

Fandom Generation
Survey Analysis Project
TEAM ONE **HOT** ENCODER:

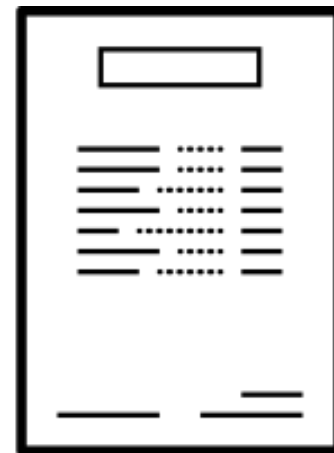
Comparing Gen Z and Baby Boomers

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Research Question

“How have sports changed in the last 50 years, and where are they heading?”

1. Examined similarities and differences between Boomer and Gen Z generation
2. Prioritized by each category with labels (Expectations, Behavior, Sports Fandom)
3. Used supporting research with survey results to make assumptions

Generation
Baby Boomer



Generation
Z



Data Exploration & Cleaning

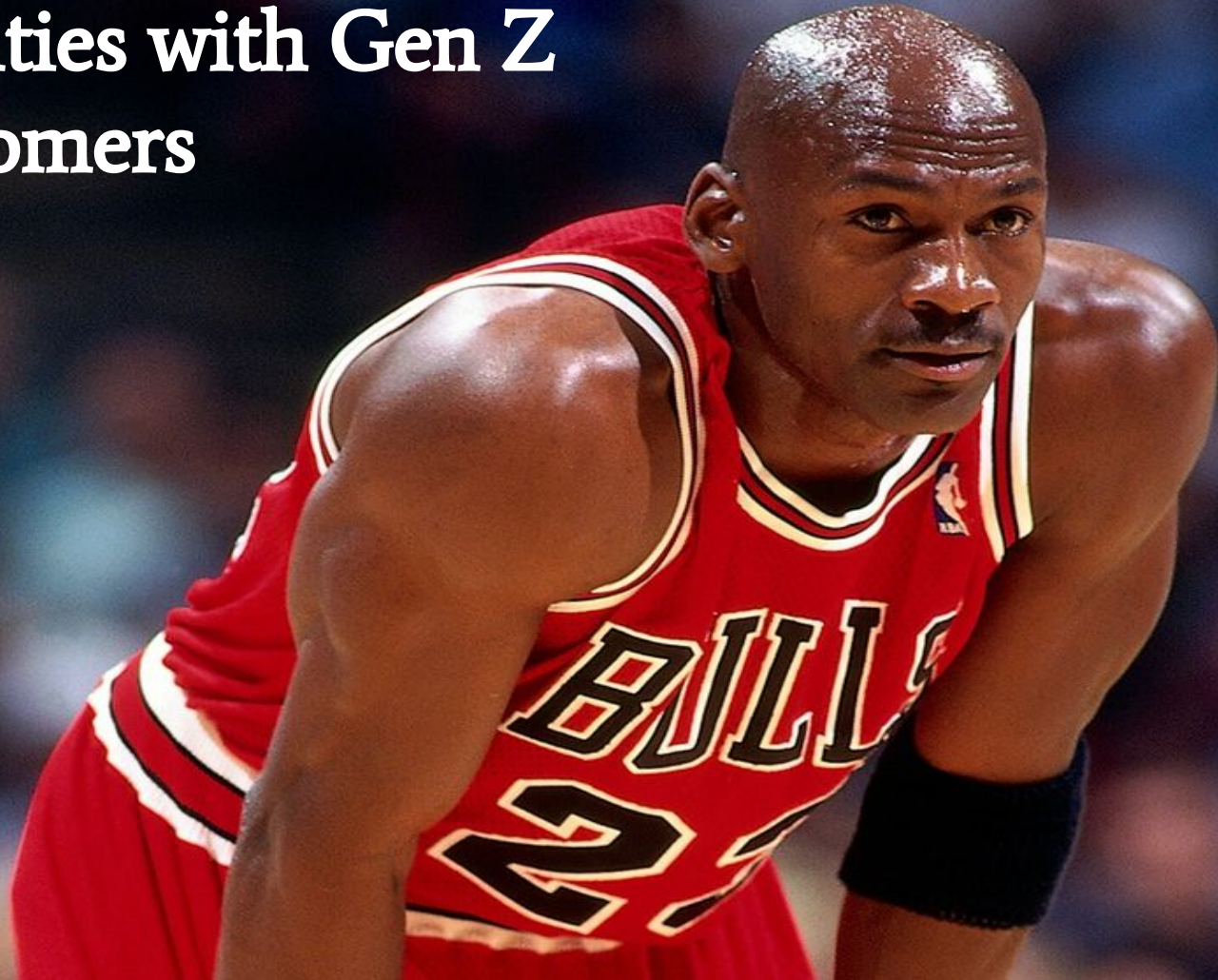
Exploration

- Split up all the questions into categories based on topic
- Labeled and formatted variables to match the appropriate sports teams
- Dropped '*Silent Generation*' observations
- Segment based on generation and gender

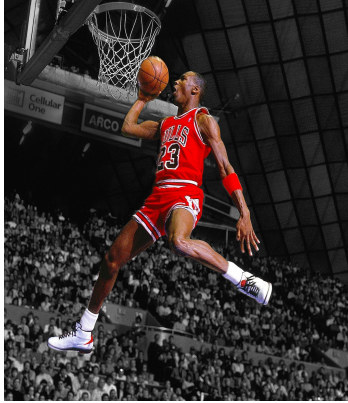
Labels

- Sports Fandom
 - Factors that fans consider in sports
- Behaviors
 - Certain behaviors that drive sports related decisions
 - Viewing Sports
 - Social Media
- Expectations
 - Which sports is expected to be popular in the future by each generation

Similarities with Gen Z and Boomers



Similarities with Boomer and Gen Z



Fans of Michael
Jordan



Not a Fan of Live Events
Spectacles



High Expectations for
Football & Basketball



Love Sports Food &
Beverage

Key Insight & Assumption

Though Gen Z and Boomer have a high spread difference in years
Both appeal to the generic love of the old school tradition of sports and athletes



Differences in Gen Z and Boomers

Sports-related Behaviors



Gen Z females prefer attending live events and are more likely to wear sports apparel



Gen Z males tend to follow NBA superstars

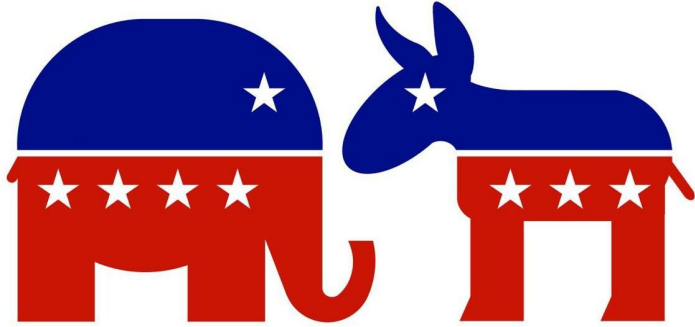


Baby Boomer males tend to follow MLB superstars

Key Insight & Assumption:

Sports and player fandom have shifted from baseball (old sports) to basketball (young sports) over time and that new generation is more likely to be vocal

Conservatives vs. Liberals



Boomers are more likely to feel the sense of affinity to those with same political ideologies

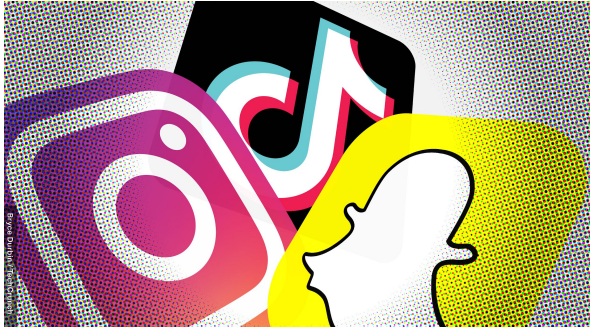


Gen Z are more likely to be supporters of a more socialist agenda (Bernie Sanders)

Key Insight & Assumption:

Gen Z are more likely to be liberals while Boomers are more likely to be conservatives

Analog vs Digital Generation



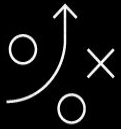
Boomers are least likely to be a fan of social media personalities; whereas, generation Z are most likely to be the raving fans of popular social media personalities



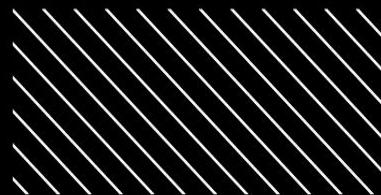
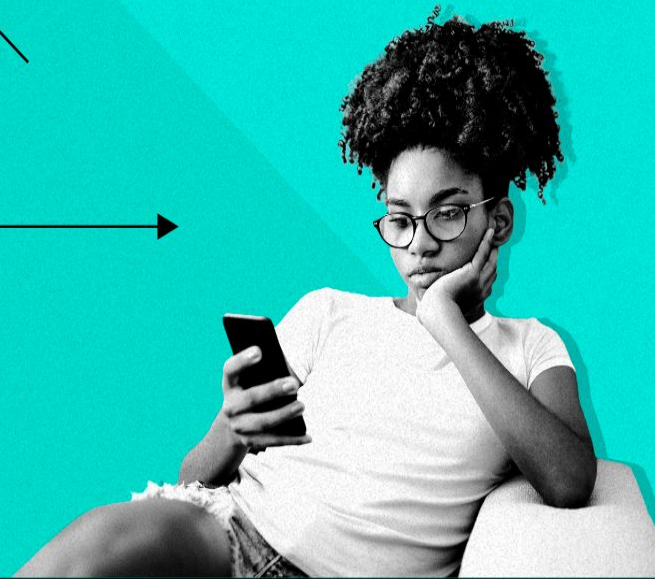
Boomers are least likely to be fans of currently most popular music artists such as Cardi B and BTS, whereas Gen Z females are the most raving fans of these pop star

Key Insight & Assumption:

Gen Z are digital generations who are more inclined to follow a celebrity via social media platforms such as YouTube, Instagram, Twitter, and TikTok



Gen Z influencing Sports Behavior



Gen Z Influencing Sports Behavior



Gen Z cares about social causes



Gen Z are more likely to be fans of brand products

Key Insight & Assumption:

Younger crowd more interested in meaningful social change

Gen Z Influencing Sports Behavior



Gen Z are more likely to be fans of fashion brands



Gen Z are willing to wear sports related apparel in social settings

Key Insight & Assumption:

Younger crowd are more interested in being vocal about what they stand for

Where Do Sports Go From Here?



Bottom Line: Where Do Sports Go From Here?

- Gen Z's mix of traditional fandom and “new age” interest will keep the sports world evolving while keeping the big leagues involved
- Gen Z Males are willing to pay high ticket prices to increase future revenue growth (Post-Covid)
 - \$50K-\$100K SES Male will pay \$75-\$125
- Unlike the Boomer generation, Gen Z's behavior, political, and entertainment views will continue to impact the sports arena
 - Social causes
 - Athlete's independence
- Social Media, Technology, and Analytics will enhance the viewing experiences and play a big role of expanding eSports and Gaming

