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## Football Trumps the Election

### *Retailer's survey reveals fans would rather watch football than key election moments*

INDIANAPOLIS--(BUSINESS WIRE)-- With the election buzz in full swing, and seemingly on everyone's mind, it won't necessarily be what's on everyone's television set. A recent survey by appliances, electronics and furniture retailer [hhgregg](#) (NYSE: HGG) asked the question "For which election event would you host friends and family at your home?" to which the overwhelming response at 64% was, "None of the above, I'll be watching the (football) game." That answer beat out election night coverage (19%) and the presidential debates (18%), respectively.

Football watching has become an event in and of itself over the years, and with teams lacing up their cleats and kicking off another season, hhgregg delved into the topic that continues to gain traction with fans: Homegating.

hhgregg commissioned a survey of more than 1,000 people and found that 70% would rather get together with friends and family at home to enjoy the game than actually go to the game and tailgate. Not only that, the number of times each season fans are homegating grew substantially compared to last year. This year, 34% of pigskin pariahs said they homegate at least four times per season, compared to 25% last year.

"It's not just the camaraderie in the comforts of someone's own home or the cost savings that continues to drive football fanatics to the homegate," said Chris Sutton, Senior Vice President of Marketing at hhgregg. "4K TV technology has enhanced the football-watching experience and smart appliances are contributing to that growing foodie culture who love to entertain guests with football as a backdrop."

When it comes to the guests, some of the more intriguing hhgregg survey findings were related to who people want to saddle up next to on the couch:

- | **The Everyman:** Michael Strahan edged out Rachel Ray as the person most requested to host a homegate, 36% to 35%, respectively.
- | **Champion in the House:** Peyton Manning, with 51% of the vote, ran away from the pack on the question "Which former NFL player would you most want to attend your homegate," with Brett Favre coming in second at 27%.
- | **Friends Forever:** When football watchers are hosting a homegate, 58% say they will invite friends who are fans of a rival team.

With the guest list covered, the survey revealed other nuances of the homegate that hit home:

- | **Lazy Bones:** 64% would rather attend a homegate so they can sit back and relax, as opposed to hosting one so they could be in complete control of everything (34%).
- | **Feeling Lucky?** When getting the food on the table for a homegate, 46% said they'd prefer to make it a potluck, with the next closest answer being to make the food themselves (29%).
- | **Getting Social.** People really do still talk to each other. When asked what they do at halftime of a homegate, "mingle with other guests" was the no. 1 answer with a whopping 40% of the vote. Checking social media came in at 14%.

So as you chat up Michael Strahan while eating your best friend's homemade chicken wings at a homegate near you, check out hhgregg's Homegating Sweepstakes where you can win daily prizes. Enter to win at <http://www.hhgregg.com/homegating>.

### **ABOUT hhgregg**

Founded in 1955, Indianapolis-based hhgregg is a multi-regional retailer with 220 brick-and-mortar stores in 19 states. hhgregg's product assortment includes market-leading brands in consumer electronics, home appliances and technology, along with high-quality products for the home. The retailer's online presence ([hhgregg.com](#)) and mobile apps ([iOS](#) and [Android](#)) give consumers nationwide access to global and local lifestyle and home products. Find hhgregg on Facebook

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