



## Tennessee Sports Fan Survey

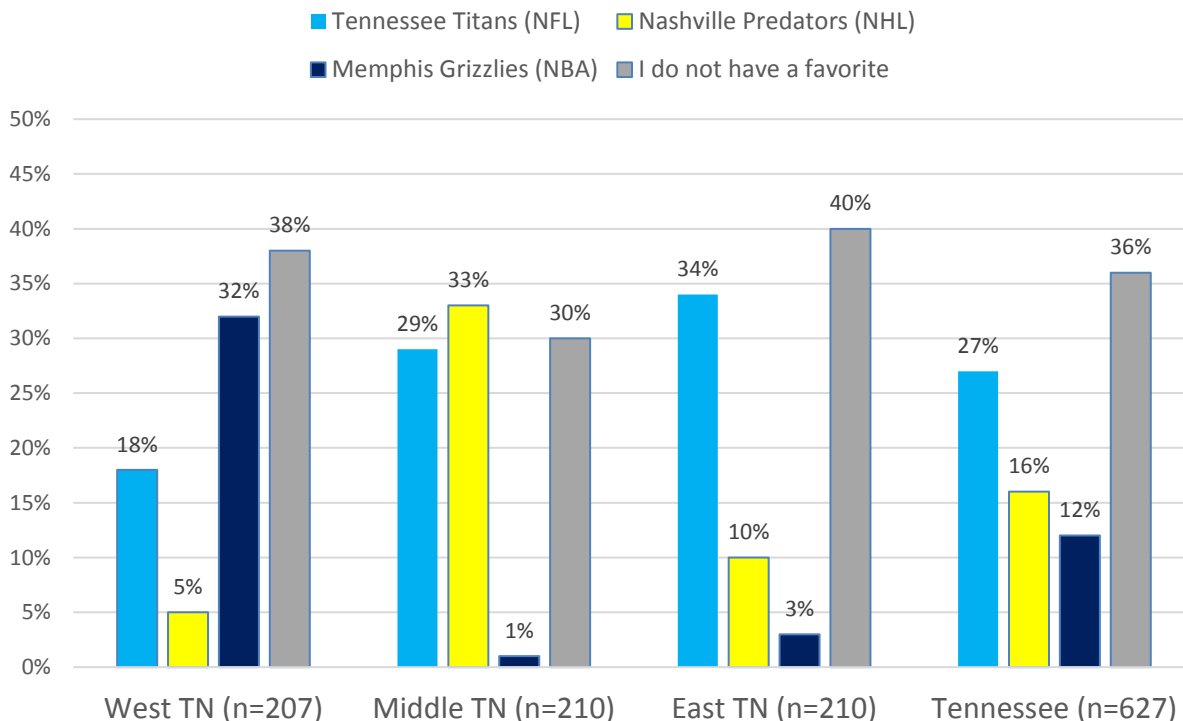
Office of Consumer Research  
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### Football is Still King in Tennessee, But the Nashville Predators' Playoff Run Leads to Significant Fan Support in Middle Tennessee

While football might still be king in the South, the recent Stanley Cup playoff run by the Nashville Predators has helped them make significant gains in terms of fan support. A recent statewide survey of 627 Tennessee residents conducted between June 10 and June 19 shows that the Tennessee Titans are the favorite team, followed by the Predators and then the Grizzlies. However, the Nashville Predators are now the favorite professional sports team among residents of middle Tennessee.

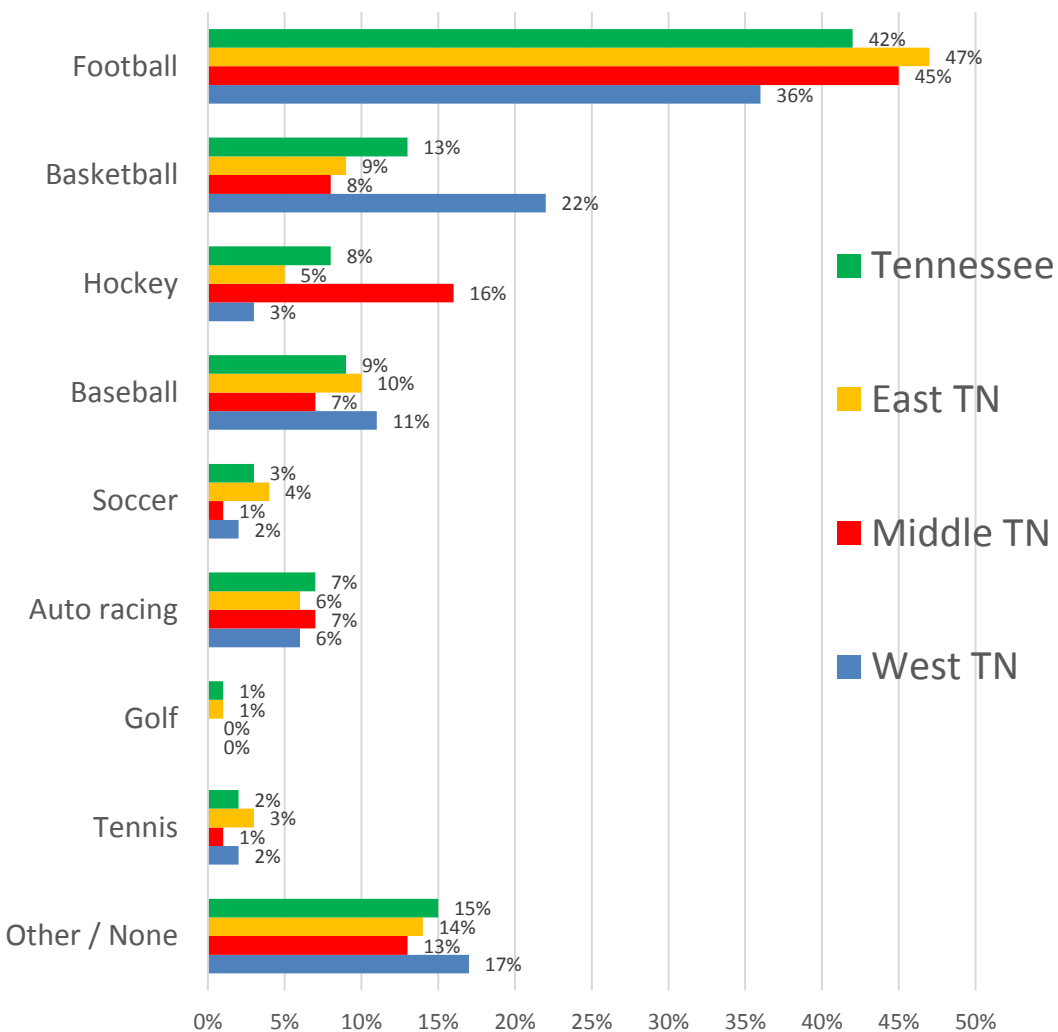
#### What is your favorite professional sports team in Tennessee?



As expected, the Memphis Grizzlies dominate west Tennessee in terms of fan support. In addition, the Tennessee Titans dominate east Tennessee. However, in these two regions there is still a greater percentage of residents who report having no favorite team. Conversely, in middle Tennessee the percentage of Predators fans outnumbers even those who have no favorite.

**Favorite Sport to Watch.** When it comes to which sport, in general, residents prefer to watch, it is clear that football is still king. Moreover, this is true for all three regions of the state. However, the second most preferred sport to watch varies by region of the state. Middle Tennessee prefers watching hockey, followed by basketball, baseball, and auto racing. West Tennessee prefers watching basketball, followed by baseball, auto racing, and then hockey. East Tennessee prefers watching baseball and basketball, followed by auto racing and hockey.

What is your favorite sport to watch?



## About the Survey

The results reported here are based on online surveys of 627 randomly selected adult residents of Tennessee. Online surveys were conducted between June 10 and June 19, 2017. Using the panel-sampling services of Qualtrics.com, a stratified sampling procedure was used to ensure an equal representation of consumers from each region of the state. With a sample of 627 people, we can say with 95% confidence that the amount of survey error due to taking a random sample instead of surveying all members of the population is  $\pm 4\%$ . Other factors such as problems with question wording and question interpretation can also introduce additional bias or error into the results. This report is also available on the MTSU Office of Consumer Research web page ([www.mtsu.edu/consumer](http://www.mtsu.edu/consumer)).

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