



NATIONAL FOOTBALL LEAGUE

2019 ATTENDANCE PROFILE

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INTRODUCTION

1. Evaluate the attendance profile of the NFL in 2019
2. Analyze the smart phone usage of attendees
3. Explain action steps on how to use the data to maintain engagement at games, increase frequency of games attended, and create a more diversified fan base



2008



1984



~1970



~1960

NATIONAL FOOTBALL LEAGUE

- Established in 1920
- 32 teams
- At least 40% more attendance than 3 other major professional sports in 2019
- Largest fan market in 2019- 121,598,000 people

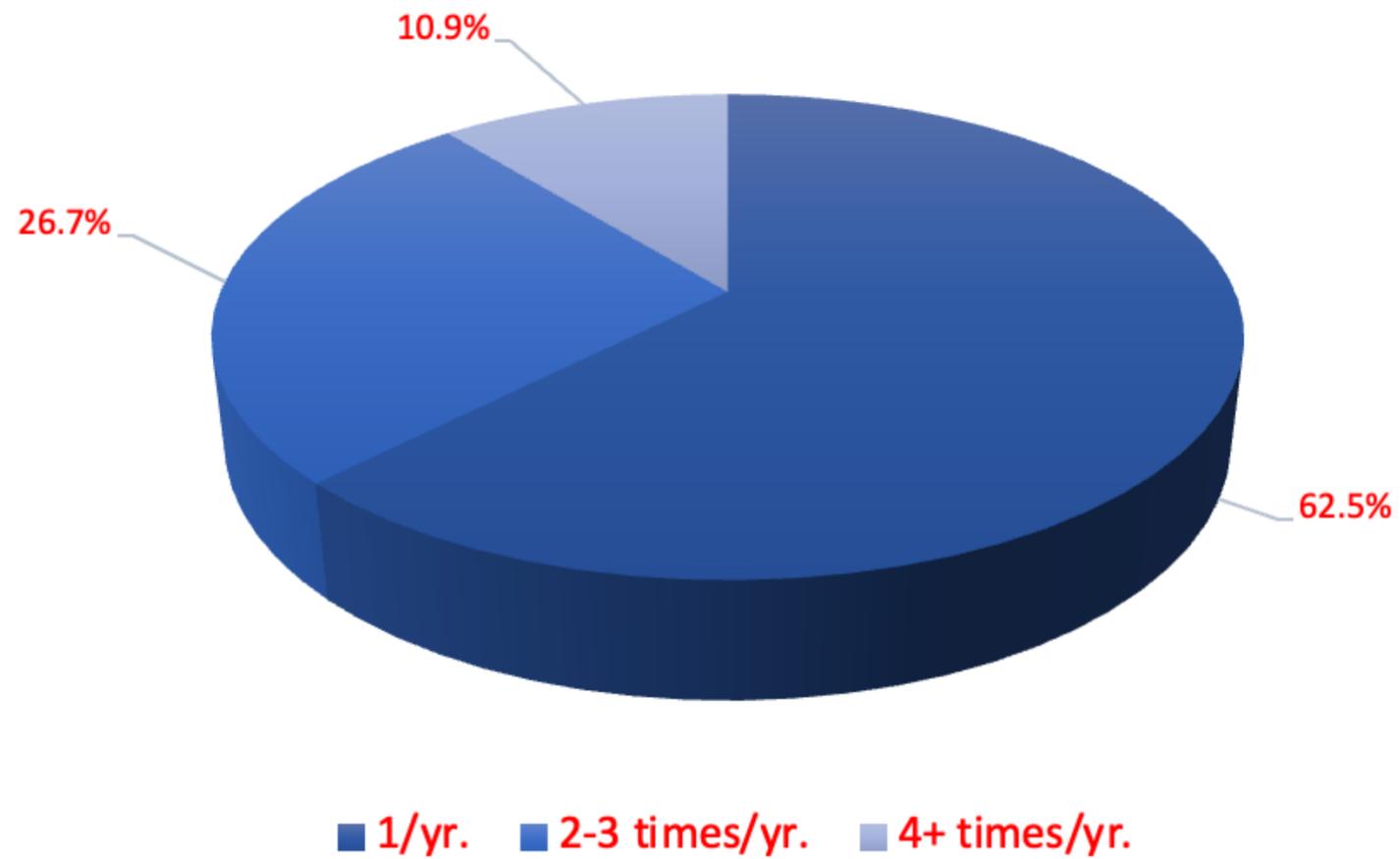
SBR NET

- Information through "syndicated custom and proprietary research for professional and college sports, consumer research, industry reports, and licensed industry articles"
- 18,069,000 people represented in this data

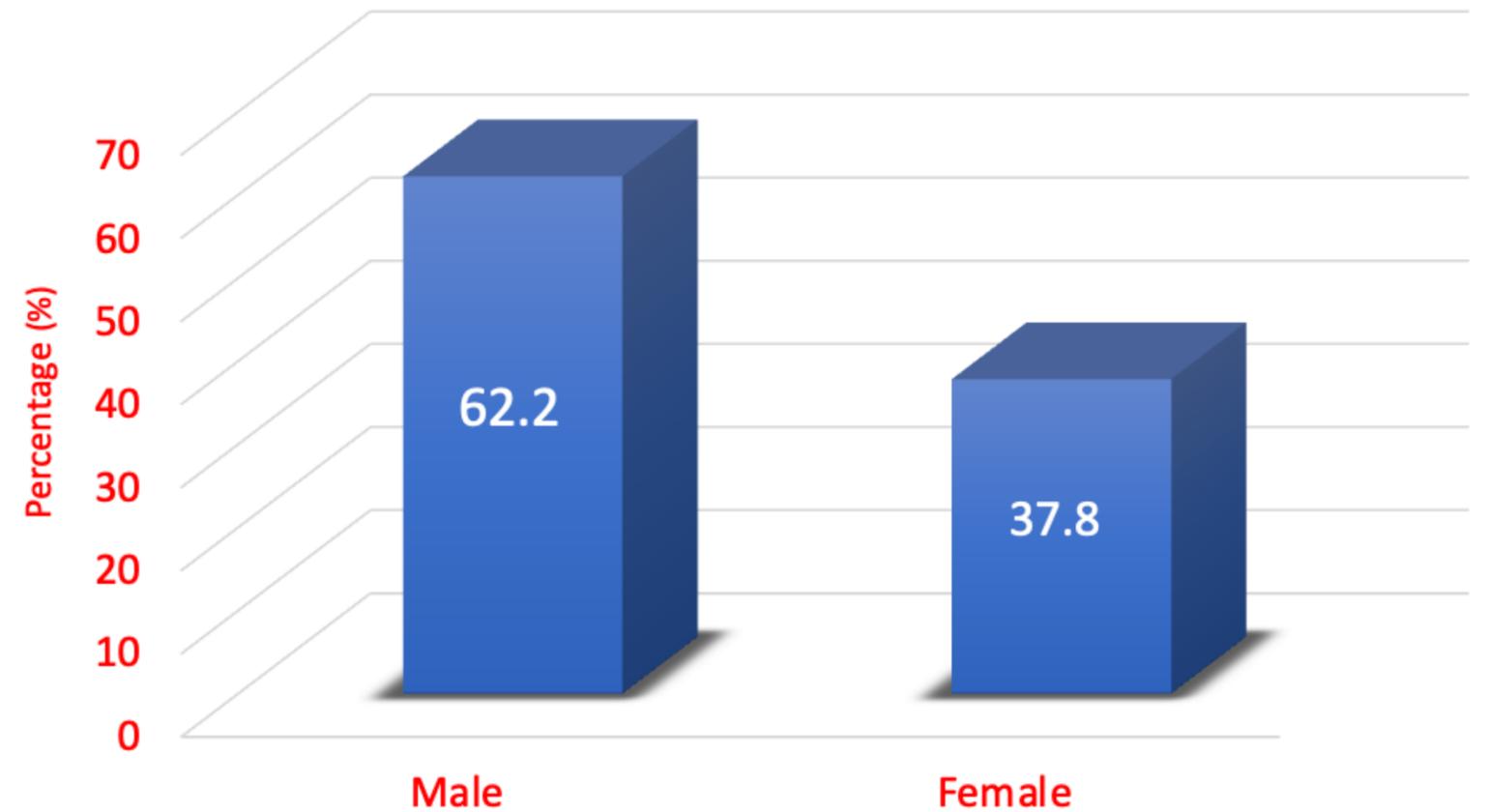




2019 FREQUENCY OF ATTENDING GAMES



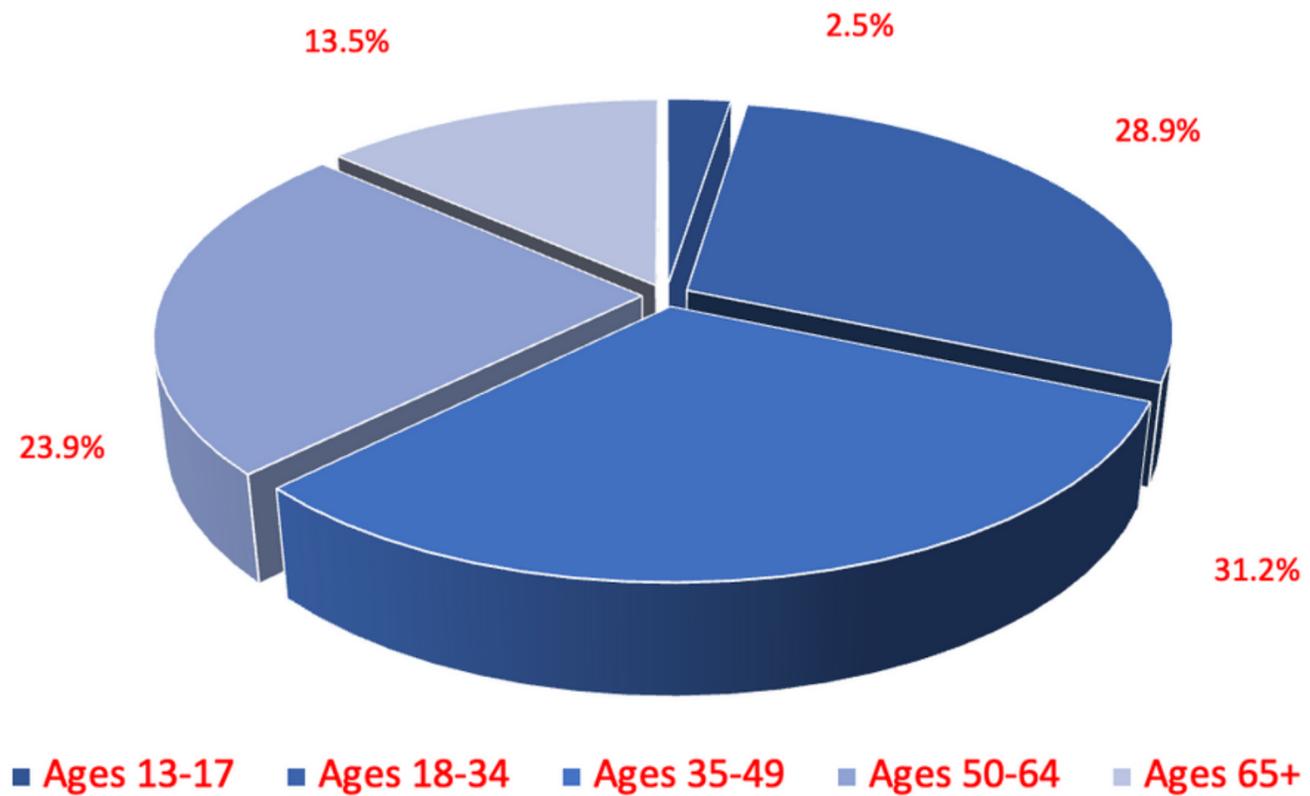
PERCENTAGE OF ATTENDEES BY GENDER



1/YEAR

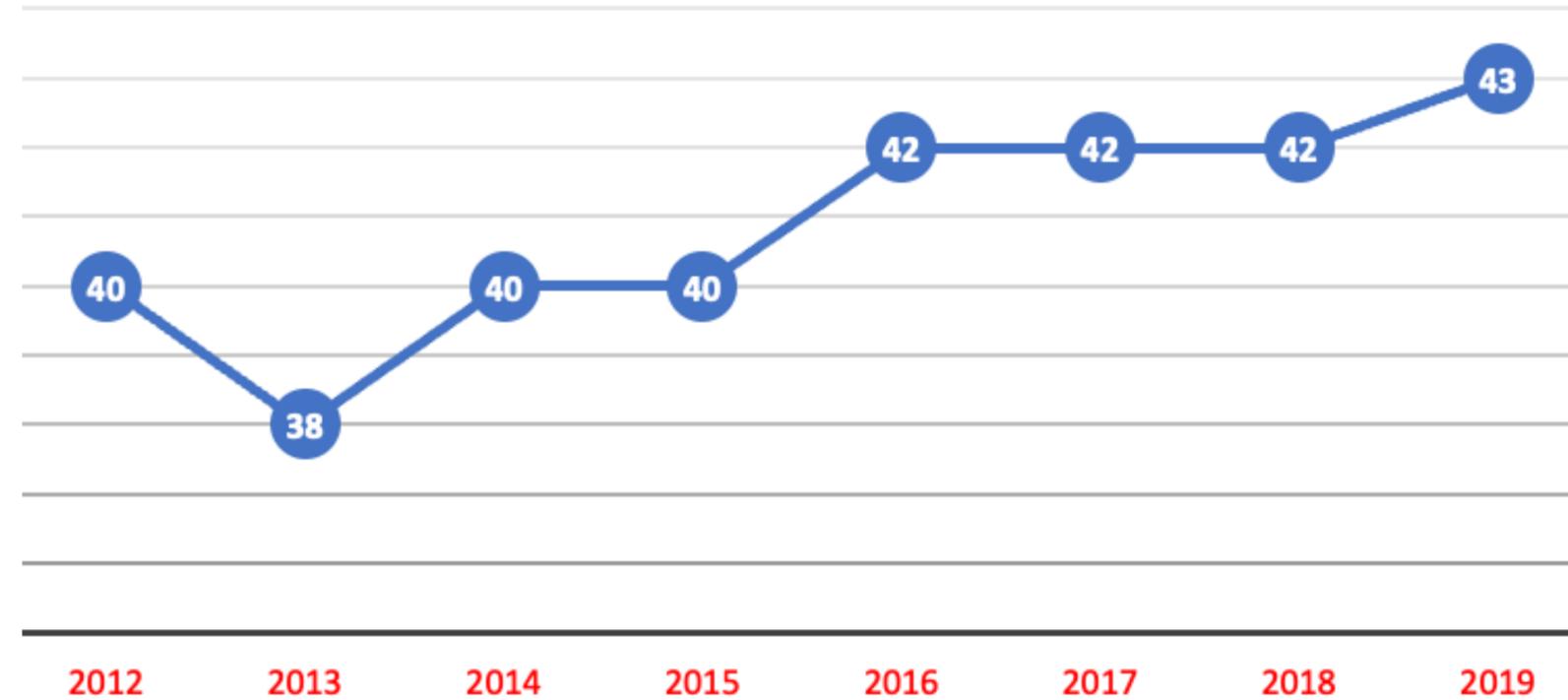
MALE

AGE OF ATTENDEES



35-49

MEDIAN AGE OF ATTENDEE (2012-2019)



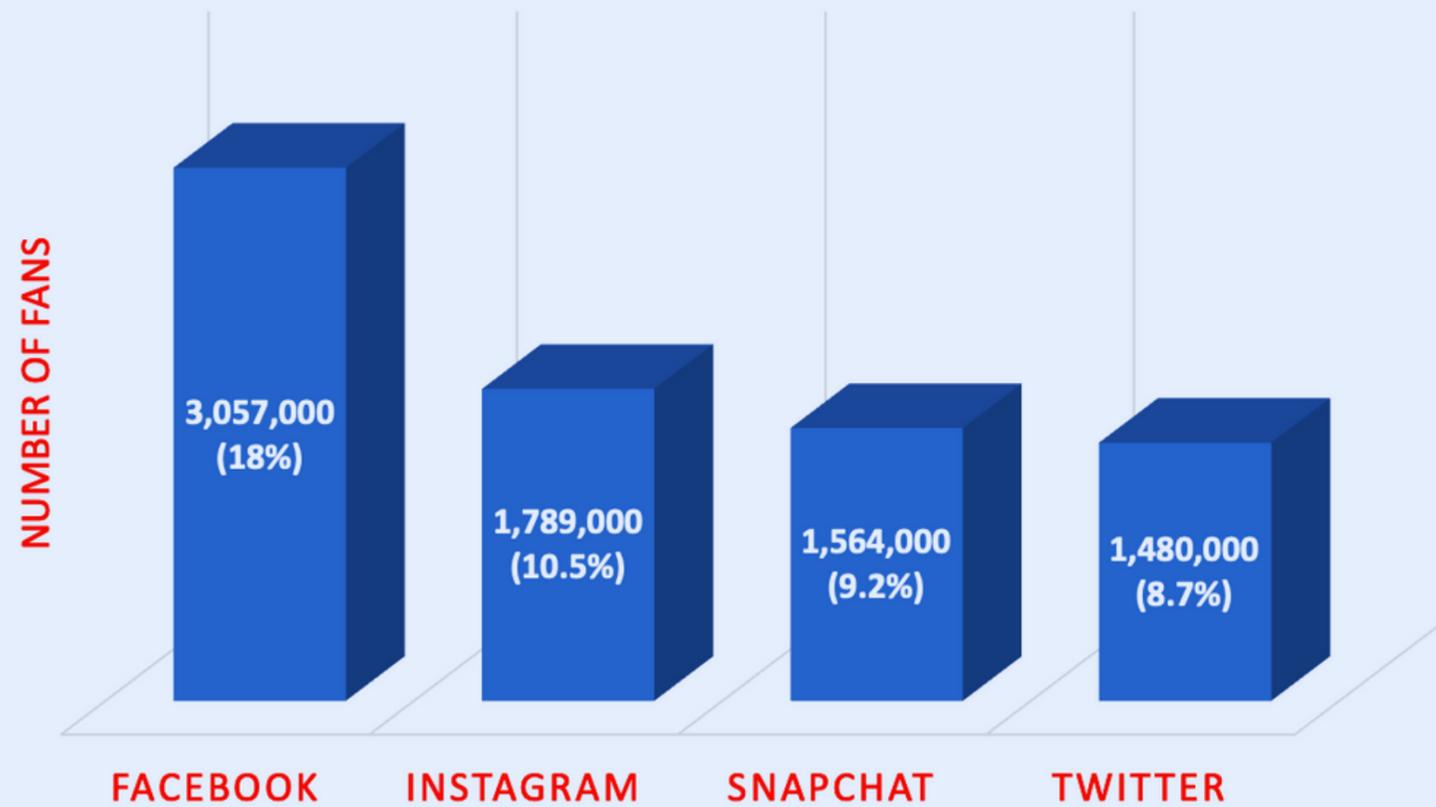
43

***USE 16,966,000 AS 100%**

(16,966,000 OF ATTENDEES REPORTED OWNING A SMARTPHONE)

SOCIAL MEDIA PLATFORMS FANS USED AT GAMES

***(PERCENTAGE BASED ON FANS WHO ATTEND AND OWN SMARTPHONE/TABLET)**



PERCENTAGE OF SMARTPHONE OWNERS WHO USE DEVICE DURING GAME FOR SOME REASON



FACEBOOK

44%

SUMMARY

¹
FREQUENCY

1/YEAR

GENDER

MALE

AGE GROUP

35-49

MEDIAN AGE

43

USED SMARTPHONES

44%

SOCIAL MEDIA

FACEBOOK

ACTION STEPS



AT GAME

- Average Facebook user age is 40.5
- Facebook Group
- "Fan of the Game"
- Top 4 pictures voted on by fans



AT HOME

- 29% of attendees use device to contact family
- Tagging team #athome
- 2 tickets set aside for winner at home



INSTAGRAM

- Average Instagram user age is 25-34 year olds
- Bring in younger fan base
- Bring in more females