



NFL 101: Understanding the Female Market for Professional Football

PHILADELPHIA EAGLES WOMEN'S CAMP

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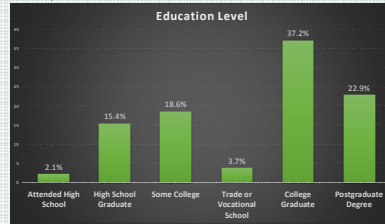
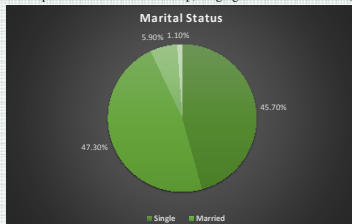


Introduction

The proliferation of alternative and competing sports has heightened competition for attendance, television revenue, and sponsorship dollars. The result has been a reinvigorated focus on satisfying fans and executing sound marketing. Perhaps not surprisingly, a wealth of this new marketing effort has been directed toward female spectators with novel approaches to build female fan bases such as NFL 101 camps. We collected primary data from a National Football League market development event for women. The study assessed: 1) attitudes towards the team and event, 2) specific outcomes related to attendance at the event, 3) motivations for attending the event, 4) behavioral intentions towards the team and team sponsors, and 5) respondent demographics. Based on our analyses we provide an overview of attitudes and opinions regarding the market development event. In addition, a number of significant relationships are identified.

Methodology

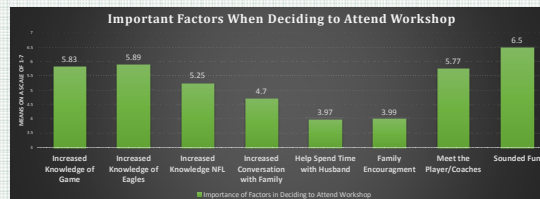
Sample: For this study, 199 women that attended a NFL 101 Philadelphia Women's Camp were given a self-completion questionnaire at the end of the workshop. Respondent ages ranged from 18 to 65 years old (mean = 37.7, SD =9.7). Marital status included single (45.7%), married (47.3%), divorced (5.9%), and widowed (1.1%). There was a wide range of reported household incomes (\$20,000 to \$600,000) with an average of \$76,991.60. The majority of these women reported a relatively high level of education with 18.6% having had some college, 37.2% who were college graduates, and 22.9% who had postgraduate degrees. The number of games the women attended in the past year ranged from 0-11 with the mean being 1.62. Most of the respondents were not season ticketholders (84.4%). There was a wide range for the time spent to drive to the workshop, ranging from 1-160 minutes (mean = 36.53).



Findings

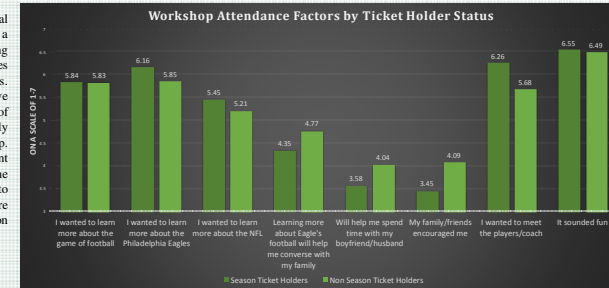
Workshop Overview

- The data suggests that women are most likely to attend the workshop because it sounded fun. Other important factors to consider when promoting the workshop would be women wanting to increase their knowledge of the game and the Philadelphia Eagles.
- This graph illustrates that some of the less favorable aspects offered from the workshop include the history of football and the teaching of official's signals during NFL games. Although all items averaged above the scale midpoints, findings indicate that the Eagles should spend more time on things such as the stadium tour and the teaching of the use of equipment in the NFL.
- This data suggests that the workshop is positively influencing women to attend more games, buy more Eagle's merchandise, visit the Eagle's website, and watch more games on television. The Eagles should ensure that the website is favorable for both men and women especially since 70% of NFL merchandise purchasing is done by women.

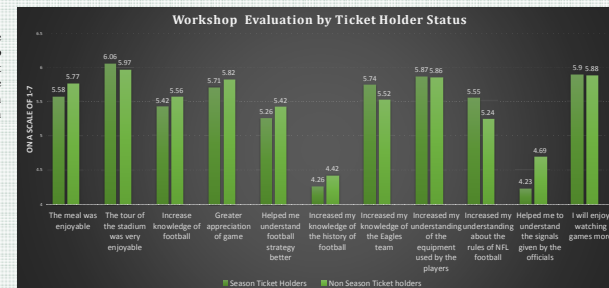


Evaluation of Season Ticket Holders vs. Non-season Ticket Holders

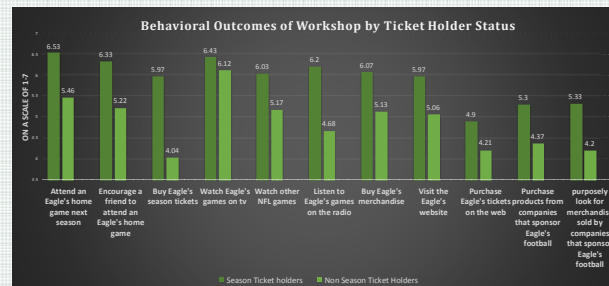
- To identify potential additional insights in the data we conducted a number of analyses investigating similarities and differences between season ticket holders vs. non season ticket holders. First we looked at the important factors of why the respondent reportedly attended the Eagle's Workshop. The only statistically significant finding ($p = .027$) was that the season ticket holders wanted to meet the coaches and players more than those that were non season ticket holders.



- Regarding perceptions of the actual workshop we found no statistically significant differences ($p > .05$) on any of the measured variables between season ticket holders vs. non season ticket holders.



- Overall the season ticket holders of the Philadelphia Eagles were found to be more loyal fans compared to non season ticket holders. Statistically significant differences included attending an Eagles game next season ($p = .001$), encouraging a friend to attend games ($p = .004$), watching other NFL games ($p = .017$), listening to Eagle's games on the radio ($p = .001$), and visiting the Eagle's website ($p = .045$). This is important for the Eagles to consider when designing future workshops. They should consider focusing more attention on building season ticket holders since those women were more willing to spend additional time and money on their relationship with the Philadelphia Eagles.



Recommendations

After analyzing the data collected from the NFL 101 Women's workshop, the Philadelphia Eagles should consider the following recommendations:

- They should modify the survey so that it asks workshop attendees if there was anything not offered that they wish would have been. This addition to the survey could increase the satisfaction for the women that attend the workshop in the future by offering more favorable aspects to women.
- The Philadelphia Eagles should motivate their sponsors to get more involved with the participants at the NFL 101 camp. Due to the fact that women make 70% of the decisions regarding purchase of NFL branded merchandise, it would be very beneficial for the sponsors to appeal to these women so that in the future they would look for more of the sponsor's merchandise.
- The Philadelphia Eagles should modify their website so that it is more appealing to men and women. After visiting the site, the overall content was geared for the male audience. They also do not advertise the NFL Women's Camp anywhere on the website. Advertising it on their website could increase the number of attendants at the workshops.