Alabama & Auburn Fans
Super Bowl LIII

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Methodology

- The Center for Sports Analytics in partnership with Affinio performed a social network analysis utilizing machine learning on data from over 10,000 people in the state of Alabama that have been talking about the Super Bowl on social media over the last thirty days.

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Where do they live?

- Out of all the Alabama fans talking about the Super Bowl on social media that live in the state of Alabama, 28.4% live in Birmingham and 7.7% live in Tuscaloosa. Mobile, Huntsville and Montgomery are the next three most frequent cities in that order.

- Out of all the Auburn fans talking about the Super Bowl on social media that live in the state of Alabama, 19.9% live in Birmingham. 14.8% live in Auburn. Montgomery, Huntsville and Opelika are the next three most frequent cities in that order.

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Most Relevant NFL Teams for Each Fan Base

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Following NFL Teams

- Alabama fans are **32** times more likely to follow the **Patriots** and Auburn fans are **25** times more likely to follow the **Patriots** than the rest of people living in Alabama on social media.

- Alabama fans are **9** times more likely to follow the **Rams** and Auburn fans are **28** times more likely to follow the **Rams** than the rest of people living in Alabama on social media.

- Auburn fans are **205** times more likely to follow the Panthers than the rest of people living in Alabama on social media.

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Talking about the Super Bowl

- There are 3 times more Alabama fans talking about the Super Bowl in the state of Alabama than Auburn fans.
- Alabama fans living in the state of Alabama are 4 times more likely to have been talking about the Super Bowl over the last month than Auburn fans living in the state of Alabama.
- Alabama fans are significantly more likely to follow Pro Football Talk and ESPN NFL accounts on social media than Auburn fans.
- Auburn fans are more likely to be following NFL Fantasy Football on social media than Alabama fans.

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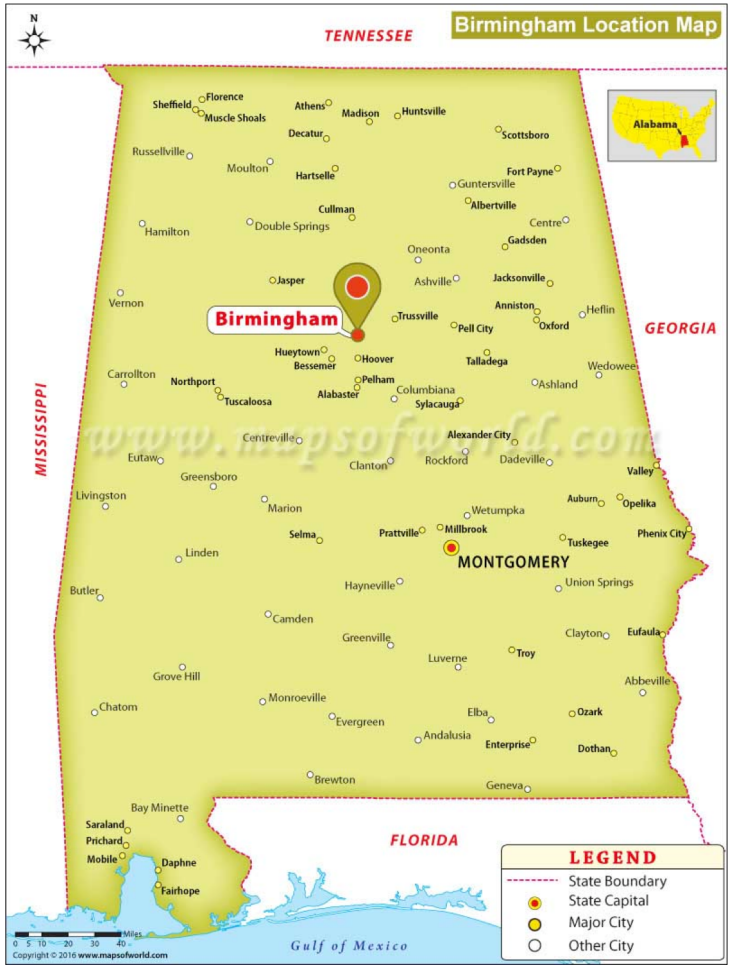
Talking about the Super Bowl in Birmingham

- People living in Birmingham are 23% more likely to have been talking about the Super Bowl over the last month than the rest of the state.



Alabama Connections to Super Bowl Teams

- 2 players with Alabama ties are attracting Alabama fans to watch the Super Bowl:
- **RAMS**
- Mark Barron – grew up in Mobile & played for Alabama
- **PATRIOTS**
- Dont'a Hightower – played for Alabama

- Alabama fans are 3 times more likely to follow Hightower than Baron on social media.

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Auburn Connections to Super Bowl Teams

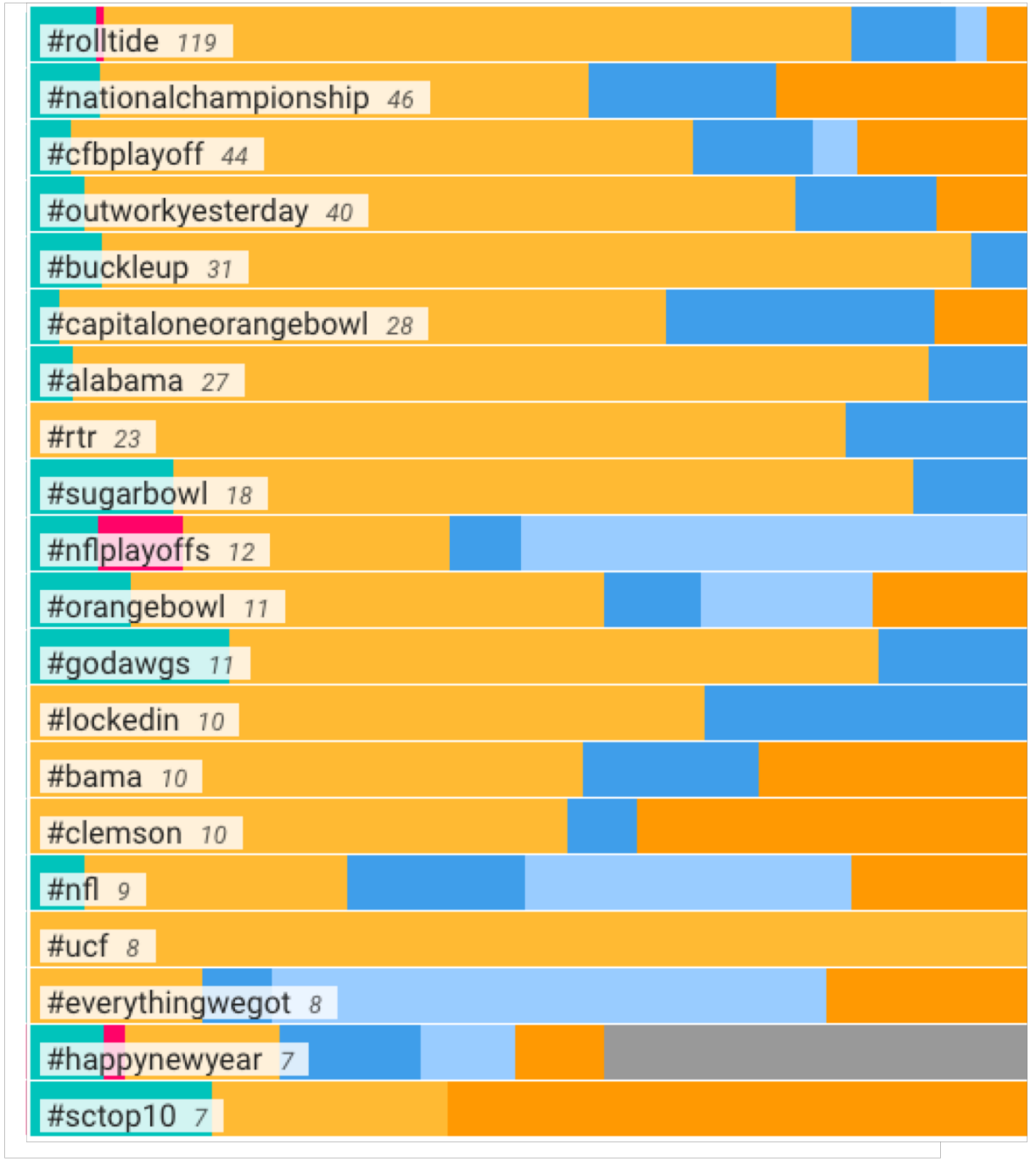
- 3 players with Auburn ties are attracting Auburn fans to watch the Super Bowl:
- **RAMS**
- Blake Countess – played one year at Auburn
- **PATRIOTS**
- Jonathan Jones – played for Auburn
- Brandon King – played for Auburn & grew up in Birmingham

- Auburn fans are equally likely to follow Countess and Jones. They are 7 times more likely to follow Countess and Jones than King on social media.

Bio Keyword Word Clouds – Alabama Fans Talking about Super Bowl

Bio Keyword Word Clouds – Auburn Fans Talking about Super Bowl

Top 20 Alabama Fans that are Talking about Super Bowl Hashtags



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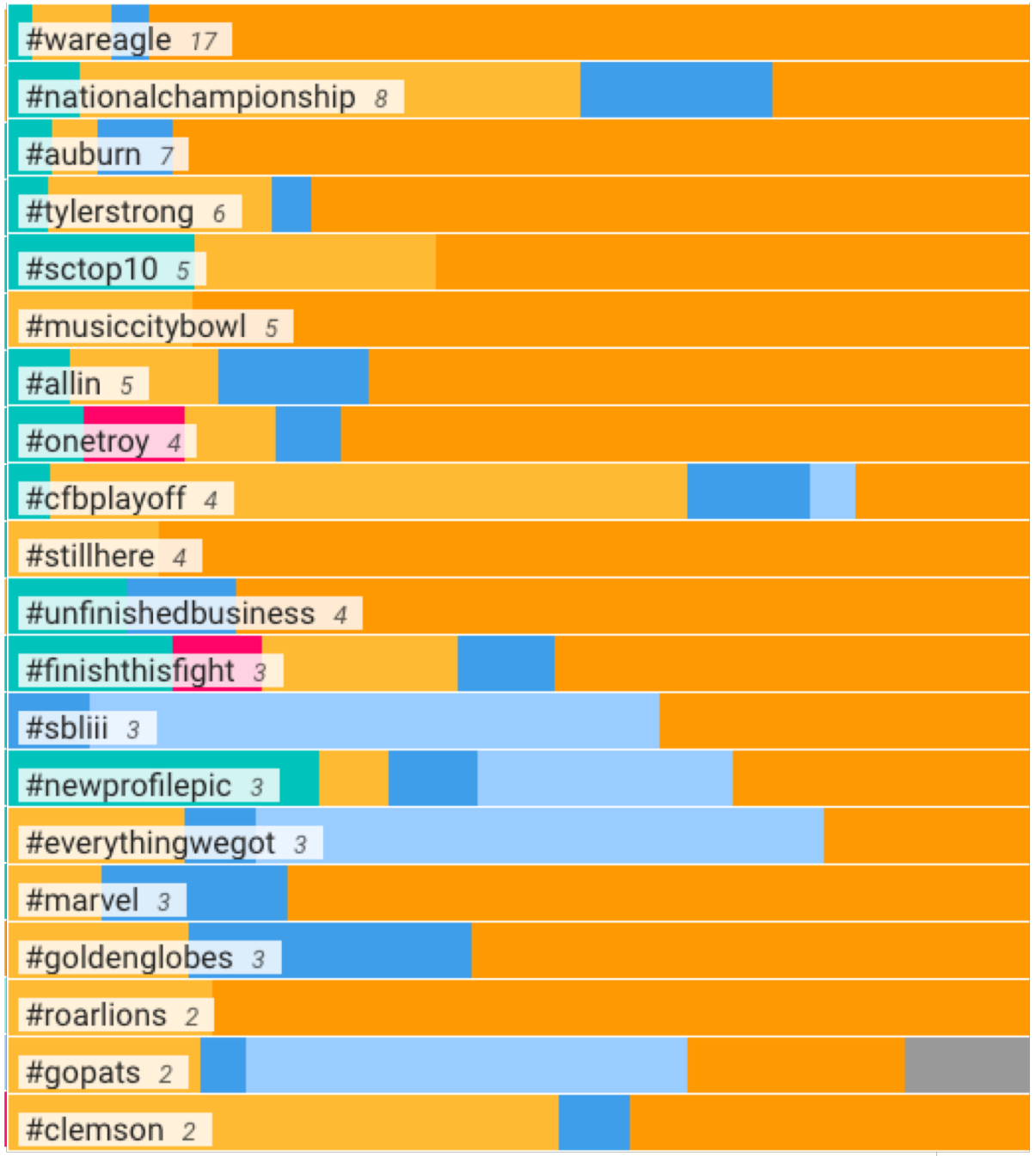
Top 20 Auburn Fans that are Talking about Super Bowl Hashtags



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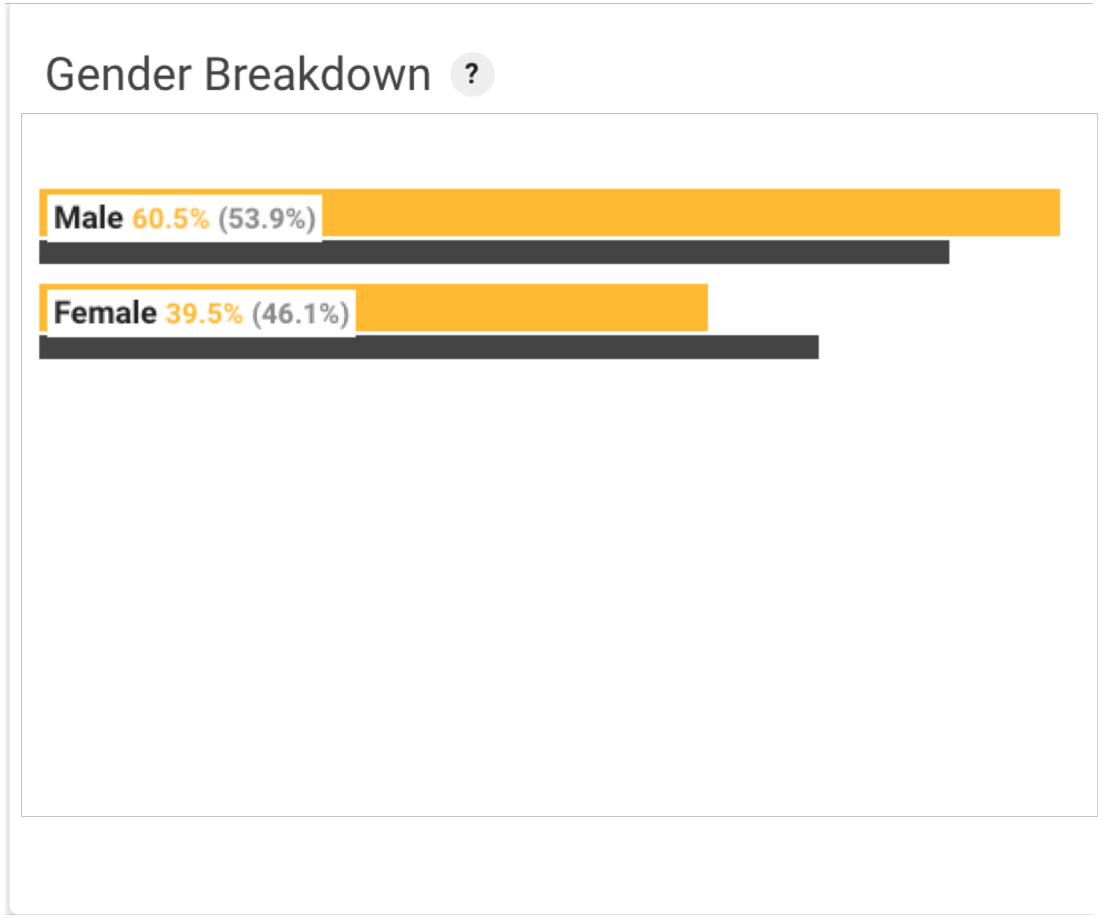
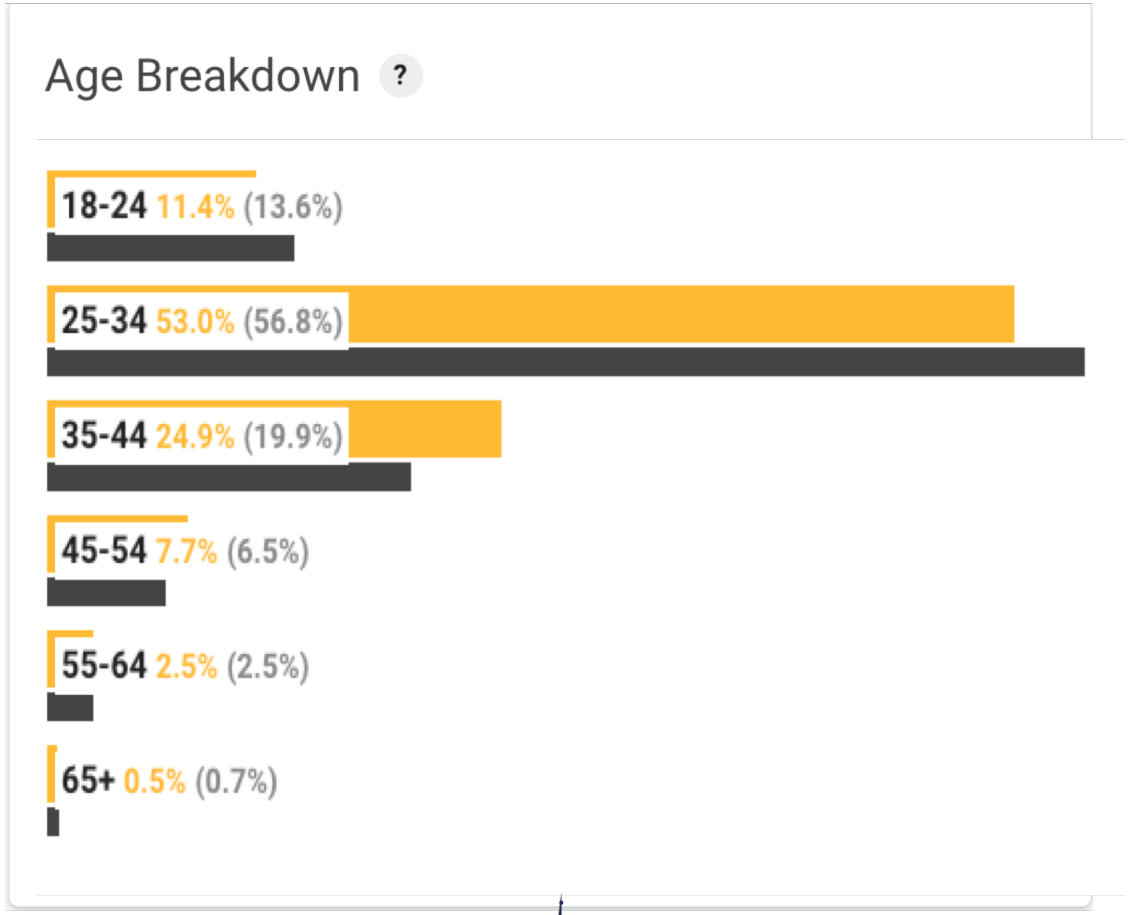
Alabama Fans Gender and Age Makeup





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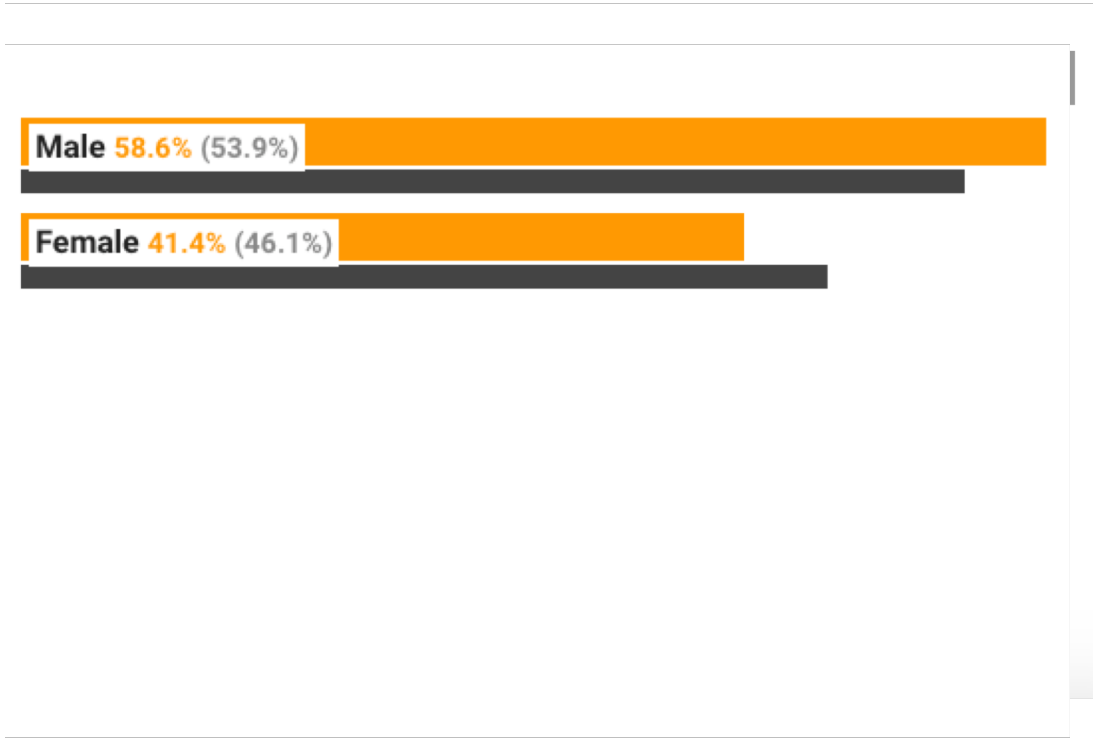
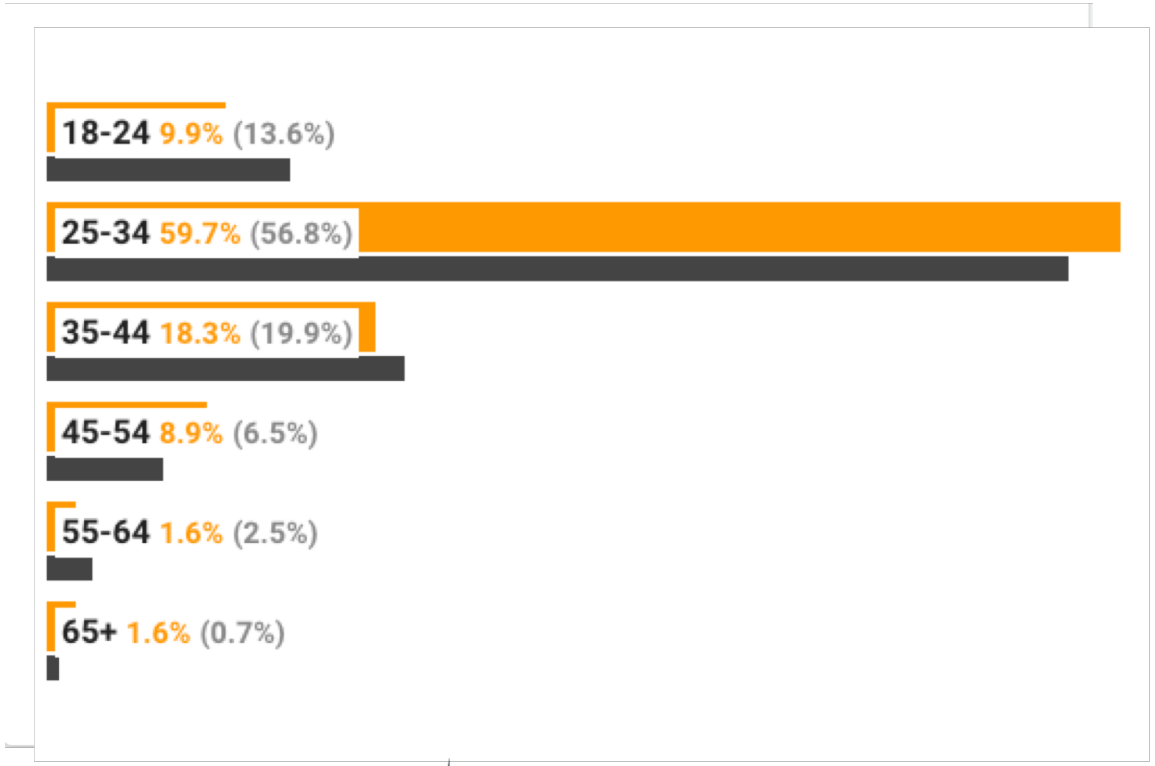
Auburn Fans Gender and Age Makeup





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Most Active Time for Fan Bases to be on Social Media

Peak Average Engagement by Time

Most Active Time in Report Period

Sundays at 8:00 PM

Avg Posts

46

Share of Total Audience Posts

1.43%

Peak Average Engagement by Time

Most Active Time in Report Period

Sundays at 9:00 PM

Avg Posts

16

Share of Total Audience Posts

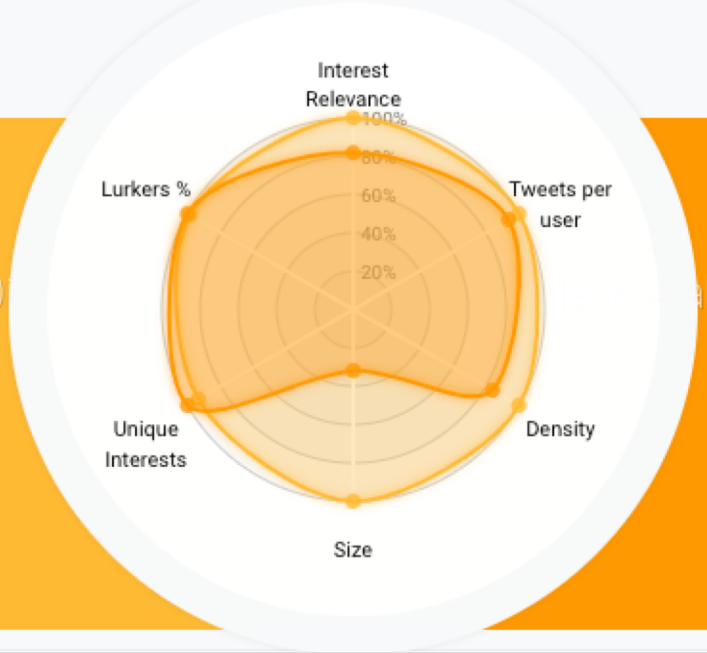
1.69%

Similarity/Difference Comparison

Alabama Fans

(People in Alabama Following Super Bowl 20

1,075 members
48.98 Interest Relevance
10.55 density
11.99 posts/user/month



Auburn Fans

abama Following Super Bowl 2019 Accounts)

342 members
40.05 Interest Relevance
8.87 density
11.25 posts/user/month

- Alabama and Auburn fans living in the state of Alabama that are talking about the Super Bowl are highly similar in terms of their social interest related to brands, politicians, entertainers, etc. The primary differences between the fan bases are related to college football only.

Interests relevant to Alabama Fans **(People in Alabama Following Super Bowl 2019 Accounts)** but not Auburn Fans **(People in Alabama Following Super Bowl 2019 Accounts)**:

@ TreyDeuce32RTR
CJ Mosley
100%

@ BarrettAJones
Barrett Jones
100%

@ KDx32
Kenyan Drake™
100%

@ vsunseri3
Vinnie Sunseri
100%

@ KingHenry_2
□Derrick Henry □□
100%

@ TheHumble_21
LANDON COLLINS
100%

@ haha_cd6
Ha Ha Clinton-Dix
100%

@ Lil_Eazy_Ana_42
Eddie Lacy
100%

@ carsontink
Carson Tinker
100%

@ UofAlabama
The Univ. Of Alabama
100%

Interests shared by Alabama Fans **(People in Alabama Following Super Bowl 2019 Accounts)** and Auburn Fans **(People in Alabama Following Super Bowl 2019 Accounts)**:

@ Brandon_Beachy
Brandon Beachy
50.74 / 49.26

@ CloydRivers
Cloyd Rivers
50.68 / 49.32

@ RedditCFB
RedditCFB
50.36 / 49.64

@ danieltosh
Daniel Tosh
50.27 / 49.73

@ JUST_JUP
Justin Upton
49.93 / 50.07

@ NWSHuntsville
NWS Huntsville
49.87 / 50.13

@ CoachHughFreeze
Hugh Freeze
49.52 / 50.48

@ kaseykahne
Kasey Kahne
49.46 / 50.54

@ JimGaffigan
Jim Gaffigan
49.31 / 50.69

@ Julio_Teheran
Julio Teheran
49.27 / 50.73

Interests relevant to Auburn Fans **(People in Alabama Following Super Bowl 2019 Accounts)** but not Alabama Fans **(People in Alabama Following Super Bowl 2019 Accounts)**:

@ WarBlogle
WarBlogle.Com
100%

@ AUFAMILY
AUFAMILY.Com
100%

@ AuburnU
Auburn University
100%

@ lutzenkirchen
Phil Lutzenkirchen
100%

@ TreMason
Tre Mason
100%

@ AubietheTiger01
Aubie The Tiger
100%

@ coachbrucepearl
Bruce Pearl
100%

@ KodiBurns
Kodi Burns
100%

@ AUGoldMine
Auburn Gold Mine
100%

@ sammiecoates11
Sammie Coates
100%

Support

Traits that differentiate Alabama Fans **(People in Alabama Following Super Bowl 2019 Accounts)** from Auburn Fans **(People in Alabama Following Super Bowl 2019 Accounts)**:

Locations
Tuscaloosa
locations 100.00%

Bio Keywords
Roll
bioKeywords 100.00%

Bio Keywords
Tide
bioKeywords 100.00%

Hashtags
Rolltide
hashtags 94.82%

@Mentions
Jalenhurts
mentions 93.37%

@Mentions
Alabamaftbl
mentions 90.64%

Bio Keywords
Bama
bioKeywords 88.49%

Bio Keywords
Alabama
bioKeywords 85.70%

@Mentions
Cecilhurt
mentions 80.62%

Hashtags
Cfbplayoff
hashtags 78.55%

Traits that are similar in Alabama Fans **(People in Alabama Following Super Bowl 2019 Accounts)** and Auburn Fans **(People in Alabama Following Super Bowl 2019 Accounts)**:

Bio Keywords
Football
bioKeywords 70.52 / 29.48

Locations
Bama
locations 69.41 / 30.59

Locations
Birmingham
locations 61.08 / 38.92

Top Emojis
😂
emojis 58.17 / 41.83

Bio Keywords
Sports
bioKeywords 57.72 / 42.28

Bio Keywords
Fan
bioKeywords 54.36 / 45.64

Domains
Mobile.Twitter.Com
domains 53.59 / 46.41

Locations
Alabama
locations 50.74 / 49.26

@Mentions
Espn
mentions 50.23 / 49.77

Bio Keywords
Life
bioKeywords 41.71 / 58.29

Traits that differentiate Auburn Fans **(People in Alabama Following Super Bowl 2019 Accounts)** from Alabama Fans **(People in Alabama Following Super Bowl 2019 Accounts)**:

Bio Keywords
Eagle
bioKeywords 100.00%

Locations
Auburn
locations 99.11%

Bio Keywords
War
bioKeywords 98.80%

Bio Keywords
Auburn
bioKeywords 97.56%

@Mentions
Auburnmbb
mentions 93.75%

Hashtags
Wareagle
hashtags 91.79%

@Mentions
_davis_boy12
mentions 91.17%

@Mentions
Auburnfootball
mentions 90.14%

@Mentions
Coachgusmalzahn
mentions 87.91%

Top Emojis
😎
emojis

Support

Random Differences Between Alabama & Auburn Fans that are Talking about the Super Bowl

- Alabama fans have a higher affinity for Franklin Graham, Tim Tebow Paul Finebaum, Kirk Herbstreit, SEC Network, Nike, Buffalo Wild Wings, Burberry, Academy Sports and WBRC Fox 6 than Auburn fans.

- Auburn fans have a higher affinity for Under Armour, Saturday Down South, Erin Andrews, David Pollack, Ford Automobiles, McDonald's, Mike Pence, ABC 33/40 News, Ralph Lauren, and Whataburger