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Examples of Fan Analytics & Data Insights

Venue: XYZ

Disclosure: The following data/reports have been altered to protect client privacy.

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		GENDER		AGE DISTRIBUTION – ALL FANS BY % OF DAY						
DATE	INFLOW	MALE	FEMALE	0-17	18-24	25-34	35-44	44-54	55-64	65+
11/14	13,788	61.26%	38.74%	8.85%	2.91%	17.54%	24.25%	22.67%	14.74%	9.04%
11/15	25,653	67.59%	32.41%	5.96%	3.13%	15.23%	24.39%	23.35%	16.71%	11.22%
11/16	56,338	57.10%	42.90%	10.49%	5.85%	13.22%	21.99%	23.31%	15.73%	9.41%
TOTAL	95,779	61.68%	38.32%	9.04%	4.81%	14.27%	22.96%	23.23%	15.85%	9.84%

- This report covers a verified sample size of 95,779 fans over 3 days*
- Across all events, 61.68% of attendees were male
- Across all events, the 44-54 age bracket had the highest percentage of fans (23.23%)
- Across all events, the 18-24 age bracket had the lowest percentage of fans (4.81%)

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GENDER			ETHNICITY DISTRIBUTION – ALL FANS BY % OF DAY				

DATE	INFLOW	MALE	FEMALE	Caucasian	African American	Hispanic	Asian/ Pacific	Mixed/ Other
11/14	13,788	61.26%	38.74%	69.79%	3.25%	19.11%	3.25%	4.61%
11/15	25,653	67.59%	32.41%	68.08%	4.10%	18.78%	2.23%	6.80%
11/16	56,338	57.10%	42.90%	72.09%	3.23%	14.27%	5.84%	4.57%
TOTAL	95,779	61.68%	38.32%	70.68%	3.47%	17.53%	2.15%	5.17%

- Inflow & Gender data were carried forward from the previous slide for easy reference
- Across all events, 70.68% of attendees were detected as being Caucasian
- Across all events, 23.14% of attendees were detected as being African American, Hispanic, or Asian/Pacific Islander
- Across all events, 5.17% of attendees were detected but did not have a strong enough confidence rating to statistically place into one particular ethnicity category. These attendees were given another category labeled "Mixed/Other".

4

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Gender Ratio by Day - All Gates
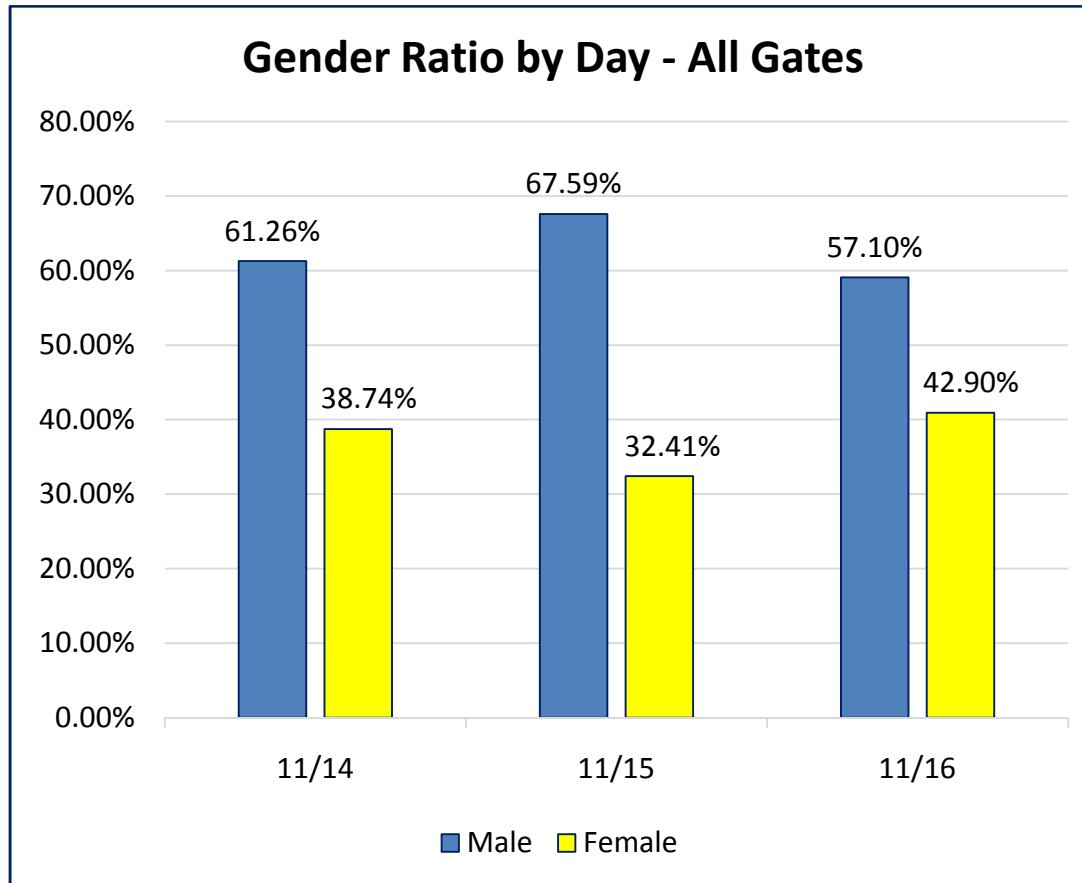
- The male ratio varied by day, increasing from Friday to Saturday, then decreasing to the lowest level on Sunday.

- On average, nearly 3 out of 5 fans (61.68%) were male across all three event dates.

- Nearly 3 out of 5 fans (59.10%) at Event XYZ were male fans.

Note: The above is based on the direct comparison of the male to female ratio.
For instance, 11/16 had 33,293 males compared to 8,447 on 11/14.

Event XYZ Gate Analysis - Gender Ratio

Gate 1 — 16,730 fans: Male 59.07%, Female 40.93%
Gate 2 — 18,367 fans: Male 60.64%, Female 39.36%
Gate 3 — 23,241 fans: Male 57.78%, Female 42.22%
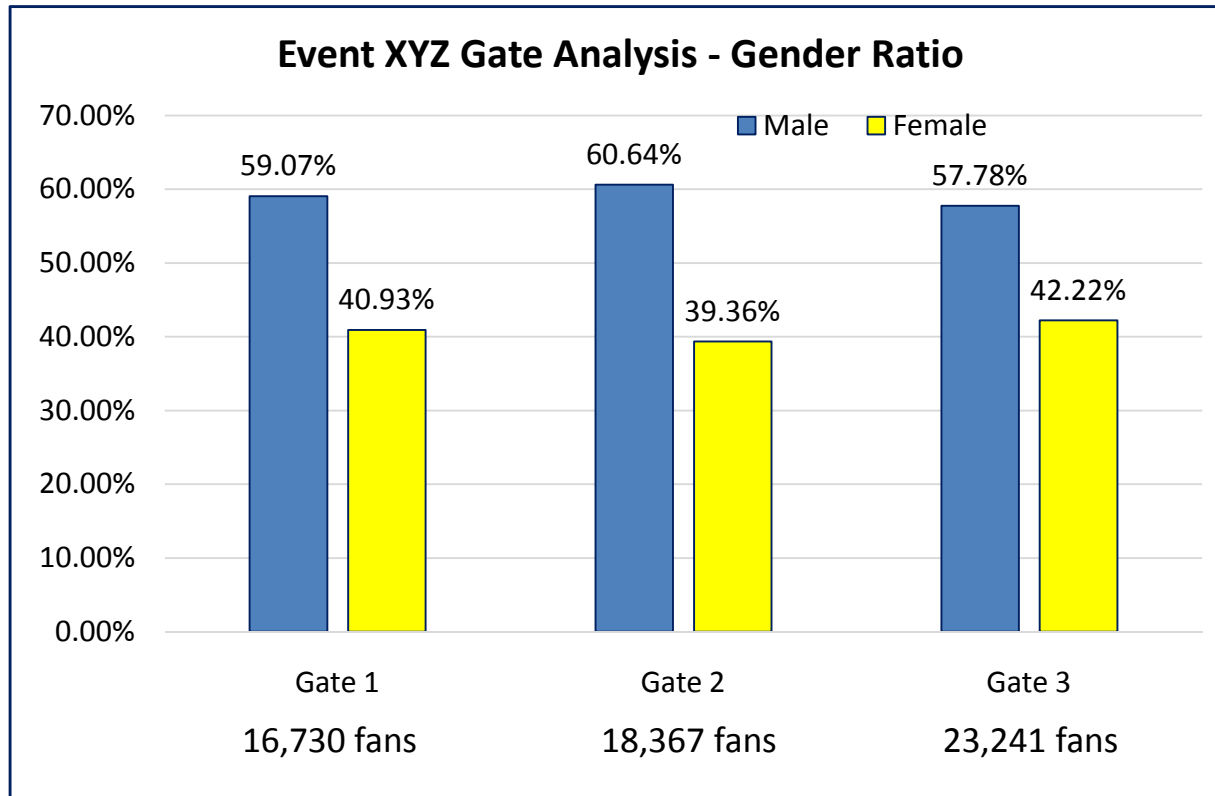
- Gate 2 had the highest proportion of male fans on Sunday (60.64%).

- Gate 3 had the highest percentage of female fans on Sunday (42.22%).

- Gate 3 had the most male fans (12,073) and most female fans (9,168) enter as the highest inflow gate.

- As a whole, Event XYZ had a slight variance of inflow for each gate and a slight variance in the male to female ratio for each gate. Again, the average male percentage was 57.10%.

6

Age Distribution by Day - All Gates (Males/Females)
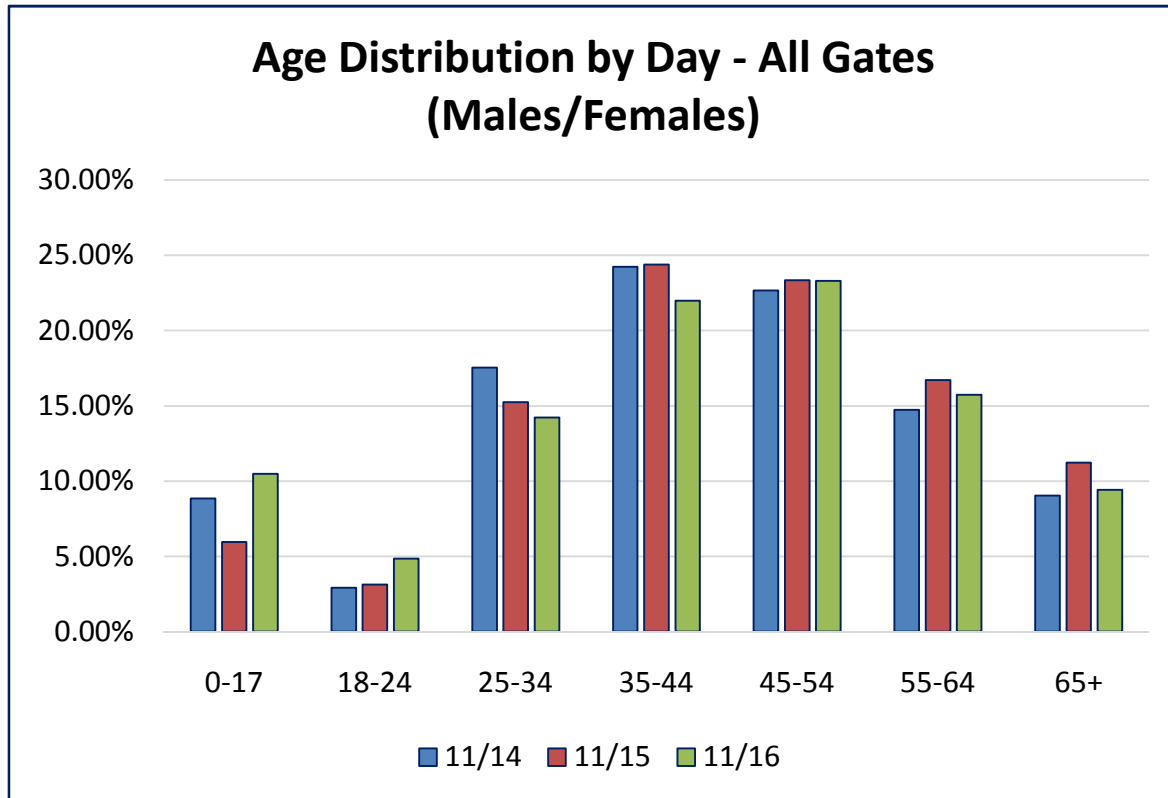
- The 35-44 age group had the highest concentration of people compared to all other age groups for Friday and Saturday, while the 45-54 age group comprised the highest proportion of fans on Sunday.

- The 18-24 age group had the lowest concentration of people compared to all other age groups across the 3-day event.

- The 18-24, 45-54, & 55-64 age groups showed an **increasing** trend for the event.

- The 25-34 age group showed a **decreasing** trend for the event. All others showed no particular trend.

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Event XYZ Gate Analysis - Age
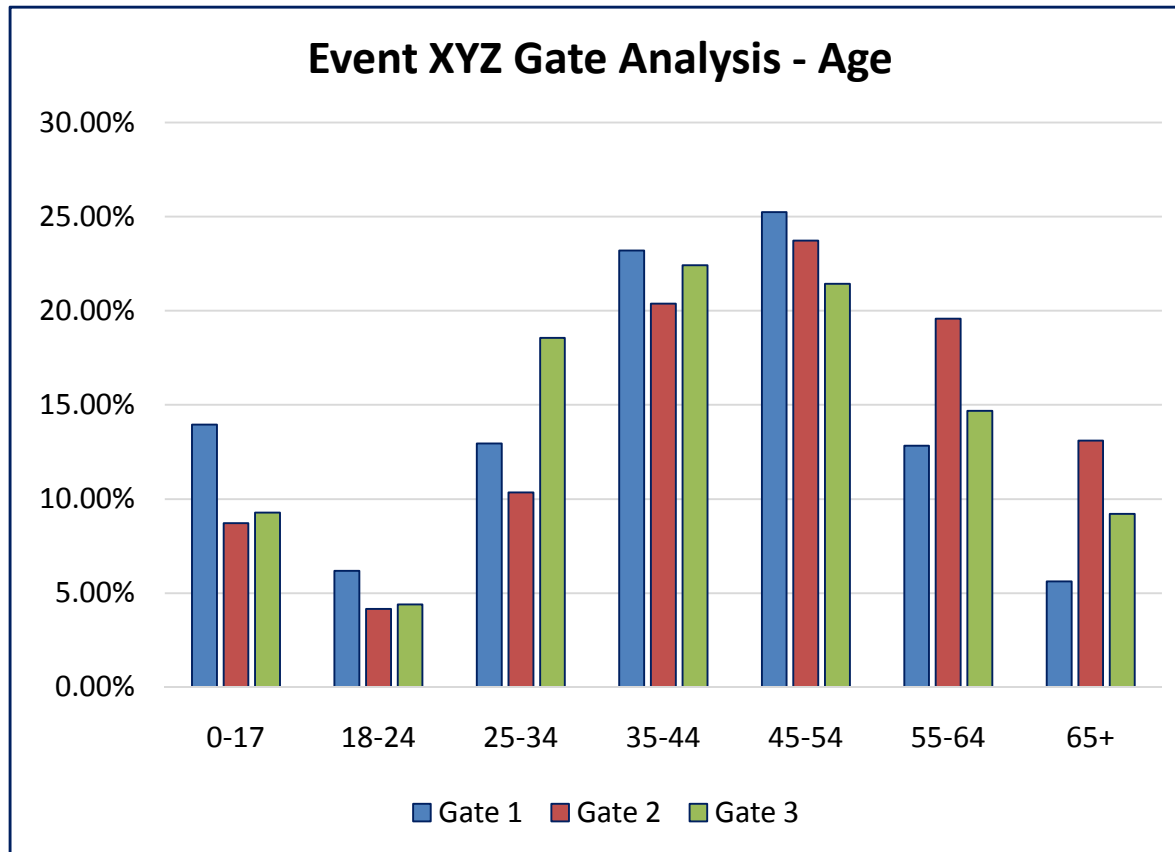
- The 0-17, 18-24, 35-44, & 45-54 age groups preferred Gate 1 (compared to all other gates).

- Gate 2 was favored by the 55-64 and 65+ age groups.

- The 25-34 age group preferred Gate 3 over all other gates.

- The larger 35-54 age group had the lowest variance of gate preference.

- Overall, the younger age groups (34 and younger) preferred Gate 1 or Gate 3, while the older age groups (35 and older) preferred Gate 1 or Gate 2.

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Male % of Total Inflow by Age Bracket
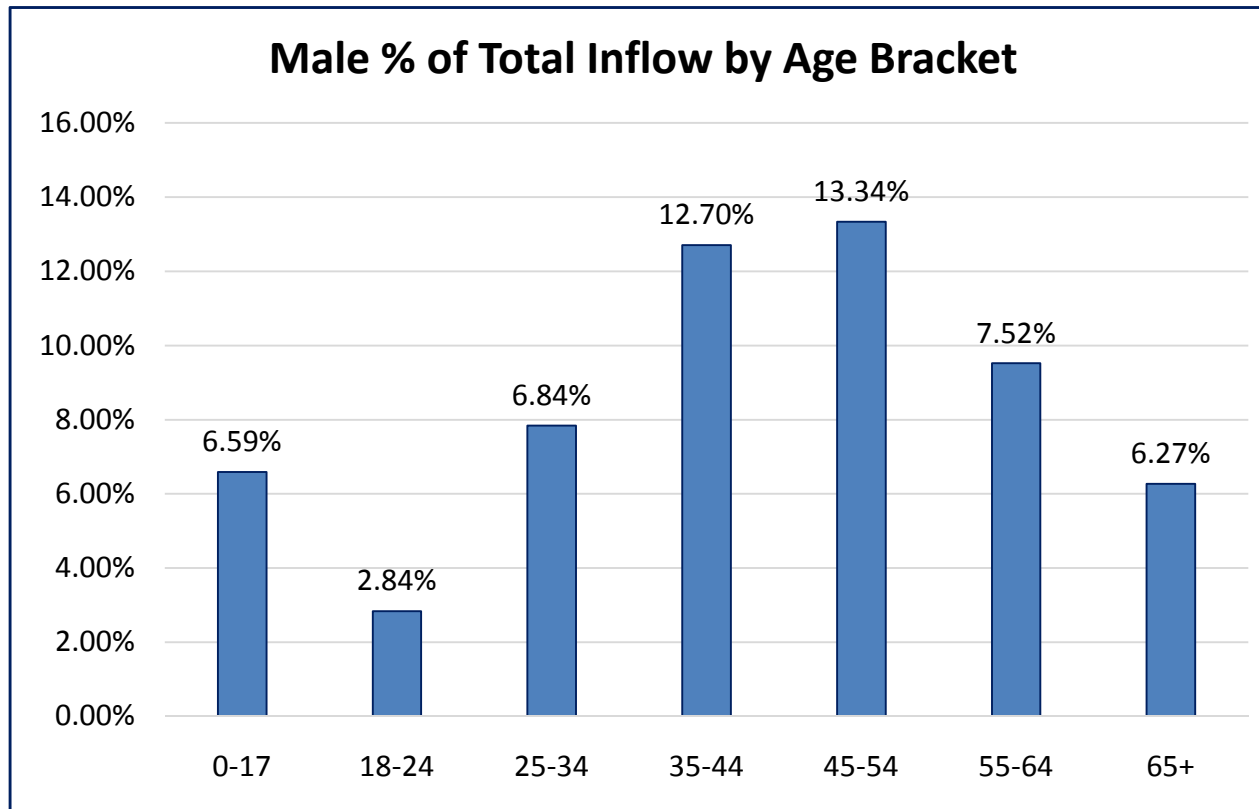
- The 45-54 age group had the most males entering (7,614), which consisted of 13.34% of all entrants for the Event.

- The "larger" age bracket of 35-64 year old males comprised of 35.56% of all entrants to Sunday's event.

- The 18-24 age group had the fewest males (1,698), followed by the 65+ age group (3,331).

- Approximately 16.27% of all attendees were males ages 34 or younger.

Note: the percentages above are representative of the total number of fans who attended the event.
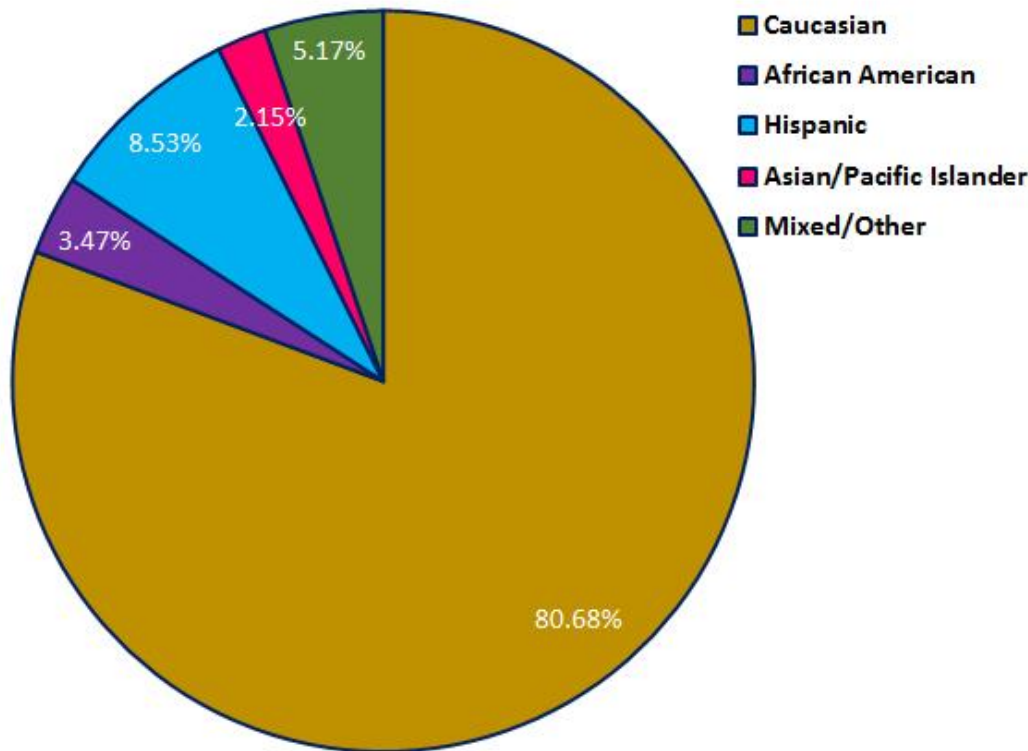
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PEOPLE COUNTING SOLUTION

Female % of Total Inflow by Age Bracket
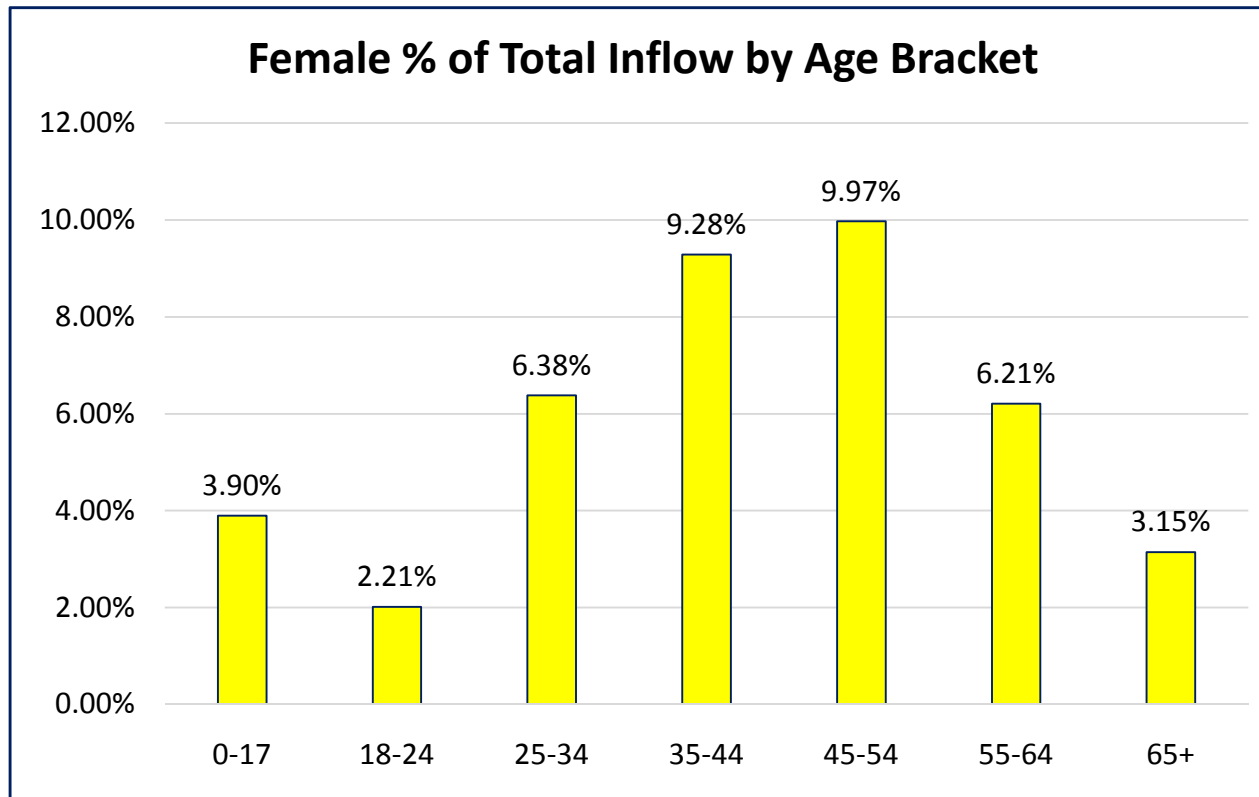
- The 45-54 age group had the most females entering (5,719), which consisted of 9.97% of all entrants for the Event XYZ.

- The "larger" age bracket of 35-64 year old females comprised of 25.47% of all entrants to Sunday's event.

- The 18-24 age group had the fewest females (1,035), followed by the 65+ age group (1,772), like males.

- Approximately 12.49% of all attendees were females ages 34 or younger.

Note: the percentages above are representative of the total number of fans who attended the event.
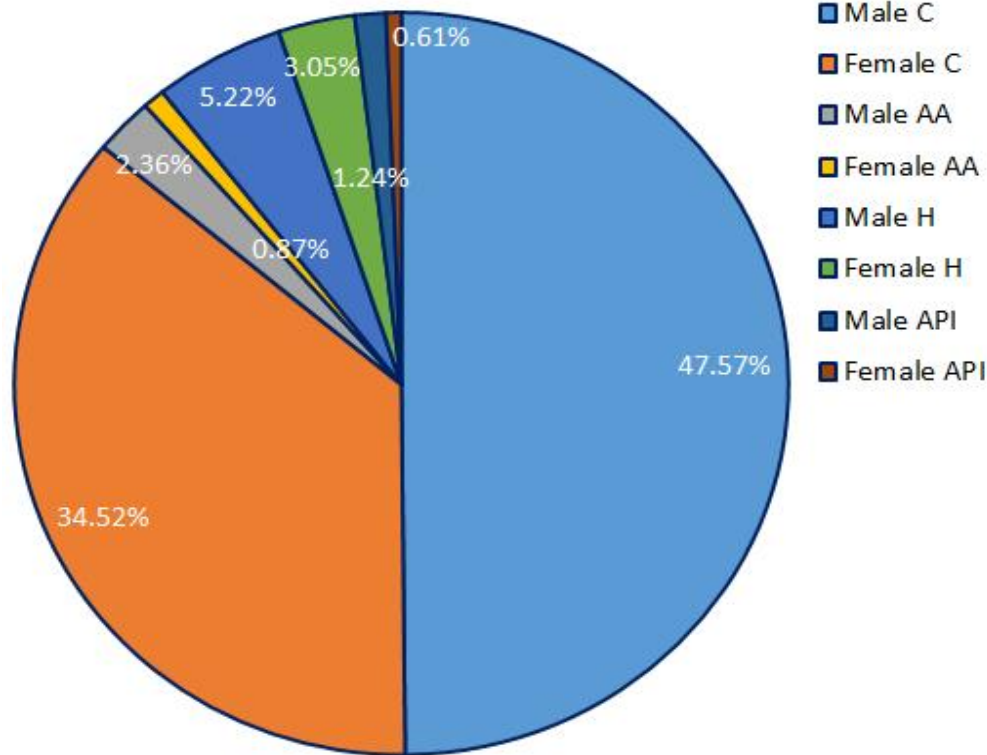
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- Caucasian
- African American
- Hispanic
- Asian/Pacific Islander
- Mixed/Other

5.17%
2.15%
8.53%
3.47%
80.68%

- 80.68% of all attendees were estimated as having a Caucasian ethnicity.

- Hispanic males and females were comprised of 8.53% of the fans for the 3-day event series.

- African Americans (3.47%) and Asian/Pacific Islanders (2.15%) accounted for nearly 1 out of every 20 fans.

- 5.17% of fans were detected but did not have a strong enough confidence rating to statistically place into one particular ethnicity category.

When eliminating the mixed/other category, for every 10 fans, approximately 8.3 were Caucasian, 1.0 were Hispanic, and 0.7 were African American or of Asian/Pacific Islander ethnicity for the 3-day event.

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Pie chart legend:
- Male C
- Female C
- Male AA
- Female AA
- Male H
- Female H
- Male API
- Female API

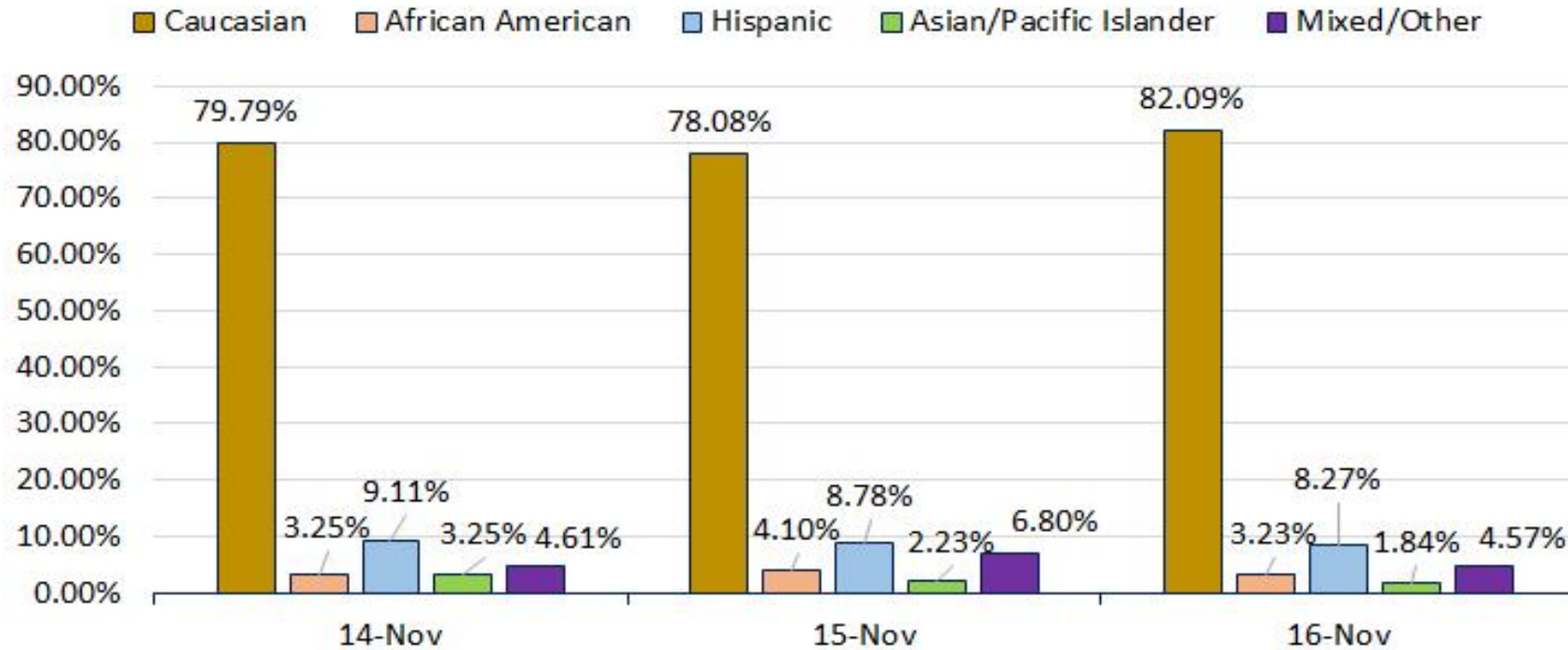Pie chart values: 0.61%, 3.05%, 5.22%, 2.36%, 1.24%, 0.87%, 47.57%, 34.52%

Overall, Caucasian male and female fans dominated the Sunday event.

Note: Mixed/Other made up 4.57% of all fans and was not included in the representation above.

- 47.57% of all attendees were Caucasian Males, while 34.52% of all attendees were Caucasian Females.

- There were nearly 1 African American Female (0.87%) for every 3 African American Males (2.36%).

- There were nearly 3 Hispanic Females (3.05%) for every 5 Hispanic Males (5.22%).

- There were more Hispanic Females (2.30%) than there were Asian/Pacific Islander males and females combined.

12

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Ethnicity Trends by Day - All Gates

■ Caucasian   ■ African American   ■ Hispanic   ■ Asian/Pacific Islander   ■ Mixed/Other

- The Caucasian fan concentration ranged from 78.08 – 82.09%.
- The Hispanic and Asian/Pacific Islander fan concentrations both had an **decreasing** trend line for each day of the event.
- The African American ethnicity was proportionate for every day of the 3-day event series except for the Saturday event when it made up 4.10% of fans.
- Hispanic fans outnumbered the combined African American and Asian/Pacific Islander fan base for all three days of the event series.

13