



## Football Tailgating Trivia 2007-2008: Tailgating Enters the High-tech Age

### Origin of Tailgating

Various universities lay claim to starting the tailgating trend. What isn't disputed, however, is the role of college football in the growth and development of this classic fall ritual.

- **Rutgers vs. Princeton (1869)** – According to this theory, tailgating dates back to the very first football game ever played between Rutgers and Princeton in 1869 when fans traveled to the game by horse-drawn carriage, grilling sausages at the “tail-end” of the horse. Source: [www.tailgating.com](http://www.tailgating.com).
- **University of Kentucky (1881)** – Another theory suggests that it was the first college football game south of the Mason-Dixon Line, at the University of Kentucky in 1881, that did the most to usher in the pageantry of tailgating. Kentucky students and alumni enjoyed a pre-game supper of wild fish, and then later lingered over the food that was “left over” after the game. Source: Chris Warner, author of *A Tailgater's Guide To SEC Football*.
- **Yale (1904)** – It all began at Yale, at least according to Yale. This story holds that a train made up of private railcars brought fans to one of Yale's first football games – but could only take them as far as the stadium, forcing them to walk the remainder of the way. Hungry and thirsty by the time they arrived, the fans made a point to pack a picnic hamper for the next game. Source: [www.tailgating.com](http://www.tailgating.com).

### Tailgating by the Numbers

- More than 20 million Americans tailgated in a stadium parking lot in 2006 – with some studies suggesting the number to be closer to 50 million. Source: American Tailgaters Association (ATA) and *Sports Insight Magazine*, November 2006.
- The number of sports fans who regularly tailgate has risen 12 percent annually during the past five years. Source: ATA.
- The typical tailgater is a male between the ages of 18 and 44. Source: ATA.
- 30% of tailgaters never see the inside of the stadium. Source: ATA.
- 90% and 100% of tailgating involves some sort of grilling and beverage consumption, respectively. Source: *Sports Insight Magazine*, November 2006.
- The top five most-purchased items by tailgaters during the 2006 football season were (in order) cooler, grill, alcohol, furniture and meat. Source: CNBC.

## Tailgating Survey

An informal survey of 5,000 tailgaters by [www.tailgating.com](http://www.tailgating.com) found the following:

- 60% of tailgaters surveyed are between the ages of 25 and 44.
- 79% are men.
- 58% have a college degree and 14% have completed a graduate program.
- 46% tailgate 6-10 times each season, with 21% tailgating as many as 11-15 times.
- 44% said that husbands and wives shop for tailgating food and supplies together.
- 41% spend more than \$500 a season on tailgating food and supplies.
- 49% travel less than an hour to the stadium, and 8% more than four hours.
- 51% start setting-up at the stadium 3-4 hours before the game, while 39% start 5 or more hours before kickoff.
- 95% cook their food at the stadium, with only 5% preferring to bring fast or prepared food.
- 59% use a combination of grills, stoves and smokers to cook their food, while 39% prefer grilling alone.

The “typical” football tailgater according to [www.tailgating.com](http://www.tailgating.com):

- College-educated male.
- 25 to 34 years of age.
- Spends more than \$500 each season on tailgating food and supplies.
- Attends/hosts 6-10 tailgating parties each season.
- Travels less than one hour to the stadium.
- Begins setting-up 3-4 hours before kickoff.
- Doesn't want to miss other live game action (or pre- and post-game commentary) that day – and is more likely to own an in-car live satellite TV system that brings live local and national programming onto the video screens installed in the car or RV.

## World's Biggest Tailgate Party

The Florida-Georgia game in Jacksonville, FL., lays claim to the world's largest cocktail party – and, by default, the world's largest tailgate party. Fans begin arriving on Wednesday for the Saturday game – and some don't actually leave until late Sunday. Source: [www.tailgating.com](http://www.tailgating.com).

## High-tech Tailgating

Tailgating has entered the high-tech era with a whole new level of equipment and accessories designed to provide the ultimate parking lot experience.

- **TracVision® live mobile satellite TV system for automobile and RVs from KVH Industries** – Brings 185 channels of national DIRECTV® programming (ESPN, ESPN News, TNT, etc.) *plus* the major broadcast networks ABC, CBS, FOX and NBC via the local station affiliates in each market LIVE to the video screens installed in millions of cars and RVs on the road. Now, most games broadcast are available to sports fans live on the seatback, flip-down and rear tailgate screens in their car or RV – *meaning they never have to miss another live game or all the pre- and post-game commentary.*

- **DIRECTV® TOTAL CHOICE® MOBILE with Local Channels** – A special programming package of more than 185 national and local channels developed specifically by DIRECTV for U.S. motorists with a TracVision mobile satellite TV system.

### **Joe Cahn, the Commissioner of Tailgating**

Joe Cahn of New Orleans is the self-proclaimed “Commissioner of Tailgating.” A professional tailgater who has spent the past 11 years visiting NFL and college football stadiums to assemble a comprehensive library of tailgating information for sports fans, Joe has steered his “Joemobile” more than 500,000 miles, visited hundreds of cities and eaten his way through more than 500 tailgating parties. A nomad with a purpose, Cahn has burned more than 83,000 gallons of gas/diesel during his journey to all 31 NFL stadiums and 123 college stadiums.

### **Andrew Kulyk and Peter Farrell of “The Ultimate Sports Road Trip”**

Andrew Kulyk and Peter Farrell started their quest to visit every major sports venue in December 2002 with a visit to Ford’s Field in Detroit. Since then, the best friends from Buffalo, NY, have personally visited and ranked more than 100 different professional baseball, football, basketball and hockey venues in 49 different cities, as well as numerous college and minor league stadiums. Their insights are featured in their continuously updated blog, [www.thesportsroadtrip.com](http://www.thesportsroadtrip.com).

### **America’s Best Football Tailgating Cities Index 2007**

KVH Industries, DIRECTV and a host of tailgating experts have joined forces for **America’s Best Tailgating Cities Index**, a ranking of the “tailgating-friendliness” of the 31 U.S. cities with an NFL team plus NFL-hopeful Los Angeles. Cities were ranked according to various tailgating and tailgating-enthusiast criteria accumulated through personal visits to NFL and college football stadiums by Joe Cahn of [www.tailgating.com](http://www.tailgating.com) and Andrew Kulyk and Peter Farrell of “The Ultimate Sports Road Trip” ([www.thesportsroadtrip.com](http://www.thesportsroadtrip.com)); a comprehensive evaluation of stadium parking lot sizes, fees, accessibility, hours of operation and tailgating-related programs and facilities; and the sale of DIRECTV NFL Sunday Ticket™ sports subscription packages and TracVision satellite TV systems for cars and RVs by KVH Industries in 2006-2007.

The complete 32-city ranking is available at [www.hightechtailgating.com](http://www.hightechtailgating.com).

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