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Annual Fan Safety Index

Press Release

Contact Gil Fried (860) 233-2429

The Patron Management Institute concluded its first Fan Safety Index analyzing the perception of fans and event goers (patrons) to risk/safety conditions around them. The survey conducted over several weeks asked fans a series of questions concerning their conduct and observations in various settings. The results show that fans engage in a variety of risky conduct, are somewhat fearful of their environment at various events, have biases as to how safe certain events are, and are willing to engage in conduct that might in fact increase the risk of physical harm to themselves or other fans. Some events have a much greater perception of potential safety issues while other events do not raise significant concerns. Shockingly, approximately one-in-four fans at concerts and sporting events have felt threatened or intimidated. However, sport events had double the number of actual verbal and physical altercations compared to concerts.

Background Information

The survey was completed by 155 respondents with a margin of error of + or – 6%. A majority of respondents were males (66.4%). The largest age group was 30-39 year olds (31.6%) followed by 22-29 year olds (23.9%) and 40-49 year olds (15.5%). These fans were primarily not season ticket holders and only 18.7% were sport season ticket holders.

Respondents were asked more than just about sporting events, and were asked about attendance at concerts as well. The highest percentage of respondents attended one to five (1-5) concerts in the past year (63.9%). This number showed that the respondents were not big concert goers and the second highest number was zero (0) concerts attended with a 27.1% response rate. The two most frequently attended concerts were rock concerts (24.5%) followed by country (20.6%). Hard rock concerts were only chosen as the most frequent concert attended by 7.7% of respondents, which far exceeded the number who attended rap concerts (2.6%). This showed that rock concerts were far away the most frequent type of concert attended by respondents.

While 27.1% of respondents did not attend a concert in the past year, only .6% did not attend a sporting event last year. When asked about sporting events, the respondents indicated that the

majority attended one to five (1-5) sport events (29.0%) followed by 6-10 events (23.9%) and over 31 events (13.5%). The most frequently attended sporting events were MLB games (32.3%) tied with “other.” It is assumed that “other” sporting events primarily comprised of collegiate sport events and possibly some minor league sports. Less frequent attended events include NFL (9.7%) and NHL (7.1%). There were no respondents who attended a WWE event last year. Baseball and other sports comprised the lion share of events respondents attended (combined 64.5%).

Safety Concerns

To develop an initial baseline for safety related concerns, the survey asked whether fans felt comfortable wearing identifying apparel at home or away games. Respondents were asked if they wore their favorite team’s clothing/logos when attending both home and away games. Fans were much more likely, as would be assumed, to wear clothing of their favorite team at home games. Fans often wore home team apparel at home games over 75% of the time they attended games (42.6%) followed by those who wore it less than 25% of the time (19.3% of respondents). In contrast fans wore their favorite teams clothing less frequently away from home. Only 25.8% of fans wore such apparel at away games over 75% of the time they attended away games. The number who never wore favorite team apparel increased from 15.5% of the time at their home facility to 27.1% at away games. Thus, fans did not wear their favorite team apparel as frequently at away games and those who do not wear such clothing at all increased significantly at away games. The survey did not identify why the respondents did not wear home team apparel as frequently at away games, but some anecdotal articles and interviews have focused on a concern for fan safety when fans can be identified with a rival team.

Respondents were asked a series of questions concerning whether they have felt intimidated or been subject to threats of physical harm, had verbal altercations, or had physical altercations. The results are shown below:

Safety Concern	Concert		Sport Event	
	Yes	No	Yes	No
Felt threatened/intimidated	21.9%	65.2%	26.4%	59.3%
Threatened with physical harm	9.7	80.0	12.9	76.8
Involved in verbal altercation	14.8	74.2	39.3	48.4
Involved in physical altercation	2.6	84.5	5.8	81.3

Shockingly, approximately one-in-four fans at concerts and sporting events have felt threatened or intimidated. However, sport events had double the number of actual verbal and physical altercations compared to concerts. Sporting events might result in more altercations due to sitting in fixed seats (compared with many general admission concerts), the lack of noise as a distraction (hard to speak over loud music), the expectation to bump into others while dancing, the drinking environment associated with sports, and the loyalty associated with cheering for one

team to beat another. Sports can foster an “us versus them” mentality seen in European soccer matches as an example. These are self-reported altercations and represent a staggering number of altercations. With the millions of fans attending games and concerts every years these findings show how volatile these environments can be.

Fan Conduct

One of the big concerns with sporting events is the amount of swearing and other inappropriate conduct, especially if children are in attendance. Almost 62% of concert goers surveyed had heard swearing while 80% of sport event attendees heard swearing. When asked if the respondents had personally engaged in swearing 10.3% of concert goers said never, while only 2.6% of sport attendees said they never swore. Fewer concert goers swore at more than 75% of concerts they attended (21.3% of respondents) while at the other end of the spectrum, a greater number claimed they only swore at 1-25% of the concert they attended (32.9% of respondents). Sport attendees were more inclined to swear at events with 25.2% of respondents swearing at over 75% of the games they attended and 23.9% swore at less than 26% of the games they attended. A significant number of sport attendees (45.8%) swore at more than 50% of the games they attended. The majority (49.7%), answering a separate question, claimed they did not engage in taunting. The flip side of this number is that 40% of respondents had engaged in taunting of fans or players. Such taunting can be good natured heckling while others might react or perceive such conduct as a threat/confrontation.

When asked if respondents had ever contacted staffers (security, ushers, etc...) during an event to report a risk or safety concern, 27.7% responded yes. Some had also responded after an event to report safety/risk concerns and that represented 12.9% of respondents. These results show that fans are willing to utilize police, security, ushers, or other staffers to help resolve issues and concerns. The question is can fans find such personnel when they need their assistance? Respondents answered that they felt there was enough security presence in the parking area (43.9% said yes), concourse (71.6%), and seating area (72.3%). Thus, fans in general feel that there is a decent presence that can help minimize or prevent potential altercations. This assumes that patrons are looking for personnel, can identify such personnel, and that these personnel are proactive and engaged to identify potential concerns. When asked if they would use anonymous texting service to report a potential problem 65.8% responded yes. However, only 7.1% had actually used such a service; which might be based on the relative newness of such technology. Technology can help serve as an additional means to raise concerns to event personnel.

A majority of respondents (75.5%) felt they could rely on staffers to resolve any potential problem they have with other fans. A majority (50.3%) felt they could resolve an issue/problem with other fans themselves. These numbers show that fans can use event personnel to help resolve problems and provide a safer environment. If a problem arises, fans are willing to utilize various techniques to resolve problems such as texting or contacting staff members. The fans were also proactive and willing to try and resolve problems themselves. This could lead to

possible conflict escalation. The survey did not ask if fans would use verbal judo to resolve issues or might engage in physical means to resolve an issue with another fan.

Drugs and Alcohol

The respondents were fairly honest answering that 12.3% had taken illegal drugs at a concert. A majority (68.4%) also had seen others take illegal drugs at a concert.

The number of alcohol drinkers was much greater with 64.5% of respondents indicated they drank at sporting events. A significant number (48.4%) only had one or two drinks (12 ounce equivalent for beer) and 18.7% had three to four drinks. While beer was the beverage of choice, 20% indicated they would purchase wine or hard alcohol if it was sold at sporting events. Tailgating and other pre-event drinking events were popular and undertaken by 51% of respondents. The large number of pre-event drinkers, combined with over 66% drinking at least one drink during the event, fuels the need to vigilantly monitor alcohol sales to visibly intoxicated patrons.

When asked if they had ever had a problem or altercation with an intoxicated individual at a concert, respondents said yes 31% of the time. In contrast, 49% responded that they had such an altercation at a sporting event. The problem associated with intoxicated fans appears to result in more altercations at sporting events. This might help highlight why the number of verbal and physical altercations in sports is higher than at concerts. One question not asked is whether someone had ever moved to a different seat to avoid an intoxicated or belligerent fan.

Taking Risks

Respondents were generally risk adverse. They were asked where in a facility they would go during a general admission concert. Only 11% would go to the front of the barricade (stage front) while 74.8% would gravitate to open areas away from the crowds.

There was a significant distinction between what is perceived as a “safe” environment versus a dangerous environment. This led to a series of questions focused on whether fans felt safe at various events. The numbers do not add up to 100% because there are a number of surveys that were incomplete or people did not answer every question.

<u>Event</u>	<u>% felt safe</u>	<u>% felt unsafe</u>
Rock Concert	73.5%	14.2%
Rap Concert	38.7	43.2
Pro Sport	87.7	1.3

When asked if they felt concerned about their safety at various events they responded

<u>Event</u>	<u>% concerned</u>	<u>% not concerned</u>
Movie theater	6.4%	81.9%
Sale event	12.9	76.1
College game	14.8	71.6
Concert	23.9	62.6
Pro game	25.2	61.3

These numbers indicate that a large percentage of respondents felt safe at professional sport events- more so than at concerts. They felt significantly safer at sport events compared to rap concerts which had a higher percentage of people who did not feel safe than those who felt safe. However, based on the small number of respondents who actually attended rap concerts last year this number can show perceived bias about the safety of rap concerts. The second graph tells the same story. Instead of examining if the respondents felt safe, this question asked if they were “concerned.” The results show that people are less concerned about going to a movie, a sale, or a college game. In contrast they felt a bit more concerned when attending a concert and surprisingly felt slightly more concerned about going to a pro game compared with a concert. This might mean that people feel safe at sporting events, but are still concerned about the environment.

The perceived safe environments was expanded with questions asking what events were perceived, based on personal experiences, as the most dangerous and safest events. The most dangerous events based on the respondents own personal experiences are highlighted below with the most dangerous and second most dangerous activities listed:

<u>Most Dangerous</u>		<u>Second Most Dangerous</u>	
<u>Event</u>	<u>% ranked most dangerous</u>	<u>Event</u>	<u>% ranked 2nd most dangerous</u>
Rap concert	32.9%	Rock concert	23.9%
Black Friday sale	23.9	Rap concert	20.0
Pro football	7.7	Pro football	7.7
Other sports	7.1	Black Friday sale	7.7
Rock concert	5.2	Other sports	5.2

The safest events as experienced by the respondents, included safest and second safest events were as follows:

<u>Safest Events</u>		<u>Second Safest</u>	
<u>Event</u>	<u>% ranked safest</u>	<u>Event</u>	<u>% ranked 2nd safest</u>
Pro baseball	34.8%	Pro basketball	17.4%
Other sports	17.4	Other sports	17.4
Other concerts	11.6	Pro basketball	12.9
Pro basketball	5.8	Pro hockey	12.3
Black Friday sale	4.5	Other concerts	5.8

These graphs show some interesting fan perspectives. While rap concerts were perceived as the most dangerous (32.9%), the prior question about perceived safety showed that 43.2% felt rap concerts were unsafe. This shows that the perceived safety concern was backed by negative experiences from the respondents even though a small number attended rap concerts in the past year. Either the respondents attended rap concerts in greater numbers in prior years, or their perspective might bias their answers about actual experiences. While Black Friday sales were the second most dangerous event (23.8%), the prior question showed that 76.1% were not concerned about safety at such events and such sales were ranked as the fifth safest type of event. There is no clear rationale for such a perception except through possible crowd issues experienced by respondents attending such sales in the past.

Professional sports are generally considered safe (87.7% felt safe) but professional football was ranked third as the first and second most dangerous events respondents attended. Even though 87.7% felt professional sports was safe, more respondents (25.2%) were concerned at professional sport events compared to other events including concerts. While professional football was ranked significantly less dangerous than rap concerts, rock concerts, and Black Friday sales, it does represent a concern echoed by news stories over the past couple years associated with fan conduct at NFL games. Professional football is in the news and generates significant concern. In contrast, professional baseball and basketball generate significantly less concerns and are perceived as being much safer.

Conclusions

Every patron will perceive risks in different ways. For example, Black Friday sales only generated concern by 12.9% of respondents and were ranked safest by 4.52% of respondents, yet it was ranked as one of the most dangerous events overall. The general analysis from the survey is that concerts are perceived as more dangerous, but more people have been involved in verbal/physical altercations at sporting events compared with concerts. This could be based on perception where respondents attended many more sporting events compared to concerts and sports might foster environments where rivalry trump civil behavior and appropriate patron conduct.

It appears that fans in general feel safe, but are concerned about their safety. Fans have faced verbal and physical altercations, have requested assistance (and found it when necessary), drink regularly before and during events, and have had issues with intoxicated fans. Alcohol plays a major role in confrontation and safety, but is not the only reason why individual engage in conduct that compromises the safety of themselves and other fans.

To help address these patron safety concerns, concert and sport facilities/events need to:

- Better educate fans as to what is appropriate conduct through signs, announcements, fan code of conduct, and related strategies.
- Enforce appropriate conduct through having significant personnel presence and aggressively confronting swearing, inappropriate fan conduct, and intoxicated patrons.
- Be visible and proactive to intervene when necessary through roving, talking with patrons, and visible uniforms.
- Properly train staff on how to defuse volatile situations- verbal judo.
- Get everyone on the same page with pre- and post-event meetings and make sure fans are part of the discussion.

For more information about this study, the Patron Management Institute, or the Certificate in Patron Management please do not hesitate to contact us at GF@patronmanagement.org.

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Survey Results

	# Resp.	Percent
1) Gender-		
Female (F)	46	29.68%
Male (M)	103	66.45%

2) Age-		
Under 21	13	8.39%
22-29	37	23.87%
30-39	49	31.61%
40-49	24	15.48%
50-59	18	11.61%
over 60	7	4.52%
No answer	7	4.52%

3) Majority were not season ticket holders-

Yes (Y)	29	18.71%
No (N)	117	75.48%

4) The number of concerts they attended in the past year

Zero	42	27.10%
1-5	99	63.87%
6-10	2	1.29%
11-15	1	0.65%
16-20	0	0.00%

21-30	1	0.65%
No answer	10	6.45%

5) Types of concerts attended last year based on frequency of attendance (most frequent)

Hard Rock	12	7.74%
Rock	38	24.52%
Rap	4	2.58%
R&B	8	5.16%
Jazz	6	3.87%
Opera	2	1.29%
Country	32	20.65%
Other	19	12.26%
No answer	34	21.94%

5a) Concerts-2nd most frequent event attended last year

Hard Rock	8	5.16%
Rock	35	22.58%
Rap	7	4.52%
R&B	5	3.23%
Jazz	5	3.23%
Opera	1	0.65%
Country	15	9.68%
Other	21	13.55%
No answer	58	37.42%

6) Number of sporting events attended last year

Zero	1	0.65%
1-5	45	29.03%
6-10	37	23.87%
11-15	20	12.90%
16-20	10	6.45%
21-30	13	8.39%
> 31	21	13.55%
No answer	8	5.16%

7) Types of sport events attended last year based on frequency of attendance (most frequent)

MLB	50	32.26%
NFL	15	9.68%
NBA	6	3.87%
NHL	11	7.10%
MLS	5	3.23%
WWE	0	0.00%
NASCAR	6	3.87%
Other	50	32.26%
No answer	12	7.74%

7a) Sport events- second most frequent attended event

MLB	36	23.23%
NFL	29	18.71%
NBA	18	11.61%

NHL	19	12.26%
MLS	2	1.29%
WWE	1	0.65%
NASCAR	3	1.94%
Other	18	11.61%
No answer	29	18.71%

8) Number of events attended with family members over age 18 last year

Zero	18	11.61%
1-5	69	44.52%
6-10	25	16.13%
11-15	15	9.68%
16-20	3	1.94%
21-30	10	6.45%
> 31	7	4.52%
No answer	8	5.16%

9) Number of events attended last year with family members under age 18

Zero	69	44.52%
1-5	59	38.06%
6-10	9	5.81%
11-15	5	3.23%
16-20	2	1.29%
21-30	0	0.00%
> 31	2	1.29%

No answer	9	5.81%
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10) Games attend with adult friends

Zero	9	5.81%
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1-5	73	47.10%
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6-10	35	22.58%
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11-15	9	5.81%
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16-20	8	5.16%
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21-30	6	3.87%
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> 31	7	4.52%
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No answer	8	5.16%
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11) How often do you wear your home team clothing at home games?

Never	24	15.48%
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1-25%	30	19.35%
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26-50%	13	8.39%
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51-75%	13	8.39%
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over 76%	66	42.58%
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No answer	9	5.81%
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12) How often do you wear your home team clothing at away games?

Never	42	27.10%
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1-25%	33	21.29%
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26-50%	18	11.61%
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51-75%	12	7.74%
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over 76%	40	25.81%
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No answer	10	6.45%
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13) Do you feel rock concerts are safe?

Yes	114	73.55%
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No	22	14.19%
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No answer	19	12.26%
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14) Do you feel rap concerts are safe?

Yes	60	38.71%
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No	67	43.23%
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No answer	28	18.07%
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15) Do you feel pro sports are safe?

Yes	136	87.74%
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No	2	1.29%
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No answer	17	10.97%
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16) Do you feel college sports are safe?

Yes	136	87.74%
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No	1	0.65%
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No answer	18	11.62%
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17) Have you felt intimidated or threatened at a concert?

Yes	34	21.94%
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No	101	65.16%
No answer	20	12.91%

18) Have you felt threatened or intimidated at a sporting event?

Yes	41	26.45%
No	92	59.35%
No answer	22	14.2%

19) Threatened with physical harm at a concert

Yes	15	9.68%
No	124	80.00%
No answer	16	10.33%

20) Threatened with physical harm at a sporting event

Yes	20	12.90%
No	119	76.77%
No answer	16	10.33%

21) Involved in verbal altercation at a concert

Yes	23	14.84%
No	115	74.19%
No answer	17	11.00%

22) Involved at a verbal altercation at sporting event

Yes	61	39.35%
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No	75	48.39%
No answer	19	12.26%

23) Personally involved in physical altercation at a concert

Yes	4	2.58%
No	131	84.52%
No answer	20	12.91%

24) Personally involved in physical altercation at a sporting event

Yes	9	5.81%
No	126	81.29%
No answer	20	12.91%

25) Have you had a drink spilled on you at a concert or sporting event?

Yes	92	59.35%
No	44	28.39%
No answer	19	12.26%

26) Are you concerned for your safety at a sale?

Yes	20	12.90%
No	118	76.13%
No answer	17	10.97%

27) Are you concerned for safety at a movie theater?

Yes	10	6.45%
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No	127	81.94%
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No answer	18	11.62%
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28) Are you concerned about your safety at a concert?

Yes	37	23.87%
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No	97	62.58%
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No answer	21	13.55%
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29) Are you concerned about safety at a collegiate sporting event?

Yes	23	14.84%
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No	111	71.61%
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No answer	21	13.55%
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30) Are you concerned about safety at a pro sport event?

Yes	39	25.16%
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No	95	61.29%
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No answer	21	13.55%
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31) Have you heard excessive swearing at a concert?

Yes	96	61.94%
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No	40	25.81%
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No answer	19	12.26%
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32) How frequently do they swear themselves at concerts?

Never	16	10.32%
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1-25%	51	32.90%
26-50%	22	14.19%
51-75%	16	10.32%
> 76%	33	21.29%
No answer	17	10.97%

33) Have you heard excessive swearing at sporting event?

Yes	124	80.00%
No	13	8.39%
No answer	18	11.62%

34) How frequently do they swear themselves at sporting events?

Never	4	2.58%
1-25%	37	23.87%
26-50%	27	17.42%
51-75%	32	20.65%
> 76%	39	25.16%
No answer	16	10.33%

35) Have you engaged in taunting of fans/players

Yes	62	40.00%
No	77	49.68%
No answer	16	10.33%

36) Have you ever contacted an usher, security (whether a guard or law enforcement), and/or management to report a risk/safety concern during any event?

Yes	43	27.74%
No	93	60.00%
No answer	19	12.26%

37) Have you ever contacted an usher, security (whether a guard or law enforcement) , and/or management to report a risk/safety concern after an event?

Yes	20	12.90%
No	117	75.48%
No answer	18	11.62%

38) Would you use an anonymous texting service at an event to report a potential problem?

Yes	102	65.81%
No	36	23.23%
No answer	17	10.97%

39) Have you ever used an anonymous texting service at an event to report potential problems?

Yes	11	7.10%
No	126	81.29%
No answer	18	11.62%

40) Do you feel comfortable that if there was a problem with other fans you could resolve it?

Yes	78	50.32%
No	58	37.42%
No answer	19	12.26%

41) Do you feel comfortable that if there was a problem you could rely on facility staffers (ushers, security, or police) to resolve it?

Yes	117	75.48%
No	22	14.19%
No answer	16	10.33%

42) Do you feel there is enough security presence in the parking area of the primary facility you attend?

Yes	68	43.87%
No	68	43.87%
No answer	19	12.26%

43) Do you feel there is enough security presence in the concourse area of the primary facility you attend (i.e. the venue for your home team)?

Yes	111	71.61%
No	26	16.77%
No answer	18	11.62%

44) Do you feel there is enough security presence in the seating area of the primary facility you attend?

Yes	112	72.26%
No	25	16.13%
No answer	18	11.62%

45) At a general admission concert do you go to the front of the barricades if possible or hang out in the more open areas?

Front of the barricades	17	10.97%
Open areas	116	74.84%
No answer	23	14.2%

46) Have you ever taken illegal drugs at a concert?

Yes	19	12.26%
No	116	74.84%
No answer	20	12.91%

47) Have you ever seen others take illegal drugs at a concert?

Yes	106	68.39%
No	32	20.65%
No answer	17	10.97%

48) Do you drink alcoholic beverages at sporting events that sell such drinks?

Yes	100	64.52%
No	36	23.23%
No answer	19	12.26%

49) How many drinks do you normally drink at such an event (use the equivalent of a 12 oz. can of beer)?

1-2	75	48.39%
3-4	29	18.71%
5-6	6	3.87%
7-9	4	2.58%
10 or more	0	0.00%
No answer	41	26.45%

50) If sold at the venue, do you purchase and drink wine or hard alcohol at sporting events?

Yes	31	20.00%
No	104	67.10%
No answer	20	12.91%

51) Do you tailgate or otherwise drink before an event?

Yes	79	50.97%
No	58	37.42%
No answer	18	11.61%

52) Have you ever had any problems (such as an altercation or excessive swearing) with and intoxicated fan(s) at a concert?

Yes	48	30.97%
No	89	57.42%
No answer	18	11.61%

53) Have you ever had any problems (such as an altercation or excessive swearing) with an intoxicated fan(s) at a sporting event?

Yes	76	49.03%
No	61	39.35%
No answer	18	11.61%

54) Based on your own personal experience, which events do you think are the most dangerous from a safety perspective?[Ranking 1]

Black Friday sales	37	23.87%
rock concerts	8	5.16%
rap concerts	51	32.90%
other concerts	1	0.65%

professional baseball games	3	1.94%
professional football games	12	7.74%
professional basketball games	3	1.94%
professional hockey games	1	0.65%
other sporting events	11	7.10%
No Answer	28	18.06%

54a) Based on your own personal experience, which events do you think are the most dangerous from a safety perspective?[Ranking 2]

Black Friday sales	12	7.74%
rock concerts	37	23.87%
rap concerts	31	20.00%
other concerts	4	2.58%
professional baseball games	2	1.29%
professional football games	12	7.74%
professional basketball games	3	1.94%
professional hockey games	4	2.58%
other sporting events	8	5.16%
No answer	42	27.10%

55) Based on your own personal experience, which events do you think are the safest if you were bringing a family to an event?[Ranking 1]

Black Friday sales	7	4.52%
rock concerts	2	1.29%
rap concerts	1	0.65%
other concerts	18	11.61%

professional baseball games	54	34.84%
professional football games	3	1.94%
professional basketball games	9	5.81%
professional hockey games	5	3.23%
other sporting events	27	17.42%
No answer	29	18.71%

55a) Based on your own personal experience, which events do you think are the safest if you were bringing a family to an event?[Ranking 2]

Black Friday sales	2	1.29%
rock concerts	2	1.29%
rap concerts	0	0.00%
other concerts	9	5.81%
professional baseball games	20	12.90%
professional football games	7	4.52%
professional basketball games	27	17.42%
professional hockey games	19	12.26%
other sporting events	27	17.42%
No answer	42	27.10%