2018 SEC Championship Game

What can social media data from 1.74 million Alabama and Georgia fans tell us about the two fanbases?
Methodology

- Collected open source, publicly available social media data from 1.74 million people that follow either Alabama football or Georgia football.
- Utilized a machine learning statistical tool coupled with artificial intelligence image recognition to identify fans that are highly identified with either Alabama football or Georgia football.
- Utilized Affinio statistical tools to ascertain differences and similarities between the two fanbases on a variety of variables.
Alabama Fans Top Five Favorite Brands

Georgia Fans Top Five Favorite Brands
Alabama Fans Favorite Retail Food Brands

Georgia Fans Favorite Retail Food Brands
Alabama Fans are 54 times more likely to follow Chick-fil-A than the general population whereas Georgia Fans are 117 times more likely to follow Chick-fil-A.
Alabama Fans Favorite Actors
• 1) Melissa Joan Hart
• 2) James Woods
• 3) Dwayne Johnson
• 4) Jimmy Fallon
• 5) Jessica Robertson
• 6) Charlie Sheen
• 7) Daniel Tosh
• 8) Kevin Hart
• 9) Tom Hanks
• 10) Justin Martin

Georgia Fans Favorite Actors
• 1) Samuel Jackson
• 2) Jimmy Fallon
• 3) Dwayne Johnson
• 4) James Woods
• 5) Daniel Tosh
• 6) Jimmy Kimmel
• 7) Stephen Colbert
• 8) Charlie Sheen
• 9) Tom Hanks
• 10) Kevin Hart
Alabama Fans Favorite Artists

1) Larry the Cable Guy
2) Ben Landis

Georgia Fans Favorite Artists

1) Larry the Cable Guy
2) Hannah Storm
3) Joe Rogan
Alabama Fans Favorite Broadcast Stars

Georgia Fans Favorite Broadcast Stars
Alabama Fans are 841 times more likely to follow Paul Finebaum than the general population whereas Georgia Fans are 458 times more likely to follow him.
Kate Upton is Alabama Fans and Georgia Fans favorite fashion star. Alabama fans are 24 times more likely to follow her than the general population whereas Georgia Fans are 30 times more likely to follow her.
Alabama Fans are 60 times more likely to follow the NRA than the general population whereas Georgia Fans are 48 times more likely to follow the NRA.
Alabama Fans are 27 times more likely to follow the GOP than the general population whereas Georgia Fans are 20 times more likely to follow the GOP.
Alabama Fans Favorite Musicians

Georgia Fans Favorite Musicians
Alabama Fans Favorite Singers

Georgia Fans Favorite Singers
Alabama Fans Favorite Sports Stars

1) Kenyan Drake
2) Greg McElroy
3) Derrick Henry
4) AJ McCarron
5) Barrett Jones
6) OJ Howard
7) CJ Mosley
8) TJ Yeldon
9) Vinnie Sunseri
10) Minkah Fitzpatrick
11) Landon Collins
12) Mark Ingram
13) Bo Scarbrough
14) Jalen Hurts
15) Eddie Jackson
16) Blake Sims

Georgia Fans Favorite Sports Stars

1) Todd Gurley
2) Keith Marshall
3) Nick Chubb
4) Malcolm Mitchell
5) Sony Michel
6) Jacob Eason
7) Chris Conley
8) Aaron Murray
9) Herschel Walker
10) Tavarres King
11) David Pollack
12) Chipper Jones
13) AJ Green
14) Freddie Freeman
15) Matt Ryan
16) Bubba Watson
Alabama Fans Favorite Sports Teams

• 1) Alabama Football
• 2) Alabama Basketball
• 3) Atlanta Braves
• 4) Atlanta Falcons
• 5) New Orleans Saints
• 6) Tennessee Titans
• 7) U.S. Soccer Men’s National Team
• 8) Dallas Cowboys
• 9) PGA
• 10) Masters

Georgia Fans Favorite Sports Teams

• 1) Georgia Football
• 2) Atlanta Braves
• 3) Atlanta Falcons
• 4) Atlanta Hawks
• 5) Atlanta FC
• 6) U.S. Soccer Men’s National Team
• 7) L.A. Rams
• 8) JR Motorsports
• 9) Nashville Predators
• 10) WWE
Alabama Fans Favorite Bowl Games

• 1) Peach Bowl
• 2) Sugar Bowl
• 3) Orange Bowl
• 4) Rose Bowl
• 5) Fiesta Bowl

Georgia Fans Favorite Bowl Games

• 1) Rose Bowl
• 2) Peach Bowl
• 3) Cotton Bowl
• 4) Sugar Bowl
• 5) Orange Bowl
Alabama Fans are 768 times more likely to follow the SEC than the general population whereas Georgia Fans are 548 times more likely to follow the SEC.
Alabama Fans are 772 times more likely to follow the College Football Playoff than the general population whereas Georgia Fans are 458 times more likely to follow the College Football Playoff
Alabama Fans are 173 times more likely to follow College Gameday than the general population whereas Georgia Fans are 144 times more likely to follow College Gameday.
Alabama Fans are 189 times more likely to follow NCAA College Softball than the general population whereas Georgia Fans are 2 times more likely to follow NCAA College Softball.
Alabama Fans are 3 times more likely to follow Team USA Olympics than the general population whereas Georgia Fans are 26 times more likely to follow Team USA Olympics.
Alabama Fans are 3 times more likely to follow NASCAR than the general population whereas Georgia Fans are 20 times more likely to follow NASCAR.
Alabama Fans Favorite Sports Writers

Georgia Fans Favorite Sports Writers
Alabama Fans Favorite Sports Social Accounts

Georgia Fans Favorite Sports Social Accounts
Alabama Fans Favorite Broadcast Shows

Georgia Fans Favorite Broadcast Shows
Alabama Fans Favorite Media

Georgia Fans Favorite Media
Alabama Fans Favorite Government Social Accounts

- 1) NASA
- 2) National Hurricane Center
- 3) National Weather Service

Georgia Fans Favorite Government Social Accounts

- 1) NASA
- 2) National Hurricane Center
- 3) White House Archived (Obama Administration Account)
Alabama Fans Favorite NGO

Georgia Fans Favorite NGO
Alabama Fans Favorite Political Figures

Georgia Fans Favorite Political Figures
Alabama Fans Top Hashtags
Georgia Fans

Top Locations

- Atlanta, GA 92
- Georgia 85
- Athens, GA 44
- USA 11
- Marietta, GA 9
- Jacksonville, FL 8
- Warner Robins, GA 8
- Savannah, GA 8
- Chattanooga, TN 6
- Columbus, Georgia 6
- Greenville, SC 5
- Birmingham 5
- Jefferson, GA 5
- Washington, DC 5
- Gainesville, GA 5
- Nashville, TN 5
- Carrollton, GA 4
- Augusta, GA 4
- North Augusta, SC 4
- Charlotte, NC 4

Normalized
Alabama Location Heat Map
Georgia Fans
Alabama Fans – Top Emojis
Georgia Fans – Top Emojis