

SPORTS FANS & THE ENVIRONMENT



81% OF SPORTS FANS EXPRESS CONCERN ABOUT THE ENVIRONMENT



BEING "GREEN" IS A GREAT WAY TO TARGET

FEMALE FANS: 51%

would participate in a league/team event that benefited the environment, vs. 39% of male fans.

FANS EXPECT TEAMS & LEAGUES...

To use environmentally-friendly practices **58%**

To operate LEED-certified facilities **50%**

WHAT "GREEN" INITIATIVES DO FANS REGULARLY PARTICIPATE IN?



RECYCLING 80%



ONLINE BILLING 73%



ENERGY EFFICIENT LIGHTING 69%



REUSABLE SHOPPING BAGS 59%



BATTERY/ELECTRONIC RECYCLING 55%

ENVIRONMENTALLY CONCERNED FANS SPEND 20% MORE ON TICKETS:



\$403

Annual spend of fans "more concerned" about the environment:



\$340

Annual spend of "less concerned" fans.

... AND ARE MORE LIKELY TO SUPPORT ENVIRONMENTALLY-FRIENDLY SPONSORS:

56%



Online study conducted May 2014.
n=1,007 respondents.

QUESTIONS?

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