



SPORTS PARTICIPANTS SPEND UP TO SIX TIMES MORE ON TICKETS – A REPORT FOR SPORTS ORGANISATIONS

Analysts at Winners, a CRM and Business Intelligence consultancy that caters exclusively to the needs of sports organisations, set out to quantify the relationship between sports participation and the amount of money spent on that given sport. In other words, how much more money are sports participants more likely to spend than non-participants on sports tickets, merchandise, and paid for-content?

Winners investigated the factors affecting the value of that relationship in order to help sports rights holders better understand two of their key stakeholders: participants and fans.

In this study, they looked at the frequency of match attendance, the amount spent on match tickets, how long ago participants attended a match or played football, how much they spent on televised football or channel subscriptions, and also how much they spent on football merchandise.

The purpose of this analysis is to demonstrate that a deeper understanding of a participant's spending behavior could help sports organizations better target marketing communications, predict future revenues, provide an ROI model for participation development programmes and help them make commercially focused decisions relating to marketing investment.

Methodology

Over 5,800 survey participants across six different countries answered a set of multiple choice, rating scale, and open-ended questions. These questions ranged from basic identifications like age, gender, occupation, and annual household income to questions like: “how much do you spend when you attend a live professional match”, “which sports do you play”, and “which of these sports have you played in the past?”

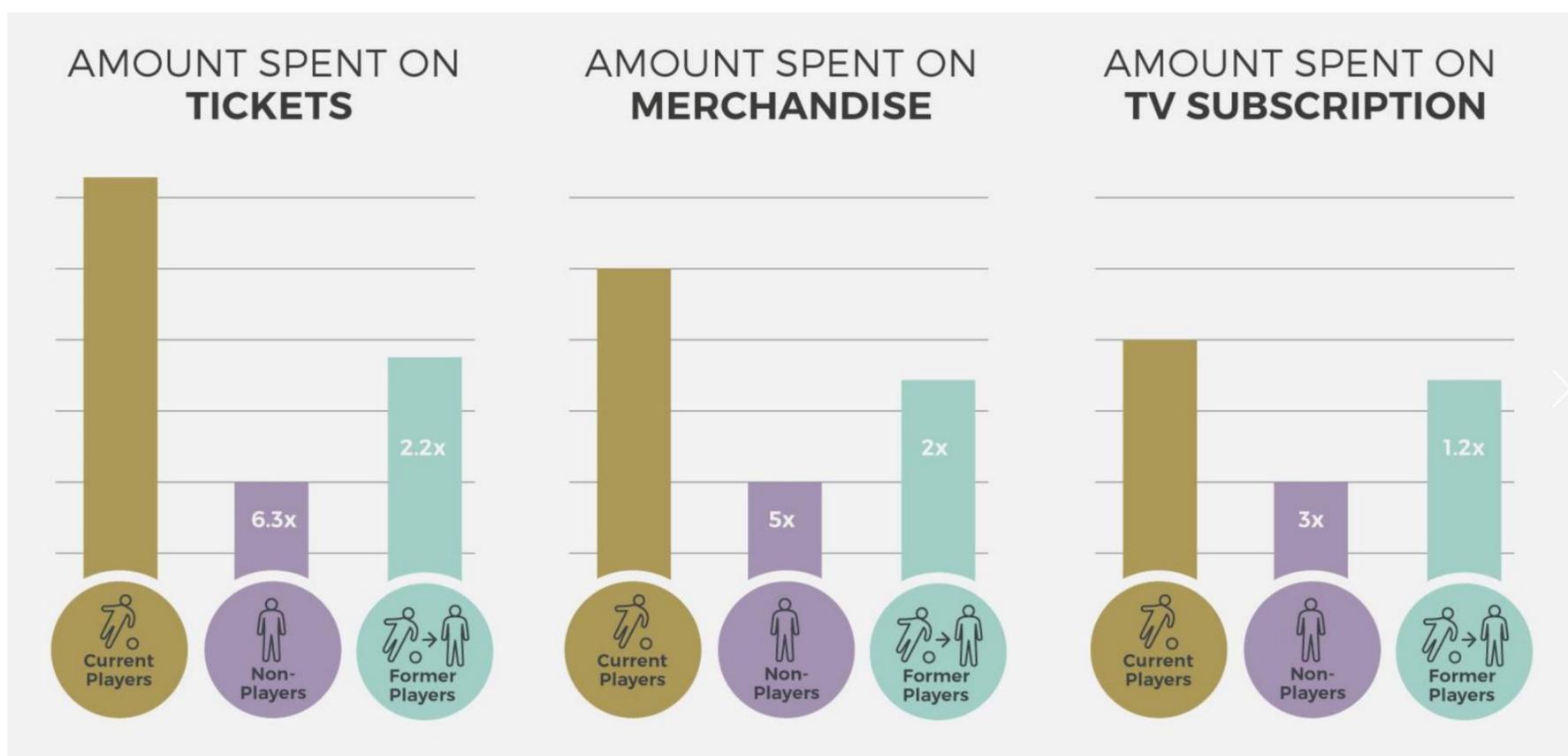
The question “how much of a football fan are you” was also asked, and participants ranked their interest on a one-to-seven scale, with seven being a “huge football fan” and one being the opposite.



The data was translated into a common format and after conducting a preliminary inspection of each variable to pinpoint correlations and relationships, all compiled data was analysed using simple and multivariate regression testing.

The Results and Findings

Using general correlation analysis, the following relationships were identified:



People who are currently playing football spend 2.2 times more on match tickets than people who used to play and 6.3 times more than people who have never played football.

People who are currently playing football spend twice as much on licensed merchandise than people who used to play and 5 times more than people who never played football.

People who are currently playing spend 1.2 times more on sports TV subscriptions than people who used to play and 3 times more than people who have never played.

In addition, by using single and multi-variate regression analysis to identify the relationship between the variables, it was found that:



- Participants who played football recreationally attended five more professional games per season on average than those who didn't play recreationally.
- There is a relationship between frequency of professional match attendance, spend on football and "fandom" rating assigned by the participant. For every unit increase in fandom (on a scale of 1-7) it is expected the current participant will attend one additional match per season, spend an additional €2.50 on tickets, €4 on merchandise and €2.60 in TV content.
- Among football participants, an increase of €13 on tickets, €22 on merchandise and €10 on TV content is evident

Additional findings to note involved the gender and locale of football's biggest spenders. Specifically, men attended one to two more games than women, while urban residents attended one extra game per season than those in rural regions. Somewhat surprisingly, researchers found no correlation between age or income on a fan's interest or match attendance frequency. This suggests that attendance and spend have little to do with someone's income bracket or age.

How can the Sports Industry use this Insight?

So why are these findings significant? And how can sports organizations use them to their advantage? CRM analysis like this is pivotal in driving an organisation's long-term business strategy. With tighter wallets and more choice, consumers are now more selective about how they spend their money and their time. And younger fans frequently favour video games over spectator or team sports, a marked contrast to their parent's and grandparent's generation who grew up on the field and in the stands. Where and how sports development and marketing budgets are allocated has become more important than ever. This study offers valuable insight that sports organizations can leverage to grow revenue regardless of the changing economic and consumer landscape. Savvy business leaders use captured data and apply that business intelligence to attract the greatest share of audience participation which in turn leads to increased consumer spend.



About the Author

Specialising solely in the sports industry, Winners works with some of the most recognised names across the globe – acquiring, applying, and converting their raw data into valuable business intelligence. Once that data has been interpreted and mapped, sports marketers refine targeting, eliminate waste, and achieve their business objectives easier, whether that means selling more tickets, growing fan engagement, enlisting volunteers, increasing sponsorships or television revenue, or boosting merchandise sales. They also use this insight to boost control over their reputation.

“Understanding your audience and achieving your mission begins with us,” explained Fiona Green, founding partner and Chief Marketing Officer for Winners. “We work with clients to identify their business objectives. From this, we can devise a strategy that overlaps data with the latest technology, applying processes and managing business change and ultimately delivering powerful, impartial advice and recommendations to drive short-term wins and long-term success.”

About Winners

Founded in 2013, Winners’ is a CRM and Business Intelligence agency that specialises in the unique needs of the sports industry. The company enables its clients to communicate “the right message to the right people at the right time and on the right platform” by providing the intelligence and insight they need to make smarter and more informed decisions. Winners takes the principles of CRM and uses those to address the unique challenges and opportunities within the sports industry: the natural loyalty that sport generates, the peaks and troughs that come with winning and losing, and a level of media coverage for which most brands and businesses have to pay.

Winners helps some of the most recognized global sports organizations understand and implement CRM to support their sales and marketing objectives.

Winners’ services include CRM outsourcing, CRM consultancy, and CRM capability assessments and workshops.

To find out more about how Winners can help your business, contact us today.
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