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Topics

NFL Football (Motivation for attendance, male and female)
1) What are the statistical differences between the amount of men that attend NFL football games to the amount of women that attend the same games? This study will observe the gender differential in fan attendance of NFL football games over a 16 game season. 10 random teams in separate demographic markets will be analyzed utilizing the latest statistics software and the SRBnet database to gather attendance information. Each team can use this information to better market within their market and increase gender symmetry.

Different motivations at these football games, aspects that appeal to men vs women. How teams market their teams or construct their facilities. Is there a difference? Investigate motivational differences.

Why do we care? Start with fact cities spend lots of money on stadiums, how much money can be wasted if they don’t appeal to everyone. Understanding the motivations. *Journal of sport marketing or management*.

Look at other demographics if m.v.f doesn’t work out, i.e. racial differences

APA CITES


This paper synthesises the consumer motivation literature from three fields; tourism, events and sports spectating. It further provides a proposal for future research which advocates the testing of a new set of motivational variables and eventual identification of a sport event tourist typology. The article provides
clarification of a participant’s motivation to attend a sporting event.


In this research a behavioural approach is taken towards the principal of sport event tourism. There has been a significant growth of sport event tourism over the years which provide certain tourists a lot of opportunities for which watching sport has become a primary reason to travel. The aim of this study is to assess the factors of influence on sport event visit motivation. This article ties into our research because this is dealing with sport event tourism and talks about the factors that get people to attend sporting events.


This article explains the growth of fantasy sports into a multi-billion dollar industry and how it has made it an important component of the sports industry. Sport leagues must acknowledge the impact fantasy sports have on the way its participants consume their sport. This study examines the impact of fantasy football on the consumption of NFL-related products and services using an adapted version of the attitude/behavior model developed. Does fantasy football motivate more/different people to attend games?


This article discusses the multiple reasons why women should, and do, watch NFL football games. The author compiles a list of 15 ways for women to enjoy themselves by watching football rather it be live at the game or at home watching on television. This article can help us look at the motivations for why women watch football more than just the obvious reasons we may already know.


In this research poll, it takes a statistical look at Americans who watch NFL football. It breaks down all
of the information comparing gender differences and how people watch football. It also shows regional differences as well as time spent watching NFL Football for both males and females. These numbers can help us examine the motivational differences between men and women as to why we watch NFL Football.


This article examines the foundational understandings of sport and tourism and how these foundational understandings inform and can facilitate an increased understanding of sport tourism. This is relevant to our research because it allows us to understand the cultural influences of why people attended sporting events.


The purpose of this study is threefold: (1) to investigate what standards or consensus for determining consumer motivation have emerged in the academic marketing literature, (2) to review the theoretical knowledge about approaches and procedures for determining and measuring consumer motivation in general and their application to understanding tourist motivation (3) to suggest implications for future research of consumer motivation in a tourism context. The article provides reasoning for participants attending a sporting event. Also, it discusses a variety of approaches to understand a participants’ motivation to attend a sporting event and purchase merchandise.


This article examines what motivates fans to go to games and attempts to figure out where a sponsor’s brand can exist in that relationship between its target consumer and that entity they invest their time into. This information had been previously ignored.

This article examines the motivation behind attending sporting events. At times, participants and/or spectators make sports tourism decisions without truly being aware of the subtle or hidden forces shaping or attracting their sport destination selection. In essence, the decision to travel and participate in or attend a sporting activity is intentionally engineered by external forces such as family, friends, social peer groups, and/or entrepreneurial media advertising. This research is relevant to our topic because it helps us understand the influences of outside motivations and the external factors that go into the decision process to attend a sporting event.


This study was aimed to identify sociological motivation of Hispanic/Latino sport consumers by using modified existing motivation scales. The findings of this study revealed the Hispanic/Latino demographic characteristics and particular sociological motivations for attending sporting events. This study also indicated several implications focusing on Hispanics/Latinos as potential future sport customers. This goes with our study because if we want to also do a segment on minority attendance to sporting events and why they attend, then this has loads of information about the Hispanic/Latino population.
Problem Statement

It is widely regarded publicly that the male population dominates attendance at National Football League (NFL) games. Though still dominated by male attendance, studies suggest that the gradient curve is slightly changing in favor of female attendance. There have been several motivating factors that have spurred the increase in attendance. These motivational factors include changes in apparel, events, as well as advertising that has been targeted toward and better suited for a female audience. Because of this changing trend in advertising, the NFL has garnered a sizeable increase in sales and has ultimately benefitted from this slight change. It is unknown at the moment how long this trend will continue but studies suggest that with the addition of women’s apparel, women are more likely to purchase merchandise: which in turn will spur a female interest in the sport and players, which will spill over into the attendance of females at these sporting events. Another reason for the increase is women becoming involved with the ever popular fantasy football. The amount of women playing fantasy football over the past five years has increased a staggering 300% (Bleacher Report, 2011).

Maslow’s hierarchical needs theory (1943) suggests that there is a psychological desire, and need, behind motivation. Maslow’s theory has become well-known and widely influential as the standard for explaining motivation. This theory is applied to explain motivation in many social disciplines and areas such as business, sport, marketing and tourism. Need-based motivation theories have been used and criticised in tourism and other consumer motivation literature. These theories help organizations predict the effect of motivation on human behavior to better their products and raise attention. Motivation on behavior requires more than understanding of human needs, because, “a knowledge of people’s needs will not necessarily tell us what they will actually do fulfill such needs, or indeed whether they will do anything at all” (Kay, 2003).

There is a trend in using motivation theories in tourism to fuel attendance of not only males but also females at NFL games. Tourism is the major factor in gaining potential fans as well as attendance, merchandise sales and motivating miniscule parties such as females to attend events. Though there is a substantial amount of research dedicated to the reasoning behind human behavior and motivation, there is still need for further research regarding involving minority parties such as females. We hope to discover evidence for motivating females to attend sporting events, purchase NFL merchandise as well as gossip about the NFL; this evidence will be found in motivational theories used in tourism. This is of extreme importance because evidence and research is needed to discover new motivational methods to attract
minorities (i.e. females) to attend NFL sporting events.

**Purpose Statement**

We hope to look at the trend of increasing female attendance at NFL Games and the motivations that influence this trend. Examples of types of motivation are changes in apparel, events, as well as advertising that has been targeted toward the female audience. These may lead to the rise of female attendance as the experience is more than just the game now but a social event as well. To carry out this research we plan to use a quantitative design that implement likert scales. For data collection we plan to email our questions out to season ticket holders and have survey booths at each game and analyze the variance in responses.
Chris:
Our population is the men and women who attend National Football League (NFL) games. Our sample will be the random group of season ticket holders we email and individuals who approach our survey booths.

Justin:
For data collection, we will email our survey questions to season ticket holders of each NFL franchise as well as setting in place survey booths at each NFL game. After data collection, we will then analyze the variance in responses. The experiment will use a systematic sampling method where the ticket holders are the primary source of information.

Connor:
We plan to have all of the email responses back within the first three weeks of the 2014 NFL season. Over the course of these three weeks, we will conduct a one time survey at a home game for each team in the NFL. These surveys will start one hour before each games kick off and end one hour after the conclusion of each game.
**Study Problem**

From the time the NFL was established to where it is today, attendance at professional football games has been dominated by men, and we aim to look at the growing trend of women attending these games and the motivations behind it.

**Study Purpose**

The purpose of the study is to look at the motivations behind the increasing female attendance at NFL games and the statistical changes in male and female attendance.

The population we have selected is the men and women who attend National Football League (NFL) games. Our sample will be the random group of season ticket holders we email and individuals who approach our survey booths. For data collection, we will email our survey questions to season ticket holders of each NFL franchise as well as strategically placing survey booths at a specific NFL home game for each team. After data collection, we will then analyze the variance in responses. The experiment will use a systematic sampling method where the ticket holders are the primary source of information. Over 2.1 millions fans attend NFL games over an average weekend. We plan to survey a minimum of 2,000 season ticket holders per team over email which equals 64,000 and a minimum of 1,000 random fans at a home game for each team for 32,000 people. This will give us a minimum sample size of 96,000. To ensure we reach all demographics we will setup survey booths at lower level, club level, suite level, and upper level seats. We plan to conduct the email survey over weeks 1-3 and have all of the email responses back by the conclusion of week three of the 2014 NFL season. Over the course of these three weeks, we will conduct a one time survey at a home game for each of the 32 teams in the NFL. These surveys will start one hour before each game kicks off and end one hour after the conclusion of each game.

The survey will take approximately five to ten minutes to complete, because of this we will offer a 10% discount at team stores to fans who complete the in game survey and a promo code to the season ticket holders who complete the survey via email.
~What is preventing us from coming to games?

We are PRT undergrad students at NC State University and we will be looking at the motivation for attending NFL football games. The purpose of the study is to look at the motivations behind
the increasing attendance at NFL games. The survey will take between 5-10 minutes to complete and we are asking that season ticket holders of all 32 NFL teams answer the survey questions to assist us in completing the study. The potential benefit of this study would be to help find ways to increase interest and attendance in NFL games. The potential risks would be that we may find data that is insufficient or biased. Participation is not mandatory and you are welcome to withdraw from the study at any time. No where on the survey will we ask for any personal information, as the entire survey is anonymous and all answers will be kept confidential. If you have any questions about the study feel free to contact us at prtnflgameattendancestudy@ncsu.edu.

NFL Background and Outside Factors

1. The following items address your perceptions on the NFL and importance of factors outside of the game itself. Please indicate your level of agreement with the following scale: (1 being not important, 3 being neutral and 5 being extremely important). (Please circle one number for each item.)

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<tr>
<th></th>
<th>NI</th>
<th>N</th>
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<tbody>
<tr>
<td>How much do you enjoy attending NFL games?</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>How much do you enjoy watching NFL on television?</td>
<td>1</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Is tailgating an important factor in attending games?</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>The opportunity to purchase team apparel?</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>The price of apparel?</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>The fan atmosphere plays an important part in whether you attend games?</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>The weather plays an important part in whether you attend games?</td>
<td>1</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Proximity of home to the team stadium?</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Price of public transportation? (i.e. plane tickets, taxi, etc.)</td>
<td>1</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Seating arrangement importance?</td>
<td>1</td>
<td>3</td>
<td>5</td>
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Game Day Factors

2. The following items address your perception of game day factors. Please indicate your level of agreement with each item on a scale of 1 – 7, where 1 = strongly disagree and 7 = strongly agree. (Please circle one number for each item.)

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<th>SD</th>
<th>N</th>
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<tbody>
<tr>
<td>Ticket prices are reasonable?</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Going to games with friends a factor?</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Going to games with family a factor?</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</table>
Tailgating influences decision to attend games?  
Does size of crowd play a factor?  
Price of concessions a factor?  
Does availability of alcohol inside the stadium influence whether you attend a game?  
Does length of entrance/concession lines play a factor?  
Does negative attention from the opposite team’s fans play a factor?  
Traffic and parking are an important factor in whether you attend a game?

Demographics

1. What is your age? (Please check one.)  
   ___ Younger than 20  
   ___ 21 – 40  
   ___ 41 – 60  
   ___ 61 – 80  
   ___ 81 or older

2. What is your sex? (Please check one.)  
   ___ Male  
   ___ Female

3. What is your income level? (Please check one.)  
   ___ Under $25,000  
   ___ $25,000 to $49,999  
   ___ $50,000 to $74,999  
   ___ $75,000 to $99,999  
   ___ $100,000 or above

4. What is your geographical region? (Please check one.)  
   ___ Northeast  
   ___ Southeast  
   ___ Midwest  
   ___ Southern Plains  
   ___ Northern Plains  
   ___ Northern Rockies  
   ___ Southern Rockies  
   ___ West Coast
5. What is your ethnicity? *(Please check one.)*
   ___ Black, non-Hispanic
   ___ Hispanic
   ___ American Indian or Alaskan Native
   ___ Asian
   ___ Native Hawaiian and other Pacific Islander
   ___ White, non-Hispanic
   ___ Other _____________________________ *(Please write in.)*

Thank you so much for participating in this survey!
Your time is of great value to our study.