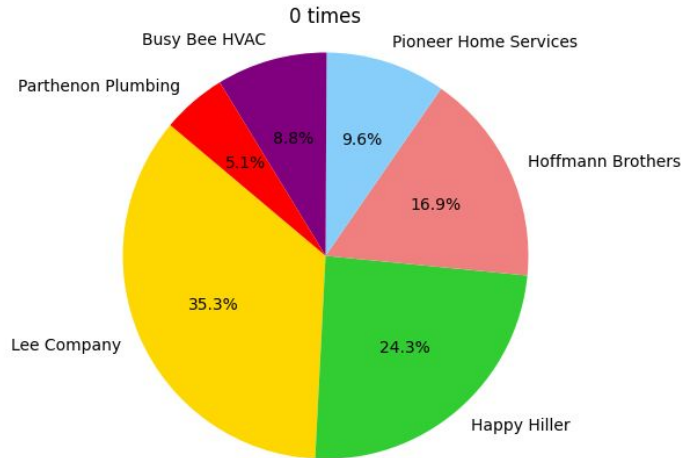
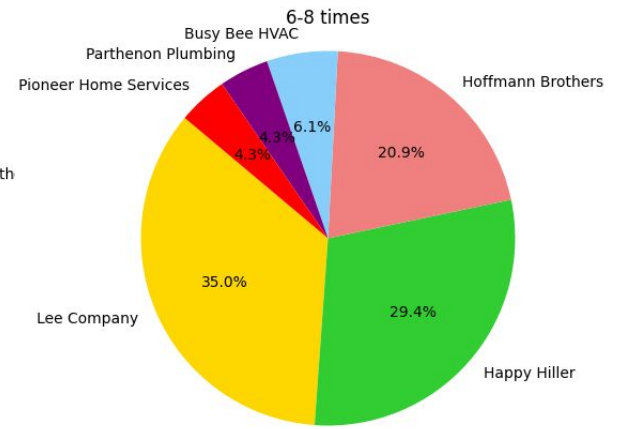
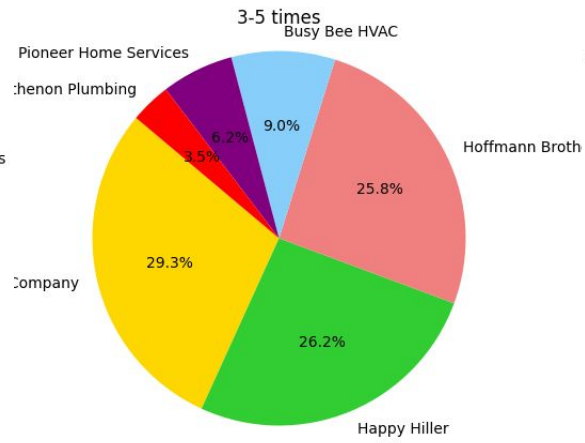
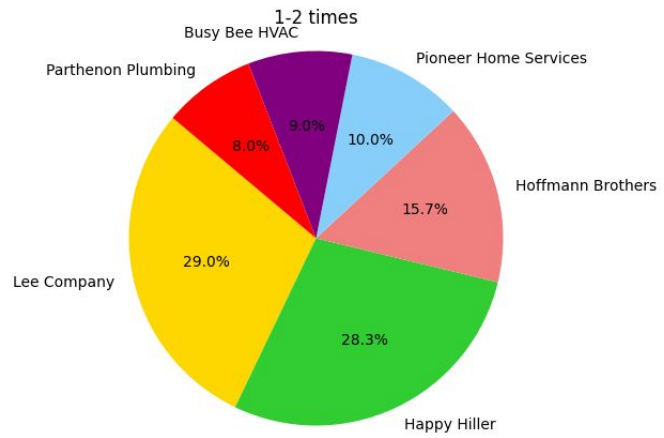
Lee Company	48
Happy Hiller	33
Hoffmann Brothers	23
Pioneer Home Services	13
Busy Bee HVAC	12
Parthenon Plumbing	7

9+ times

Lee Company	62
Hoffmann Brothers	42
Happy Hiller	41
Busy Bee HVAC	12
Pioneer Home Services	6
Parthenon Plumbing	5

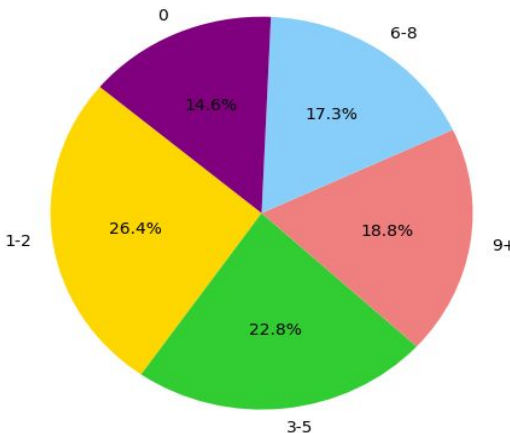
Similar to social media platforms analysis. Among people attended NSC onsite 1 to 2 times, what home services companies they think are the partner with NSC

Pie Charts using the Same Statistics are in the Next Page

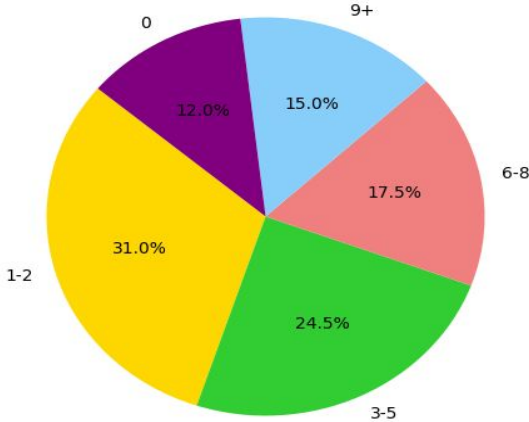


Within Company Attendance Distribution

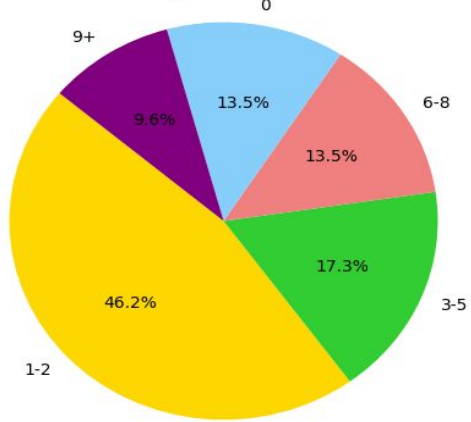
Lee Company number of times attend SC:



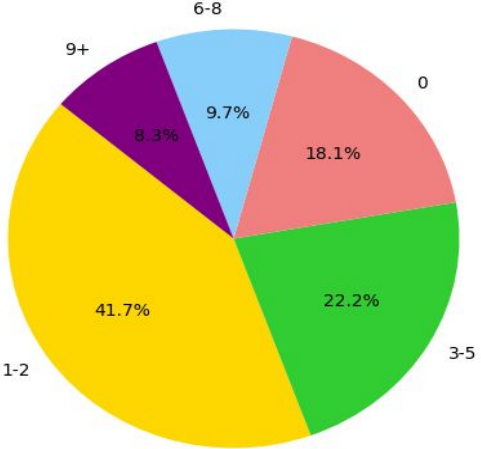
Happy Hiller number of times attend SC:



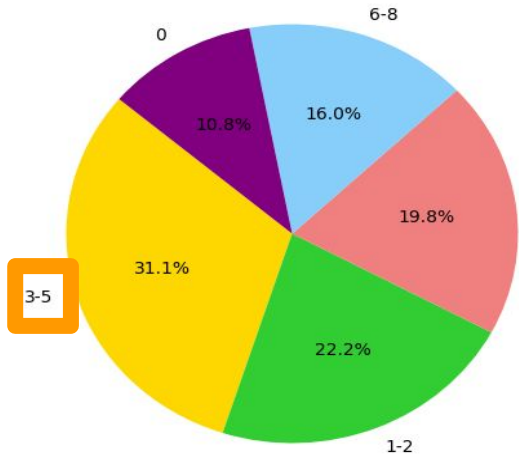
Parthenon Plumbing number of times attend SC:



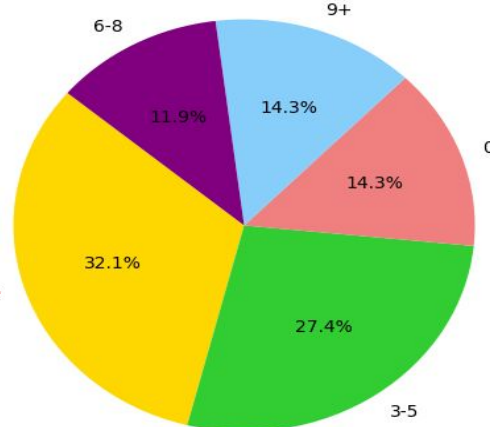
Pioneer Home Services number of times attend SC:



Hoffmann Brothers number of times attend SC:



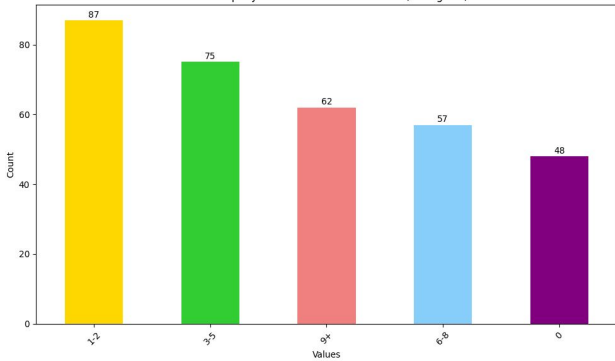
Busy Bee HVAC number of times attend SC:



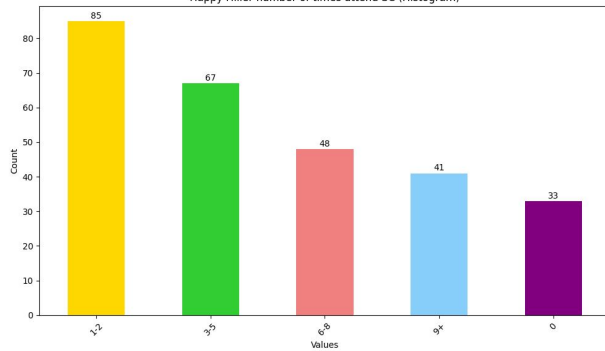
Our largest audiences are watching NSC onsite 3 to 5 times, and majority of our customers watch live games. The stadium is a good place for advertisement.

Histogram (same statistics as the previous page)

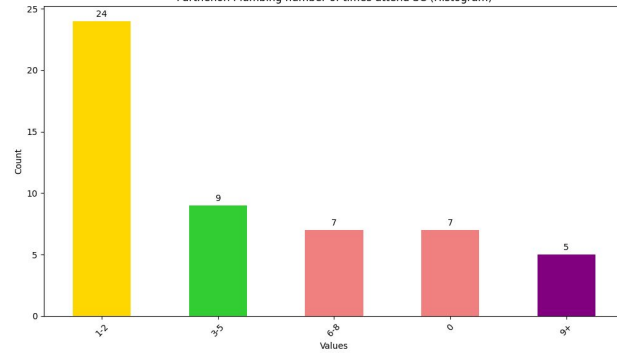
Lee Company number of times attend SC (Histogram)



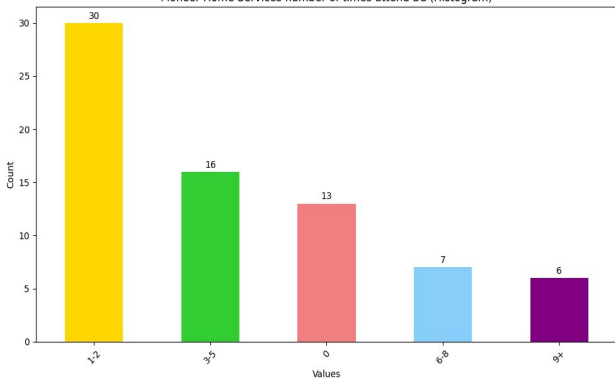
Happy Hiller number of times attend SC (Histogram)



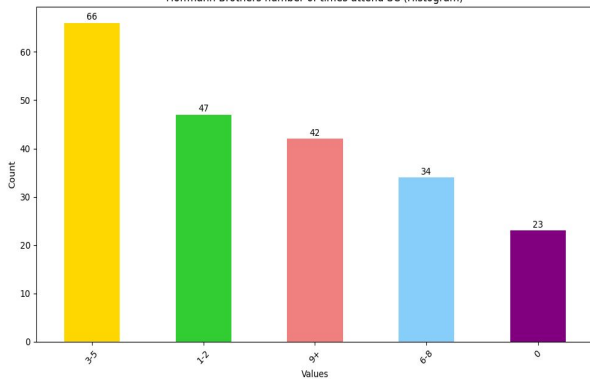
Parthenon Plumbing number of times attend SC (Histogram)



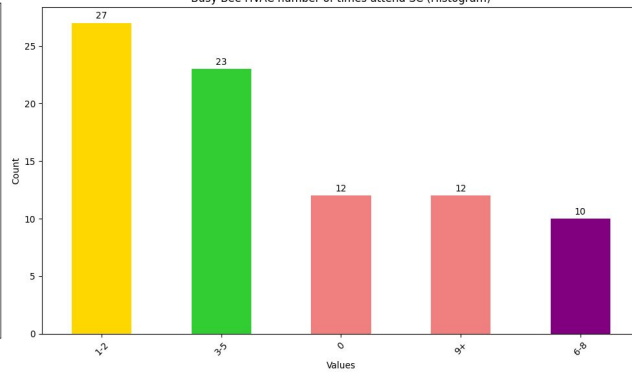
Pioneer Home Services number of times attend SC (Histogram)



Hoffmann Brothers number of times attend SC (Histogram)

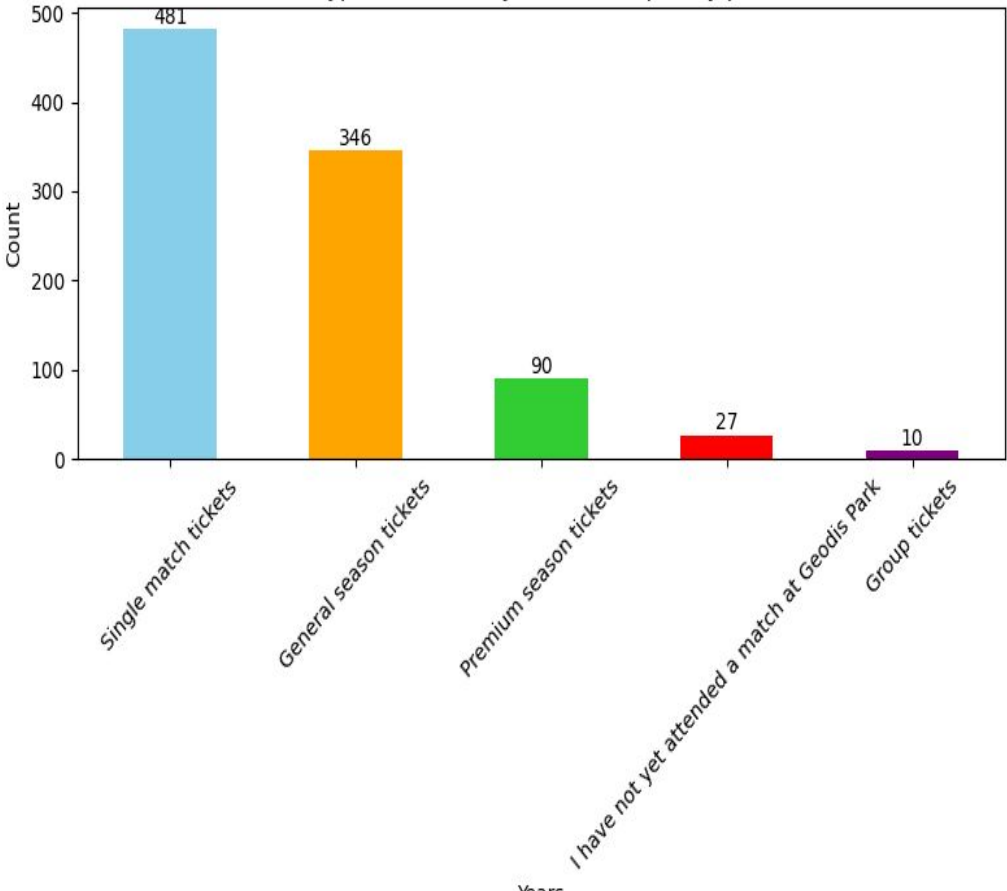


Busy Bee HVAC number of times attend SC (Histogram)

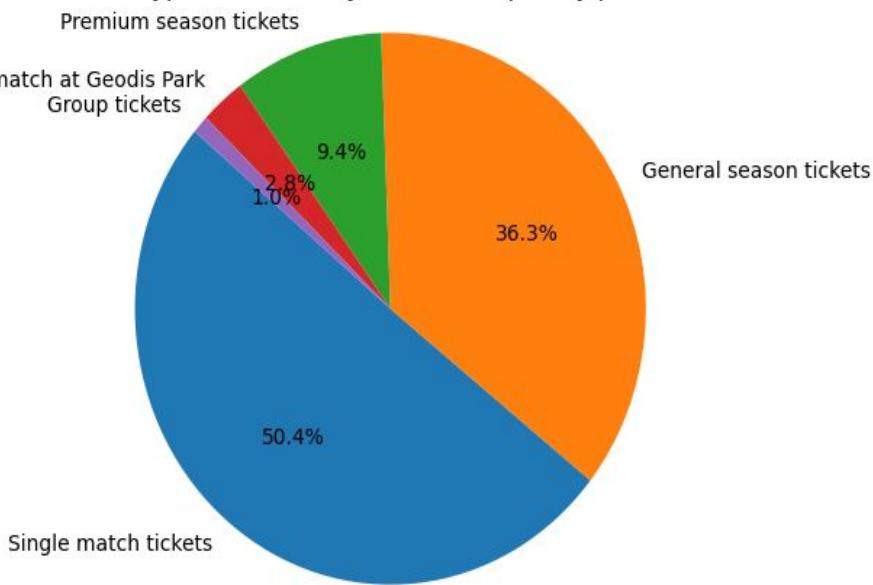


Ticket Frequency

Which type of ticket do you most frequently purchase?



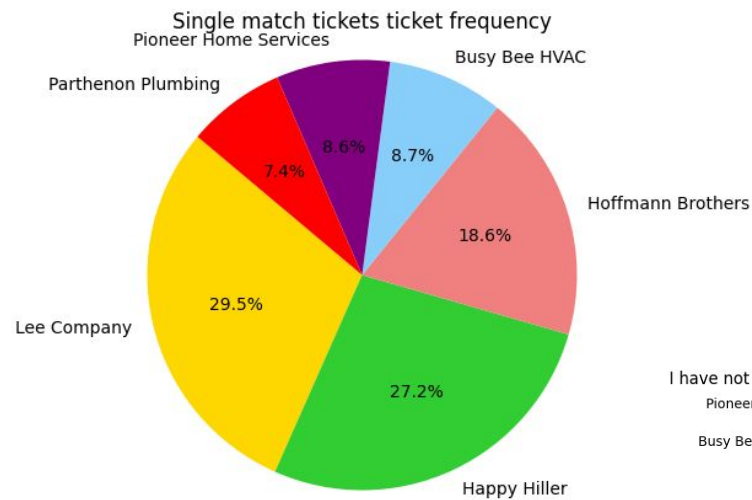
Which type of ticket do you most frequently purchase?



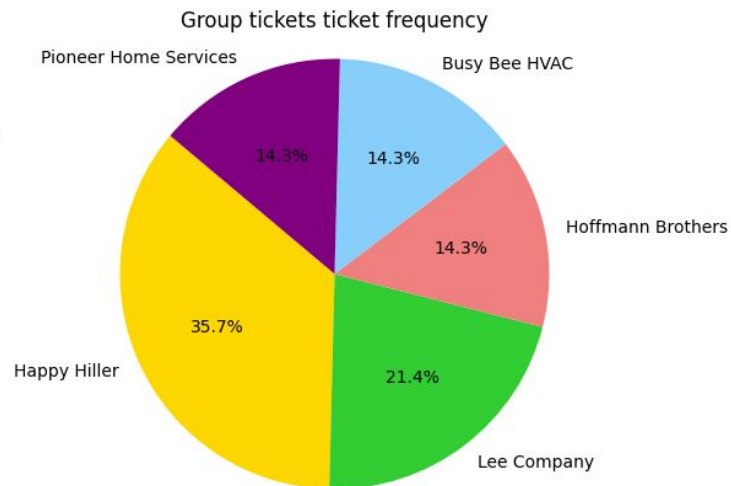
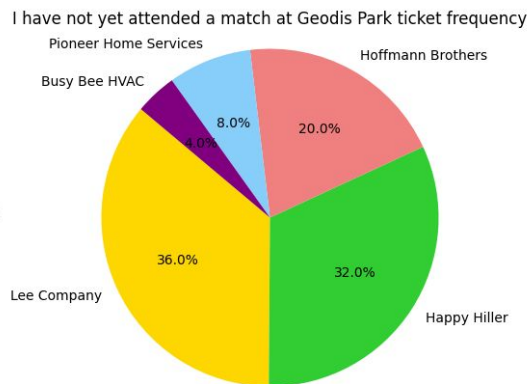
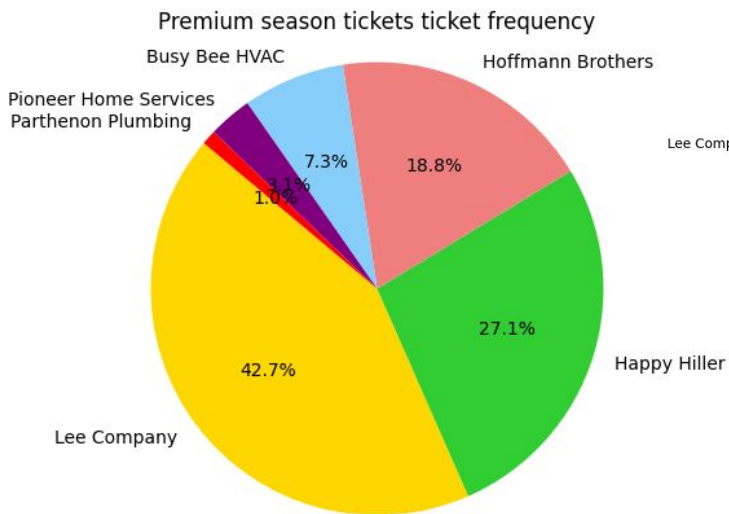
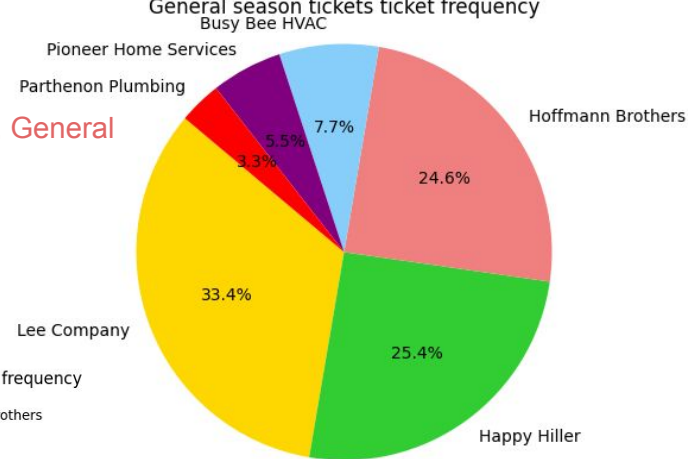
Which of the following home services provider brands do you believe to be current partners of Nashville SC?

Single match tickets		General season tickets	
Lee Company	155	Lee Company	121
Happy Hiller	143	Happy Hiller	92
Hoffmann Brothers	98	Hoffmann Brothers	89
Busy Bee HVAC	46	Busy Bee HVAC	28
Pioneer Home Services	45	Pioneer Home Services	20
Parthenon Plumbing	39	Parthenon Plumbing	12
I have not yet attended a match at Geodis Park			
		Lee Company	9
		Happy Hiller	8
		Hoffmann Brothers	5
		Pioneer Home Services	2
		Busy Bee HVAC	1
Premium season tickets		Group tickets times	
Lee Company	41	Happy Hiller	5
Happy Hiller	26	Lee Company	3
Hoffmann Brothers	18	Hoffmann Brothers	2
Busy Bee HVAC	7	Busy Bee HVAC	2
Pioneer Home Services	3	Pioneer Home Services	2
Parthenon Plumbing	1		

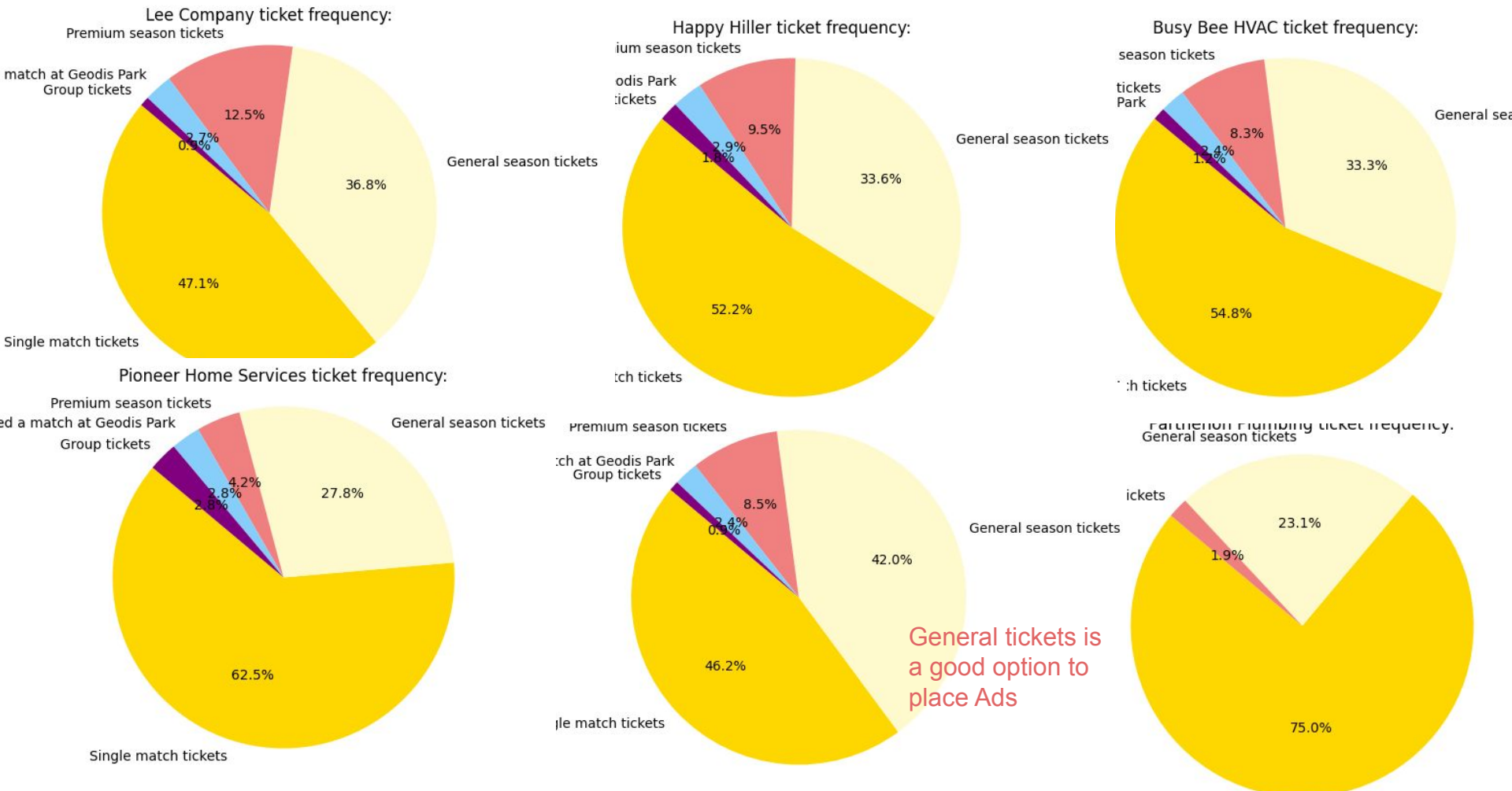
Pie Charts using the Same Statistics are in the Next Page



For Hoffmann Brothers, General ticket 6% larger share compared to single and premium tickets

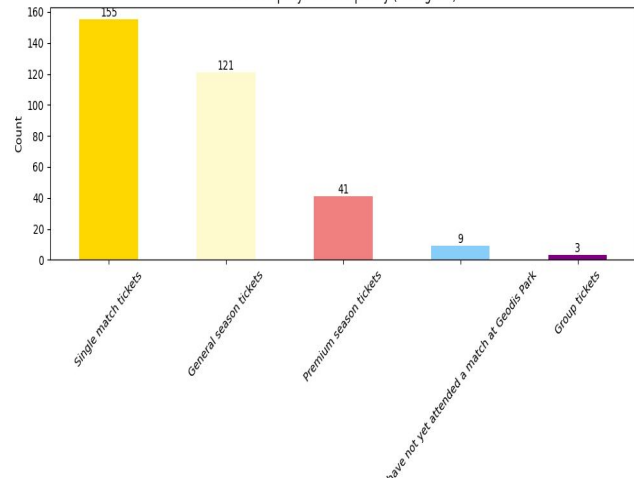


Within Company Ticket Frequency Distribution

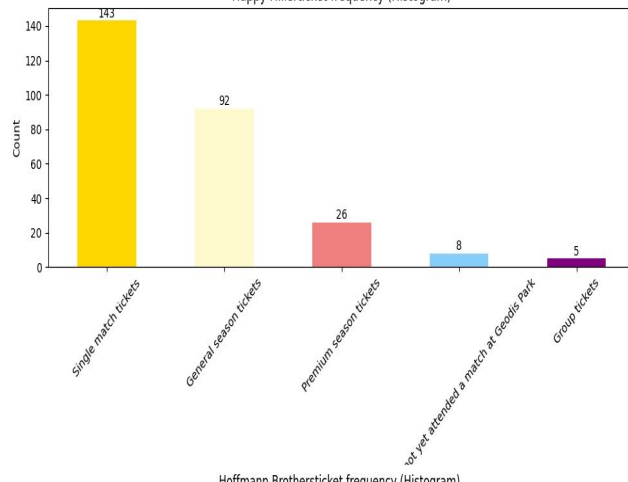


Histogram (same statistics as the previous page)

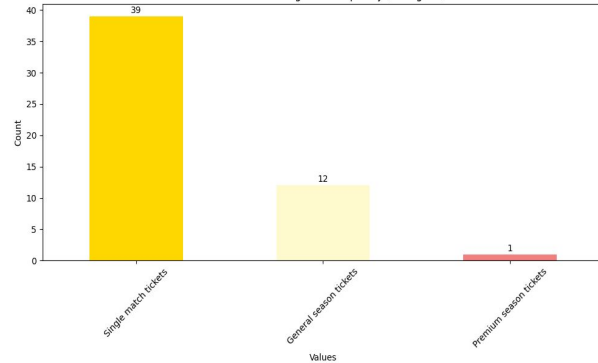
Lee Companyticket frequency (Histogram)



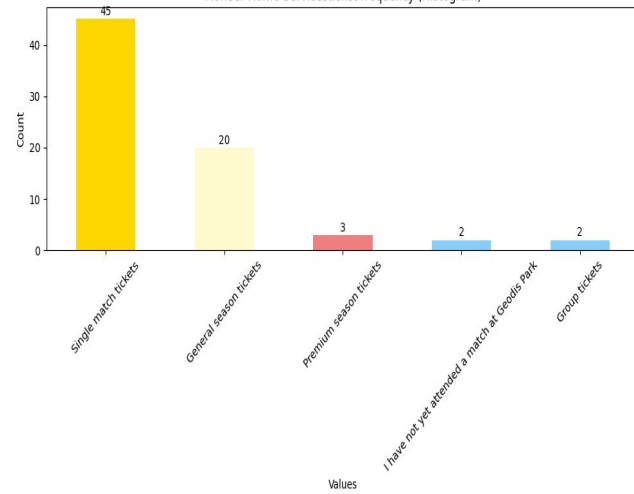
Happy Hillerticket frequency (Histogram)



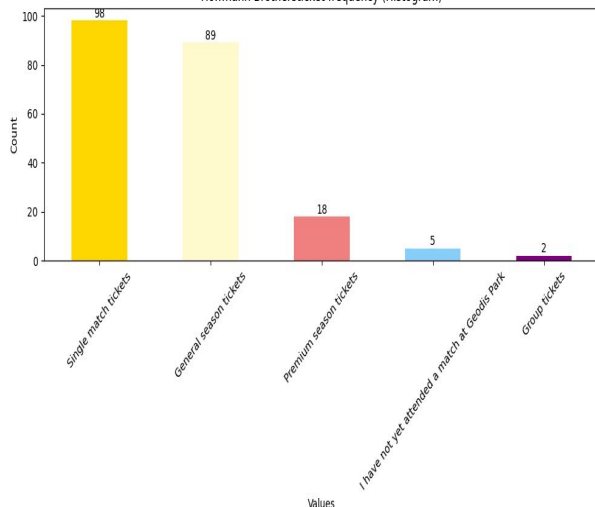
Parthenon Plumbingticket frequency (Histogram)



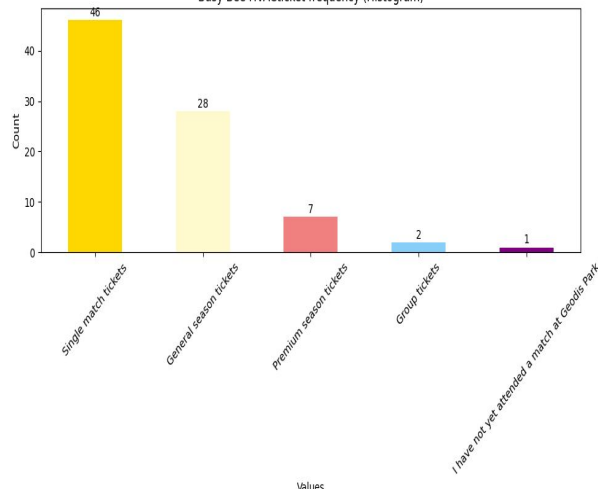
Pioneer Home Servicesticket frequency (Histogram)



Hoffmann Brothersticket frequency (Histogram)

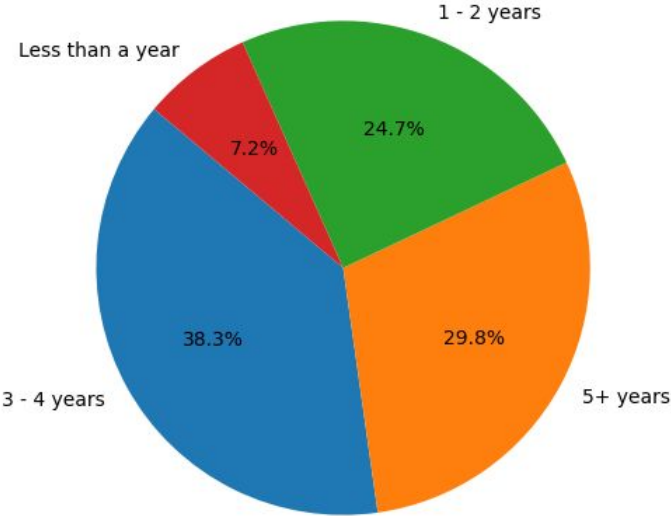


Busy Bee HVACticket frequency (Histogram)

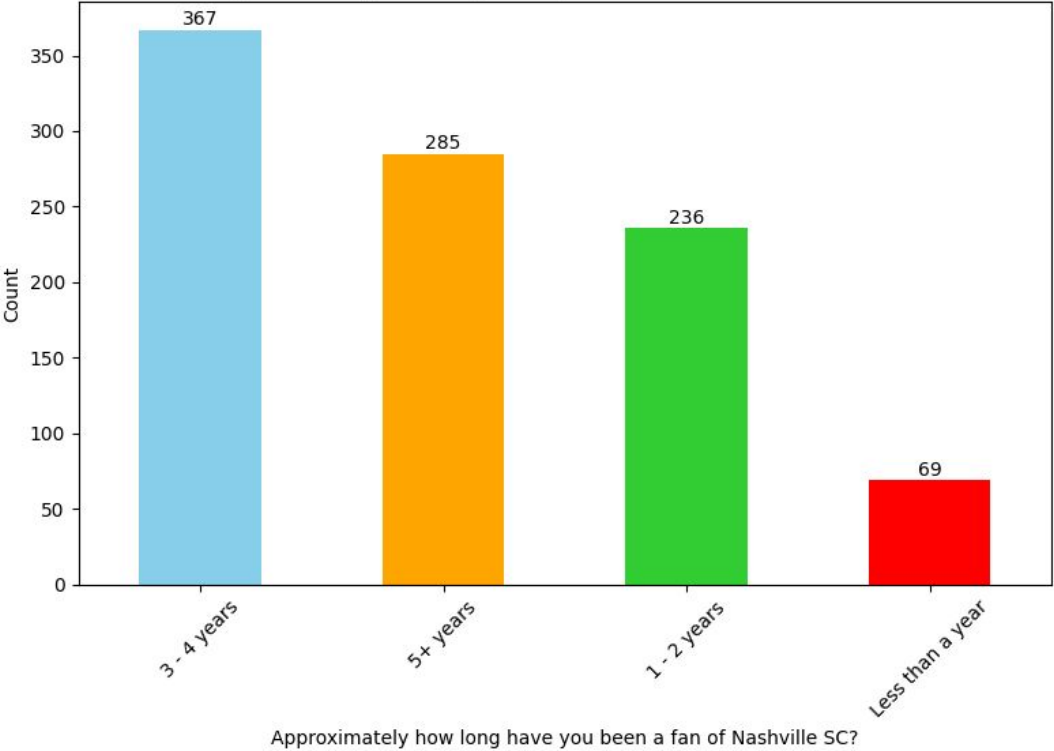


Fans

Approximately how long have you been a fan of Nashville SC?



Approximately how long have you been a fan of Nashville SC?



Each Home Services Providers' Nashville SC Fans Distribution

5+ years

Lee Company	121
Happy Hiller	76
Hoffmann Brothers	64
Busy Bee HVAC	21
Pioneer Home Services	12
Parthenon Plumbing	9

3-4 years

Lee Company	127
Happy Hiller	107
Hoffmann Brothers	82
Pioneer Home Services	34
Busy Bee HVAC	32
Parthenon Plumbing	16

1-2 Years

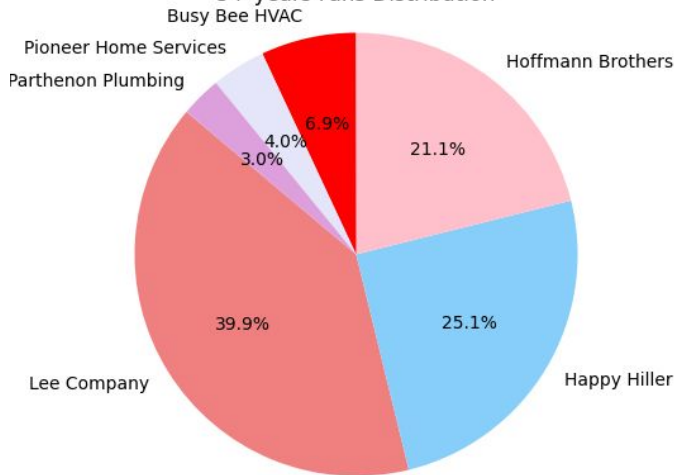
Happy Hiller	74
Lee Company	68
Hoffmann Brothers	54
Busy Bee HVAC	23
Parthenon Plumbing	18
Pioneer Home Services	18

Less than a year

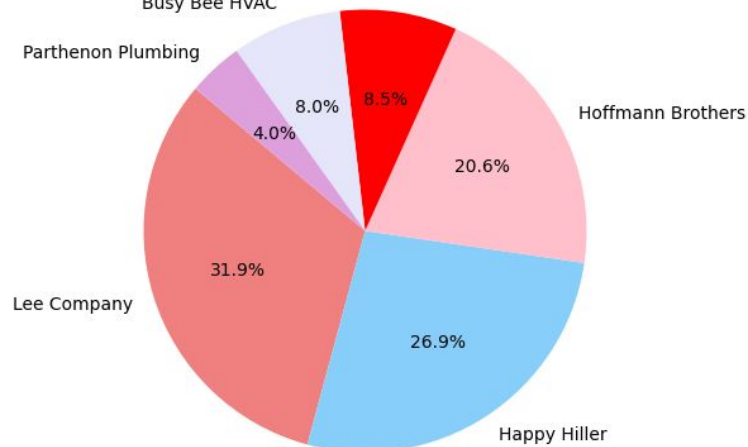
Happy Hiller	17
Lee Company	13
Hoffmann Brothers	12
Parthenon Plumbing	9
Pioneer Home Services	8
Busy Bee HVAC	8

Pie Charts using the Same Statistics are in the Next Page

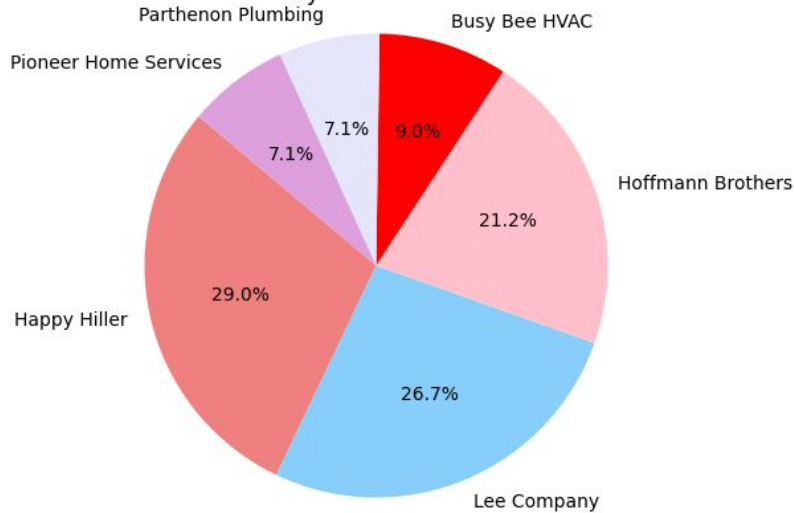
5+ years Fans Distribution



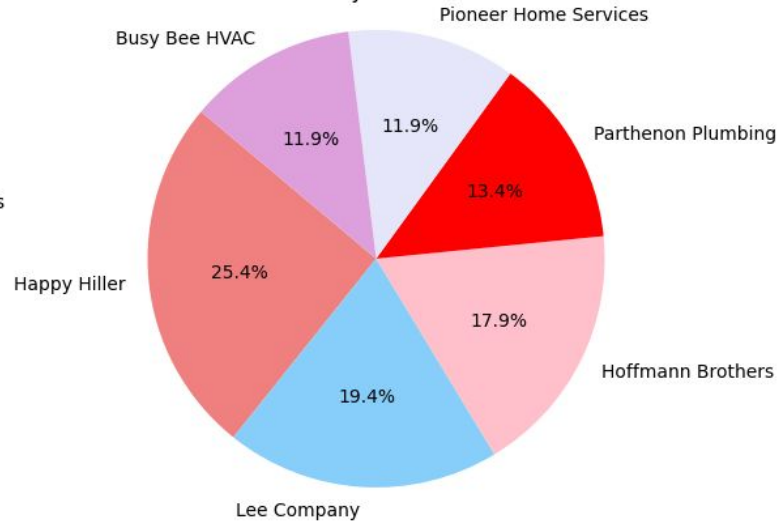
3 - 4 years Distribution



1 - 2 years Distribution

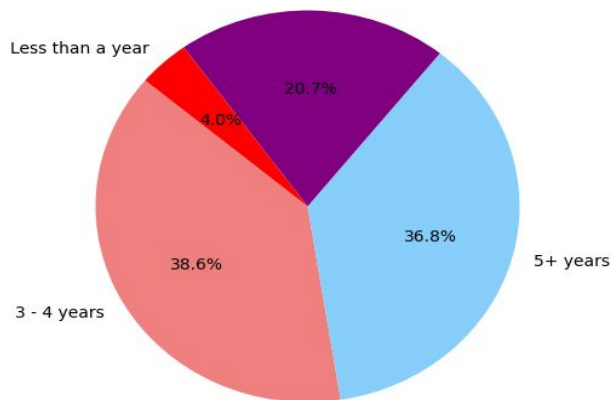


Less than a year Distribution

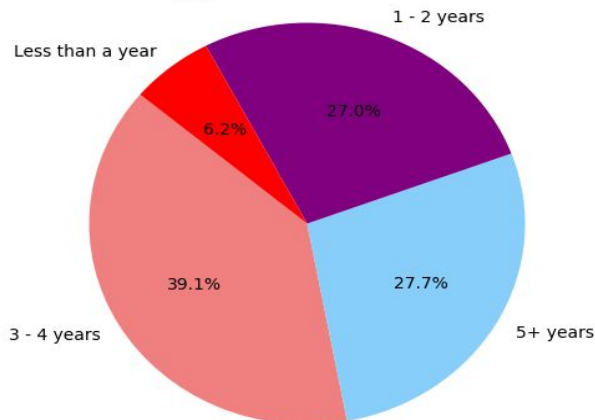


Within Company Fans Distribution

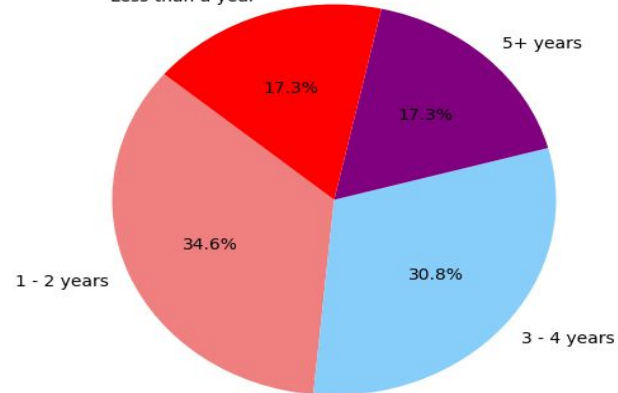
Lee Company Fans Distribution:



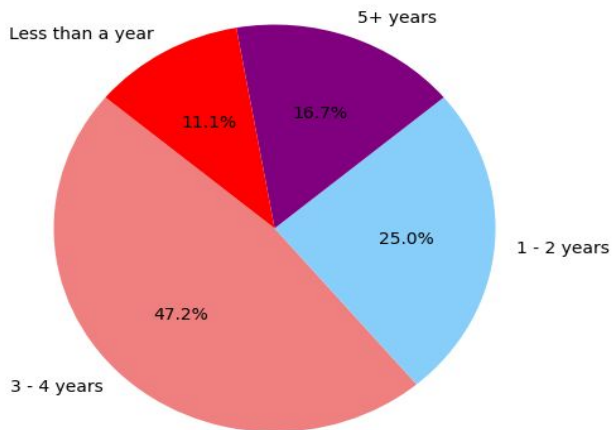
Happy Hiller Fans Distribution:



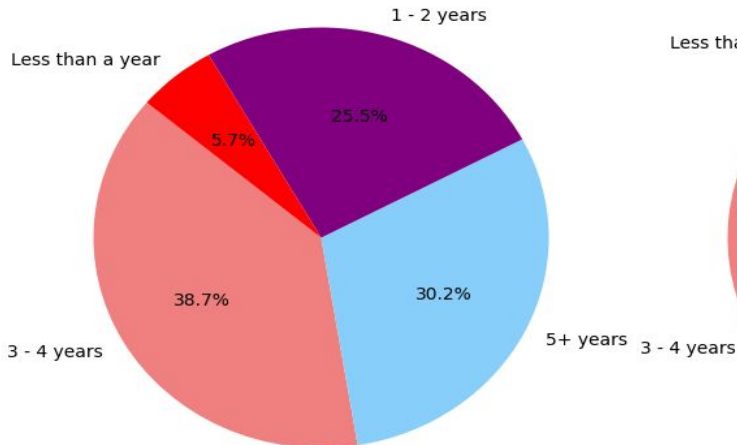
Parthenon Plumbing Fans Distribution:



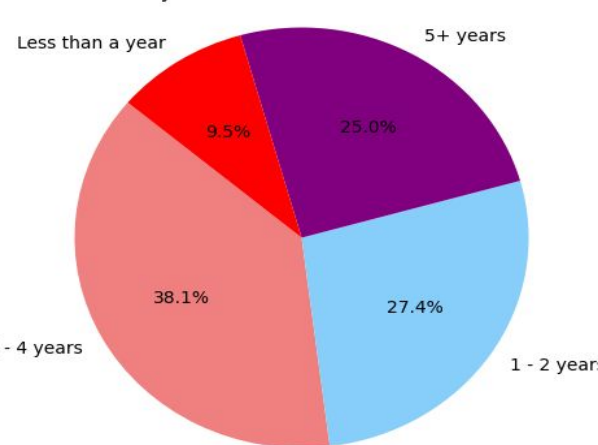
Pioneer Home Services Fans Distribution:



Hoffmann Brothers Fans Distribution:

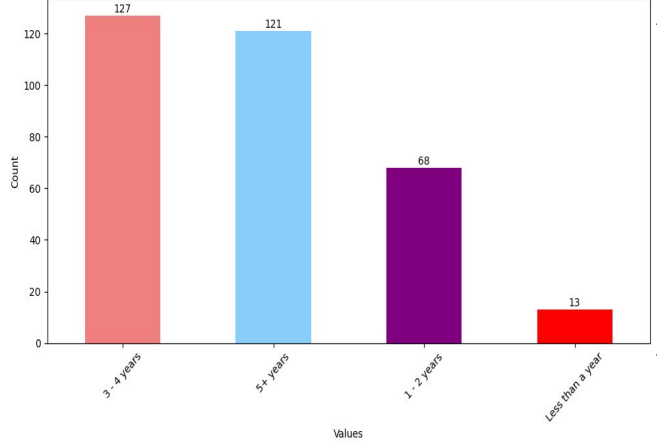


Busy Bee HVAC Fans Distribution:

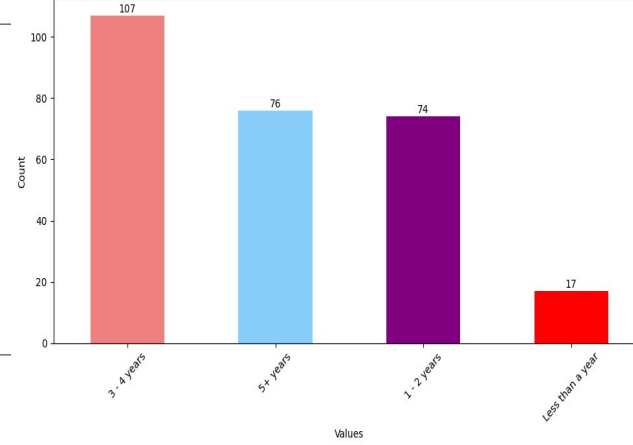


Histogram (same statistics as the previous page)

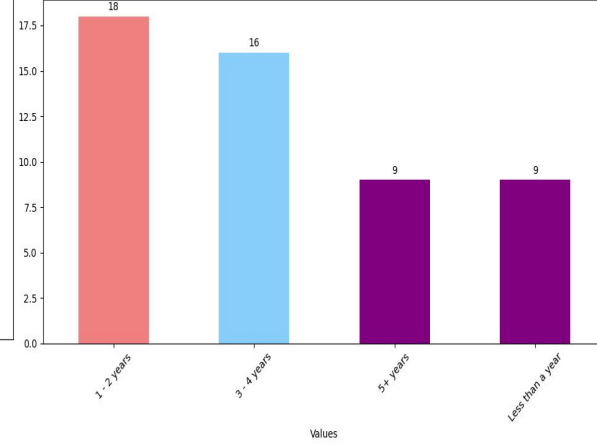
Lee Company Fans Distribution (Histogram)



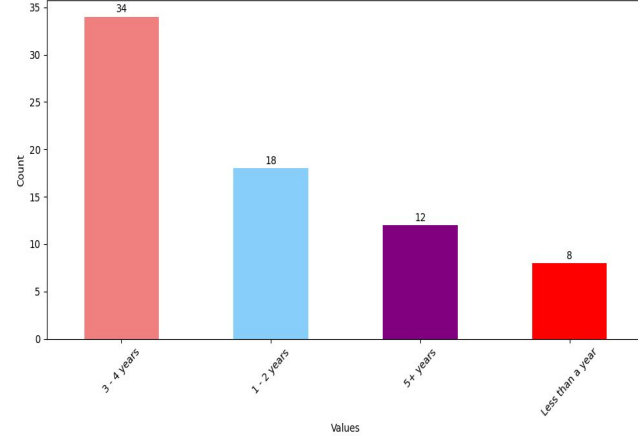
Happy Hiller Fans Distribution (Histogram)



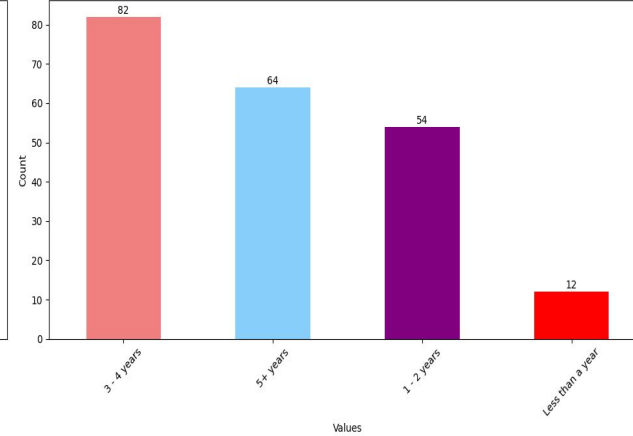
Parthenon Plumbing Fans Distribution (Histogram)



Pioneer Home Services Fans Distribution (Histogram)



Hoffmann Brothers Fans Distribution (Histogram)



Busy Bee HVAC Fans Distribution (Histogram)

