

## **The Business of American Football: The Kicker Position and Performance to Salary Correlation**

**Authors :** James R. Ogden, Denise T. Ogden

**Abstract :** The National Football League (USA) is the largest sporting business in the United States. In order to generate revenue, it is important that NFL teams win. Coaches, owners and general managers of the NFL teams want to create powerful teams with reliable players and they are willing to spend large amounts of money in order to do so. This research looks at one of the National Football League's key players, the kicker. It would be intuitively obvious to suggest that those kickers who perform the best get paid the most. In this paper the researchers performed a correlation and regression analysis to determine if there is a correlation between an NFL kicker's field goal percentage and salary. The research proposition was that higher performing kickers receive higher salaries. The data suggest that there is no correlation between salary and on-field performance.

**Keywords :** business management, sports marketing, tourism, American football

**Conference Title :** ICBB 2015 : International Conference on Bioinformatics and Biomedicine

**Conference Location :** Istanbul, Türkiye

**Conference Dates :** May 21-22, 2015