**Seattle Reign Project**

**Determinants of Sales, Attendance, Media Consumption, and Merchandise Consumption: A Case Study of a Soccer Team.**

* 1. The Seattle Reign FC began play in the then eight-team National Women's Soccer League in 2013, the league’s inaugural season. During their first season, Reign FC played at Starfire Stadium in Tukwila, WA. In February 2014, the team moved to Memorial Stadium, located at the Seattle Center. The Reign is looking to increase ticket sales and attendance. The team has seen past successes and has featured a star-powered roster, but recently is not doing as well and has fewer big-name players. The Reign is still looking to generate additional interest in the community. The Reign has hired you as an outside consultant to help them achieve the following objectives:
     1. Determine the primary factors that impact attendance intentions, media consumption intentions, and merchandise consumption intention.
     2. Determine the factors that impact satisfaction (Performance, Outcome, Matchday Satisfaction).
     3. Determine ways to increase brand attitude.
     4. Investigate purchasing habits of corporate partner products.
     5. Investigate ways to improve gameday experience.
     6. Identify viable market segments.
  2. You created a survey consisting of four sections containing a combination of past attendance behaviors, behavior intentions, psychographics, and demographics. The survey was distributed online through the mailing list provided by the Seattle Reign FC organization. You obtained 684 useable survey responses.

Now you need to analyze the data and address the objectives listed above for the Reign FC. In addition, you need to make specific recommendations on what they should do to achieve the objectives.

Seattle Reign FC Survey Key

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| Question | Q Key |
| How would you describe your interest in Seattle Reign FC?  5=I live and die with this team  4=I consider myself to be a loyal fan of this team  3=I consider myself to be a moderate fan of this team  2=I consider myself to be a low-level fan of this team  1=I have a small amount of interest | Interest |
| Have you ever attended a Seattle Reign FC match? No = 0 Yes = 1 | Attend1 |
| If yes, when did you first attend a Seattle Reign FC match?  1=2013  2=2014  3=2015  4=2016 | Attend2 |
| If you attended a Seattle Reign FC match this past season, approximately how many home games did you attend in 2016? | gamelast |
| 3c. What type of ticket did you use?  Single Game = 1  Four Pack = 2  Season Ticket = 3 | lasttype |
| Who do you attend matches with?  1=Family  2=Friends  3=Business Associates  4=I attend games by myself | Gamewit1  Gamewit2  Gamewit3  Gamewit4 |
| What is the approximate distance you travel to the game? | Travel5 |
| By what means do you typically travel to games?  1=Walk  2=Bike  3=Public Transportation  4=Ride Share (i.e. Uber/Lyft)  5=Personal Car  6=Other | Travel6 |
| Please estimate the total dollar amount (if any) that you spend over the (2016) season on Seattle Reign FC merchandise and swag (not food) for yourself and others  Self  Others | SpndlastS  SpndlastO |
| During the season, on average, how many times per week did you access the Reign  1=Website  2=Facebook page  3=Twitter account  4=Instagram account  5=YouTube channel | Media8\_1  Media8\_2  Media8\_3  Media8\_4  Media8\_5 |
| On average, how many times per week during the season did you read about the Reign in the newspaper/digital sport page? | Media9 |
| On average, how many times during the season did you watch the Reign on TV? | Media10 |
| Number of Seattle Reign FC match(es) that you intend to attend this coming season (2017)? | Gamepln1 |
| If you will attend a Seattle Reign FC match this season (2017), what type of ticket will you use?  1=Season Ticket  2=5 Match Pack  3=3 Match Pack  4=Single Match  5=Pitchside Table  6=Undecided | Gampln2a  Gampln2b  Gampln2c  Gampln2d  Gampln2e  Gampln2f |

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| Question | Q Key |
| 11. Newspaper ads for Seattle Reign FC matches | Media1 |
| 12. Seattle Reign FC billboard ads | Media3 |
| 13. Radio ads for Seattle Reign FC matches | Media4 |
| 14. Media publicity about Seattle Reign FC matches | Media5 |
| 15. Internet ads for the team  EMAILS | Media6  Media12 |
| 16. Seattle Reign FC Facebook posts | Media7a |
| 17. Seattle Reign FC Twitter posts | Media7b |
| Match themes (i.e. Military Appreciation, College Night) | Promo3 |
| 18. Halftime events | Promo4 |
| 19. Pre-match events | Promo5 |
| 20. Post-match events | Promo6 |
| 21. Word of Mouth from friends | WOM1 |
| 22. Word of Mouth from family | WOM2 |
| 23. Word of Mouth from Acquaintances | WOM3 |
| Ticket discounts or promotions | Promo1 |
| 25. Distance I need to travel to get to the stadium | Travel1 |
| 26. Traffic on the way to the stadium | Travel2 |
| 27. Closeness of parking to the stadium | Travel3 |

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| Question | Q Key |
| 48. I consider myself to be a "real" fan of Seattle Reign FC | IDteam1 |
| 49. I am more of a fan of the individual players on the team than of the team | IDplay1 |
| 50. I am a big fan of Coach Laura Harvey | IDcoach1 |
| I am a big fan of Hope Solo | HopeS1 |
| 51. I am a big fan of professional women’s soccer | IDsport1 |
| I am a big fan of players on the US Women’s National Team | IDnattm1 |
| 52. I feel part of the Seattle community | IDcomm2 |
| 53. The team/organization provides opportunities to learn about the technical aspects of the match | Knowledg3 |
| 55. The team's games provide an escape from my day-to-day routine | Escape1 |
| 57. The skill of the players is world-class | Skill2 |
| The team usually wins more matches than it loses | Success2 |
| 59. The team’s matches are usually very exciting | Drama4 |
| 60. The team frequently plays very aggressively | Aggress3 |
| 61. The game provides an opportunity to socialize with others | Socint1 |
| 62. The players are good role models for young kids | RoleMod2 |
| 63. The game provides an opportunity to support women's sport | Cause1 |
| 64. The cost of attending a match is inexpensive | Cost3 |
| 65. My family is not interested in going to the match | NoInt1 |
| 66. My significant other is not interested in going to a match | NoInt2 |
| 67. My friends are not interested in going to a match | NoInt3 |
| I would like to receive more emails from Seattle Reign FC | Email1 |
| I wish I could watch matches on national TV | Media11 |

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| Question | Q Key |
| 69. Commitment (to another) - being devoted or dedicated to another | dycom1 |
| 70. Kindness – being sympathetic and compassionate | Benev1 |
| 71. Diligence – being persistent and hard-working | Work4 |
| Personal growth – developing emotionally, intellectually, and spiritually | Pergrow1 |
| Patriotism – being a proud supporter/defender of one’s country and its way of life | Patriot3 |
| 72. Daringness – courage combined with a willingness to take risks | Stim1 |
| Self-control – controlling your own behavior, especially reactions and impulses | Selfcon1 |
| 73. Self-indulgence – pursuing one's own pleasure or satisfaction without restraint | Hedon1 |

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| 74. Personal financial security – being secure in my personal financial standing | Finsec1 |
| Wealth – having a large amount of money and other valuable things | Prosper1 |
| 75. Success – the achievement of something impressive | Achieve1 |
| 76. Physical safety – feeling safe and sound | Safe1 |
| 77. Physical fitness – being physically fit, in shape | Phywel1 |
| 78. Social acceptance – feeling that I belong in a group or groups | Socacc2 |
| 79. Companionship – the establishment and maintenance of social relationships | Compan1 |
| 80. Family togetherness – having a family that enjoys each other's company | Family1 |
| 81. Wisdom – accumulated knowledge of life gained through experience | Wisdom1 |

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| Have you followed Reign FC at all this year?  1=Yes  2=No | Follow1 |

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| Question | Q Key |
| 93. I feel happy about the Reign’s 2016 season | Posaff1 |
| 94. I feel disappointed with the Reign’s 2016 season | Negaff1 |
| 91. I feel satisfied with the outcome of the season | Satout2 |
| 92. I feel satisfied with the overall quality of play this past season | Satperf3 |
| I would like to let others know about my association with Seattle Reign FC | BIRG1 |
| I would be more likely to purchase tickets if seating was reserved, rather than general admission | Seat1 |
| Buying tickets online was fast and easy | Ticket1 |
| I am supportive of Megan Rapinoe’s decision to kneel during the national anthem | Rapinoe1 |
| I am likely to purchase Reign FC merchandise in 2017 | Buymer1 |
| 86. If I were going to buy Seattle Reign merchandise, I would prefer to buy it online | Buyonl1 |
| 87. If I were going to buy Seattle Reign FC merchandise, I would prefer to buy it at a match | BuyMat1 |
| 88. If I were going to buy Seattle Reign FC merchandise, I would prefer to buy it at another sport merchandise store. | BuyStor1 |
| 89. I am more likely to purchase goods or services from sponsors of Seattle Reign FC than similar non-sponsors | BuySpon1 |
| I would prefer Reign FC play their home matches at CenturyLink Field | Clink1 |
| I would prefer Reign FC play their home matches at Starfire Stadium | Starfir1 |
| 90. I am likely to support the Seattle Reign in 2017 | Support1 |
| I am likely to attend matches in 2017 | Attend17 |
| I do not wish to be a fan of the Seattle Reign FC | Corf1 |

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| Question  Have you purchased from any of these sponsors in the past six months? | Q Key |
| 95. Carter Subaru | Purchs1 |
| 96. Microsoft | Purchs2 |
| 97. Pepsi | Purchs3 |
| 100. BECU | Purchs4 |
| 101. Chihuly Studio | Purchs5 |
| 102. Hardrock Café | Purchs6 |
| 103. Health Warrior | Purchs7 |
| 105. Hyatt House | Purchs8 |
| 106. Kraken Congee | Purchs9 |
| 107. Ruffneck Scarves | Purchs10 |

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| Question  Knowing these companies support Seattle Reign FC, how likely are you to consider them mwhen making your purchase decision for items/services that they provide? | Q Key |
| 95. Carter Subaru | Spnbuy1 |
| 96. Microsoft | Spnbuy2 |
| 97. Pepsi | Spnbuy3 |
| 100. BECU | Spnbuy4 |
| 101. Chihuly Studio | Spnbuy5 |
| 102. Hardrock Café | Spnbuy6 |
| 103. Health Warrior | Spnbuy7 |
| 105. Hyatt House | Spnbuy8 |
| 106. Kraken Congee | Spnbuy9 |
| 107. Ruffneck Scarves | Spnbuy10 |
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| Have you attended a match in 2016?  1=Yes  2=No | Attend3 |
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| Question | Q Key |
| Overall match day experience | Matchsat |
| Overall experience with Memorial Stadium | Expsat1 |
| Friendliness of arena staff | Prsnsat1 |
| Opportunity to get player autographs or photos | Autgsat1 |
| Security in and around arena | Prsnsat2 |
| Process of entering the stadium | Prsnsat3 |
| 110. Current concession offerings at Seattle Reign FC matches | Consat3 |
| 111. Price of food items | Consat4 |
| 112. Quality of concession items | Consat1 |
| 113. Wait times in order to get my food | Consat9 |
| 114. Wait times in order to get my drink | Consat6 |
| 115. Convenience of concessions location | Consat8 |
| 116. Convenience of beer garden location | Beersat1 |
| 117. Variety of food options | Consat2 |
| 118. Courteousness of the servers at the concession stands | Prsnsat4 |
| 119. Price of drink items | Consat5 |
| Variety of drink items | Consat7 |
| Beer Garden | Beersat2 |
| 120. Quality of service from food trucks | Fdtrsat1 |
| Quality of food and drinks from food trucks | Fdtrsat2 |
| Cleanliness of restrooms | Rstrsat1 |

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| Question | Q Key |
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| Overall match day experience | Matchimp |
| Overall experience with Memorial Stadium | Expimp1 |
| Friendliness of arena staff | Prsnimp1 |
| Opportunity to get player autographs or photos | Autgimp1 |
| Security in and around arena | Prsnimp2 |
| Process of entering the stadium | Prsnimp3 |
| 110. Current concession offerings at Seattle Reign FC matches | Conimp3 |
| 111. Price of food items | Conimp4 |
| 112. Quality of concession items | Conimp1 |
| 113. Wait times in order to get my food | Conimp9 |
| 114. Wait times in order to get my drink | Conimp6 |
| 115. Convenience of concessions location | Conimp8 |
| 116. Convenience of beer garden location | Beerimp1 |
| 117. Variety of food options | Conimp2 |
| 118. Courteousness of the servers at the concession stands | Prsnimp4 |
| 119. Price of drink items | Conimp5 |
| Variety of Drink Items | Conimp7 |
| Beer Garden | Beerimp2 |
| 120. Quality of service from food trucks | Fdtrimp1 |
| Quality of food and drinks from food trucks | Fdtrimp2 |
| Cleanliness of restrooms | Rstrimp1 |
| Price point/affordability | Mersat20 |
| Assortment (i.e. variety of merchandise) | Mersat21 |
| Quality of merchandise items | Mersat22 |
| Wait times in order to get my merchandise | Mersat23 |
| Convenience of retail location | Mersat24 |
| Courteousness of the associates at the retail stands | Mersat25 |
| Price point/affordability | Merimp20 |
| Assortment (i.e. variety of merchandise) | Merimp21 |
| Quality of merchandise items | Merimp22 |
| Wait times in order to get my merchandise | Merimp23 |
| Convenience of retail location | Merimp24 |
| Courteousness of the associates at the retail stands | Merimp25 |
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| What type of non-jersey product would you prefer to purchase and/or see more of?  1=shirts (short sleeve)  2=shirts (long sleeve)  3=jackets  4=Accessories (i.e. headwear, photo cases) | Shirt1  Shirt2  Shirt3  Shirt4 |
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| Do you identify as…  1=Male  2=Female  3=Prefer not to answer | Gender |
| Do you identify as…  1=Gay/Lesbian  2=Heterosexual  3=Bisexual  4=Other  5=Prefer not to answer | SexOrient |
| Do you identify as…  1=White  2=Black/African American  3=American Indian/Alaska Nativa  4=Asian  5=Native Hawaiian/Pacific Islander  6=Other  Prefer not to answer | Race |
| What is your age? | Age |
| Which, if any, of the following local events have you attended in the past year?  1=Seattle Storm  2=Seattle Seahawks  3=Seattle Sounders  4=Seattle Mariners  5=S2  6=Sounders Women  7=Seattle Majestics  8=Tacoma Stars  9=Rat City Rollergirls | SeaEvnt1  SeaEvnt2  SeaEvnt3  SeaEvnt4  SeaEvnt5  SeaEvnt6  SeaEvnt7  SeaEvnt8  SeaEvnt9 |
| We would like to know which days/times works best for you to attend Reign FC matches. Please rank them by order of preference.  1=Wed Evenings  2=Friday Evenings  3=Saturday Afternoons 1pm  4=Saturday Afternoons 4pm  5=Saturday Evenings  6=Sunday Afternoons 4pm  7=Sunday Evenings | GameTim1  GameTim2  GameTim3  GameTim4  GameTim5  GameTim6  GameTim7 |
| Marital Status  1=Single  2=Married/Partnered  3=Other | Marital |
| 144. Highest Level of Education  some high school = 1  high school graduate = 2  some college = 3  college graduate = 4  graduate degree = 5  other = 6 | Educat |
| 146. Household Income  below $20,000 = 1  $20,000-$39,999 = 2  $40,000-$59,999 = 3  $60,000-$79,999 = 4  $80,000-$99,999 = 5  $100,000-$149,999 = 6  $150,000-$199,999 = 7  $200,000 to $299,000 = 8  $300,000 or above = 9 | Income |
| How many people are in your household? | House1 |
| How many individuals are under 18 years of age? | House2 |
| In what zip code do you live? | Zipcode |
| 147. Additional comments and insights on your feelings about Seattle Reign FC are welcome below | Addins |
| Would you like to be entered in the drawing?  1=Yes  2=No | Drawing |