Declining Attendance Trends in Collegiate and Professional Sports

Abstract
This work is an attempt to better analyze the recent declines in attendance across many sports, specifically focusing on collegiate and professional football. Data in areas including, but not limited to, attendance, consumer spending, sports wagering, student behavior, and HDTV adoption, was gathered and analyzed to find patterns and trends. Results of the data suggest the economy, ticket prices, HDTV adoption, and fan behavioral changes as being the primary culprits of declining attendance in football. Along with examining the factors behind recent attendance trends, this thesis also gives a historical background on the problem and provides potential solutions for the future. There has been a growing interest in attendance trends over the past few years at both the collegiate and professional level. Declining attendance can have significant financial implications for professional franchises and college athletic departments. This research gives a comprehensive overview of the problem and is meant to be a call to action for new innovation and ideas in the field.
This case study presents the challenge of declining football attendance that a number of NCAA football programs are facing. The case participants (as... Click here to see the statistics on “Case Studies In Sport Management”. Comments from sciforum. New Search. Open Access Preprints Full-Text available. Advanced search. For questions or feedback, please reach us at scilit___at___mdpi.com © 2018 MDPI (Basel, Switzerland) unless otherwise stated Terms and Conditions. The college attendance gender gap has shifted and it is growing fast. For decades, twice as many men as women graduated with bachelor's degrees. Women not only caught up to men in the 1980s, they started to statistically pass them by. US college trends indicating women have caught up to, and surpassed, men are consistent with this global pattern of change. It has had a socio-economic impact on the nations where it is occurring. The decline in the gender earnings gap may be collectively attributed to progress, the college attendance gap, women's advances, and males' declines. Women have increasingly entered skilled professional, managerial, and technical fields. There has been a significant shift from traditional female-dominated occupations (i.e.: teaching and nursing). Live sports are tons of fun – for rabid sports fanatics, but also for the average Joe and Jane. Joe may not know what a frozen rope is, or what it means to catch a crab... but man, there is nothing like a hot dog, a beer and a ball game, especially on a brisk fall day, it’s the classic American sports experience, right? The fact is, a decline in fan attendance is affecting college football, professional baseball, basketball, and football, even motorsports: Major League Baseball: A notable decrease in total game attendance, according to Baseball Reference.com. Oh, and ticket prices have also increased 10 fold — both for professional and collegiate athletic events. People are just getting tired of it all. 5) Cultural Shift in General: In general, people just care less about sports these days.