

**FOOTBALL CLUBS AS BRANDS AND THEIR
SUPPORTERS AS CONSUMERS – HOW SL BENFICA CAN
ATTRACT NEW FANS AND SATISFY CURRENT ONES**

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- Spine -

Abstract

The main objective of this research was to explore the complex relationship between supporters and clubs and to use the results to make a series of proposals to SL Benfica regarding their marketing strategy and relationship with its supporters. To do this, a questionnaire was made and sent out online. There were 254 respondents in total. The first section focused on the whole sample group, looking into aspects of how supporters become attached to a particular club. The second part focused on Benfica supporters, and looked into satisfaction levels with different aspects of the club and what fans want improved. The results of these questions were then cross-examined with different variables such as Age and Gender to see if relationships or differences could be found across these variables. All the results were analyzed in SPSS with the purpose of finding these relationships, and to draw conclusions. Some of the statistical tests were invalid as a result of uneven distribution in the responses. Too many of the respondents were in the younger generations compared to the older ones, and there were too many males compared to females for these tests to be valid, and so these variables could not be used in tests and no conclusions could be drawn from them. However, many of the tests were also successful, finding differences between Benfica supporters and supporters of other clubs concerning how they attach themselves to the club, whilst also finding interesting results regarding satisfaction levels and needs for improvement according to Benfica members and season ticket holders.

Key Words: Football Industry, Consumer Relationship Management, Decision-Making Process, Strategic Marketing

JEL: M31, L83

Resumo

O principal objectivo desta investigação foi explorar a relação complexa entre os adeptos e os clubes, e utilizar os resultados para realizar um conjunto de propostas ao SL Benfica em relação à sua estratégia de marketing e à relação com os seus adeptos. Para tal, foi realizado um questionário e publicado online. Houve um total de 254 inquiridos. A primeira parte centrou-se na totalidade da amostra, observando de que forma os adeptos se tornam tão apegados a um clube em particular. A segunda parte centrou-se nos adeptos de Benfica e observou os níveis de satisfação relativamente a diferentes aspectos do clube e o que os fãs querem que seja melhorado. Os resultados destas perguntas foram cruzados com diferentes variáveis, como idade e género, para ver poderiam ser encontradas relações ou diferenças entre estas variáveis. Todos os resultados foram analisados em SPSS com a finalidade de encontrar estas relações e de chegar a uma conclusão. Alguns dos testes estatísticos foram inválidos como resultados de uma distribuição desigual das respostas. Demasiados inquiridos pertenciam a gerações mais jovens em comparação com gerações mais velhas e havia demasiados inquiridos do sexo masculino em comparação com inquiridos do sexo feminino para que estes testes fossem validados, e, por isso, não foi possível utilizar estas variáveis, nem chegar a nenhuma conclusão a partir das mesmas. No entanto, inúmeros testes foram bem sucedidos, tendo sido encontradas diferenças entre adeptos do Benfica e adeptos de outros clubes no que diz respeito à forma como se apegam ao clube, assim como também foram obtidos resultados interessantes em relação aos níveis de satisfação e às necessidades de melhoria de acordo com os sócios do Benfica e os titulares de bilhetes de temporada.

Palavras Chave: Indústria do Futebol, Gestão de Relacionamento com Consumidor, Processo de Tomada de Decisão, Marketing Estratégico

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“Football is more than just a business. No one has their ashes scattered down the aisle at Tesco”

Taylor, 1998

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1. Sumário Executivo

A indústria do futebol é uma das indústria de crescimento mais rápido no mundo e não apresenta sinais de abrandamento. Competições, clubes e jogadores de futebol tornaram-se algumas das marcas mais conhecidas. Os clubes de futebol, em particular, deixaram de ser apenas clubes e passaram a ser empresas que dependem fortemente dos seus consumidores, ou adeptos, para um crescimento financeiro. Tal como qualquer outra marca ou empresa, os clubes também tentam aumentar o número de consumidores, assim como tentam satisfazer e reter os consumidores actuais. Este é o foco deste estudo. No entanto, são poucos os clubes de futebol que possuem uma estratégia de marketing que está segmentada para diferentes grupos de consumidores actuais e potenciais, e desenvolvida para gerir o crescimento financeiro. Esta tese é escrita com a finalidade de obter conclusões que ajudarão a fornecer um conjunto de propostas para o SL Benfica. Os clubes de futebol procuram cada vez mais no estrangeiro por locais onde o futebol como desporto não está tão estabelecido como na Europa ou na América no Sul para aumentarem a sua base de adeptos. Isto significa que muitos clubes de futebol centram as atenções na América do Norte e na Ásia. Esta tornou-se uma prática de rotina e é actualmente muito comum as pessoas apoiarem equipas de outros países que não o seu. Desta forma, a primeira parte desta investigação observou as diversas formas como os adeptos se apegam a um clube de futebol. Tanto os adeptos do Benfica, como os adeptos de outros clubes internacionais, são utilizados como parte desta investigação, por forma a obter resultados contrastantes para comparação. O objectivo desta parte foi encontrar formas de o clube poder potencialmente atrair adeptos internacionais para apoiar o Benfica. A segunda parte da investigação centrou-se apenas nos adeptos do Benfica, com o objectivo de encontrar formas de reter e satisfazer a base de adeptos actual.

Foi realizado um questionário e publicado online nas redes sociais, em fóruns de futebol internacionais e em fóruns específicos do Benfica. Os dados do questionário foram posteriormente analisados em SPSS, uma famosa ferramenta de análise estatística, para ajudar na obtenção de conclusões. Responderam ao inquérito um total de 254 inquiridos, a maioria adeptos do Benfica, embora também houvesse um número suficiente de respostas de adeptos internacionais para que esses dados

também fossem avaliados. No entanto, houve uma distribuição irregular em termos de idade e género. Havia demasiados inquiridos de gerações mais jovens em comparação com as gerações mais velhas, e havia demasiados inquiridos do sexo masculino em comparação com inquiridos do sexo feminino. Esta situação já era, de facto, previsível. O questionário foi publicado em fóruns de futebol, onde a maioria dos utilizadores presentes são jovens do sexo masculino. De certa forma, o grupo de amostra também dá um rácio de representação preciso dos adeptos de futebol em geral. Dito isto, teria sido importante ter todos os grupos etários e ambos os géneros representados por forma a definir melhor os segmentos de mercado. Infelizmente, não houve suficientes inquiridos do sexo feminino para obter conclusões valiosas em relação às diferenças entre os adeptos do sexo masculino e feminino do Benfica. Houve ainda outras variáveis que também tinham uma distribuição demasiado irregular para serem utilizadas nos testes, como a categoria de sócio do Benfica ou o conhecimento de bilhetes de preço especial. No entanto, inúmeras outras variáveis tinham uma distribuição regular e cujos testes foram válidos.

A primeira secção da investigação centra-se na ligação a um clube. Observou-se que, em geral, um número surpreendente de adeptos considera a história e a tradição de um clube de futebol extremamente importante, mesmo ao ponto de se tornarem adeptos de um clube como resultado da sua história. Também se observou que, para as gerações de adeptos mais jovens, o sucesso e a reputação do clube são factores mais importantes do que para as gerações de adeptos mais velhas. Também se observou que, para os adeptos do Benfica, a cidade natal/zona do clube ou os jogadores do clube não são factores tão importantes como para os adeptos de outros clubes. A última conclusão desta secção foi que para os adeptos que estão no mesmo país da equipa que apoiam, a família e os amigos são um factor de maior influência ao se tornarem adeptos de um clube do que para os adeptos internacionais.

Na segunda secção, que se centrou apenas nos inquiridos que são adeptos do Benfica, a principal conclusão, que também foi a principal causa de preocupação, foi que os adeptos do Benfica que são detentores de um passe de temporada se sentem significativamente menos valorizados pelo clube do que os adeptos que não são detentores de um passe de temporada. Outras conclusões foram que o Wi-Fi e os estacionamento são os aspectos mais importantes que os adeptos querem ver

melhorados num dia de jogo, especialmente para as gerações mais jovens, os detentores de passe de temporada e os adeptos do Benfica que assistem a mais jogos no estádio. Em comparação com os adeptos de outros clubes, os do Benfica estão mais satisfeitos com as instalações de WC e o serviço de comida/bebida, mas têm mais vontade que o estacionamento seja melhorado em comparação com os adeptos de outros clubes. Os adeptos do Benfica que são sócios pretendem mais que o estacionamento e a acessibilidade/transportes sejam melhorados do que os não-sócios do Benfica. Os não-sócios do Benfica não pretendem que algo seja melhorado mais do que os sócios do Benfica. Os resultados foram utilizados para fornecer recomendações e propostas ao Benfica, com algumas sugestões acerca da forma como as informações podem ser utilizadas.

2. Theme

This thesis is based on the assumption that a football club is also a brand, and its fans are also its customers. However, in this industry, the loyalty and relationship between the brand and its customers are somewhat unique, and is a component that differs highly to corporations and brands within most other traditional industries. Nonetheless, football is very much a business, with increasing numbers listed on stock exchanges and football clubs work like brands. Just like any other brand, football clubs look into ways that they can change, adapt and improve their brand strategy to attract new customers (fans), and how to satisfy and improve the experience for loyal supporters – all in an effort to increase revenue streams, thus creating a financial and competitive advantage. This thesis and its research will further explore this unique relationship between the club and its fans, how SL Benfica specifically can win over more fans, and how the club can get its current fans to perhaps spend more money by improving services and experiences.

3. Research Problem

Despite the popularity of football, relatively little research has been made on the unique relationship between a football club and its fans in marketing in business terms. Football clubs are looking to expand their fan-bases as well as improve services and experiences for current fans in mutually beneficial ways. In modern football, for a team to be competitive on the pitch, they have to be competitive financially as well. (Buraimo, et al., 2007). This is where the importance of the fans comes in, as vast amounts of revenue directly and indirectly comes from them. The term 'expanding their fan-base' is often heard about clubs in modern football. One of many examples of this is pre-season tours: Before a new season starts many larger European football clubs travel to venues all around the world in an effort to establish and increase loyal fan-bases there by participating in friendly matches against local teams. The destinations of choice are usually places where football as a product has not yet been able to penetrate the market to the extent that it has in Europe or South America. By doing this, football clubs look to gain larger economies of scale. Therefore most clubs travel to either North America or Asia where there is a large population base and high levels of disposable income.

However, the field of international marketing in football is still immature and it has been difficult to measure how profitable these tours actually are due to the many complex variables involved. The first part of the research conducted in this thesis will focus on how football fans choose to support a football club, not necessarily on geographical grounds. Is it the success of club, its style of play, the influence of family or friends, the players of the club, or a mixture of all that determines the support of a fan?

The second part of the research will focus on the fans that the football clubs already have and how the clubs can improve their services and the experiences for those fans, at the same time as increasing revenues. This improvement includes everything from customized offers on merchandise and package deals, to technological improvements in the stadium. Again, relatively little research has been conducted into this topic, yet it is a process that clubs are looking seriously into and

are doing their best to improve.

Once the research has been conducted, this thesis will propose how SL Benfica may make alterations to their marketing strategy.

Research Questions

- How do football fans start supporting a particular football club?
- How can SL Benfica use marketing to build and expand on an international fan-base?
- How can SL Benfica increase revenues from current fans?
- How can SL Benfica improve services and experiences for its supporters?

4. Literature Review

4.1 - Introduction

Some studies have investigated how a fan chooses a team, and how this loyalty is formed. The loyalty to a team compared to brand loyalty in any other industry is something that has fascinated marketers. However, fans are complex and there are a number of different types of fans with different loyalty levels, emotions and motivations connected to football. Logically, if football clubs can identify the different types of supporters, they can then segment their fans into groups and marketing activities could be targeted, thus becoming more efficient (Tapp & Clowes, 2002). Football would not be what it is today without the interest of the fans. Bauer, et al., (2005) found when researching the German Bundesliga, that roughly 25.4% of the average club's total revenue came from stadium visits, 31.5% from media rights, 24.2% from sponsorships and 7% from merchandising. This means that supporters are directly responsible for over 32% of a team's total revenue. At SL Benfica, this number is even higher at roughly 40% (Conceição, 2013). When taking into account that media rights only exist because of the interest from supporters, one starts to get a clear picture of how football would not be what it is today without the fans. DeSarbo & Madrigal (2011) also claim that a sizeable proportion of revenues come from the fans, either directly or indirectly, and Tapp & Clowes (2002) simply say that the revenues coming from supporters are impressive. The sport, and particularly the relative success of a club depend heavily on the fans.

4.2 - Brand Loyalty in Sport

Football can be regarded as a product sector, with the football clubs as the brands of aforementioned sector. However, it is clear that in this context, due to the complex human emotional aspect, the nature of brands in sport is unique. The clubs enjoy a fierce loyalty from their customers, no matter their strengths and weaknesses. This is a feature unparalleled in most other industry sectors where the frequency of brand switching is much higher (Parker & Stuart, 1997). The loyalty that supporters show to their team “straddles logical, emotional and ethical divides of the human psyche” (Tapp, 2004). In football, supporters feel that it is necessary to show loyalty and commitment to a team, even when things are not going well (Parker & Stuart, 1997). In fact, Tapp (2004) found that the worse their team did, the more bonded to each other the supporters felt. Parker & Stuart (1997) also claim that a strong factor in maintaining brand loyalty is the uncertainty of results. From their research they found that in most cases the choice of which team to support had already been made before the brain has begun to understand there are other alternatives, often as a result of the fact that a club to support is something which is passed on from father to son through several generations. Once a fan is supporting a team, contemplating to switch allegiances to another club or ‘brand’, is very rare. Ozawa et al. (2004) are claiming that a fan being introduced to a local team is almost a ritual, after which one is almost unable to change allegiance. Some fans may go to fewer games when results are not good, but the “strong element of tribalism” prevents supporters from switching to another club.

4.3 - Decision-Making Process of Team Selection

4.3.1 - Local Decision-Making Process

In terms of local supporters, most researchers agree that club choice is a decision strongly influenced by parents. In professional football, parental and geographical bonding is strong, especially the bond that is created between parents and their children by going to football matches. However the decision is often influenced by other people and not only from parents. Parker & Stuart (1997) found that the majority of female fans in their subject group claimed their decision was influenced by their husbands or boyfriends, with 14% of the subject group saying their decision was influenced by their friends. Geography also influence the decision. Tapp (2004) said supporters feel part of the team, like citizens of a town. No matter how strong or weak the team may be it is their city, and their team. Uhlman & Trail (2012) commented on a study involving Japanese fans of teams in the national J-League. This study mentioned 'Community Support', 'Community Pride' and 'Attachment to Community' as factors behind 'Interest in Team' and 'Attachment to Team'. In their own research on the Seattle Sounders FC franchise, they found that their impressive fan-base had come from "the belief that they are part of the "best" fan base in the MLS". This finding supports Parker & Stuart's (1997) and Tapp's (2004) conclusions that being part of something, and supporting your community, can influence the level of affection fans have towards a club.

As previously stated, there are different types of fans. Some are not as heavily connected to a sport so they make their decision based on other factors. Richardson & O'Dwyer (2003) studied the fan-base of Manchester United, a club that have enjoyed a lot of success and have a fashionable and popular image. They found this was a reason for the club being able to attract a considerable amount of fans that base their decision on making socially attractive and acceptable choices. They went on to explain that these types of fans, when they present themselves as a fan of a particular club, do it to be "seen in a favorable light socially". These types of fans would only want to be associated with successful teams, avoiding to be associated with failure or to be seen as backing a loser. This phenomenon, referred to as self-monitoring, exists on a wide scale across borders and sports. Apart from fans of Manchester United FC,

Richardson & O'Dwyer found that this is a practice very common amongst American Football teams.

4.3.2 - Global Decision-Making Process

Crucially important to marketers is to understand how fans start supporting a team that plays in a league in another country. Bodet & Chanavat (2010) conducted extensive work on this subject by researching the selection process of Chinese fans of four of the biggest English Premier League clubs: Arsenal FC, Chelsea FC, Liverpool FC and Manchester United FC. Bodet & Chanavat claimed that Chinese fans most often base their decision on the perceived brand quality of the football clubs. They mention six different main factors that influence the perceived brand quality: Club Achievements, On-Field Performance, Current Members of the Club, History and Traditions, Marketing Programs and Team Kits. Some fans also acknowledged the business performance of a club. Some of the results Bodet & Chanavat found were surprising. For example, a club having star-players is a crucial asset, but having local players that have come through the clubs' youth academies is an important asset as well, as it avoids the club being perceived as a "no-soul" club. They also found that star-players can have both a positive and negative effect. For example, several people disliked Manchester United because they felt negatively about Portuguese footballer, Cristiano Ronaldo. Player behaviour off the pitch is seemingly important to international fans as well. Success of a team is not always positive - some fans interviewed did not support Manchester United because they were too dominant. Another surprising component was that some fans were attracted to particular kits, for example the blue colour of the Chelsea kit.

Other factors include what the club stands for and represents. Many of the Chinese Liverpool fans mentioned their famous European Champions League final victory against AC Milan, in which they were losing 3-0 at half-time but came back to win the match on penalties. The spirit of the club persuaded some of those supporters to become fans. The *History & Traditions* was also seen as fundamental for many fans. Not surprisingly, teams touring China to play charity matches and help local organizations have a big impact on team choice, as well as the presence of Chinese players in a team. Interestingly, Bodet & Chanavat found that many of the fans chose

a team because this was the first football club that they were aware of. In some cases, fans first became aware of a team because a friend had started supporting it. Yet, they also found fans who claimed that if their favourite player left the club, they were not sure if they would support the team anymore, thus displaying a different dynamic to European fans. Bodet & Chanavat also asked the fans to name words that they associate with each of these four clubs in order to understand how the clubs are perceived. The concept of brand personality can be very useful for football clubs when developing their brand and impacting the decision-making of choice of club.

It is important for clubs to realize that for fans from abroad, it is quite common to support or follow more than one team from the same sport. For example, it is not uncommon for a fan to hold multiple preferences across different geographical regions, i.e.. Supporting one team in the English Premier League and one team in the Italian Serie A. In some ways, this is behaviour that can be seen in many different industries where customers buy from a list of different brands (McDonald, et al., 2010). McDonald, et al. explains that this occurs because in different leagues, a supporter's support for two or more teams can develop, as there is usually no competition between the leagues.

Interest in multiple teams in different leagues can develop for different reasons. An example from Basketball, Yao Ming almost single handedly ignited Chinese interest in the North American Basketball league, the NBA. Another factor is the rise of fantasy sport leagues. This is a game, usually online, where individuals can pick players from different teams to be in their fantasy team. An individual's fantasy team then competes against other fantasy teams. McDonald, et al. claim that this has stimulated interest in players rather than teams, and so fans follow multiple teams as the players are spread out. Of course, technological advancement is another factor as it has given accessibility of football globally. For example, fans of football clubs in Australia also follow professional football clubs in Europe (McDonald, et al., 2010).

4.4 - Customer Relationship

4.4.1 - A Unique Relationship

Tapp & Clowes (2002) quoted Taylor (1998) saying, “Football is more than just a business. No one has their ashes scattered down the aisle at Tesco”. This refers to the ritual sometimes occurring in Britain, where when someone passes away their wish is for their ashes to be scattered on the pitch of their team. This quote properly shows how unique the relationship between a club and its fans can be. It is important for a club to understand this relationship when developing marketing strategies. In marketing, the theory is that a brand that builds a relationship with its customers also increases loyalty levels. However, because of the relationship between brand and consumer in this sector being unique, this theory does not apply as the vast majority of the clubs take their fans’ loyalty for granted (Adamson, et al., 2006). Customer Relationship Management (CRM) in the football industry lags behind other industries. This is a surprising finding because, as Adamson et al. (2006) puts it, a relationship-building approach for some fans would be appropriate for retention objectives.

4.4.2 - Building Customer Relationships

An increasing number of fans have started to voice their dissatisfaction with their clubs due to increasing ticket prices. They feel management is out of touch with the club that they have a strong emotional connection to. As a result, the relationship between the club and its fans can be poor, even though loyalty levels can remain the same. This relationship needs much more attention in football. Fans want recognition from the club for their loyalty, something the majority of clubs do not give them (Adamson, et al., 2006). However, Adamson et al go on to explain that, though it has been difficult for clubs to maintain meaningful contact with its fans in the past, the development of new technology will mean this can change in a number of ways. Clubs have started to establish a healthier relationship with its fans by supporting fan clubs and offering fans the chance to communicate with the team through social media (Bauer, et al., 2005). Building this relationship can make fans feel part of the club and give them a sense of value for money, which in turn can increase loyalty levels, and potentially increase spend on the club (Decrop & Derbaix, 2010).

4.5 - The Fan Experience

4.5.1 - The Stadium

Few brands have the opportunity of having a place they can call home - A place where loyal customers will travel significant distances just to experience the brand. To further prove the uniqueness of the football business, this is exactly what the clubs have - Their home stadium. Yet relatively few football clubs truly understand or take advantage of the importance of this – for the fans - sacred ground, and the relevance of this for their economic success. To build their brand loyalty, it is important for the club and its management to recognize the significance of their stadium for the fans who come to visit it at match day. The fans in the stadium are the most important group to target for marketing activities (Bauer, et al., 2005). However, for the most part, service - such as service delivery, ticket office, good quality food and stadium facilities – are areas that need improvement (Adamson, et al., 2006). Most modern football fans do not want the stadium experience of the past. Instead they want a more wholesome experience when they go to watch their team play (Dinnie, 2008). Football can learn a lot from the customer experience in American Football. Not only do the stadiums tend to be newer, but as a result of new technology available, they are more advanced too, offering all sorts of opportunities for its fans. For instance, fans of the Dallas Cowboys can tailor their sports news to their liking. A fan can get injury updates, training reports and insider news sent to their phones when they are inside the stadium. This has become a popular and almost common service in the NFL. This form of media customization lets the club build a relationship with its fans and increase loyalty and commitment as the fans become more involved (Dinnie, 2008). However, not only fans must be attracted to the stadium. Many stadiums offer hospitality boxes and conference rooms to corporate businesses. As a result, a much more professional approach to marketing needs to be achieved (Ozawa, et al., 2004).

4.5.2 - Supporter Motivations

One issue when it comes to fans going to the stadium for matches is the high correlation between attendance and the success on the field (Tapp, 2004). However, it is worth noting that findings suggest that there are significant differences in this

correlation depending on the country and division the team is playing in (Brandes & Franck, 2007). Wann, et al. (2008) researched the motivations of individuals when going to a sports game. They found the main factors to be: Escape, Economic, Eustress, Self-Esteem, Group Affiliation, Entertainment, Family, and Aesthetics. They also noted that these motivations would be different depending on factors such as gender, age, and even race. Watanabe (2012) made a similar study on more committed football supporters and found the main motivations included the drama and the level of uncertainty of the match result. It can be very important for a club to understand these motivations, especially for the clubs who have a high correlation between supporter attendance and results. Clubs will want to have high attendance from supporters even when results are not ideal. Understanding motivations of their supporters will help the clubs in marketing efforts, and may help to keep attendances high. These motivations, along with other important variables, can also be used to segment the customers in order to have more effective marketing campaigns to attract the fans (Wann, et al., 2008).

4.6 - The Business of Football

4.6.1 - Marketing in Football

Football is a big business, inspired by the rivalry between competing teams, which motivates fans to consume the sport, motivates media to give it the attention it receives, and as a result motivates corporate sponsors to invest (Madeiro, 2007). In modern professional sport, there is a growing importance on marketing efforts in the management and general running of the club. As with most industries, the brand is the most important asset of the club (Bauer, et al., 2005). Unfortunately, even though there is an increasing awareness of using general business disciplines and apply it to the running of a sports club or a team, marketing is not used as well as it could be. Many clubs have a Marketing Manager or Director, but most of them only try to sell the club to commercial clients, rather than trying to sell the club to ordinary people and fans (Adamson, et al., 2006). However, some clubs have successfully targeted both segments. For example, Real Madrid use the well-known tactic of buying big-name football stars not only for their abilities on the pitch, but also for their advertising appeal (Madeiro, 2007). There is a famous rumour, that the £80 million Real Madrid paid Manchester United to buy Cristiano Ronaldo was all returned from the sales of Real Madrid shirts with Ronaldo's name on the back. Similarly, the signing of David Beckham gave Real Madrid a six-fold return on investment.

By using marketing techniques the big clubs have, to some extent, managed to develop their brand and increase their income from merchandise. As a result, the revenue gained from tickets sold is usually less than 50% for the large clubs (Ozawa, et al., 2004). The brand equity have positive effects on revenues from merchandising, showing that economic performance for a football club is something that exists independently of the success of the team (Bauer, et al., 2005). Brand equity also has a significant effect on attendance. Bauer, et al., demonstrated that brand equity, not athletic success, is the major contributor to economic success.

4.6.2 - Marketing to Foreign Markets

Some football clubs seem to have finally realized the potential of marketing their club to foreign markets to attract customers, even though this activity partially is in conflict with their interests on the domestic market where they want to be seen as the local club. However, there is more potential to gain from marketing to foreign fans. Bodet & Chanavat (2010) state that very few clubs have any apparent marketing or branding strategy in the foreign markets, and fewer still even consider targeting and positioning. One club that has managed to do this very successfully is Manchester United. One can argue that it was their success in foreign markets that inspired other clubs to try similar marketing strategies. Commonly these foreign markets are in Asia due to the positive economic development in these countries. They have a high potential of commercial development, are highly populated, have increased purchasing power and are generally passionate about sport (Bodet & Chanavat, 2010). South Korea, Japan and China are the key markets targeted by football clubs because of their enormous growth and potential (Won & Kitamura, 2007). Manchester United was the first club that successfully developed a brand strategy in Asia. They established numerous operations and outlets to sell their merchandise, built relationships with Asian brands, participated in friendly games against local teams, developed football schools for local children, and drove promotional campaigns. They also bought Asian players who make regular appearances in the Manchester United shirt (Bodet & Chanavat, 2010). In order to be successful and increase their fan base, teams need to not only market their traditional customers, but beyond that in order to increase their fan-base (Tokuyama & Greenwell, 2011).

4.7 – Benfica TV

SL Benfica is in a very unique position because of Benfica TV – the club’s own TV channel. It is well known that most large football clubs around the world have their own TV channels that fans can subscribe to. These channels usually show friendly matches, or highlights of older matches, and give a behind-the-scenes view of everyday life at the club, which is a great concept in itself. However, Benfica TV has become so much more than this. In the last couple of years Benfica TV have purchased the broadcasting rights to show all of SL Benfica’s home matches in the Liga ZON Sagres live¹. Following this, in 2013 Benfica TV acquired the broadcasting rights to show all of the matches from the Barclays Premier League², as well as Major League Soccer and the Greek Super League. As a result of this, Benfica are increasing revenues from TV subscriptions by football supporters in Portugal who are not necessarily supporters of Benfica. This position is unique since no other club in the world can offer this. The channel has become so successful in Portugal, it has become more popular than other subscription based sports channels – mainly Sport TV³. This gives the club more income in terms of advertising on its channel. Because of this, and mainly being able to attract not only Benfica supporters to subscribe, but football fans in general, is a position that is unique and innovative and will give SL Benfica a financial advantage as revenue streams will increase from this, which can also give Benfica the chance to expand on develop the Benfica TV concept to keep it innovative and successful.

¹ <http://www.slbenfica.pt/pt-pt/benficatv/anaoperder.aspx>

² <http://www.premierleague.com/en-gb/news/news/2012-13/feb/BenficaTV-acquire-premier-league-rights-in-portugal.html>

³ <http://www.zapping-tv.com/benfica-tv-bate-sport-tv1/>

5. Research

5.1 – Research Method

In order to collect primary data it was decided that a questionnaire would be sent out to football fans online (Figure 1 in appendices). Before the development of the questionnaire, preparatory discussions were held with the supervisor of this thesis. As the director of innovation and business development for Benfica he had valuable opinions and suggestions for the questionnaire, not least for the section related specifically to Benfica.

A sizeable group of Benfica supporters in the subject group was preferable, as their responses would help to address issues related directly to the club. This dissertation concludes with some recommendations to Benfica on their marketing strategy and as part of the analysis it was deemed crucial to listen to what the Benfica supporters want and what they respond to.

However, it was also decided that it could be valuable to know the opinions of international football fans. These respondents could give important answers and input from a completely different perspective, which in turn would further support the proposal for Benfica's marketing strategy. For example, the way football clubs are run in the Premier League differs to Portugal and this can impact the responses given. It was considered important to compare and contrast the responses from these two supporter groups, and in order to achieve this the questionnaire was posted both on a well-known Benfica football forum as well as on international football forums, where football fans from all over the world could respond. Social media networks such as Facebook and Twitter were also used to get a broad spread. Once the minimum amount of questionnaires had been answered, the analysis of the results could start.

5.2 – Research Objectives

The main objective of this research is to be able to use the results to give SL Benfica a number of proposals regarding what they can do in order to attract more football fans and, perhaps more importantly, keep the current Benfica fans happy and satisfied. To do this, the research is divided into two different sections.

The first, shorter, section involves the entire sample group of both Benfica and International football supporters. ‘International’ in this research is defined as football supporters who are not from the same country as the club they support. This section focuses on how football supporters become attached to their football club, both on a local and international level. The reason for using both groups from the sample is to obtain a good understanding of how international fans become attached to a club compared to local fans, and hopefully give some ideas of how to attract fans on both a local and international level. This section also looks into Match day Experiences and what supporters feel can be improved. The potential impact of age, gender and supported club is then analyzed further, thus highlighting strength and weaknesses of SL Benfica vs. other clubs on Match day experience.

The second section includes only the SL Benfica supporters from the sample group and the questions focus on retention and the satisfaction levels of the existing Benfica fans. It will also look into different components of the match day experience, as well as looking into the satisfaction levels of the supporters with different aspects of the club. Hopefully, here the difference between what normal fans, Members and Season Ticket holders want, and how satisfied different groups are with aspects of the club becomes apparent. The data can then be used to identify unsatisfied groups, and change strategy accordingly.

5.3 – Research Sample

Overall a minimum overall sample size of 250 answered questionnaires was decided, including Benfica supporters and supporters of other clubs all around the world. In terms of age and gender, the questionnaire was completely open to everyone above the age of 18. However, since the questionnaire was sent online by word-of-mouth on social networks and football forums, it is assumed there will be more respondents under 35 years of age than over. This can be an advantage as the younger age group may have more useable input in terms of technological advancements in the stadium, as well as being aware of the football club's presence on social networks and online. It is also expected that there would be more male respondents than female respondents, simply because there are generally more male football fans around. Nonetheless, overall it is assumed there will be a fair representation of football fans in the questionnaire results.

5.4 – Research Analysis

To compare and understand different relationships between groups in the sample, the SPSS analysis software will be used. This is very suitable software for analyzing relationships between variables and finding explanations not immediately apparent. For example, it can be useful to see if there is a relationship between *how a football fan became attached to a football club* and aspects such as *age* and *gender*. However, SPSS is very sensitive to having an even sample distribution. And since it is expected that the sample will be – much like at actual football matches – distinctively uneven both when it comes to age and gender, certain tests run in SPSS will be rejected, or the results can be biased. The size of the bias depends on exactly how uneven the sample is. If this is the case, there is no choice but to assume that there is no relationship between the two variables. Statistical tests used will firstly be a *frequency analysis*. This will enable us to see how many males and how many females answered the survey, and also the represented sample size of each age group. The frequency analysis will also provide general information regarding the distribution of Benfica supporters versus international fans.

Secondly *Chi-Square* tests will be used to analyze relationships between different variables. As mentioned, the success of the Chi-Square tests depends on how even the sample is. *Independent samples t-test* and *One-Way ANOVA* will also be used to see if the mean levels of, for example, satisfaction of memberships is the same between different variables. The success of these rely on the distribution of the sample.

5.4.1 – Research Hypotheses

Chi Square

For all of the Chi Square tests, the Hypotheses are the following:

H₀: The variables are independent and there is no relation.

H₁: The variables are related.

Independent Samples T-test

- Levene's test

For the Levene's test before the t-test, the hypotheses are:

H₀: The variances are the same.

H₁: The variances are different.

- T-test

If the variances are the same, continue to the t-test where the hypotheses are:

H₀: The means of the two variables are the same.

H₁: The means of the two variables are different.

Oneway ANOVA

- Levene's test

For the initial Levene's test, the hypotheses are:

H₀: The homogeneity of the variables are equal.

H₁: The homogeneity of the variables are not equal.

- Kruskal-Wallis

This test might be used to check if variables follow normal distribution. The hypotheses are:

H₀: Distribution is equal.

H₁: Distribution is different for at least one of the variables.

- ANOVA

The ANOVA test itself have the following hypotheses:

H₀: The means are equal.

H₁: The means are not equal.

When the sig. number for the test used is below 0.05, the H₀ will be rejected.

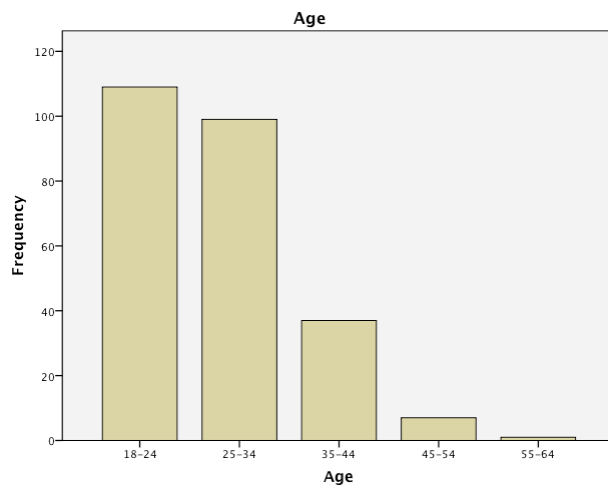
6. Analysis of Results

6.1 – Section 1: The Whole Sample Group

6.1.1 – Frequency Analysis

First, the general demographic information about the respondents was investigated using a frequency analysis of the variables *age*, *gender*, and what *football club they support*.

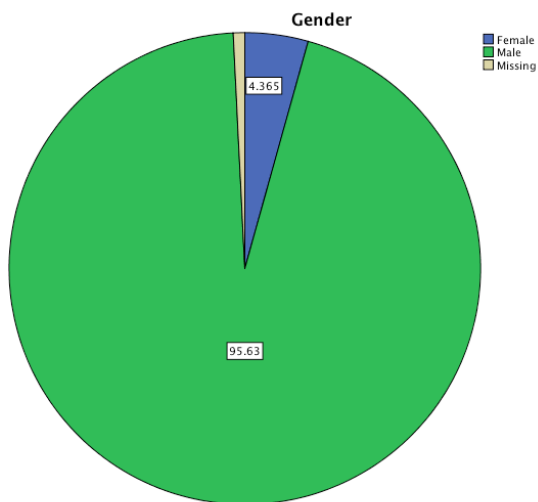
Chart 1.1 – Age



As was expected the distribution in the sample was quite uneven. (See Table 1.1 in appendices). Overall, there were 254 respondents for the questionnaire, of which 109 (42.9%) were between 18 and 24 years of age. Another 99 (39%) of the respondents were between 25 and 34 years old. 37 respondents

(14.6%) were between 35 and 44, 7 respondents (2.8%) were between 45 and 54, and finally, only 1 person (0.4%) were 55 years or older. There was also 1 respondent who did not give his or her age. What we can conclude from this result is simply that the younger adult generation of football fans are more active online than the older generations.

Chart 1.2 - Gender

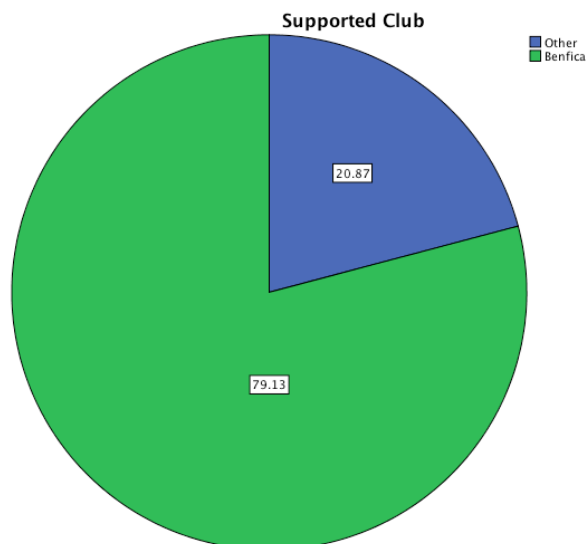


Looking at the gender (table 1.2 in appendices) of respondents, we can also see a clear difference. 94.9% of the respondents were male, and only 4.3% female. Two respondents, representing the remaining 0.8%, preferred not to disclose their gender. Again, we can clearly see the uneven distribution of respondents when it comes to

gender, which was also expected, given the ratio of male to female football fans.

The number of Benfica supporters compared to supporters of other teams was identified. The online questionnaire was spread across both Benfica and International football forums and once the required number of 250 responses was received the database was closed.

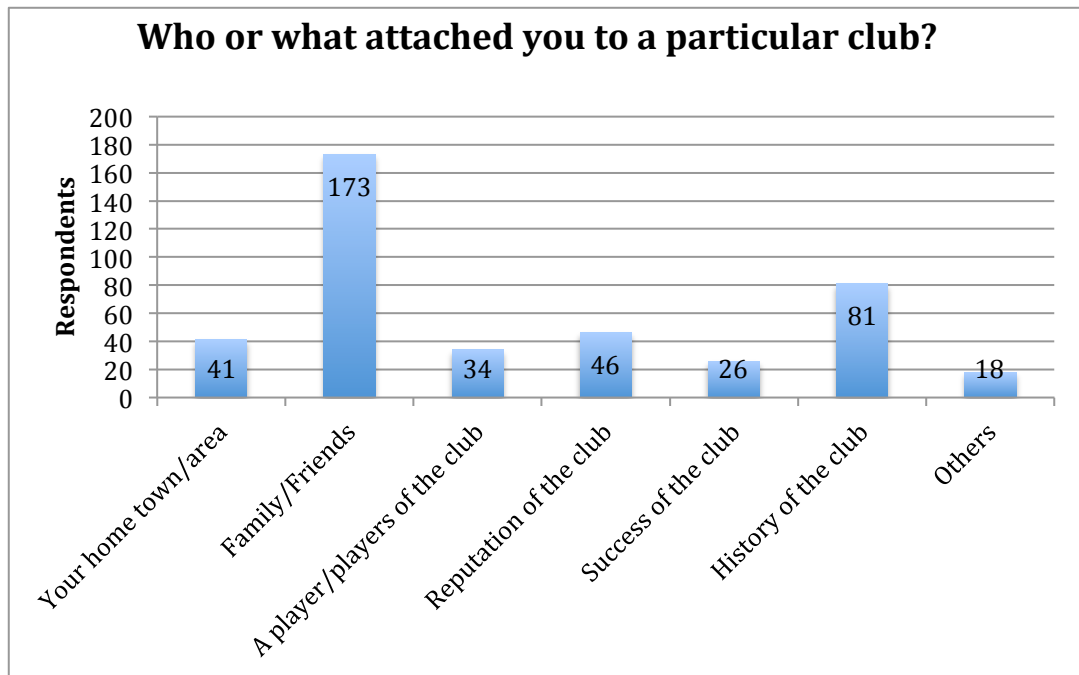
Chart 1.3 – Supported Club



As depicted, many more Benfica supporters answered the questionnaire (table 1.3 in appendices). 201 respondents were Benfica fans compared to the 53 who were supporters of other clubs. It is difficult to explain this difference. The explanation could possibility

be that many Benfica fans were also present on the International football forums and they were more likely than others to answer the questionnaire since the research is about Benfica.

Chart 2 – Attachment to Club



6.1.2 – Attachment to Club

Once the demographic distribution of the sample group was available, the research could continue to explore the data to find relationships, conclusions and thereby reach the objective of making recommendations for Benfica. The first part explored what factors are relevant for a football fan when ‘choosing’ a team, how the supporter became a fan of a particular club or what factors played an influential role in the choice. The main question in the questionnaire to help answer this was quite straightforward: *Who or what attached you to a particular club?* Seven different factors were listed, including an ‘Other’ box where respondents could fill in what they wanted if they felt none of the other factors sufficiently described them. This question was a multiple choice question so each respondent could tick as many boxes as he or she wanted. The results can be seen above (Tables 2.1 & 2.2 in appendices).

Looking at the chart, by far the most common factor was Family and Friends. 68.9% claimed that friends and/or family played an influential part in how they became a supporter of a particular club. As was mentioned in the literature review, affiliation is something that is often passed down from a parent to their children. Next, somewhat surprisingly, 32.3% believed that the history of the club was an influential factor. The remaining factors were all relatively evenly distributed. What

was perhaps most unexpected was that only 16.3% said they support their team because it is in their home town or area. Also somewhat surprising was that relatively few of the respondents believe that the success of a club was a deciding factor.

To get a better idea of who chooses what factor, the relationship between this question and different variables was tested. However, it is here that the uneven distribution of the sample group complicated the analysis. To test the relationships, a Chi-Square test was used for the variables *age*, *gender*, *club* and *nationality* with each individual *attachment* factor.

6.1.2.1 – Attachment vs. Age

Starting with age (tables 2.3.1 to 2.3.14 in appendices) the uneven distribution caused some problems. When applying this test, there must not be more than 20% of cells with a count less than 5. In our data sample all of the Chi-square tests exceeded the allowed 20% of cells with a count less than 5. Consequently these results cannot be trusted. However, to get a basic overview of the relationship between *age* and *attachment to club*, a simple cross tabulation table was created to analyze the results (Table 2.3.15 in Appendices). The two oldest age groups, 45-54 and 55+ were excluded because they had too few respondents at 7 and 1 respectively. In terms of percentages, when looking at the age groups of 18-24, 25-34 and 35-44, there were no major discrepancies. There was a trend that showed *Family/Friends* as a more influential factor for the older generations, whereas *Success* and *Reputation* mattered more to the younger generations. However, there are only relatively small differences in these factors between the age groups and therefore it was concluded that there does not seem to be any relationship between *Age* of a football supporter and *what attaches them to their club*.

6.1.2.2 – Attachment vs. Gender

The relationship between *Gender* and *Attachment* (Tables 2.4.1 to 2.4.14) was analyzed next. As with *Age*, the distribution of the sample group when it comes to *Gender* was too uneven to be able to trust any of the Chi-Square results. Again, all of the tests had more than 20% of cells with an expected count less than 5. However, as

with *Age*, a simple cross-tabulation table was created to get a basic overview of the relationship (table 2.4.15 in appendices). Since there was such a large discrepancy in numbers between males and females with very few females participating in the research, it was deemed unwise to draw any conclusions from this variable. As a result it was assumed that there was no relationship between *Gender* and *Attachment to Club*.

6.1.2.3 – Attachment vs. Club Supported

Next, the test to see if there was a relationship between *Club* and *Attachment* was performed. With this, the hope was to see if there was a difference between Benfica fans and other fans when it came to how they became attached to their football club. The distribution was more even in this variable and the results more reliable. First, the relationship between *Club* and *Attachment to club through home town/area* (table 2.5.1 & 2.5.2 in appendices) was analyzed. The test was valid and the Chi-Square sig. was less than 0.05 (0.00). So we rejected H_0 and concluded that the variables are related. It can be concluded that for Benfica supporters, the *Home Town/Area* is a much less influential factor than it is for other football supporters.

Following this, the relationship between *Club* and *Attachment to club through family/friends* (table 2.5.3 & 2.5.4 in appendices) was investigated. Again, the test was valid. The Chi-Square sig. this time was more than 0.05 (0.172). Therefore, the H_0 was accepted and it was concluded that there is no relationship between the *Club you support* and what *Attached* you to the club.

Looking at the relationship between *Club* and *Attachment to club through players of the club* (Tables 2.5.5 & 2.5.6 in Appendices), the test was valid, and the Chi-Square sig. was less than 0.05 (0.00). Therefore, the H_0 was rejected and it was concluded that there is a relationship between the two variables. Looking at the numbers, we can see that *Players* playing in the football club is not as much of a deciding factor for Benfica supporters as it is for football supporters of other teams.

The investigation of the relationship between *Club* and *Attachment through reputation* (table 2.5.7 & 2.5.8 in appendices), showed that the test was valid, and that the Chi-Square sig. was more than 0.05 (0.55). Therefore, the H_0 was accepted and it was concluded that there is no relationship between the two variables.

The test of the relationship between *Club* and *Attachment through success* (Tables 2.5.9 & 2.5.10 in Appendices) showed that the test was valid, and the Chi-Square sig. was more than 0.05 (0.41). So, H_0 was accepted and it was concluded that there is no relationship between these two variables either.

Finally, the relationship between *Club* and *Attachment through history* (Tables 2.5.11 & 2.5.12 in Appendices) was investigated. The test was valid, and the Chi-Square sig. was more than 0.05 (0.35), and so it was concluded that there is no relationship between these two variables.

6.1.2.4 – Attachment vs. Nationality

Next, the relationship between *Attachment* and *Nationality* of the respondents was investigated. By *Nationality*, what is meant is being either from the same country as the football club you support, or not being from the same country as the football club you support.

Starting with the relationship between *Nationality* and *Attachment through Home/Town Area* (table 2.6.1 & 2.6.2 in appendices). Unfortunately, as more than 20% of the cells had an expected count less than 5, the results of this test could not be trusted. Therefore, it was assumed that there is no relationship between these two variables. The same goes for the relationship between *Nationality* and *Attachment through Players*, *Attachment through Reputation*, and *Attachment through Success* (tables 2.6.5 & 2.6.6, 2.6.7 & 2.6.8 and 2.6.9 & 2.6.10 in appendices respectively).

For the relationship between *Nationality* and *Attachment through Family/Friends* (table 2.6.3 & 2.6.4 in appendices), it could be seen that the test was valid and that the Chi-Square sig. was less than 0.05 (0.018). Therefore the H_0 was rejected and it was concluded that there is a relationship between these two variables.

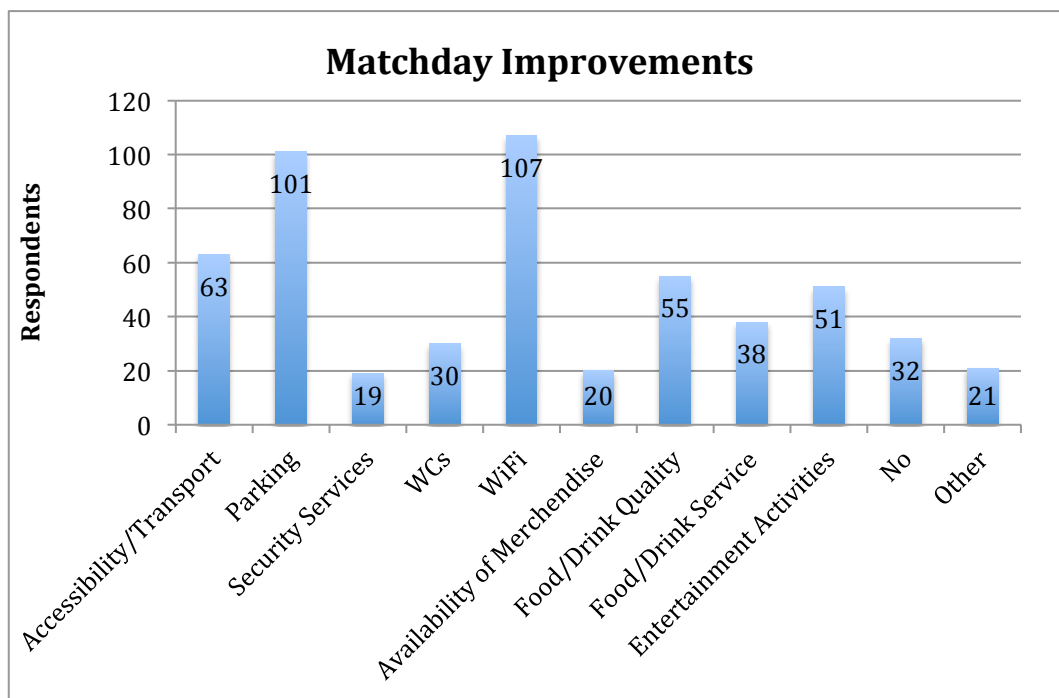
Looking at the crosstabulation table and the numbers, it becomes apparent that the respondents who are from the same country as the club they support believe that *Family/Friends* is a much more influential factor than the respondents who are from another country.

The final factor to test the relationship with *Nationality* was *Attachment through History* (table 2.6.11 & 2.6.12 in appendices). The test was valid and the Chi-Square sig. was more than 0.05 (0.086). Therefore, the H_0 was accepted and it was concluded that there is no relationship between the two variables.

6.1.3 – Matchday Improvements

The next stage of the research will explore the satisfaction levels with different aspects of football clubs, and what the respondents believe needs to be improved. The first question will explore the results of *If and when you attend a game on match day, is there anything you think can be improved in the stadium to improve your experience?* This question was also a multiple answer question so respondents could tick as many boxes as they wanted. Below are the results:

Chart 3 – Matchday Improvements



Overall, *WiFi* and *Parking* were by far the most popular factors that the respondents want improved on match day. *Accessibility/Transport, Food/Drink Quality* and *Entertainment Activities* were also fairly popular options.

The relationship between variables *Age, Gender, Club, Season Ticket Holders* and *Members* with each Factor of *Matchday Improvement* was tested next.

6.1.3.1 – Improvements vs. Age

The Chi-Square tests for each individual factor of *Match day Improvements* (tables 3.1 to 3.1.20 in appendices) were all invalid because of the uneven distribution in terms of *Age*, and no conclusions could be drawn from them. As was done previously to have a basic overview of this data to analyze, a simple cross-tabulation table was created to analyze (table 3.1.21 in appendices). Firstly, the two oldest age groups were ignored because of there being too few respondents for these. When looking at the three youngest age groups, where there were enough respondents it was apparent, in terms of percentages, it was all relatively even spread out across the factors. The only standout number being perhaps that having improved WiFi inside the stadium seemed slightly more important for the respondents under 35 compared to those who are older. Apart from that, there does not seem to be any relationship between *Age* and what they consider to be important *Stadium Improvements*.

6.1.3.2 – Improvements vs. Gender

The next variable to test was *Gender*, although it was likely the tests would not be valid because of the uneven distribution, (tables 3.2.1 to 3.2.20 in appendices). Straight away it was obvious none of the tests are valid. As was done with *Age* a cross-tabulation table (table 3.2.21 in appendices) was created to get a basic overview of the relationship between the variables, although no conclusions could be obtained from this.

6.1.3.3 – Improvements vs. Club Supported

The relationship between *Club Supported* and *Stadium Improvements* was next. First the tests that were invalid were identified, and these were the Chi-Square test with variables *Club* and *Improve Security Services* (tables 3.3.5 & 3.3.6 in appendices), and the Chi-Square test with variables *Club* and *Improve Availability of Merchandize* (tables 3.3.11 & 3.3.12 in appendices). All the other tests were valid and were determined next.

Analysis commenced with the variables *Club* and *Improve Accessibility/Transport* (tables 3.3.1 & 3.3.2 in appendices). The Chi-Square sig. was higher than 0.05 (0.780), so the H_0 was accepted and it could be concluded that the two variables are independent and that there is no relation between them.

In the test between *Club* and *Improve Parking* (tables 3.3.3 & 3.3.4 in appendices), it could be seen that the Chi-Square sig. was lower than 0.05 (0.002), so the H_0 was rejected and it was concluded that the two variables are related. Looking at the tables, it becomes apparent that for Benfica supporters, *Parking* is a very popular choice when asked what needs to be improved and much more popular than it was for supporters of other football clubs.

The test between *Club* and *Improve WCs* (tables 3.3.7 & 3.3.8 in appendices) showed that the Chi-Square sig. was also lower than 0.05 (0.00), and so again the H_0 was rejected and it was concluded that these two variables are also related. From the numbers in the tables it was clear that football supporters of 'Other' clubs thought *Improving WCs* is more important than Benfica supporters thought.

Following this was the test between *Club* and *Improve WiFi* (tables 3.3.9 & 3.3.10 in appendices). This showed that the Chi-Square sig. was more than 0.05 (0.947), so the H_0 was accepted and it was concluded that these two variables are independent and that there is no relation between them.

Next was the test between *Club* and *Improve Quality of Food/Drink* (tables 3.3.13 & 3.3.14 in appendices). Here, the Chi-Square sig. was also higher than 0.05 (0.096), so again the H_0 was accepted and it was concluded that there is no relation between the two variables.

However, when the relationship between *Club* and *Improve Food/Drink Service* (table 3.3.15 & 3.3.16 in appendices) was tested, the Chi-Square sig. was less than 0.05 (0.012), so here the H_0 was rejected and it could be concluded that there is a relation between the two variables. Looking at the table, it seemed that supporters of other football clubs believe this needs improvement more than supporters of Benfica do.

The test between *Club* and *Improve Entertainment Activities* (tables 3.3.17 & 3.3.18 in appendices) showed the Chi-Square sig. value being higher than 0.05 (0.120), so here the H_0 was accepted and it was concluded that there is no relation between the two variables.

The same goes for the last test between *Club* and *No Improvements Needed* (tables 3.3.19 & 3.3.20 in appendices). The Chi-Square sig. value here was also higher than 0.05 (0.394), so the H_0 was accepted and it could be concluded that the two variables are independent and that there is no relation between them.

6.2 - Section 2: Benfica Supporters

6.2.1 – Matchday Improvements

This section focused on the Benfica respondents only. It starts off investigating the relationship between variables with *Improvement of Match day Experience*. Again the Chi-Square test was used to test the variables *Season Ticket Holders*, *Members*, and *Number of Matches Attended Annually*.

6.2.1.1 – Improvements vs. Season Ticket Holder

The first variables tested were *Improving Matchday Experience* and being a *Season Ticket Holder*. The tests that included *Security Services* (tables 4.1.5 & 4.1.6 in appendices), *WCs* (tables 4.1.7 & 4.1.8 in appendices) and *Availability of Merchandize* (tables 4.1.11 & 4.1.12 in appendices) were all invalid, and so no conclusions were drawn from them. All other tests were valid.

From the testing of the relationship between *Improve Accessibility/Transport* and *Season Ticket Holders* (Tables 4.1.1 & 4.1.2 in appendices), the Chi-Square sig. value was higher than 0.05 (0.327) so the H_0 was accepted and it was concluded that there is no relation between the two variables.

From the test of *Improve Parking* and *Season Ticket Holders* (tables 4.1.3 & 4.1.4 in appendices), the Chi-Square sig. value was also higher than 0.05 (0.532), so again the H_0 was accepted and it could be concluded that there is no relation between these two variables either.

The next test was of *Improve WiFi* and *Season Ticket Holders* (tables 4.1.9 & 4.1.10 in appendices). The Chi-Square sig. value was lower than 0.05 (0.002), H_0 is rejected, concluding that there is a relation between the two variables. *Season Ticket Holders* at Benfica want the *WiFi* to be improved more than the supporters who are not season ticket holders at Benfica.

By testing the relationship between *Improve Food/Drink Quality* and *Season Ticket Holders* (tables 4.1.13 & 4.1.14 in appendices), the Chi-Square sig. value was higher than 0.05 (0.499). H_0 was accepted, concluding that the two variables are independent and that there is no relation between them.

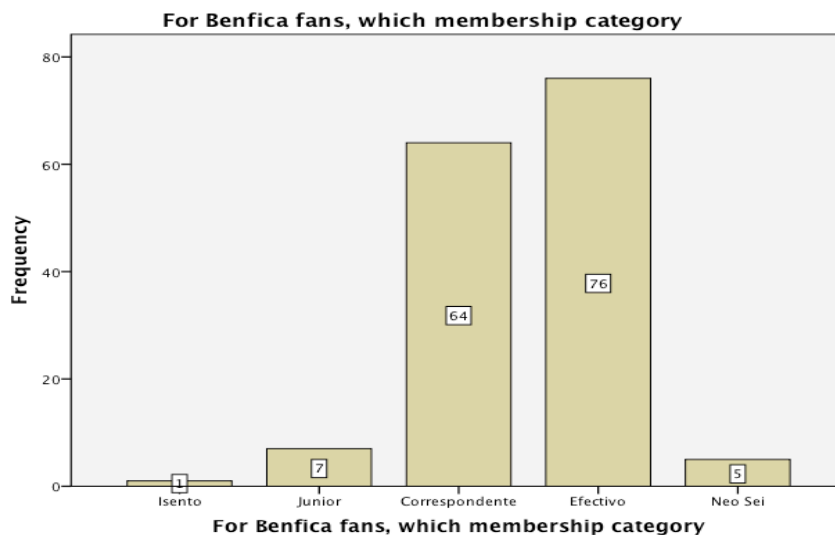
Next the results for *Improve Food/Drink Service* and *Season Ticket Holders* (tables 4.1.15 & 4.1.16 in appendices) were obtained. Here the Chi-Square sig. value was also higher than 0.05 (0.885), so the H_0 was accepted again, concluding that there is no relation between these two variables.

The test between *Improve Entertainment Activities* and *Season Ticket Holders* (tables 4.1.17 & 4.1.18 in appendices) also had a Chi-Square sig. value higher than 0.05 (0.533), as did the test between *No Improvements Needed* and *Season Ticket Holders* (tables 4.1.19 & 4.1.20 in appendices). In this test the Chi-Square sig. value is 0.972. So for both of these tests, the H_0 are accepted and it can be concluded that there is no relation between the variables.

6.2.1.2 – Improvements vs. Membership Category

The same tests but with *Membership Category* instead of *Season Ticket Holder*, were then conducted, but before this was done, a quick frequency analysis was made to check the distribution between the different membership categories (table 4.2 in appendices).

Chart 4 – Membership Category



Looking at the bar chart, it was clear that the distribution of the sample group between the different membership categories was too uneven, and no tests would be valid as a result. So instead of using this, Membership in general was used. So, next the Chi-Square test was used again to test the relationship between *Member* and *Improve Matchday Experience*.

6.2.1.3 – Improvements vs. Member

Firstly, the tests that were invalid had to be identified. The tests between *Member* and *Improve Security Services* (tables 4.3.5 & 4.3.6 in appendices), *Improve WCs* (tables 4.3.7 & 4.3.8 in appendices), and *Improve Availability of Merchandize* (tables 4.3.11 & 4.3.12 in appendices) were all invalid and so no conclusions were drawn from these tests. All the other tests were valid.

The first test investigated was between *Member* and *Improve Accessibility/Transport* (tables 4.3.1 & 4.3.2 in appendices). The Chi-Square sig. value was less than 0.05 (0.003). Therefore, the H_0 was rejected and it could be concluded that the two variables are related. Looking at the numbers, it was clear that Benfica supporters who have memberships want *Accessibility/Transport* to be improved more than Benfica supporters who are not members do.

The following test was between *Member* and *Improve Parking* (tables 4.3.3 & 4.3.4 in appendices). The Chi-Square sig. value in this test was also less than 0.05 (0.038), so the H_0 was rejected and it was concluded that these two variables are related as well. From looking at the numbers in the tables, it can be concluded Benfica supporters with memberships want the *Parking* to be improved more than the Benfica supporters who are not members do.

The test between *Member* and *Improve WiFi* (tables 4.3.9 & 4.3.10 in appendices) showed the Chi-Square sig. value was higher than 0.05 (0.203). This means the H_0 was accepted, concluding that the two variables are independent and there is no relation between them.

The test between *Member* and *Improve Food/Drink Quality* (tables 4.3.13 & 4.3.14 in appendices) also showed the Chi-Square sig. value was higher than 0.05 (0.168). So again the H_0 was accepted and it was concluded that there is no relation between these two variables.

The same goes for the test between *Member* and *Improve Food/Drink Service* (tables 4.3.15 & 4.3.16 in appendices). The Chi-Square sig. value here was 0.923, so again the H_0 was accepted, concluding that the two variables are independent and that there is no relation between them.

The test between *Member* and *Improve Entertainment Activities* (tables 4.3.17 & 4.3.18 in appendices) showed much the same thing. The Chi-Square sig. value here was 0.324 which again was higher than 0.05. So the H_0 was accepted and it could be concluded that there is no relation between these two variables.

Finally, the test between *Member* and *No Improvements Needed* (tables 4.3.19 & 4.3.20 in appendices) had a Chi-Square sig. value lower than 0.05 (0.023). So here the H_0 was rejected, concluding the two variables in this test are related. Looking at the numbers in the table, it is clear that Benfica supporters who do not have memberships believe that *No Improvements* are needed more than Benfica supporters who are members do.

6.2.1.4 – Improvements vs. Number of Matches Attended

In the last Chi-Square tests, the relation between *How Many Times a Season a Supporter Attends a Match* with *Matchday Experience Improvements* was to be tested. Firstly it was noted that the tests between *How Many Times* and *Improve Security Services* (tables 4.4.5 & 4.4.6 in appendices), *Improve WCs* (tables 4.4.7 & 4.4.8 in appendices), *Improve Availability of Merchandize* (tables 4.4.11 & 4.4.12 in appendices), *Improve Food/Drink Service* (tables 4.4.15 & 4.4.16 in appendices), and *No Improvements* (tables 4.4.19 & 4.4.20 in appendices) were all invalid and no conclusions were drawn from them.

The first test to analyze was the test between *How Many Times* and *Improve Accessibility/Transport* (tables 4.4.1 & 4.4.2 in appendices). The Chi-Square sig. value was higher than 0.05 (0.649) so the H_0 was accepted, concluding that the two variables are independent and not related.

Next the results for *How Many Times* and *Improve Parking* (tables 4.4.3 & 4.4.4 in appendices) were determined. The Chi-Square sig. value was higher than 0.05 here as well (0.475), so again the H_0 was accepted and it was concluded that there is no relation between these two variables either.

The test between *How Many Times* and *Improve WiFi* (tables 4.4.9 & 4.4.10 in appendices) showed that the Chi-Square sig. value was less than 0.05 (0.008). Therefore, the H_0 was rejected and it could be concluded that these two variables are related. Looking at the numbers in the tables, it seemed that the Benfica supporters who does not attend that many matches, do not believe *WiFi* is particularly important to improve. The more matches a Benfica supporter attends, the more the supporter wants WiFi to be improved.

The test between *How Many Times* and *Improve Food/Drink Quality* (tables 4.4.13 & 4.4.14 in appendices) had a Chi-Square sig. value higher than 0.05 (0.436), so the H_0 was accepted and it was concluded that the two variables are independent and not related.

Finally, the test between *How Many Times* and *Improve Entertainment Activities* (tables 4.4.17 & 4.4.18 in appendices) also showed a Chi-Square sig. value higher than 0.05 (0.434). So again the H_0 was accepted, concluding that the two variables are independent and not related.

6.2.2 – Satisfaction Levels

The next part of this second section was focusing on the mean levels of satisfaction of different aspects of the club, and to see if they were even across different variables. The two tests that were used in this section were Independent Samples T-test and Oneway ANOVA.

6.2.2.1 – Membership Satisfaction

Chart 5.1 – Membership Satisfaction



Above is the overall distribution of Membership Satisfaction levels for Benfica supporters. The respondents were asked to rank their satisfaction from 1 to 5. The overall mean is 3.07, so a little over ‘Somewhat Satisfied’. It was then tested to see if the mean levels of Membership Satisfaction were the same or different depending on groups or variables to see if some are more or less satisfied than others. The variables tested against this were *Member Category*, *Member Length*, and *Spend Dependent on Success*. The first two used the ANOVA test and the last one an Independent Samples T-test. But before the tests could be started, the homogeneity of the variables, and normality of distribution for the variables had to be tested.

6.2.2.1.1 – Membership Satisfaction vs. Membership Category

So, first it had to be clear if the different *Membership Categories* had the same levels of *Membership Satisfaction*. Before this could be done, the homogeneity of the variables had to be checked (tables 5.1.1 & 5.1.2 in appendices). If the test was to be valid, the Levene sig. had to be higher than 0.05. From the table, we could see that this was the case, as the number was 0.996. This meant that the H_0 was accepted, which also meant that ANOVA was valid and could be continued. Then the

Normality of Distribution had to be tested. A normality of distribution can be assumed if all variables have at least 30 respondents, but this was not the case, so a Kruskal-Wallis test (tables 5.1.3 & 5.1.4 in appendices) had to be performed. The sig. value for this test was higher than 0.05 (0.599), which meant that there was a normality of distribution. This meant the ANOVA (table 5.1.5 in appendices) could be continued. From the ANOVA table, the sig. value was higher than 0.05 (0.432) so the H_0 was accepted, concluding that the means are the same across the different categories.

6.2.2.1.2 – Membership Satisfaction vs. Membership Length

The same tests were then performed for *Membership Length* (tables 5.2.1 & 5.2.2 in appendices). Here the Levene sig. was higher than 0.05 (0.705). So the H_0 was accepted, concluding that there is homogeneity of the variables, and the ANOVA could be continued. The next step was to see if there was Normality of Distribution for all the variables. In the descriptives table, if N was 30 or more for all the variables, we could assume there was Normality of Distribution and continue to the ANOVA. This was not the case, so a Kruskal-Wallis test was performed to see if they followed a normal distribution (tables 5.2.3 & 5.2.4 in appendices). From the table it showed that sig. was higher than 0.05 (0.139), which concluded that the variables were the same. This meant the ANOVA (table 5.2.5 in appendices) could be continued. In this table the sig. was higher than 0.05 (0.126). This meant the H_0 was accepted, concluding that the mean level of satisfaction is the same for the respondents across *Membership Length*.

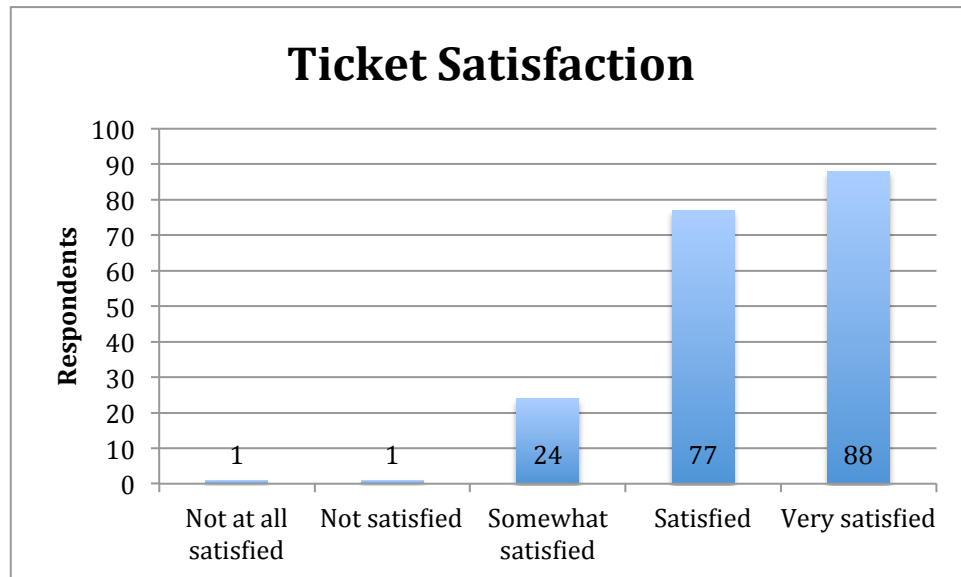
6.2.2.1.3 – Membership Satisfaction vs. Spend Dependent on Success

The last test for this part was an Independent Samples T-test to see if the mean level of Membership Satisfaction was the same for respondents who feel their spend is dependent on success of the club (tables 5.3.1 & 5.3.2 in appendices). First the Levene's test was made to see if there was an equality of the two variances. The table showed that the Levene's sig was higher than 0.05 (0.501), which meant the H_0 was accepted and it was concluded that the variances are the same. The t-test was then

continued to check the equality of means. The sig was higher than 0.05 (0.078) so the H_0 was accepted, concluding that the means of the two variables are the same.

6.2.2.2 – Ticket Satisfaction

Chart 5.2 – Ticket Satisfaction



Above is the overall distribution of Ticket Satisfaction of Benfica supporters. The respondents were asked how satisfied they were on a level from 1 to 5. The overall mean is 4.31, which is between ‘Satisfied’ and ‘Very Satisfied’. The next part of this section was to investigate the mean levels of Ticket Satisfaction across different variables. The variables tested were *Season Ticket Holders*, *Number of Matches Attended*, *Knowledge of Special Price Tickets*, and *Spend is Dependent on Success*.

6.2.2.2.1 – Ticket Satisfaction vs. Season Ticket Holder

First up was to see if the mean level of Ticket Satisfaction was the same for *Season Ticket Holders* as it was for fans who are not *Season Ticket Holders*, using the Independent Samples T-test (tables 6.1.1 & 6.1.2 in appendices). First the Levene’s test was used to see if there was an equality of the two variances. The Levene sig. was higher than 0.05 (0.770), so the H_0 was accepted and so concluded that the variances were the same. This meant the t-test could be continued. The table shows that the sig.

here was also higher than 0.05 (0.859), so again the H_0 was accepted, concluding that the means of the two variables are the same.

6.2.2.2.2 – Ticket Satisfaction vs. Number of Matches Attended

Next was to see if the mean levels of Ticket Satisfaction were the same for the different groups according to how many *matches they attend*. The Oneway ANOVA was used for this. First the Levene's test had to be conducted again to see if there was homogeneity of the variables (tables 6.2.1 & 6.2.2 in appendices). The Levene's sig. was 0.501, which is higher than 0.05, and thus the H_0 was accepted and it was concluded that there is a homogeneity of the variables. Next the normality of distribution was checked. Since there were variables that had less than 30 respondents, the Kruskal-Wallis test was performed (tables 6.2.3 & 6.2.4 in appendices). The table showed the sig. was higher than 0.05 (0.296) so it was assumed there was normality of distribution and the ANOVA test could be continued. The ANOVA table (table 6.2.5 in appendices) showed that the sig. value was higher than 0.05 (0.336), so again the H_0 was accepted, concluding that the means are equal across the different groups of this variable.

6.2.2.2.3 – Ticket Satisfaction vs. Knowledge of Special Price Tickets

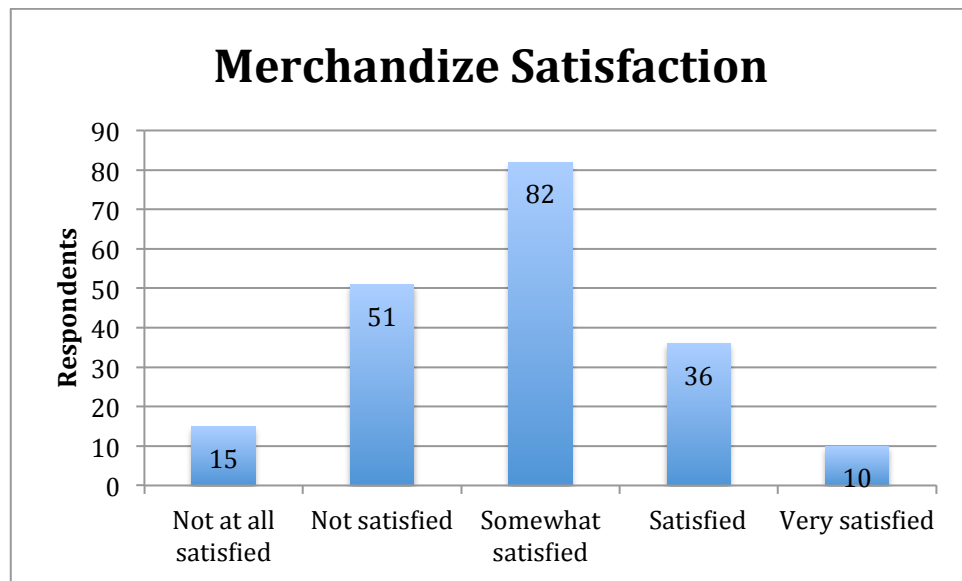
The next test was an Independent Samples t-test to see if the mean levels of Ticket Satisfaction were the same for those who know about special price tickets for women, children and seniors and those who do not (tables 6.3.1 & 6.3.2 in appendices). First, the Levene's test was conducted to see if the variances were the same. In the table, it showed that Levene's sig. was lower than 0.05 (0.030), which meant the H_0 was rejected, concluding that the two samples are different. In the descriptives table, it can clearly be seen that the vast majority know about the special price tickets for women, seniors and children. Only a few of the respondents did not know about them, and so the two groups of respondents are too uneven for the test to be valid.

6.2.2.2.4 – Ticket Satisfaction vs. Spend Dependent on Success

The last test was another Independent Samples T-test. This time it was tested to see if the mean levels of Ticket Satisfaction was the same for those who say their spend is dependent on success, and those who say their spend is not dependent on success of the club (tables 6.4.1 & 6.4.2 in appendices). The Levene’s test showed its sig. value was higher than 0.05 (0.276), which meant the H_0 was accepted and confirms the equality of the two variances. This meant the t-test could be continued. The t-test showed the sig. value was higher than 0.05 (0.772), so again the H_0 was accepted, concluding that the means of the two variables are the same.

6.2.2.3 – Merchandize Satisfaction

Chart 5.3 – Merchandize Satisfaction



Above is the overall distribution of Merchandize Satisfaction of Benfica supporters. The respondents were asked how satisfied they were on a level from 1 to 5. The overall mean was 2.87, which is below ‘Somewhat Satisfied’. Next, the mean levels of Merchandize satisfaction were investigated across different variables. The questions that were tested with this were *Where Merchandize is Purchased*, *How Much is Spent Annually on Merchandize*, and *Is Spend Dependent on Success*.

6.2.2.3.1 – Merchandize Satisfaction vs. Where Merchandize is Purchased

It started with investigating if the mean levels of *Merchandize Satisfaction* were the same for the different groups, depending on *Where their Merchandize is Purchased*. Since *Where Merchandize is Purchased* was a multiple-answer question, each of the four answers had to be tested separately. The Independent Samples T-test was used here. The first question was if the mean level of Merchandize Satisfaction was the same for those who buy their merchandize in general sports stores as those who do not (tables 7.1.1 & 7.1.2 in appendices). Looking at the Levene's sig to determine the equality of the two variables, the sig. was higher than 0.05 (0.663), so the H_0 was accepted and it was concluded that the variances are the same, and the t-test could be continued. For the t-test, the sig. was also higher than 0.05 (0.904), so the H_0 was accepted, concluding that the means of the two variables are the same.

Next test was to see if the mean levels of Merchandize Satisfaction are the same for those who buy their merchandize on general online sport stores to those who do not (tables 7.1.3 & 7.1.4 in appendices). Looking at Levene's sig. the value was lower than 0.05 (0.018). This meant the H_0 was rejected, concluding that the two samples are different and do not have an equal variance, which also meant that the t-test could not be continued. Looking at the numbers in the 'N' column, only 6 Benfica supporters in total from the sample group purchase their merchandize from online sport stores.

The third test investigated if the mean levels of Merchandize Satisfaction were the same for those who buy their merchandize in official Benfica merchandize stores as those who do not (tables 7.1.5 & 7.1.6 in appendices). The Levene's test showed that the sig. was higher than 0.05 (0.185), which meant the H_0 , was accepted and it was concluded that the variances were the same. The t-test was then continued, where the sig. was higher than 0.05 (0.385). So the H_0 was accepted, concluding that the means of the two variances are the same.

The last one from this question investigated if the mean levels of Merchandize Satisfaction were the same for those who buy their merchandize on the online Benfica merchandize store as those who do not (tables 7.1.7 & 7.1.8 in appendices). In the

Levene's test, the sig. value was higher than 0.05 (0.201), so the H_0 was accepted and it was concluded that the variances were the same. In the following t-test, the sig. was also higher than 0.05 (0.193) so again the H_0 was accepted, concluding that the means of the two variables are the same.

6.2.2.3.2 – Merchandize Satisfaction vs. Annual Spend on Merchandize

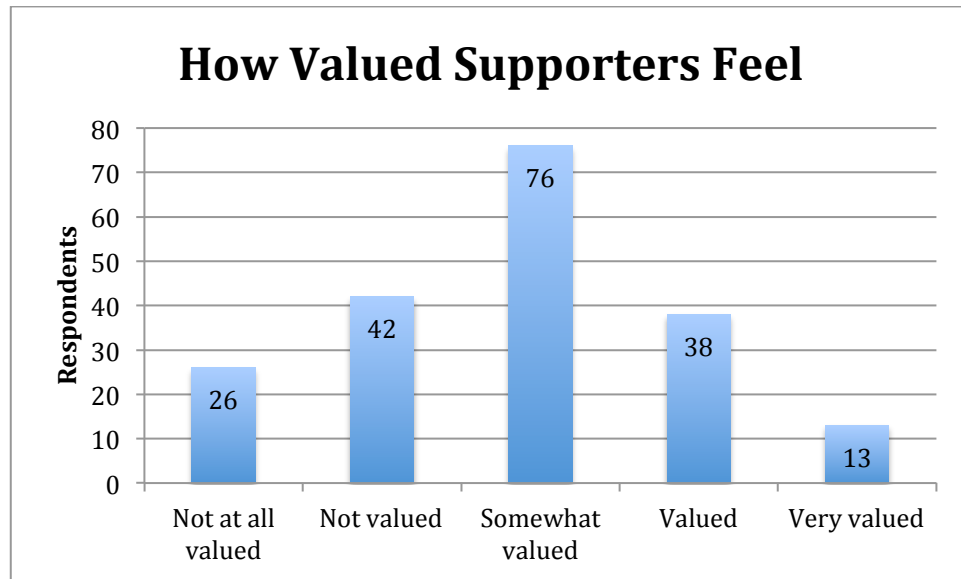
Next a Oneway ANOVA was conducted to see if the mean levels of Merchandize Satisfaction was the same for the different groups divided by how much they spend annually on merchandize. Before this was done, we had to again conduct the Levene's test to determine the homogeneity of the variables (table 7.2.1 & 7.2.2 in appendices). The sig. value was lower than 0.05 (0.013). This meant the H_0 had to be rejected, concluding that the homogeneity of the variables are not equal, which unfortunately also meant the ANOVA test had to be abandoned as it was not valid. From the descriptives table it was clear that the respondents are spread quite unevenly through the different groups of Merchandize Spend.

6.2.2.3.3 – Merchandize Satisfaction vs. Spend Dependent on Success

The last test for this section was an Independent Samples T-test, which investigated if the mean levels of *Merchandize Satisfaction* were the same for those who's *Spend is Success Dependent* as for those who it is not (tables 7.2.3 & 7.2.4 in appendices). The Levene's test showed the sig. value was higher than 0.05 (0.605), so the H_0 was accepted and it was concluded that the variances of the two samples were the same. The t-test could be resumed, and the t-test sig. value was also higher than 0.05 (0.226), which again meant the H_0 was accepted, concluding that the means of the two variables are the same.

6.2.2.4 – How Valued Supporters Feel

Chart 5.4 – How Valued Do You Feel?



Above is a chart showing the overall distribution of how valued Benfica supporters feel. They were asked how valued they feel on a level from 1 to 5. The overall mean was 2.85. Next an Independent Samples T-tests was conducted to see if the mean levels of how *valued* a supporter feels are the same for *Season Ticket Holders* as for those who are not Season Ticket Holders. Following this, the same test will be conducted but with *Members* instead of Season Ticket Holders.

6.2.2.4.1 – Value vs. Season Ticket Holder

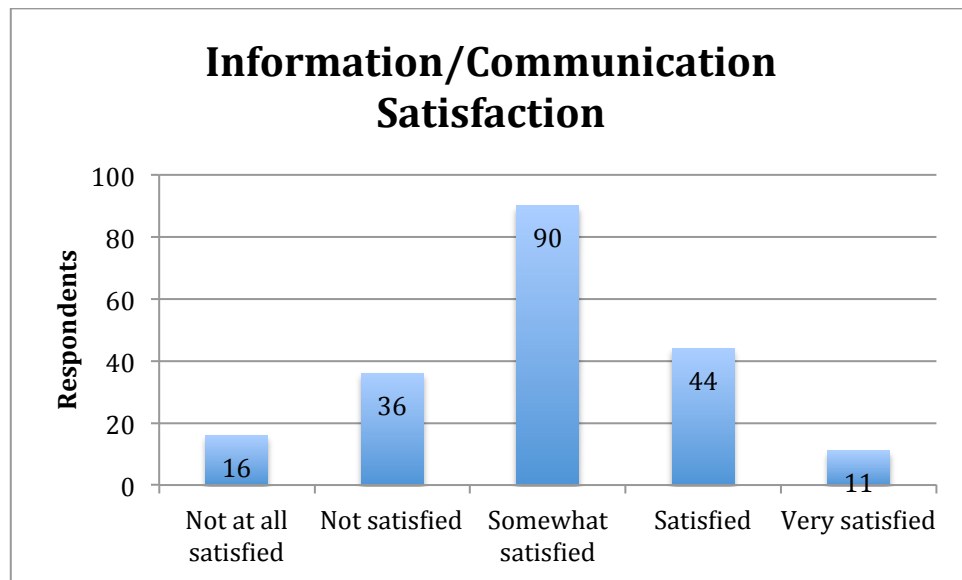
So, first test is to see if the mean levels of how valued a supporter feel are the same for Season Ticket Holders as those who are not (tables 8.1.1 & 8.1.2 in appendices). In the Levene’s test, the sig. value was higher than 0.05 (0.838) so the H_0 was accepted and it was concluded that the variance was the same, and the t-test could be continued. From the t-test, the sig. value was lower than 0.05 (0.014). So the H_0 was rejected, concluding that the means of the two variables are different. Looking at the Group Statistics table, it is clear that the mean level of how valued a supporter feels is higher for those who are not season ticket holders.

6.2.2.4.2 – Value vs. Member

The next test checked if the mean levels of how valued a supporter feel are the same for Members as those who are not members (tables 8.2.1 & 8.2.2 in appendices). From the Levene’s test the sig. value was higher than 0.05 (0.482), which meant the H_0 was accepted and it was concluded that the variances were the same. The t-test was continued and the sig. was higher than 0.05 (0.226), so the H_0 was accepted, concluding that the means of the two variables are the same.

6.2.2.5 – Information and Communication Satisfaction

Chart 5.5 – Information/Communication Satisfaction



Above is a chart showing the overall distribution of Information and Communication Satisfaction from Benfica supporters. They were asked how satisfied they were on a level from 1 to 5. The overall mean was 2.99. The questions that will be tested with this are *Follow on Social Networks*, *Number of Website Visits*, *Season Ticket Holder*, and *Member*.

6.2.2.5.1 – Information and Communication Satisfaction vs. Follow on Social Networks

The first test investigated if the mean level of satisfaction of information/communication is the same for those who follow Benfica on Social Networks, as those who do not. An Independent Samples T-test was used for this (tables 9.1.1 & 9.1.2 in appendices). From the Levene's test, the sig. value was higher than 0.05 (0.181), so the H_0 was accepted and it was concluded that the variances were the same, and the t-test could be continued. The t-test showed a sig. value higher than 0.05 (0.137) so the H_0 was accepted and we could conclude that the means of the two variables are the same.

6.2.2.5.2 – Information and Communication Satisfaction vs. Website Visits

The next test was to see if the mean level of satisfaction with information/communication was the same for the different groups depending on how often they visit the official club website. The Oneway ANOVA was used for this. From the Levene's test (table 9.2.1 in appendices) the sig. value was lower than 0.05 (0.034) which meant the H_0 , was rejected, concluding that the homogeneity of the variables are not equal, and unfortunately had to abandon the test as it was not valid.

6.2.2.5.3 – Information and Communication vs. Season Ticket Holder

Next, an Independent Samples T-test was used to see if the mean level of satisfaction of information/communication was the same for season ticket holders as it was for those who are not (Tables 9.3.1 & 9.3.2 in appendices). From the Levene's test the sig. value was exactly 0.05, so the H_0 was accepted and it could be concluded that the variances were the same. The t-test could be continued and the sig. value was higher than 0.05 (0.752), so the H_0 was accepted, concluding that the means of the two variables are the same.

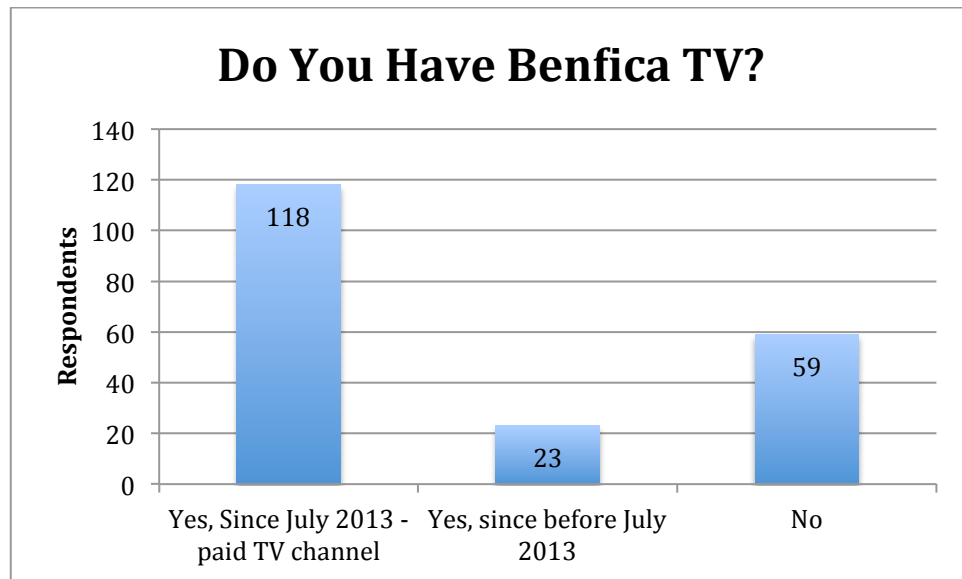
6.2.2.5.4 – Information and Communication vs. Member

The last test for this section was exactly the same as the one previous but with Member as the question used instead of Season Ticket Holder (Tables 9.4.1 & 9.4.2 in appendices). From the Levene’s test the sig. value was higher than 0.05 (0.164) so the H_0 was accepted and it could be concluded that the variances were the same. The t-test could be continued and the sig. value was higher than 0.05 (0.832), so the H_0 was accepted, concluding that the means of the two variables are the same.

6.2.3 – Benfica TV

Due to the significance of Benfica TV, it was also thought that it could be worth seeing how many of the Benfica supporters subscribe to the channel, and how satisfied they are with it, as this can help to give an indication of the success according to this sample group.

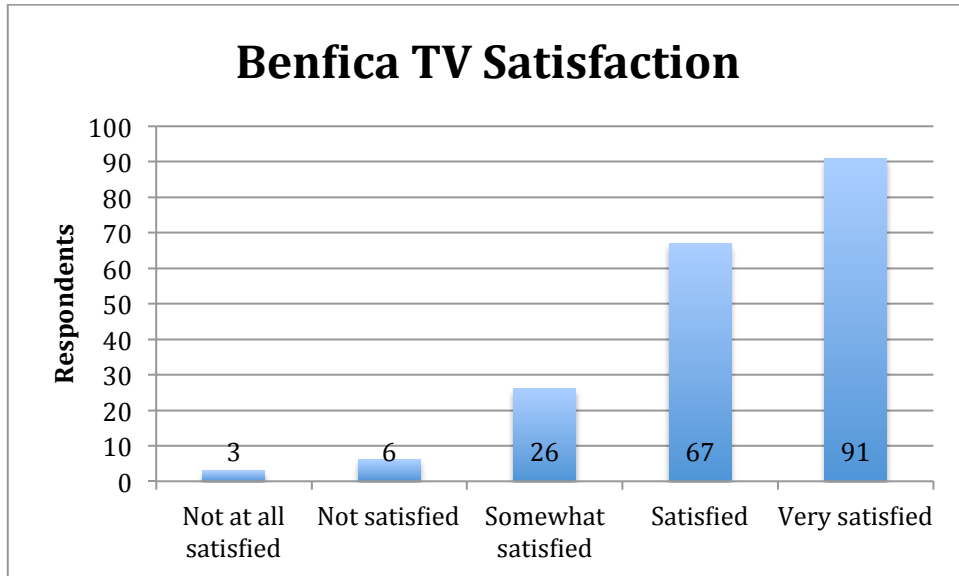
Chart 6.1 – Do You have Benfica TV



The chart above illustrates the distribution of Benfica supporters with or without Benfica TV. Of the 200 respondents who answered this question, 118 have purchased Benfica TV since it became a paid TV channel with the rights to show Benfica home matches and leagues such as the English Premier League. Only 23 respondents had Benfica TV prior to this. That is a 513% increase judging from this

sample. 59 of the respondents still do not have Benfica TV. Next, the satisfaction level of Benfica TV was investigated.

Chart 6.2 – Benfica TV Satisfaction



The chart above shows the satisfaction levels for Benfica TV. The respondents were asked how satisfied they were with Benfica TV on a scale from 1 to 5. The average Satisfaction level is 4.23 out of 5, which must be considered as extremely successful.

7. Discussion and Conclusions

In this section, there will be summarized conclusions from the findings of the research. These findings will help to give an overview of football supporters worldwide as well as specifically SL Benfica supporters and their relation to Benfica. It is also hoped that the conclusion will help to give further recommendations and proposals for SL Benfica.

The first section was focused on the entire sample group, which consisted of 254 respondents. Divided by gender, 94.9% of the respondents were male, and 4.3% were female. 0.8% chose not to disclose their gender. It has to be said that this ratio of male to female was expected, but it would have been ideal to have more female respondents. In terms of age, the results were also fairly predictable. 42.9% of the respondents were between the age of 18 and 24. A further 39% were between the ages of 25 and 34, followed by 14.6% of respondents between 35 and 44 years old, 2.8% between 45 and 54 years old, and only 1 respondent, 0.4%, were 55 or older. There was also one respondent who decided not to disclose their age. These results are also predictable given the fact that the questionnaire was sent online on forums and social networks. It is more likely the respondents will be of the younger generations on these forums. While an international response was needed, a substantial amount of Benfica supporters was also needed. So next, we wanted to see how many of each was present in the sample group. It was found that 201 respondents of the 254 were Benfica supporters, and 53 were supporters of other clubs. These results were somewhat surprising as a more even distribution was expected. The questionnaire was uploaded on both International football forums and football forums for Benfica supporters only. It is probably the case that more Benfica fans were likely to answer the questionnaire given the fact that it was written in the description that the research was about SL Benfica.

The next part of the research was focused on how football supporters became attached to their football club. This question was a multiple-answer question so if the respondent wished they could choose more than one reason. This was compared to different variables such as age to see if the results varied depending to different

circumstances. The problem experienced with the analysis was that for the analysis tool, SPSS, to work the distribution between variables had to be relatively even and this was not always the case. In total, the vast majority of respondents, 173 of them, claimed Friends or Family introduced them to the team. Surprisingly, the next most popular reason of attachment was the History of the club, which 81 respondents claimed had been an influence on their choice. Furthermore, 46 respondents said the Reputation of the club was influential. Also surprising was that only 41 respondents said it was because the club was in their home town or area. 34 respondents said a player or players at the club attached them to the team. Another 26 respondents said it was the success of the club. Also, 18 respondents answered "Other", many of them simply saying that how they became attached "can not be explained in words".

Next, each different answer of Attachment to Club was compared according to age groups, gender, club supported and nationality.

Age was used first, but due to the uneven distribution, none of the Chi-Square tests were valid. As a basic replacement a crosstabulation table was made to see an overview of the relationship. Judging from this table, no answers in particular seemed to be more common with a particular age group. If anything, it seemed that Friends and Family was a little more of an influential factor for the older generations, whereas Success and Reputation was a little more influential for the younger generations. The uneven distribution was also a problem when using Gender instead of Age. A crosstabulation table was made as a replacement for this as well. As a result of there being so few females participating, it would be unwise to draw any conclusions, but from looking at the crosstabulations table, it can be seen that Family and Friends was the most influential factor for both males and females.

Next, it was investigated to see if Attachment to club varied according to if the respondents were supporters of Benfica or other clubs. From the results of these tests it can be concluded that Home Town or Area is a much more influential factor for supporters for other clubs than it is for Benfica supporters. It was also found that Players of the football club is a more influential factor for supporters of other clubs than it is for Benfica supporters. There was no apparent relationship between Club supporter and Attachment through Family/Friends, Reputation, Success or History.

The last part of this section of tests investigated if Attachment varied according to if the respondent is from the same country as the club they support, or from a different country. Unfortunately some tests here were invalid as well as a result of uneven distribution. These were the tests of the relationship between Nationality and Attachment through Home Town/Area, Players, Reputation and Success. What was found was that respondents who are from the same country as the club they support believe that Family/Friends is a much more influential factor than the respondents who are from another country do. It was also found that there was no relationship found between Nationality and Attachment through History.

The next part of the research focused on what the respondents wish could be improved regarding the Matchday Experience in the stadium. This question was also multiple-answer. The most common aspect that respondents wished could be improved was the WiFi in the stadium, which 107 respondents answered. The second most popular aspect was parking, which 101 respondents answered. This was followed by Accessibility/Transport (63), Food/Drink Quality (55), Entertainment Activities (51), Food/Drink Service (38), No Improvements (32), WCs (30), Availability of Merchandize (20) and Security Services (19). A further 21 respondents gave "Other" reasons.

The following step was to determine the relationship between the answers and other variables. The first test was with Age as the variable. However, as with the previous tests, it was invalid due to the uneven distribution. As was done then, a crosstabulation table was made to get an overview of the data. From this it could be seen that the responses were quite evenly spread out across the age groups. If anything, having improved WiFi seemed to be more important for the younger generations than it was for the older generations.

Next, the same tests were made for Gender, but as expected, these tests were also invalid due to the uneven distribution. A crosstabulation table was made instead but no conclusions could be drawn from this.

The last tests of this section will focus on the relationship between Improvements and Club supported. There seemed to be no relationships between Club supported and Improvements of Accessibility/Transport, WiFi, Quality of Food/Drink, Entertainment Activities, and No Improvement. However, it was found that Parking was a much more popular factor that needs improvement for Benfica supporters than it was for supporters of other clubs. Furthermore, it was discovered that Benfica supporters are more satisfied with WC facilities than supporters of other football clubs were. Benfica fans also seem to be more satisfied with Food/Drink Service than supporters of other football clubs do.

The following tests were focused only on the responses from the Benfica supporters. The reason for this was to get some conclusions relative to the club in question. The first tests investigated the relationship between Improvements and Season Ticket Holder. Firstly, it was found that the tests between Season Ticket Holder and Improvement of Security Services, WCs, and Availability of Merchandize were all invalid. It was found that there were no relationships between Season Ticket Holder and Improvement of Accessibility/Transport, Parking, Food/Drink Quality, Food/Drink Service, Entertainment Activities and No Improvements. However, it was found there was a relationship between Season Ticket Holder and Improvement of WiFi, as Season Ticket Holders at Benfica believe this needs to be improved more than the supporters who are not Season Ticket Holders.

Next, it was hoped that these tests could be made with Membership Category as variable. However, it could be seen that the distribution was too uneven here as well as almost all of the respondents were in two out of five of the groups. As a result of this, it was decided to use Member in general as a variable. Firstly, it was found that the tests between Member and Improvement of Security Services, WCs and Availability of Merchandize were all invalid. No apparent relationship was found between Member and Improvement of WiFi, Food/Drink Quality, Food/Drink Service and Entertainment Activities. However, it was found that there was a relationship between Member and Improvement of Accessibility/Transport, as Benfica supporters who are members want this to be improved more than the supporters who are not members do. There was also a relationship between Members and Parking as the supporters who are members want this to be improved more than none-members as

well. It was also found to be a relationship between Member and No Improvement, as Benfica supporters who are not members believe that no improvements are needed more than the supporters who are members do.

The last set of Chi-Square tests investigated the relationship between how many times a year a supporter attends matches and Improvements. Firstly, it was found that the tests between How Many Times and Improvements of Security Services, WCs, Availability of Merchandize, Food/Drink Service and No Improvements were all invalid. Of the tests that were valid, there was no relationship found between How Many Times and Improvement of Accessibility/Transport, Parking, Food/Drink Quality and Entertainment Activities. However, there was a relationship found between How Many Times and Improvement of WiFi, as the respondents were attend more matches also want the WiFi in Estadio da Luz to be improved.

The next section focused on the mean levels of satisfaction with different aspects of the club, and to see if they are even across different variables. Oneway ANOVA and Independent Sample T-tests were used for these tests. First of all, Membership Satisfaction was used to investigate if the mean levels of satisfaction were equal depending on Membership Category, Length of Membership and Spend is Dependent on Success. It was found that the mean levels of Satisfaction of Memberships were the same across the different Membership Categories, and that it was the same for the different groups divided by Length of Membership. It was also found that the mean level of satisfaction was the same for the respondents who say their Spend is Dependent on Success as those who say their spend is not success dependent.

Ticket Satisfaction was investigated to see if the mean level of satisfaction was the same for different variables according to if they were Season Ticket Holders, Number of Matches they Attend, Knowledge of Special Price Tickets, and Spend is Dependent on Success. It was found that the mean levels of satisfaction was the same for Season Ticket Holders as it was for non-Season Ticket Holders, that it was the same for the different groups divided by how many matches they attend, and it was the same for those who say their Spend is dependent on success as those who say it is

not success dependent. The test, which would see if the mean levels of satisfaction were the same for those who knew about the Special Ticket Prices as for those who didn't was abandoned as the test, was invalid because of the uneven distribution of responses. Almost all of the respondents know about these prices already.

Next, Merchandize Satisfaction was investigated to see if the mean levels of satisfaction are the same according to where respondents buy their merchandize, how much they spend on merchandize and if their spend is dependent on success. It was found that the mean levels were the same for those who buy their merchandize in general sport stores as for those who do not buy it there. It was also found that the mean levels of satisfaction were the same for those who buy their merchandize from official Benfica merchandize stores as for those who do not, and it was also the same level of satisfaction for those who buy their merchandize from the official online club store as for those who do not. The test to see if the mean level of satisfaction was the same for those who purchase their merchandize from general online sport stores as for those who do not was abandoned as a result of the uneven distribution as only very few supporters buy their merchandize here. The test to see if the mean levels of satisfaction are the same for the different groups divided by how much they spend was also abandoned because of an uneven distribution of respondents for this question. It was found that the mean levels of satisfaction were the same for those who say their spend is success dependent as for those who claim it is not.

Following this, the mean levels of how valued the supporters feel was investigated, and to see if these levels were the same for those who are Season Ticket Holders as for those who are not Season Ticket Holders, and also to see if the mean levels are the same for the supporters who are Members as for those who are not Members. Firstly, and significantly, it was found that Season Ticket Holders feel less valued than the supporters who are not Season Ticket Holders. It was found that the mean levels of how valued the supporters feel are the same for those who are Members as for those who are not Members.

In the last few tests, the Satisfaction of club Information/Communication was investigated to see if the mean levels of satisfaction was the same for those who follow the club on Social Networks as for those who do not, to see if the mean levels

of satisfaction was the same for the different groups divided by how often they visit the club website, to see if the mean levels of satisfaction was the same for Members as for those who are not Members, and to see if the mean levels of satisfaction are the same for Season Ticket Holders as for those who are not Season Ticket Holders. It was found that the levels of satisfaction were the same for those who follow on Social Networks as those who do not, and for those who are Members and those who are not, and for those who are Season Ticket Holders and those who are not. The test to see if the mean levels of satisfaction was the same for the different groups divided by how often they visit the club website was abandoned as there was an uneven distribution in the answers from this question.

Last of all, the results of the questions regarding Benfica TV was investigated to see how satisfied the respondents are with it and how many of the respondents have it. It was found that according to this sample group, there was a 513% increase in Benfica TV subscribers since July 2013, which was when it became a paid TV channel and had the broadcasting rights to show the home matches of SL Benfica as well as matches from other leagues including the English Premier League and Major League Soccer. Along with this was an average of 4.23 out 5 satisfaction level, which makes Benfica TV one of the most popular aspects of the club, and an aspect Benfica supporters are very satisfied with.

8. Limitations and Recommendations for Further Research

The main limitation with this research was to do with the data gathering. For many of the important variables, such as Age and Gender, the distribution of respondents was too uneven. As was explained earlier, why that is can quite easily be explained and in a way it was expected, but as a result of this many tests were not valid and no conclusions could be drawn from them. A larger sample size would have provided sufficient respondents to allow statistical analysis. It can of course be seen to be both a positive and negative. It's positive in the sense that it gives a true reflection of the distribution of football supporters. The majority of supporters who go to football matches, or with a general football interest are males between the ages of 18 and 44, as the responder profile demonstrated. However, having so few females and people over 45 years old represented cause problems because no conclusions can be taken from their answers. Therefore, for further research, it would be recommended that the respondents are more evenly distributed. Not necessarily 100% even, but enough through the different groups so conclusions can be drawn from the data collected, if this is Age, Gender, or Membership Categories. To make sure all categories, groups and variables are represented in the research, it would perhaps be better to have a direct approach to the respondents, rather than online where in a sense it is much more difficult to control who the respondents will be, and there will probably be biases towards younger generations. This research is also very broad, focusing on satisfaction levels and what supporters want improved across a range of different aspects of Benfica, such as ticketing, memberships and merchandize. For more detailed – and perhaps more accurate – results, it would be suggested that research is conducted for each aspect separately.

9. Recommendations for SL Benfica

From the first section, where Attachment to Clubs was investigated, it was found that History and Tradition is a fairly important aspect of a football club for many supporters. SL Benfica is a very traditional football club with a rich history. This research can be seen as a confirmation of the importance of the football club to keep traditions and remind the supporters and the world of the SL Benfica history. This is already a core part of Benfica's brand identity, but could be further strengthened by reminding football supporters world wide of the glory days in the 1960s, when SL Benfica was arguably the best team in the world. However, as important as history and tradition is, from the research it seemed that younger generations of today respond to Success and Reputation as well. These potential differences in age could be useful knowledge when creating advertising and marketing campaigns that are targeting a certain group. What is also worth noting is that for already existing Benfica supporters, Home Town or Area were not especially influential factors for them becoming attached to the club, and neither were Players that were playing for the club. Of course this was on a local level. For supporters of other football clubs, both Home Town/Area and Players were much more influential factors. So if the club would wish to expand its fan base on an International level, Players of the club could potentially be an efficient tool to do so, if the club have the right sort of players. As mentioned several times in the literature review of this paper, there are many examples of European football clubs using their Asian football players as a way to boost their Asian fan base. SL Benfica could use a similar strategy and travel to those countries on pre-season tours.

The second part of the research focused on supporters' feelings on what needs to be improved on match day. As was mentioned in the Literature Review, when it comes to the stadium experience, European football can learn a lot from the stadiums used in the NFL, as these are much more technologically advanced and tailored to the needs of the sports fans watching a game. In this research, two aspects were much more popular than others; namely the Improvement of WiFi and Improvement of Parking. Improving WiFi in the stadium would seem to be easily manageable, whereas Improving Parking facilities could be very expensive and logistically

challenging. When looking at what specifically Benfica supporters want improved, it was found that they want Parking improved much more than supporters of other clubs do, suggesting this could be an issue worth investigating. Providing Parking facilities for Estadio da Luz is difficult as there is not much available space to do so. In the NFL, the stadiums are often purposefully built on land where there is a lot of space, as much of it turns into a large Parking lot. For example, in the NFL, Miami Dolphins play their home matches in the Sun Life Stadium, which have parking spaces for almost 25,000 vehicles⁴. This is very uncommon in Europe where stadiums are often located very centrally in the city. When dividing the Benfica supporters into groups and investigating this further, it was found that the Benfica supporters who are Members want Parking facilities improved much more than the supporters who are not Members do. However, even with this information, this is a hugely complex issue that is not likely to be improved in the near future. If there is space and opportunity, a Members-Only Parking area could be introduced for the highest paying member group. This could attract more supporters to invest in memberships of this group as well. Another option is for members of the more expensive membership categories to have some vouchers or half-price on nearby parking during matches.

Benfica supporters who are members also want Accessibility and Transport improved more than supporters who are not members. To improve this, the best course of action would be to try to have an influence on public transport the hours before and after a match. There are some different options here. One is to have public transport free with a membership card when the member is going to or from a match. Another option is to have extra buses and metros available before and after matches. This of course is dependent on the SL Benfica budget, as some sort of agreement would have to be made with Transportes de Lisboa. Many clubs in Europe provide some sort of public transport service. For example, supporters of FC Basel in Switzerland can use their match tickets as tickets for public transport from four hours before the game until the end of the day⁵. A similar service by SL Benfica could have several positive impacts. Firstly it would provide cheaper and easier access, which would satisfy consumers. Secondly, fewer supporters would use cars, which could

⁴ <http://www.sunlifestadium.com/stadium-facts>

⁵ <http://www.fcb.ch/Stadiumplanprices>

help to solve issues with Parking. Benfica could also use this as an opportunity for PR, to show that the club is helping the environment with such an initiative.

To know what Benfica supporters are happy with, results were compared with supporters of other clubs and Benfica fans are much more satisfied with WC facilities as well as Food/Drink Service than other football supporters are.

In terms of WiFi, three groups found this more important than others. Firstly and predictably, younger supporters want improved WiFi more than older supporters do. Secondly, the groups who attended more matches want WiFi improved more than those who only attend a few matches a year. And thirdly, Season Ticket Holders want WiFi to be improved more than non-Season Ticket Holder do. And given the fact that it was found that Season Ticket Holders feel less valued by the club than non-Season Ticket Holders do, it could be something which could be introduced - If not for the entire stadium, perhaps specifically for the Season Ticket Holders. For example, they could be given a promotional access code for the Stadium WiFi upon purchase of season ticket. An individual code for each Season Ticket Holder, which is only useable on one device so not to spread the codes and overload the WiFi system. To increase revenues, it could even be possible to charge a small fee for each code, but then there have to be a guarantee of a certain standard and quality of WiFi.

Again, in the NFL WiFi has become quite common technology in the stadiums. It was mentioned in the Literature Review that the stadium of the Dallas Cowboys have WiFi, as does the Dolphins and several other teams. In the American soccer league, the MLS, the Sporting Park Stadium, home of Sporting Kansas City, is a technologically advanced stadium to admire. They have provided a high-density WiFi service for the entire stadium. Sporting KC use this great opportunity to market directly to their supporters, and obtain valuable data from the supporter base by tracking their online activity, and other important information. This has given the team the opportunity to target their marketing to a fan to improve his or her overall experience⁶. Of course it can be expensive for Benfica to install a high-density WiFi system large enough to service over 65,000 people, but teams in American sports show there is a long-term gain in doing so.

⁶ <http://populous.com/posts/the-importance-of-wi-fi-access-to-the-stadium-experience/>.

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11. Appendix

Figure 1 – Questionnaire

Section 1 (These questions were present in both questionnaires)

1. What club do you support?

- SL Benfica
- Other

2. Who or what attached you to a particular club?

- Your home town/area
- Family/Friends
- A player or player of the club
- Reputation of the club
- Success of the club
- History of the club
- Other (Please specify)

3. Are you a paying member of a football club?

- Yes
- No

4. Are you a season ticket holder?

- Yes
- No

5. Do you ever buy tickets to see your team's matches live in the stadium?

- Yes
- No

6. If yes, do you buy match tickets even if you can watch the match live on television?

- Yes

- No

7. Do you buy official club merchandize?

- Yes
- No

8. Where do you buy club merchandize?

- General sport stores
- Online sport stores
- Official club store
- Official club online store
- Other

9. Do you think that the amount you spend on the club depends on success of the club on the pitch?

- Yes
- No

10. When you attend a game on matchday, is there anything you think can be improved in the stadium to improve your experience?

- Accessibilities/Transport
- Parking
- Security Services
- WCs
- WiFi
- Availability of Merchandize
- Food/Drink Quality
- Food/Drink Service
- Entertainment Activities
- No
- Other (Please Specify)

11. Do you buy food and/or drink inside or outside the stadium on matchday?

- Inside
- Outside
- Neither
- Both

12. Do you follow your team on social networks such as Facebook, Twitter or Instagram?

- Yes
- No

13. Do you take part in online competitions, polls and games organized by the club or its official partners/sponsors

- Yes
- No

14. How often do you visit the team's official website?

- Everyday
- 4-5 times a week
- 2-3 times a week
- Once a week
- 2-3 times a month
- Never

**15. After buying tickets, how satisfied are you with the matchday experience?
(On a scale from 1 to 5. 1 = No at all satisfied, 5 = Very satisfied)**

16. How satisfied are you with your club membership? (On a scale from 1 to 5. 1 = Not satisfied at all, 5 = Very satisfied)

17. How satisfied are you with the range and cost of merchandize available? (On a scale from 1 to 5. 1 = Not at all satisfied, 5 = Very satisfied)

18. How satisfied are you with the general information, services and communication your club provides? (On a scale from 1 to 5. 1 = Not at all satisfied, 5 = Very satisfied)

19. Do you feel like the club values you as a fan? (On a scale from 1 to 5. 1 = Not at valued, 5 = Very valued).

20. What is your nationality?

- Same as the club I support
- Different to the club I support

21. What is your gender?

- Male
- Female

22. What is your age?

- 18 - 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55+

**Section 2 (These questions were asked in the questionnaire for SL
Benfica supporters only – English version)**

23. If you are a member of the club, which membership category are you?

- Efetivo
- Correspondente
- Junior
- Infantil
- Isento
- Don't Know

24. For how long have you been a member?

- 1 Year
- 2-5 Years
- 5-10 Years
- 10-25 Years
- More than 25 Years

25. For how long have you been a season ticket holder?

- 1 Year
- 2-5 Years
- More than 5 Years

26. How many times every season do you see matches live in Estadio da Luz?

- 0-5 Times
- 6-10 Times
- 11-15 Times
- 16-20 Times
- 21+ Times

27. Do you have Benfica TV?

- Yes since July 2013 – paid TV channel
- Yes since before July 2013
- No

28. Approximately how much do you spend annually on match tickets?

- Less than 20€
- 20-50€
- 51-100€
- 101-200€
- More than 200€

29. Approximately how much do you spend annually on season tickets?

- Less than 100€
- 100-200€
- 201-300€
- 301-400€
- More than 400€

30. Approximately how much do you spend annually on merchandize?

- Less than 20€
- 20-50€
- 51-100€
- 101-200€
- More than 200€

31. Do you know what RedPower is?

- Yes
- No

32. Do you know what the “MyBenfica” area on the website is?

- Yes
- No

33. If yes, are you registered in MyBenfica on the website?

- Yes
- No

34. Do you know that Benfica offer special ticket and season ticket prices for kids, women and seniors?

- Yes
- No

35. Do you know that Benfica has a special matchday activity program for families called “Bancada Familia”?

- Yes
- No

36. How satisfied are you with your club weekly newspaper – “O Benfica”?
(On a scale from 1 to 5 where. 1 = Not Satisfied At All, 5 = Very Satisfied).

37. For members: How satisfied are you with your club magazine - Mística?
(On a scale from 1 to 5. where 1 = Not Satisfied At All, 5 = Very Satisfied).

38. How satisfied are you with Benfica TV? (On a scale from 1 to 5. where 1 = Not Satisfied At All, 5 = Very Satisfied).

39. Benfica doesn't have a Loyalty Program. Do you think Benfica should have one in order to give more benefits to old members, members that buy more things from the Club like merchandising, tickets or other products? The benefits could be more discounts or “loyalty points”.

- Yes
- No

Table 1.1 – Frequency Analysis: Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	109	42.9	43.1	43.1
	25-34	99	39.0	39.1	82.2
	35-44	37	14.6	14.6	96.8
	45-54	7	2.8	2.8	99.6
	55-64	1	.4	.4	100.0
	Total	253	99.6	100.0	
Missing	System	1	.4		
Total		254	100.0		

Table 1.2 – Frequency Analysis: Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	11	4.3	4.4	4.4
	Male	241	94.9	95.6	100.0
	Total	252	99.2	100.0	
Missing	System	2	.8		
Total		254	100.0		

Table 1.3 – Frequency Analysis: Club Supported

Supported Club

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	53	20.9	20.9	20.9
	Benfica	201	79.1	79.1	100.0
	Total	254	100.0	100.0	

Tables 2.1 & 2.2 – Attachment to Club

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Attachment ^a	251	98.8%	3	1.2%	254	100.0%

a. Dichotomy group tabulated at value 1.

\$Attachment Frequencies

		Responses		Percent of Cases
		N	Percent	
Attachment to Club ^a	Attachment through home town/area	41	9.8%	16.3%
	Attachment through family/friends	173	41.3%	68.9%
	Attachment through players of club	34	8.1%	13.5%
	Attachment through reputation of club	46	11.0%	18.3%
	Attachment through success of club	26	6.2%	10.4%
	Attachment through history of club	81	19.3%	32.3%
	Other Attachment	18	4.3%	7.2%
Total		419	100.0%	166.9%

a. Dichotomy group tabulated at value 1.

Tables 2.3.1 & 2.3.2 – Chi Square: Attachment – Home Town vs. Age

Crosstab

			Attachment through home town/area		Total
			No	Yes	
Age	18-24	Count	87	22	109
		Expected Count	91.1	17.9	109.0
	25-34	Count	81	15	96
		Expected Count	80.3	15.7	96.0
	35-44	Count	34	3	37
		Expected Count	30.9	6.1	37.0
	45-54	Count	6	1	7
		Expected Count	5.9	1.1	7.0
	55-64	Count	1	0	1
		Expected Count	.8	.2	1.0
Total		Count	209	41	250
		Expected Count	209.0	41.0	250.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.255 ^a	4	.516
Likelihood Ratio	3.704	4	.448
Linear-by-Linear Association	2.707	1	.100
N of Valid Cases	250		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .16.

Table 2.3.3 & 2.3.4 – Chi Square: Attachment – Family/Friends vs. Age
Crosstab

			Attachment through family/friends			Total
			No	Yes	2	
Age	18-24	Count	32	76	1	109
		Expected Count	33.6	75.0	.4	109.0
	25-34	Count	28	68	0	96
		Expected Count	29.6	66.0	.4	96.0
	35-44	Count	15	22	0	37
		Expected Count	11.4	25.5	.1	37.0
	45-54	Count	2	5	0	7
		Expected Count	2.2	4.8	.0	7.0
	55-64	Count	0	1	0	1
		Expected Count	.3	.7	.0	1.0
Total		Count	77	172	1	250
		Expected Count	77.0	172.0	1.0	250.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.598 ^a	8	.891
Likelihood Ratio	4.176	8	.841
Linear-by-Linear Association	.591	1	.442
N of Valid Cases	250		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .00.

Tables 2.3.5 & 2.3.6 – Chi Square: Attachment – Players vs. Age

Crosstab

			Attachment through players of club		Total
			No	Yes	
Age	18-24	Count	93	16	109
		Expected Count	94.2	14.8	109.0
	25-34	Count	83	13	96
		Expected Count	82.9	13.1	96.0
	35-44	Count	34	3	37
		Expected Count	32.0	5.0	37.0
	45-54	Count	6	1	7
		Expected Count	6.0	1.0	7.0
	55-64	Count	0	1	1
		Expected Count	.9	.1	1.0
Total		Count	216	34	250
		Expected Count	216.0	34.0	250.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.414 ^a	4	.116
Likelihood Ratio	5.186	4	.269
Linear-by-Linear Association	.013	1	.908
N of Valid Cases	250		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .14.

Tables 2.3.7 & 2.3.8 – Chi Square: Attachment – Reputation vs. Age

Crosstab

			Attachment through reputation of club		Total
			No	Yes	
Age	18-24	Count	89	20	109
		Expected Count	88.9	20.1	109.0
	25-34	Count	73	23	96
		Expected Count	78.3	17.7	96.0
	35-44	Count	34	3	37
		Expected Count	30.2	6.8	37.0
	45-54	Count	7	0	7
		Expected Count	5.7	1.3	7.0
	55-64	Count	1	0	1
		Expected Count	.8	.2	1.0
Total		Count	204	46	250
		Expected Count	204.0	46.0	250.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.390 ^a	4	.172
Likelihood Ratio	8.256	4	.083
Linear-by-Linear Association	1.837	1	.175
N of Valid Cases	250		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .18.

Tables 2.3.9 & 2.3.10 – Chi Square: Attachment – Success vs. Age
Crosstab

			Attachment through success of club		Total
			No	Yes	
Age	18-24	Count	97	12	109
		Expected Count	97.7	11.3	109.0
	25-34	Count	84	12	96
		Expected Count	86.0	10.0	96.0
	35-44	Count	35	2	37
		Expected Count	33.2	3.8	37.0
	45-54	Count	7	0	7
		Expected Count	6.3	.7	7.0
	55-64	Count	1	0	1
		Expected Count	.9	.1	1.0
Total		Count	224	26	250
		Expected Count	224.0	26.0	250.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.417 ^a	4	.660
Likelihood Ratio	3.409	4	.492
Linear-by-Linear Association	1.146	1	.284
N of Valid Cases	250		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .10.

Tables 2.3.11 & 2.3.12 – Chi Square: Attachment – History vs. Age

Crosstab

			Attachment through history of club		Total
			No	Yes	
Age	18-24	Count	70	39	109
		Expected Count	73.7	35.3	109.0
	25-34	Count	63	33	96
		Expected Count	64.9	31.1	96.0
	35-44	Count	29	8	37
		Expected Count	25.0	12.0	37.0
	45-54	Count	6	1	7
		Expected Count	4.7	2.3	7.0
	55-64	Count	1	0	1
		Expected Count	.7	.3	1.0
Total		Count	169	81	250
		Expected Count	169.0	81.0	250.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.230 ^a	4	.376
Likelihood Ratio	4.832	4	.305
Linear-by-Linear Association	3.326	1	.068
N of Valid Cases	250		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .32.

Tables 2.3.13 & 2.3.14 – Chi Square: Attachment – Other vs. Age

Crosstab

			Other Attachment		Total
			No	Yes	
Age	18-24	Count	101	8	109
		Expected Count	101.2	7.8	109.0
	25-34	Count	89	7	96
		Expected Count	89.1	6.9	96.0
	35-44	Count	34	3	37
		Expected Count	34.3	2.7	37.0
	45-54	Count	7	0	7
		Expected Count	6.5	.5	7.0
	55-64	Count	1	0	1
		Expected Count	.9	.1	1.0
Total		Count	232	18	250
		Expected Count	232.0	18.0	250.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.671 ^a	4	.955
Likelihood Ratio	1.244	4	.871
Linear-by-Linear Association	.094	1	.759
N of Valid Cases	250		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .07.

Table 2.3.15 – Crosstabulation: Attachment vs. Age

Age*Attachment Crosstabulation

			Attachment to Club ^a							Total
			Attachment through home town/area	Attachment through family/friends	Attachment through players of club	Attachment through reputation of club	Attachment through success of club	Attachment through history of club	Other Attachment	
Age	18-24	Count	22	76	16	20	12	39	8	109
	25-34	Count	15	68	13	23	12	33	7	96
	35-44	Count	3	22	3	3	2	8	3	37
	45-54	Count	1	5	1	0	0	1	0	7
	55-64	Count	0	1	1	0	0	0	0	1
Total		Count	41	172	34	46	26	81	18	250

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Tables 2.4.1 & 2.4.2 – Chi Square: Attachment – Home Town vs. Gender

Crosstab

			Attachment through home town/area		Total
			No	Yes	
Gender	Female	Count	9	2	11
		Expected Count	9.2	1.8	11.0
	Male	Count	199	39	238
		Expected Count	198.8	39.2	238.0
Total	Count		208	41	249
	Expected Count		208.0	41.0	249.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.025 ^a	1	.875	1.000	.567
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.024	1	.877		
Fisher's Exact Test					
Linear-by-Linear Association	.025	1	.876		
N of Valid Cases	249				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.81.

b. Computed only for a 2x2 table

Tables 2.4.3 & 2.4.4 – Chi Square: Attachment – Family/Friends vs. Gender

Gender * Attachment through family/friends Crosstabulation

			Attachment through family/friends		Total
			No	Yes	
Gender	Female	Count	5	6	11
		Expected Count	3.4	7.6	11.0
	Male	Count	71	167	238
		Expected Count	72.6	165.4	238.0
Total	Count		76	173	249
	Expected Count		76.0	173.0	249.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.210 ^a	1	.271	.318	.218
Continuity Correction ^b	.586	1	.444		
Likelihood Ratio	1.133	1	.287		
Fisher's Exact Test					
Linear-by-Linear Association	1.205	1	.272		
N of Valid Cases	249				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.36.

b. Computed only for a 2x2 table

Tables 2.4.5 & 2.4.6 – Chi Square: Attachment – Players vs. Gender
Crosstab

			Attachment through players of club		Total
			No	Yes	
Gender	Female	Count	8	3	11
		Expected Count	9.5	1.5	11.0
	Male	Count	207	31	238
		Expected Count	205.5	32.5	238.0
Total	Count		215	34	249
	Expected Count		215.0	34.0	249.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.810 ^a	1	.178	.178	.178
Continuity Correction ^b	.803	1	.370		
Likelihood Ratio	1.486	1	.223		
Fisher's Exact Test					
Linear-by-Linear Association	1.803	1	.179		
N of Valid Cases	249				

- a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.50.
- b. Computed only for a 2x2 table

Tables 2.4.7 & 2.4.8 – Chi Square: Attachment – Reputation vs. Gender
Crosstab

			Attachment through reputation of club		Total
			No	Yes	
Gender	Female	Count	9	2	11
		Expected Count	9.0	2.0	11.0
	Male	Count	194	44	238
		Expected Count	194.0	44.0	238.0
Total	Count		203	46	249
	Expected Count		203.0	46.0	249.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001 ^a	1	.980	1.000	.669
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.001	1	.980		
Fisher's Exact Test					
Linear-by-Linear Association	.001	1	.980		
N of Valid Cases	249				

- a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.03.
- b. Computed only for a 2x2 table

Tables 2.4.9 & 2.4.10 – Chi Square: Attachment – Success vs. Gender
Crosstab

			Attachment through success of club		Total
			No	Yes	
Gender	Female	Count	8	3	11
		Expected Count	9.9	1.1	11.0
	Male	Count	215	23	238
		Expected Count	213.1	24.9	238.0
Total	Count		223	26	249
	Expected Count		223.0	26.0	249.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.486 ^a	1	.062	.095	.095
Continuity Correction ^b	1.857	1	.173		
Likelihood Ratio	2.587	1	.108		
Fisher's Exact Test					
Linear-by-Linear Association	3.472	1	.062		
N of Valid Cases	249				

- a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.15.
- b. Computed only for a 2x2 table

Tables 2.4.11 & 2.4.12 – Chi Square: Attachment – History vs. Gender
Crosstab

			Attachment through history of club		Total
			No	Yes	
Gender	Female	Count	8	3	11
		Expected Count	7.5	3.5	11.0
	Male	Count	161	77	238
		Expected Count	161.5	76.5	238.0
Total	Count		169	80	249
	Expected Count		169.0	80.0	249.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.124 ^a	1	.724	1.000	.506
Continuity Correction ^b	.001	1	.982		
Likelihood Ratio	.128	1	.721		
Fisher's Exact Test					
Linear-by-Linear Association	.124	1	.725		
N of Valid Cases	249				

- a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.53.
- b. Computed only for a 2x2 table

Tables 2.4.13 & 2.4.14 – Chi Square: Attachment – Other vs. Gender
Crosstab

			Other Attachment		Total
			No	Yes	
Gender	Female	Count	11	0	11
		Expected Count	10.2	.8	11.0
	Male	Count	220	18	238
		Expected Count	220.8	17.2	238.0
Total		Count	231	18	249
		Expected Count	231.0	18.0	249.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.897 ^a	1	.344	1.000	.430
Continuity Correction ^b	.124	1	.725		
Likelihood Ratio	1.690	1	.194		
Fisher's Exact Test					
Linear-by-Linear Association	.893	1	.345		
N of Valid Cases	249				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .80.

b. Computed only for a 2x2 table

Table 2.4.15 – Crosstabulation: Attachment vs. Gender

Gender*Attachment Crosstabulation

			Attachment to Club ^a						Total	
			Attachment through home town/area	Attachment through family/friends	Attachment through players of club	Attachment through reputation of club	Attachment through success of club	Attachment through history of club		Other Attachment
Gender	Female	Count	2	6	3	2	3	3	0	11
	Male	Count	39	166	31	44	23	77	18	238
Total		Count	41	172	34	46	26	80	18	249

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Tables 2.5.1 & 2.5.2 – Chi Square: Attachment – Home Town vs. Club
Crosstab

			Attachment through home town/area		Total
			No	Yes	
Supported Club	Other	Count	28	24	52
		Expected Count	43.5	8.5	52.0
	Benfica	Count	182	17	199
		Expected Count	166.5	32.5	199.0
Total	Count		210	41	251
	Expected Count		210.0	41.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	42.674 ^a	1	.000		
Continuity Correction ^b	39.966	1	.000		
Likelihood Ratio	35.552	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	42.504	1	.000		
N of Valid Cases	251				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.49.

b. Computed only for a 2x2 table

Tables 2.5.3 & 2.5.4 – Chi Square: Attachment – Family/Friends vs. Club
Crosstab

			Attachment through family/friends		Total
			No	Yes	
Supported Club	Other	Count	20	32	52
		Expected Count	16.0	36.0	52.0
	Benfica	Count	57	142	199
		Expected Count	61.0	138.0	199.0
Total	Count		77	174	251
	Expected Count		77.0	174.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.869 ^a	1	.172		
Continuity Correction ^b	1.436	1	.231		
Likelihood Ratio	1.815	1	.178		
Fisher's Exact Test				.180	.116
Linear-by-Linear Association	1.861	1	.172		
N of Valid Cases	251				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.95.

b. Computed only for a 2x2 table

Tables 2.5.5 & 2.5.6 – Chi Square: Attachment – Players vs. Club
Crosstab

			Attachment through players of club		Total
			No	Yes	
Supported Club	Other	Count	32	20	52
		Expected Count	45.0	7.0	52.0
	Benfica	Count	185	14	199
		Expected Count	172.0	27.0	199.0
Total	Count		217	34	251
	Expected Count		217.0	34.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	34.768 ^a	1	.000	.000	.000
Continuity Correction ^b	32.136	1	.000		
Likelihood Ratio	28.506	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	34.629	1	.000		
N of Valid Cases	251				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.04.

b. Computed only for a 2x2 table

Tables 2.5.7 & 2.5.8 – Chi Square: Attachment – Reputation vs. Club
Crosstab

			Attachment through reputation of club		Total
			No	Yes	
Supported Club	Other	Count	41	11	52
		Expected Count	42.5	9.5	52.0
	Benfica	Count	164	35	199
		Expected Count	162.5	36.5	199.0
Total	Count		205	46	251
	Expected Count		205.0	46.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.350 ^a	1	.554	.550	.340
Continuity Correction ^b	.153	1	.696		
Likelihood Ratio	.341	1	.559		
Fisher's Exact Test					
Linear-by-Linear Association	.349	1	.555		
N of Valid Cases	251				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.53.

b. Computed only for a 2x2 table

Tables 2.5.9 & 2.5.10 – Chi Square: Attachment – Success vs. Club
Crosstab

			Attachment through success of club		Total
			No	Yes	
Supported Club	Other	Count	45	7	52
		Expected Count	46.6	5.4	52.0
	Benfica	Count	180	19	199
		Expected Count	178.4	20.6	199.0
Total	Count		225	26	251
	Expected Count		225.0	26.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.680 ^a	1	.410	.444	.276
Continuity Correction ^b	.324	1	.569		
Likelihood Ratio	.642	1	.423		
Fisher's Exact Test					
Linear-by-Linear Association	.677	1	.410		
N of Valid Cases	251				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.39.

b. Computed only for a 2x2 table

Tables 2.5.11 & 2.5.12 – Chi Square: Attachment – History vs. Club
Crosstab

			Attachment through history of club		Total
			No	Yes	
Supported Club	Other	Count	38	14	52
		Expected Count	35.2	16.8	52.0
	Benfica	Count	132	67	199
		Expected Count	134.8	64.2	199.0
Total	Count		170	81	251
	Expected Count		170.0	81.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.858 ^a	1	.354	.407	.225
Continuity Correction ^b	.577	1	.447		
Likelihood Ratio	.879	1	.348		
Fisher's Exact Test					
Linear-by-Linear Association	.855	1	.355		
N of Valid Cases	251				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.78.

b. Computed only for a 2x2 table

Tables 2.6.1 & 2.6.2 – Chi Square: Attachment – Home Town vs. Nationality

Crosstab

			Attachment through home town/area		Total
			No	Yes	
Nationality	Other	Count	11	7	18
		Expected Count	15.1	2.9	18.0
	Same as Club	Count	199	34	233
		Expected Count	194.9	38.1	233.0
Total		Count	210	41	251
		Expected Count	210.0	41.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.218 ^a	1	.007	.015	.015
Continuity Correction ^b	5.549	1	.018		
Likelihood Ratio	5.766	1	.016		
Fisher's Exact Test					
Linear-by-Linear Association	7.189	1	.007		
N of Valid Cases	251				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.94.

b. Computed only for a 2x2 table

Tables 2.6.3 & 2.6.4 – Chi Square: Attachment – Family/Friends vs. Nationality

Crosstab

			Attachment through family/friends		Total
			No	Yes	
Nationality	Other	Count	10	8	18
		Expected Count	5.5	12.5	18.0
	Same as Club	Count	67	166	233
		Expected Count	71.5	161.5	233.0
Total		Count	77	174	251
		Expected Count	77.0	174.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.643 ^a	1	.018	.030	.020
Continuity Correction ^b	4.454	1	.035		
Likelihood Ratio	5.174	1	.023		
Fisher's Exact Test					
Linear-by-Linear Association	5.621	1	.018		
N of Valid Cases	251				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.52.

b. Computed only for a 2x2 table

Tables 2.6.5 & 2.6.6 – Chi Square: Attachment – Players vs. Nationality

Crosstab

			Attachment through players of club		Total
			No	Yes	
Nationality	Other	Count	9	9	18
		Expected Count	15.6	2.4	18.0
	Same as Club	Count	208	25	233
		Expected Count	201.4	31.6	233.0
Total		Count	217	34	251
		Expected Count	217.0	34.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	22.004 ^a	1	.000		
Continuity Correction ^b	18.778	1	.000		
Likelihood Ratio	15.332	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	21.916	1	.000		
N of Valid Cases	251				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.44.

b. Computed only for a 2x2 table

Tables 2.6.7 & 2.6.8 – Chi Square: Attachment – Reputation vs. Nationality

Crosstab

			Attachment through reputation of club		Total
			No	Yes	
Nationality	Other	Count	14	4	18
		Expected Count	14.7	3.3	18.0
	Same as Club	Count	191	42	233
		Expected Count	190.3	42.7	233.0
Total		Count	205	46	251
		Expected Count	205.0	46.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.197 ^a	1	.657		
Continuity Correction ^b	.016	1	.899		
Likelihood Ratio	.188	1	.665		
Fisher's Exact Test				.751	.427
Linear-by-Linear Association	.196	1	.658		
N of Valid Cases	251				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.30.

b. Computed only for a 2x2 table

Tables 2.6.9 & 2.6.10 – Chi Square: Attachment – Success vs. Nationality

Crosstab

			Attachment through success of club		Total
			No	Yes	
Nationality	Other	Count	14	4	18
		Expected Count	16.1	1.9	18.0
	Same as Club	Count	211	22	233
		Expected Count	208.9	24.1	233.0
Total		Count	225	26	251
		Expected Count	225.0	26.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.939 ^a	1	.086	.101	.101
Continuity Correction ^b	1.724	1	.189		
Likelihood Ratio	2.348	1	.125		
Fisher's Exact Test					
Linear-by-Linear Association	2.927	1	.087		
N of Valid Cases	251				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.86.

b. Computed only for a 2x2 table

Tables 2.6.11 & 2.6.12 – Chi Square: Attachment – History vs. Nationality

Nationality * Attachment through history of club Crosstabulation

			Attachment through history of club		Total
			No	Yes	
Nationality	Other	Count	23	5	28
		Expected Count	19.0	9.0	28.0
	Same as Club	Count	147	76	223
		Expected Count	151.0	72.0	223.0
Total		Count	170	81	251
		Expected Count	170.0	81.0	251.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.996 ^a	1	.083	.091	.060
Continuity Correction ^b	2.299	1	.129		
Likelihood Ratio	3.289	1	.070		
Fisher's Exact Test					
Linear-by-Linear Association	2.984	1	.084		
N of Valid Cases	251				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.04.

b. Computed only for a 2x2 table

Tables 3.1.1 & 3.1.2 – Chi Square: Improve – Access/Transport vs. Age
Crosstab

			Improve Accessibility/Transport		Total
			No	Yes	
Age	18-24	Count	81	26	107
		Expected Count	79.6	27.4	107.0
	25-34	Count	66	29	95
		Expected Count	70.7	24.3	95.0
	35-44	Count	30	6	36
		Expected Count	26.8	9.2	36.0
	45-54	Count	5	2	7
		Expected Count	5.2	1.8	7.0
	55-64	Count	1	0	1
		Expected Count	.7	.3	1.0
Total		Count	183	63	246
		Expected Count	183.0	63.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.190 ^a	4	.527
Likelihood Ratio	3.537	4	.472
Linear-by-Linear Association	.146	1	.702
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .26.

**Tables 3.1.3 & 3.1.4 – Chi Square: Improve – Parking vs. Age
Crosstab**

			Improve Parking		Total
			No	Yes	
Age	18-24	Count	68	39	107
		Expected Count	63.1	43.9	107.0
	25-34	Count	55	40	95
		Expected Count	56.0	39.0	95.0
	35-44	Count	18	18	36
		Expected Count	21.2	14.8	36.0
	45-54	Count	4	3	7
		Expected Count	4.1	2.9	7.0
	55-64	Count	0	1	1
		Expected Count	.6	.4	1.0
Total		Count	145	101	246
		Expected Count	145.0	101.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.617 ^a	4	.460
Likelihood Ratio	3.955	4	.412
Linear-by-Linear Association	2.532	1	.112
N of Valid Cases	246		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .41.

Tables 3.1.5 & 3.1.6 – Chi Square: Improve – Security vs. Age
Crosstab

			Improve Security Services		Total
			No	Yes	
Age	18-24	Count	101	6	107
		Expected Count	98.7	8.3	107.0
	25-34	Count	87	8	95
		Expected Count	87.7	7.3	95.0
	35-44	Count	31	5	36
		Expected Count	33.2	2.8	36.0
	45-54	Count	7	0	7
		Expected Count	6.5	.5	7.0
	55-64	Count	1	0	1
		Expected Count	.9	.1	1.0
Total		Count	227	19	246
		Expected Count	227.0	19.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.327 ^a	4	.505
Likelihood Ratio	3.668	4	.453
Linear-by-Linear Association	.836	1	.361
N of Valid Cases	246		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .08.

**Tables 3.1.7 & 3.1.8 – Chi Square: Improve – WCs vs. Age
Crosstab**

			Improve WCs		Total
			No	Yes	
Age	18-24	Count	96	11	107
		Expected Count	94.0	13.0	107.0
	25-34	Count	83	12	95
		Expected Count	83.4	11.6	95.0
	35-44	Count	32	4	36
		Expected Count	31.6	4.4	36.0
	45-54	Count	5	2	7
		Expected Count	6.1	.9	7.0
	55-64	Count	0	1	1
		Expected Count	.9	.1	1.0
Total		Count	216	30	246
		Expected Count	216.0	30.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.376 ^a	4	.052
Likelihood Ratio	5.991	4	.200
Linear-by-Linear Association	2.399	1	.121
N of Valid Cases	246		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .12.

**Tables 3.1.9 & 3.1.10 – Chi Square: Improve – WiFi vs. Age
Crosstab**

			Improve WiFi		Total
			No	Yes	
Age	18-24	Count	62	45	107
		Expected Count	60.5	46.5	107.0
	25-34	Count	47	48	95
		Expected Count	53.7	41.3	95.0
	35-44	Count	24	12	36
		Expected Count	20.3	15.7	36.0
	45-54	Count	6	1	7
		Expected Count	4.0	3.0	7.0
	55-64	Count	0	1	1
		Expected Count	.6	.4	1.0
Total		Count	139	107	246
		Expected Count	139.0	107.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.243 ^a	4	.124
Likelihood Ratio	7.975	4	.093
Linear-by-Linear Association	.491	1	.484
N of Valid Cases	246		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .43.

Tables 3.1.11 & 3.1.12 – Chi Square: Improve – Merchandize vs. Age
Crosstab

			Improve Availability of Merchandize		Total
			No	Yes	
Age	18-24	Count	100	7	107
		Expected Count	98.3	8.7	107.0
	25-34	Count	89	6	95
		Expected Count	87.3	7.7	95.0
	35-44	Count	30	6	36
		Expected Count	33.1	2.9	36.0
	45-54	Count	6	1	7
		Expected Count	6.4	.6	7.0
	55-64	Count	1	0	1
		Expected Count	.9	.1	1.0
Total		Count	226	20	246
		Expected Count	226.0	20.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.736 ^a	4	.315
Likelihood Ratio	4.063	4	.398
Linear-by-Linear Association	2.304	1	.129
N of Valid Cases	246		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .08.

**Tables 3.1.13 & 3.1.14 – Chi Square: Improve – F/D Quality vs. Age
Crosstab**

			Improve Food/Drink Quality		Total
			No	Yes	
Age	18-24	Count	86	21	107
		Expected Count	83.1	23.9	107.0
	25-34	Count	75	20	95
		Expected Count	73.8	21.2	95.0
	35-44	Count	25	11	36
		Expected Count	28.0	8.0	36.0
	45-54	Count	5	2	7
		Expected Count	5.4	1.6	7.0
	55-64	Count	0	1	1
		Expected Count	.8	.2	1.0
Total		Count	191	55	246
		Expected Count	191.0	55.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.575 ^a	4	.233
Likelihood Ratio	5.005	4	.287
Linear-by-Linear Association	2.809	1	.094
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .22.

**Tables 3.1.15 & 3.1.16 – Chi Square: Improve – F/D Service vs. Age
Crosstab**

			Improve Food/Drink Service		Total
			No	Yes	
Age	18-24	Count	90	17	107
		Expected Count	90.5	16.5	107.0
	25-34	Count	81	14	95
		Expected Count	80.3	14.7	95.0
	35-44	Count	30	6	36
		Expected Count	30.4	5.6	36.0
	45-54	Count	6	1	7
		Expected Count	5.9	1.1	7.0
	55-64	Count	1	0	1
		Expected Count	.8	.2	1.0
Total		Count	208	38	246
		Expected Count	208.0	38.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.284 ^a	4	.991
Likelihood Ratio	.436	4	.979
Linear-by-Linear Association	.020	1	.888
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .15.

**Tables 3.1.17 & 3.1.18 – Chi Square: Improve – Entertainment vs. Age
Crosstab**

			Improve Entertainment Activities		Total
			No	Yes	
Age	18-24	Count	93	14	107
		Expected Count	84.8	22.2	107.0
	25-34	Count	70	25	95
		Expected Count	75.3	19.7	95.0
	35-44	Count	25	11	36
		Expected Count	28.5	7.5	36.0
	45-54	Count	6	1	7
		Expected Count	5.5	1.5	7.0
	55-64	Count	1	0	1
		Expected Count	.8	.2	1.0
Total		Count	195	51	246
		Expected Count	195.0	51.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.163 ^a	4	.086
Likelihood Ratio	8.518	4	.074
Linear-by-Linear Association	3.746	1	.053
N of Valid Cases	246		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .21.

**Tables 3.1.19 & 3.1.20 – Chi Square: Improve – None vs. Age
Crosstab**

			No Improvements		Total
			No	Yes	
Age	18-24	Count	87	20	107
		Expected Count	93.5	13.5	107.0
	25-34	Count	88	7	95
		Expected Count	83.0	12.0	95.0
	35-44	Count	33	3	36
		Expected Count	31.5	4.5	36.0
	45-54	Count	6	1	7
		Expected Count	6.1	.9	7.0
	55-64	Count	1	0	1
		Expected Count	.9	.1	1.0
Total	Count		215	31	246
	Expected Count		215.0	31.0	246.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.723 ^a	4	.151
Likelihood Ratio	6.877	4	.143
Linear-by-Linear Association	3.612	1	.057
N of Valid Cases	246		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .13.

Table 3.1.21 – Crosstabulation: Improvements vs. Age

Age*\$Improve Crosstabulation

		Stadium Improvements ^a										Total		
		Improve Accessibility/Transport	Improve Parking	Improve Security Services	Improve WCs	Improve WiFi	Improve Availability of Merchendize	Improve Food/Drink Quality	Improve Food/Drink Service	Improve Entertainment Activities	No Improvements		Other Improvements	
Age	18-24	Count	26	39	6	11	45	7	21	17	14	20	9	107
	25-34	Count	29	40	8	12	48	6	20	14	25	7	6	95
	35-44	Count	6	18	5	4	12	6	11	6	11	3	4	36
	45-54	Count	2	3	0	2	1	1	2	1	1	1	2	7
	55-64	Count	0	1	0	1	1	0	1	0	0	0	0	1
Total		Count	63	101	19	30	107	20	55	38	51	31	21	246

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Tables 3.2.1 & - 3.2.2 – Chi Square: Improve – Access/Transport vs. Gender

Crosstab

			Improve Accessibility/Transport		Total
			No	Yes	
Gender	Female	Count	9	1	10
		Expected Count	7.4	2.6	10.0
	Male	Count	173	62	235
		Expected Count	174.6	60.4	235.0
Total		Count	182	63	245
		Expected Count	182.0	63.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.348 ^a	1	.246	.460	.222
Continuity Correction ^b	.627	1	.429		
Likelihood Ratio	1.620	1	.203		
Fisher's Exact Test					
Linear-by-Linear Association	1.342	1	.247		
N of Valid Cases	245				

- a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.57.
- b. Computed only for a 2x2 table

Tables 3.2.3 & 3.2.4 – Chi Square: Improve – Parking vs. Gender

Crosstab

			Improve Parking		Total
			No	Yes	
Gender	Female	Count	7	3	10
		Expected Count	5.9	4.1	10.0
	Male	Count	137	98	235
		Expected Count	138.1	96.9	235.0
Total		Count	144	101	245
		Expected Count	144.0	101.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.542 ^a	1	.462	.531	.348
Continuity Correction ^b	.167	1	.683		
Likelihood Ratio	.562	1	.454		
Fisher's Exact Test					
Linear-by-Linear Association	.540	1	.462		
N of Valid Cases	245				

- a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.12.
- b. Computed only for a 2x2 table

Tables 3.2.5 & 3.2.6 – Chi Square: Improve – Security vs. Gender

Crosstab

			Improve Security Services		Total
			No	Yes	
Gender	Female	Count	10	0	10
		Expected Count	9.2	.8	10.0
	Male	Count	216	19	235
		Expected Count	216.8	18.2	235.0
Total	Count		226	19	245
	Expected Count		226.0	19.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.876 ^a	1	.349	1.000	.439
Continuity Correction ^b	.111	1	.739		
Likelihood Ratio	1.650	1	.199		
Fisher's Exact Test					
Linear-by-Linear Association	.873	1	.350		
N of Valid Cases	245				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .78.

b. Computed only for a 2x2 table

Tables 3.2.7 & 3.2.8 – Chi Square: Improve – WCs vs. Gender

Crosstab

			Improve WCs		Total
			No	Yes	
Gender	Female	Count	10	0	10
		Expected Count	8.8	1.2	10.0
	Male	Count	205	30	235
		Expected Count	206.2	28.8	235.0
Total	Count		215	30	245
	Expected Count		215.0	30.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.455 ^a	1	.228	.616	.264
Continuity Correction ^b	.509	1	.475		
Likelihood Ratio	2.671	1	.102		
Fisher's Exact Test					
Linear-by-Linear Association	1.449	1	.229		
N of Valid Cases	245				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.22.

b. Computed only for a 2x2 table

Tables 3.2.9 & 3.2.10 – Chi Square: Improve – WiFi vs. Gender

Crosstab

			Improve WiFi		Total
			No	Yes	
Gender	Female	Count	5	5	10
		Expected Count	5.6	4.4	10.0
	Male	Count	133	102	235
		Expected Count	132.4	102.6	235.0
Total		Count	138	107	245
		Expected Count	138.0	107.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.170 ^a	1	.680	.751	.461
Continuity Correction ^b	.007	1	.931		
Likelihood Ratio	.168	1	.682		
Fisher's Exact Test					
Linear-by-Linear Association	.169	1	.681		
N of Valid Cases	245				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.37.

b. Computed only for a 2x2 table

Tables 3.2.11 & 3.2.12 – Chi Square: Improve – Merchandize vs. Gender

Crosstab

			Improve Availability of Merchandize		Total
			No	Yes	
Gender	Female	Count	10	0	10
		Expected Count	9.2	.8	10.0
	Male	Count	215	20	235
		Expected Count	215.8	19.2	235.0
Total		Count	225	20	245
		Expected Count	225.0	20.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.927 ^a	1	.336	1.000	.420
Continuity Correction ^b	.139	1	.709		
Likelihood Ratio	1.741	1	.187		
Fisher's Exact Test					
Linear-by-Linear Association	.923	1	.337		
N of Valid Cases	245				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .82.

b. Computed only for a 2x2 table

Tables 3.2.13 & 3.2.14 – Chi Square: Improve – F/D Quality vs. Gender

Crosstab

			Improve Food/Drink Quality		Total
			No	Yes	
Gender	Female	Count	9	1	10
		Expected Count	7.8	2.2	10.0
	Male	Count	181	54	235
		Expected Count	182.2	52.8	235.0
Total	Count		190	55	245
	Expected Count		190.0	55.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.928 ^a	1	.335	.464	.301
Continuity Correction ^b	.332	1	.564		
Likelihood Ratio	1.100	1	.294		
Fisher's Exact Test					
Linear-by-Linear Association	.924	1	.336		
N of Valid Cases	245				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.24.

b. Computed only for a 2x2 table

Tables 3.2.15 & 3.2.16 – Chi Square: Improve – F/D Service vs. Gender

Crosstab

			Improve Food/Drink Service		Total
			No	Yes	
Gender	Female	Count	8	2	10
		Expected Count	8.4	1.6	10.0
	Male	Count	199	36	235
		Expected Count	198.6	36.4	235.0
Total	Count		207	38	245
	Expected Count		207.0	38.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.160 ^a	1	.689	.656	.477
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.150	1	.699		
Fisher's Exact Test					
Linear-by-Linear Association	.160	1	.689		
N of Valid Cases	245				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.55.

b. Computed only for a 2x2 table

Tables 3.2.17 & 3.2.18 – Chi Square: Improve – Entertainment vs. Gender

Crosstab

			Improve Entertainment Activities		Total
			No	Yes	
Gender	Female	Count	5	5	10
		Expected Count	7.9	2.1	10.0
	Male	Count	189	46	235
		Expected Count	186.1	48.9	235.0
Total		Count	194	51	245
		Expected Count	194.0	51.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.387 ^a	1	.020	.035	.035
Continuity Correction ^b	3.699	1	.054		
Likelihood Ratio	4.389	1	.036		
Fisher's Exact Test					
Linear-by-Linear Association	5.365	1	.021		
N of Valid Cases	245				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.08.

b. Computed only for a 2x2 table

Tables 3.2.19 & 3.2.20 – Chi Square: Improve – None vs. Gender

Crosstab

			No Improvements		Total
			No	Yes	
Gender	Female	Count	10	0	10
		Expected Count	8.8	1.2	10.0
	Male	Count	205	30	235
		Expected Count	206.2	28.8	235.0
Total		Count	215	30	245
		Expected Count	215.0	30.0	245.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.455 ^a	1	.228	.616	.264
Continuity Correction ^b	.509	1	.475		
Likelihood Ratio	2.671	1	.102		
Fisher's Exact Test					
Linear-by-Linear Association	1.449	1	.229		
N of Valid Cases	245				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.22.

b. Computed only for a 2x2 table

Table 3.2.21 – Crosstabulation: Improvements vs. Gender

Gender*Improve Crosstabulation

			Stadium Improvements ^a										Total	
			Improve Accessibility/Transport	Improve Parking	Improve Security Services	Improve WCs	Improve WiFi	Improve Availability of Merchendize	Improve Food/Drink Quality	Improve Food/Drink Service	Improve Entertainment Activities	No Improvements		Other Improvements
Gender	Female	Count	1	3	0	0	5	0	1	2	5	0	0	10
		Male	Count	62	98	19	30	102	20	54	36	46	30	21
Total	Count	63	101	19	30	107	20	55	38	51	30	21	245	

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Tables 3.3.1 & 3.3.2 – Chi Square: Improve – Access/Transport vs. Club

Crosstab

			Improve Accessibility/Transport		Total
			No	Yes	
Supported Club	Other	Count	35	13	48
		Expected Count	35.8	12.2	48.0
	Benfica	Count	149	50	199
		Expected Count	148.2	50.8	199.0
Total		Count	184	63	247
		Expected Count	184.0	63.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.078 ^a	1	.780		
Continuity Correction ^b	.009	1	.924		
Likelihood Ratio	.077	1	.781		
Fisher's Exact Test				.854	.455
Linear-by-Linear Association	.078	1	.780		
N of Valid Cases	247				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.24.

b. Computed only for a 2x2 table

Tables 3.3.3 & 3.3.4 – Chi Square: Improve – Parking vs. Club

Crosstab

			Improve Parking		Total
			No	Yes	
Supported Club	Other	Count	38	10	48
		Expected Count	28.4	19.6	48.0
	Benfica	Count	108	91	199
		Expected Count	117.6	81.4	199.0
Total		Count	146	101	247
		Expected Count	146.0	101.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.916 ^a	1	.002		
Continuity Correction ^b	8.913	1	.003		
Likelihood Ratio	10.625	1	.001		
Fisher's Exact Test				.002	.001
Linear-by-Linear Association	9.876	1	.002		
N of Valid Cases	247				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.63.

b. Computed only for a 2x2 table

Tables 3.3.5 & 3.3.6 – Chi Square: Improve – Security vs. Club

Crosstab

			Improve Security Services		Total
			No	Yes	
Supported Club	Other	Count	45	3	48
		Expected Count	44.3	3.7	48.0
	Benfica	Count	183	16	199
		Expected Count	183.7	15.3	199.0
Total	Count		228	19	247
	Expected Count		228.0	19.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.175 ^a	1	.676	1.000	.475
Continuity Correction ^b	.013	1	.908		
Likelihood Ratio	.183	1	.669		
Fisher's Exact Test					
Linear-by-Linear Association	.174	1	.677		
N of Valid Cases	247				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.69.

b. Computed only for a 2x2 table

Tables 3.3.7 & 3.3.8 – Chi Square: Improve – WCs vs. Club

Crosstab

			Improve WCs		Total
			No	Yes	
Supported Club	Other	Count	35	13	48
		Expected Count	42.2	5.8	48.0
	Benfica	Count	182	17	199
		Expected Count	174.8	24.2	199.0
Total	Count		217	30	247
	Expected Count		217.0	30.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12.458 ^a	1	.000	.001	.001
Continuity Correction ^b	10.781	1	.001		
Likelihood Ratio	10.471	1	.001		
Fisher's Exact Test					
Linear-by-Linear Association	12.408	1	.000		
N of Valid Cases	247				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.83.

b. Computed only for a 2x2 table

Tables 3.3.9 & 3.3.10 – Chi Square: Improve – WiFi vs. Club

Crosstab

			Improve WiFi		Total
			No	Yes	
Supported Club	Other	Count	27	21	48
		Expected Count	27.2	20.8	48.0
	Benfica	Count	113	86	199
		Expected Count	112.8	86.2	199.0
Total	Count		140	107	247
	Expected Count		140.0	107.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.004 ^a	1	.947	1.000	.536
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.004	1	.947		
Fisher's Exact Test					
Linear-by-Linear Association	.004	1	.947		
N of Valid Cases	247				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.79.

b. Computed only for a 2x2 table

Tables 3.3.11 & 3.3.12 – Chi Square: Improve – Merchandize vs. Club

Crosstab

			Improve Availability of Merchandize		Total
			No	Yes	
Supported Club	Other	Count	45	3	48
		Expected Count	44.1	3.9	48.0
	Benfica	Count	182	17	199
		Expected Count	182.9	16.1	199.0
Total	Count		227	20	247
	Expected Count		227.0	20.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.273 ^a	1	.601	.773	.430
Continuity Correction ^b	.052	1	.820		
Likelihood Ratio	.290	1	.590		
Fisher's Exact Test					
Linear-by-Linear Association	.272	1	.602		
N of Valid Cases	247				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.89.

b. Computed only for a 2x2 table

Tables 3.3.13 & 3.3.14 – Chi Square: Improve – F/D Quality vs. Club

Crosstab

			Improve Food/Drink Quality		Total
			No	Yes	
Supported Club	Other	Count	33	15	48
		Expected Count	37.3	10.7	48.0
	Benfica	Count	159	40	199
		Expected Count	154.7	44.3	199.0
Total		Count	192	55	247
		Expected Count	192.0	55.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.777 ^a	1	.096	.121	.073
Continuity Correction ^b	2.171	1	.141		
Likelihood Ratio	2.615	1	.106		
Fisher's Exact Test					
Linear-by-Linear Association	2.766	1	.096		
N of Valid Cases	247				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.69.

b. Computed only for a 2x2 table

Tables 3.3.15 & 3.3.16 – Chi Square: Improve – F/D Service vs. Club

Crosstab

			Improve Food/Drink Service		Total
			No	Yes	
Supported Club	Other	Count	35	13	48
		Expected Count	40.6	7.4	48.0
	Benfica	Count	174	25	199
		Expected Count	168.4	30.6	199.0
Total		Count	209	38	247
		Expected Count	209.0	38.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.264 ^a	1	.012	.024	.014
Continuity Correction ^b	5.198	1	.023		
Likelihood Ratio	5.573	1	.018		
Fisher's Exact Test					
Linear-by-Linear Association	6.238	1	.013		
N of Valid Cases	247				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.38.

b. Computed only for a 2x2 table

Tables 3.3.17 & 3.3.18 – Chi Square: Improve – Entertainment vs. Club Crosstab

			Improve Entertainment Activities		Total
			No	Yes	
Supported Club	Other	Count	42	6	48
		Expected Count	38.1	9.9	48.0
	Benfica	Count	154	45	199
		Expected Count	157.9	41.1	199.0
Total	Count		196	51	247
	Expected Count		196.0	51.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.414 ^a	1	.120	.164	.084
Continuity Correction ^b	1.836	1	.175		
Likelihood Ratio	2.646	1	.104		
Fisher's Exact Test					
Linear-by-Linear Association	2.404	1	.121		
N of Valid Cases	247				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.91.

b. Computed only for a 2x2 table

Tables 3.3.19 & 3.3.20 – Chi Square: Improve – None vs. Club Crosstab

			No Improvements		Total
			No	Yes	
Supported Club	Other	Count	40	8	48
		Expected Count	41.8	6.2	48.0
	Benfica	Count	175	24	199
		Expected Count	173.2	25.8	199.0
Total	Count		215	32	247
	Expected Count		215.0	32.0	247.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.728 ^a	1	.394	.471	.262
Continuity Correction ^b	.376	1	.539		
Likelihood Ratio	.689	1	.407		
Fisher's Exact Test					
Linear-by-Linear Association	.725	1	.395		
N of Valid Cases	247				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.22.

b. Computed only for a 2x2 table

Tables 4.1.1 & 4.1.2 – Chi Square: Improve – Access/Transport vs. Season Ticket Holder

Crosstab

			Improve Accessibility/Transport		Total
			No	Yes	
Season Ticket Holder?	No	Count	120	37	157
		Expected Count	117.6	39.4	157.0
	Yes	Count	29	13	42
		Expected Count	31.4	10.6	42.0
Total		Count	149	50	199
		Expected Count	149.0	50.0	199.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.961 ^a	1	.327	.324	.216
Continuity Correction ^b	.608	1	.435		
Likelihood Ratio	.929	1	.335		
Fisher's Exact Test					
Linear-by-Linear Association	.956	1	.328		
N of Valid Cases	199				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.55.

b. Computed only for a 2x2 table

Tables 4.1.3 & 4.1.4 – Chi Square: Improve – Parking vs. Season Ticket Holder

Crosstab

			Improve Parking		Total
			No	Yes	
Season Ticket Holder?	No	Count	87	70	157
		Expected Count	85.2	71.8	157.0
	Yes	Count	21	21	42
		Expected Count	22.8	19.2	42.0
Total		Count	108	91	199
		Expected Count	108.0	91.0	199.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.391 ^a	1	.532	.602	.325
Continuity Correction ^b	.204	1	.652		
Likelihood Ratio	.390	1	.532		
Fisher's Exact Test					
Linear-by-Linear Association	.389	1	.533		
N of Valid Cases	199				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.21.

b. Computed only for a 2x2 table

Tables 4.1.5 & 4.1.6 – Chi Square: Improve – Security vs. Season Ticket Holder
Crosstab

			Improve Security Services		Total
			No	Yes	
Season Ticket Holder?	No	Count	142	15	157
		Expected Count	144.4	12.6	157.0
	Yes	Count	41	1	42
		Expected Count	38.6	3.4	42.0
Total		Count	183	16	199
		Expected Count	183.0	16.0	199.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.306 ^a	1	.129	.201	.109
Continuity Correction ^b	1.438	1	.230		
Likelihood Ratio	2.924	1	.087		
Fisher's Exact Test					
Linear-by-Linear Association	2.294	1	.130		
N of Valid Cases	199				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.38.

b. Computed only for a 2x2 table

Tables 4.1.7 & 4.1.8 – Chi Square: Improve – WCs vs. Season Ticket Holder
Crosstab

			Improve WCs		Total
			No	Yes	
Season Ticket Holder?	No	Count	144	13	157
		Expected Count	143.6	13.4	157.0
	Yes	Count	38	4	42
		Expected Count	38.4	3.6	42.0
Total		Count	182	17	199
		Expected Count	182.0	17.0	199.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.066 ^a	1	.798	.761	.501
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.064	1	.800		
Fisher's Exact Test					
Linear-by-Linear Association	.065	1	.798		
N of Valid Cases	199				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.59.

b. Computed only for a 2x2 table

Tables 4.1.9 & 4.1.10 – Chi Square: Improve – WiFi vs. Season Ticket Holder Crosstab

			Improve WiFi		Total
			No	Yes	
Season Ticket Holder?	No	Count	98	59	157
		Expected Count	89.2	67.8	157.0
	Yes	Count	15	27	42
		Expected Count	23.8	18.2	42.0
Total		Count	113	86	199
		Expected Count	113.0	86.0	199.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.630 ^a	1	.002	.003	.002
Continuity Correction ^b	8.573	1	.003		
Likelihood Ratio	9.592	1	.002		
Fisher's Exact Test					
Linear-by-Linear Association	9.582	1	.002		
N of Valid Cases	199				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.15.

b. Computed only for a 2x2 table

Tables 4.1.11 & 4.1.12 – Chi Square: Improve – Merchandize vs. Season Ticket Holder

Crosstab

			Improve Availability of Merchandize		Total
			No	Yes	
Season Ticket Holder?	No	Count	143	14	157
		Expected Count	143.6	13.4	157.0
	Yes	Count	39	3	42
		Expected Count	38.4	3.6	42.0
Total		Count	182	17	199
		Expected Count	182.0	17.0	199.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.134 ^a	1	.715	1.000	.499
Continuity Correction ^b	.003	1	.956		
Likelihood Ratio	.139	1	.709		
Fisher's Exact Test					
Linear-by-Linear Association	.133	1	.715		
N of Valid Cases	199				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.59.

b. Computed only for a 2x2 table

Tables 4.1.13 & 4.1.14 – Chi Square: Improve – F/D Quality vs. Season Ticket Holder

Crosstab

			Improve Food/Drink Quality		Total
			No	Yes	
Season Ticket Holder?	No	Count	127	30	157
		Expected Count	125.4	31.6	157.0
	Yes	Count	32	10	42
		Expected Count	33.6	8.4	42.0
Total	Count	159	40	199	
	Expected Count	159.0	40.0	199.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.456 ^a	1	.499	.519	.316
Continuity Correction ^b	.210	1	.647		
Likelihood Ratio	.442	1	.506		
Fisher's Exact Test					
Linear-by-Linear Association	.454	1	.501		
N of Valid Cases	199				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.44.

b. Computed only for a 2x2 table

Tables 4.1.15 & 4.1.16 – Chi Square: Improve – F/D Service vs. Season Ticket Holder

Crosstab

			Improve Food/Drink Service		Total
			No	Yes	
Season Ticket Holder?	No	Count	137	20	157
		Expected Count	137.3	19.7	157.0
	Yes	Count	37	5	42
		Expected Count	36.7	5.3	42.0
Total	Count	174	25	199	
	Expected Count	174.0	25.0	199.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.021 ^a	1	.885	1.000	.562
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.021	1	.884		
Fisher's Exact Test					
Linear-by-Linear Association	.021	1	.885		
N of Valid Cases	199				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.28.

b. Computed only for a 2x2 table

Tables 4.1.17 & 4.1.18 – Chi Square: Improve – Entertainment vs. Season Ticket Holder

Crosstab

			Improve Entertainment Activities		Total
			No	Yes	
Season Ticket Holder?	No	Count	123	34	157
		Expected Count	121.5	35.5	157.0
	Yes	Count	31	11	42
		Expected Count	32.5	9.5	42.0
Total		Count	154	45	199
		Expected Count	154.0	45.0	199.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.389 ^a	1	.533		
Continuity Correction ^b	.173	1	.677		
Likelihood Ratio	.380	1	.538		
Fisher's Exact Test				.538	.332
Linear-by-Linear Association	.387	1	.534		
N of Valid Cases	199				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.50.

b. Computed only for a 2x2 table

Tables 4.1.19 & 4.1.20 – Chi Square: Improve – None vs. Season Ticket Holder

Crosstab

			No Improvements		Total
			No	Yes	
Season Ticket Holder?	No	Count	138	19	157
		Expected Count	138.1	18.9	157.0
	Yes	Count	37	5	42
		Expected Count	36.9	5.1	42.0
Total		Count	175	24	199
		Expected Count	175.0	24.0	199.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001 ^a	1	.972		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.001	1	.972		
Fisher's Exact Test				1.000	.606
Linear-by-Linear Association	.001	1	.972		
N of Valid Cases	199				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.07.

b. Computed only for a 2x2 table

**Table 4.2 – Frequency Analysis: Membership Category
For Benfica fans, which membership category**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Isento	1	.5	.7	.7
	Junior	7	3.5	4.6	5.2
	Correspondente	64	31.8	41.8	47.1
	Efectivo	76	37.8	49.7	96.7
	Neo Sei	5	2.5	3.3	100.0
	Total	153	76.1	100.0	
Missing	System	48	23.9		
Total		201	100.0		

Tables 4.3.1 & 4.3.2 – Chi Square: Improve – Access/Transport vs. Member Crosstab

			Improve Accessibility/Transport		Total
			No	Yes	
Paying Member?	No	Count	42	4	46
		Expected Count	34.4	11.6	46.0
	Yes	Count	106	46	152
		Expected Count	113.6	38.4	152.0
Total		Count	148	50	198
		Expected Count	148.0	50.0	198.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.702 ^a	1	.003	.003	.002
Continuity Correction ^b	7.597	1	.006		
Likelihood Ratio	10.221	1	.001		
Fisher's Exact Test					
Linear-by-Linear Association	8.658	1	.003		
N of Valid Cases	198				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.62.

b. Computed only for a 2x2 table

Tables 4.3.3 & 4.3.4 – Chi Square: Improve – Parking vs. Member Crosstab

			Improve Parking		Total
			No	Yes	
Paying Member?	No	Count	31	15	46
		Expected Count	24.9	21.1	46.0
	Yes	Count	76	76	152
		Expected Count	82.1	69.9	152.0
Total		Count	107	91	198
		Expected Count	107.0	91.0	198.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.300 ^a	1	.038	.044	.028
Continuity Correction ^b	3.629	1	.057		
Likelihood Ratio	4.389	1	.036		
Fisher's Exact Test					
Linear-by-Linear Association	4.279	1	.039		
N of Valid Cases	198				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.14.

b. Computed only for a 2x2 table

Tables 4.3.5 & 4.3.6 – Chi Square: Improve – Security vs. Member

Crosstab

			Improve Security Services		Total
			No	Yes	
Paying Member?	No	Count	39	7	46
		Expected Count	42.3	3.7	46.0
	Yes	Count	143	9	152
		Expected Count	139.7	12.3	152.0
Total		Count	182	16	198
		Expected Count	182.0	16.0	198.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.109 ^a	1	.043	.061	.049
Continuity Correction ^b	2.952	1	.086		
Likelihood Ratio	3.602	1	.058		
Fisher's Exact Test					
Linear-by-Linear Association	4.088	1	.043		
N of Valid Cases	198				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.72.

b. Computed only for a 2x2 table

Tables 4.3.7 & 4.3.8 – Chi Square: Improve – WCs vs. Member

Crosstab

			Improve WCs		Total
			No	Yes	
Paying Member?	No	Count	44	2	46
		Expected Count	42.1	3.9	46.0
	Yes	Count	137	15	152
		Expected Count	138.9	13.1	152.0
Total		Count	181	17	198
		Expected Count	181.0	17.0	198.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.371 ^a	1	.242	.369	.196
Continuity Correction ^b	.758	1	.384		
Likelihood Ratio	1.571	1	.210		
Fisher's Exact Test					
Linear-by-Linear Association	1.364	1	.243		
N of Valid Cases	198				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.95.

b. Computed only for a 2x2 table

Tables 4.3.9 & 4.3.10 – Chi Square: Improve – WiFi vs. Member

Crosstab

			Improve WiFi		Total
			No	Yes	
Paying Member?	No	Count	30	16	46
		Expected Count	26.3	19.7	46.0
	Yes	Count	83	69	152
		Expected Count	86.7	65.3	152.0
Total		Count	113	85	198
		Expected Count	113.0	85.0	198.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.623 ^a	1	.203	.236	.135
Continuity Correction ^b	1.219	1	.270		
Likelihood Ratio	1.648	1	.199		
Fisher's Exact Test					
Linear-by-Linear Association	1.615	1	.204		
N of Valid Cases	198				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.75.

b. Computed only for a 2x2 table

Tables 4.3.11 & 4.3.12 – Chi Square: Improve – Merchandize vs. Member

Crosstab

			Improve Availability of Merchandize		Total
			No	Yes	
Paying Member?	No	Count	43	3	46
		Expected Count	42.1	3.9	46.0
	Yes	Count	138	14	152
		Expected Count	138.9	13.1	152.0
Total		Count	181	17	198
		Expected Count	181.0	17.0	198.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.325 ^a	1	.568	.767	.411
Continuity Correction ^b	.073	1	.787		
Likelihood Ratio	.344	1	.557		
Fisher's Exact Test					
Linear-by-Linear Association	.324	1	.569		
N of Valid Cases	198				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.95.

b. Computed only for a 2x2 table

Tables 4.3.13 & 4.3.14 – Chi Square: Improve – F/D Quality vs. Member Crosstab

			Improve Food/Drink Quality		Total
			No	Yes	
Paying Member?	No	Count	40	6	46
		Expected Count	36.7	9.3	46.0
	Yes	Count	118	34	152
		Expected Count	121.3	30.7	152.0
Total	Count	158	40	198	
	Expected Count	158.0	40.0	198.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.905 ^a	1	.168	.211	.119
Continuity Correction ^b	1.370	1	.242		
Likelihood Ratio	2.054	1	.152		
Fisher's Exact Test					
Linear-by-Linear Association	1.895	1	.169		
N of Valid Cases	198				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.29.

b. Computed only for a 2x2 table

Tables 4.3.15 vs. 4.3.16 – Chi Square: Improve – F/D Service vs. Member Crosstab

			Improve Food/Drink Service		Total
			No	Yes	
Paying Member?	No	Count	40	6	46
		Expected Count	40.2	5.8	46.0
	Yes	Count	133	19	152
		Expected Count	132.8	19.2	152.0
Total	Count	173	25	198	
	Expected Count	173.0	25.0	198.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.009 ^a	1	.923	1.000	.548
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.009	1	.923		
Fisher's Exact Test					
Linear-by-Linear Association	.009	1	.923		
N of Valid Cases	198				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.81.

b. Computed only for a 2x2 table

Tables 4.3.17 & 4.3.18 – Chi Square: Improve – Entertainment vs. Member
Crosstab

			Improve Entertainment Activities		Total
			No	Yes	
Paying Member?	No	Count	38	8	46
		Expected Count	35.5	10.5	46.0
	Yes	Count	115	37	152
		Expected Count	117.5	34.5	152.0
Total		Count	153	45	198
		Expected Count	153.0	45.0	198.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.971 ^a	1	.324	.423	.219
Continuity Correction ^b	.616	1	.433		
Likelihood Ratio	1.015	1	.314		
Fisher's Exact Test					
Linear-by-Linear Association	.967	1	.326		
N of Valid Cases	198				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.45.

b. Computed only for a 2x2 table

Tables 4.3.19 & 4.3.20 – Chi Square: Improve – None vs. Member
Crosstab

			No Improvements		Total
			No	Yes	
Paying Member?	No	Count	36	10	46
		Expected Count	40.4	5.6	46.0
	Yes	Count	138	14	152
		Expected Count	133.6	18.4	152.0
Total		Count	174	24	198
		Expected Count	174.0	24.0	198.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.204 ^a	1	.023	.036	.026
Continuity Correction ^b	4.094	1	.043		
Likelihood Ratio	4.642	1	.031		
Fisher's Exact Test					
Linear-by-Linear Association	5.177	1	.023		
N of Valid Cases	198				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.58.

b. Computed only for a 2x2 table

Tables 4.4.1 & 4.4.2 – Chi Square: Improve – Access/Transport vs. Matches Attended

Crosstab

			Improve Accessibility/Transport		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	83	27	110
		Expected Count	82.1	27.9	110.0
	6-10 Times	Count	23	7	30
		Expected Count	22.4	7.6	30.0
	11-15 Times	Count	10	3	13
		Expected Count	9.7	3.3	13.0
	16-20 Times	Count	8	6	14
		Expected Count	10.4	3.6	14.0
	21 Times or More	Count	20	6	26
		Expected Count	19.4	6.6	26.0
Total	Count	144	49	193	
	Expected Count	144.0	49.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.473 ^a	4	.649
Likelihood Ratio	2.237	4	.692
Linear-by-Linear Association	.176	1	.675
N of Valid Cases	193		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.30.

Tables 4.4.3 & 4.4.4 – Chi Square: Improve – Parking vs. Matches Attended

Crosstab

			Improve Parking		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	64	46	110
		Expected Count	58.7	51.3	110.0
	6-10 Times	Count	12	18	30
		Expected Count	16.0	14.0	30.0
	11-15 Times	Count	6	7	13
		Expected Count	6.9	6.1	13.0
	16-20 Times	Count	7	7	14
		Expected Count	7.5	6.5	14.0
	21 Times or More	Count	14	12	26
		Expected Count	13.9	12.1	26.0
Total	Count	103	90	193	
	Expected Count	103.0	90.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.517 ^a	4	.475
Likelihood Ratio	3.522	4	.475
Linear-by-Linear Association	.448	1	.503
N of Valid Cases	193		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.06.

Tables 4.4.5 & 4.4.6 – Chi Squads: Improve – Security vs. Matches Attended

Crosstab

			Improve Security Services		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	96	14	110
		Expected Count	100.9	9.1	110.0
	6-10 Times	Count	29	1	30
		Expected Count	27.5	2.5	30.0
	11-15 Times	Count	12	1	13
		Expected Count	11.9	1.1	13.0
	16-20 Times	Count	14	0	14
		Expected Count	12.8	1.2	14.0
	21 Times or More	Count	26	0	26
		Expected Count	23.8	2.2	26.0
Total	Count	177	16	193	
	Expected Count	177.0	16.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.440 ^a	4	.114
Likelihood Ratio	10.642	4	.031
Linear-by-Linear Association	5.993	1	.014
N of Valid Cases	193		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.08.

Tables 4.4.7 & 4.4.8 – Chi Squads: Improve - WCs vs. Matches Attended

Crosstab

			Improve WCs		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	102	8	110
		Expected Count	100.3	9.7	110.0
	6-10 Times	Count	25	5	30
		Expected Count	27.4	2.6	30.0
	11-15 Times	Count	12	1	13
		Expected Count	11.9	1.1	13.0
	16-20 Times	Count	12	2	14
		Expected Count	12.8	1.2	14.0
	21 Times or More	Count	25	1	26
		Expected Count	23.7	2.3	26.0
Total	Count	176	17	193	
	Expected Count	176.0	17.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.969 ^a	4	.410
Likelihood Ratio	3.674	4	.452
Linear-by-Linear Association	.019	1	.891
N of Valid Cases	193		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.15.

Tables 4.4.9 & 4.4.10 – Chi Square: Improve – WiFi vs. Matches Attended

Crosstab

			Improve WiFi		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	72	38	110
		Expected Count	61.6	48.4	110.0
	6-10 Times	Count	13	17	30
		Expected Count	16.8	13.2	30.0
	11-15 Times	Count	8	5	13
		Expected Count	7.3	5.7	13.0
	16-20 Times	Count	3	11	14
		Expected Count	7.8	6.2	14.0
	21 Times or More	Count	12	14	26
		Expected Count	14.5	11.5	26.0
Total	Count	108	85	193	
	Expected Count	108.0	85.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.917 ^a	4	.008
Likelihood Ratio	14.183	4	.007
Linear-by-Linear Association	7.152	1	.007
N of Valid Cases	193		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.73.

Tables 4.4.11 & 4.4.12 – Chi Square: Improve – Merchandize vs. Matches Attended

Crosstab

			Improve Availability of Merchandize		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	98	12	110
		Expected Count	100.3	9.7	110.0
	6-10 Times	Count	28	2	30
		Expected Count	27.4	2.6	30.0
	11-15 Times	Count	13	0	13
		Expected Count	11.9	1.1	13.0
	16-20 Times	Count	12	2	14
		Expected Count	12.8	1.2	14.0
	21 Times or More	Count	25	1	26
		Expected Count	23.7	2.3	26.0
Total	Count	176	17	193	
	Expected Count	176.0	17.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.351 ^a	4	.501
Likelihood Ratio	4.588	4	.332
Linear-by-Linear Association	1.007	1	.316
N of Valid Cases	193		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.15.

Tables 4.4.13 & 4.4.14 – Chi Square: Improve – F/D Quality vs. Matches Attended

Crosstab

			Improve Food/Drink Quality		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	88	22	110
		Expected Count	87.2	22.8	110.0
	6-10 Times	Count	26	4	30
		Expected Count	23.8	6.2	30.0
	11-15 Times	Count	11	2	13
		Expected Count	10.3	2.7	13.0
	16-20 Times	Count	9	5	14
		Expected Count	11.1	2.9	14.0
	21 Times or More	Count	19	7	26
		Expected Count	20.6	5.4	26.0
Total	Count	153	40	193	
	Expected Count	153.0	40.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.781 ^a	4	.436
Likelihood Ratio	3.624	4	.459
Linear-by-Linear Association	1.225	1	.268
N of Valid Cases	193		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.69.

Tables 4.4.15 & 4.4.16 – Chi Square: Improve – F/D Service vs. Matches Attended

Crosstab

			Improve Food/Drink Service		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	95	15	110
		Expected Count	95.8	14.2	110.0
	6-10 Times	Count	27	3	30
		Expected Count	26.1	3.9	30.0
	11-15 Times	Count	12	1	13
		Expected Count	11.3	1.7	13.0
	16-20 Times	Count	12	2	14
		Expected Count	12.2	1.8	14.0
	21 Times or More	Count	22	4	26
		Expected Count	22.6	3.4	26.0
Total	Count	168	25	193	
	Expected Count	168.0	25.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.755 ^a	4	.944
Likelihood Ratio	.811	4	.937
Linear-by-Linear Association	.015	1	.903
N of Valid Cases	193		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.68.

Tables 4.4.17 & 4.4.18 – Chi Square: Improve – Entertainment vs. Matches Attended

Crosstab

			Improve Entertainment Activities		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	90	20	110
		Expected Count	84.9	25.1	110.0
	6-10 Times	Count	21	9	30
		Expected Count	23.2	6.8	30.0
	11-15 Times	Count	10	3	13
		Expected Count	10.0	3.0	13.0
	16-20 Times	Count	9	5	14
		Expected Count	10.8	3.2	14.0
	21 Times or More	Count	19	7	26
		Expected Count	20.1	5.9	26.0
Total	Count	149	44	193	
	Expected Count	149.0	44.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.795 ^a	4	.434
Likelihood Ratio	3.667	4	.453
Linear-by-Linear Association	1.956	1	.162
N of Valid Cases	193		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.96.

Tables 4.4.19 & 4.4.20 – Chi Square: Improve – None vs. Matches Attended

Crosstab

			No Improvements		Total
			No	Yes	
How many times a season at Estadio da Luz	0-5 Times	Count	97	13	110
		Expected Count	98.0	12.0	110.0
	6-10 Times	Count	27	3	30
		Expected Count	26.7	3.3	30.0
	11-15 Times	Count	13	0	13
		Expected Count	11.6	1.4	13.0
	16-20 Times	Count	13	1	14
		Expected Count	12.5	1.5	14.0
	21 Times or More	Count	22	4	26
		Expected Count	23.2	2.8	26.0
Total	Count	172	21	193	
	Expected Count	172.0	21.0	193.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.456 ^a	4	.652
Likelihood Ratio	3.833	4	.429
Linear-by-Linear Association	.000	1	.997
N of Valid Cases	193		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.41.

Tables 5.1.1 & 5.1.2 – Levene’s: Membership Satisfaction vs. Membership Category

Descriptives

Membership Satisfaction

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Isento	1	.00	0	0
Junior	7	2.00	1.155	.436	.93	3.07	0	3
Correspondente	63	2.11	1.123	.142	1.83	2.39	0	4
Efectivo	76	2.09	1.048	.120	1.85	2.33	0	4
Neo Sei	4	2.25	1.258	.629	.25	4.25	1	4
Total	151	2.09	1.089	.089	1.91	2.26	0	4

Test of Homogeneity of Variances

Membership Satisfaction

Levene Statistic	df1	df2	Sig.
.019 ^a	3	146	.996

a. Groups with only one case are ignored in computing the test of homogeneity of variance for Membership Satisfaction.

Tables 5.1.3 & 5.1.4 – Kruskal Wallis: Membership Satisfaction vs. Membership Category

Ranks

	For Benfica fans, which membership category	N	Mean Rank
Membership Satisfaction	Isento	1	6.50
	Junior	7	75.71
	Correspondente	63	76.37
	Efectivo	76	76.49
	Neo Sei	4	78.63
	Total	151	

Test Statistics^{a,b}

	Membership Satisfaction
Chi-Square	2.761
df	4
Asymp. Sig.	.599

- a. Kruskal Wallis Test
- b. Grouping Variable:
For Benfica fans,
which membership
category

Table 5.1.5 – ANOVA: Membership Satisfaction vs. Membership Category

ANOVA

Membership Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.553	4	1.138	.959	.432
Within Groups	173.327	146	1.187		
Total	177.881	150			

Tables 5.2.1 & 5.2.2 – Levene’s: Membership Satisfaction vs. Membership Length
Descriptives

Membership Satisfaction

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1 Year	7	1.86	1.464	.553	.50	3.21	0	4
2-5 Years	32	1.88	1.212	.214	1.44	2.31	0	4
5-10 Years	60	2.28	1.010	.130	2.02	2.54	0	4
10-25 Years	41	1.88	1.029	.161	1.55	2.20	0	4
More Than 25 Years	10	2.60	.966	.306	1.91	3.29	1	4
Total	150	2.09	1.093	.089	1.91	2.26	0	4

Test of Homogeneity of Variances

Membership Satisfaction

Levene Statistic	df1	df2	Sig.
.542	4	145	.705

Tables 5.2.3 & 5.2.4 – Kruskal Wallis: Membership Satisfaction vs. Membership Length

Ranks

	For Benfica fans, how long have you been a member	N	Mean Rank
Membership Satisfaction	1 Year	7	69.29
	2-5 Years	32	66.89
	5-10 Years	60	82.96
	10-25 Years	41	67.70
	More Than 25 Years	10	94.65
	Total	150	

Test Statistics^{a,b}

	Membership Satisfaction
Chi-Square	6.946
df	4
Asymp. Sig.	.139

a. Kruskal Wallis Test

b. Grouping Variable:
For Benfica fans,
how long have you
been a member

Table 5.2.5 – ANOVA: Membership Satisfaction vs. Membership Length

ANOVA

Membership Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.543	4	2.136	1.829	.126
Within Groups	169.331	145	1.168		
Total	177.873	149			

Football Clubs as Brand and their Fans as Consumers

Tables 5.3.1 & 5.3.2: T-test: Membership Satisfaction vs. Spend Dependent on Success

Group Statistics

Purchasing Depend on Success		N	Mean	Std. Deviation	Std. Error Mean
Membership Satisfaction	No	84	2.23	1.101	.120
	Yes	66	1.91	1.063	.131

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Membership Satisfaction	Equal variances assumed	.454	.501	1.777	148	.078	.317	.178	-.036	.670
	Equal variances not assumed			1.785	141.861	.076	.317	.178	-.034	.668

Football Clubs as Brand and their Fans as Consumers

Tables 6.1.1 & 6.1.2 – T-test: Ticket Satisfaction vs. Season Ticket Holder

Group Statistics

		Season Ticket Holder?	N	Mean	Std. Deviation	Std. Error Mean
Matchday Experience Satisfaction	No		150	3.26	.823	.067
	Yes		42	3.29	.835	.129

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Matchday Experience Satisfaction	Equal variances assumed	.086	.770	-.178	190	.859	-.026	.144	-.310	.259
	Equal variances not assumed			-.177	65.012	.860	-.026	.145	-.316	.264

Tables 6.2.1 & 6.2.2 – Levene’s: Ticket Satisfaction vs. Matches Attended

Descriptives

Matchday Experience Satisfaction

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-5 Times	106	3.25	.791	.077	3.09	3.40	0	4
6-10 Times	30	3.30	.915	.167	2.96	3.64	0	4
11-15 Times	13	3.00	.913	.253	2.45	3.55	2	4
16-20 Times	14	3.64	.497	.133	3.36	3.93	3	4
21 Times or More	26	3.19	.939	.184	2.81	3.57	0	4
Total	189	3.26	.826	.060	3.14	3.38	0	4

Test of Homogeneity of Variances

Matchday Experience Satisfaction

Levene Statistic	df1	df2	Sig.
.841	4	184	.501

Tables 6.2.3 & 6.2.4 – Kruskal Wallis: Ticket Satisfaction vs. Matches Attended

Ranks

	How many times a season at Estadio da Luz	N	Mean Rank
Matchday Experience Satisfaction	0-5 Times	106	93.15
	6-10 Times	30	99.83
	11-15 Times	13	78.54
	16-20 Times	14	118.43
	21 Times or More	26	92.58
	Total	189	

Test Statistics^{a,b}

	Matchday Experience Satisfaction
Chi-Square	4.917
df	4
Asymp. Sig.	.296

a. Kruskal Wallis Test

b. Grouping Variable:
How many times a season at Estadio da Luz

Table 6.2.5 – ANOVA: Ticket Satisfaction vs. Matches Attended

ANOVA

Matchday Experience Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.121	4	.780	1.147	.336
Within Groups	125.175	184	.680		
Total	128.296	188			

Football Clubs as Brand and their Fans as Consumers

Tables 6.3.1 & 6.3.2 – T-test: Ticket Satisfaction vs. Knowledge of Special Price Tickets

Group Statistics

	Knowledge of Special Prices for Women, Seniors, Children	N	Mean	Std. Deviation	Std. Error Mean
		Matchday Experience Satisfaction	No	5	2.20
	Yes	184	3.32	.746	.055

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Matchday Experience Satisfaction	Equal variances assumed	4.801	.030	-3.201	187	.002	-1.115	.348	-1.803	-.428
	Equal variances not assumed			-1.676	4.055	.168	-1.115	.666	-2.953	.723

Tables 6.4.1 & 6.4.2 – T-test: Ticket Satisfaction vs. Spend Dependent in Success

Group Statistics

	Purchasing Depend on Success	N	Mean	Std. Deviation	Std. Error Mean
		Matchday Experience Satisfaction	No	111	3.25
	Yes	80	3.29	.830	.093

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Matchday Experience Satisfaction	Equal variances assumed	1.196	.276	-.291	189	.772	-.035	.121	-.275	.204
	Equal variances not assumed			-.290	169.828	.772	-.035	.121	-.275	.204

Football Clubs as Brand and their Fans as Consumers

Tables 7.1.1 & 7.1.2 – T-test: Merchandize Satisfaction vs. General Sport Stores

Group Statistics					
Buy from General Sport Stores		N	Mean	Std. Deviation	Std. Error Mean
Merchandise Satisfaction	No	130	1.89	.966	.085
	Yes	47	1.87	.992	.145

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Merchandise Satisfaction	Equal variances assumed	.190	.663	.121	175	.904	.020	.166	-.307	.347
	Equal variances not assumed			.119	79.669	.905	.020	.168	-.314	.354

Tables 7.1.3 & 7.1.4 – T-test: Merchandize Satisfaction vs. Online Sport Stores

Group Statistics					
Buy from Online Sport Stores		N	Mean	Std. Deviation	Std. Error Mean
Merchandise Satisfaction	No	171	1.89	.946	.072
	Yes	6	1.67	1.633	.667

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Merchandise Satisfaction	Equal variances assumed	5.740	.018	.565	175	.573	.228	.404	-.569	1.025
	Equal variances not assumed			.340	5.118	.747	.228	.671	-1.484	1.940

Tables 7.1.5 & 7.1.6 – T-test: Merchandize Satisfaction vs. Official Club Store

Group Statistics					
Buy from Official Club Store		N	Mean	Std. Deviation	Std. Error Mean
Merchandise Satisfaction	No	52	1.79	.800	.111
	Yes	125	1.93	1.033	.092

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Merchandise Satisfaction	Equal variances assumed	1.768	.185	-.871	175	.385	-.140	.160	-.456	.177
	Equal variances not assumed			-.966	122.074	.336	-.140	.144	-.425	.146

Tables 7.1.7 & 7.1.8 – T-test: Merchandize Satisfaction vs. Online Club Store

Group Statistics					
Buy from Official Club Online Store		N	Mean	Std. Deviation	Std. Error Mean
Merchandise Satisfaction	No	128	1.83	.981	.087
	Yes	49	2.04	.935	.134

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Merchandise Satisfaction	Equal variances assumed	1.648	.201	-1.307	175	.193	-.213	.163	-.534	.108
	Equal variances not assumed			-1.336	90.924	.185	-.213	.159	-.529	.104

Football Clubs as Brand and their Fans as Consumers

Tables 7.2.1 & 7.2.2 – Levene’s: Merchandize Satisfaction vs. Annual Spend

Descriptives

Merchandise Satisfaction

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 20	47	1.77	1.108	.162	1.44	2.09	0	4
20-50	65	2.02	.780	.097	1.82	2.21	1	4
50-100	40	1.75	.981	.155	1.44	2.06	0	4
100-200	19	2.21	.976	.224	1.74	2.68	1	4
More than 200	5	1.40	1.342	.600	-.27	3.07	0	3
Total	176	1.89	.965	.073	1.75	2.04	0	4

Test of Homogeneity of Variances

Merchandise Satisfaction

Levene Statistic	df1	df2	Sig.
3.284	4	171	.013

Tables 7.2.3 & 7.2.4 – T-test: Merchandize Satisfaction vs. Spend Dependent on Success

Group Statistics

	Purchasing Depend on Success	N	Mean	Std. Deviation	Std. Error Mean
	Yes	80	1.78	.981	.110

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Merchandise Satisfaction	Equal variances assumed	.268	.605	1.215	192	.226	.172	.142	-.107	.452
	Equal variances not assumed			1.212	168.711	.227	.172	.142	-.108	.453

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Tables 8.1.1 & 8.1.2 – T-test: Value vs. Season Ticket Holder

Group Statistics

Season Ticket Holder?		N	Mean	Std. Deviation	Std. Error Mean
How valued do you feel?	No	154	1.94	1.098	.088
	Yes	42	1.48	1.018	.157

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
How valued do you feel?	Equal variances assumed	.042	.838	2.472	194	.014	.465	.188	.094	.837
	Equal variances not assumed			2.582	69.287	.012	.465	.180	.106	.825

Tables 8.2.1 & 8.2.2 – T-test: Value vs. Member

Group Statistics

Paying Member?		N	Mean	Std. Deviation	Std. Error Mean
How valued do you feel?	No	44	2.07	1.021	.154
	Yes	151	1.77	1.115	.091

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
How valued do you feel?	Equal variances assumed	.497	.482	1.565	193	.119	.293	.187	-.076	.663
	Equal variances not assumed			1.642	75.464	.105	.293	.179	-.062	.649

Tables 9.1.1 & 9.1.2 – T-test: Communication Satisfaction vs. Social Network

Group Statistics					
Follow on Social Networks		N	Mean	Std. Deviation	Std. Error Mean
Club Satisfaction	No	24	1.71	1.122	.229
	Yes	173	2.02	.946	.072

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Club Satisfaction	Equal variances assumed	1.804	.181	-1.492	195	.137	-.315	.211	-.731	.101
	Equal variances not assumed			-1.311	27.723	.201	-.315	.240	-.807	.177

Table 9.2 – Levene’s: Communication Satisfaction vs. Website Visits

Test of Homogeneity of Variances

Club Satisfaction

Levene Statistic	df1	df2	Sig.
2.462	5	191	.034

Tables 9.3.1 & 9.3.2 – T-test: Communication Satisfaction vs. Season Ticket Holder

Group Statistics					
Season Ticket Holder?		N	Mean	Std. Deviation	Std. Error Mean
Club Satisfaction	No	156	2.01	1.025	.082
	Yes	42	1.95	.795	.123

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Club Satisfaction	Equal variances assumed	3.896	.050	.317	196	.752	.054	.171	-.283	.391
	Equal variances not assumed			.366	81.640	.715	.054	.148	-.240	.348

Tables 9.4.1 & 9.4.2 – T-test: Communication Satisfaction vs. Member

Group Statistics					
Paying Member?		N	Mean	Std. Deviation	Std. Error Mean
Club Satisfaction	No	45	2.02	.839	.125
	Yes	152	1.99	1.023	.083

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Club Satisfaction	Equal variances assumed	1.954	.164	.212	195	.832	.035	.167	-.294	.365
	Equal variances not assumed			.236	86.359	.814	.035	.150	-.263	.334