



Segment Overview



"A Chicago Fire match is a fun sporting event with fun activities & fans at a good value, though I wish it were even more fun & exciting"



"Going to a Chicago Fire match is OK, but not that fun, so is not routine. The stadium location is inconvenient & going is costly"



"We go to a Chicago Fire match as a treat for the kids, but is expensive to take the whole group to a match & the days/times of matches can be inconvenient"



"With the Chicago Fire, I get to watch my hometown team of the sport I LOVE with fun, exciting matches & fun fans that care about the team"



"A Chicago Fire match is fun family bonding time watching an exciting hometown team of a sport I LOVE, and at a good value. I enjoy the fans having fun together"

Mindset

Winning is EVERYTHING

High-energy
Risky
Work/home = Stress

Happy

Not driven or competitive
Take chances in life

Home & Family

Safety
NOT about "winning"

It's not who wins or loses, **but how the game is played**

Home & Family
Social

High-energy Social

Family-focused
Takes chances in life