



2018 SEC Championship Game

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



Research Conducted by

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In partnership with Affinio



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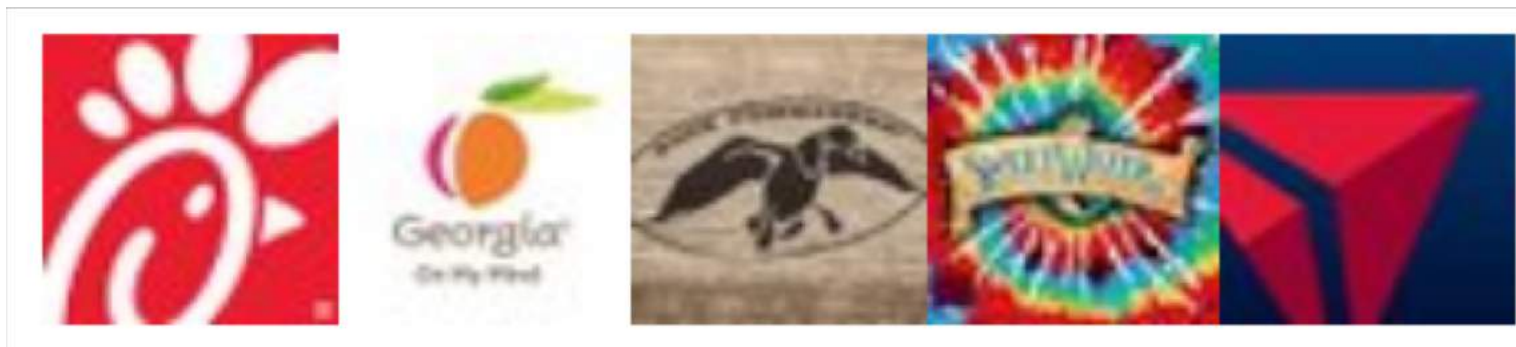
Methodology

- 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

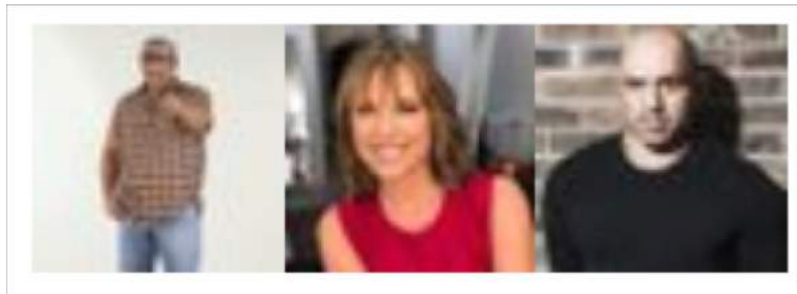
- 1) Samuel Jackson
- 2) Jimmy Fallon
- 3) Dwayne Johnson
- 4) James Woods
- 5) Daniel Tosh
- 6) Jimmy Kimmel
- 7) Stephen Colbert
- 8) Charlie Sheen
- 9) Tom Hanks
- 10) Kevin Hart

Alabama Fans Favorite Artists



- 1) Larry the Cable Guy
- 2) Ben Landis

Georgia Fans Favorite Artists

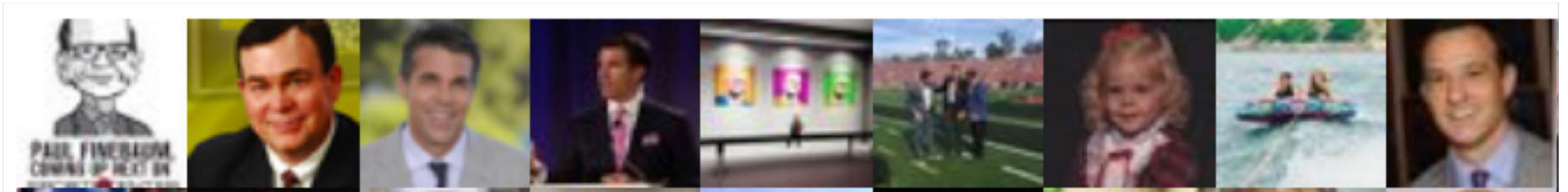


- 1) Larry the Cable Guy
- 2) Hannah Storm
- 3) Joe Rogan

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.



Tweets **16.2K** Following **756** Followers **727K** Likes **1,849**

[Follow](#)

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.

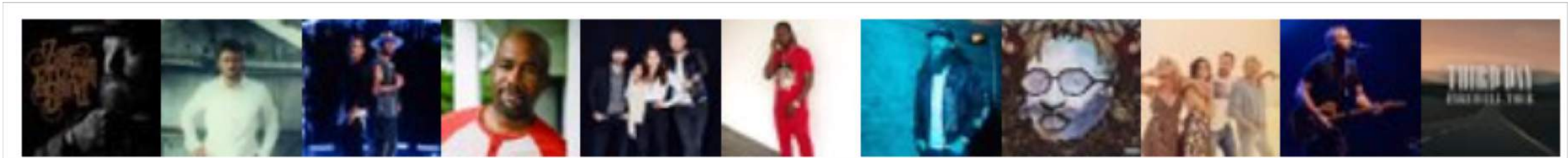


Alabama Fans are 27 times more likely to follow the GOP than the general population whereas Georgia Fans are 20 times more likely to follow the GOP.

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

#1



Georgia Fans Favorite Sports Writers

#1



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



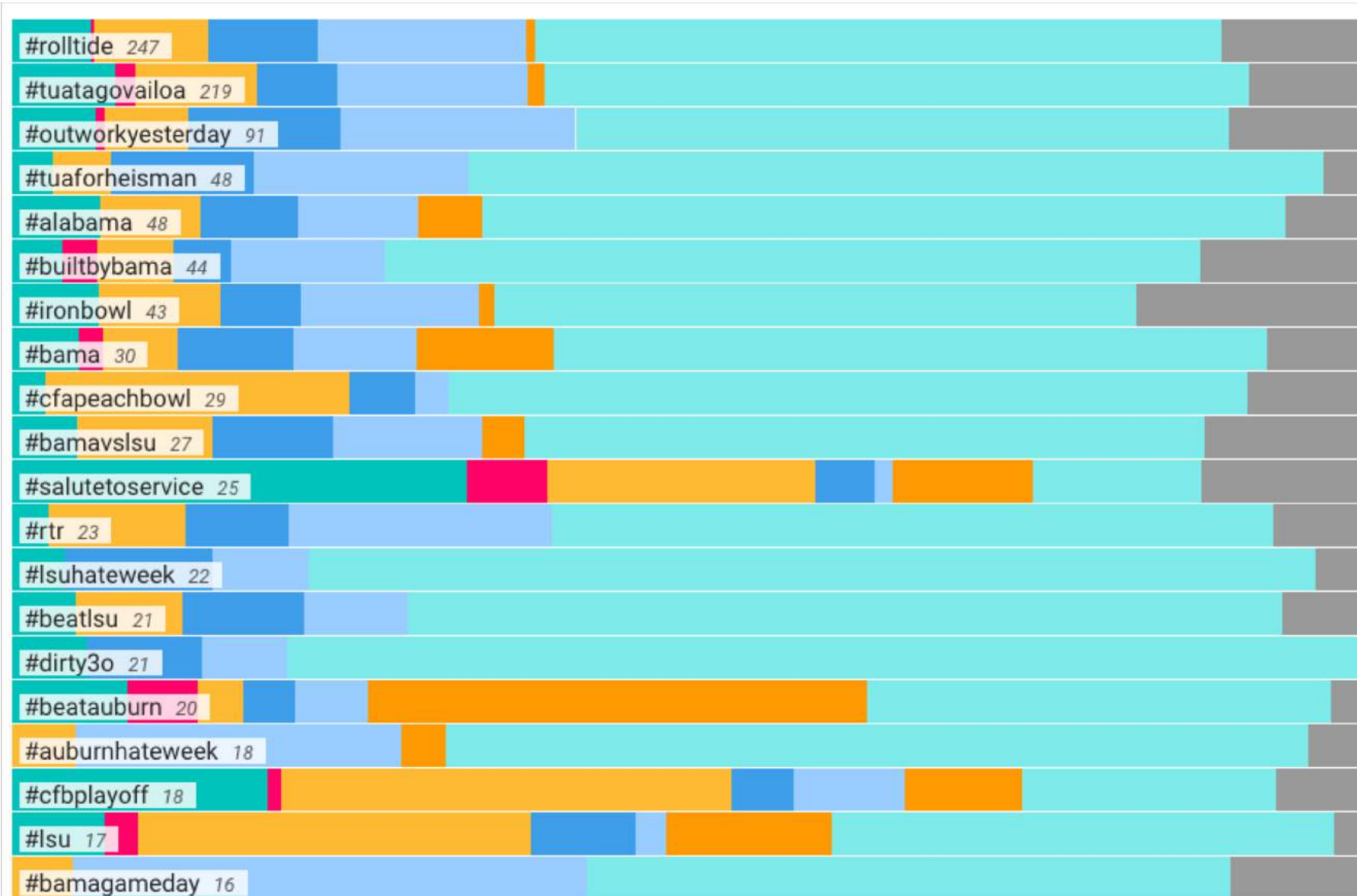
Alabama Fans Favorite Political Figures



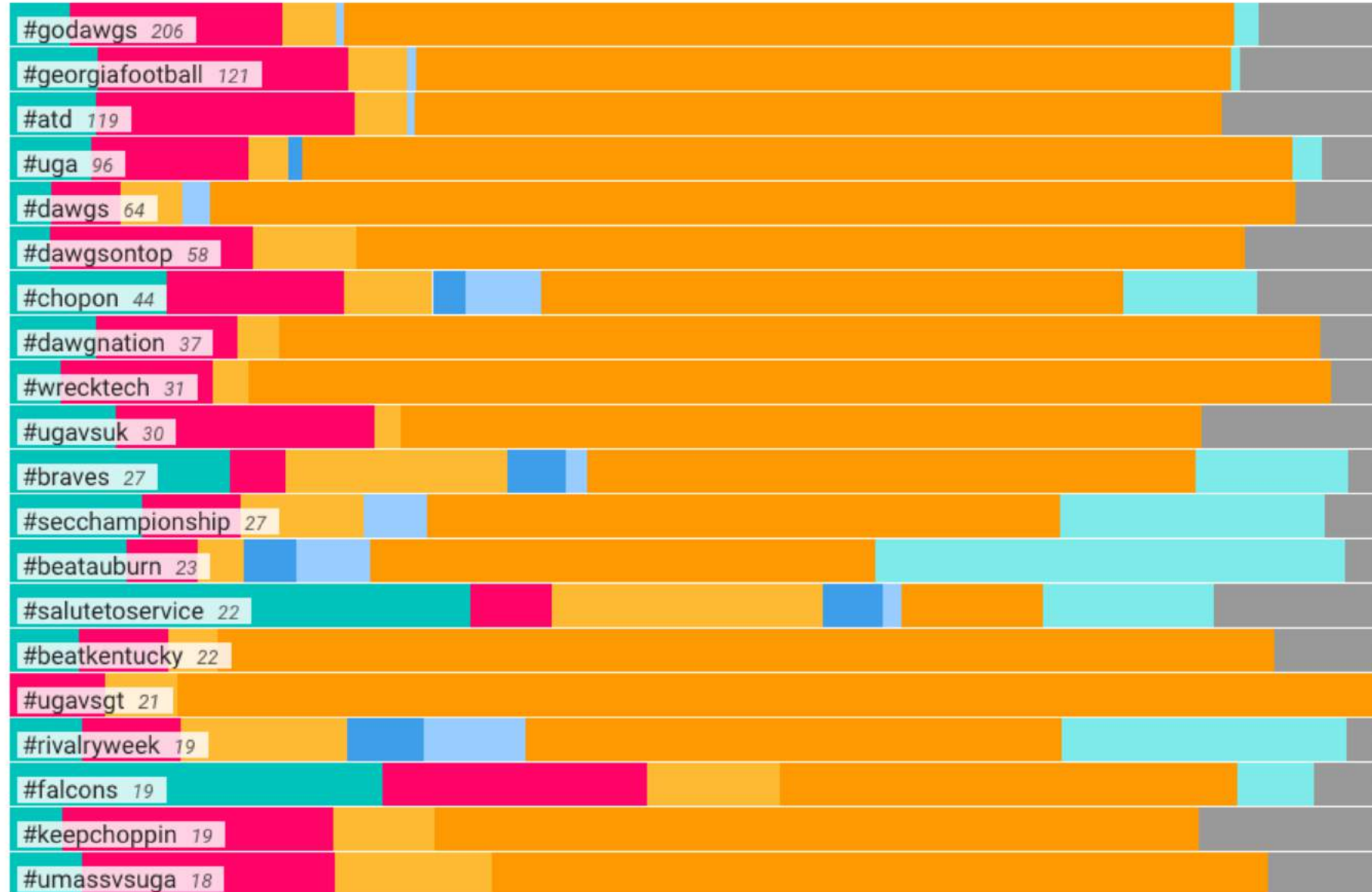
Georgia Fans Favorite Political Figures



Alabama Fans Top Hashtags



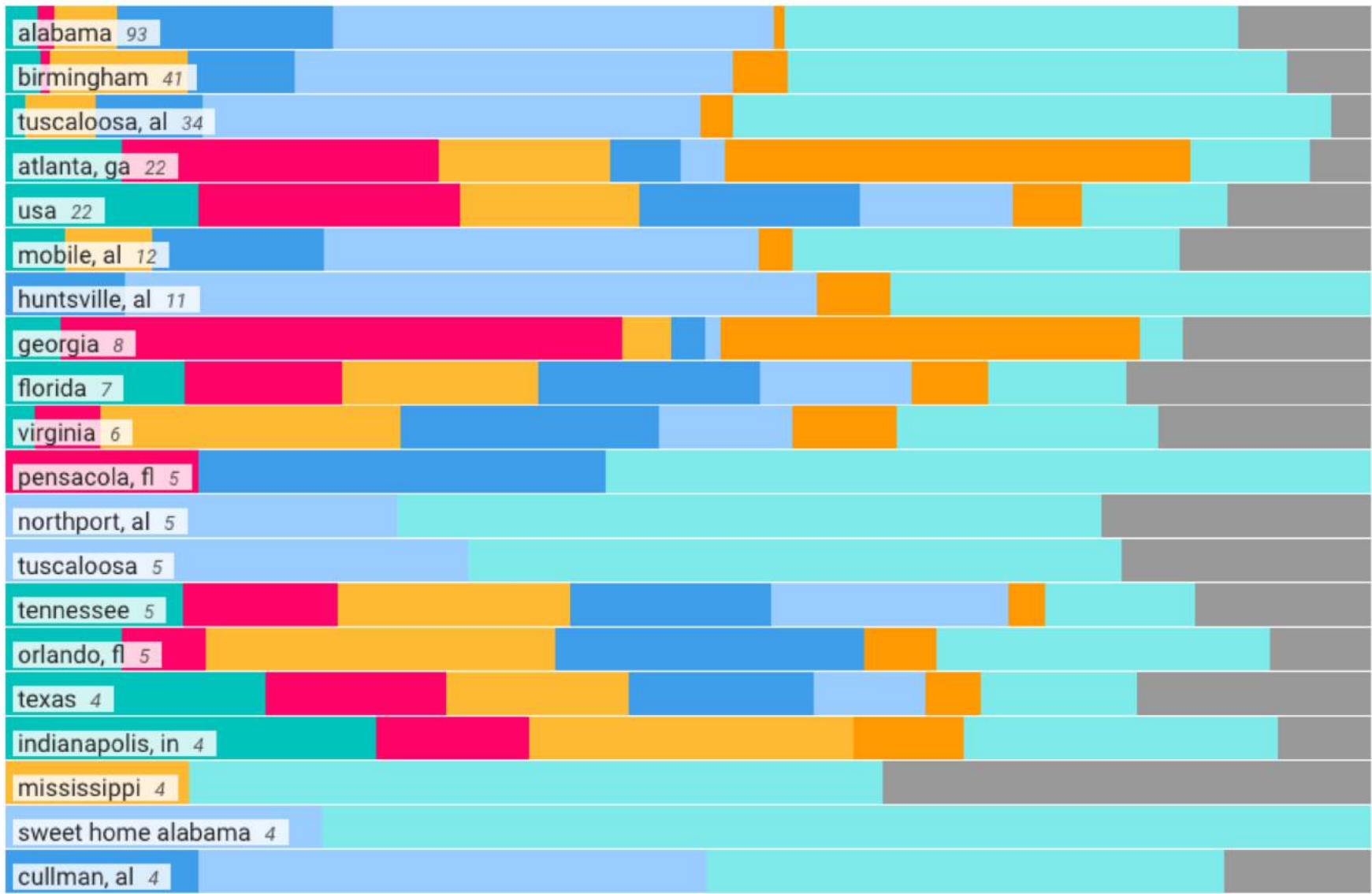
Georgia Fans Top Hashtags



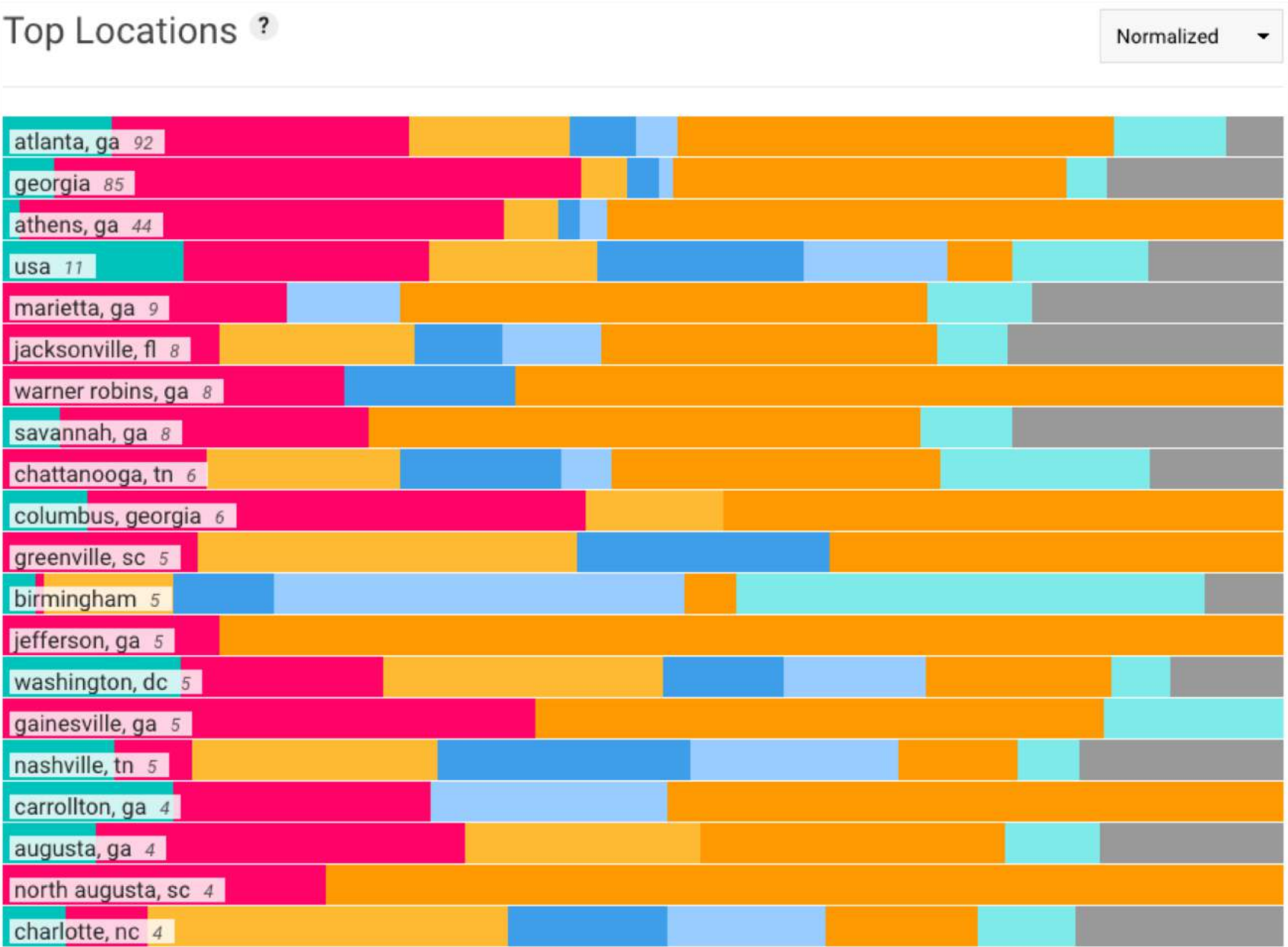
Alabama Fans

Top Locations ?

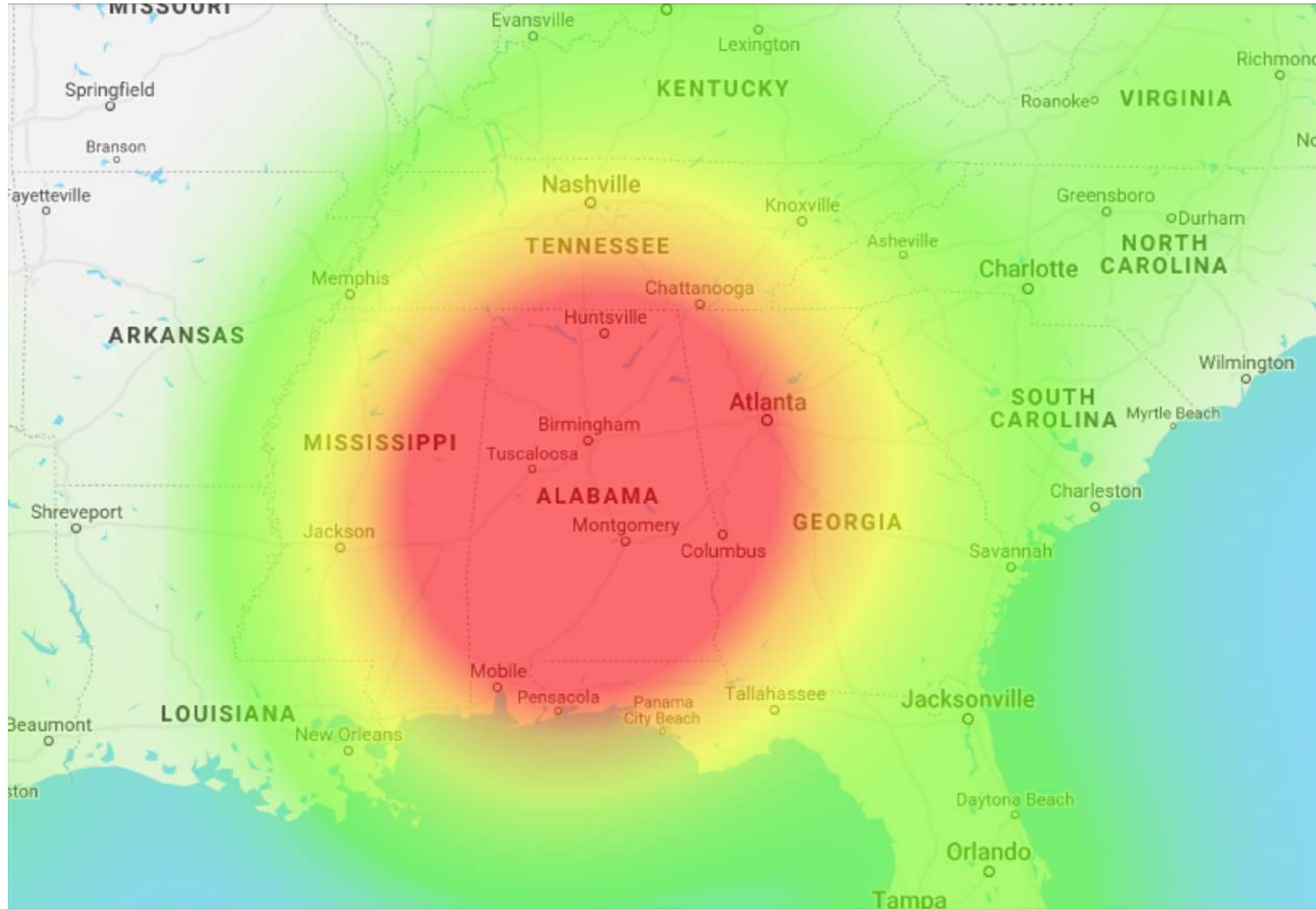
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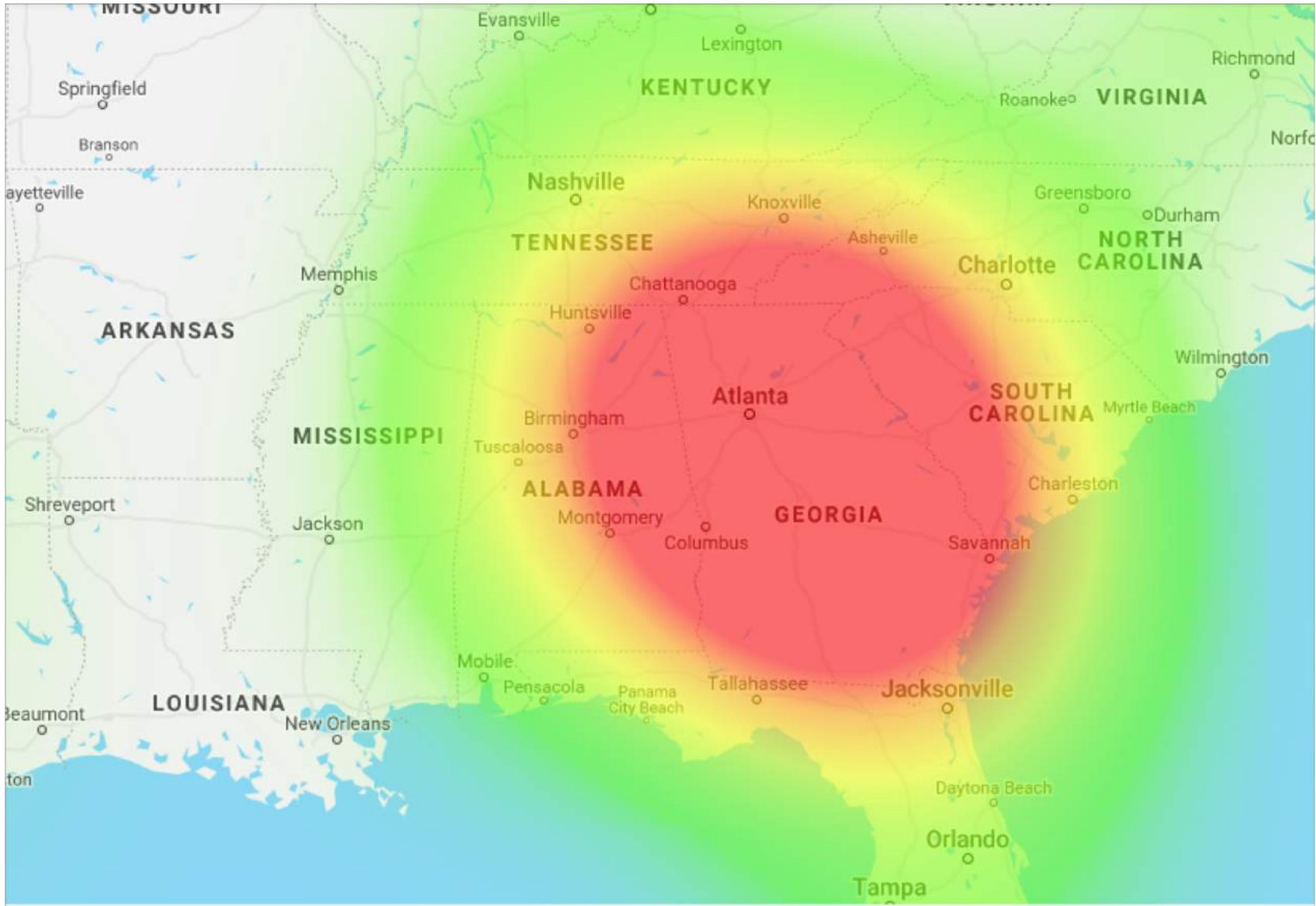
Georgia Fans



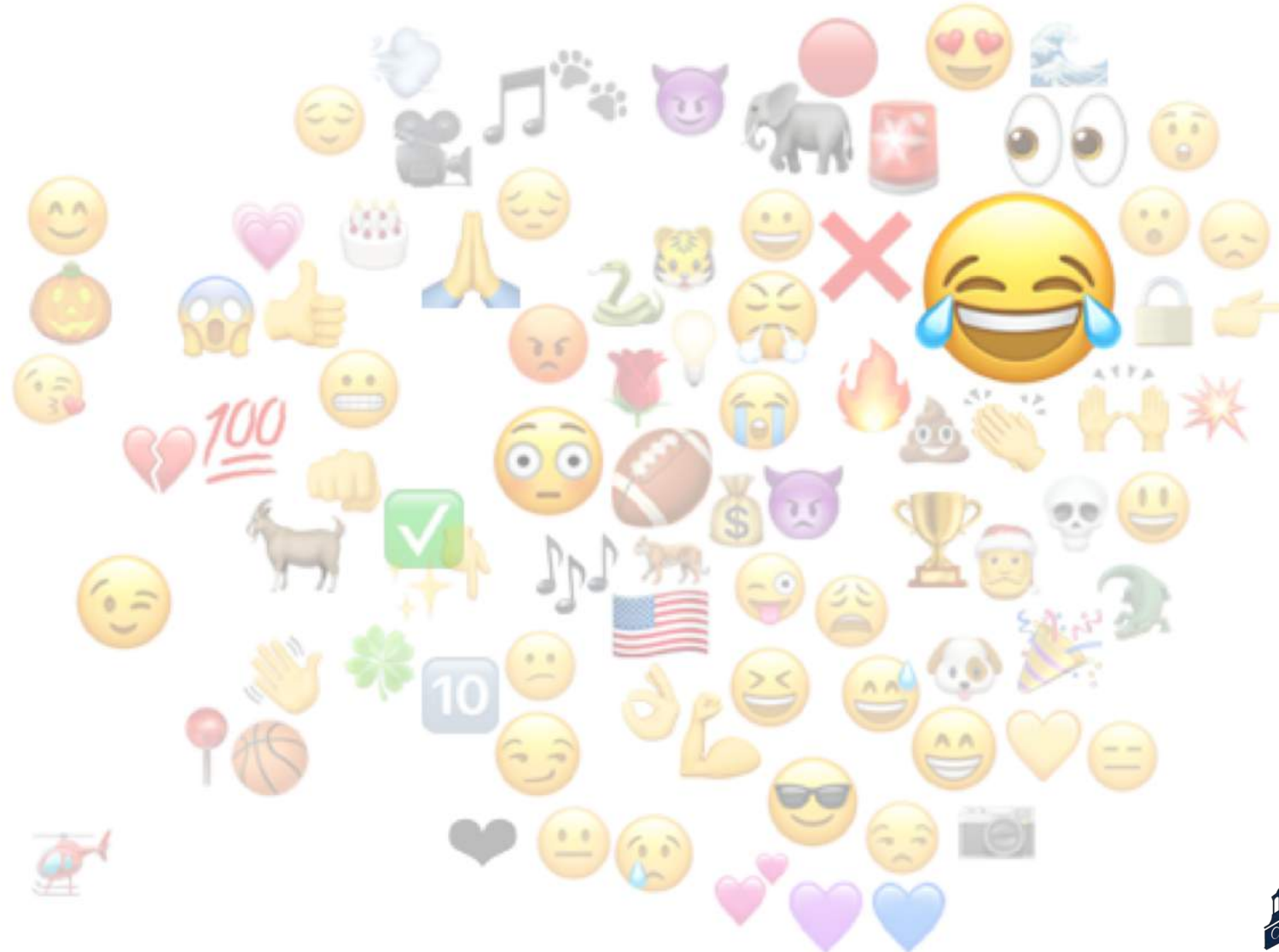
Alabama Location Heat Map



Georgia Fans



Alabama Fans – Top Emojis



Georgia Fans – Top Emojis

