

**2019 Southern Heritage Classic
Market Assessment**



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2019 SOUTHERN HERITAGE CLASSIC MARKET ASSESSMENT

PROJECT PURPOSE

The research project fulfilled the following objectives:

- [1] Trend analyses.
 - [a] Demographic data were collected to compare with previous analyses yielding an up-to-date event patron composite.
 - [b] Behavioral and attitudinal data was collected to compare with previous analyses.

- [2] Media usage. Data was generated to determine media responsiveness.

- [3] Sponsor affinity and recall.
 - [a] Data was generated to determine patron affinity for Classic sponsors.
 - [b] Data was generated to assess patron familiarity with Classic sponsors as determined by unaided sponsor recall.

- [4] Economic benefits analysis.
 - [a] Data was generated to project a Classic Economic Benefit to the city of Memphis.
 - [b] Data was generated to reflect event patron spending and does not include corporate sponsor, media partner, or organizer spending.

RESEARCH PROTOCOL

To properly execute the objectives of this research project an intercept survey format was employed. A survey team of six University of Memphis students was trained prior to the event under the supervision of Dr. Richard Irwin. Each survey was self-administered following an introduction by the survey team member. To enhance the sample size, data was also collected online using an electronic version of the instrument posted on the Classic website before and after the game. A total of 416 responses were collected and deemed usable for analysis. Data were entered and analyzed using the Statistical Package for the Social Sciences (version 12.0). Dr. Cody Havard, Associate Professor in the Kemmons Wilson School at the University of Memphis, served as a consultant, providing insight on survey sponsorship item inclusion, analysis and interpretation.

KEY FINDINGS

- The direct economic benefit was \$14.6 million with the total economic benefit to \$29.2 million.
- Classic attendees continue to enjoy tailgating as 82.7% of the respondents engaged in tailgating, 14.2% more than attending the game. Extrapolation of the data indicates that approximately 70,000 attended 2019 Classic events with an additional 4,416 visiting Memphis with event attendees.
- The Classic continues to draw a veteran audience (averaging more than 9 years of attendance) with more than half (66.5%) attending at least 6 times.
- More than half of event patrons (53.8%) resided in the Memphis area.
- Half (50%) of the Classic patrons are 35-54 years old age with income more than \$50,000.
- Patrons continue to consider the Classic as a “gathering” of great importance. The average group size for friends was 14 and family was 9, while those entertaining business associated hosted on average 7 people. Respondents displayed greater interest in social interaction than “watching football.” Undoubtedly, the game has become an ideal mechanism for annual gatherings.
- Classic attendees demonstrate significant interest in Southern Heritage Classic sponsors more than half indicating a “likeliness” that they would sample or purchase sponsor products/services. Likewise, almost half indicated they had notice or engaged with sponsor activation.
- Email was the primary source of Classic information, while word-of-mouth was second and radio third. Respondents provided insight regarding use of Classic new media, with Facebook representing the 4th most popular source of Classic information.

EVENT PATRON ECONOMIC BENEFITS ANALYSIS

An Economic Benefits Analysis was conducted to determine the amount of “new/retained” dollars poured into the Memphis economy by (or on behalf of) event patrons due to the 2019 Southern Heritage Classic. Results of this analysis reveal:

- Approximately 70,000 patrons participated in events associated with the 2019 Southern Heritage Classic.
- Slightly less than 50% of the respondents were visitors to the Memphis area.
- Those event patrons visiting Memphis continued to spend an average of 1 night in a local hotel.
- 20% of the visitors accompanied by a travel party member who did not partake in Classic events yielding an additional 4,416 visitors to Memphis.
- The average weekend spend per party was \$450.
- Research supports the counting spending by residents toward economic impact because these residents would have spent that money outside the geographic area attending some other event or spent money at the same event had it been held in another market. In support of this theory, approximately ten percent (10%) of local respondents cited spending at least one night in a Memphis hotel during the Classic weekend.
- \$14,620,450 of direct economic benefit resulting in “new” or “retained” dollars infused into the Memphis economy by event patrons and participants.

Typically, an indirect expenditure analysis (multiplier) is applied to the initial economic stimulus (direct expenditures) to determine the total economic benefit. Budgetary restraints of the study (prohibitive costs of an *input-output model*) limited the opportunity for a categorical indirect expenditure analysis. Likewise, this figure does not include spending by out-of-market corporate sponsor activation or media partners who are not local businesses or spending from an account that is not managed locally (only personal travel expenses were estimated). Therefore, a multiplier of two (2) is commonly used (signifying one additional *turnover* of each new dollar brought into the economy as well as spending unaccounted for in data collection) which would result in a total economic benefit of approximately \$29.2 million, if all local event-induced spending is included.

It is important to recognize that this figure represents the event’s economic *benefit* and does not represent the economic *impact*, which necessitates a comprehensive analysis of costs incurred. Such costs may include production costs to the event manager and local government (security, police, and stadium management) as well as opportunity costs for the hospitality industry (alternative bookings or lost bookings due to the demand) or the facility.

EVENT PATRON PROFILE

Classic Attendance Frequency

Item	Percentage Recognized					
	1999	2002	2008	2011	2014	2019
1 Year	39%	21.1%	18.6%	18.8%	10.8%	4.6%
2 – 5 Years	30%	40.8%	28.5%	34.3%	37.6%	28.0%
6 – 9 Years	17%	17.2%	12.8%	10.1%	11.2%	11.7%
10 + Years	14%	20.9%	40.1%	36.6%	40.4%	54.8%
Average Years Attended		5.11	8.11	7.74	9.38	12.31

Respondent Residential Zip Code

Location	Percentage Recognized				
	2002	2008	2011	2014	2019
Memphis	79.5%	71.0%**	41.3%	49.6%	53.8%
Nashville, TN	4.8%	2.1%	4.4%	6.5%	4.3%
Jackson, MS	5.3%	8.3%	2.1%	7.9%	8.2%
Other	10.4%	18.6%	52.2%	36.0%	33.7%

**Reported as Memphis Metropolitan Statistical Area

Respondent Age

Item	Percentage Recognized					
	1999	2002	2008	2011	2014	2019
18-24	18%	15.4%	15.5%	24%*	12.5%	4.7%
25-34	26%	35.8%	25.4%	16.7%	18.1%	12.8%
35-44	27%	25.2%	24.4%	25.5%	24.1%	19.2%
45-54	19%	14.4%	21.2%	18.3%	23.5%	30.8%
55+	10%	9.3%	13.5%	15.5	21.7%	32.4%
Average Age	37.64	36.44	39.28	37.65	41.82	41.8

*Due to the emphasis on social media sampling younger respondents was encouraged.

Respondent Total Annual Household Income

Item	Percentage Recognized				
	2002	2008	2011	2014	2019
<\$25,000	18.7%	15.9%	17.2%	14.5%	6.0%
\$25,000-\$49,999	42.4%	28.8%	34.7%	31.8%	18.2%
\$50,000-\$74,999	19.2%	26.4%	21.6%	26.2%	21.4%
\$75,000-\$99,999	10.6%	10.5%	13.7%	10.1%	13.9%
\$100,000 - \$124,999	4.3% (\$100-124)	10.8% (\$100-124)	7.2%	8.3%	10.6%
\$125,000 +	4.8%	7.5%	5.2%	6.4%	14.2%

What Classic events will you attend?

Event	Volume Attending			
	2008	2011	2014	2019
Classic Tailgate	78.7%	88.0%	78.4%	82.7%
Classic Football Game	64.5%	60.0%	64.1%	68.5%
Classic Parade	6.5%	8.8%	22.3%	29.3%
Classic Battle of the Bands	5.4%	5.5%	19.6%	26.4%
Classic Concert	N/A	4.0%	8.3%	26.7%

- Extrapolation of the data indicates that nearly 70,000 people attend Southern Heritage Classic events.
- The volume of tailgaters only was again slightly more than 10,000.
- It appears that more patrons are engaged in more Classic events perhaps bundling their event experiences.

Within your immediate party, please indicate the number in each category.

Item	Frequency Percentage Recognized			
	2008	2011	2014	2019
Friends	64.0%	61.3%	62.2%	59.1%
Family	55.1%	65.9%	63.4%	62.3%
Business Associates	9.9%	9.3%	13.6%	13.2%
Other	3.8%	7.2%	6.2%	8.2%

- Average based only those who reported attending with friends, family or business associate.
- *Average influenced by several respondents hosting large groups.

Rank the order the following six items for their importance to your attending the Classic. Rank the most important item with a 1, the next most important item with a 2, and so on until the least important item is ranked a 6. Please be sure to use a different number for each item.

Item	Average Rank	Ranked Most Important
Socialize	1.91	47.3%
Enjoyment	2.85	13.9%
Heritage/Culture	3.11	19.0%
Watch Football Game	3.47	17.2%
Meet New People	4.17	1.9%
Business Purposes	5.34	2.3%

- Not surprisingly, the football game ranks as the fourth (4th) most important variable to Classic patrons.

Which team do you most likely identify with?

	Percentage
Jackson State University	30.0%
Tennessee State University	47.2%
Neither	10.3%
Both	13.0%

Sponsor Affinity Items		
Item	Frequency	
	Average Score ¹	Agree ²
How attractive was sponsor promotional material at Classic events?	4.74	57.9%
How engaging was sponsor promotional material at Classic events?	4.49	53.1%
How much attention did you pay to sponsor promotional material at Classic events?	4.41	52.1%

Sponsor Affinity Items		
Item	Frequency	
	Average score ¹	Agree ²
I am more likely to use Classic sponsor goods/services.	4.85	60.2%
I am more likely to buy from a Classic sponsor.	4.89	59.1%
I am more likely to consider Classic sponsors the next time I choose.	4.99	62.0%
I am more likely to follow Classic sponsors via social media.	4.70	56.1%
I have used Classic sponsor goods/services because of their relationship with the event.	4.68	56.7%
I have considered Classic sponsors when making a purchase decision because of their relationship with the event.	4.51	53.2%
I have started using a specific brand or product due to a company's sponsorship of the Classic.	4.19	42.4%
I have switched product brands due to a company's sponsorship of the Classic.	3.97	38.1%

¹Survey items included a 7-point scale with 7 = Strongly Agree and 1 = Strongly Disagree.

²Responses of 5, 6 and 7 were combined to represent an Agree.

Respondents appear more likely to "test" Class sponsor products than to fully commit patronage.

Results indicating that over one-third of respondents are willing to "switch brands" is noteworthy.

2019 SOUTHERN HERITAGE CLASSIC SPONSOR ASSESSMENT

Sponsor	Top of Mind Sponsorship Recall			Total Recall
	1	2	3	
FedEx	77	7	2	21.40%
Autozone	11	11	4	7.50%
Nike	7	4	4	6.01%
Coors	5	4	1	3.85%
Allstate	4	2	6	3.40%
Carrier Corp	1	0	2	2.64%
Kroger	5	1	1	2.40%
McDonalds	4	0	0	1.92%
Ford	2	2	3	1.92%
Cracker Barrel	0	5	1	1.92%
City of Memphis	1	0	0	1.44%
First Tennessee Bank	0	3	0	1.44%
Highway Safety	0	0	1	1.20%

* Data reported based on hierarchy of sponsor recall by respondents (1st company listed, 2nd company listed, and so on). For instance, while approximately 21% of the entire sample cited FedEx as a Classic sponsor seventy-seven (or 50% of the 155 who attempted to recall at least one sponsor) initially cited FedEx as a Classic sponsor whereas eleven initially cited AutoZone as a Classic sponsor. Most of the 155 respondents listed multiple organizations (up to as many as 25), with those listed in the table above identified by at least 5 respondents. For example, although Carrier was listed three times in the above table, they were the 5th sponsor cited by 5 respondents.

SOUTHERN HERITAGE CLASSIC MEDIA

Main Source of Southern Heritage Classic Information			
Source	Frequency		
	2011	2014	2019
Email	12.7%	30.6%	52.4%
Word of Mouth	26.3%	44.2%	42.5%
Radio	12.7%	37.5%	37.3%
Facebook	13.4%	40.0%	23.3%
TV	8.5%	28.1%	23.3%
Internet Searches	8.2%	14.7%	20.0%
Newspaper	5.6%	13.4%	10.1%
Mail Outs	1.6%	6.4%	9.4
Twitter	4.7%	12.4%	8.9%
Other	4.2%	7.3%	8.9%

- Respondents in 2014 and 2019 were encouraged to cite all sources whereas in 2011 respondents were encouraged to cite the primary source.
- Traditional sources such as Email and Word of Mouth remain two of the main sources of information for attendees.
- Of those citing Other, Alumni and school groups were the most popular responses.