



**SUFFOLK
UNIVERSITY**
SAWYER BUSINESS
SCHOOL



A WASSERMAN Company
the collective
● ● ●

Mid-Semester Research Report: State of Women's Soccer Interest Among Gen Z

Prepared by:

Marketing Capstone
Students,
Suffolk University

Prepared for:

Portland Thorns FC
The Collective by
Wasserman



TABLE OF CONTENTS

Page 3	INTRODUCTION
Page 4	SAMPLE DEMOGRAPHICS
Page 5-6	GENERAL SPORTS FANDOM
Page 7	FOLLOWING OLYMPICS
Page 8	ABOUT USWNT
Page 9	INSIGHTS ON [WOMEN'S] SOCCER
Page 10-11	REASONS FOR BEING INTERESTED IN NWSL
Page 12-13	REASONS FOR NOT BEING INTERESTED IN NWSL
Page 14-15	THINGS THAT CAN SPARK INTEREST IN NWSL
Page 16-31	GEN Z SPORTS-BASED SEGMENTS AND REPRESENTATIVE PERSONAS
Page 17-18	The Seldom Spectator
Page 19-21	Persona Interviews from Seldom Spectators
Page 22-23	The Soccer Supporter
Page 24-26	Persona Interviews from Soccer Supporters
Page 27-28	The Spirited Sports Fanatic
Page 29-31	Persona Interviews from Spirited Sports Fanatics
Page 32-34	GENERAL GEN Z VALUES & TRENDS

INTRODUCTION

The current project aims to understand how Gen Z follows sports and what they value in doing so.

The insights on these behaviors and values will be utilized for recommendations to attract a seemingly disengaged Gen Z audience for the Portland Thorns FC.



The project for the Portland Thorns FC is aiming to (1) identify sports follower personas among the Gen Z population based on what values/needs they satisfy by following sports teams, and (2) craft strategic marketing plans for a variety of personas.

To identify such data-driven marketing recommendations for the Portland Thorns, the Suffolk marketing capstone students have first analyzed findings from a national survey distributed to an 18-24 age group. The survey was conducted in August 2021 on prolific.co and captured open-ended (qualitative) and coded (quantitative) responses from 172 participants. Second, students conducted in-depth interviews to further understand the segments' sports consumption behavior and preferences.

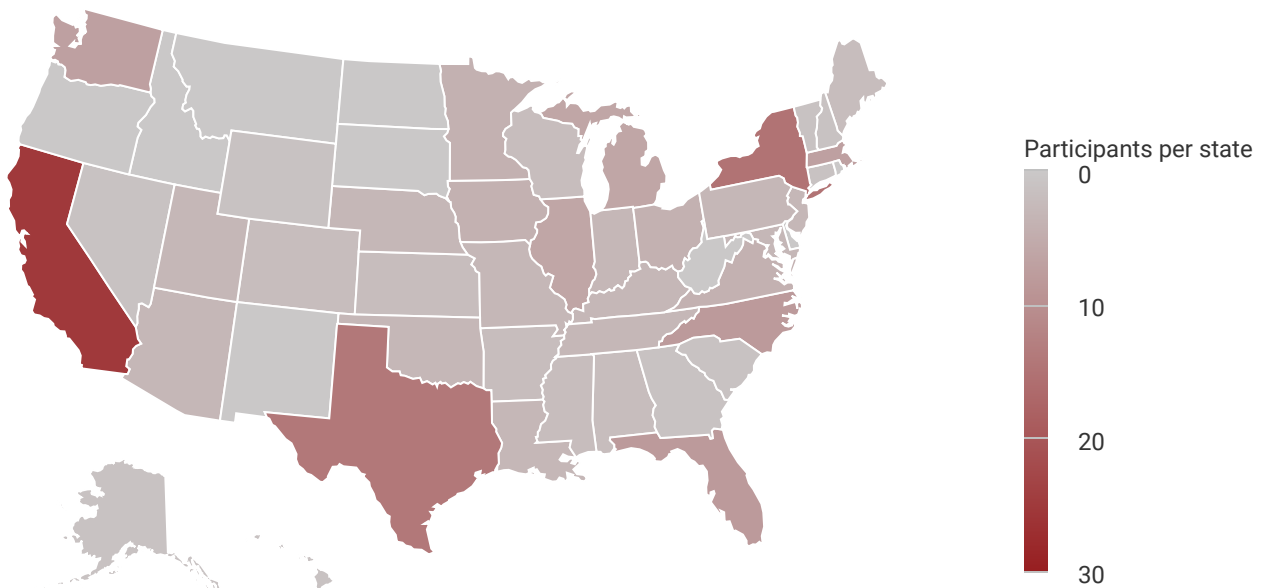
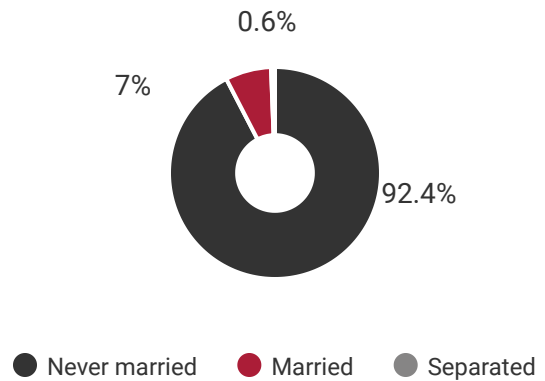
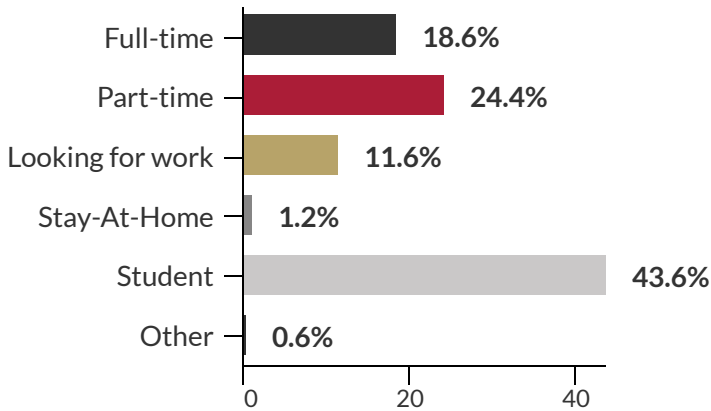
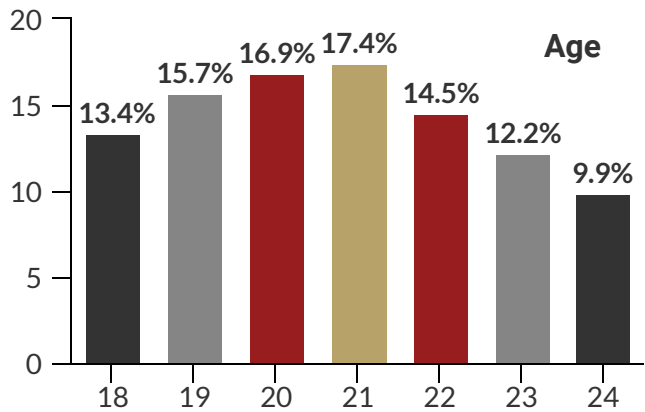
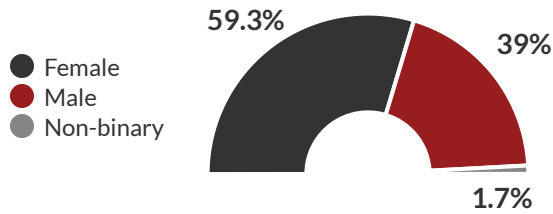
This report serves as the project's mid-semester check-in point with the project partners - Portland Thorns FC and the Collective by Wasserman. Students's infographics on key research findings are curated and presented throughout the report to explore the consumption patterns regarding sports in general and women's soccer as well as to identify different profiles of 18-24 age group when it comes to their behavior and interest in following sports.

The project partners are expected to provide feedback on the contents of the report on **March 3, 2022** before students identify a target persona and start crafting their strategic planning.

Note: Student infographics on this report can be clicked for expansion in their original preview.

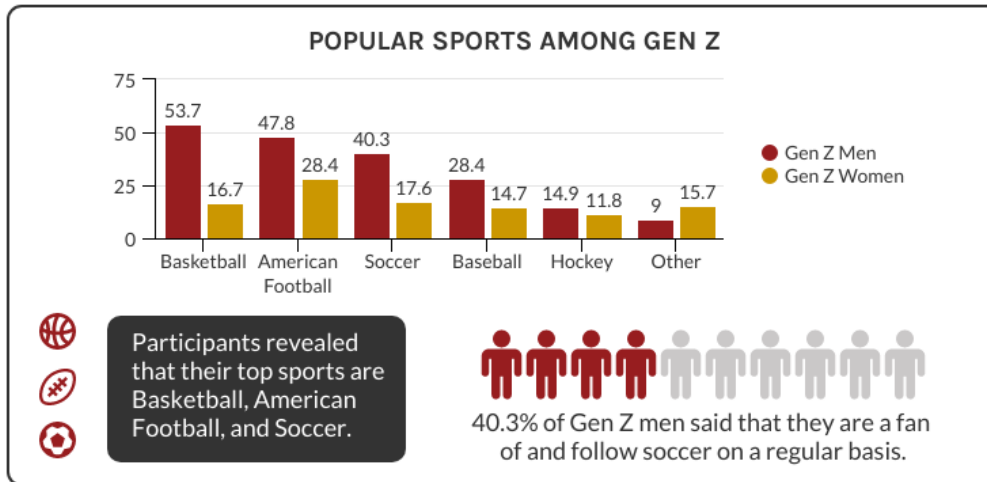
SAMPLE DEMOGRAPHICS

The majority of the findings in this report is based on a national sample of **172** participants who took part in an online survey in August of 2021 on the prolific.co platform. The demographic and geographic makeup of the sample is as follows.



GENERAL SPORTS FANDOM

Based on our survey, 69% of Gen Z considers themselves a fan of and/or follow at least 1 sport on a regular basis. The most popular sport among Gen Z is football, followed by basketball and soccer. There are significant gender differences when it comes to sports fandom, with Gen Z men outperforming women on a number of fan behaviors.

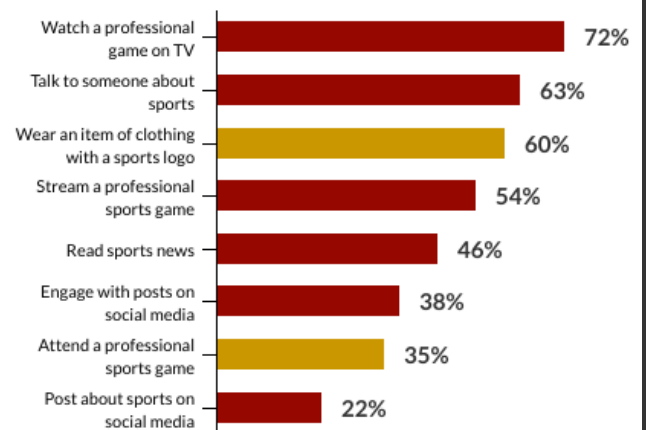


Prepared by
MEGAN HENDERSON

Prepared by
DANIEL HEYES

Participants were **most** engaged in watching professional games on TV and talking about sports with someone. Overall, these categories were male-dominated while women and men do not differ in their engagement when it comes to wearing clothing with a sports logo and attending a professional game.

Gen Z's Most Engaged Fan Behaviors



*Percentage of participants who engage at least occasionally in their behavior.
**Red bars: Gen Z men engage in the behavior more than Gen Z women.

Following Sports on Social Media



of respondents follow **ATHLETES** on social media at least a little amount



of respondents follow **SPORTS TEAMS** on social media at least a little amount

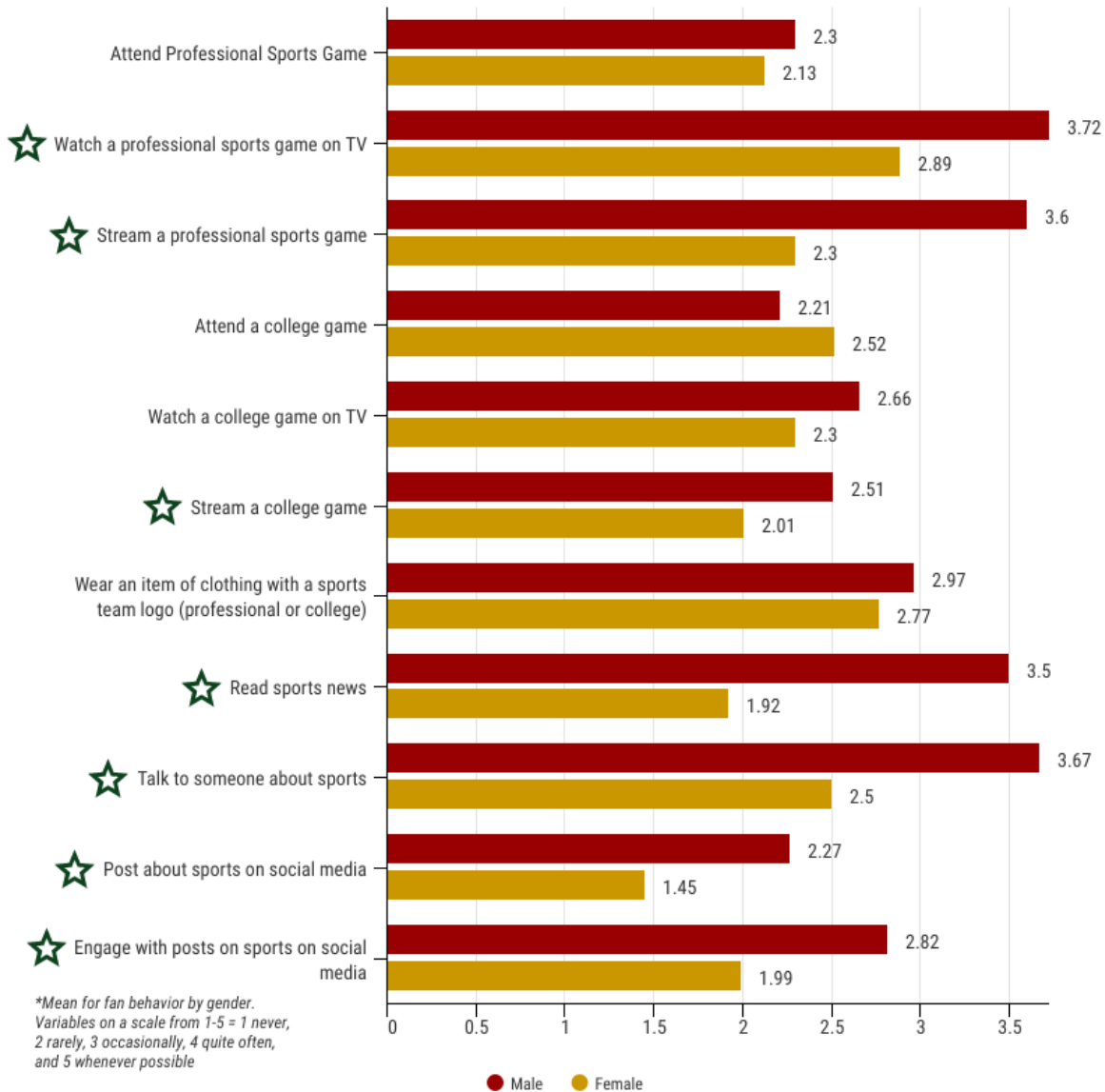


of respondents follow **SPORTS LEAGUES** on social media at least a little amount

Prepared by
MICHAEL MINERVINO

GENERAL SPORTS FANDOM

The following chart is a more in-depth look at the individual fan behaviors and how Gen Z men and women score differently on average. The biggest difference in behavior is about reading sports news, followed by streaming a professional sports game and talking to someone about sports.



Starred behaviors represent a significant difference between Gen Z men and women:

On average, **men** watch a **professional sports game on TV** more than **women**



On average, **men** read **sports news about 2X** more than **women**

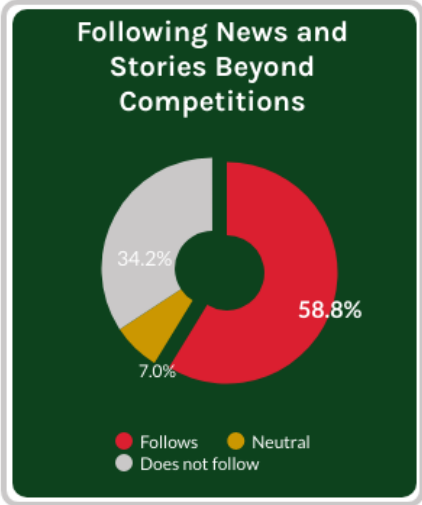
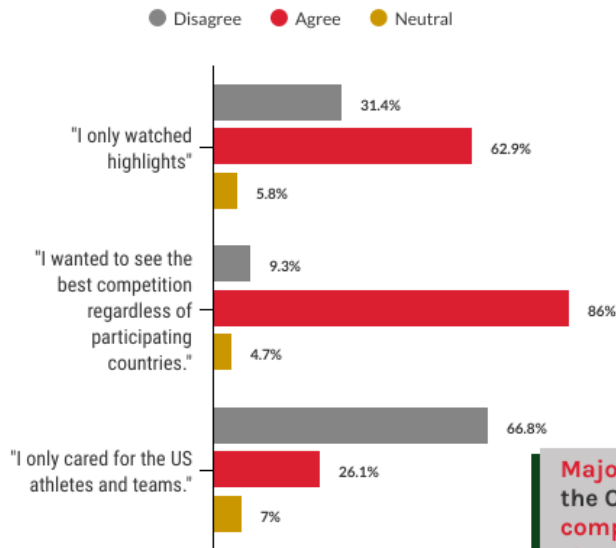


Prepared by
TINA VO

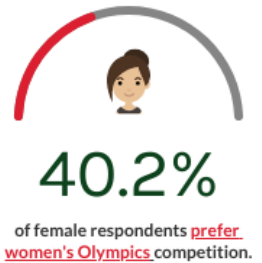
FOLLOWING OLYMPICS

When it comes to the Olympics, our Gen Z participants seem to be mostly watching highlights and not putting too much weight on the nationality and gender of the athletes performing in competitions. Yet, Gen Z women are more sensitive to have a preference towards women competing in the Olympics.

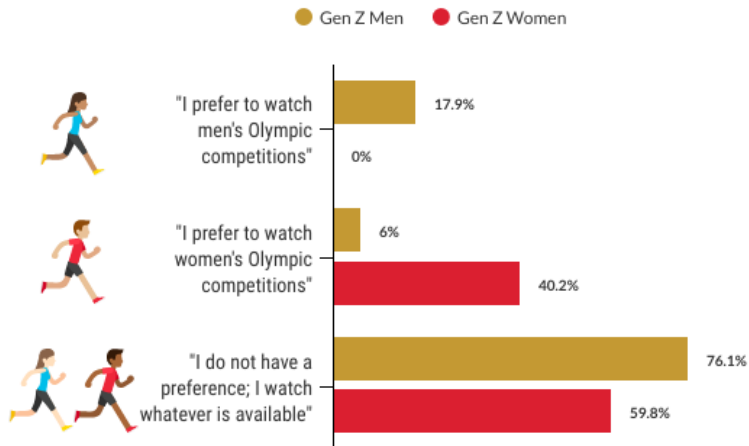
Gen Z's Attitudes and Behaviors towards the Olympics



Majority of Gen Z follow news and stories about the Olympics beyond competitions, watches competition highlights only and do not have a strong country preference.



When comparing reported behavior, Gen Z men, on average, watched about the same men's and women's competitions while Gen Z women, on average, watched slightly more women's competition.

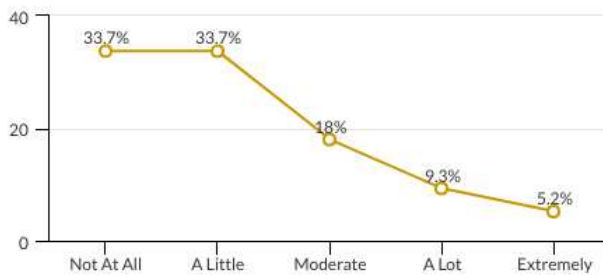


Prepared by
KUNTHEROATH CHIV

ABOUT USWNT

When it comes to interest in the USWNT, about 1/3 of Gen Z report not being interested in the team. Yet, the average Gen Z has a slight interest in the team, and a little more than half of the participants do not know how they performed in and completed the Tokyo Olympics.

Interest in USWNT during Tokyo Olympics

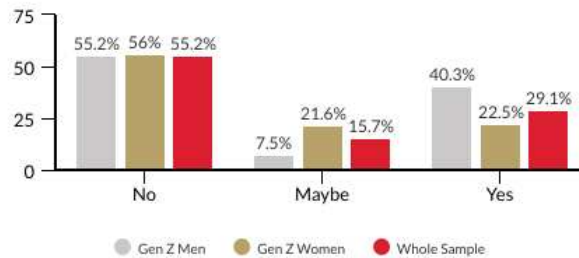


Overall, the respondents reported a mean of 2.19 in their interest for USWNT. 67.4% participants are either not interested at all or slightly interested.

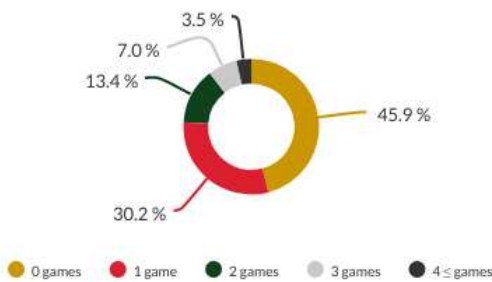


55.2% of the respondents are not aware of the USWNT performance. When compared, men are more likely to know how the USWNT performed (40.3%).

% USWNT Performance Knowledge during Olympics



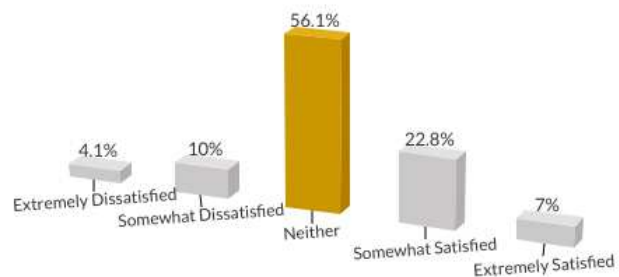
Total Number of Games Watched



The respondents reported watching an average of 1 USWNT games in the Olympics. 45.9% of them said that they watched 0 games.

56.1% responded that they were neither satisfied or dissatisfied with the USWNT performance and success during the Olympics. Between genders, men reported an average satisfaction of 3.01 and women an average of 3.3.

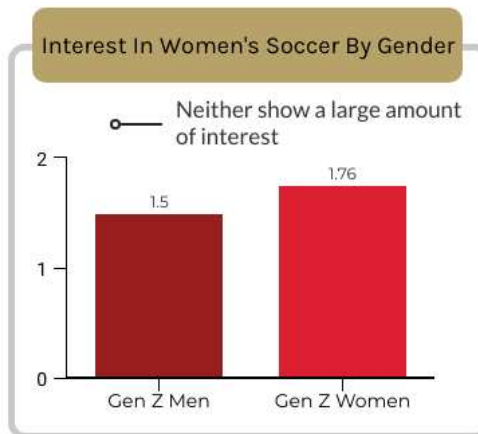
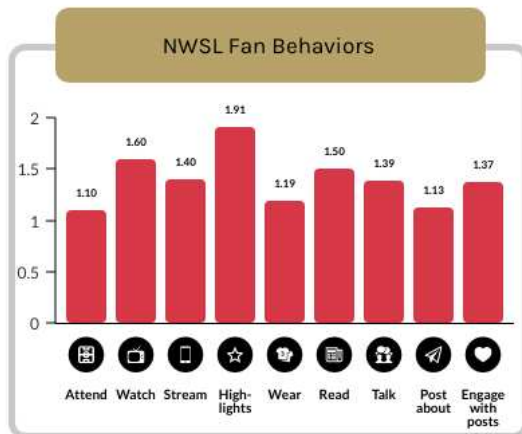
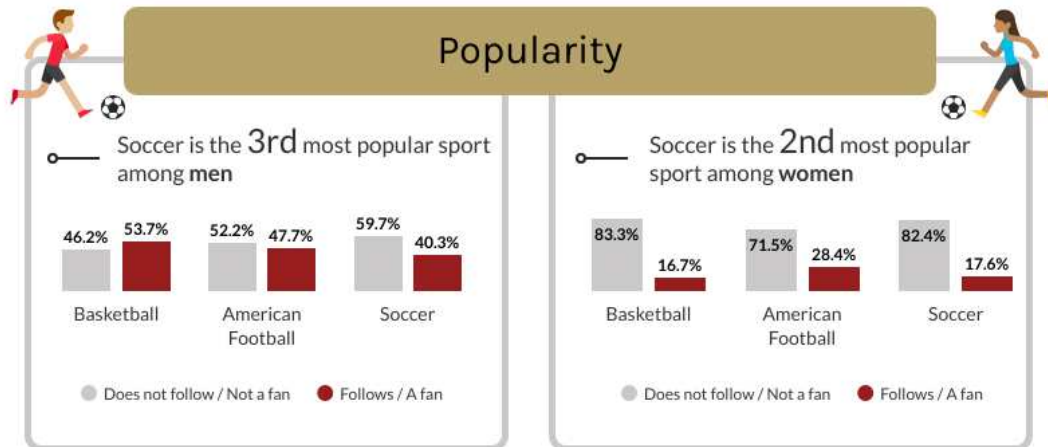
Satisfaction with the USWNT performance



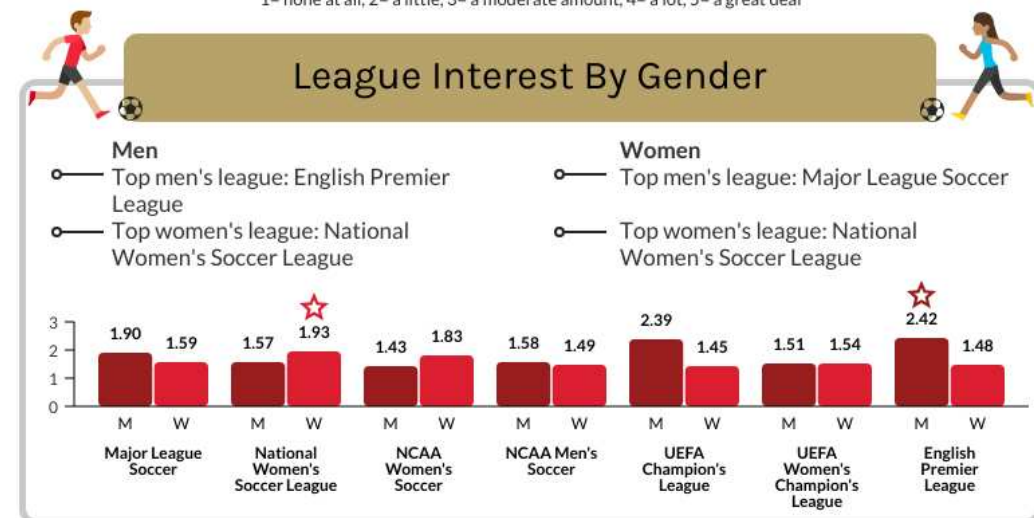
Prepared by
ARLA CENOMERI

INSIGHTS ON [WOMEN'S] SOCCER

Even though the percentages of Gen Z women who follow soccer are much less than that of Gen Z men, soccer is a more popular sport among Gen Z women than among Gen Z men. While English Premier League is the most interesting for Gen Z men, Gen Z women report the highest interest in the NWSL.



1= none at all, 2= a little, 3= a moderate amount, 4= a lot, 5= a great deal



Prepared by
MICHELLE SCHULTZ

REASONS FOR BEING INTERESTED IN NWSL - I

The findings on the reasons for being interested in the NWSL was based on an open-ended question that was addressed to Gen Z participants who reported at least a little interest in the NWSL. Accordingly, the quality of the play, individual identifications such as gender and active participation in soccer, connection to individual players, and social issues such as equality are the most repeated responses.



Better Than Men's

With all the plays, tactics, and skills that go into playing soccer, there is no doubt that players get injured. Fans have come to realize that when men play, the games drag on a lot more due to over exaggeration from players at times. Fans feel as if women's soccer is more to the point but still maintains them engaged and intrigued throughout the game.

"Entertaining to watch matches. Plays are exciting and less dragging than men's"

-22 year old full-time male worker from New York



Grew Up With Soccer

Many people have grown up with the sport either by watching it with their family or playing from a young age. Through this, they build a connection with the sport and keep up with current teams and players to see what is going on in the world of soccer no matter who is playing.

"I played soccer from 4 years old up until I graduated high school so I like to watch other people play and still have love for the game."

-21 year old female student from California



Game Excitement

There is always something new happening every minute in a soccer game. Fans are starting to realize that women's soccer is just as exciting as men's soccer. There is an abundant amount of skills and tactics that go into the game and there are no two players that play the exact same way. Each player adds value to the team which makes the games overall more exciting for fans.

"Because I have heard on social media that the games are exciting and full of interesting characters"

-24 year old full-time male worker from California



Follow a Specific Player

People like watching the National Women's Soccer League due to following specific players that are on the National Team. They like to see what the players are doing outside of the national team and want to keep up with them during their seasons with the NWSL.

"I was drawn to the National Women's Soccer League because of the players, specifically the popularity, media, and public knowledge about certain players. Soccer is an entertaining sport, so the actual sport gaining my interest was natural."

-19 year old part-time female worker from California

Prepared by
NANCY CUADRA

REASONS FOR BEING INTERESTED IN NWSL - II

The findings on the reasons for being interested in the NWSL was based on an open-ended question that was addressed to Gen Z participants who reported at least a little interest in the NWSL. Accordingly, the quality of the play, individual identifications such as gender and active participation in soccer, connection to individual players, and social issues such as equality are the most repeated responses.



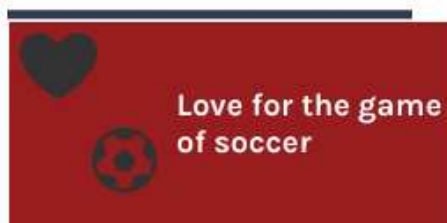
Many of NWSL fans are interested in it because they support women and women sports. It is clear to see that a lot of the NWSL fans are very proud of the women in the league and also the women that play for the United States national team.

"To Support the women"- Female, 19
"I like to keep up with it because I enjoy rooting for women"- Female, 18



The NWSL fans support not only NWSL, but they support women soccer in general. They know how much of an effort the women athletes put and know they deserve the same in getting paid and in views.

"Because womens' sports deserve more viewers, although I am able to watch much soccer."- Female, 23
"They get under paid along with playing harder than men"- Female, 19



The love for soccer with something that both genders had in common. There were people that have been playing soccer since a young age, and then there were people that started watching not that long ago but love the sport. Some people long playing and watching, and some love learning about it.

"It's the best of the best, it shows really good game play and talent."- Female, 23
"I am interested in any high tier soccer playing, no matter what the demographics."- Male, 22



For some respondents, their reason goes deeper than just liking NWSL. For some of them, it mean't spending time with family, some were personal reasons, but it showed that they didn't only have an interest because of the game. It was bigger than that.

"I have personal connection to women's soccer players, so I have some interest in the professional league beyond what they compete in."- Male, 21
"I grew up playing soccer and my entire family has a passion for the sport."- Female, 23

Prepared by
MAXIMILIANO RODRIGUEZ

REASONS FOR NOT BEING INTERESTED IN NWSL - I

The findings on the reasons for not being interested in the NWSL was based on an open-ended question that was addressed to Gen Z participants who reported no interest in the NWSL. Accordingly, the lack of media coverage, the individual connection to soccer, social motivations, and knowledge on players are the most highlighted responses.

MEDIA COVERAGE

Low media coverage levels are a deterrent to those willing to watch women's soccer.

"I think men soccer is advertised and more accessible on social media."
-Male college student aged 20 years old

NOT A SOCCER PLAYER

Disinterest in watching soccer seemed from the fact they do not personally play.

"I used to watch women's soccer a lot when I played soccer, but since I don't place soccer anymore, I don't watch them as much."
-Female college student aged 19

SOCIAL MOTIVATIONS

Participants suggested that they do not watch the sport because their friends do not.

"I never had anyone to watch it with. I just never got into the sport."
-Female college student aged 21

NOT A PRIORITY

Soccer is not watched because of busy and complex daily schedules with no time for spectating sports games.

"In general, soccer really isn't an interesting sport to me. I prefer watching other sports and don't have the time to fit in another sport to watch."
-Male college student aged 19

SIMPLY NO INTEREST IN SOCCER

Those surveyed do not have a personal interest in the sport of soccer.

"In general I am not interested in watching soccer, no matter who is playing."
-Female college student aged 18 years old

Prepared by
ERIN DEYOE

REASONS FOR NOT BEING INTERESTED IN NWSL - I

The findings on the reasons for not being interested in the NWSL was based on an open-ended question that was addressed to Gen Z participants who reported no interest in the NWSL. Accordingly, the lack of media coverage, the individual connection to soccer, social motivations, and knowledge on players are the most highlighted responses.



No Soccer Passion

Respondents preferred to watch other sports because they have more action, and some stated that they do not watch sports in general.

"I am just not a soccer fan, I have never been able to get into it." (Female 19)

"If I understood the game of soccer more and if I was an athlete, I would be interested" (Female 18)



No Player Knowledge

Respondents don't know any soccer players and would consider watching if the players were more famous.

"I don't know much about the league or its players" (Male 21)

"I don't know any players or keep up with the team or their accomplishments at all." (Male 19)



Time Constraints

Respondents prefer to watch highlights of the game or they do not have enough time to watch a full game.

"I do not enjoy watching soccer in general. The only time I will watch soccer is for highlights" (Male 19)

"I don't have time to watch soccer, and I have never watch a NWSL match." (Male 24)



Lack of Interest

Respondents are not interested in soccer but are open to the idea of becoming invested in the game.

"If I really put in effort to watch soccer, then I would probably find interest in it." (Female 19)

"If I understood the game of soccer more and if I was an athlete, I would be interested" (Female 18)

Prepared by
ALEX PIKUL

THINGS THAT CAN SPARK INTEREST IN NWSL - I

The findings on things that can spark interest in the NWSL was based on an open-ended question that was addressed to Gen Z participants who reported no interest in the NWSL. Accordingly, awareness building through more media coverage and exposure in social media along with social influence and a connection through players are the most highlighted responses.



Would like a prior love / knowledge of Soccer.

"I think developing some kind of interest in soccer on its own would be something that would make me want to watch the National Women's Soccer League." - 19 Year Old California Male.

According to the respondents in a 2021 Suffolk University NWSL sports survey, 37% wished that they were introduced to soccer younger so that they could appreciate and understand the sport of soccer better.



In need of a bigger audience

"More media coverage/promotion of matches would make it easier to watch and give more excitement around it as an event." - 24 Year Old New Jersey Male.

Survey respondents voiced their concerns on not being enough media awareness of the sport. Therefore there are not enough well-known athletes on the team for people to love and follow.



Friend/Family Influence

"If all my friends were watching/talking about the game or the media said it would be a very exciting game to watch." - 22 Year Old from Mississippi.

A large majority of respondents recorded that they would be more inclined to watch the sport if their friends and family religiously tuned in. This would become a ritual in the respondents lives, making it easier for them to tune in and enjoy it.



Political

"Maybe if the culture surrounding soccer was less sexist and/or racist I would enjoy watching." - 20 Year Old Female from New York.

Women's Professional Soccer being in a male dominated sport there is bound to be many different political stances. From feminist remarks to misogynistic approaches to the roots of the sport. These remarks need to be accounted for regarding the growth of the sport.

Prepared by
SAVANNAH OBRIEN

THINGS THAT CAN SPARK INTEREST IN NWSL - II

The findings on things that can spark interest in the NWSL was based on an open-ended question that was addressed to Gen Z participants who reported no interest in the NWSL. Accordingly, awareness building through more media coverage and exposure in social media along with social influence and a connection through players are the most highlighted responses.



Generate More Excitement Surrounding Games

Many respondents reported that more excitement could increase their interest in watching women's soccer. Having high energy and interaction leading to and during games could generate more Gen Z interest.

"I find soccer generally boring"
- 19 year old male from CA

Prepared by
ALYSSA NGUYEN



More Aggressive Marketing Targeted Towards Gen Z

Respondents explained that they'd be much more interested in the league if their friends were as well. Once this age group is reached, it should spread socially among peers.

"If my friends were more interested or I was invited to events where we were going to watch a game then I would be a bit more interested."
- 22 year old female from NC



Connection to Players

If people know the stars of the NWSL and understand their stories, it will attract a new group of followers that resonate with the athletes.

"If someone I knew was playing for the team." - 24 Yr Old Female

"More Famous Players" - 20 Yr Old Male



Watch with Friends

If people knew other NWSL fans they would become more comfortable watching the sport. The NWSL can become a social aspect of people's lives if friends start to enjoy the game together.

"Yes! If my friends were more interested or I was invited to events where we were going to watch a game then I would be a bit more interested." - 22 Yr Old Female

"If all my friends were watching/talking about the game or the media said it would be a very exciting game to watch." - 22 Yr Old Female

Prepared by
ALEXANDER HEGHINIAN

GEN Z SPORTS-BASED SEGMENTS

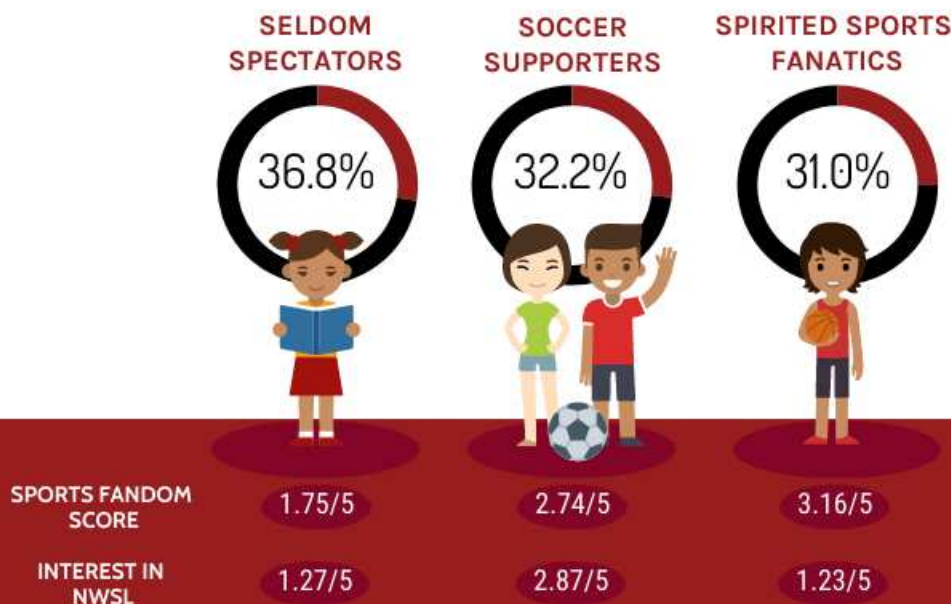
A cluster analysis on our survey data was utilized to investigate segments within Gen Z that arise from their sports (specifically soccer) interest and behavior. Accordingly, 3 distinct segments emerged with almost the same distribution across Gen Z participants: Seldom Spectators, Soccer Supporters, and Spirited Sports Fanatics. In the next pages, information on each segment is provided on their demographics, consumption habits, and unique characteristics followed by 3 representative personas within each segment.



THE 3 SEGMENTS THAT HAS EMERGED FROM THE DATA:



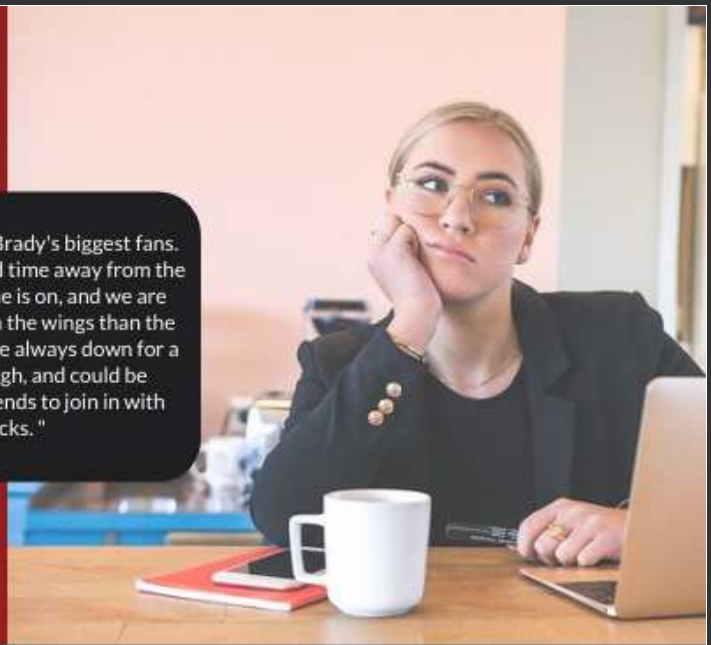
The personas are constructed via a cluster analysis based on the total number of sports they follow regularly, their general fandom score, the frequency with which they follow sports accounts on social media, their interest in MLS, NWSL, and USWNT as well as their fan behavior regarding NWSL and USWNT.



THE SELDOM SPECTATOR

Seldom Spectators are characterized by their apathy towards sports. In general, they do not watch sports or interact with sports on social media. These individuals are primarily female, single, young, and are still in college.

"We are not Tom Brady's biggest fans. We prefer to spend time away from the TV when the game is on, and we are more interested in the wings than the Super Bowl. We are always down for a good time though, and could be persuaded by friends to join in with snacks."



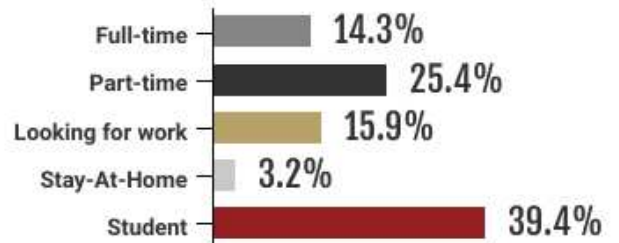
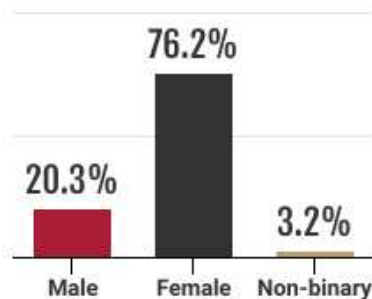
DEMOGRAPHICS



Mean Age

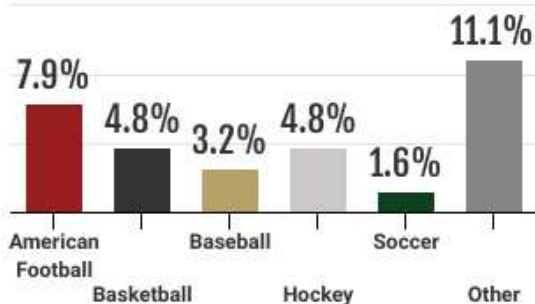


● Student ● Other



CONSUMPTION PATTERNS

Which of the following sports do you consider yourself a fan of and/or follow on a regular basis?



Top 3 Fan Behaviors in which the segment engages rarely are:



Watch a professional sports game on TV



Wear an item of clothing with a sports team logo



Attend a college game

Top 3 Social Media Platforms:



TikTok
4-6 times a week



Instagram
4-6 times a week



YouTube
4-6 times a week

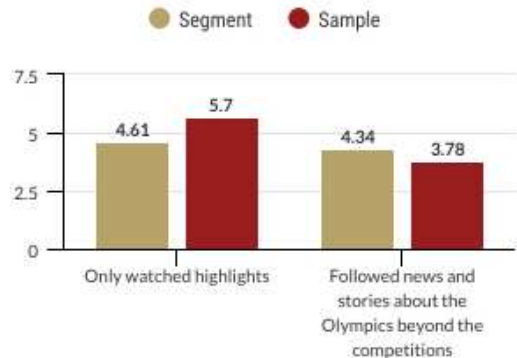
Prepared by
ANNE LACKEY & LACEY CHAMBERS

UNIQUE CHARACTERISTICS

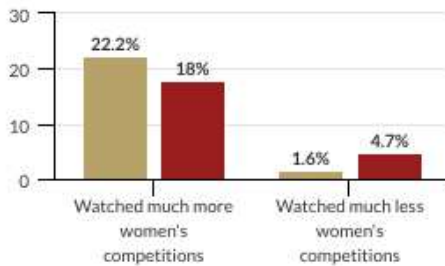


More likely to watch highlights

On average Seldom Spectators exclusively watched highlights of the Olympics (Mean of **5.17** out of 7), more than the sample (Mean of **4.61** out of 7). Despite this Seldom Spectators followed news and stories about the Olympics less (Mean of **3.78** out of 7) compared to the sample (Mean of **4.31** out of 7).



● Segment ● Sample



Watch more women's Olympics

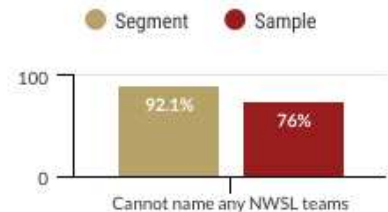


Overall during the summer Olympics Seldom Spectators watched more women's competitions on average with **22.2%** saying they watched much more women competitions, compared to the sample which was **18%**. They also had overall much fewer people who watched men's Olympic competition, with only **1.6%** saying they watched much fewer women competitions, compared to the sample which was **4.7%**.

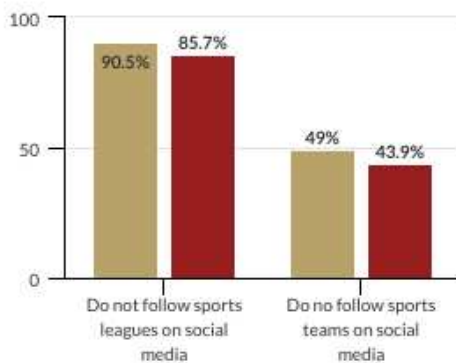


Less able to name NWSL teams

Of Seldom Spectators **92.1%** cannot name any NWSL teams, for the sample group only **67%** cannot name any teams. Furthermore only **1.6%** of this segment said they would consider themselves a soccer fan, compared to **26.7%** of Gen Z.



● Segment ● Sample



Follow sports on social media less



Of Seldom Spectators **90.5%** do not follow sports leagues on social media and **85.7%** do not follow sports teams. Compared to the sample, where only **49%** do not follow sports leagues on social media, and **43.9%** do not follow sports teams. A promising aspect is that the segment will follow athletes, **46%** said they will follow athletes 'a little'.

However, aside from sports, they did show the same social media consumption patterns as the rest of Gen Z.

The numbers for the segment are depicted in gold, and the numbers for the sample are depicted in red for comparison.

Prepared by
ANNE LACKEY & LACEY CHAMBERS

SELDOM SPECTATOR PERSONAS - I

The personas that follow each segment are distinct representations from that segment. These personas are designed based on individual in-depth interviews with people that belong to each segment.

Sports Indifferent Social Activist

About Eve

- Senior at Pace University
- Major: Peace and Justice Studies
- 21 Years Old
- Born in NJ & grew up in Australia
- DEI Intern at Intercept Pharmaceuticals
- Interests: social justice, diversity, media (movies, social media, etc.), traveling



DIGITAL NATIVE

Eve finds everything from social media. If something catches her eye, for example, an exciting sports highlight, she'll watch it and look for more. In addition, if she recognizes players for being influential characters on social media rather than recognizing them from the sport itself.

"I think it was a viral video going around on Twitter, but he (Shaun White) was like 19 on the news, and it was just like a funny clip that he was in so I just thought he was a funny guy and that's how I got introduced to him, but then now just because he's on the American team that's why I watch it."

COMMUNITY EVENT

Eve sees watching sports as a communal thing because there's more excitement in watching with others versus viewing alone.

"Whether that's at a bar, whether we're having a viewing party, or I'm actually at the game, there's a shared excitement about the sport that would be the best experience because everyone's anticipating what's going to happen and it just brings a new kind of excitement to the game."

VALUES > SUCCESS

Eve prioritizes the values of a team over the success of them in regards to deciding who to support, what team to watch, and who to keep up with outside of watching the game.

"If there was news about a player that was kind of problematic, then I think I would stop engaging with their news."

"If they were doing a fundraiser for a cause that I was supporting, I would watch to support the fundraiser."

Prepared by
FAYE CHENG

SELDOM SPECTATOR PERSONAS - II

Someone who is disinterested in sports and only has time for Netflix

Demographic Information

- Female
- 20 years old
- Full time student
- Part time worker
- Lives in Boston



Hobbies and Interests

- Tik tok
- Eating
- Relaxing
- Watching tv

Themes on why Effie doesn't personally follow sport



Prefers Netflix or social media

Effie is like many people. She rather watch a movie or show on Netflix than watch a sports game. She said that on her free time she likes to go on Netflix and just relax. "When I'm not busy with work or school, I like to relax and watch TV. I also take tik tok breaks." Social media apps are something that is very easy for everyone to access nowadays which is why Effie enjoys being on social media rather than watching sports.



Focused on things she finds more important

Time is something Effie talked about a lot. Since she is a full time student and a part time worker, she doesn't have a lot of time to watch sports or even play. She used to play basketball and lacrosse.

"No, I don't have the time for it since I am a full-time student and working at a hospital. It was fun for me when I was younger but now I have to focus on school and work more."



Lack of interest in athletes lives.

When asked if she follows any athletes on social media, Effie responded with "No" and then she went on and said "I am just not interested in their lives." Effie then stated that she is more interested in artists lives rather than athletes because she knows more about them. Since she likes to watch tv shows and movies, that makes a lot more sense.



Doesn't like watching sports, rather play it

Effie played basketball and lacrosse for many years in her life. While playing she was always just interested in playing and not watching. "I only cared about being out on the court or field myself." Effie was more about playing because she enjoyed it rather than loving the sport, she was having fun and that was all she cared about. "I'm more interested in playing sports I enjoyed, such as lacrosse and basketball."



Lack of knowledge in sports she didn't play

When asked if she knew anything about women's soccer, Effie stated that she didn't really know anything since she never played or watched soccer. "I've never played or watched women's soccer so I don't know anything about it. I feel like I don't ever hear about it or see it." That is something that is common with everyone. It is hard to find interest in something you don't know much about.

Prepared by
MAXIMILIANO RODRIGUEZ

SELDOM SPECTATOR PERSONAS - III

Meet the Interviewee

The "Fake" Fan



Someone who watches sports in the background claiming to keep up with them while their main focus lies elsewhere



Female



22 years old



Senior in College



Majoring in Biology



Plays Piano



Likes Baking



Disregard for Sports



Busy Lifestyle



Sports Indifference

Quote

"No, I'm just normal I just let them talk about it and then move on from it, like most of the time I don't even understand half of the things they are saying so I just don't care or put attention to it also I don't care. I don't have time to always watch games or keep up with them even on social media you know, yeah I try to but sometimes it's just hard or I forget because I have so much going on"

Summary

When friends talk about sports, although she does pay attention to what they have to say she never really understands what they are talking about so she just lets them rant and then changes the topic. She also mentioned how she doesn't really care, there are more important things that are going on in her life that she needs to focus on and sports is just not at the top of her list.



Not Interested in Sports

Quote

"I just don't keep up with sports like I used to! You know just the whole covid thing really ruined by need or want to watch sports, because like obviously games stopped happening for about a year, and then you know life happens, and like you know as a college student it just gets harder to keep up with them because you're either doing homework or you're sleeping"

Summary

As of 2018 she doesn't keep up with sports like she used to, growing up in a hispanic household sports were constantly present in her life but now she's extremely busy with school and also covid didn't help much with her interest as games stopped happening so she got away from them even more.



Value

Quote

"The Houston Spirit, there is something about Houston fans that just speaks to me, when you go to a game the environment is unmatched, the energy at the game is indescribable, there's just something about coming together as a city to support our teams that speaks to me & makes me want to keep up with sports but mainly only Houston sports."

Summary

In terms of value since she really only follows Houston sports the only value she gets is getting engaged and interacting with Houston fans and being able to see the Houston Spirit come to life. The spirit that she refers to is not only experienced at games, it is seen within the community when fans get together on game days, or to celebrate accomplishments. It brings joy and an opportunity to be proud of what her city has accomplished.

Prepared by
NANCY CUADRA-MARTINEZ

THE SOCCER SUPPORTER

Soccer Supporters are the ones who are the most knowledgeable about soccer and all of the leagues in general. They normally don't have a preference when it comes down to who they watch on the pitch.

"We love soccer the most - it is the coolest sport. We are your go-to person when needing a reminder of who the NWSL team lineup is.

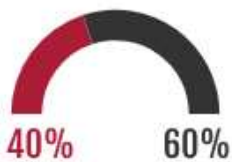
Is the game on yet?"



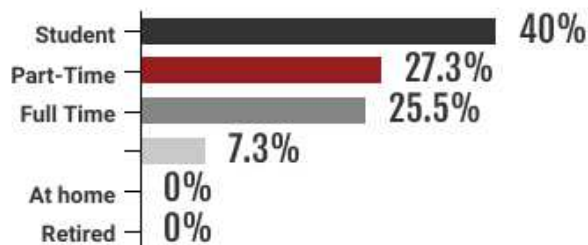
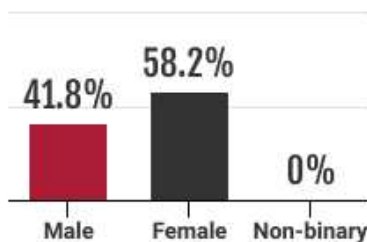
DEMOGRAPHICS



Mean Age

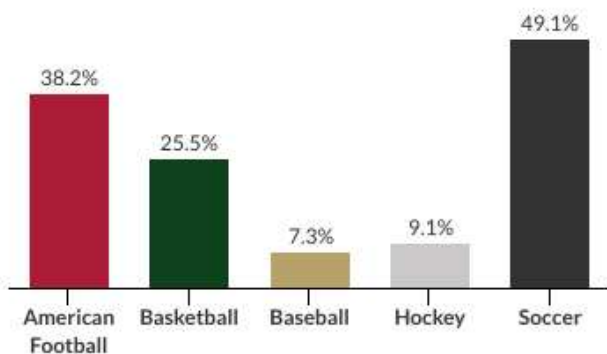


● Student ● Other



CONSUMPTION PATTERNS

Which of the following sports do you consider yourself a fan of and/or follow on a regular basis?



Top 3 Fan Behaviors in which the segment engages *occasionally* are:



Top 3 Social Media Platforms:



Prepared by
SOFIA SANCHEZ-ERAZO

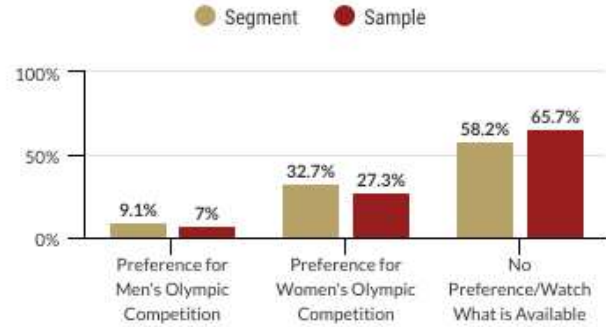
UNIQUE CHARACTERISTICS

OLYMPIC PREFERENCES

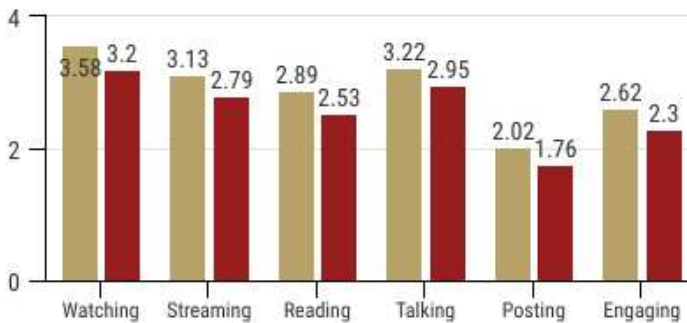
58.2% of Soccer Supporters do not have a preference to gender. While this percentage is the majority of the segment, it seems lower than what 67.5% of what all participants responded. 32.7% of Soccer Supporters have stronger preference in women's competitions in Olympics as opposed to 27.3% of all respondents.

For the USWNT, 29.9% of the segment were very interested in the team during the Summer Olympics, which is significantly higher compared to 9.3% of all participants.

On average, when asked if Soccer Supporters would want to see the best competition playing, regardless of the participating countries, they had the highest agreement, 6.11, compared to all respondents, 5.62.



● Segment ● Sample



FAN BEHAVIOR

On average, Soccer Supporters scored significantly higher on certain fan behavior attributes, which include watching, streaming, reading, talking, posting, and engaging on social media for sports content.

34.5% of the segment reported following sports teams on social media, which is higher compared to 22.7% of all participants. 36.4% of the segment also follow athletes more, which is higher than 36% of all participants.

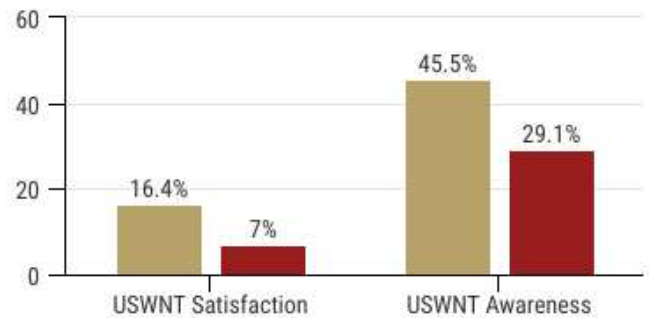
Overall there are less followings of other sports and more followings of soccer, with the exception for American football. 49.1% of Soccer Supporters reported to follow soccer, opposed to 26.7% of all respondents. 38.2% of the segment also follow American Football, opposed to 36% of all participants.

SATISFACTION & AWARENESS

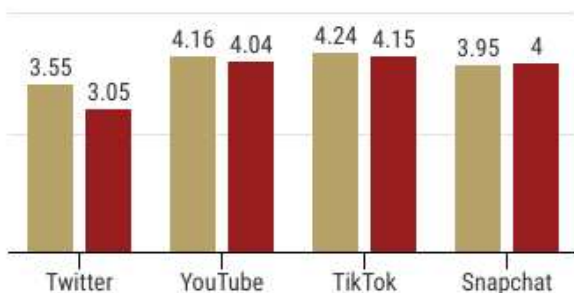
On average, Soccer Supporters experience higher awareness and satisfaction with USWNT in comparison to all participants. Satisfaction for Soccer Supporters reached 16.4% of extreme satisfaction, compared to 7% of all respondents. For awareness, 45.5% of the segment knew about the performance of the USWNT in contrast to 29.1% of all participants.

While 67% of all participants have never known or heard of the teams in the NWSL, the number falls to 25.5% when Soccer Supporters are asked this same question. Similarly, while 69.2% of all respondents can never name the number of NWSL teams correctly, the number drops to 27.3% for Soccer Supporters.

● Segment ● Sample



● Segment ● Sample



MEDIA PLATFORMS & STORYTELLING

In comparison to all participants, Soccer Supporters have the highest Twitter usage than the average Gen Z consumer, which is 2-6 times per week. Platforms like YouTube, TikTok, and Snapchat are used 4-6 times per week and are popular within the segment.

While on average Soccer Supporters agreed that they were interested in "only highlights," they were the least to agree to that statement, 4.16, compared to all participants, 4.61.

Soccer Supporters reported that they follow news and stories about the Olympics beyond the competition aspect, 4.95, which is higher compared to all respondents, 4.31.

Prepared by
JENNY DO

SOCCER SUPPORTER PERSONAS - I

Super Athlete Super Fan

This male interviewee is 22 years old, is a collegiate athlete, and, consistently follows sports but has standards



Collegiate Soccer player



Enjoys Working out



Follows sports News on Social Media



"The two main ways that I keep up with sports are, the actual games and the highlights of some viral clip that's in my recommended on YouTube or Instagram. I usually see them on the sports accounts in particular that I follow."

Social Media

This interviewee seeks out specific social media accounts that produce sports highlights - Bleacher Report and The Score Social Media and Youtube are two places John consistently gets his Sports content



"The biggest game of the year is always the Super Bowl because the best players in the world at that sport are playing head to head that day"

"As a sporting fan it's hard to say that you're a true fan of the sport if you're not watching the play at the highest level."

Quality Of Play and Stakes of the Game

The interviewee watches sports for the quality of play and the stakes of the game He chooses to watch the Premier League as his choice for soccer because he believes it is the top level of soccer

It would be hard to entice John consistently with a sport that wasn't the best of its product



"The top of my list has to be Conor McGregor. Tom Brady is definitely second on my list. And then all the other Boston sports legends and stars that are there now are my favorite guys."

Local Sports Fandom

The Interviewee's favorite athletes are all all have a specific connection with where he is from, Boston and Ireland

He has to have some affiliation with the player to be a fan, either the same background or from the local team



"Watching sports is unlike anything else, it gives you the opportunity to immerse yourself in the game. To follow all the players and really distract yourself from the everyday stress that you might be going through. I'm extremely grateful to have found sports to appoint sports and to be a fan of, all kinds of sports."

Mental and Physical Health

This interviewee's core values are fitness and sports

He believes fitness and physical health can boost mental health Both playing and watching sports allow people to be in the moment and focus on the present instead of the stresses in life

Resources and Get Attention

The Interviewee believes NWSL and teams need a clear voice on where the product can be found

Money and manpower are necessary tools to boost audiences

He believes the average person is not going to seek out where to find an NWSL game

Grabbing attention and spreading awareness of the team and league is necessary



"The UFC puts a ton of money into advertising so that it's absolutely impossible for someone not to know how to watch this. I think that for the average person, they don't have any idea how to watch an NWSL game because there's not enough money being put into advertising and alerting people how to become true fans of the sport."

Prepared by
ALEXANDER HEGHINIAN

SOCCER SUPPORTER PERSONAS - II

Long-Distance Sports Follower

Juan Carlos Eggenberger is a 23-year-old Gen Z member born in 1998 who is a big sports fan, especially of soccer. He is from Guatemala City, Guatemala, and says that sports have been a major part of his life for as long as he can remember which makes him a part of the "multiple sports" Market segment. His favorite sports include Soccer, weightlifting, basketball, and tennis.



SPORTS CULTURE



Juan Carlos believes that the sports culture of a certain country or community greatly affects his interest in their leagues. The greater the sports culture, the greater his interest.

"The reason I don't watch American soccer is that the United States does not have a big soccer culture. Watching their teams play does not get me excited"

PERCEIVED QUALITY OF PLAY

The quality of the games is the largest determining factor for Juan Carlos to follow a certain sport, league or team. He enjoys shorter, fast-paced games. This is the reason why he says he prefers male sports over female sports, due to their faster pace.

"It's very hard for me to stay focused, so only high quality and fast-paced games keep me interested and involved"



HOUSEHOLD FACTOR



Juan Carlos grew up in a household where sports were a major priority. His father raised him as a sports fan from a very young age.

"My father cultivated in both me and my brother a strong love for soccer growing up"

Prepared by
JOSE MAZARIEGOS

SOCCER SUPPORTER PERSONAS - III

A Soccer-Enthusiast Entrepreneur

Niall DiFazio is a 24 year old male entrepreneur. He recently started his own business in the cannabis industry in the North Shore area. His other main interest is soccer, a hobby he has been very involved in for almost his whole life.



Considers himself more of a player than a spectator

When asked if he considers himself a sports person, Niall said he considers himself more of a player than a spectator because he would rather be out there playing on the field than watching others play.

"I'm more of like a player, rather than a watcher. When it comes to watching sports, it doesn't really intrigue me too much because it's like I'll sit there and I want to play. I kind of get a little aggravated watching them. It's like I wish I was on the field."



Favorite team is based off of favorite players

Niall's favorite soccer team is Manchester United. When asked why, he explained even though many people hate on the team, it has a lot of his favorite players which is why it's his favorite team.

"I've just always liked them. They've always got my favorite players. They're not the best but not the worst. They kind of hug that fourth, fifth position, sometimes they'll maybe jump up there and get like second. Maybe first."



Values responsibility and teamwork

Niall mainly values responsibility and teamwork when it comes to soccer because he believes even if a team has some of the best players, they still won't be a successful team without good communication and responsibility within the team.

"I would say it shows me responsibility and teamwork. Playing in high school showed me how to work as a team, not as an individual. So I'd say teamwork and responsibility is what I take away and value the most."

Prepared by
TARYN KOHLER

THE SPIRITED SPORTS FANATIC

These individuals are incredible sports enthusiasts and truly enjoy everything surrounding the game: they are often attending or watching sports games, wearing their team apparel, reading up on sports news. More than half of this segment follows 3 or more different sports regularly. Members of this segment are more likely to be a male Gen Z student.

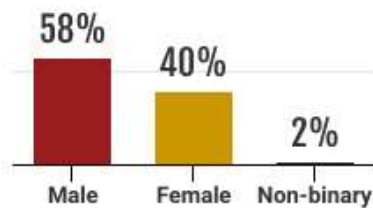
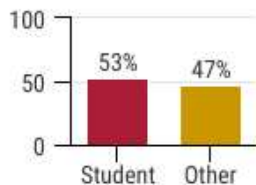
"Pick a sport, any sport; you name it, we're a fan. Though men's games are more interesting than women's, you can catch us streaming professional games every chance we get. Just don't tell our significant others we started without them..."



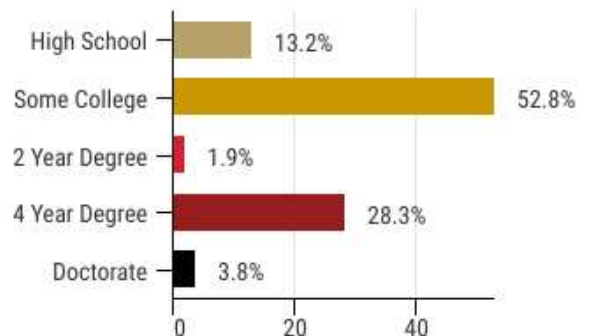
DEMOGRAPHICS



Mean Age

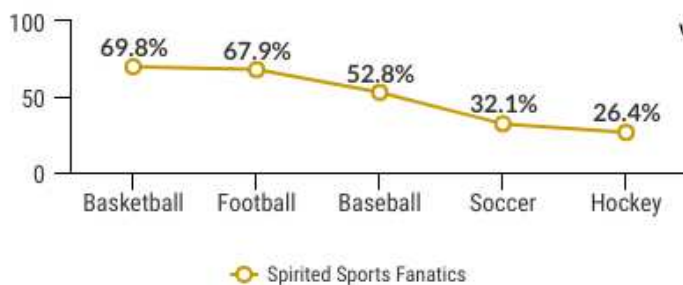


EDUCATION



CONSUMPTION PATTERNS

Which of the following sports do you consider yourself a fan of and/or follow on a regular basis?



Top 3 Fan Behaviors in which the segment engages quite often are:

- watching a professional sports game on TV
- talking to someone about sports
- streaming a professional sports game

Top 3 Social Media Platforms:

- Instagram (4-6 times a week)
- TikTok (4-6 times a week)
- Snapchat (4-6 times a week)

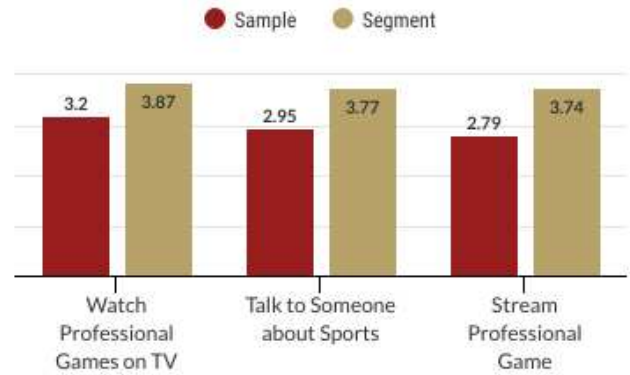
Prepared by
ALEXANDRA KONTIS & CHRISTINA HICKEY

UNIQUE CHARACTERISTICS



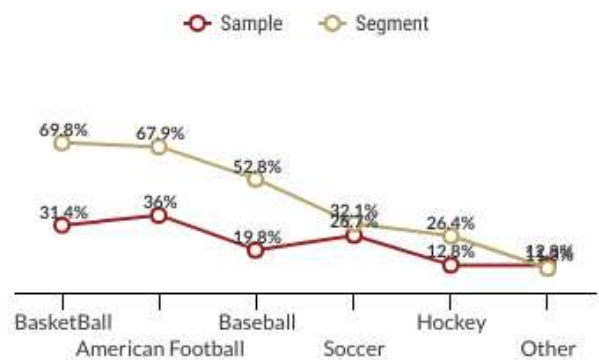
WE LOVE SPORTS

Our segment mean was higher in every aspect of fan behavior than the general sample by an average of **0.69** points.
(1=never, 5=whenever possible)



Soccer is our 4th Favorite Sport

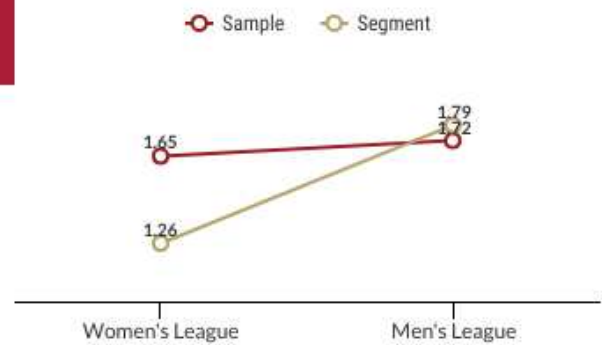
In our segment, only **32.1%** are Soccer fans. This is a difference of **37.7%** from their favorite sport - Basketball.



MEN'S SOCCER LEAGUES ARE SUPERIOR

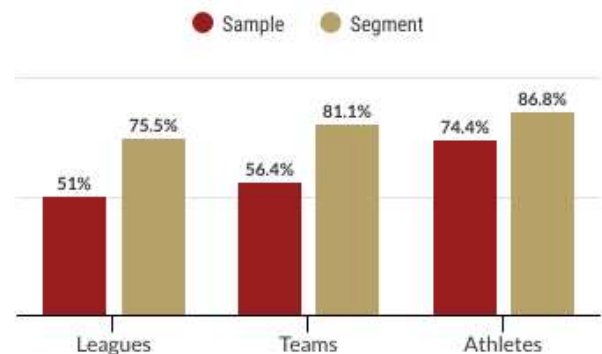
Despite being some of the most sports enthusiastic individuals segmented, this group is statistically less interested in women's soccer.

The overall interest in Men's Soccer Leagues for our segment increased to **1.79** from **1.72**, while the overall interest in Women's Soccer Leagues decreased to **1.26** from **1.65**.
(1=none at all, 5=a great deal)



We WILL Follow You

Our segment mean was higher in every aspect of fan behavior than the general sample by an average of **20.5%**



The numbers for the segment are depicted in gold, and the numbers for the sample are depicted in red for comparison.

Prepared by
ALEXANDRA KONTIS & CHRISTINA HICKEY

SPIRITED SPORTS FANATIC PERSONAS - I

The Competitive Sports Fan

This fan enjoys watching a variety of sports, teams, players, and leagues. They watch both men's and women's sports as long as the players are competitive. They always make sure to tune into well-matched games.



Channi S.
29, F

From Seattle
Lives in Boston
Enjoys athletics, nature, and hiking



Proximity to the team matters!

The respondent watches teams that are local to her regardless of their sport and she enjoys rooting for her local team.

"I follow the Seattle Seahawks, I follow the Seattle Kraken because they're like a new team, I follow the Seattle Sounders, and I bet you if there was a basketball team (in Seattle) I would probably have followed them too."



Competitiveness Between Teams Is More Entertaining!

The respondent appreciates a well-matched game and also enjoys it when players are more passionate. The playoffs are her favorite!

"I think the matchup is really important to me like if a good team is playing a bad team I usually don't watch. But if it's like two good teams like going out of it, like especially rivalries, but usually it makes me want to launch."



Soccer is hard to watch in the United States!

The respondent has a difficult time finding people to watch soccer with and said there is a lack of ways to watch soccer in the U.S.

"With the Super Bowl coming up I think it'd be really easy to find 10 friends to watch the Super Bowl list. But again, like some of the best soccer games are international so the times really weird like that like at 6am or something crazy. And it's tough to get people to watch."



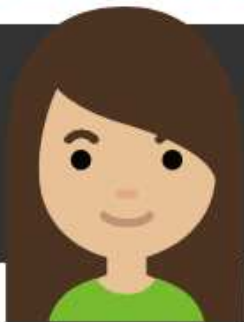
Olympic News Is More Interesting During the Season!

The respondent finds the Olympics interesting to watch and keeps up with the athletes and news more while the Olympics are on.

"I feel like, during the Olympics, it was like, very easy to watch the news, especially when it came to like Simone Biles and her not being able to compete. But I feel like outside of like the time that they're competing I don't really follow up with those competitors that often."

Prepared by
NOAH TROFIMOW

SPIRITED SPORTS FANATIC PERSONAS - II



Sports Experience Enthusiast

Toni is a member of the Portland Thorns' target market of Gen-Z. Below is an overview of her sports consuming purposes, habits, and behavior.

Demographics & Interests



AGE

21 years old



RESIDES IN

Rhode Island



STUDENT

Full-time, University of Rhode Island



READING



EXERCISING

former athlete (gymnast)



NATURE

THEMES ON SPORTS CONSUMPTION PURPOSES, HABITS, & BEHAVIOR



Soccer Interest Based on Pop Culture

"I've also started watching European soccer, which has been kind of cool. After I watched Ted Lasso, I got really into it!"

Toni is influenced not just by her valued family and friends as a member of Gen-Z, but she also actively keeps up with pop culture that bleeds into her sports interests as well.



Lover of Action-Oriented, Competitive Sports

"I like it when there's a lot to watch and I like sports you can get invested in...I like the competition of it all, it's exciting."

She enjoys engaging in sports that involve lots of fast-paced action, due to her upbringing much revolving around the detail-oriented and intense sport of American football.



Sports Creating Community

"URI basketball has a cult following, whether it's students or alumni or people who live near URI, every game is packed and sold out...I feel that I identify with them on a personal level."

Toni values the concept of community that sports has the potential to create and develop across the entire country, whether it's nationally, regionally, or through smaller divisions.

Prepared by
ANGELINA SPIROPOULOS

SPIRITED SPORTS FANATIC PERSONAS - III



Demographics

- Caucasian
- Female
- 22 years old
- Single
- Student
- From New Jersey



The All-Around Sports Enthusiast has a strong passion for sports and is pursuing a professional career in the sports industry. She plays on a college level softball team. She frequents social media. Outside of sports her include reality tv and video games.

Willing to Consume Soccer Despite Lack of Interest

"Soccer is not even on my radar. However, if someone invited me to a Revolution game I'd say yes. I am the type of consumer of sports that I can like and enjoy all"

Not Dismayed by the Length of Sports

"I think gen z values short clips and highlights. The content they are only watching is the best parts. And I don't think I align with it. The best example being baseball. A lot of Gen Z find baseball too long whereas I can sit down and watch the whole thing."

Actively Sport Consumption

"But (March Madness) is the only thing that brings me to watch college basketball. I don't start watching it until March... I am a really competitive person so even though the statistics of having a winning bracket are so low I love doing it."



Prepared by
DANIEL ROCHE

GENERAL GEN Z VALUES & TRENDS

In addition to the survey, students evaluated Gen Z values and trends from 3 prominent reports:
The Young and the Restless: Generation Z in America, McKinsey & Company,,
Gen Z: Observing the Latest Trends on Gen Z, GlobalWebindex, and
Generational Snapshot Gen Z Born 1997-2010, Canvas8.

Prepared by
KARLA REGUS



72% of Gen Z lives with their parents



1 in 3 say their biggest concern is their mental health



Only 15% of Gen Z feels represented in advertisements they see

1

40%

of adult Gen Zers (age 18 to 23) say their purchasing decisions are **most influenced by social media.**



2

32%

of Gen-Zers rely on **online reviews, blogs, or websites** to decide what to buy.



3

**You
Tube**

is the **most popular platform** for Gen-Z, however, this is changing as their entertainment habits change.

4

5 in 10

say **helping the environment** is important to them



5

63%

The percentage of Gen-Zers that are **interested in gaming**, which is the staple of their interests.



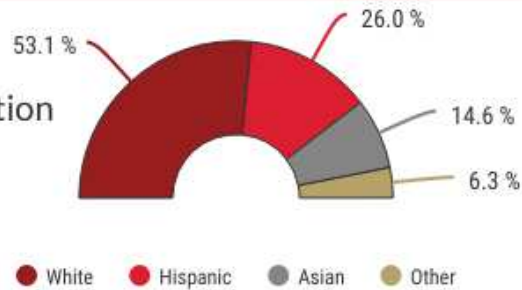
Prepared by
MARY COUTURIER

GENERAL GEN Z VALUES & TRENDS

Gen-Z Demographics & Trends

76%

of the U.S. population is Gen-Z



30%

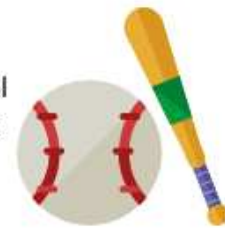
of Gen-Z do not follow any sports

18%

are soccer fans

46%

consider sports a social event, and enjoy being part of a crowd cheering on their favorite team



Gen-Z Stands For Social Issues Like:

- 1 Racism
- 2 Student Debt
- 3 Climate Change
- 4 Sexism
- 5 Gun Violence

50%

of Gen-Z use social media to stay in touch with friends/family, and 25% follow sports teams and players



Prepared by
KELSEY BUGDEN

GENERAL GEN Z VALUES & TRENDS



Gen Z represents a quarter of all internet users are likely to still be in full-time education, living with their parents and occupy the lower income segment

% of Gen Zs who say they're interested in:



52%
GAMING



27%
ESPORTS



55%
of Gen Zs would like to explore the world

49%
are interested in other cultures and countries



Younger people will be looking for easy-to digest content, be that through TikTok, short Twitter videos, Instagram Reels



66%
Of Gen Z thinks the internet is what brings us together the most



they show strong interest in accounts that align with their interests or introduce them to new ones



75% more likely to follow gaming personalities online than the average internet user, with males **135%** more likely to do so.

Prepared by
LUCIA ZAPATA