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More Than Just Puck Bunnies: Female Hockey Fans

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Research Questions:

RQ1: What makes women want to attend ECHL hockey games?

RQ2: What do women want when they attend ECHL hockey games?

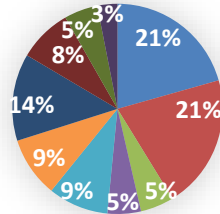


Method:

Using a research protocol designed for female hockey fans, researchers interviewed 98 women at ECHL hockey games. These interviews were completed over five games.



What draws you to the sport of hockey?



- Fights
- Action/Speed/Excitement
- Like Hockey
- Significant Other Influences
- Players
- Family
- Grew up with it
- Other
- Social
- Fun



Do you have a favorite Steelheads player?



Photo courtesy of Idaho Steelheads

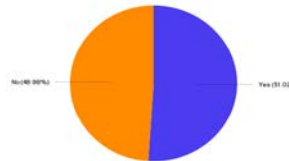


Photo Courtesy of Idaho Steelheads

57% of the respondents preferred to see apparel displayed on a person instead of a mannequin.

Conclusions:

- The fights and the action/speed/excitement are the main reasons that women are drawn to ECHL hockey games.
- Following the pattern of attending the games for the experience, 75% of the respondents said they would attend a women's promotional night that offered discount ticket packages that included food and drinks.
- 52% of the respondents also attended or watched other college or professional hockey events outside of the games that they were attending.
- Over 50% of respondents had a favorite Steelheads player and number 27, Shawn Boutin, was the crowd favorite with 45% of the votes.
- Researchers discovered that women who were attending the game purely for the players could not name a specific player or their number.