Super Bowl LIII Fan Base Comparison
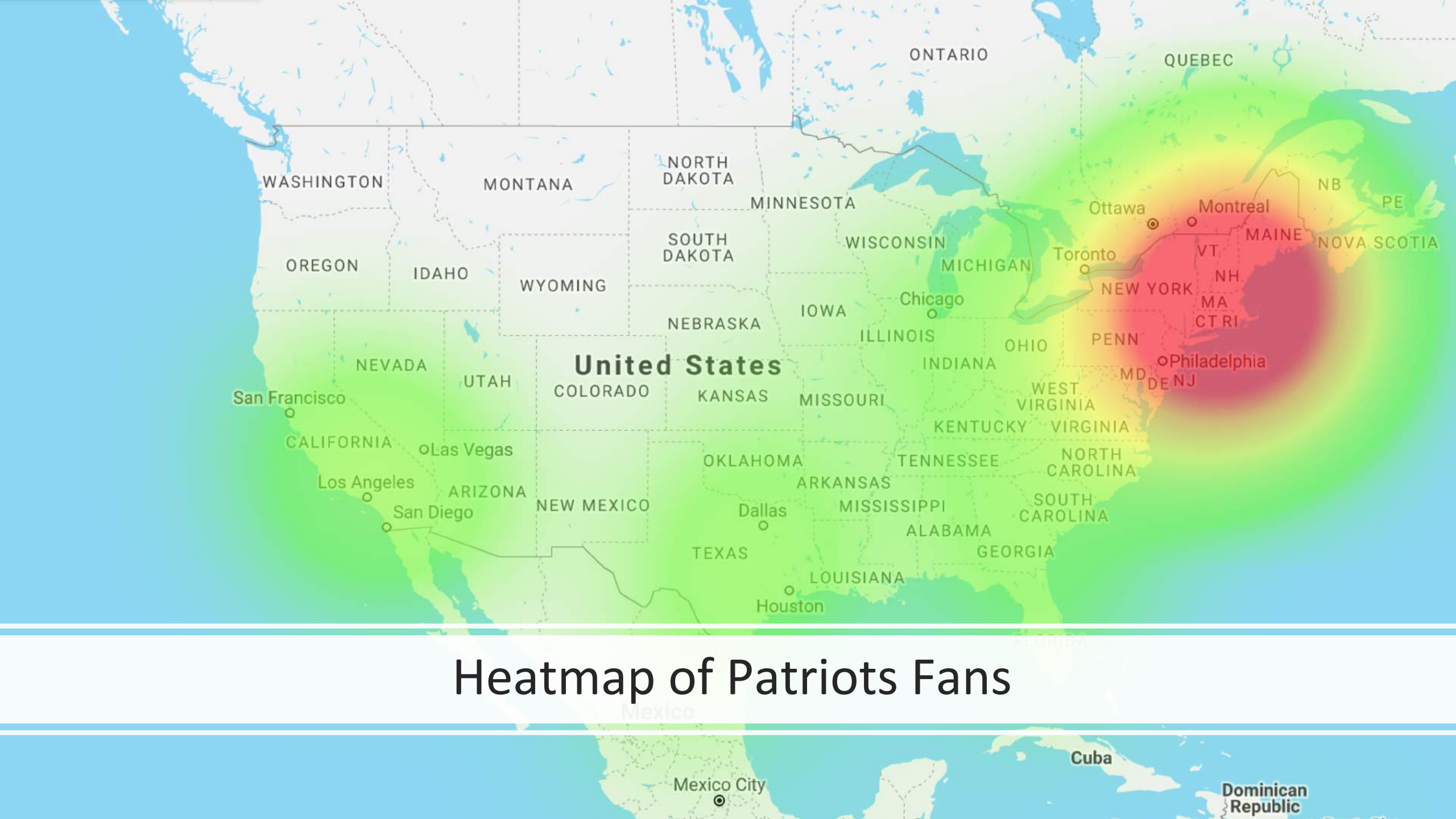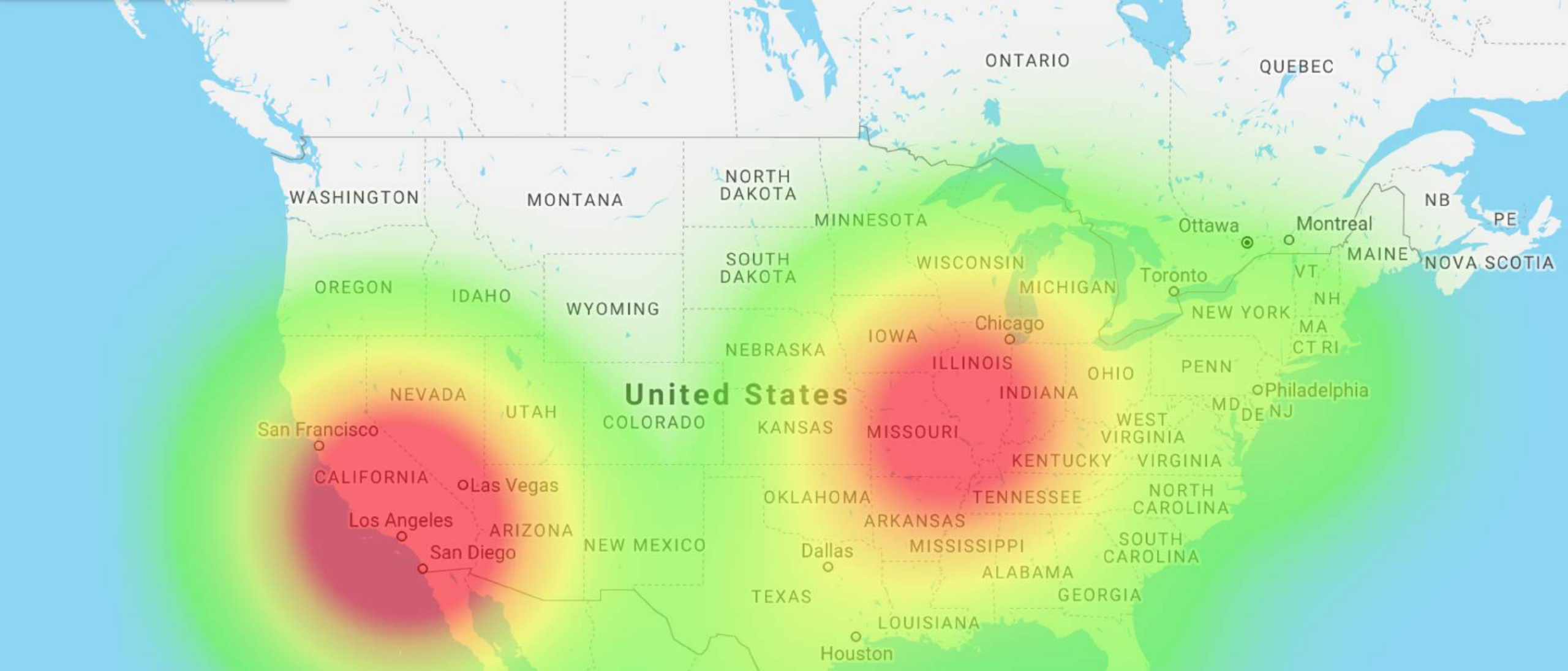
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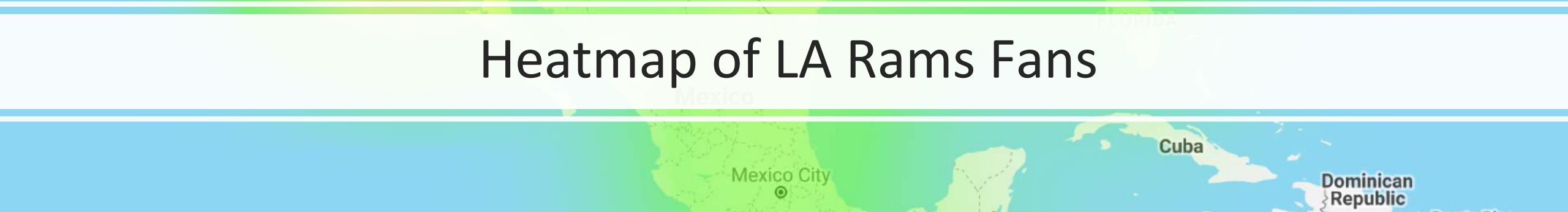Center for Sports Analytics

Methodology

- The Center for Sports Analytics in partnership with Affinio performed a social network analysis utilizing machine learning on data from over 5 million Patriots and Rams fans.

Heatmap of Patriots Fans

Heatmap of LA Rams Fans

Random Comparative Nuggets

- Patriots fans are **4.2** times more likely to live in Boston than the rest of the NFC Playoffs 2019 fan base population studied.

- LA Rams fans are **35.58** times more likely to live in Saint Louis and **9.6** times more likely to live in Los Angeles than the rest of the NFC Playoffs 2019 population studied.

Most Relevant Rival NFL Teams for Each Fan Base

Following Rival Teams

- Patriots fans are **5** times more likely to follow the **Denver Broncos** and the **Carolina Panthers** than the global population.

- LA Rams fans are **28** times more likely than the general population to follow the **Los Angeles Chargers** and **18** times more likely to follow the **Jacksonville Jaguars & L.A. Raiders** than the global population.

- Patriots fans are **8** times more likely to follow the **LA Rams** than the global population whereas LA Rams fans are **3** times more likely to follow the **New England Patriots** than the global population.

Most Relevant NFL Player for Each Fan Base

JULIAN EDELMAN

Affinity = 494

Relevance = 99.6

TODD GURLEY

Affinity = 124

Relevance = 11.6

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Most Relevant Non-NFL Player for Each Fan Base

DAVID ORTIZ

Affinity = 122

Relevance = 29.5

MATT CARPENTER

Affinity = 144

Relevance = 13.4

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Top 5 Sports Properties/Non-Team for Each Fan Base

Patriots Fans
1. NFL (28.2)
2. MLB (10.3)
3. NHL (8.5)
4. PGA (4.0)
5. Masters (2.1)

Rams Fans
1. NFL (12.5)
2. MLB (6.9)
3. NHL (4.3)
4. US Soccer WNT (1.6)
5. College Gameday (1.5)

**Sports Org (Relevance)

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Most Relevant Restaurant for Each Fan Base

Affinity = 19

Relevance = 3.7

Affinity = 2

Relevance = 2.3

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Top 10 Restaurants

	Patriots	Rams
1	Dunkin Donuts	Starbucks
2	Wendy's	Wendy's
3	Starbucks	Subway
4	Chipotle	Panera
5	Taco Bell	Buffalo Wild Wings
6	McDonald's	Taco Bell
7	Buffalo Wild Wings	Chipotle
8	Subway	Chick-fil-a
9	Dominos	Steak n' Shake
10	Burger King	Arby's

Most Relevant Bank for Each Fan Base

Affinity = 5

Relevance = 0.7

Affinity = 10

Relevance = 0.4

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Top 10 Banks

	Patriots	Rams
1	American Express	Wells Fargo
2	Bank of America	Goldman Sachs
3	Goldman Sachs	American Express
4	Morgan Stanley	Morgan Stanley
5	JP Morgan	Charles Schwab Corp
6	State Street	J.P. Morgan
7	Wells Fargo	Citi
8	Capital One	Capital One
9	Citi	State Street
10	U.S. Bank	U.S. Bank

Most Relevant Car Brand for Each Fan Base

Affinity = 5

Relevance = 0.9

Affinity = 7

Relevance = 0.4

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Top 10 Car Brands

	Patriots	Rams
1	Chevrolet	RAM
2	Jeep	Ford
3	Subaru	GMC
4	Ford	Chevrolet
5	RAM	Lincoln
6	Audi	Mazda
7	Dodge	Cadillac
8	Lincoln	Toyota
9	Lexus	Lexus
10	BMW	Audi

Most Relevant Cell Phone Carrier Brand for Each Fan Base

Affinity = 3

Relevance = 0.9

Affinity = 3

Relevance = 0.4

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

Top 5 Cell Phone Carrier Brands

	Patriots	Rams
1	Verizon	AT&T
2	T-Mobile	U.S. Cellular
3	AT&T	T-Mobile
4	Sprint	Verizon
5	U.S. Cellular	Sprint

Most Relevant Sports Apparel Brand for Each Fan Base

Affinity = 3

Relevance = 2.6

Affinity = 2

Relevance = 1.2

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Top 5 Sports Apparel Brands

	Patriots	Rams
1	Nike	Nike
2	Under Armour	Adidas
3	Adidas	Under Armour
4	Reebok	Reebok
5	Puma	Puma

Most Relevant Apparel Brand for Each Fan Base

Affinity = 1

Relevance = 1.0

Affinity = 1

Relevance = 0.7

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Top 10 Apparel Brands

	Patriots	Rams
1	Victoria's Secret	Louis Vuitton
2	The North Face	Victoria's Secret
3	Ralph Lauren	H&M
4	Old Navy	Burberry
5	Michael Kors	Gap
6	Tiffany and Co.	Michael Kors
7	Burberry	Prada
8	Louis Vuitton	Zara
9	Calvin Klein	Old Navy
10	H&M	Calvin Klein

Most Relevant Actor for Each Fan Base

Denis Leary

Affinity = 40

Relevance = 3.3

Pete Holmes

Affinity = 74

Relevance = 4.6

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Most Relevant Artist for Each Fan Base

Joe Rogan

Affinity = 7

Relevance = 4.2

Ben Schwartz

Affinity = 70

Relevance = 10.1

Affinity = how many times more likely members of a
fan base are to have an interest in the brand as
compared to the entire social network

Relevance = how contextually influential a
brand is to a particular fan base

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Most Relevant Broadcast Star for Each Fan Base

Gary Tanguay

Affinity = 852

Relevance = 8.1

Bernie Miklasz

Affinity = 625

Relevance = 14.9

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Most Relevant Disc Jockey for Each Fan Base

DJ Pauly D

Affinity = 5

Relevance = 2.8

Porter Robinson

Affinity = 11

Relevance = 0.9

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Most Relevant Musician for Each Fan Base

Zac Brown Band

Affinity = 10

Relevance = 2.5

Dillon Francis

Affinity = 14

Relevance = 2.0

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Most Relevant Singer for Each Fan Base

MIKE.

Affinity = 44

Relevance = 2.1

Flume

Affinity = 36

Relevance = 2.5

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

Relevance = how contextually influential a brand is to a particular fan base

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Most Relevant Sports Writer for Each Fan Base

Christopher Gasper

Affinity = 908

Relevance = 10.3

Derrick Goold

Affinity = 526

Relevance = 10.3

Affinity = how many times more likely members of a fan base are to have an interest in the brand as compared to the entire social network

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Most Relevant Media Accounts for Each Fan Base

Media Account Type	Patriots	LA Rams
Blog	Dave Portnoy	LAist
Media House	National Geographic	National Geographic
News	Bleacher Report	FOX2Now
Online Media	Boston.com	HuffPost
Printed Media	The Boston Globe	St. Louis Post - Dispatch
Radio Media	WEEI	#St.LisHot 104.1
Social Media	YouTube	YouTube
TV Channels	ESPN	KSDK

Bio Keyword Word Clouds – Patriots Fans

Bio Keyword Word Clouds – LA Rams Fans

Top 20
Patriots Fans
Hashtags

#everythingwegot 12,973
#patriots 12,491
#gopats 8,412
#beatla 5,513
#lacvsne 4,433
#patshatfriday 4,345
#lfg 3,667
#nflplayoffs 2,598
#newprofilepic 2,569
#betagainstus 2,455
#patriotsnation 2,453
#winterclassic 2,083
#nhlbruins 1,937
#stnick 1,853
#stillhere 1,848
#merrychristmas 1,796
#tbt 1,718
#10yearchallenge 1,708
#nfl 1,693
#maddenmonday 1,688
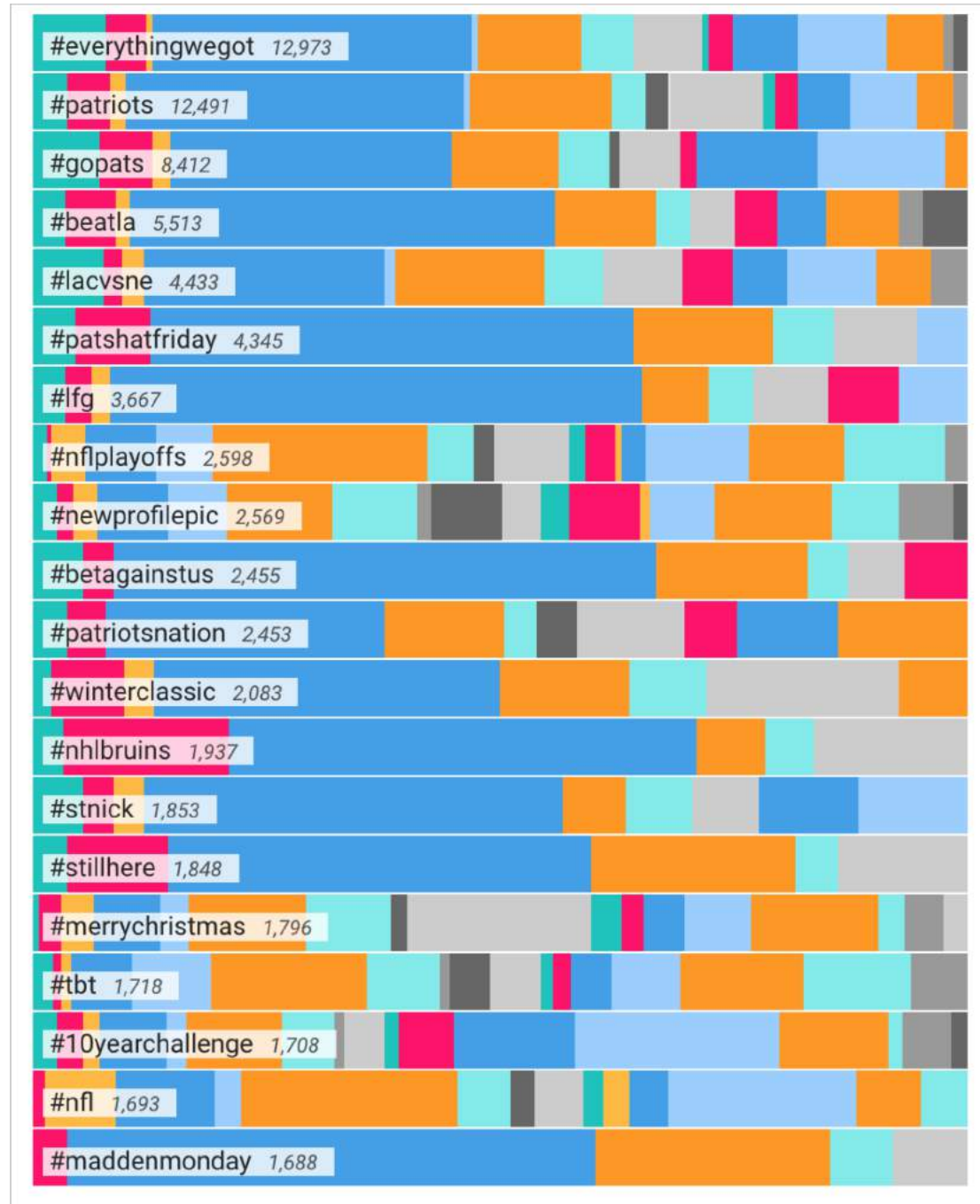
Top 20 LA Rams Fans Hashtags

Hashtag	Count
#larams	3,462
#ramshouse	2,170
#wpmoychallenge	1,442
#lakeshow	1,085
#playoffs	940
#happynewyear	895
#newprofilepic	883
#birdbox	748
#tbt	699
#ufc232	667
#dodgers	663
#10yearchallenge	567
#christmas	506
#merrychristmas	483
#happynewyear2019	459
#captainmarvel	458
#dalvsla	443
#stlblues	424
#sfvsla	407
#happyholidays	381
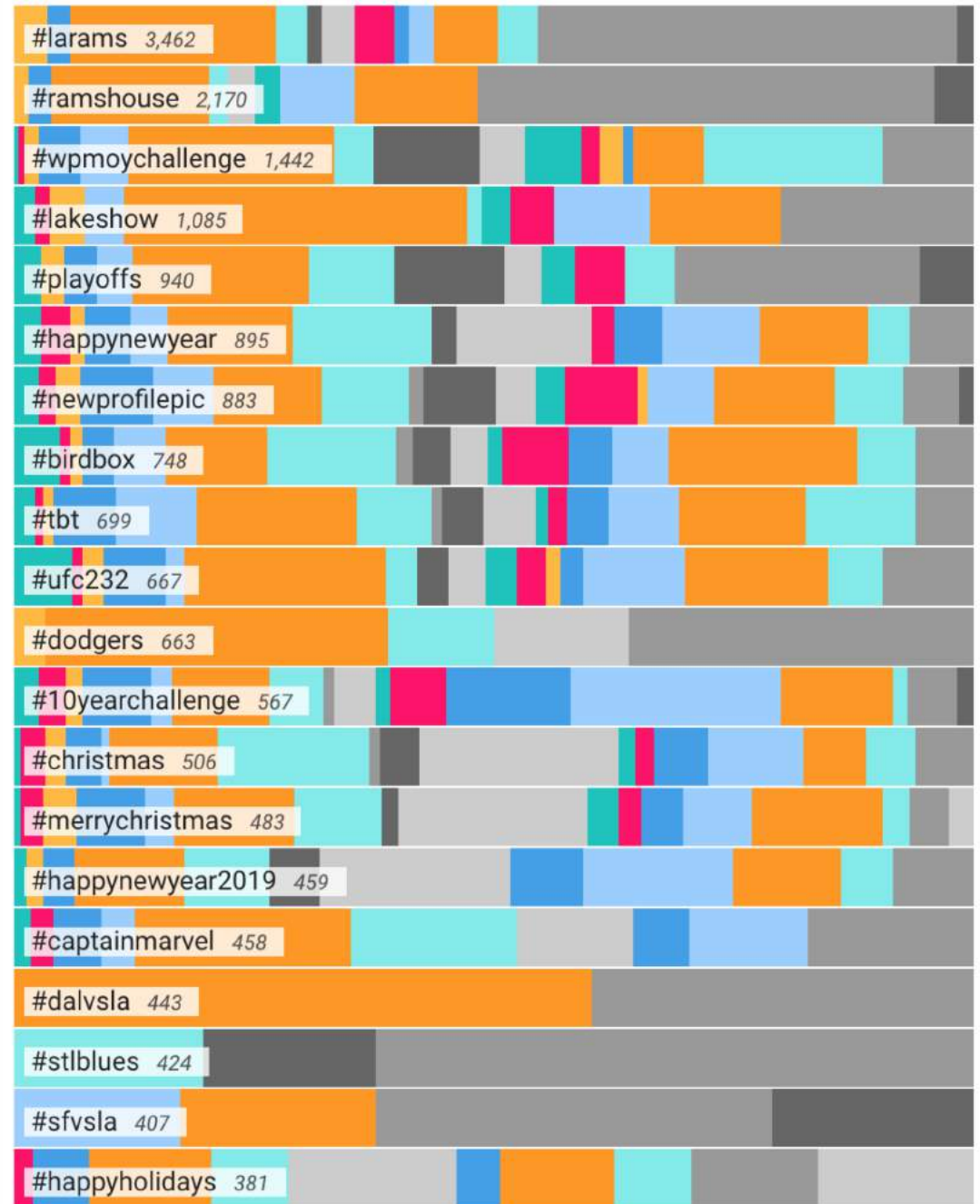
Patriots Fans Gender and Age Makeup

Gender Breakdown ?

Male **64.4%** (56.0%)

Female **35.6%** (44.0%)

Age Breakdown ?

18-24 **17.4%** (17.5%)

25-34 **54.1%** (54.2%)

35-44 **19.6%** (18.5%)

45-54 **5.1%** (6.7%)

55-64 **3.5%** (2.5%)

65+ **0.2%** (0.6%)
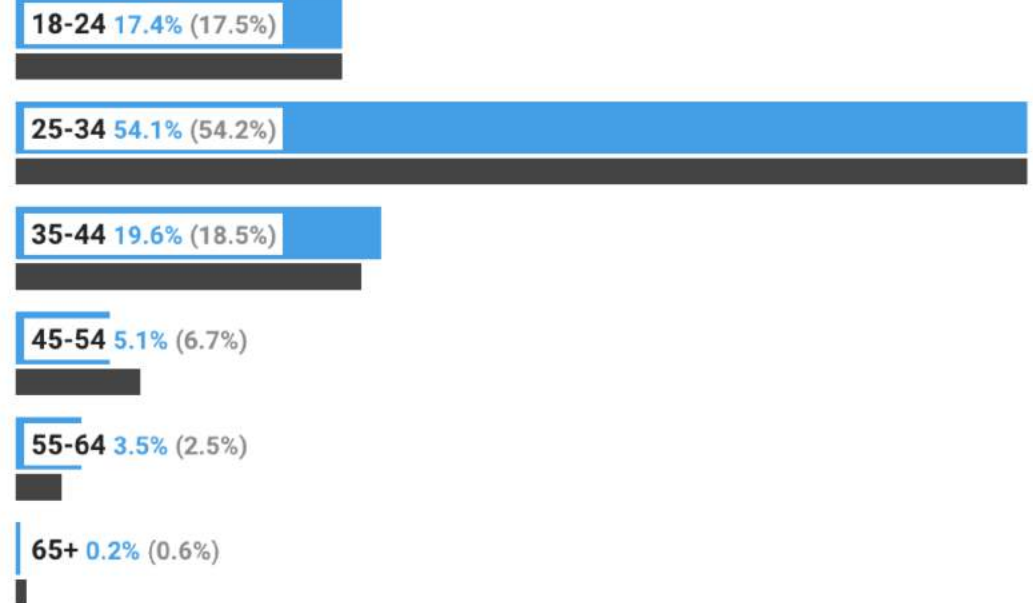
LA Rams Fans Gender and Age Makeup

Male 68.1% (56.0%)

Female 31.9% (44.0%)

18-24 13.7% (17.5%)

25-34 50.9% (54.2%)

35-44 19.0% (18.5%)

45-54 11.1% (6.7%)

55-64 3.1% (2.5%)

65+ 2.2% (0.6%)
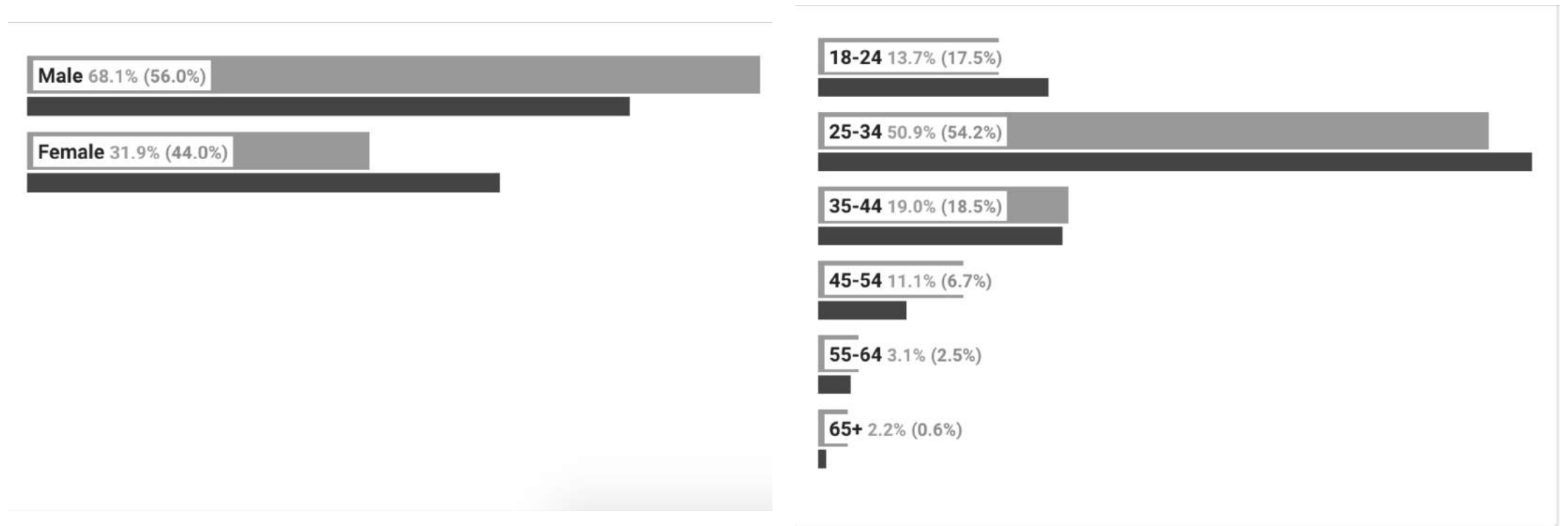
Most Active Time for Fan Bases to be on Social Media

Peak Average Engagement by Time

Most Active Time in Report Period

Sundays at 3:00 PM

Avg Posts	Share of Total Audience Posts
13,540	**1.24%**

Peak Average Engagement by Time

Most Active Time in Report Period

Saturdays at 10:00 PM

Avg Posts	Share of Total Audience Posts
4,761	**1.16%**

Top 20 Locations of Fan Bases Listed on Twitter

Locations ?   Normalized ▼

boston, ma	16,025
massachusetts	12,245
usa	5,737
maine	2,995
new hampshire	2,971
rhode island	2,632
connecticut	1,854
new york	1,803
providence, ri	1,322
new jersey	1,121
washington, dc	1,052
florida	1,033
los angeles	1,026
california	928
georgia	881
texas	880
pennsylvania	858
mexico	820
las vegas	737
somerville, ma	719

Normalized ▼

st. louis, mo	6,655
los angeles	6,442
usa	2,711
california	2,446
missouri	1,206
saint louis	852
san diego, ca	593
london	532
las vegas	497
michigan	476
east los angeles, ca	453
florida	436
anaheim packing district	430
stl	417
bakersfield, ca	398
whittier, ca	385
dallas, tx	383
guadalajara	377
melbourne, australia	362
texas	360

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