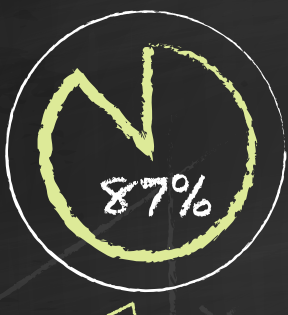


# AMERICA'S TAILGATING HABITS

## THE GAME PLAN

**9 in 10**  
TAILGATERS  
say tailgating  
is the way all  
sporting events  
should **start**.



THAT'S

### WHAT TAILGATERS SAY:

**1/2** "I'm a  
**PLANNER!**"

**2 in 5** "I just  
**WING IT!**"

**1 in 10** "I admit...  
**I'M A MOOCHER!**"



**3 in 5** TAILGATERS say...  
**3 to 4** hours of pregame  
is enough to get  
THE **PARTY ON & ENJOY** THE GAME!



**60%** **BRING IT ALL ON!!!**  
Cold or warm, wet or dry,  
**WEATHER** is **NOT** a **FACTOR**  
in their decision to tailgate.



**45%** have **NO PROBLEM** tailgating  
& not attending a game.

**3 in 5** sometimes have **NOT LEFT** the tailgating area & gone  
in a stadium because they were having **SO MUCH FUN!**

## WHAT'S ON THE MENU

For tailgaters, **APPETIZERS** & **WINGS** are their favorite types of food.

**45%** NACHOS  
**44%** SLIDERS

**56%** BUFFALO  
**44%** BBQ

### NAME YOUR MAIN DISH

**28%** Chicken  
**23%** Beef

### FAVORITE SANDWICH

**34%** Burger  
**32%** Pulled Pork  
**28%** Hot Dogs

### THIRST QUENCHERS

**73%** Beer  
**23%** Soft Drinks/Soda

### REGIONAL/STATE FAVORITES

#### HOW ABOUT SOME DIP?

GEORGIA Queso **47%**  
NEW JERSEY French Onion **35%**

#### SALAD IS THE TOP SIDE

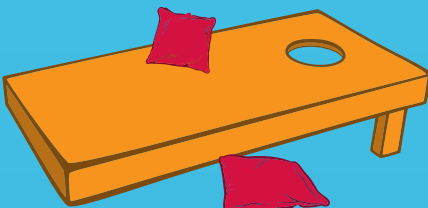
NEW ENGLAND Potato **38%**  
TRI-STATE Pasta/Macaroni **34%**

#### SWEET TOOTH, ANYONE?

FLORIDA Chocolate Chip Cookies **38%**  
MARYLAND Brownies **34%**

## TAILGATE GAMES

**53%** Like to play  
CORNHOLE



OHIO  
**82%**

NORTH CAROLINA  
**60%**



**60%** Like to throw the  
FOOTBALL around

NEW YORK  
**66%**

VIRGINIA  
**61%**

## GAME DAY GEAR

### MUST HAVE ITEMS



Cooler/Ice  
**71%**



Grill  
**57%**



Folding Chairs  
**52%**



Folding Table  
**37%**



Trash Bags  
**37%**



Grilling Tools  
**34%**

### ITEMS ALWAYS FORGOTTEN



Bug Spray  
**15%**



Sunscreen  
**11%**



Toothpicks  
**10%**



Trash Bags  
**37%**



Bottle/Can/Wine Opener  
**34%**

## #1 FAN!

**37%**

"We're **DIE HARD FANS**"

MORE than  
**4 in 5**

"I show **SUPPORT** by wearing  
my team's **JERSEY**"

**34%**

"**COLLEGE & PRO** football are  
**EQUALLY** fun for tailgating"

## MEN vs WOMEN TAILGATERS

**41%**

Likely to be  
**PLANNERS**

**45%**

Likely to be  
**WINGERS**

**39%**

Likely to be  
**MIDDLE OF THE ROAD FANS**

**40%**

Likely to be  
**DIE HARD FANS**

**61%**

**30%**

**46%**

**34%**

