

# Green Bay Packers Fan Study

2015 Regular Season

## Fan Reactions to Packers Games

127 Packers fans

Told us about their game-time experiences  
During 1 or more of 10 Packers games last season

### How do games affect Packers fans' emotions?

before kick-off

after a Win

after a Loss

Note: Scores could range from 0 to 12

Losses made fans feel somewhat angry & sad

Wins didn't really affect emotions, except that wins relieved fans' anxiety

Because fans were already feeling positive before games

Angry

Calm

Happy

Proud

Anxious

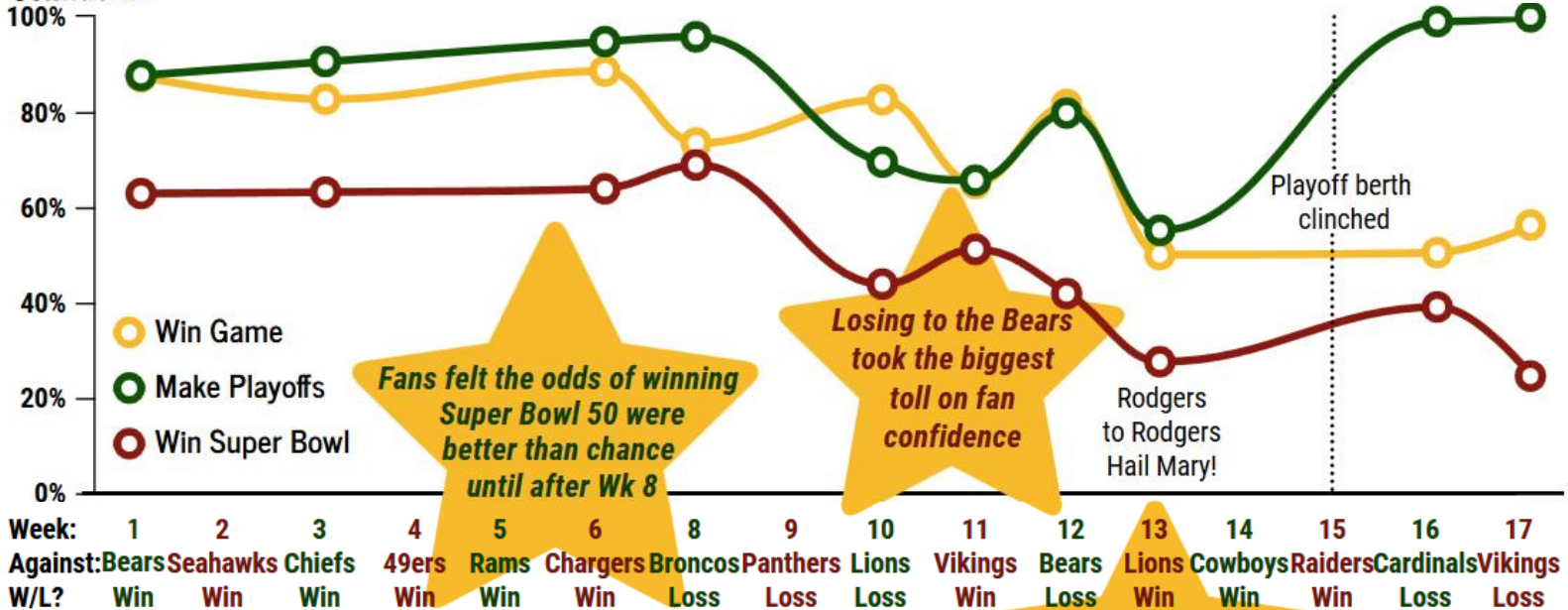
Ashamed

Guilty

Sad

### How confident were Packers fans over the course of the season?

Average Fan Confidence



### Feeling Thermometers

How warm or cold do Packers fans feel about...

The Pack

Opponents

87.7° after a Win  
79.8° before kick-off

24.3° after a Loss

0°

Fans' feelings toward the Pack were noticeably reduced following losses

But they always bounced back!

-52.0° after a Win  
-58.6° before kick-off  
-67.2° after a Loss

Want to get involved?

Go to  
<http://tinyurl.com/GBFanStudy2016>

Join Us!

This research is conducted by Dr. Michelle Schoenleber at St. Norbert College.  
The Green Bay Packers Organization is not affiliated with this research.

