

Major League Soccer



Key Survey Findings & Recommendations

Marketing 440

Meet the Team



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Agenda

- ❑ Executive Summary
- ❑ Decision Problem
- ❑ Initial Research Question
- ❑ Primary Research Question
- ❑ Survey Methods & Respondent Demographics
- ❑ Key Findings & Recommendations 1-4
- ❑ Overall Summary



The Executive Summary



Decision Problem

Soccer is the most popular sport in the world, but not in the U.S.



Research Questions

Changing our research question to focus on four focused questions



Survey

We surveyed 83 people about their attitude on a variety of sports related questions



Key Findings

Our key findings surround youth soccer, MLS game experience, star power and live streaming.





The Decision Problem

Soccer is the most popular sport in the world by far. However, in America, just the opposite is true, and Major League Soccer is taking a big hit because of this. So what can we do?





The Initial Research Question

“ Why do American sports fans watch other sports such as Football, Baseball, Basketball, and Hockey more than they watch Soccer?

”





Primary Research Questions



Did playing a sport when you were young have any influence on being a fan as an adult?



What type of player would a sports fan be most excited about seeing join their hometown soccer team?



Do the expectations of an MLS game match the reality of the experience?



Do avid sports fans value watching sports in real time more than the casual sports viewer?





Survey Methods



32
Questions



**Friends &
Family**



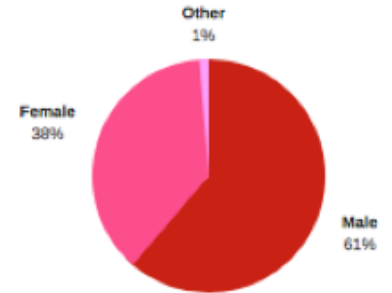


Respondent Demographics

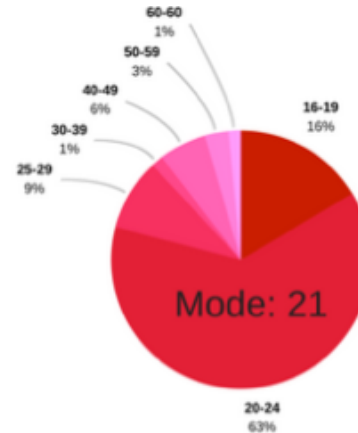
Hometown



Gender



Age





Key Finding #1

Adolescent sports participation
affects adult fanship



Key Finding #1

Adolescent sports participation affects adult fandom

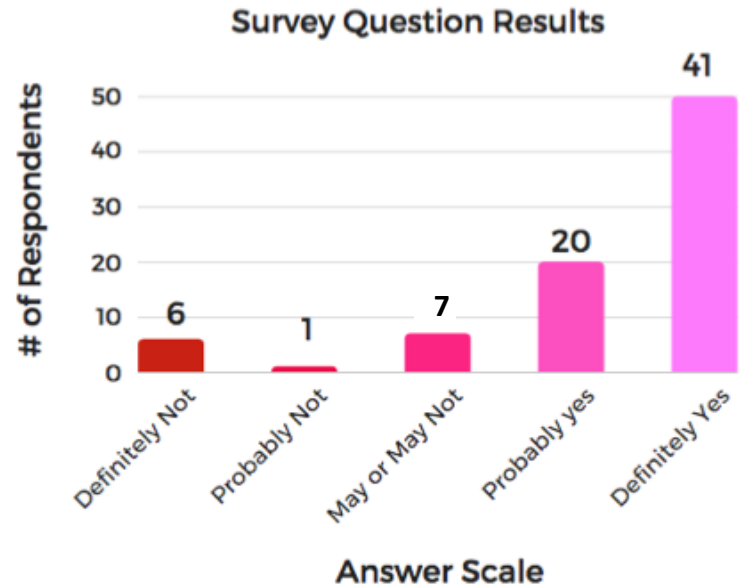
The Question

Did playing a sport when you were younger have any influence of your fandom for that sport in your adulthood?

THE MEAN

4.19

1 = Definitely Not; 5 = Definitely Yes



Our Recommendations:



Integrate MLS team jerseys into youth soccer programs around the US



Expand involvement with youth soccer teams including walk-out invitations



Offer discounted tickets to youth soccer teams to encourage involvement





Key Finding #2

There is a significant difference between the perception of an in-person MLS game and the actual experience





Key Finding #2

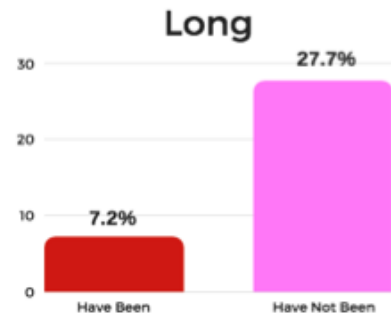
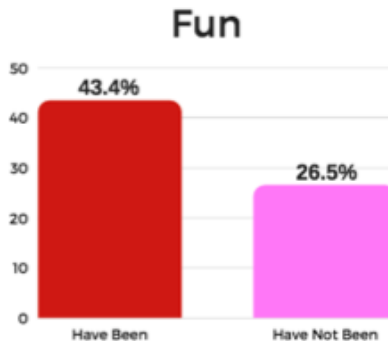
There is a significant difference between the perception of an in-person MLS game and the actual experience

The Questions

Please check all of the following factors that you experienced in the environment of the MLS game you attended.

&

Please check all of the following factors you would expect to experience in the environment of an MLS game.





Our Recommendation:

*Shift the focus of Major League Soccer advertising from
players to fans*





Key Finding #3

Sports fans value European soccer stars coming to MLS teams over any other type of player transfer





Key Finding #3

Sports fans value European soccer stars coming to MLS teams over any other type of player transfer

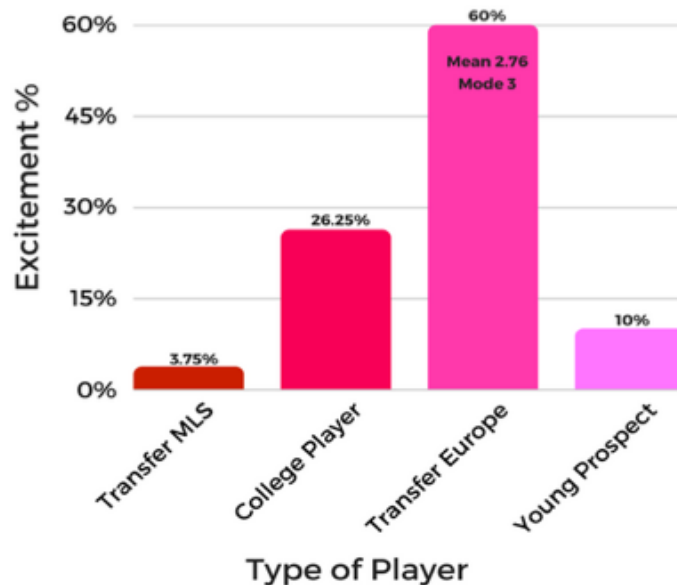
The Question

If you had a Major League Soccer Team in your hometown, which type of player would you be most excited about joining your team?

THE MODE

3

1=Transfer MLS, 2= College Player,
3= Transfer Europe, 4=Young Prospect





Our **Recommendation:**

*Major League Soccer clubs should
focus their discovery efforts and
salary budget toward
**acquiring soccer talent
from Europe***





Key Finding #4

Avid sports fans find extreme value
in watching sports in real-time





Key Finding #4

The Questions

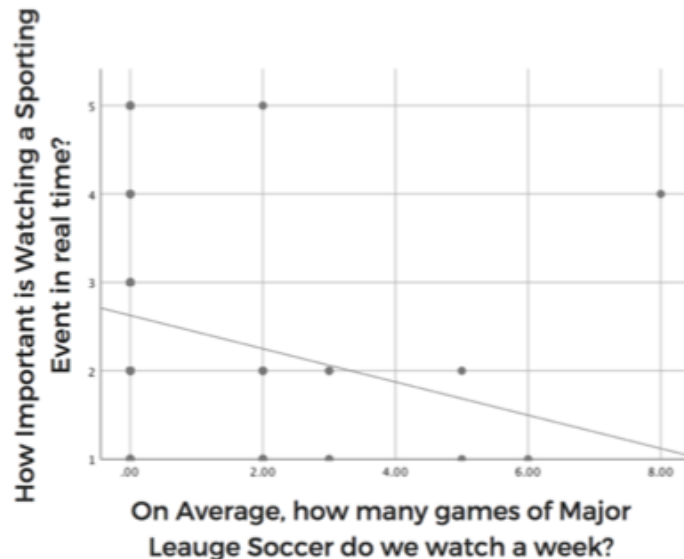
Correlation Analysis

How important to you is watching a sporting event in real time, as the event is happening?

&

On average, how many games of the following sports do you watch a week?

Avid sports fans find extreme value in watching sports in real-time



**Results: Negative (but actually Positive)
Correlation**





Our Recommendation:



***Targeted advertising** of MLS Live to sports viewers
on other sports live streaming platforms*



Summary



*Youth Soccer
Involvement*



*Fan Focused
Game Experience
Advertising*



*Acquiring European
Talent*



Targeted Advertising



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Thank you for listening!

Any Questions?

