

DATA IN SPORTS

BRENDA LI

OUTLINE

- Why surveys?
- Surveying in sports
 - Sponsorships
 - Challenges with surveying
- Setting up a survey
- Examples

WHY SURVEY?

1. Easiest form of wide-scale information gathering
 - No limit on how many people receive the survey
2. Cost-effective
 - Can be internally produced and managed
3. Various ways of distribution
 - In – person
 - Email
 - App
4. Precise results for analysis

SURVEYS IN SPORTS

- Typically used for customer satisfaction
 - How do consumers feel about the experience?
 - What are areas of improvement?
 - **Who is in the building?**
- Sponsorships (pre and post)
 - Benchmarking for engagement level at the start of sponsorship
 - App question example: Have you heard of this brand?
 - How has the sponsorship increased brand awareness?
 - Are people more likely to purchase a sponsor brand?
 - **Who is in the building?**

LEAGUE REPORTS

- Every league sends out a report to its fans to understand their reactions to the league and to sponsors
- Awareness of the league
- Awareness of leagues sponsors
- Affinity to sponsors
- Likelihood to purchase (consideration) from sponsors

Why spend here instead of elsewhere?



WITH THE POWER OF THE NFL

THE MOST POPULAR SPORT IN NORTH AMERICA



OF AMERICANS
(185.3MM)
ARE FANS OF THE



#1 VIEWED
SPORT IN AMERICA



NFL REPRESENTS
37% OF THE TIME SPENT
VIEWING SPORTS EVENTS

MORE PEOPLE SELECT THE NFL AS THEIR FAVORITE SPORT THAN MLB, NBA, NHL, AND MLS COMBINED



SPONSORSHIP IMPACT

WHITE SOX FANS ARE

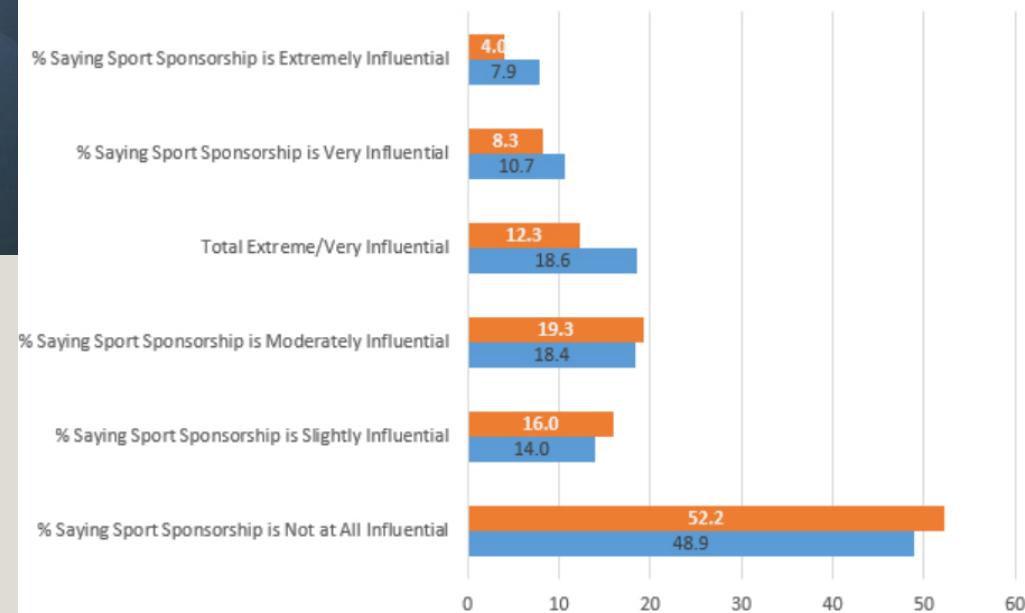
76% MORE LIKELY

to purchase a product or service

FROM A WHITE SOX

SPONSOR**

Chart 1: Attitude Towards Influence of Sport Sponsorship on Purchases of Sponsors' Products, MLB Fans vs. NFL Fans



EXAMPLE: POPULAR SURVEY TOOL

nielsen
Help: 855-807-2272 or clientsupport@nielsen.com

PRIME linco

Signed in as: [redacted] Sign O

FEATURES

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TOOLS

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Report Builder 2

New Copy Delete Rename Folder

Save As Options Definitions View Clear Daypart Trade Area Batch Trender Map Downlo

Market/Release Miami/West Palm Beach Local Market Mix 2018 Release 2 Total (Aug 2017 - Jul 2018)

Base 5,541,891 Base Total Resp: 6,288
Target 5,541,891 Base Total Resp: 6,288

Profile Crosstab Media Ranker Graph Notes

Subcategory	Response	Base Projected	Base %	Target Projected	Target %	Index
	Base Total	5,541,891	100.0%	5,541,891	100.0%	100
Age	18 - 20	272,065	4.9%	272,065	4.9%	100
Age	21 - 24	287,927	5.2%	287,927	5.2%	100
Age	25 - 29	404,704	7.3%	404,704	7.3%	100
Age	30 - 34	487,971	8.8%	487,971	8.8%	100
Age	35 - 39	405,677	7.3%	405,677	7.3%	100
Age	40 - 44	479,617	8.7%	479,617	8.7%	100
Age	45 - 49	383,335	6.9%	383,335	6.9%	100
Age	50 - 54	576,837	10.4%	576,837	10.4%	100
Age	55 - 59	465,723	8.4%	465,723	8.4%	100
Age	60 - 64	450,254	8.1%	450,254	8.1%	100
Age	65 - 69	340,998	6.2%	340,998	6.2%	100

DEMOGRAPHIC QUESTIONS

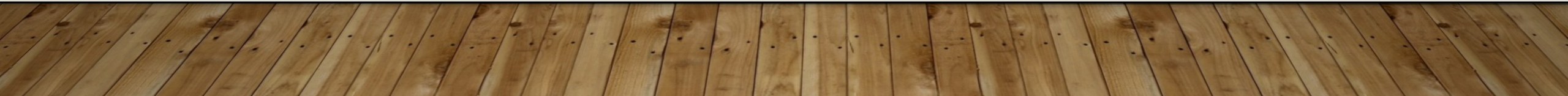
Used both from a customer experience perspective and a sponsorship side

- Teams need to know who is in the building
- Brands want to know who they're communicating to through the partnership
- Are there specific subsets that can be targeted?

CHALLENGES TO SURVEYING

- Survey fatigue
 - Consumers are over-communicated to by every brand
- Lack of responses
 - Response rates can fluctuate from 40% of members to only 10% of single-ticket buyers
 - Respondents may start to answer then drop out
- Biased questions

SETTING UP A SURVEY



SURVEY QUESTION SET-UP

- Surveying should be unbiased
 1. Leading questions
 2. Loaded questions
 3. Two questions at once
 4. Absolute answers
 5. Accurate scales

COMMON TYPES OF QUESTIONS

- Yes/No (Are you currently a season ticket holder?)
- Multiple Choice (Where did you buy your tickets from?)
 - Should always include an other selection
 - Can we only one selection or multi-selection
- Ranking (Please rank the following brands on their product durability with 1 being the highest, and 5 being the lowest.)
 - Scale explanation extremely important
- Rating Scale (How likely are you to purchase a sponsor product vs a non-sponsor product?)
 - Answers should be evenly spaced – likely, neutral, unlikely
- Open-ended questions

DEMOGRAPHIC QUESTIONS

- Brands might be interested in knowing the following
 1. Age
 2. Household income
 3. Consumption habits
 4. Marital status
 5. Leisure activities

What other things might a brand want to know?

SPONSOR QUESTIONS

Aided vs non-aided (brand awareness)

- Aided example
 - Which of the following brands are car sponsors of the team?
- Unaided example (stronger awareness)
 - Please list all hospital sponsors of the team

Likelihood to purchase

- Are you more or less likely to consider the brand if it is a sponsor?

SAMPLE SURVEY QUESTIONS

How likely are you to purchase a sponsor product vs. a non-sponsor product?

Which of the following are automobile partners of the team?

Please list all sponsors of the team you can recall.

SAMPLE SURVEY QUESTIONS

How great have Toyota's on-site activations been this past season?

Vs.

How do you feel about Toyota's activations this past season?

SAMPLE SURVEY QUESTIONS

Do you always visit our on-site activation space?

Vs.

How many times have you stopped at the activation space?

QUESTIONS?

**AND THE
SURVEY
SAYS...**

