An Analysis of Leeds United FC New Followers Since Promotion to the Premier League

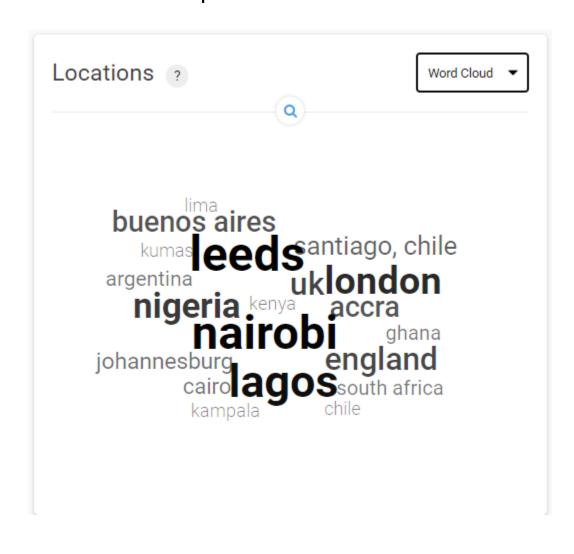
Conducted by Samford University
Center for Sports Analytics
Powered by Affinio

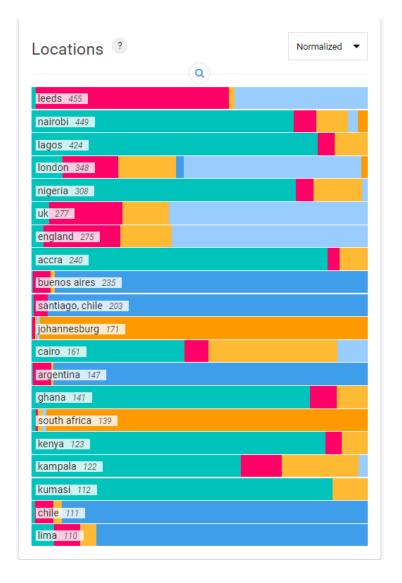
Data Collect in November 2020



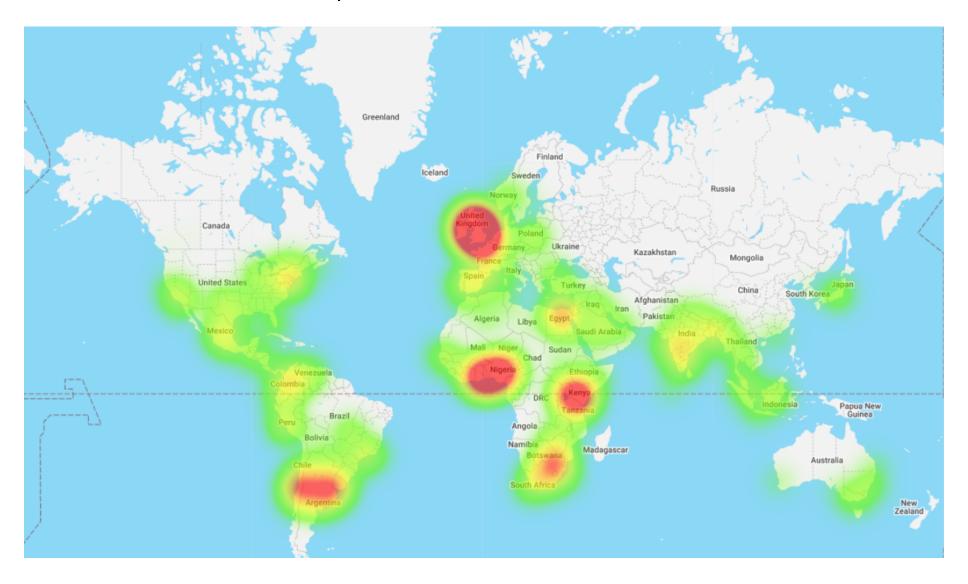


Top Places of Residence for Leeds FC New Followers

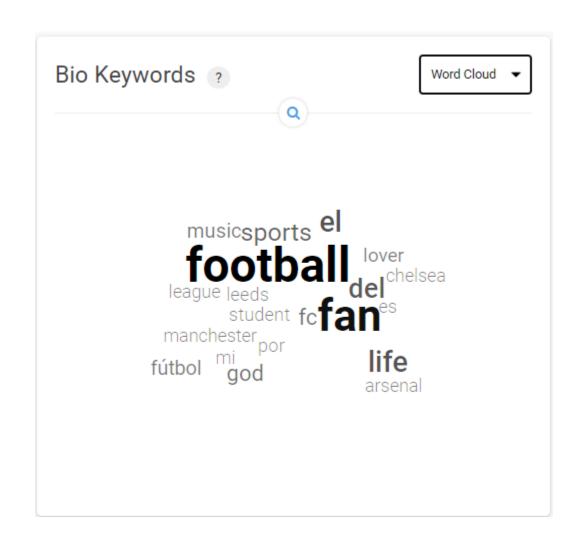


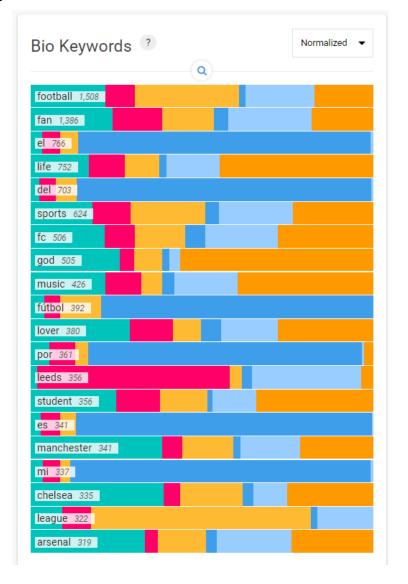


Heat Map of Leeds FC New Followers

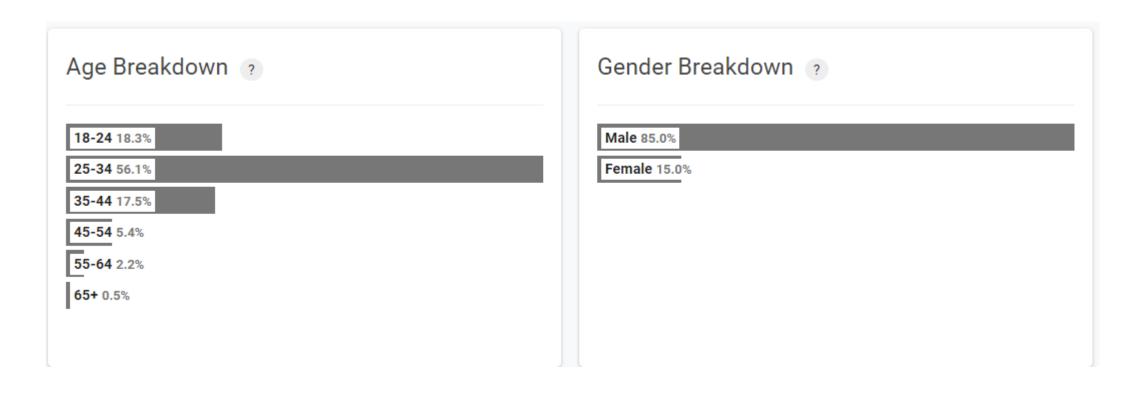


Leeds FC New Followers Bio Keyword Breakdown





Leeds FC New Followers Age/Gender Breakdown



Leeds FC New Followers Most Relevant Sporting Goods Brands

















Leeds FC New Followers Most Relevant Auto Brands





Leeds FC New Followers Most Relevant Electronics Brands









Leeds FC New Followers Most Relevant Software Brands













Leeds FC New Followers Most Relevant Telecom Brands



Leeds FC New Followers Most Relevant Celebrities- Actors







































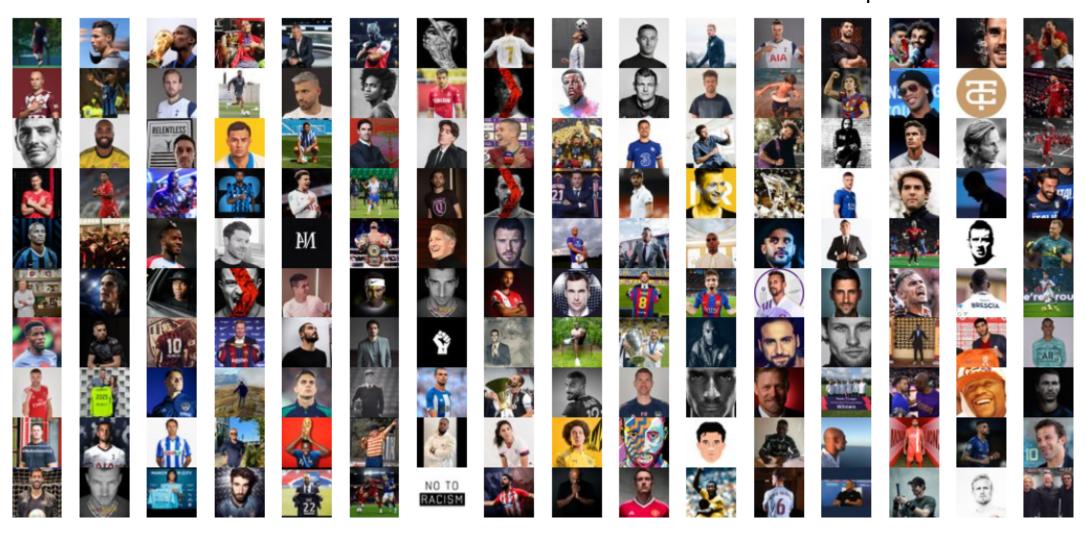








Leeds FC New Followers Most Relevant Celebrities- Sport Stars



Leeds FC New Followers Most Relevant Celebrities- Artists







Leeds FC New Followers Most Relevant Celebrities- Broadcast Stars





























Leeds FC New Followers Most Relevant Celebrities- Musicians













Leeds FC New Followers Most Relevant Celebrities- Singers





































Leeds FC New Followers Most Relevant Celebrities- Writers





















Leeds FC New Followers Most Relevant Community









































































Leeds FC New Followers Most Relevant Community- Fun





Leeds FC New Followers Most Relevant Entertainment









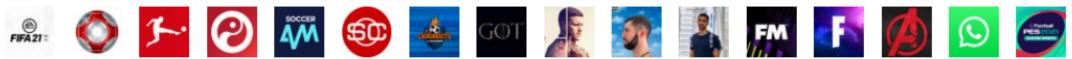
























Leeds FC New Followers Most Relevant Entertainment- Apps





Leeds FC New Followers Most Relevant Entertainment- Books



Leeds FC New Followers Most Relevant Entertainment- Broadcast Shows

















Leeds FC New Followers Most Relevant Entertainment- Computer Games





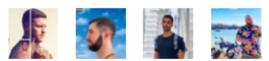




Leeds FC New Followers Most Relevant Entertainment- Film Industries



Leeds FC New Followers Most Relevant Entertainment-Online Shows









Leeds FC New Followers Most Relevant Media















































sport

BBC NEWS



as





NEWS WORLD



Mail

Online





SPORT





SPECTATOR















Leeds FC New Followers Most Relevant Media- Media House







Leeds FC New Followers Most Relevant Media- News

































Leeds FC New Followers Most Relevant Media- Online Media















Leeds FC New Followers Most Relevant Media- Printed Media

































Leeds FC New Followers Most Relevant Media- Radio Media





Leeds FC New Followers Most Relevant Media- Social Media







Leeds FC New Followers Most Relevant Media-TV Channels





















































Leeds FC New Followers Most Relevant Media- Web Portal



Leeds FC New Followers Most Relevant Society



































Leeds FC New Followers Most Relevant Society- Governmental











Leeds FC New Followers Most Relevant Society- NGO







Leeds FC New Followers Most Relevant Society- Politics



































Leeds FC New Followers Most Relevant Sports - ALL



Leeds FC New Followers Most Relevant Sports- Sport Clubs



Leeds FC New Followers Most Relevant Sports- Sport Events























Leeds FC New Followers Most Relevant Sports- Sport Organizations





































Leeds FC New Followers Most Relevant Bundesliga



































Leeds FC New Followers Most Relevant Global League Relevance Rankings









































Leeds FC New Followers Most Relevant Premier League











































Leeds FC New Followers Most Relevant EFL Teams











































Leeds FC New Followers Most Relevant NFL Football

















































Leeds FC New Followers Most Relevant PAC 12 Football

























Leeds FC New Followers Most Relevant ACC Football































Leeds FC New Followers Most Relevant SEC Football































Leeds FC New Followers Most Relevant Big 12 Football





















Leeds FC New Followers Most Relevant Big TEN Football





























Leeds FC New Followers Most Relevant NCAA Football Conferences













Leeds FC New Followers Most Relevant Top Liga MX Players















































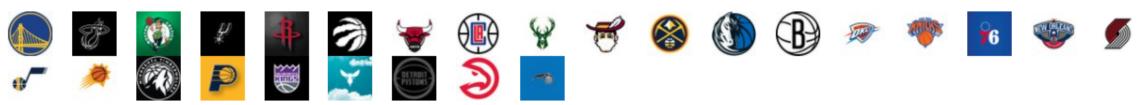


Leeds FC New Followers Most Relevant NBA Teams

















































Leeds FC New Followers Most Relevant World Cup Teams



Leeds FC New Followers Most Relevant Serie A













































Leeds FC New Followers Most Relevant MLS (Present & Future)











































Leeds FC New Followers Most Relevant La Liga











































Leeds FC New Followers Most Relevant Mexican Men's National Team Players













































Leeds FC New Followers Most Relevant Soccer Leagues























Leeds FC New Followers Most Relevant FIFA Streamers





























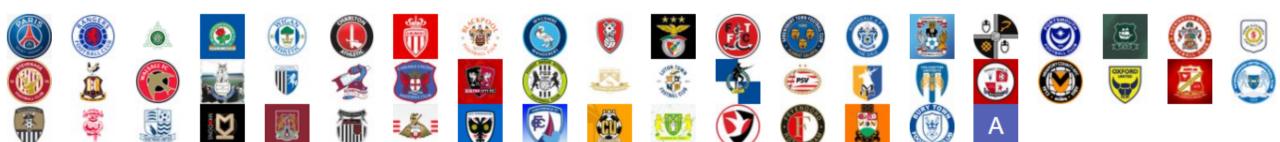








Leeds FC New Followers Most Relevant Other Soccer Clubs



Leeds FC New Followers Most Relevant Top WSS Club Teams









































Leeds FC New Followers Most Relevant Liga MX









































Leeds FC New Followers Most Relevant NHL Teams













































Leeds FC New Followers Most Relevant Championship League























































Leeds FC New Followers Most Relevant US Women's National Team











































Leeds FC New Followers Most Relevant Top MLS Players

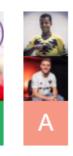










































Leeds FC New Followers Most Relevant Soccer News





































Leeds FC New Followers Most Relevant EFL League Two









































Leeds FC New Followers Most Relevant Soccer Brands































Leeds FC New Followers Most Relevant US Men's National Team





































What is Relevance and How is It Measured?

- Relevance is a measure that taps into the emotional connection people have with social accounts. People are drawn to the most relevant accounts – the ones that connect with them on a deep emotional level (both positively and negatively).
- An example from the realm of human relationship development demonstrates the significance of relevance. When you agree to go on a date with someone, there is something that initially attracts you to the other person -- something that differentiates them from other people. However, relevance is much deeper than the initial attraction. "Relevance is the one you marry because you cannot live without them. It is emotional and irrational, but the bond is strong." (Elliot Schreiber, Ph.D.).

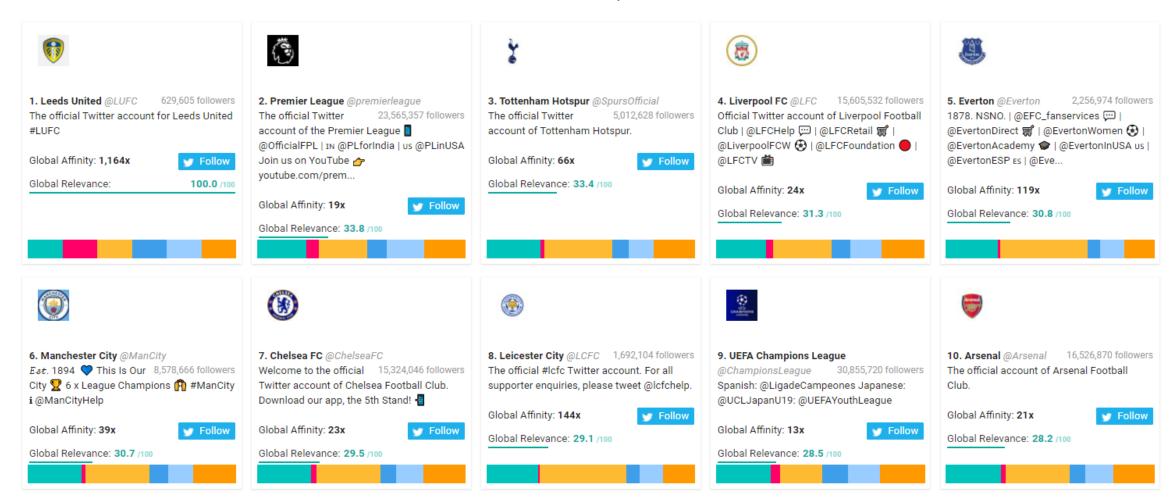
How are Relevance Scores Calculated?

- The relevance rankings are based on a deep dive into social media data from new followers of the Leeds FC Team since promotion to the Premier League. Our analysis which is powered by Affinio, utilizing audience intelligence technology, advanced machine learning algorithms, and unsupervised segmentation technology, tap into billions of interest variables and network connections.
- According to <u>ADWEEK</u>, "Social media data is a remarkable source of unsolicited, unbiased consumer data. Interest and
 interconnectivity trends can help creative marketers "collect dots" in social spheres where they have no experience, no exposure, and
 no gut feelings to rely on.
- Audience insight platforms like Affinio can help bring unfamiliar audiences into focus. By mining millions of social interactions, these
 tools can identify shared behaviors and patterns that make each audience segment unique. You are no longer constrained to having
 real-life experiences and observations. You can now sit behind your keyboard and play cultural anthropologist, learning valuable
 details about your audience such as; trends, topics, celebrities, brands and publications they follow, words they use to describe
 themselves, hashtags they use, memes they post, etc."

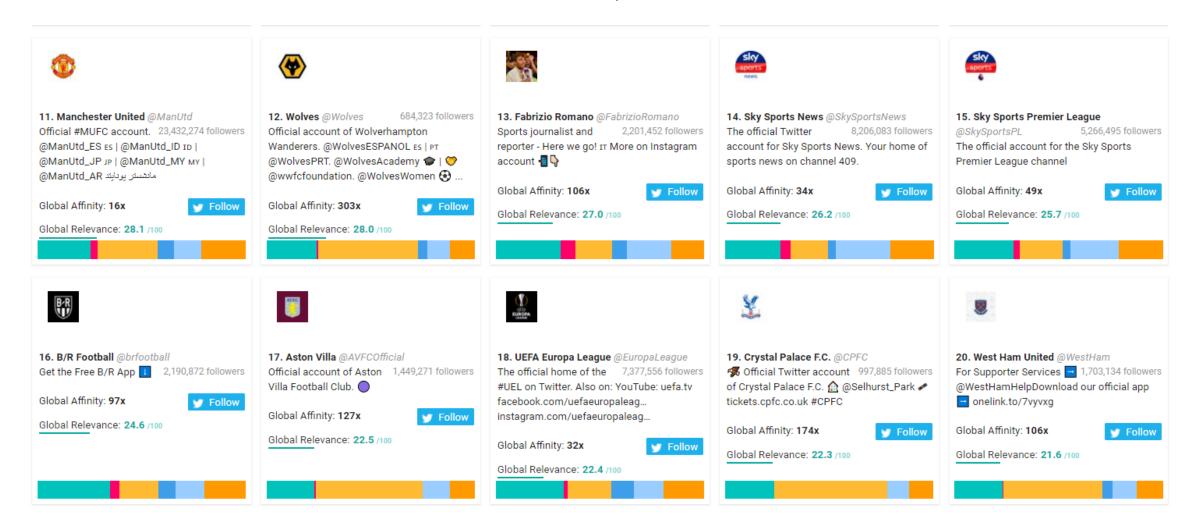
Interpreting the Relevance Score Metric

The relevance score, found in the lower right corner of each box, is a custom metric of a social accounts significance to Leeds FC New followers based on its affinity score (how many times more likely Leeds FC new followers are to have an interest in the social account as compared to the U.S. population as a whole on the social network), audience size, and the number of members who already have this interest.

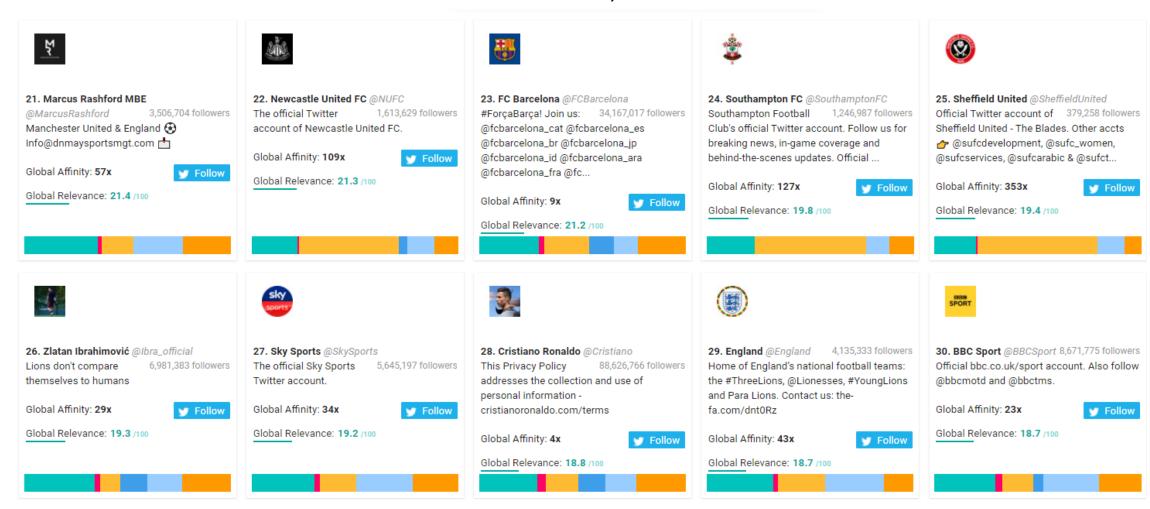
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 1-10



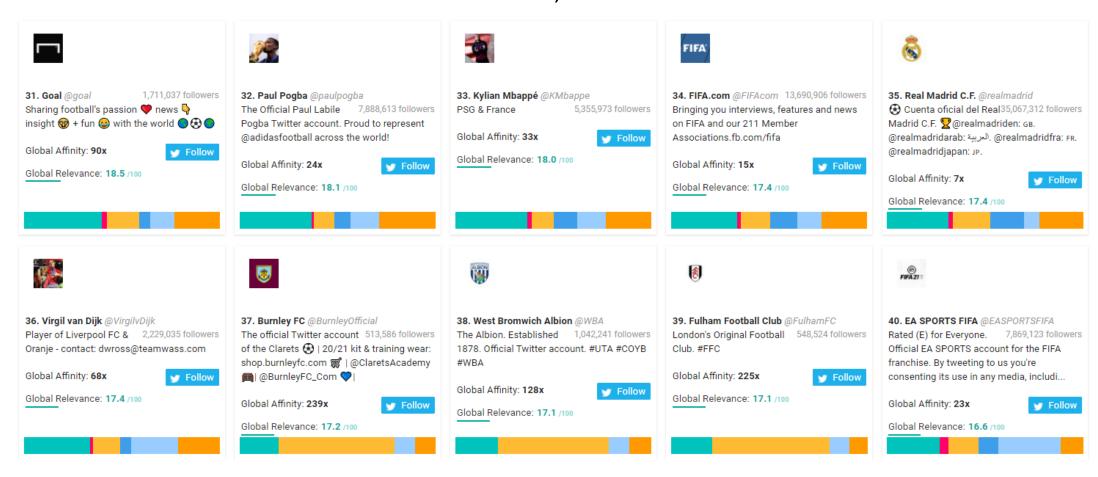
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 11-20



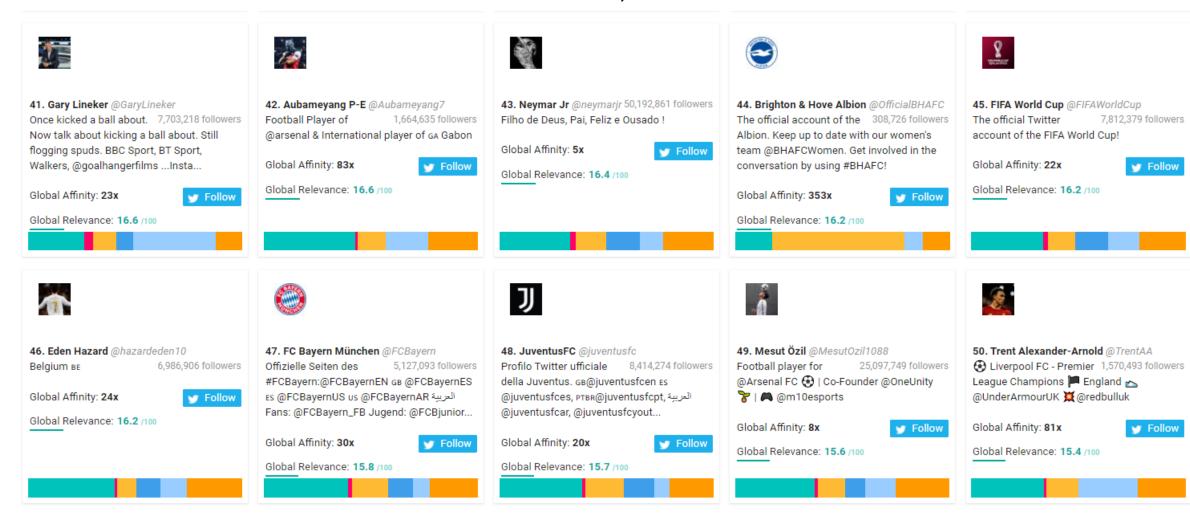
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 21-30



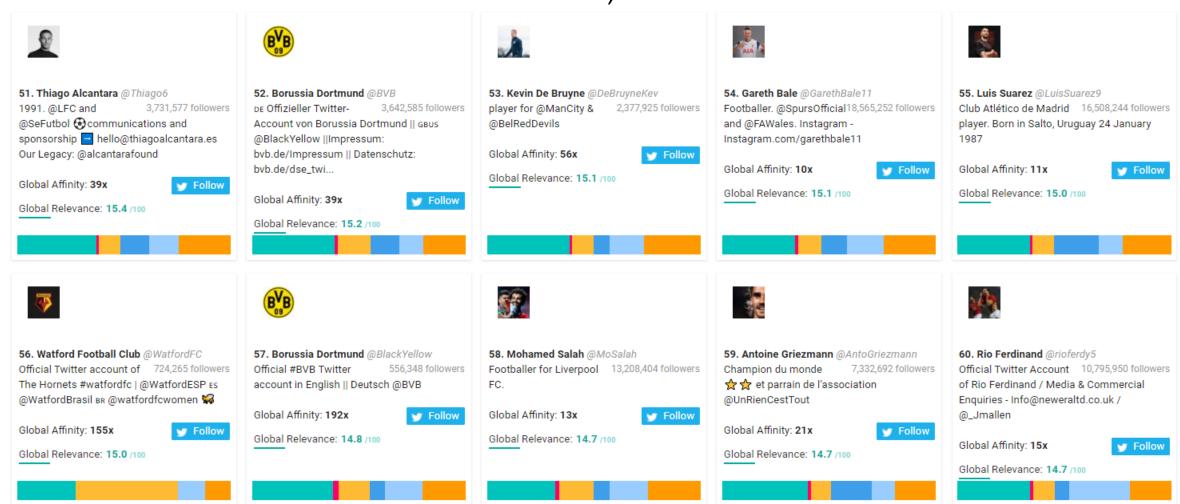
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 31-40



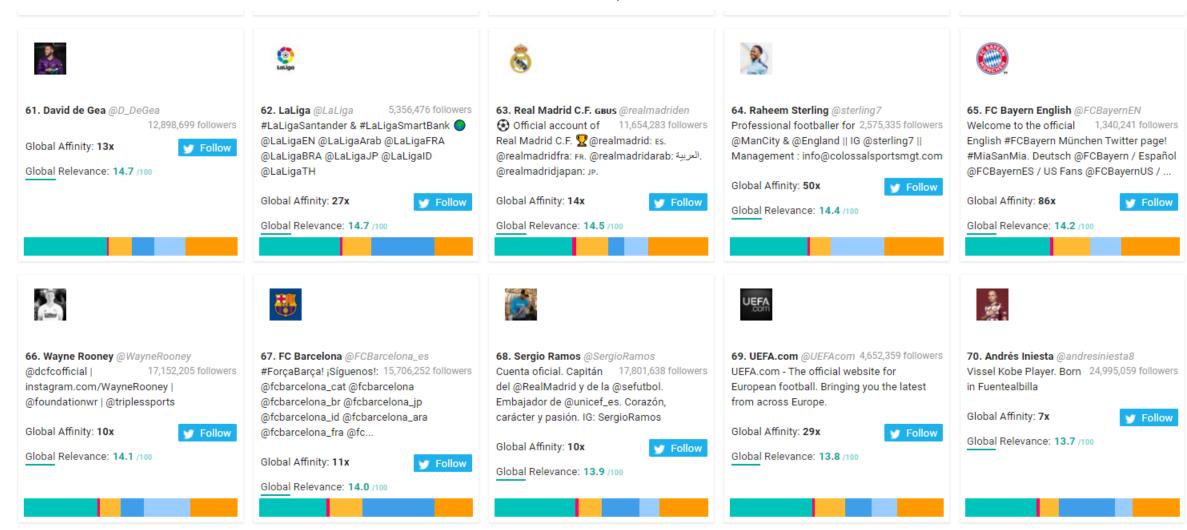
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 41-50



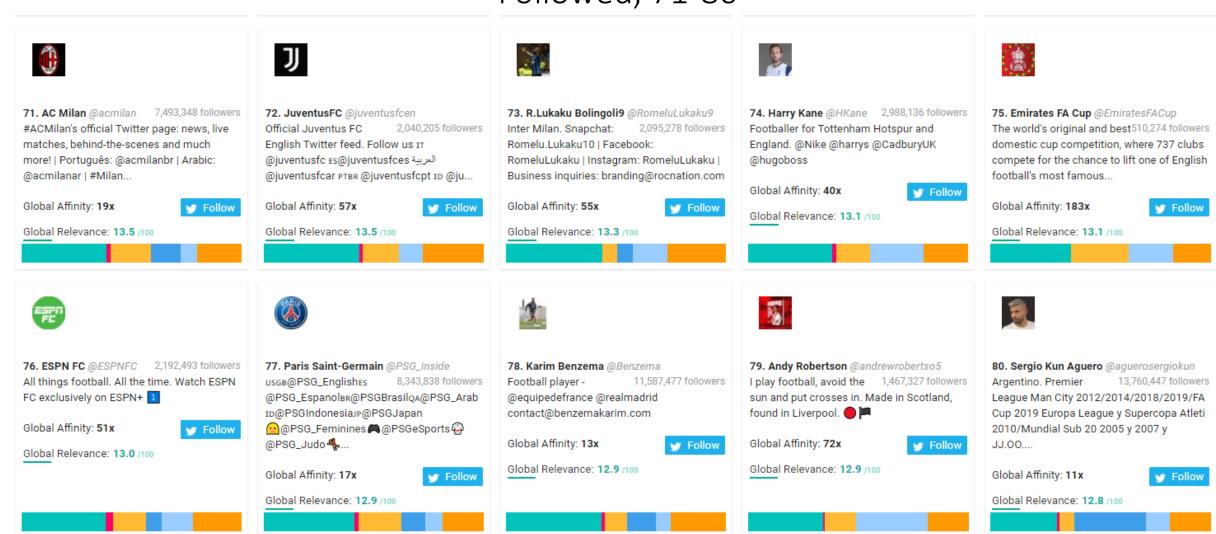
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 51-60



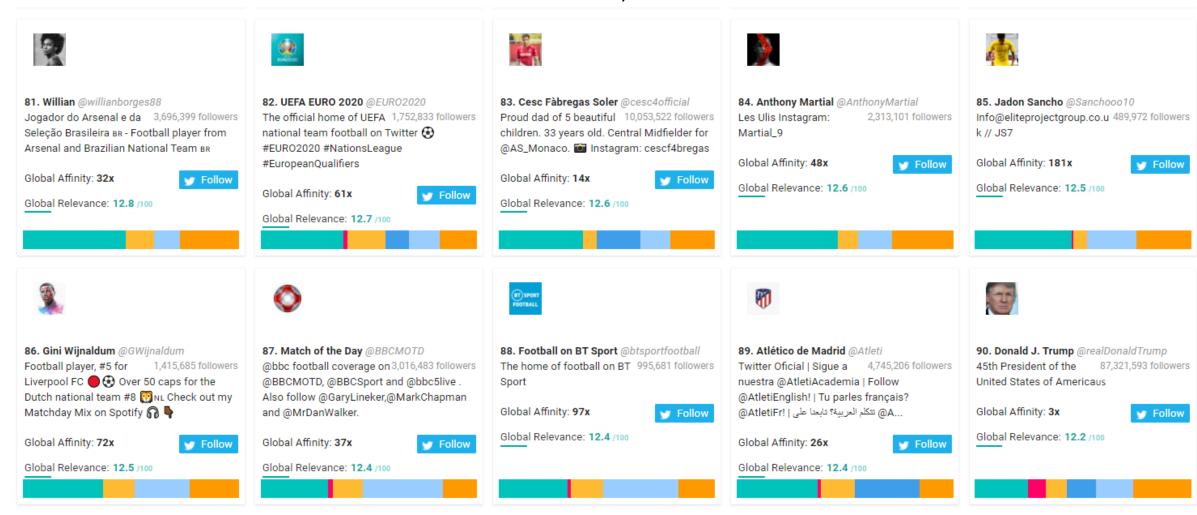
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 61-70



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 71-80



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 81-90



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed,91-100













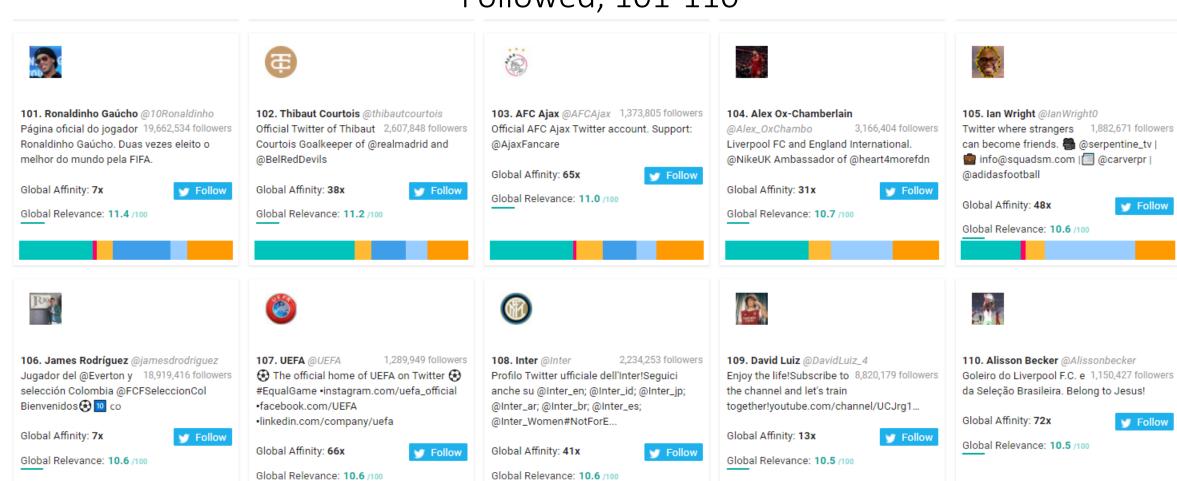




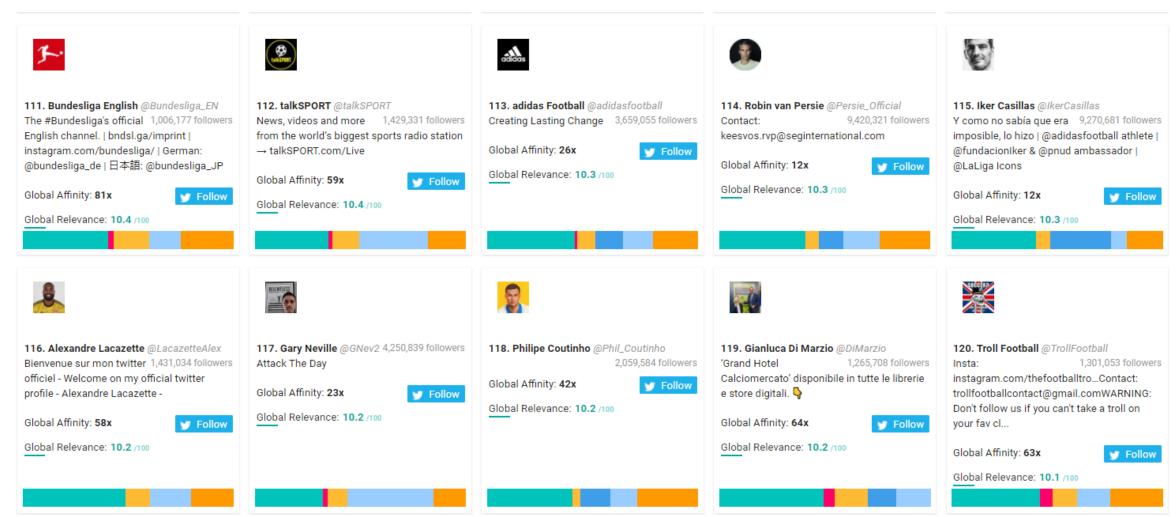




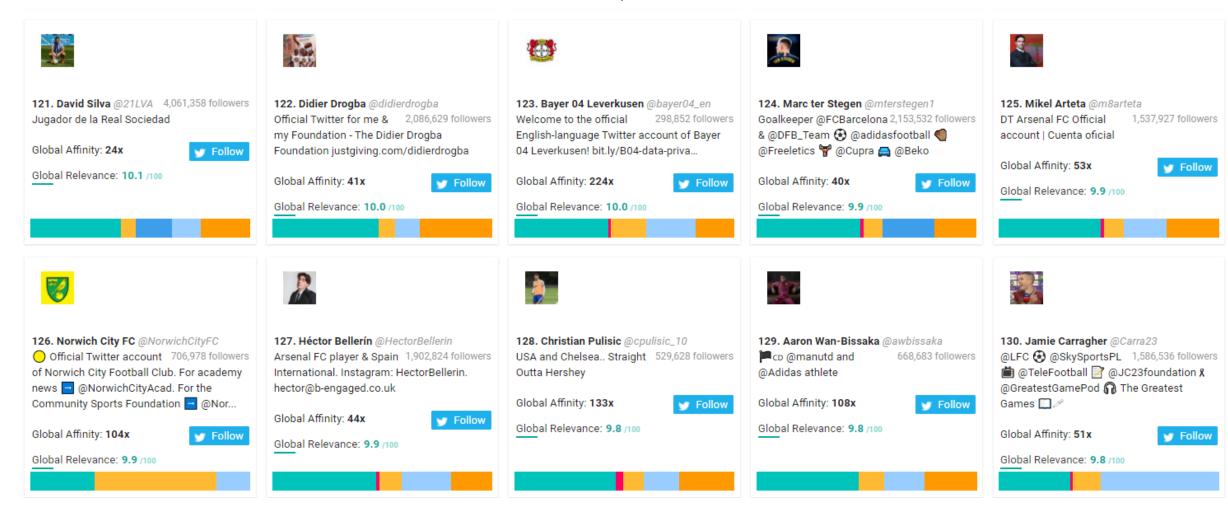
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 101-110



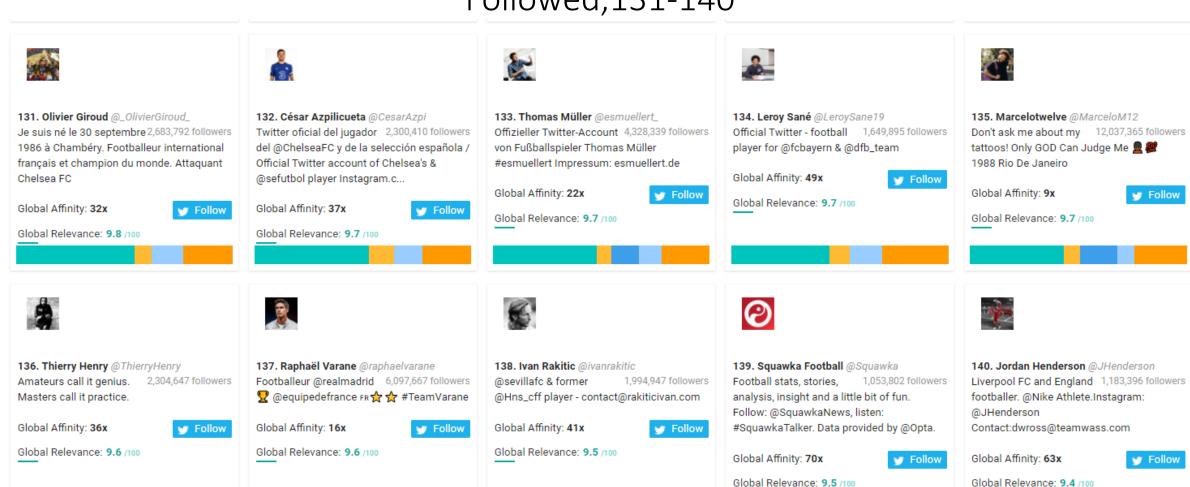
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 111-120



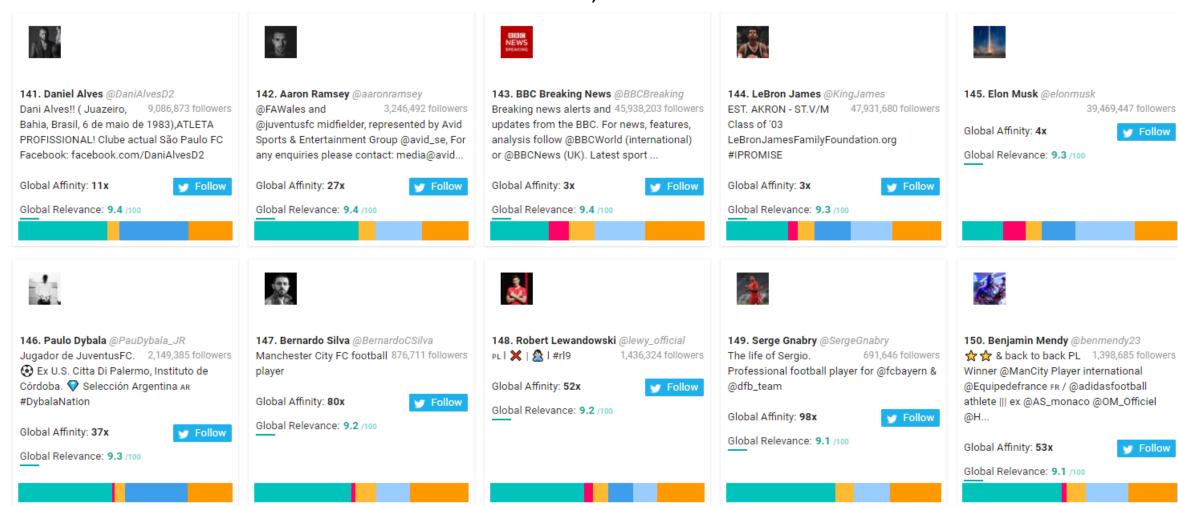
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 121-130



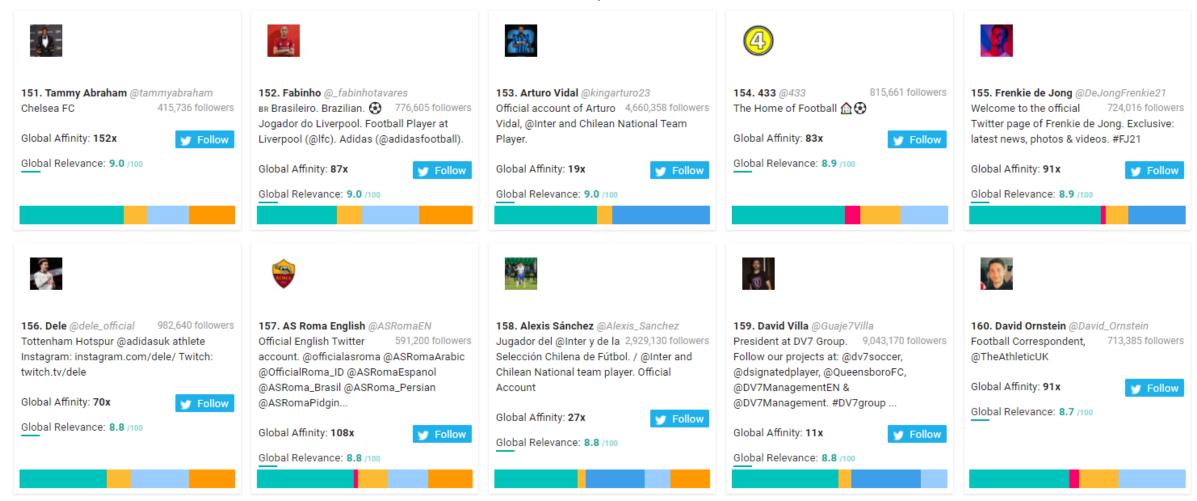
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed,131-140



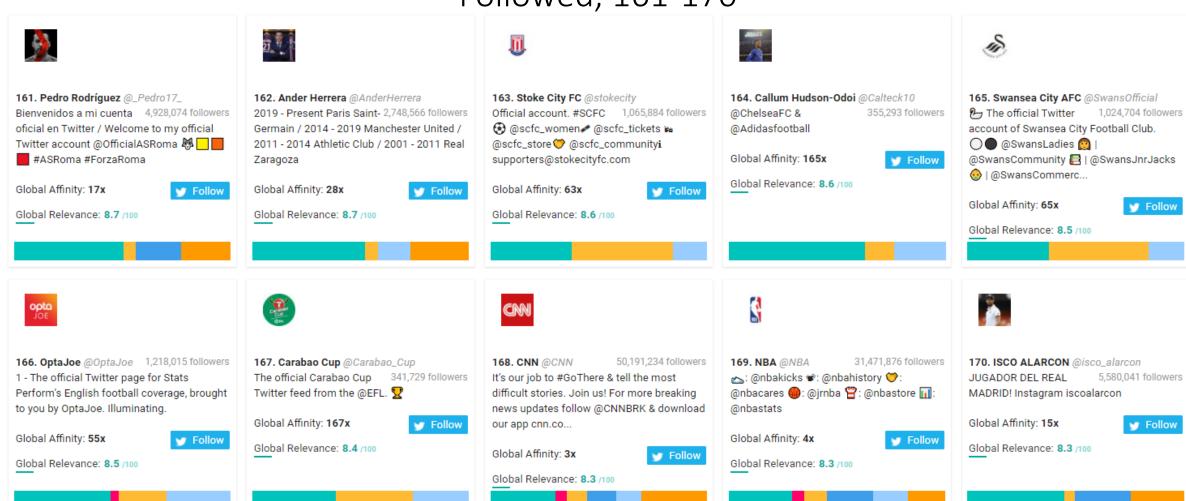
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 141-150



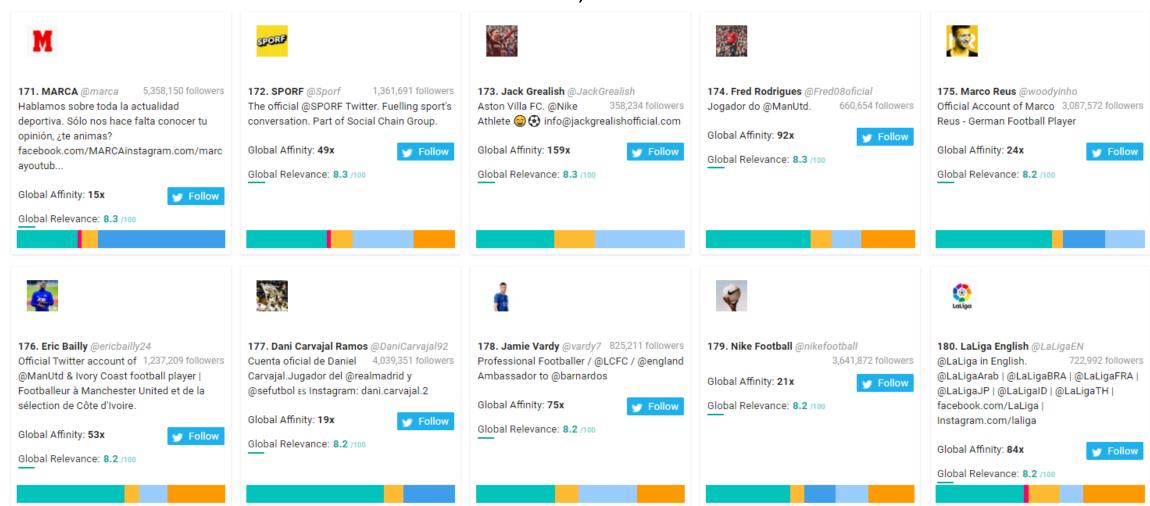
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 151-160



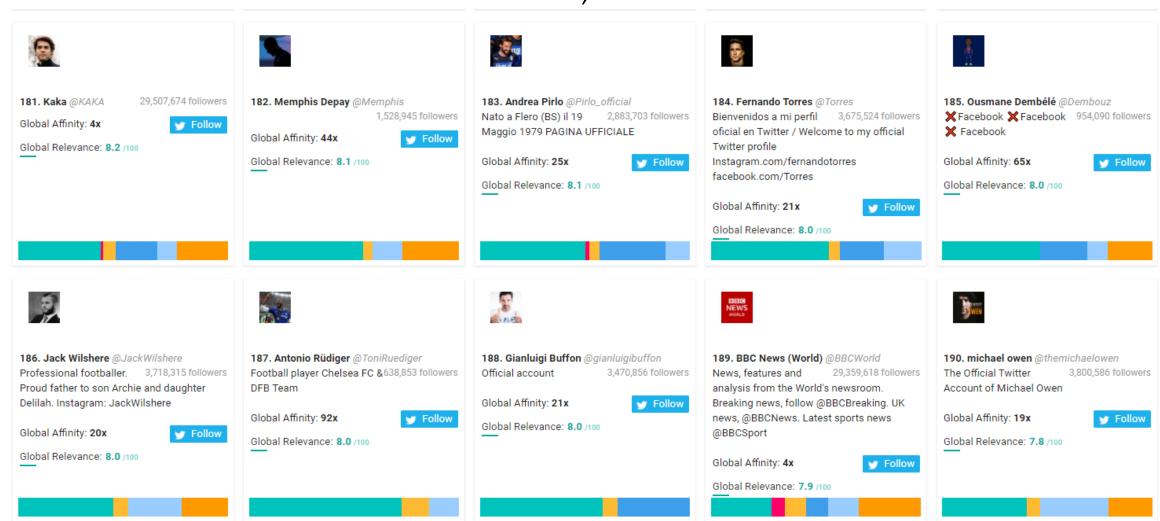
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 161-170



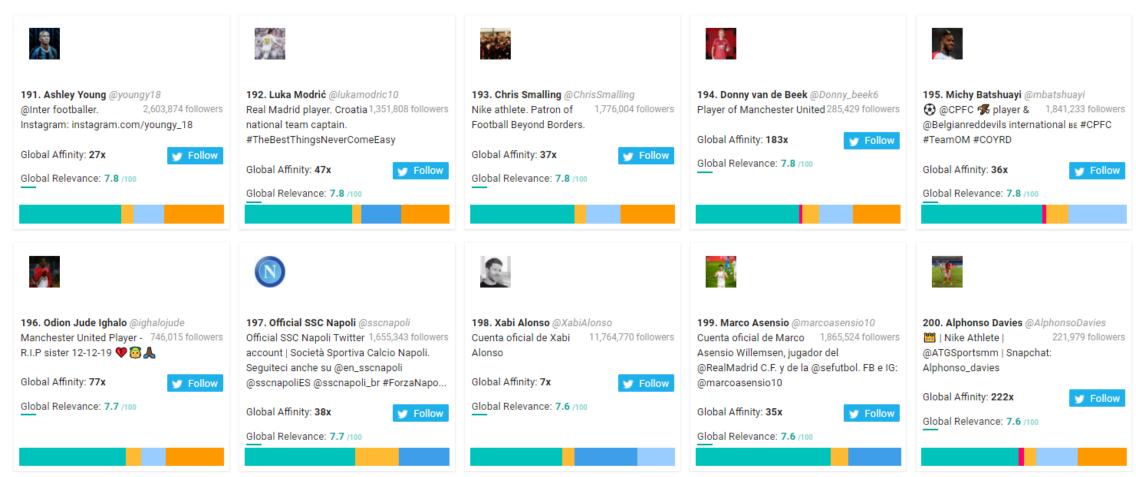
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 171-180



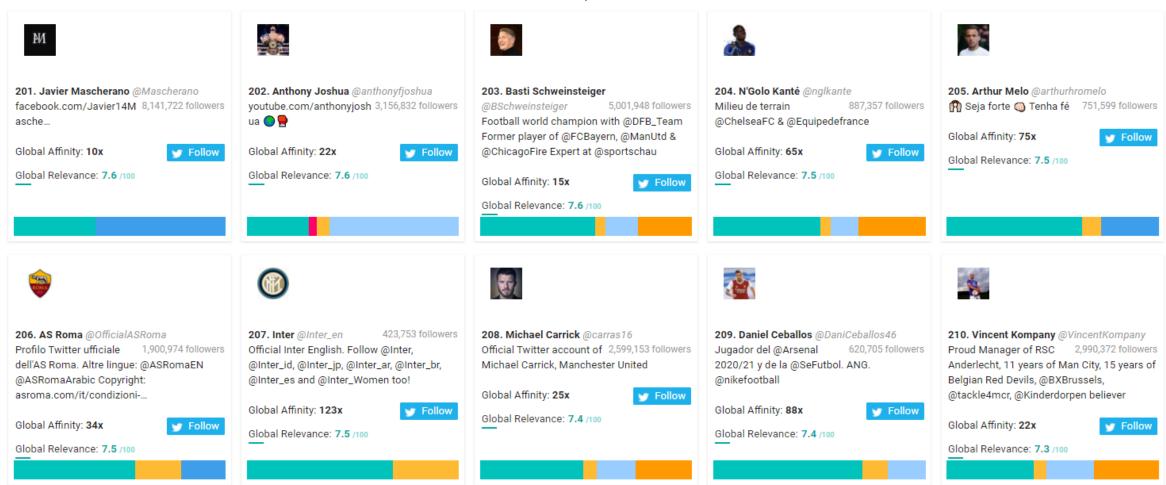
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 181-190



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 191-200



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 201-210



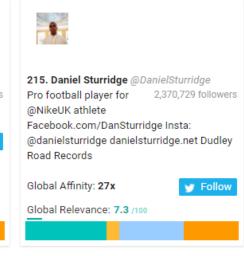
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 211-220













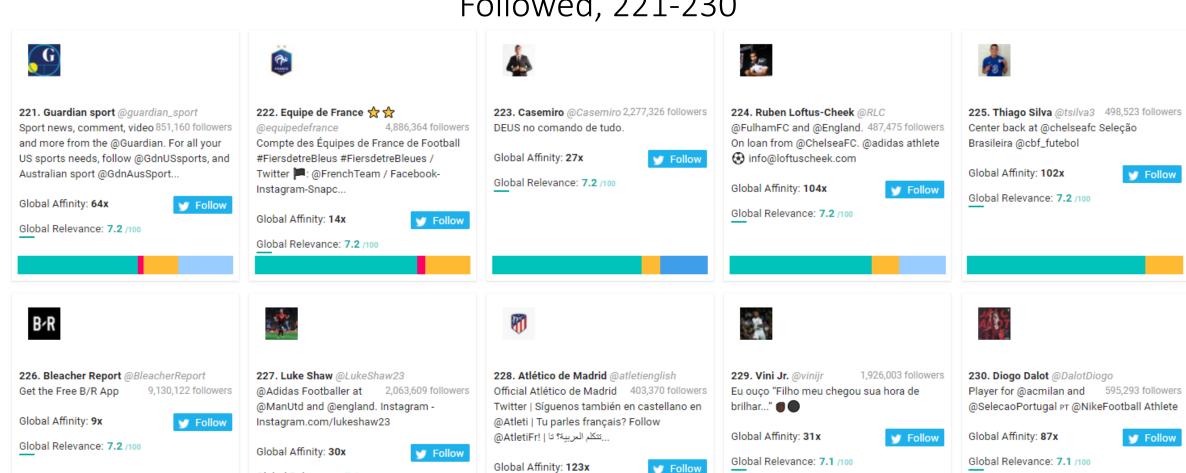








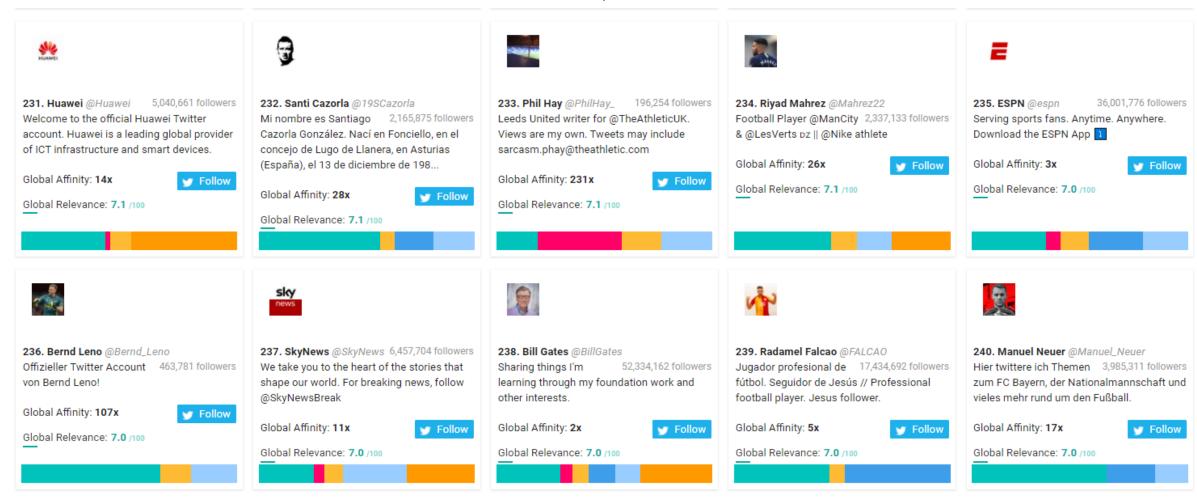
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 221-230



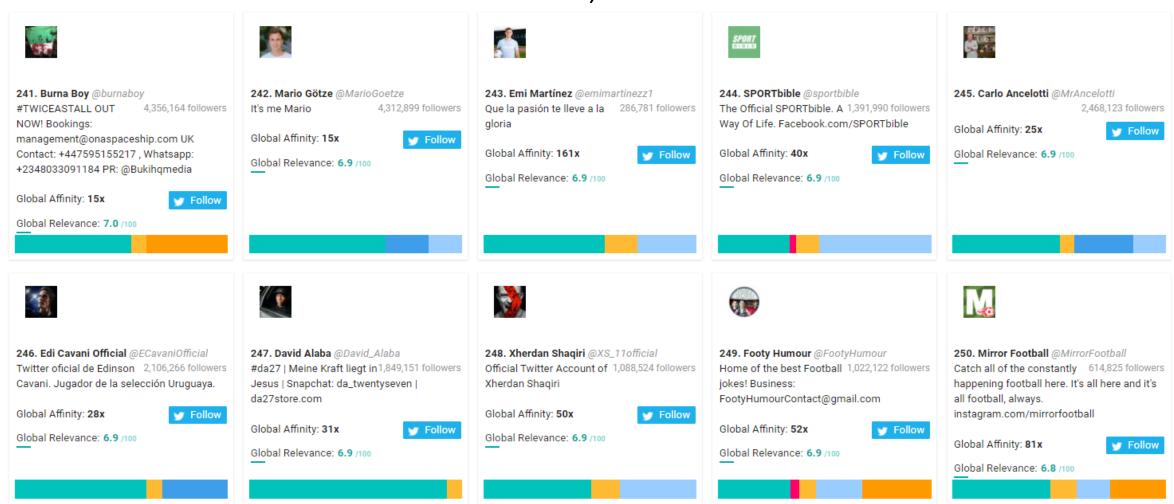
Global Relevance: 7.1 /100

Global Relevance: 7.1 /100

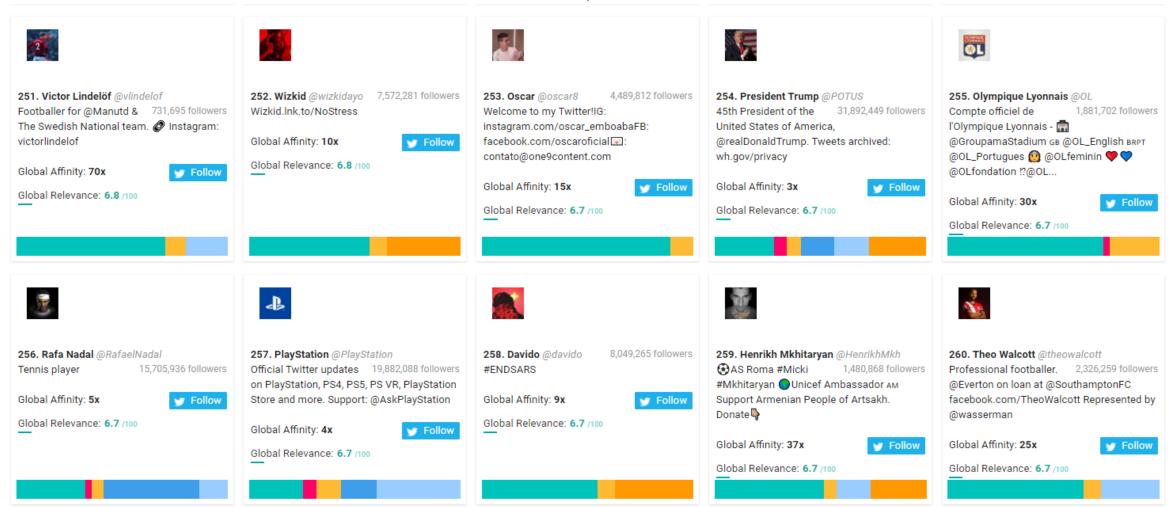
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 231-240



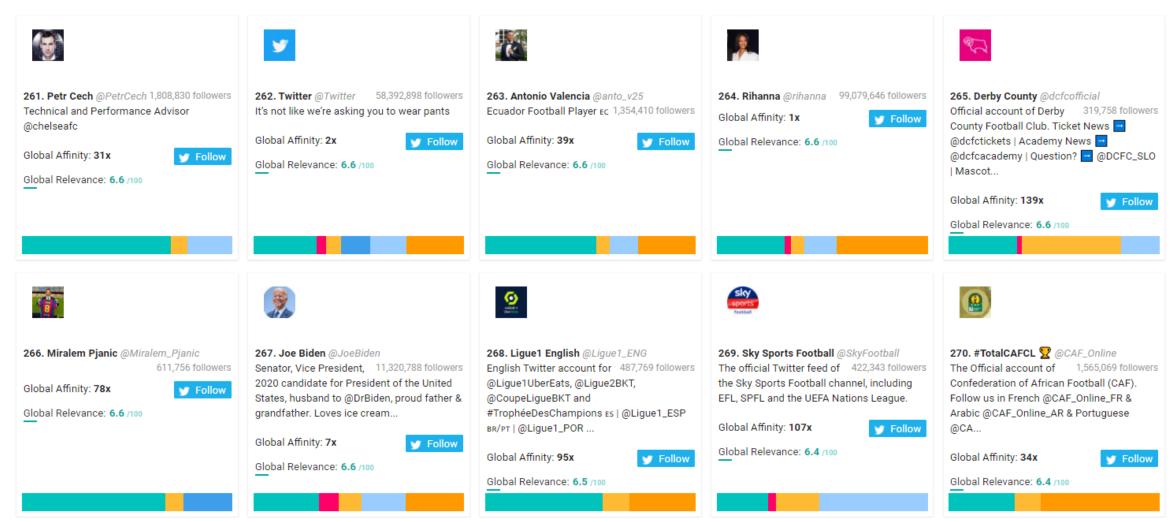
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 241-250



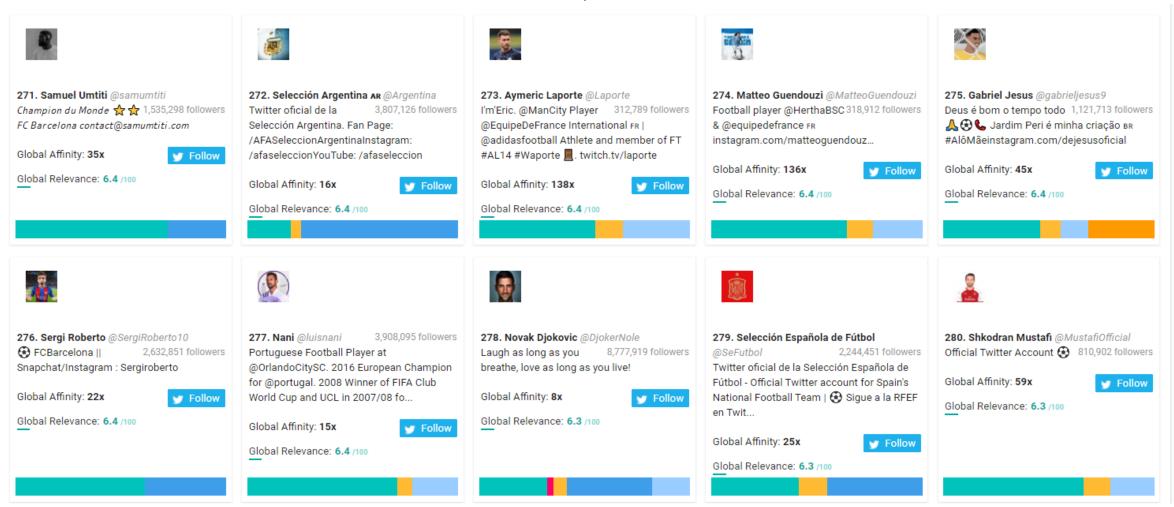
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 251-260



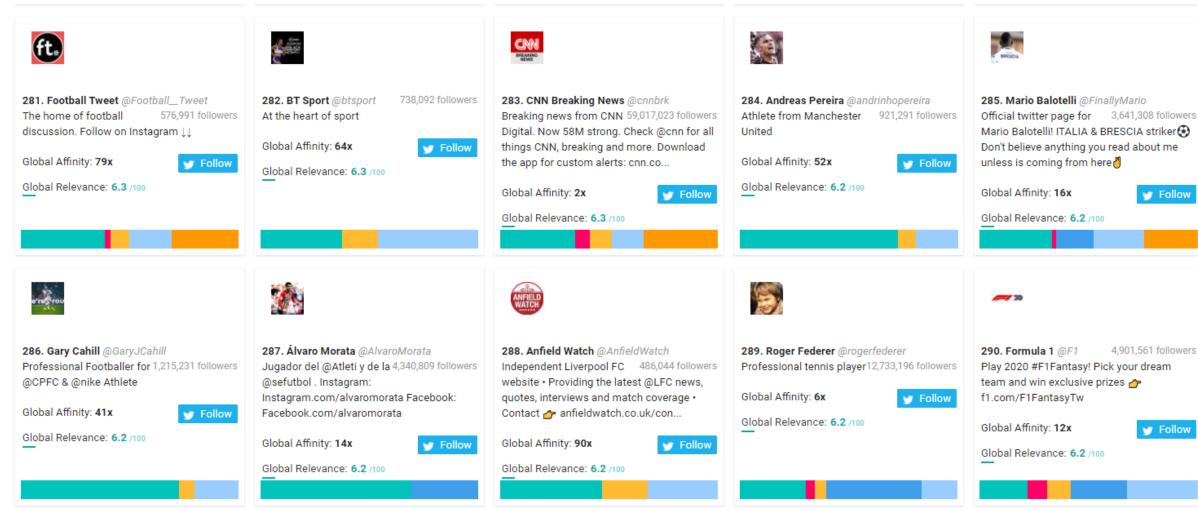
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 261-270



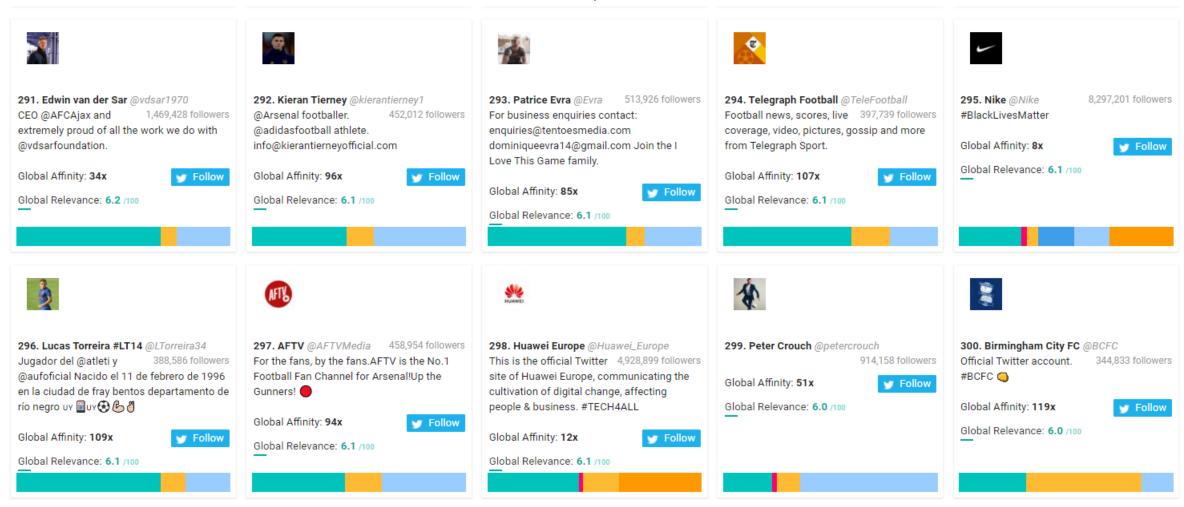
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 271-280



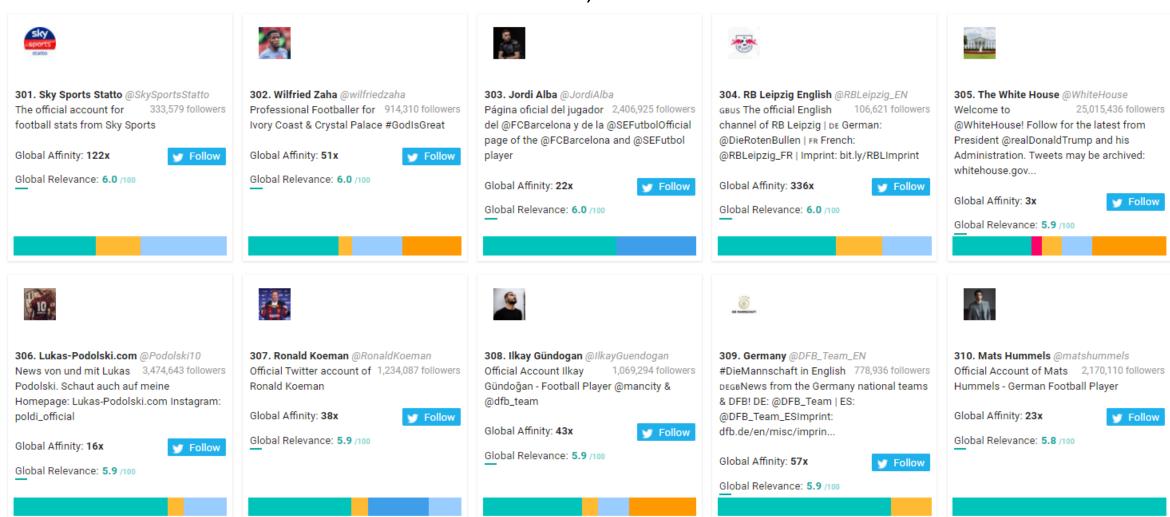
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 281-290



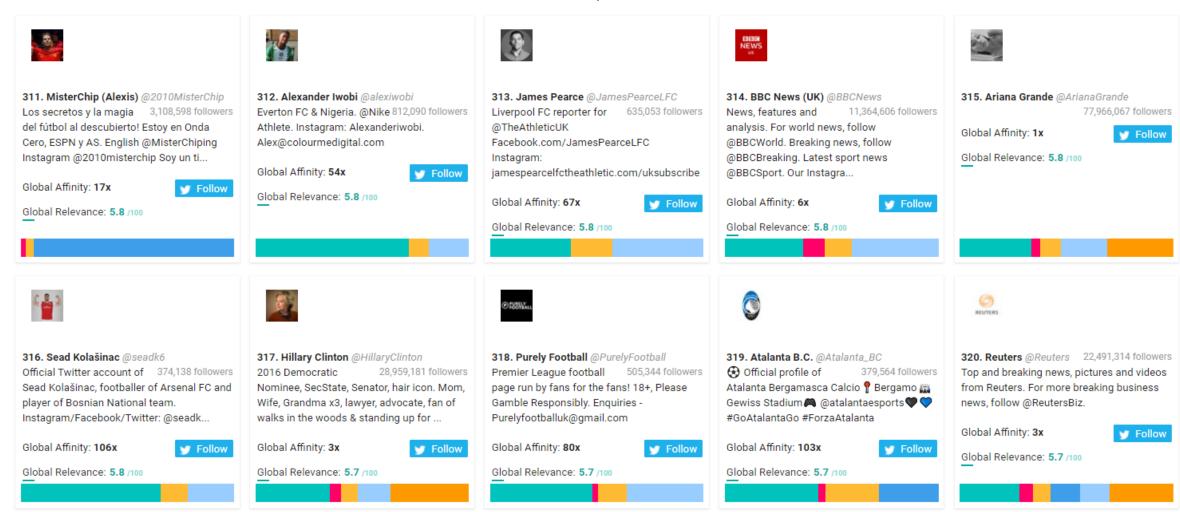
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 291-300



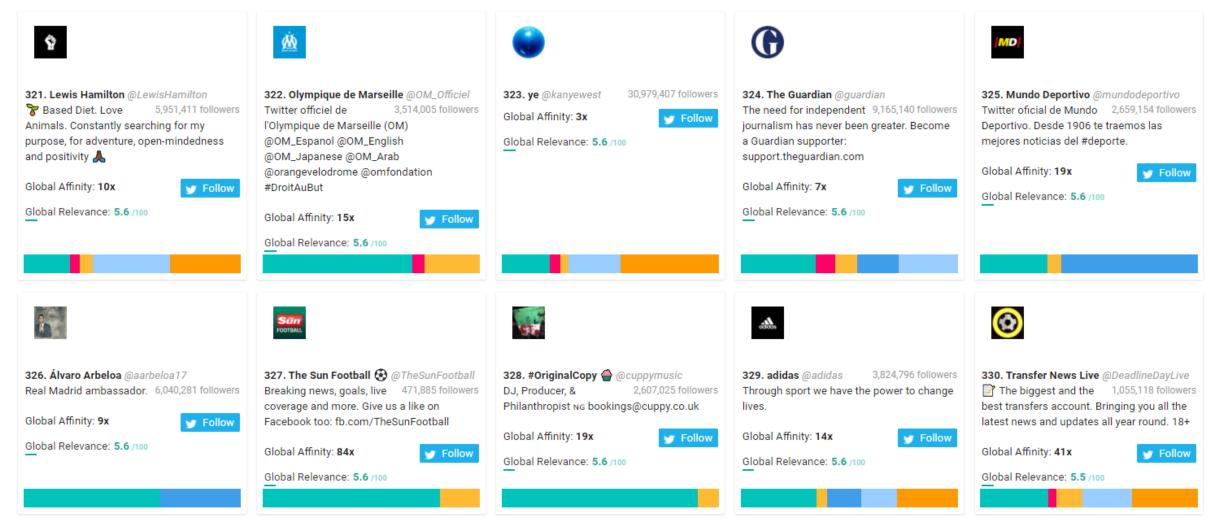
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 301-310



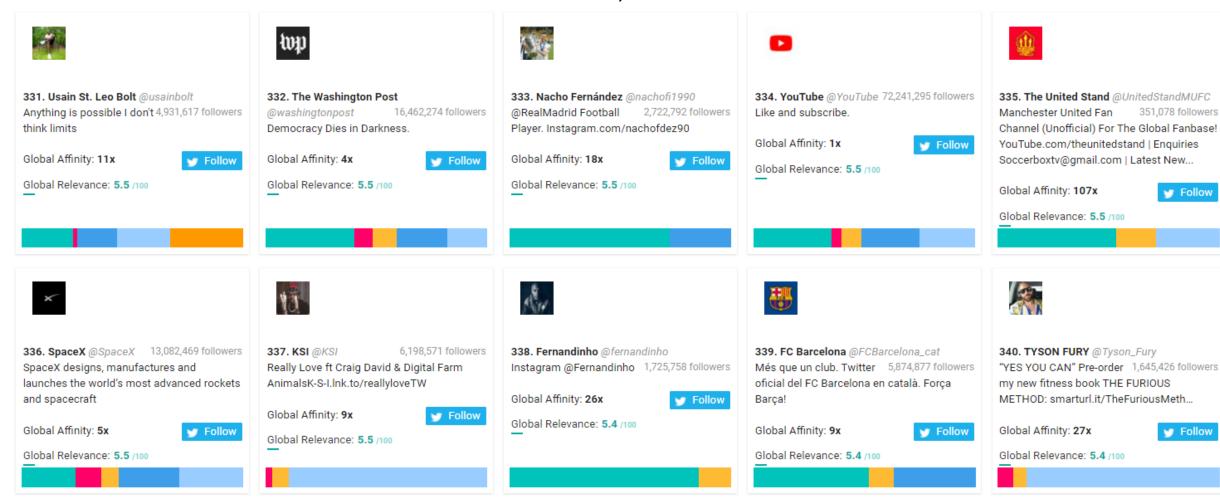
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 311-320



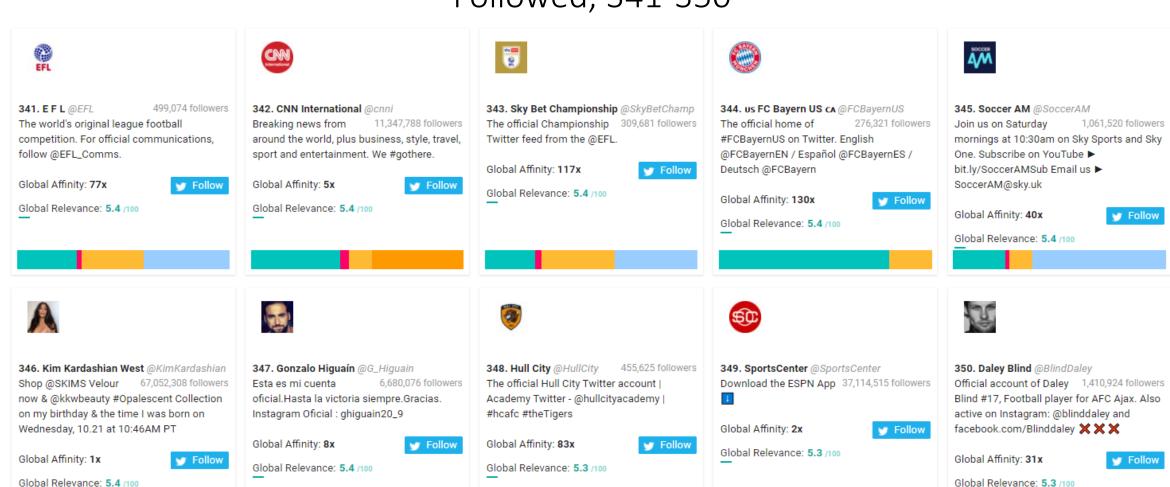
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 321-330



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 331-340



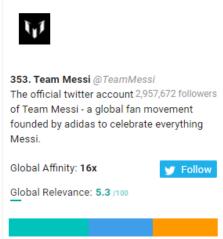
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 341-350



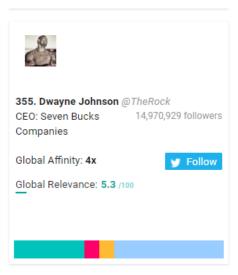
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 351-360







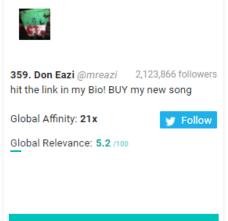






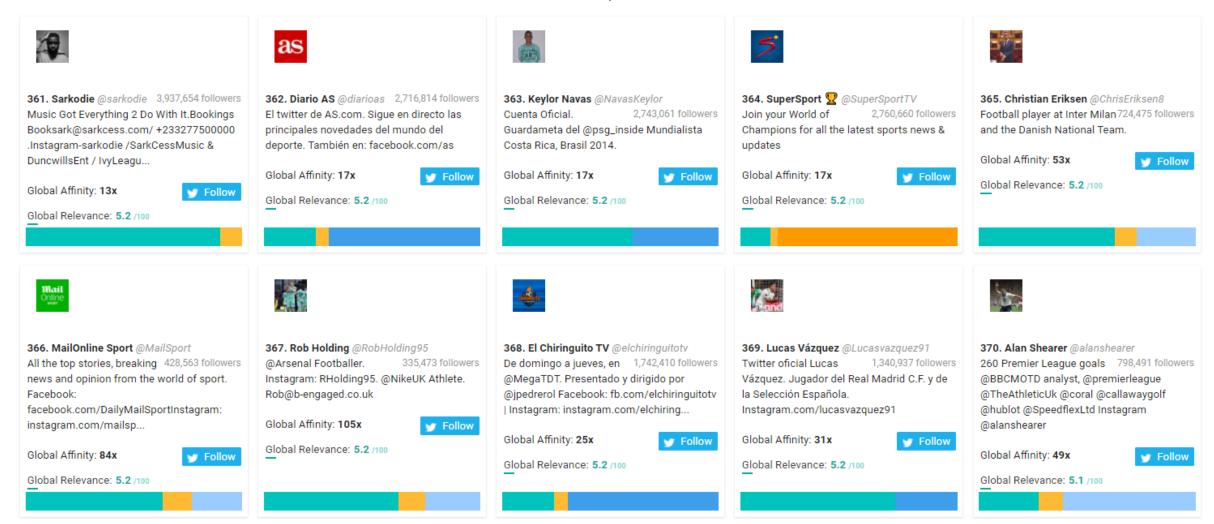




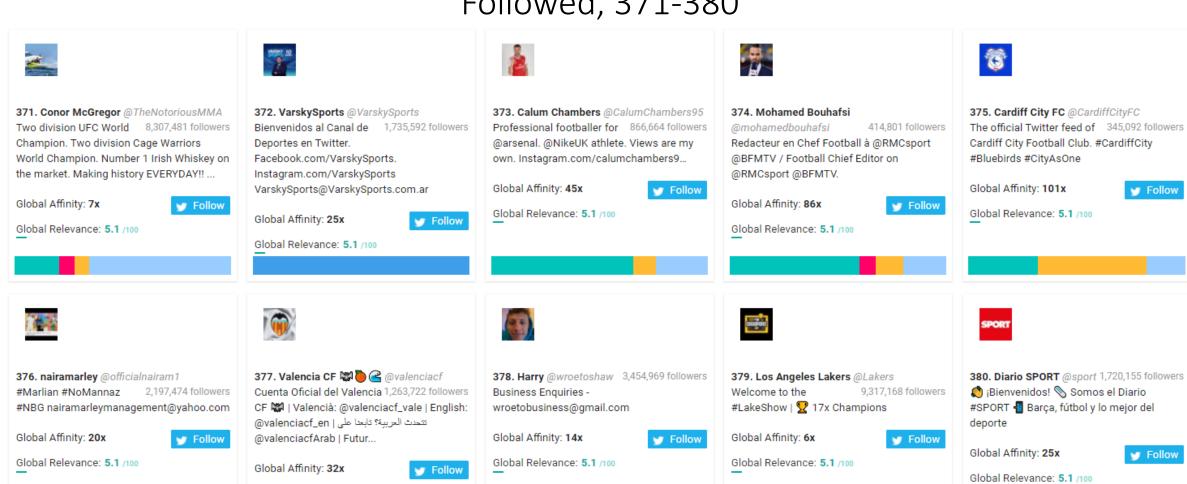




Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 361-370

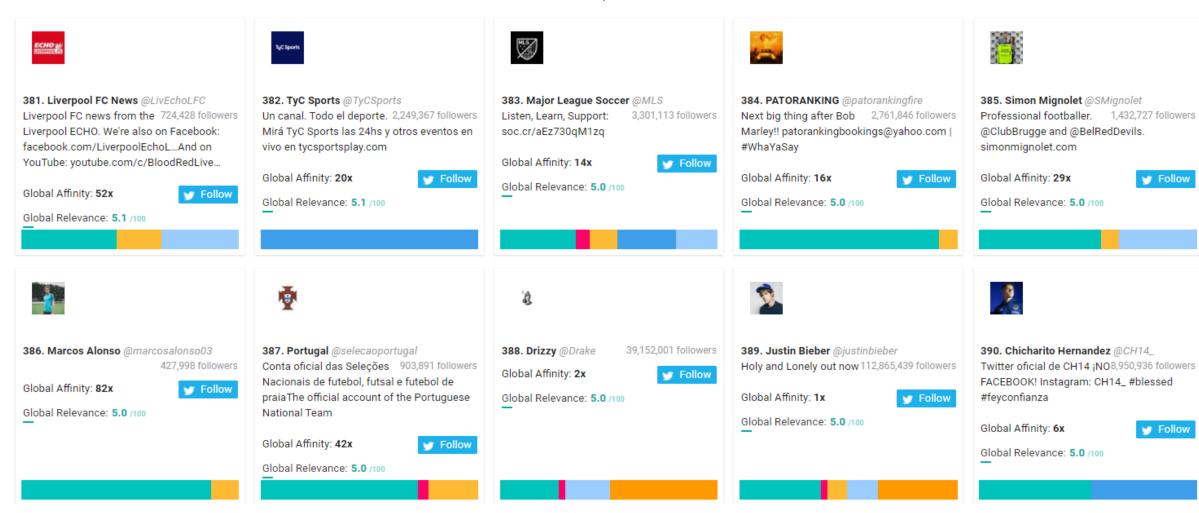


Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 371-380

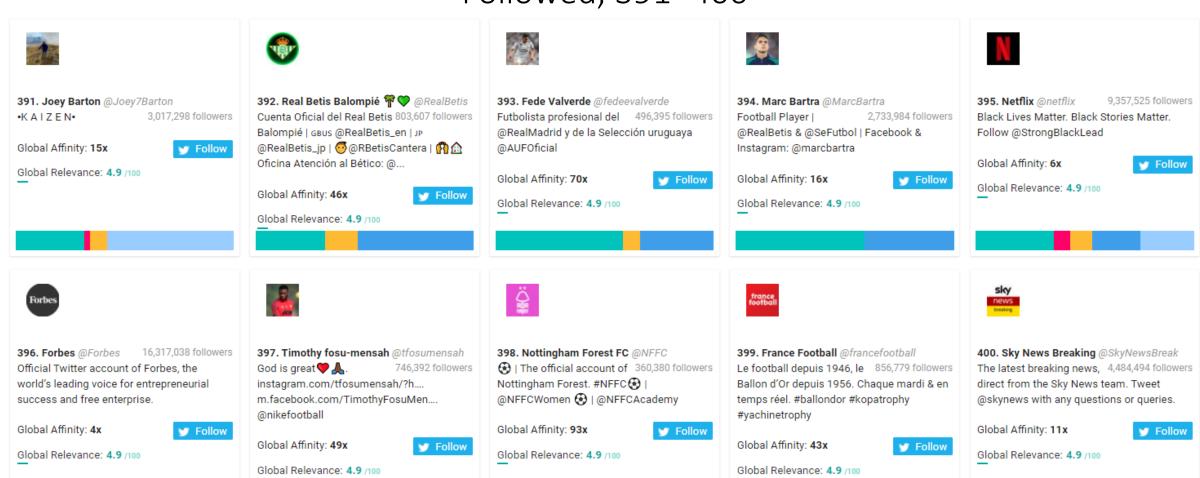


Global Relevance: 5.1 /100

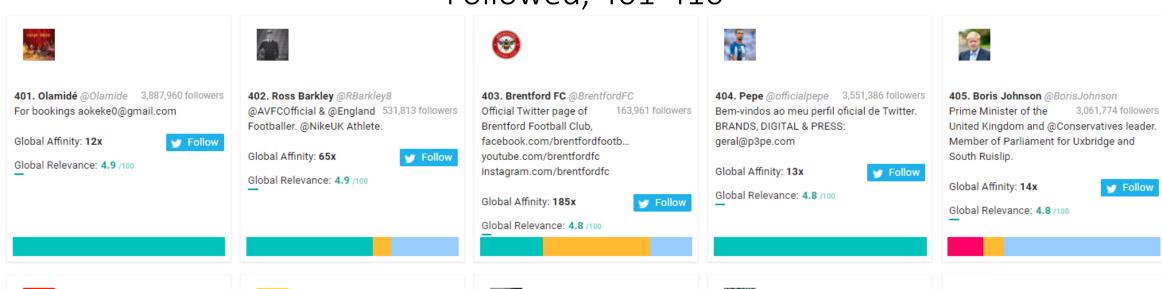
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 381-390

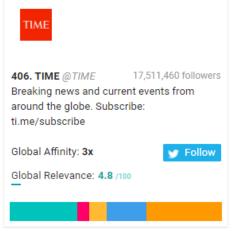


Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 391- 400



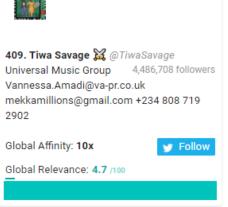
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 401-410





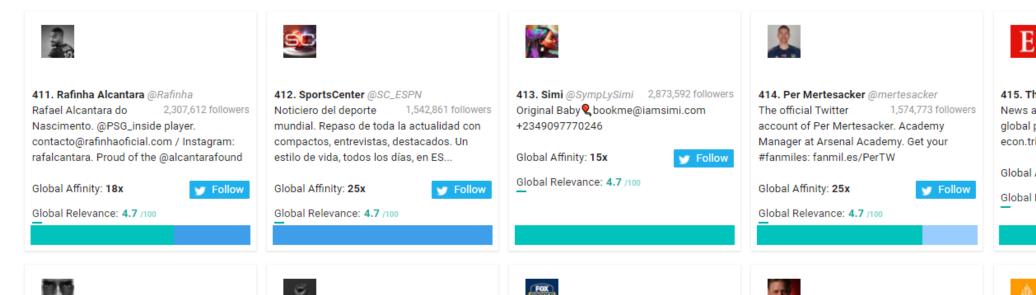


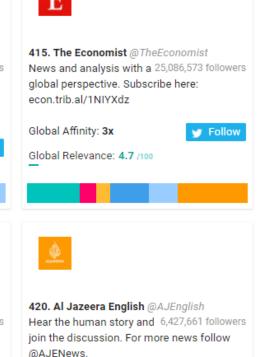


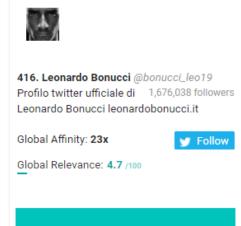




Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 411-420







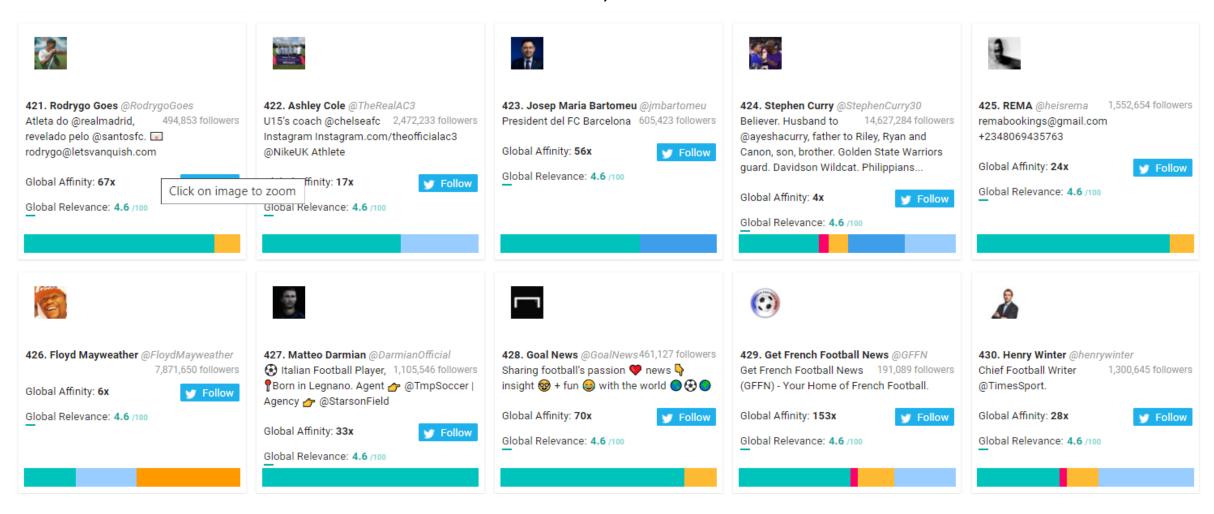




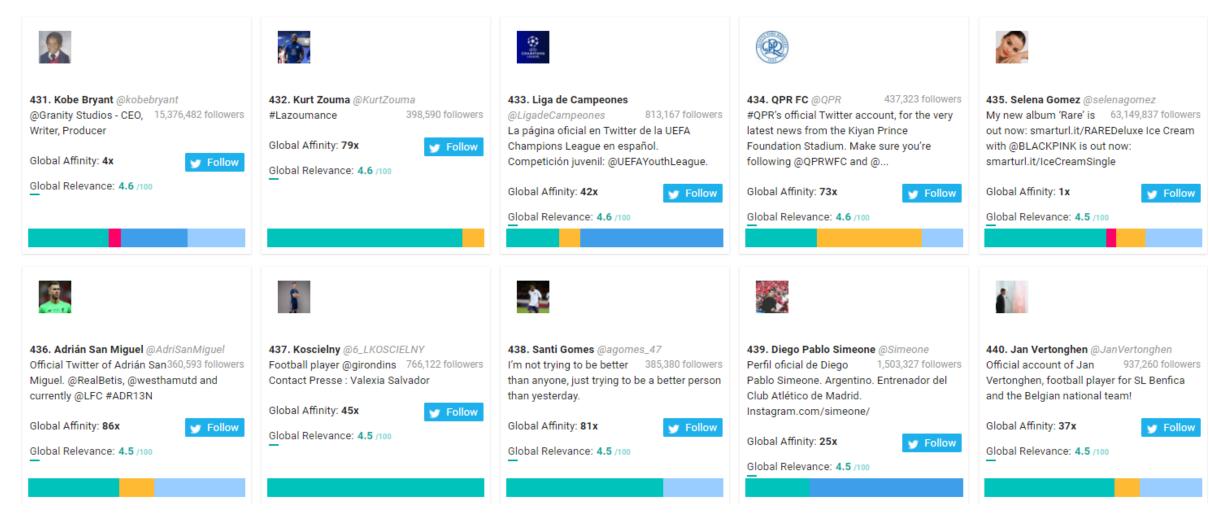




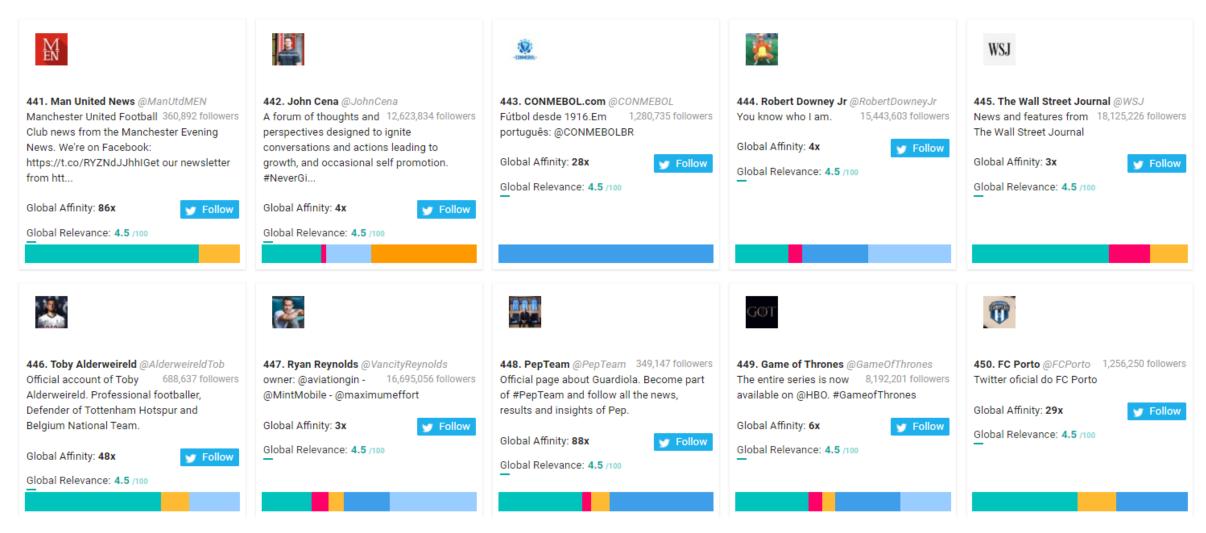
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 421-430



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 431-440



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 441-450



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 451-460









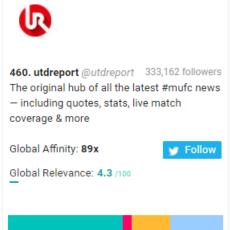




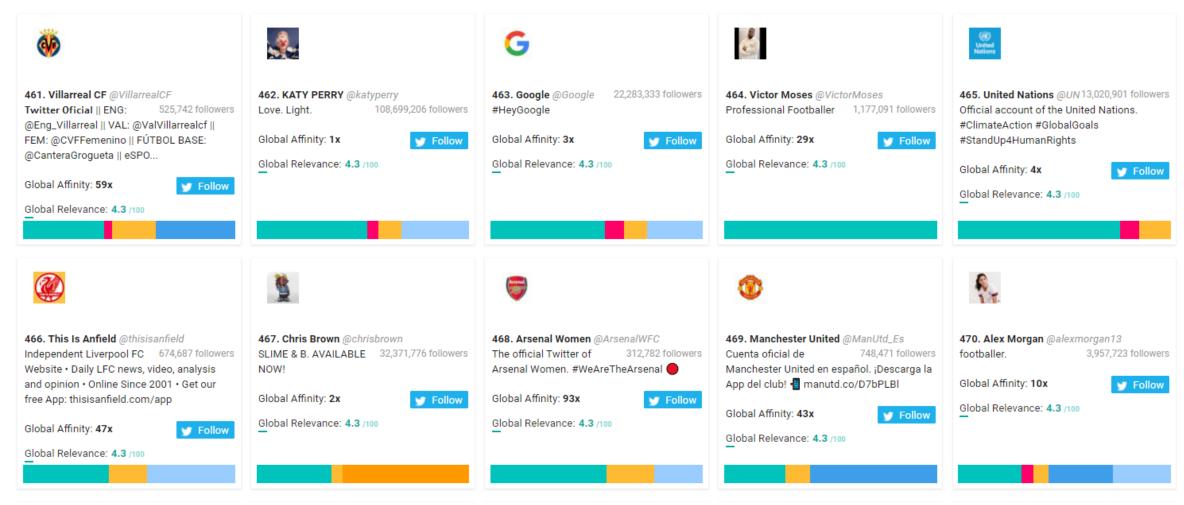




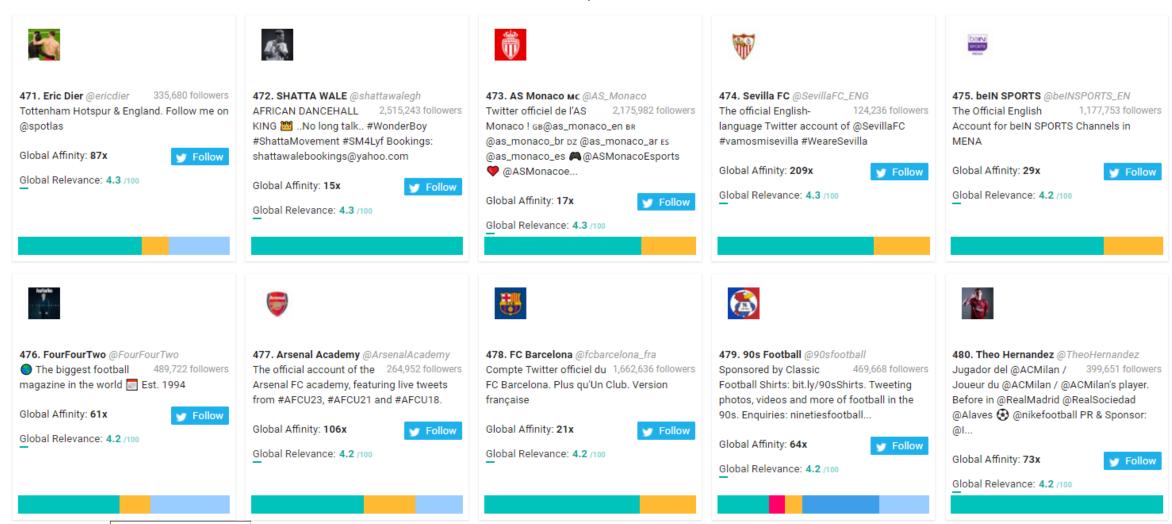




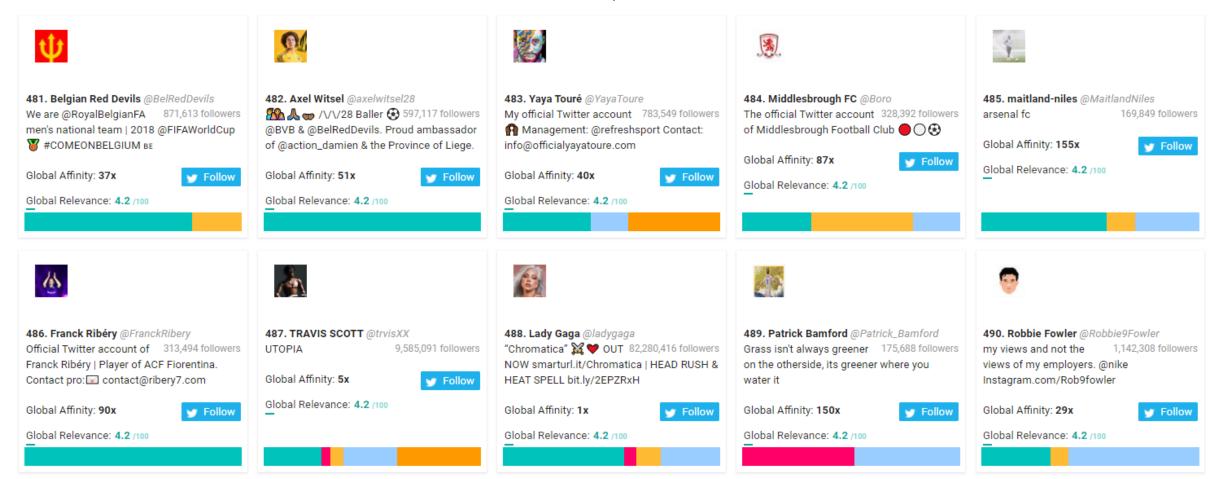
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 461-470



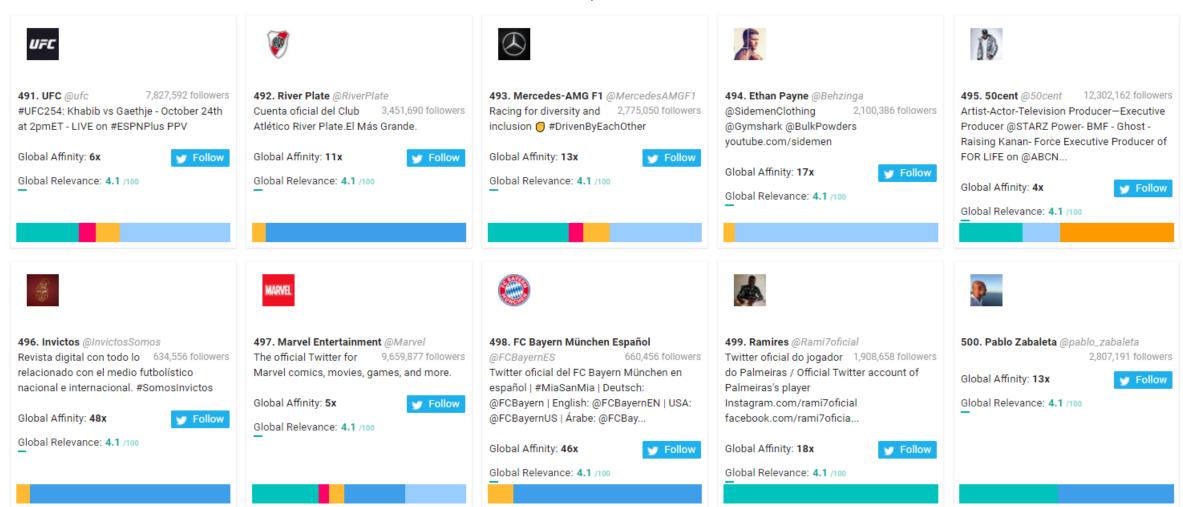
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 471-480



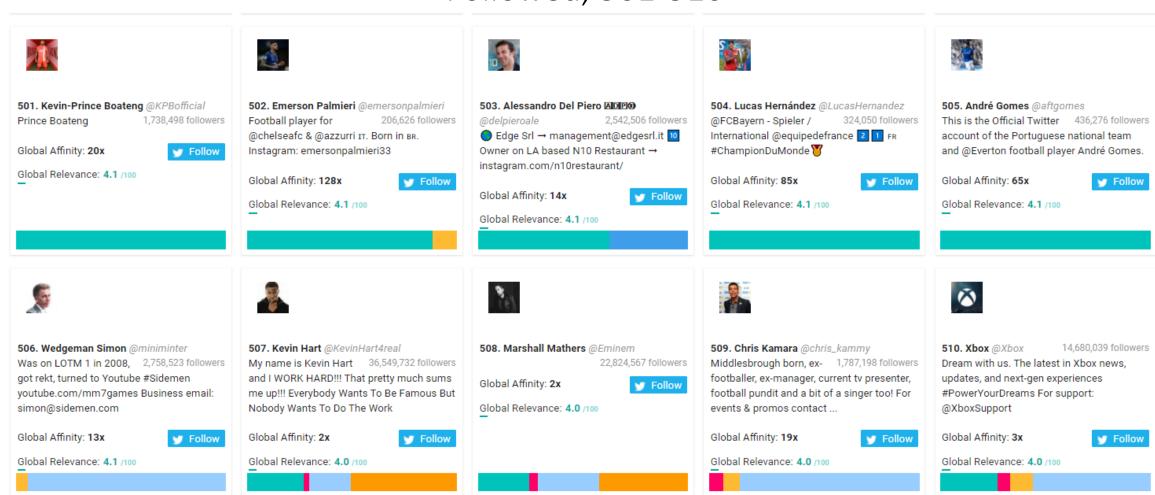
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 481-490



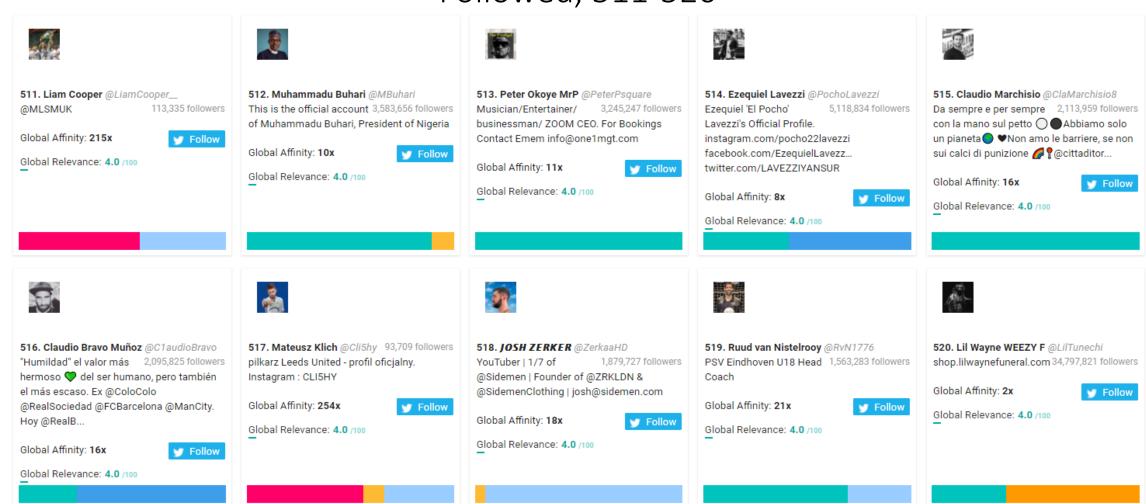
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 491-500



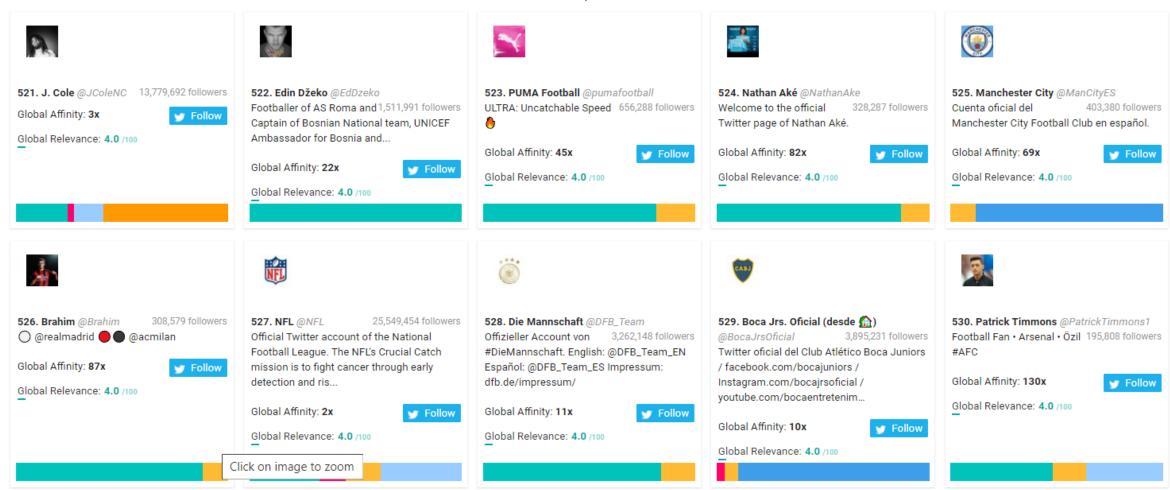
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 501-510



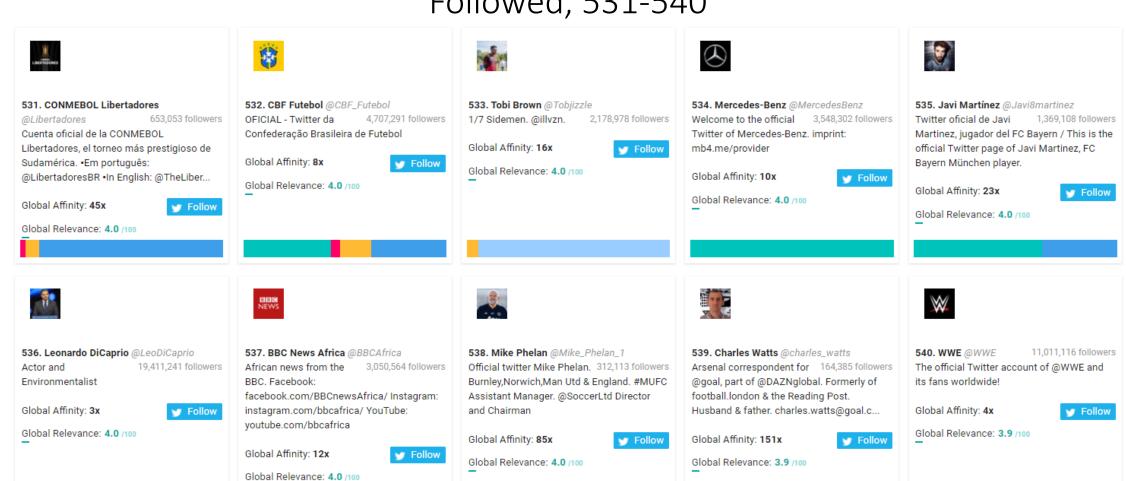
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 511-520



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 521-530



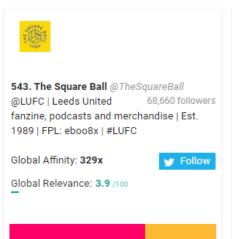
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 531-540



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 541-550













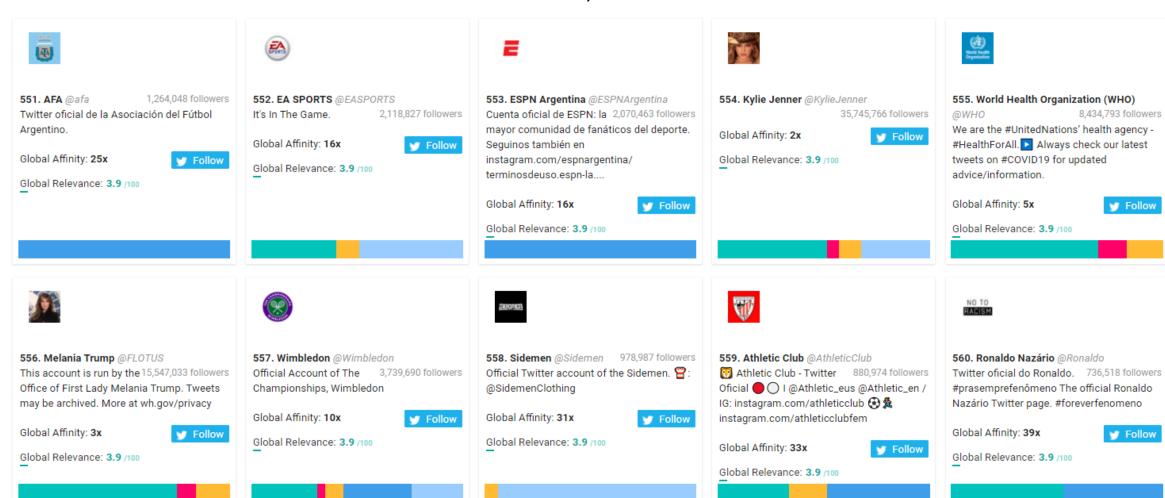




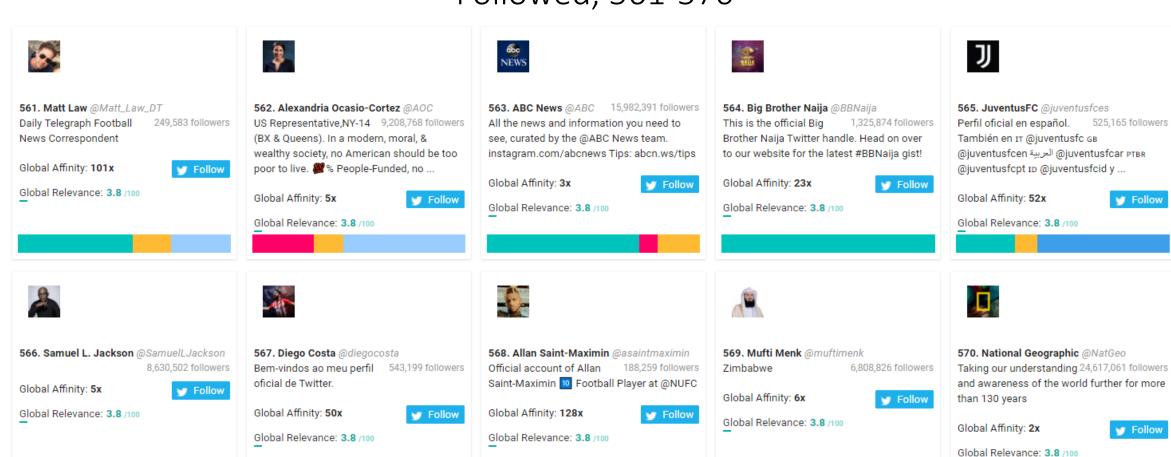




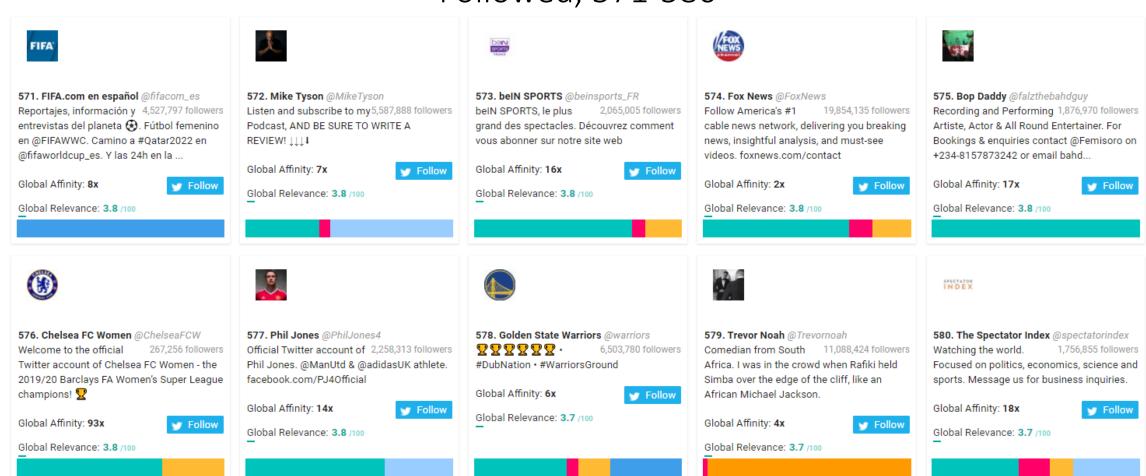
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 551-560



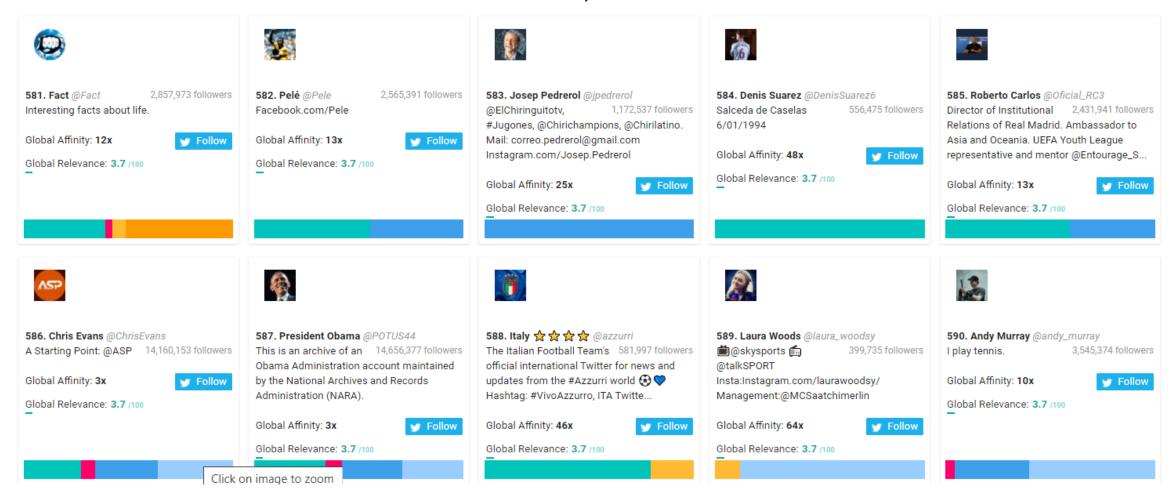
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 561-570



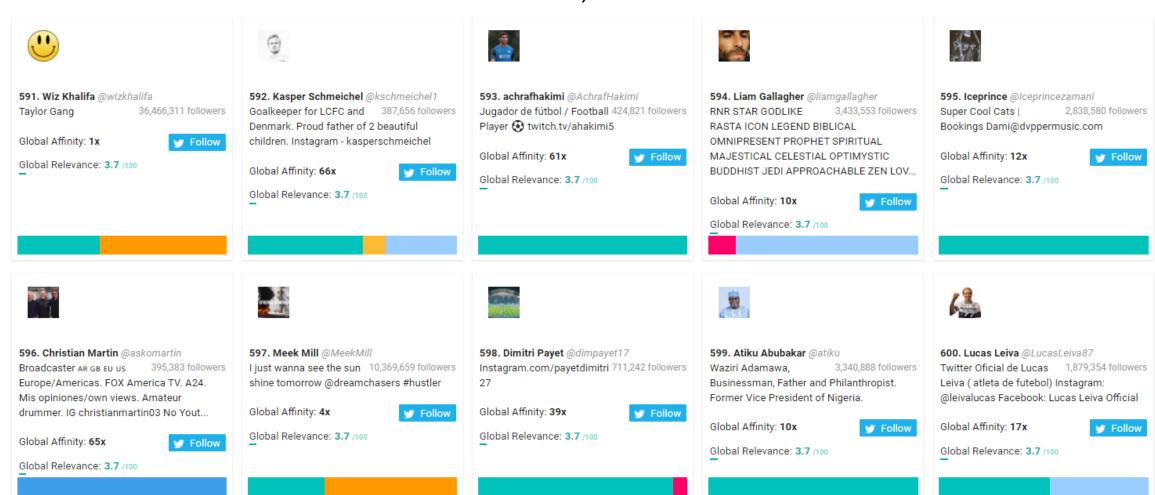
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 571-580



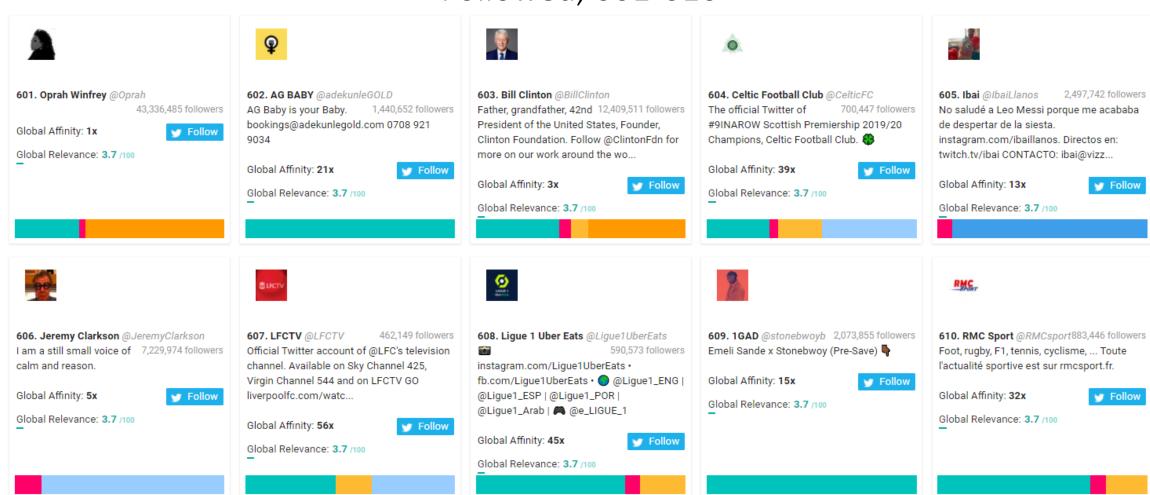
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 581-590



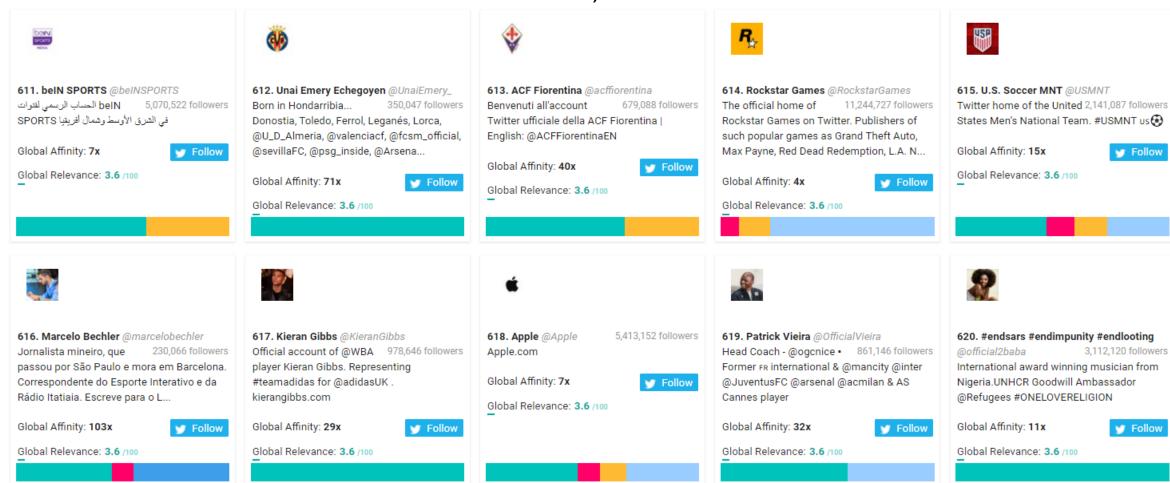
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 591-600



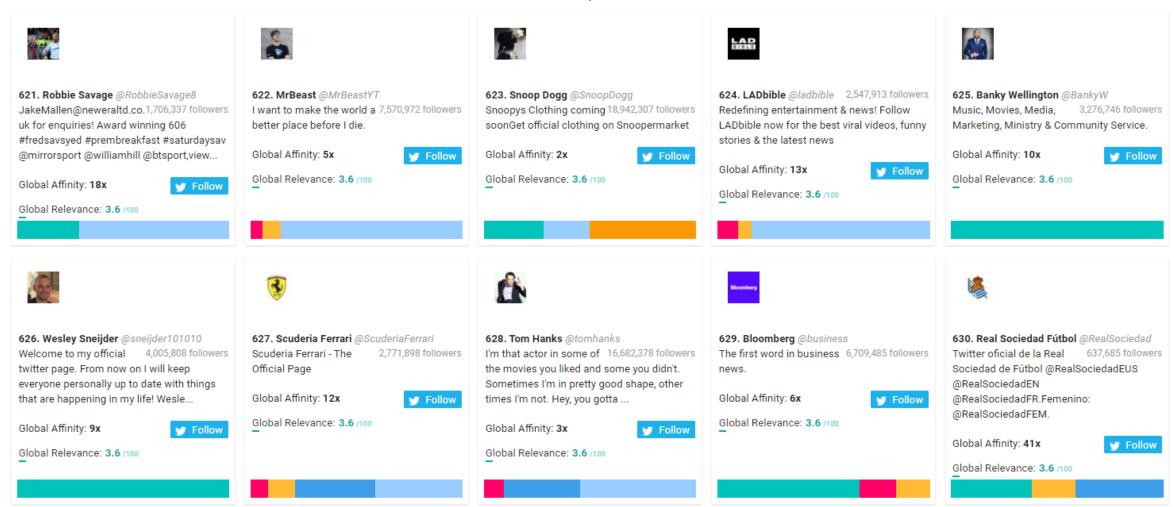
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 601-610



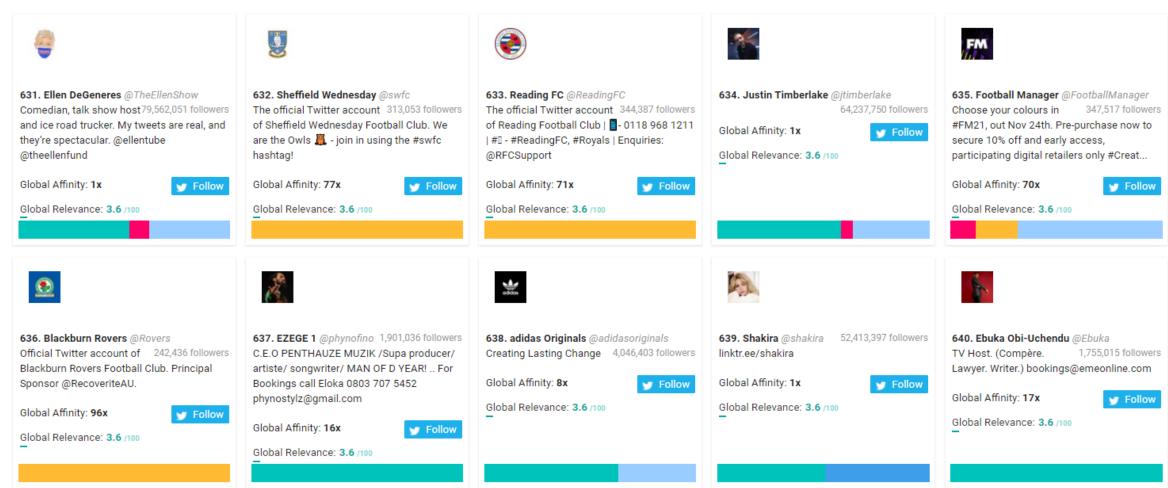
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed,611-620



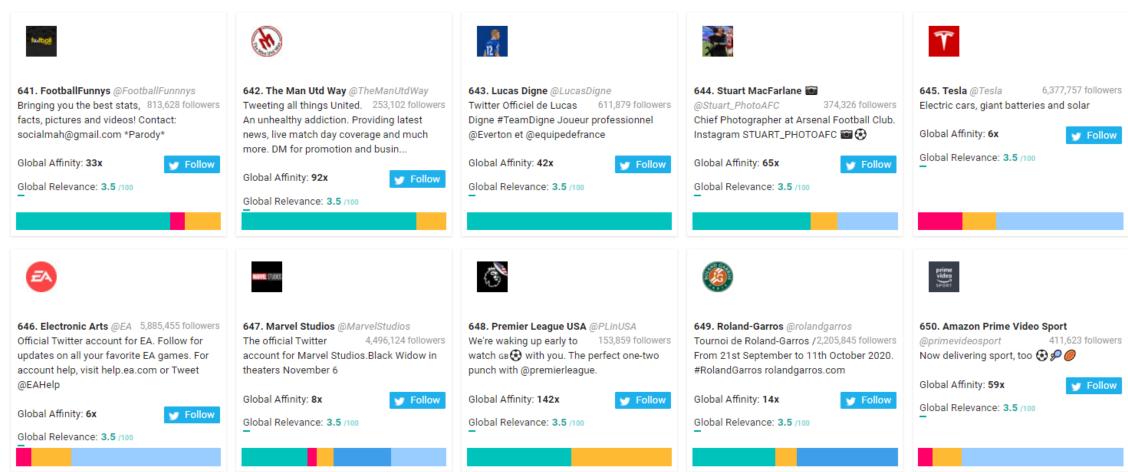
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 621-630



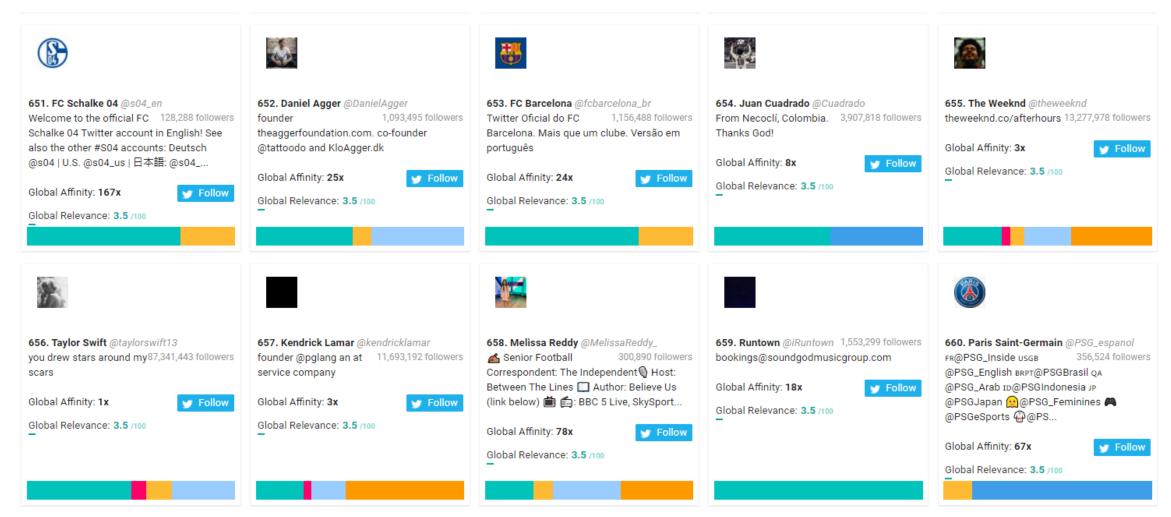
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 631-640



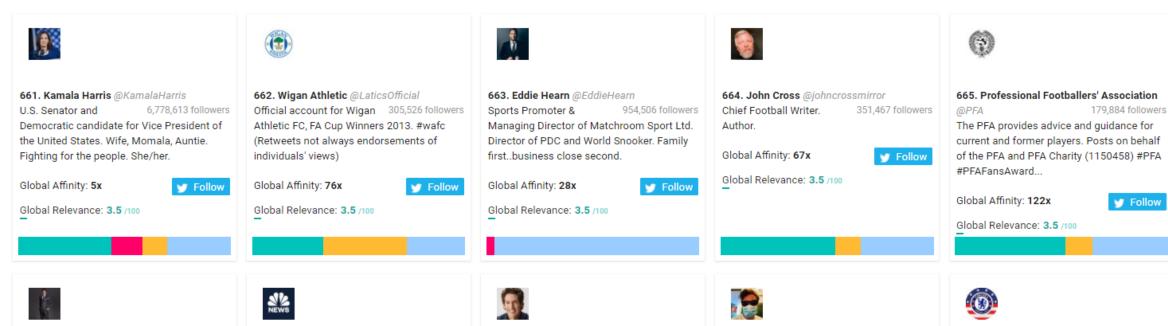
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 641-650



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 651-660



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 661-670





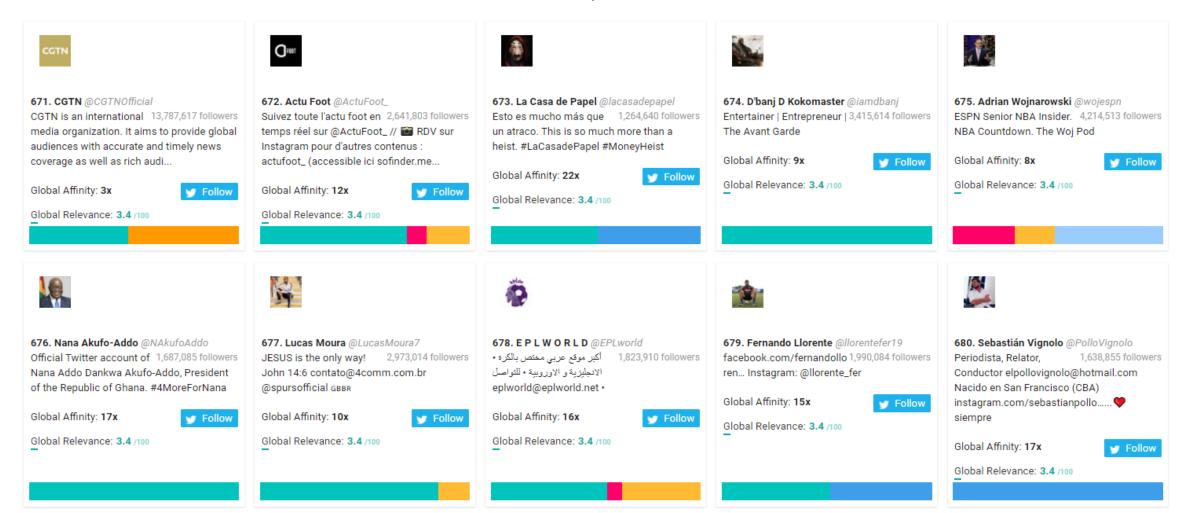




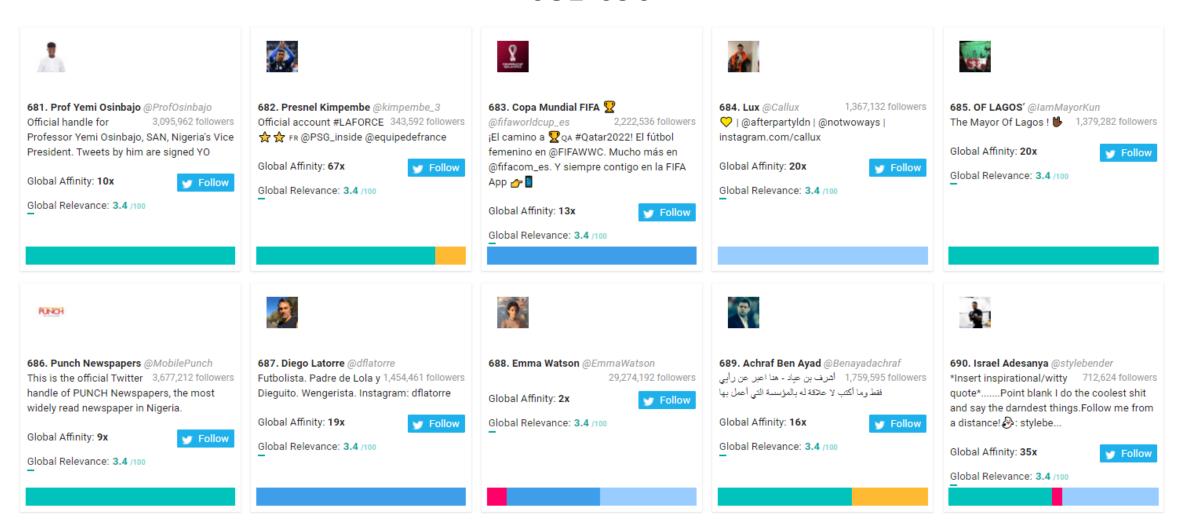




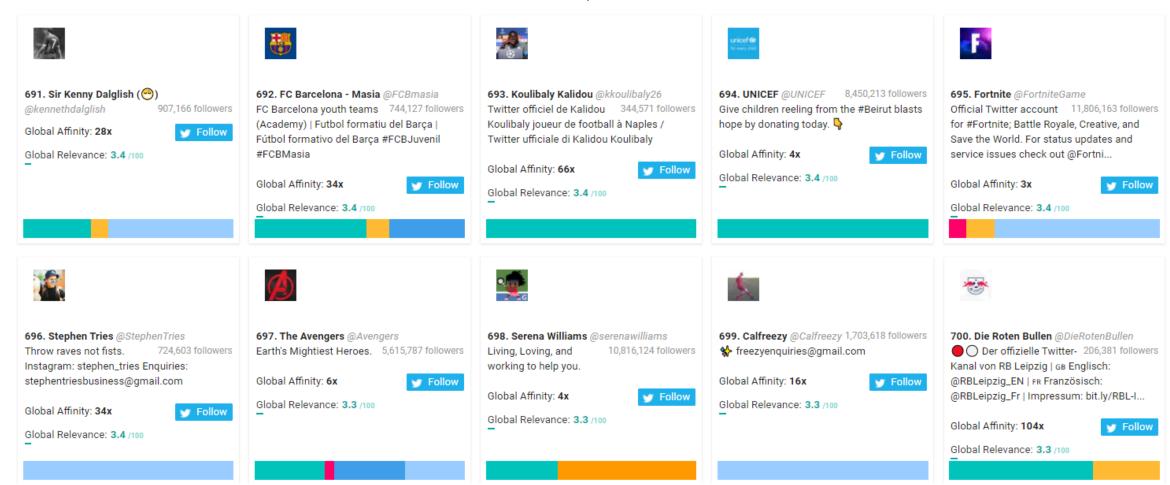
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 671-680



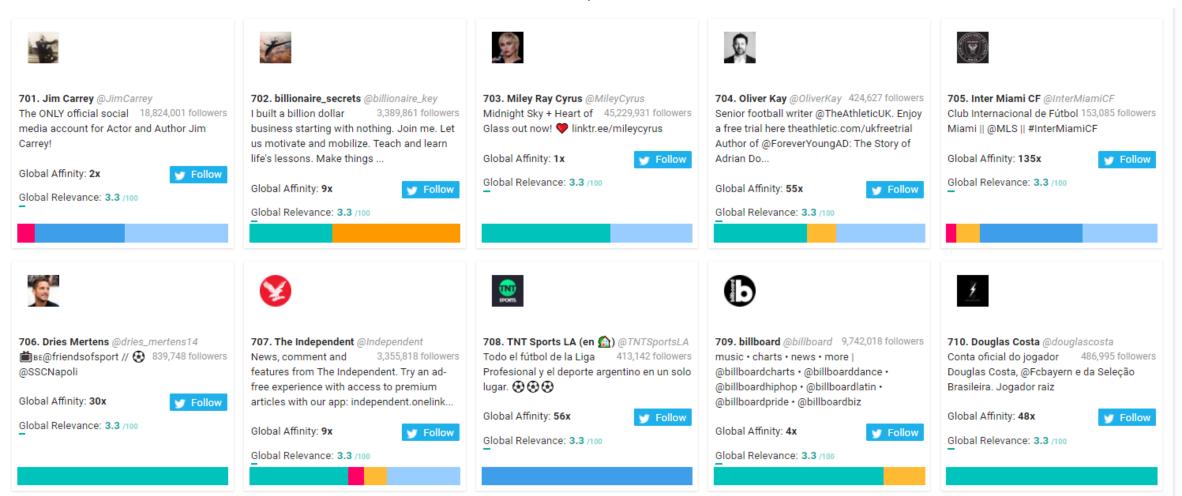
Leeds FC Followers Top 1,000 Most Relevant Social Accounts Followed, 681-690



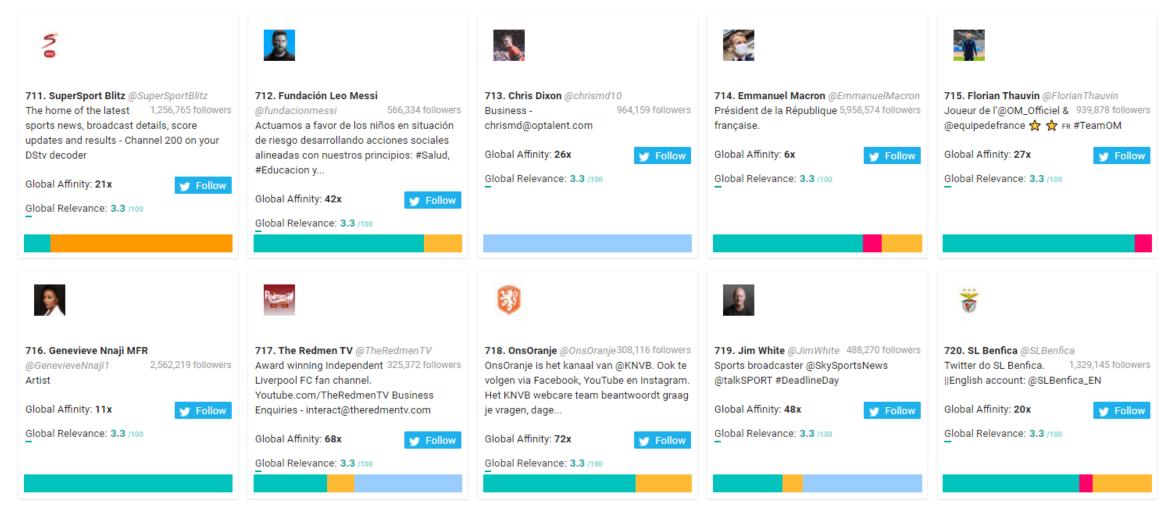
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 691-700



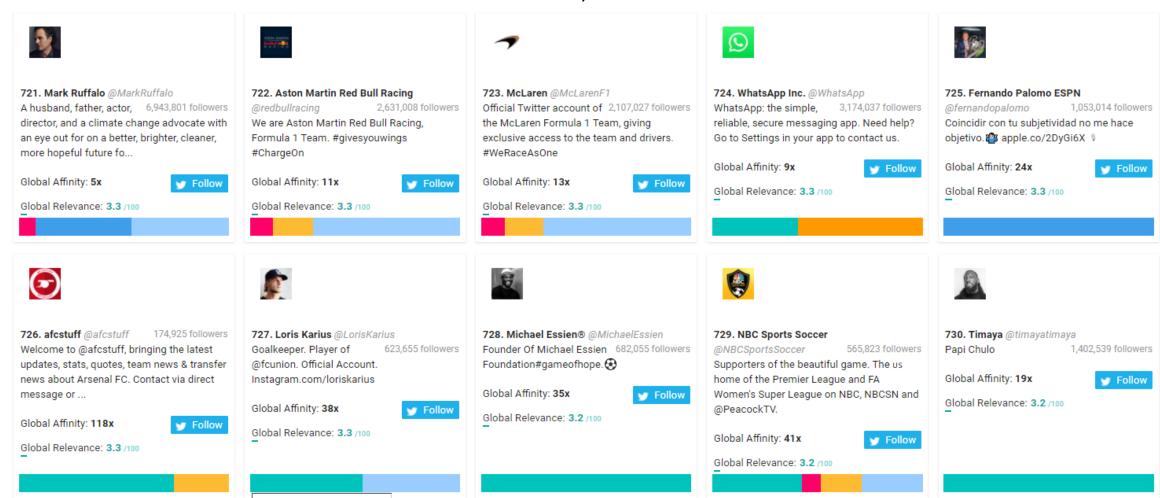
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 701-710



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 711-720



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 721-730



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 731-740













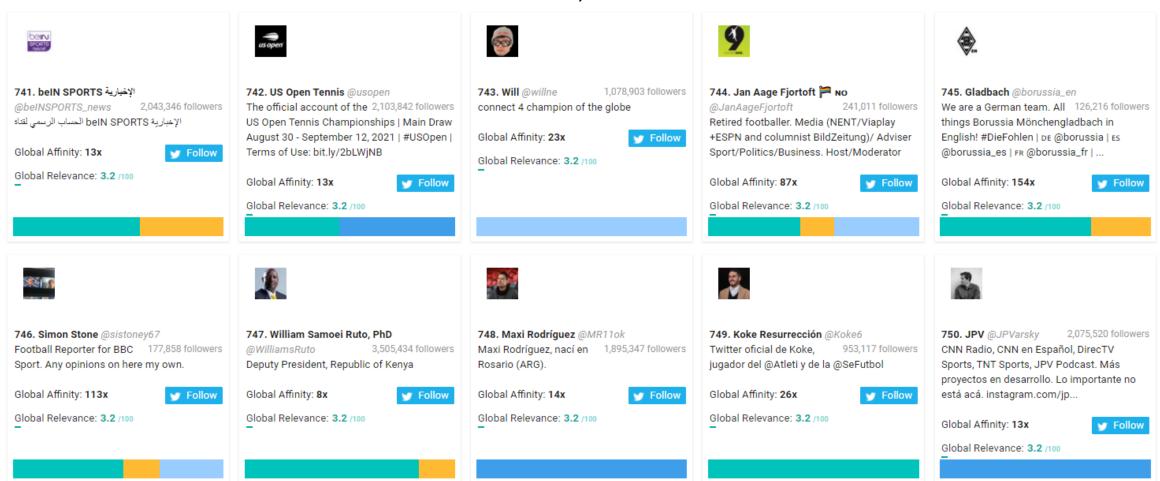




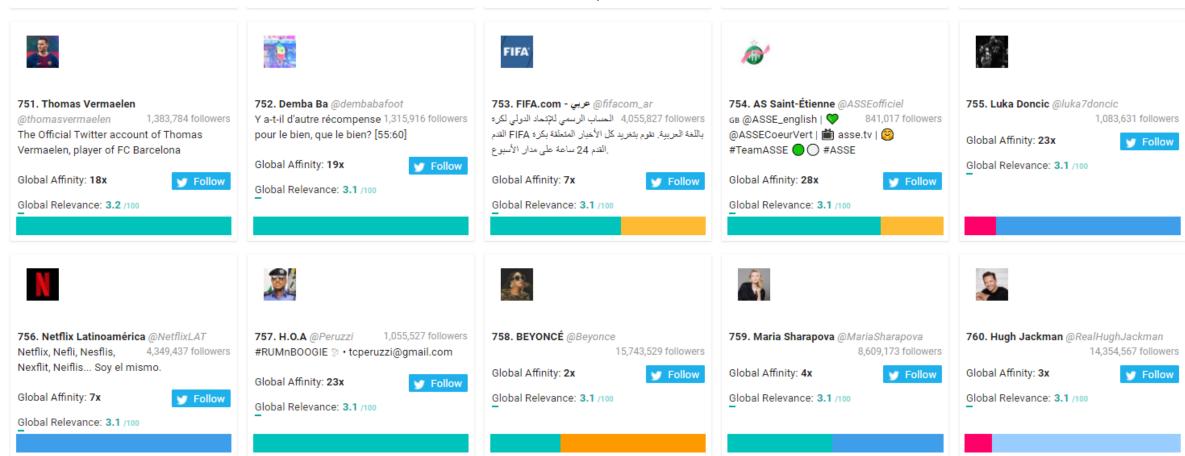




Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 741-750



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 751-760

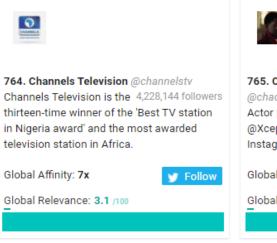


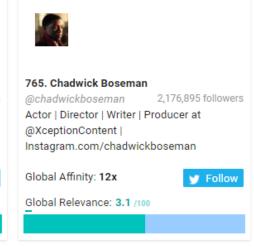
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 761-770





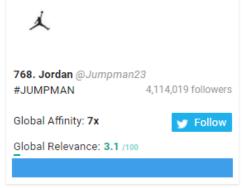








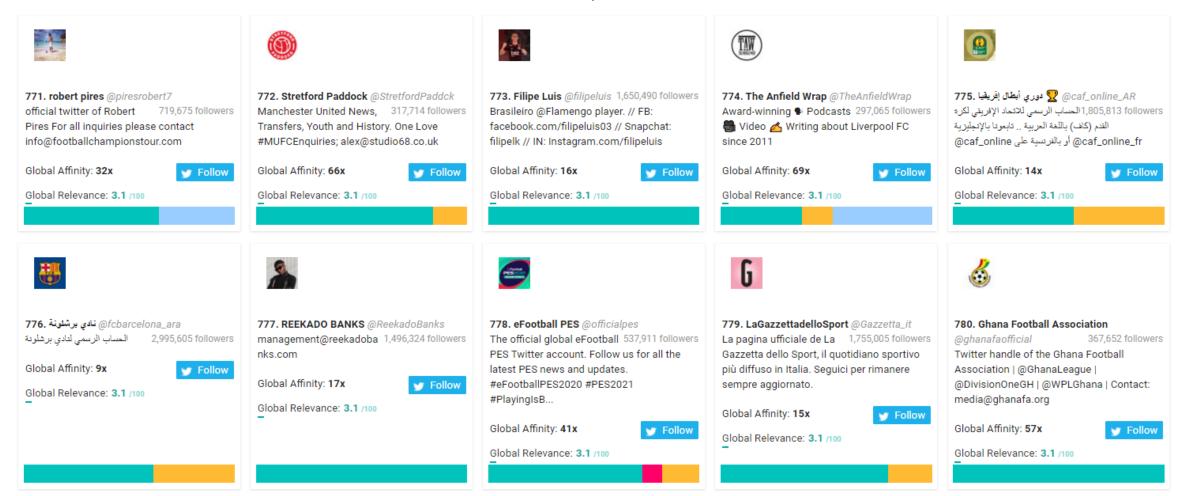








Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 771-780



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 781-790









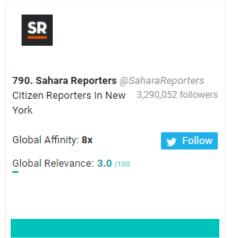




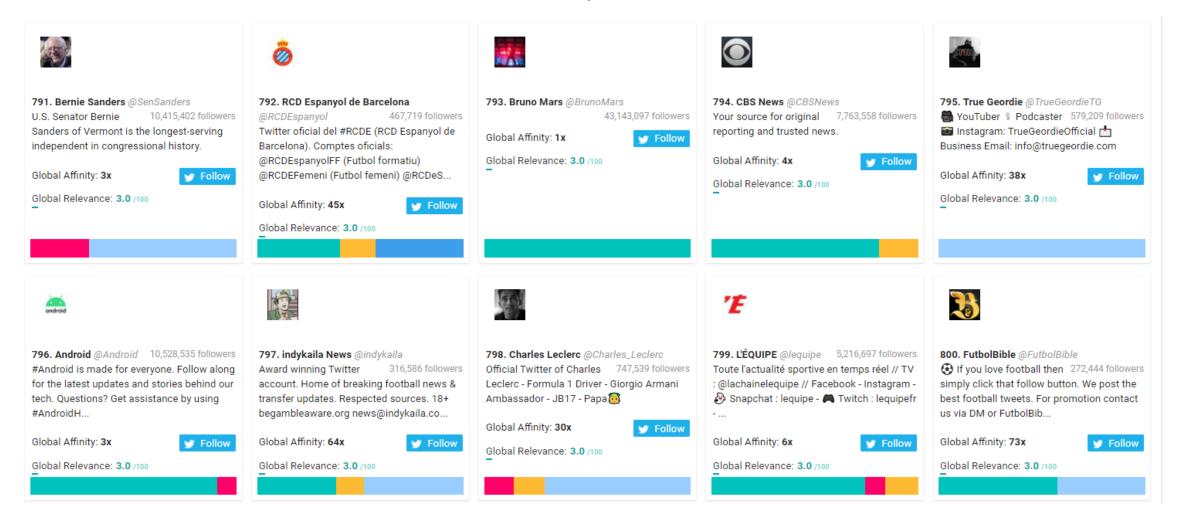




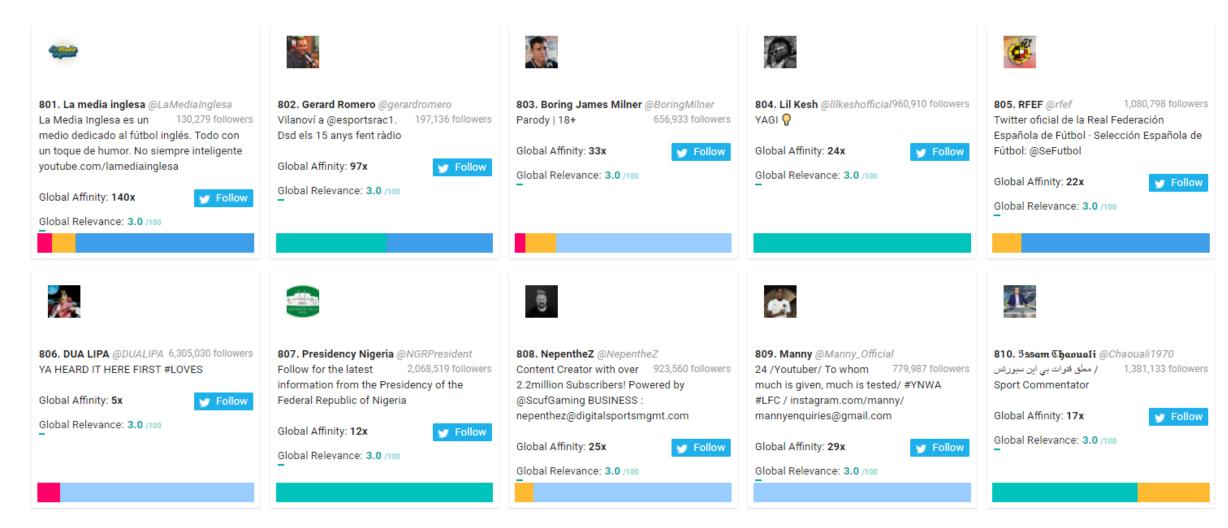




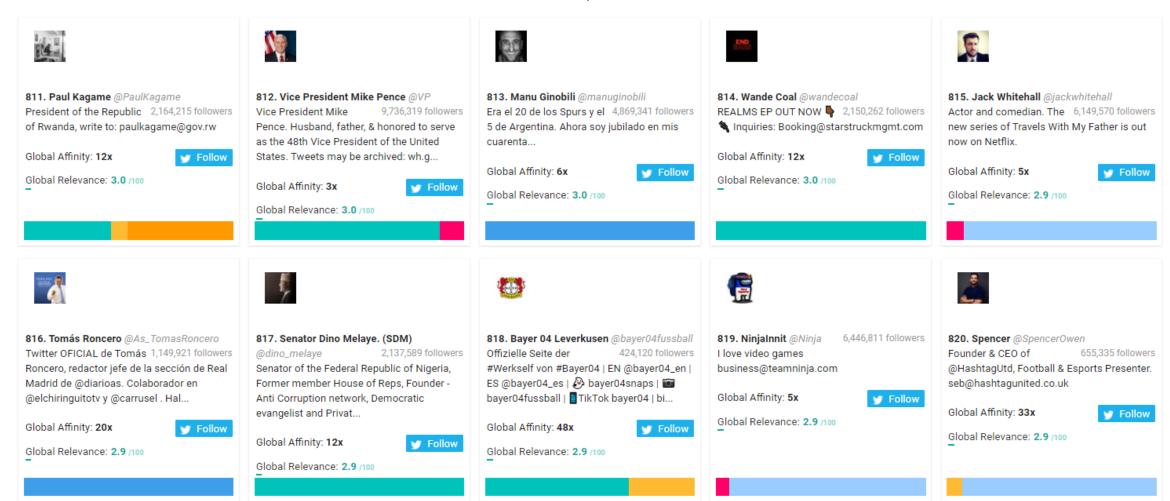
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 791-800



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 801-810



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 811-820



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 821-830



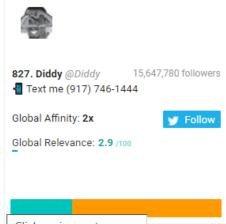










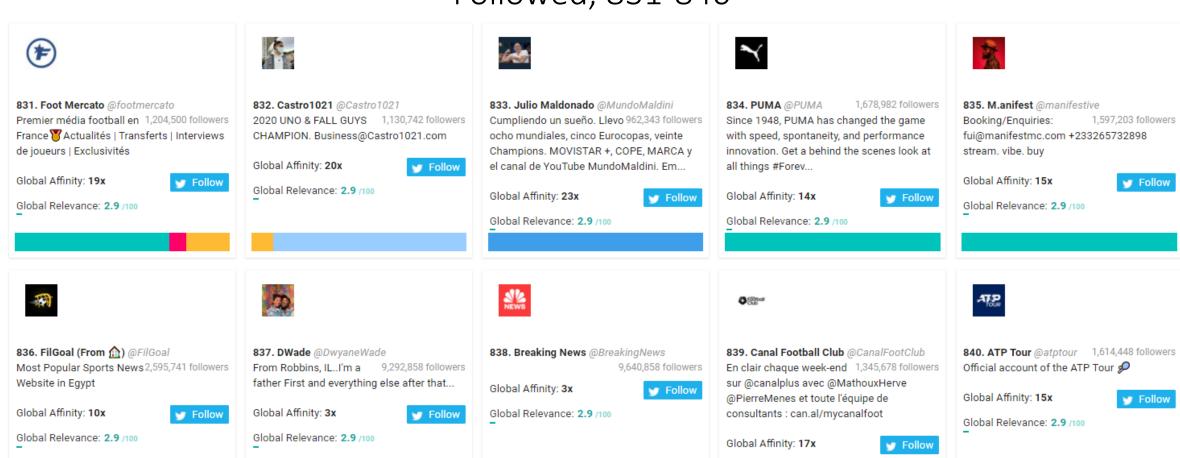






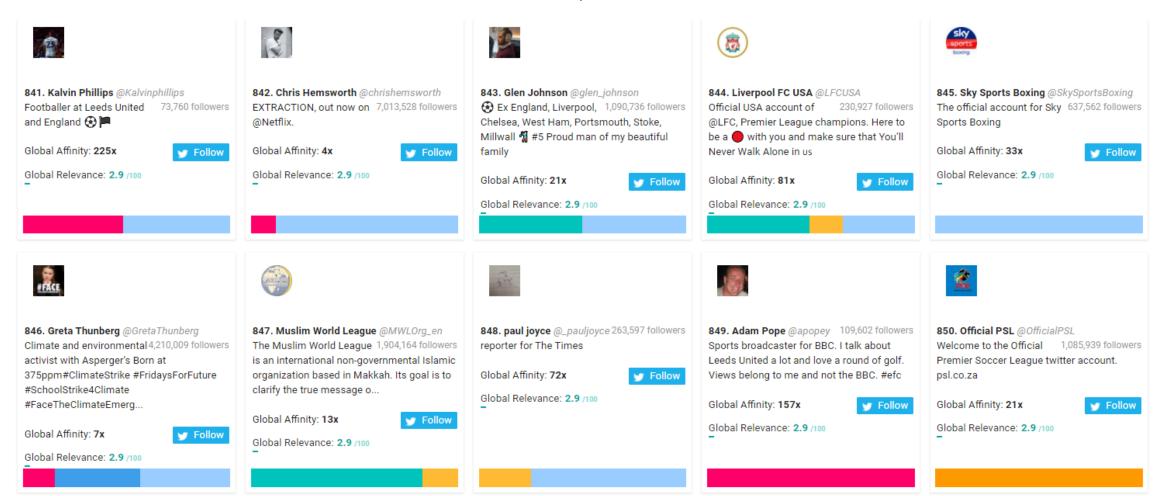


Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 831-840

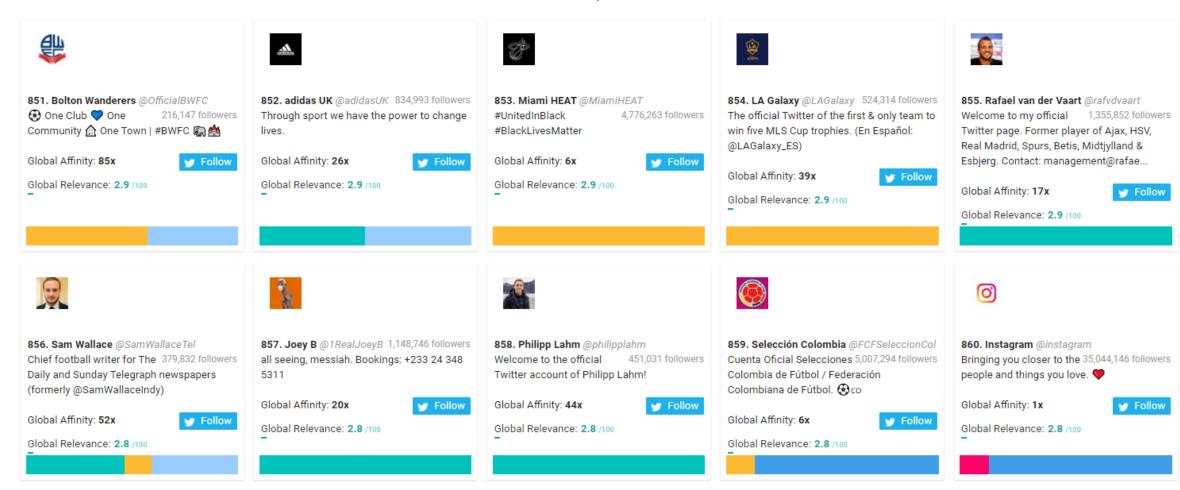


Global Relevance: 2.9 /100

Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 841-850



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 851-860



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 861-870













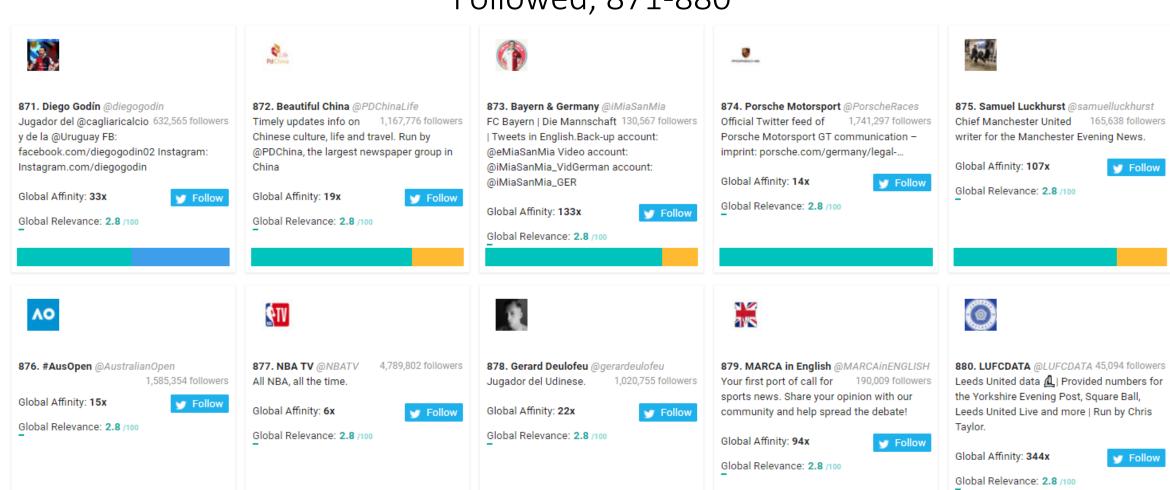




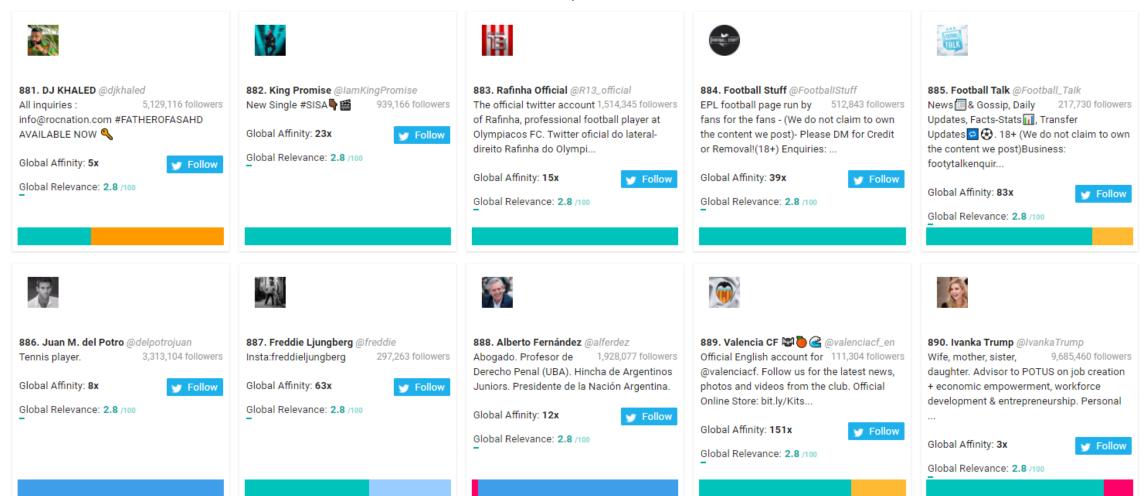




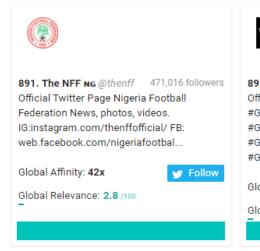
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 871-880



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 881-890



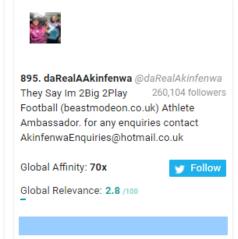
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 891-900













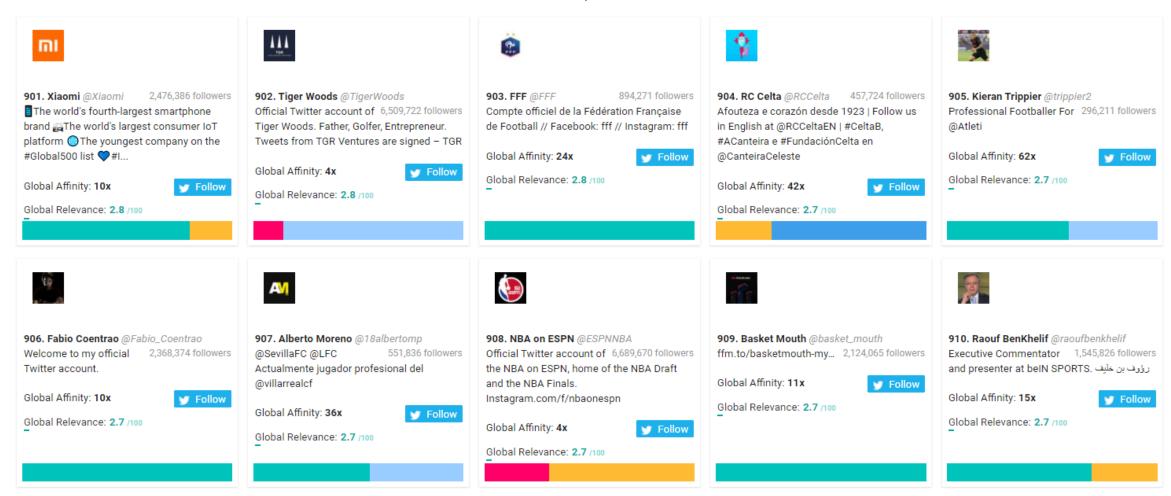




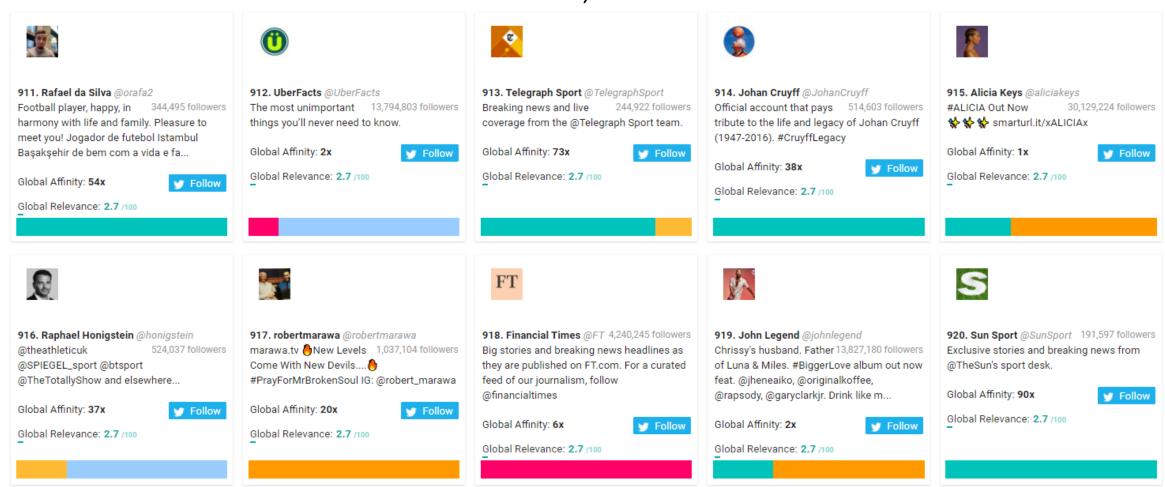




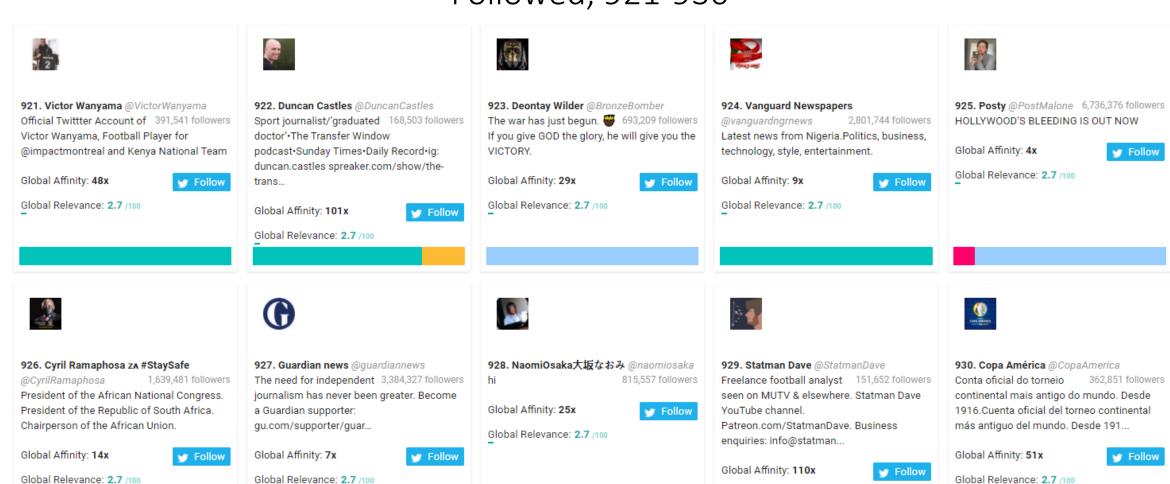
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 901-910



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 911-920

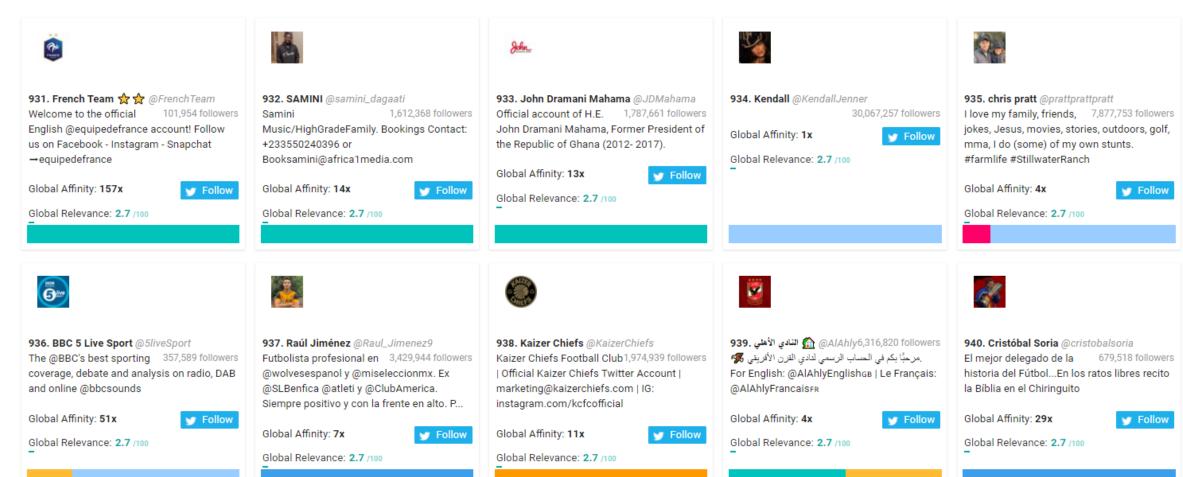


Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 921-930

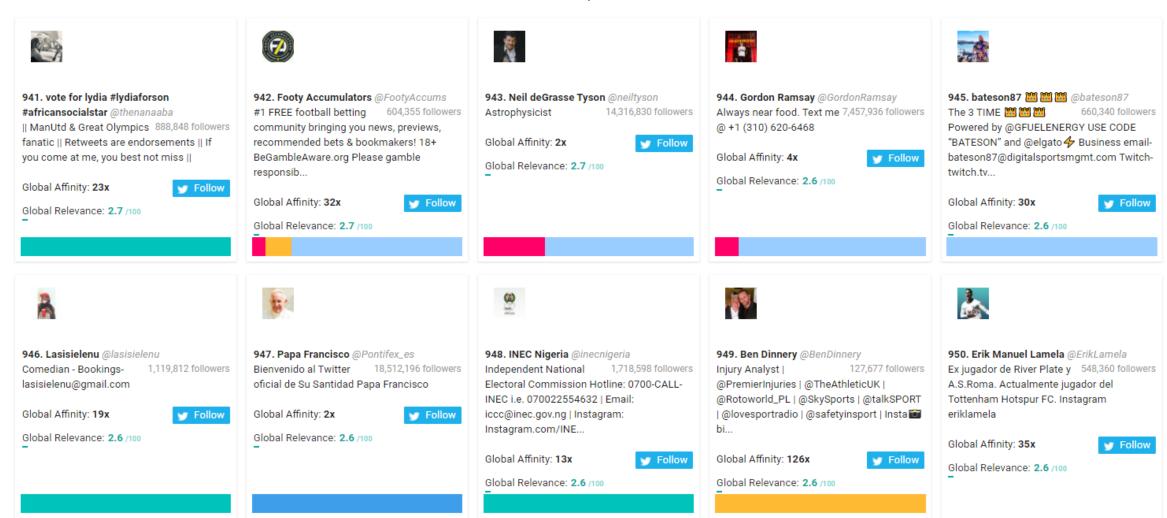


Global Relevance: 2.7 /100

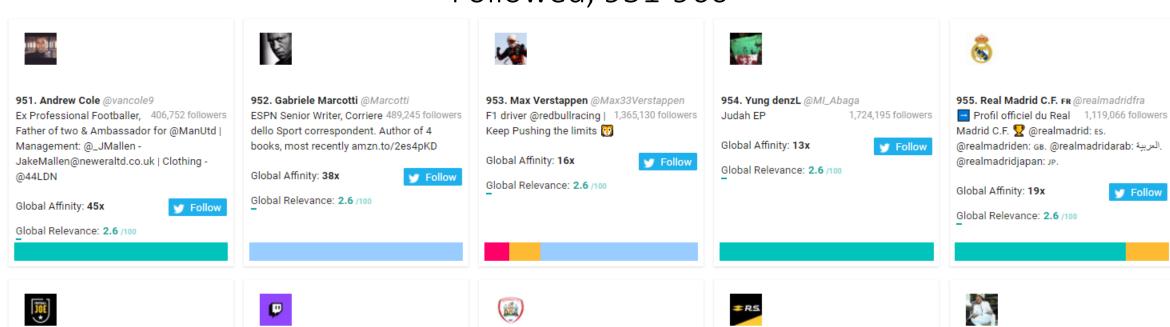
Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 931-940



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 941-950



Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 951-960

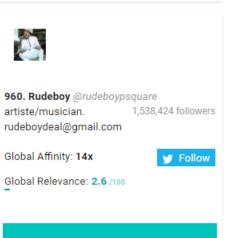




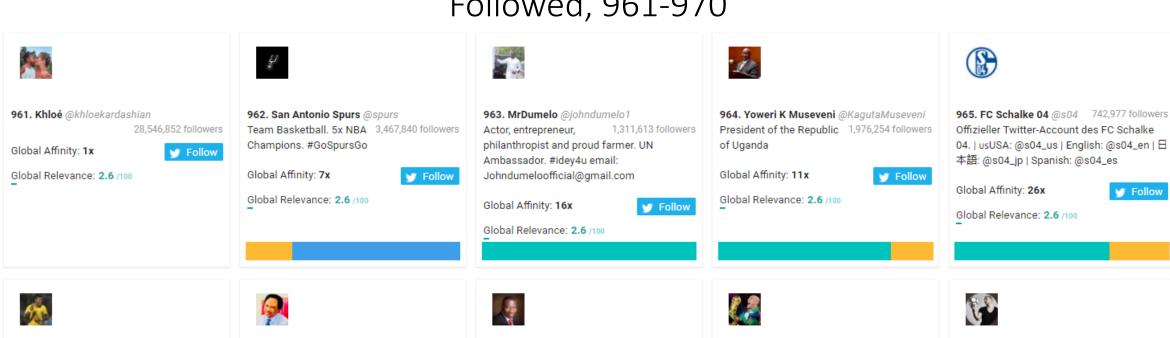


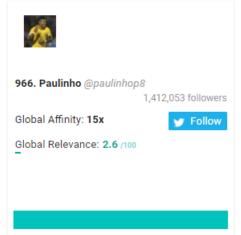




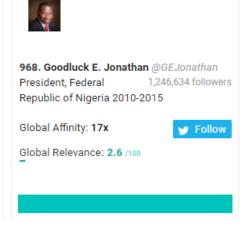


Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 961-970





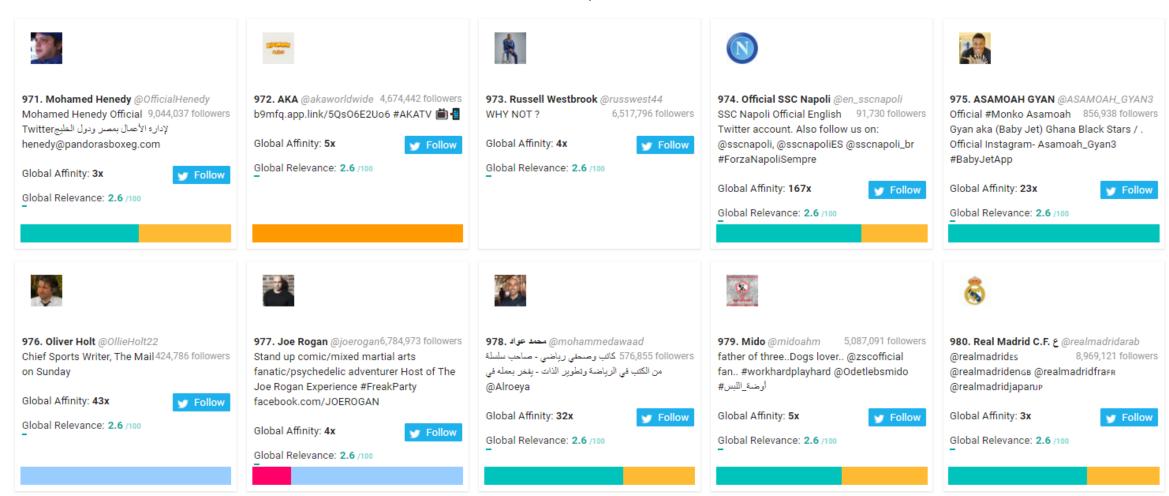




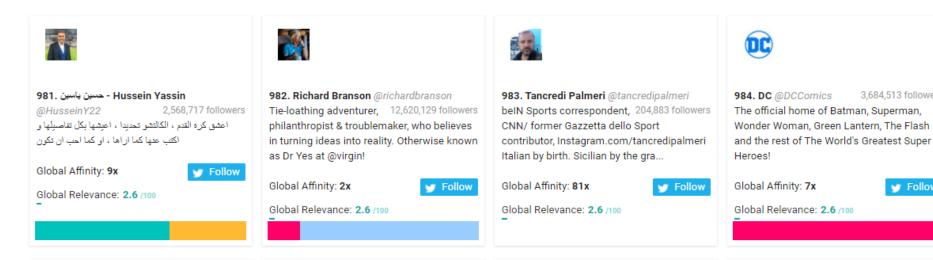


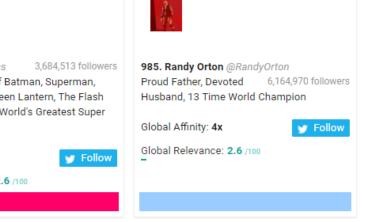


Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 971-980

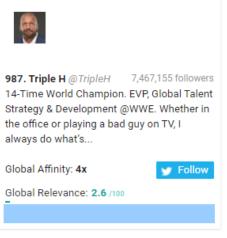


Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 981-990







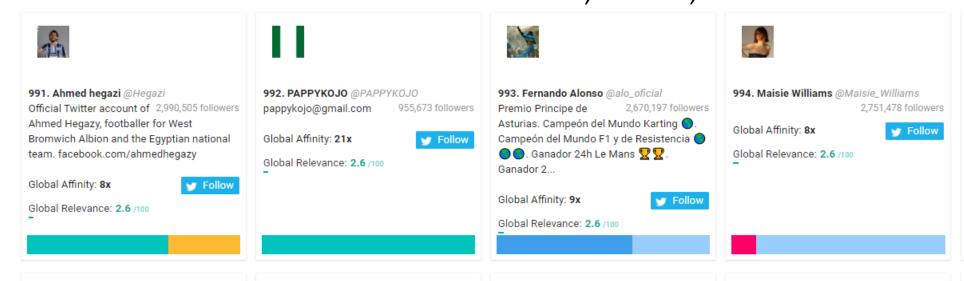








Leeds FC New Followers Top 1,000 Most Relevant Social Accounts Followed, 991-1,000







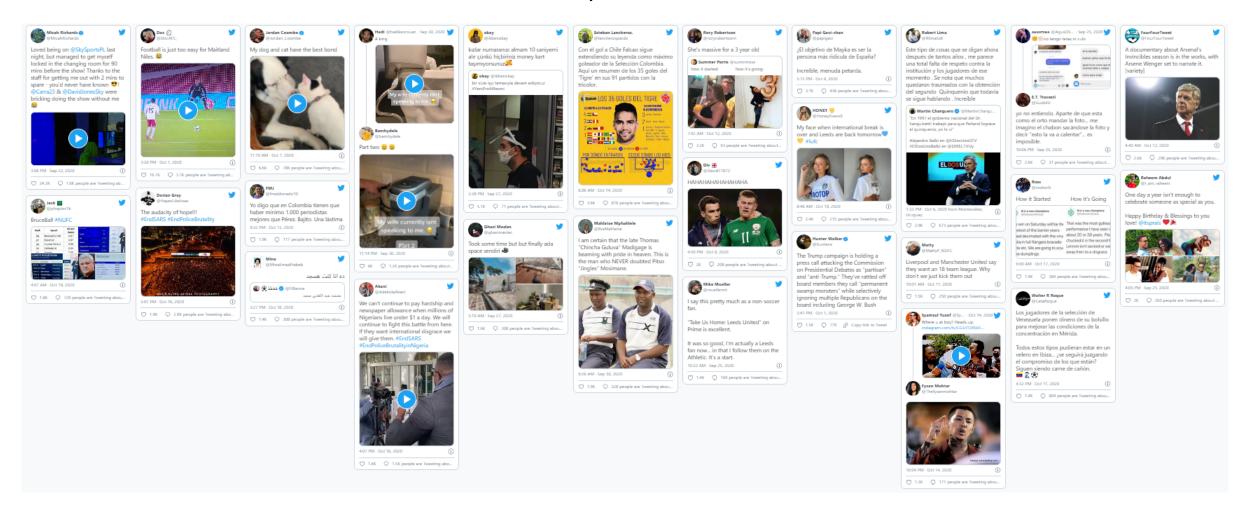




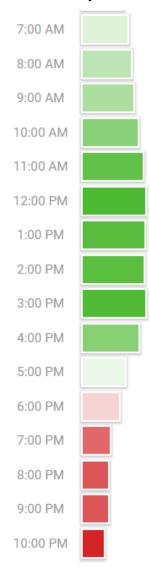




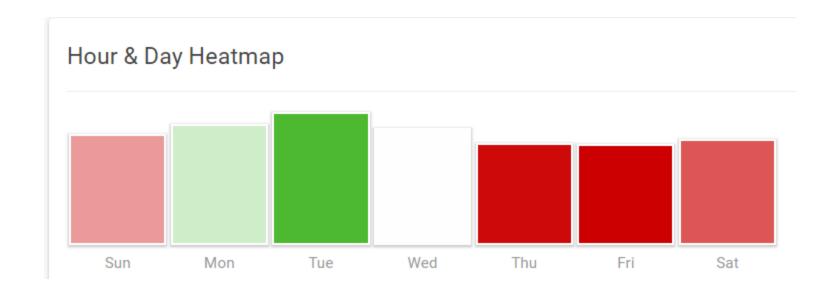
Most Liked Tweets by Leeds FC New Followers



Followers Daily Online Hours



Followers Weekly Online Hours Heatmap



Followers Average Engagement Time

Peak Average Engagement by Time

Most Active Time in Report Period

Sundays at 12:00 PM

Avg Posts Share of Total Audience Posts

4,132 1.11%

Lowest Average Engagement by Time

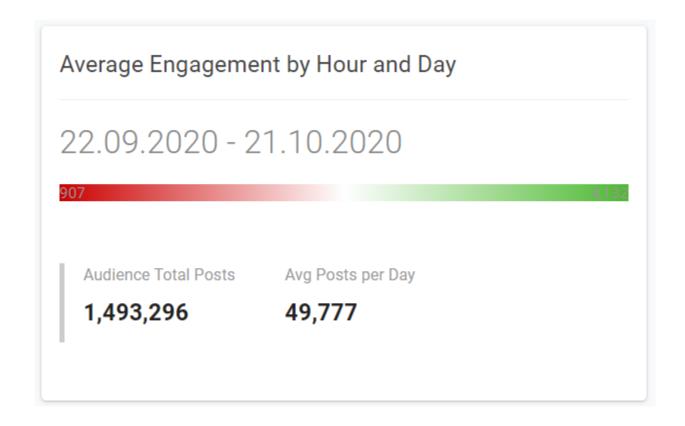
Least Active Time in Report Period

Sundays at 12:00 AM

Avg Posts Share of Total Audience Posts

907 0.24%

Followers Average Engagement per Day



Followers Engagement Timeline

