

Sports spectatorship in Lisbon - how leveraging consumers'
motivations can increase attendance and community spirit

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1. Table of Contents

1. Table of Contents	2
2. Abstract	4
3. Acknowledgments.....	6
4. Introduction.....	8
4.1. Sports Environment in Portugal	8
4.2. Objectives of this study	9
4.3. Structure of the dissertation	10
5. Literature Review	12
5.1. Understanding the meaning of sport and its role on modern society.....	12
5.2. The attraction factor of sports events – what drives customers and how can organizations retain them?.....	14
5.3. The different types of sports – which ones have a one-off reputation and which are the most sought after?	17
5.4. Tracing the sociographic profile of the typical sports spectator – how can organizations leverage this info?.....	19
5.5. How are events perceived by sports fans based on the regularity of their consumption?	21
5.6. The current offer of sports events in Lisbon	23
6. Theoretical Model	25
7. Methodology	38
7.1. Research Overview.....	38
7.2. Research Process.....	41
8. Data Analysis	45
8.1. Sample characterization.....	45
8.2. Sports information reading habits	48

8.3. Live sports spectatorship habits.....	50
8.4. Sports spectatorship habits through the television/internet	52
8.5. Sports infrastructures.....	54
8.6. Events' communication.....	56
8.7. Internal motivation factors	57
8.8. External motivation factors.....	59
9. Conclusions.....	62
10. Managerial and academic implications.....	64
10.1. Managerial implications	64
10.2. Academic implications	65
11. Limitations and suggestions for further research	66
11.1. Limitations.....	66
11.2. Suggestions for further research.....	66
12. Bibliography	68
13. Annexes	70

2. Abstract

This dissertation provides a thorough investigation on the variables that influence Lisbon citizens on their intention to attend a sports event.

It starts by analysing the existent literature on the subject, finding four major propositions on which the theoretical model was based: infrastructures, communication, internal motivation factors (push) and external motivation factors (pull) influence a consumer's intention to attend a sports event. Comprised within these four categories, twenty-four variables were considered.

To validate the model, a questionnaire was developed, refined and performed across different sports events and their respective venues. The sample (N=432) was characterized in demographic, psychological and behavioural vectors, allowing for a 360° understanding of Lisbon citizens' process of thought when deciding to attend a sports event.

The quantitative analysis the sample went through indicated that the typical persona that attends sports events is male, has between 16 and 34 years of age and consumes sports information either through newspapers or digital channels. The most important variable in the infrastructures category is the necessity for more city sports halls, whilst in the communications category it is the influence of an emotive style. For the internal motivations, the one who influences the most is the athletic skill of the contestants, whilst the chance to witness something unique has the heaviest weight on the external motivations category.

The analysis of the variables which comprise each proposition allowed all four propositions to be validated and the main research question to be deemed affirmative:

infrastructure, communication, internal motivations (push) and external motivations (pull) influence a consumer's intention to attend a sports event.

The main managerial implications found are the necessity for a new city sports hall, better sports events' communication and the creation of incentives for sports practicing, as that leverages engagement with sports and, consequentially, leads more persons to attend sports events.

Regarding academic implications, some of the indicators established are related to the elements that compose venue quality, the variables which comprise an emotional communication and ticket prices and their evolution through time when indexed to economic indicators.

The most important limitations found were the availability of the individuals inquired to answer during sports events and the possible bias derived from the 2016 Rio de Janeiro Olympic Games.

Guidelines for future research were also developed, as are examples sports events' attendance in other Portuguese cities, sports practitioners in high school/university and their relationship with professional athletes, as well as further research within the propositions validated.

The purpose of this dissertation was fulfilled, in the sense that it contributed to Lisbon winning the application for European Capital of Sport in 2021.

3. Acknowledgments

There is a wise proverb that states: “If you want to go fast, go alone. If you want to go far, go together.”.

This dissertation, which is an enormous checkpoint in my academic life, would not have been possible without the influence of many people throughout the years that I have spent on this beautiful planet. This section is a small homage, for I will never be able to find words that live up to what I feel for them.

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Thank you.

4. Introduction

Before entering the more technical part of this dissertation, contextualizing is key to introduce the main ideas, organize thoughts and provide a roadmap of the work that will follow through.

This introduction is divided exactly with those aims in mind. It will start by presenting the current background related to sports in Portugal, followed by a statement of the objectives this dissertation hopes to achieve and, ultimately, a structure of the latter, before moving on to more advanced topics.

To start developing the context, as stated, an analysis of the Portuguese situation is essential, and such will be performed in the following section.

4.1. Sports Environment in Portugal

The first signs of sports organization in Portugal date back to the nineteenth century, around 1856, with the establishment of the Royal Navy Association of Lisbon.

In these early stages, sports were predominantly targeted for the higher-end social classes, breathing strong influences from England. The sole exception was the military, where physical activity was identified as a cultural particularity and way of life, as mentioned by Constantino (2015).

This situation remained until circa 1926, date of establishment of the dictatorial regime. From this date onwards, sport was seen as a minor activity in comparison with other great values of the regime. This led to a greater interest by the lower classes of society, perceiving sport competitions as a means to relieve pressure from the daily activities and, ultimately, a vehicle for contesting the regime.

Leveraging the phenomenal popularity accumulated by football, many locally-established clubs and associations were created, subject to strict rules conforming to the dictatorial regime in state.

Enter the 1974 revolution. Constantino (2015) marks this date as a point of total disruption in the sports environment in Portugal, divided by four levels:

- Disruption with state intervention and control;
- Disruption providing conditions for the emancipation of women;
- Disruption leading to an increased valorisation of the importance of education and role of professionals working with school-level sports;
- Disruption originating a more important role of local authorities in regards to the promotion of sports activities, association status and availability of equipment and sports facilities.

Bridging to current reality, Portugal is a country that is lacking behind in its development of most sports-related issues, due to a fragile economy and young democracy, as stated above.

The implication is simple and opens the door to the next point: there is a lot of potential to take advantage of regarding sports, both at the participant, spectator, and organizer level. An action plan should be developed to address such issues and diminish the gap to other more advanced countries on the matter.

4.2. Objectives of this study

After reviewing the progress of sport throughout the ages in Portugal, the objectives of this dissertation must be clearly defined and presented.

The application of Lisbon for European Capital of Sport for the year of 2021 is the major influence for the development of this study. In the interest of strengthening such application, a realistic assessment of the positive and negative aspects of sports in Lisbon should be performed.

This dissertation will undergo a complete analysis of sports spectatorship in the city, diagnosing the current situation through identifying strengths and weaknesses and, for the

latter, suggesting some managerial and academic implications to implement in the interest of correcting them in the remaining timeframe.

4.3. Structure of the dissertation

To achieve the objectives developed in the previous point, a careful organization of the dissertation must be followed.

After this introduction, the following point is the Literature Review, which is divided per several sub points considered relevant to distinguish not only for importance but for clarity of reasoning:

1. Understanding the meaning of sport and its role on modern society
2. The attraction factor of sports events – what drives customers and how can organizations retain them?
3. The different types of sports – which ones have a one-off reputation and which are the most sought after?
4. Tracing the sociographic profile of the typical sports spectator – how can organizations leverage this info?
5. How are events perceived by sports fans based on the regularity of their consumption?
6. The current offer of sports events in Lisbon

Onwards, a theoretical model is developed, identifying the main ideas and stating propositions. After the selection of the propositions, variables are appointed for each.

With the adjustment of the theoretical model, field work is made with the objective of inferring insight on the propositions, followed by data analysis.

Ultimately, conclusions are drawn, along with managerial and academic implications, limitations and suggestions for further research.

In the final section, bibliography and annexes can be consulted for review.

5. Literature Review

In order to grasp what motivates millions of persons to drive around a country to follow a sports team or to tune in to watch a specific athlete competing for eternal glory, it is of utmost importance to break-down the concepts of sport, how it relates to society and its individuals and, finally, how it empowers one seeking a sense of achievement and fulfilment. Therefore, a literature review has been developed based on the following issues: definition of sport and sport event, attractiveness of sport events, differences between sports, sociographic view of the spectator, types of fans and the offer of sports events located in Lisbon.

5.1. Understanding the meaning of sport and its role on modern society

Since the dawn of time, mankind has searched for ways to demonstrate its athleticism and physical prowess. One of the earliest examples is the Greek Olympic Games, where contestants gathered in one location to honour Zeus through physical overcoming. But how can such traits be shown in an entertaining and captivating way?

These demonstrations of physical superiority appeal to the competitive nature of our race and, naturally, follow certain requirements.

Studies by Suits (2007) as mentioned by Morgan (2007) define a sport as being a game that meets **four different requirements**.

The **first** is that it is a game of **skill and not chance**. The reason for it is the fact that what participants do must be an object of awe and admiration, instead of explained by sheer luck.

The **second** requirement is **physical skill**. This differentiates between games such as backgammon, where one uses the brain as the primary utility, and football, for example, where the combination of mind and body must be on par to achieve success, at a natural high level.

Having a **wide following** is another requirement for a game to be considered a sport. In this case, it means not only having an abundance of both participants and spectators but, additionally, a clear and published set of rules alongside a growing board of experts with the impartial intent of developing the game and its players.

The **last requirement** mentioned is the **need for stability**. A sport must be more than a trend, it must endure the process of time and, therefore, requires roles and institutions which strive to teach and train future players and organizational bodies to ensure it does not grow out of fashion. Alongside such teaching, it is vital that constant criticism and research are developed so that the sport can adapt to new technologies, processes, and techniques.

Sports are perceived as a reflection of society due to the variety of functions they serve.

Houlihan (2008) has laid foundation to understand these functions. Social and psychological balance are the key to the first function, named social-economic. To achieve such, individuals seek to release tension and participate in rituals which facilitate them in achieving a sense of community and purpose.

Alongside this, sports are also seen as a vehicle to proper conduct as accepted by the views of society, rewarding good practices, and punishing those who vice and cheat, a reflection of life.

With the current trends on socialization proliferated throughout the main cosmopolitan areas due to the digital boom, individuals are less and less attached to real-world interactions, especially given the complex nature of such societies. This can lead to a loss of the sense of one's purpose. Sports counter this either through participation or spectating, where individuals are positively forced to come together either to face each other/join in a team or to support a specific sportsperson or team, thus developing a so-called 'ingroup-consciousness'. Therefore, sports work as an integrative function.

In the same line of thought, it is vital to understand that sports are one of the main vehicles through which national identity is conveyed. It not only unites the people of one country, but may bring together different nations, as we see, per example, in doubles matches in tennis. However, and thanks to the competitive nature, it is also a way for rival nations to

compete amongst themselves. An extrapolation to the real world is unfortunately possible in the case where competition is taken too far and sanctions or terrorist acts are performed, as we know from the Munich's 1972 Olympic Games attacks.

As a last point developed by Houlihan (2008), sports enhance and can be a support for social status, due to the perceived notion, in most Western European countries, that one's achievements driven by ability and effort are an opportunity to gain prestige and wealth, therefore moving up the social ladder and becoming an icon on and off the sports field.

Before specifying the point that follows, it is necessary to grasp the concept of sport event. Bjelac & Radovanovic (2003) define it as, quoting, "characterized by a creative and complex content of sports-like, recreational activities, of entertaining character, performed in accordance with a particular predetermined programme, and that achieve touristic effects and have a serious social and economic importance for the place or region in which they are held."

5.2. The attraction factor of sports events – what drives customers and how can organizations retain them?

In the previous point, it has been uncovered what defines a sport and the role it plays in today's modern society. It is of special interest the fact that a sport must have both participants and spectators.

The focus of this dissertation is not to delve into the participant side of sports. Instead, the aim is to understand the process of consumption of sports events, both on-site or using platforms such as the internet or television.

To achieve such ends, it is of utmost importance to break-down the minds of the consumers and analyse the algorithm that is behind the decision-making process of attending a sports event.

There has been extensive research on this subject. One of the earliest was performed by **Wann (1995)**, which developed an eight-factor scale called **Sport Fan Motivation Scale (SFMS)**. As reported by this author, a normal person is motivated to consume sports

events because of the following motives: **eustress, self-esteem, escape from daily life, entertainment, economic factors, aesthetics, group affiliation, and family needs.**

Several years passed without this scale being contested. However, **Trail and James (2001)** developed studies which arose several validity problems regarding the SFMS. Therefore, they proposed an alternative: the **Motivation Scale for Sport Consumption (MSSC)**. In this scale, we can find **one more factor (nine)** to explain the motivation a fan has to watch or attend a sporting event: **vicarious achievement, acquisition of knowledge, aesthetics, social interaction, drama, physical attractiveness of the participants, escape, family, and physical skill of the participants.** The authors added, in 2013, through their Model of Sport Spectator Consumption, that such motivation is derived from one or the combination of these factors.

In the same year as the MSSC was first suggested, **Funk, Mahony, Nakazawa, and Hirokawa (2001)** conducted a review of previous literature on the matter to develop the **Sport Interest Inventory (SII)**, comprised of **ten factors** that explained the different layers of consumer support for women's football in the United States. However, this study had open-ended questions, which is why Funk *et al.* (2002) enhanced the original SII with an additional four factors, leading to the following list: **role models, excitement, drama, wholesome environment, aesthetics, entertainment value, interest in the sport, interest in team, support women's opportunity in sport, bonding with family, national pride, vicarious achievement, socialization, and interest in player.** It is important to understand that, compared to the other two scales mentioned earlier, the SII only focuses on explaining the vicissitudes of a precise sport (football), without generalizing.

If these three scales are set and directly compared to one another, some similarities can be drawn. This is due to the basis on which they are supported: sport sociology theories and other scales developed by a multitude of authors, such as Hansen & Gauthier (1989), Kahle *et al.* (1996), Madrigal & Howard (1995), Sloan (1989) or Zillmann & Paulus (1993).

The **factors which are common** to all three scales are **aesthetics, family, socializing, vicarious achievement, and drama, albeit with different labels:** socializing was named

in the SFMS as group affiliation, social interaction in the MSSC and social opportunities in the SII, for example, whilst eustress and self-esteem on the MSSC were respectively labelled as drama and vicarious achievement for the other two scales.

Further on, some of the factors can be found on at least two scales, as is the case with entertainment (present in the SFMS and SII) and escape (found on the SFMS and the MSSC).

Finally, some of the factors are uniquely present in one scale. Namely, economic (gambling) in the SFMS, acquisition of knowledge, physical attractiveness of the participants, and physical skills of the participants in the MSSC and national pride, players as role models, wholesome environment, interest in team, interest in sport, interest in player, and support for women opportunities in the SII. This is what differentiates the scales from each other.

Naturally, such distinction in approach asks for parsimony. With that aim in mind, James, Trail, Wann, Zhang, & Funk (2006) conducted research to bring closure to this topic and understand which motives are relevant across a wide board of sports versus those that are more indicated for a specific setting. Thus, the general ones found were: self-esteem (i.e., vicarious achievement), aesthetics, drama, escape, and social interaction. In this case, and to open a bridge that will be completed later in the dissertation, the factors mentioned are of the push nature, which means they are the reasons that drive a person to do a specific action.

This study produced interesting results for different levels of application, such as theoretical (i.e. reaching a common, generalizable, motivational scale theory that can be applied to all spectator sports) and applied (i.e. which main factors to focus if one is a marketer working with a tight budget).

However, the clear majority of the research establishes that each sport has its own individual motives and such approach should be followed consistently when studying these matters, as defended by Bilyeau & Wann (2002), Funk, Mahony, & Ridinger (2002), James & Ridinger (2002) and Mahony, Nakazawa, Funk, James, & Gladden (2002). This topic will be developed in a further point of this literature review.

5.3. The different types of sports – which ones have a one-off reputation and which are the most sought after?

At this point in the literature review, several conclusions regarding the event conditions and motivation to consume have been established. In this point, there is going to be an analysis of different kind of sports in terms of popularity, with a comparison to the Lisbon situation.

There have been some extensively empirical-based studies performed to understand the disparities between different sports and at different levels, e.g. professional or collegiate in the specific case of the U.S.A. where this distinction is very strong.

In the case of Portugal, some alternative distinctions can be identified, specifically in the case where the spectator is watching his favourite team vs an emotionally-unattached event or by sport type.

One of the earlier ones was made by Wenner & Gantz (1989) and mentioned by Wann *et al.* (2008). They discovered that fans of professional basket were likely to register motives related to eustress when watching over the television.

A few years later, Wann, Schrader, & Wilson (1999) categorized fans according to their preferences, such as an aggressive sport (e.g. boxing), nonaggressive (e.g. baseball), individual (e.g. figure skating) or team sport (e.g. volleyball).

A study from McDonald, Milne, & Hong (2002) allowed to understand some more differences in the pattern for consuming certain sports relative to others, unlike the Wann, Schrader, & Wilson (1999) research. Regarding auto racing, high levels of group affiliation motivation were registered, whilst golf recorded high levels of aesthetic motivation. Regarding the latter category, in the other side of spectrum was American football, with low levels of aesthetic associated.

A final study mentioned by Wann *et al.* (2008) was the one by James & Ross (2004) regarding sports at a collegiate level. Results showed that wrestling scored particularly high in the category of eustress (although the original authors named it drama), self-esteem (named achievement motive in the study) and family motivation. Baseball

registered lower levels for all these motives, whilst softball scored between the two sports when analysing motivation.

The situation in Lisbon is transversal to the one observed in Portugal. The most common sports in terms of participants are Football, Handball, Volleyball, Basketball and Camping, according to data from 2015 retrieved from IPDJ & PORDATA in 2017 that can be seen in the table below.

Table 1. Evolution of the number of registered participants in the five most practiced sports between 1996-2014, ordered alphabetically by their corresponding translation in Portuguese.

Year	Total	Handball	Basketball	Camping	Football	Volleyball
1996	265 588	17 386	18 050	-	95 746	6 199
1997	271 470	19 501	19 138	278	97 252	7 278
1998	308 233	20 306	19 831	320	106 051	8 028
1999	321 723	21 731	20 869	440	110 822	8 140
2000	322 761	22 032	20 278	805	113 895	9 813
2001	334 968	22 152	19 994	1 256	115 283	12 286
2002	368 684	24 537	20 878	1 596	120 003	15 746
2003	376 465	27 294	19 364	1 426	128 471	16 408
2004	401 890	30 994	17 269	1 593	133 511	27 003
2005	454 651	30 760	17 694	49 676	131 835	27 740
2006	449 006	30 524	18 690	45 317	133 360	29 135
2007	484 090	32 257	34 026	41 179	136 387	36 244
2008	488 999	33 902	36 320	38 382	141 958	40 898
2009	512 558	37 562	40 250	40 492	144 106	40 090
2010	518 968	39 708	41 830	37 727	148 106	42 386
2011	523 168	39 877	40 241	34 561	151 572	43 240
2012	524 167	40 373	39 996	31 570	153 530	43 061
2013	523 995	46 405	38 347	31 859	153 462	43 023
2014	546 348	50 114	35 590	32 585	158 738	43 076

However, in terms of spectators, the situation slightly changes, which could denote a certain disparity in interest to participate and interest in spectating. Considering that television channels broadcast programmes based on audience levels, it is possible to

conclude that the ones who comprise the top are Football, Indoor Football and Roller Hockey.

5.4. Tracing the sociographic profile of the typical sports spectator – how can organizations leverage this info?

To make two ends meet, now that consumer motivations have been uncovered, it is important to trace the profiles of said consumers and analyse their differences in order to leverage specific approaches for different targets.

Given that product-market fit is a vital aspect for the success of a product or service, extensive research has been developed on the personalities of consumers. In this case, specifically, sports spectators. Therefore, several different socio and psychographics can be traced.

The most basic one is **age**. Zhang *et al.* (2003) have concluded that, as a general point, it is positively correlated with sports attendance in the case of professional events, which means that, in progression with age, sports attendance increases as well. However, some authors disagree. Thrane (2001) and White & Wilson (1999) argue, based on their studies, that there is sometimes an inverse relationship in both professional and amateur events, suggesting that there may be differences between the two types and, thus, uncovering the veil for the analysis of other factors.

As mentioned by Lera-López *et al.* (2012) in another key article, García and Rodríguez (2009), Downward *et al.* (2009) and Montgomery & Robinson (2010) have empirically established sports events as normal goods, with Løyland & Ringstad (2009) going even further, estimating an income elasticity of about 1,25. For the sake of curiosity, and given that football is a very popular sport in Portugal (which is the target place of this dissertation), Falter and Pérignons (2000) have different results, which reflect the traditional image of football as a working-class sport. Thankfully, when analysing the case for amateur sports, a greater consensus can be found regarding a **positive influence of income**, as found by Lera-López & Rapún-Gárate (2005) and Wilson (2002).

In the topic of **occupation**, some divergences have been found in its relationship with sports attendance, with Fernández and Prieto (2001) stating that it is weak, whilst Zhang *et al.* (2013) disagree, saying that work time is positively associated with sports attendance.

Some more consensual conclusions can be assumed regarding other socio-demographic variables. **Gender roles**, for example, where although the percentage of female spectators for many sports is growing, fewer women than men attend sporting events (as found by Fernández & Prieto (2001), Montgomery & Robinson (2010), Serrano (1999), Thrane (2001) and White & Wilson (1999)) and, also, spend less than men, according to Lera-López & Rapún-Gárate (2005).

Another important factor in study is **education**. Studies by Montgomery & Robinson (2010), White & Wilson (1999), Wilson (2002), and Zhang *et al.* (2003) state that there is a positive relationship, meaning that people with higher qualifications decide to attend sports events more frequently than alternative leisure and recreational activities.

Falter & Pérignon (2000), Winfree, McCluskey, Mittelhammer & Fort (2004) have found a positive relationship between population size and attendance at professional events in absolute terms, with Pawlowski & Breuer (2011) going a step further and establishing a similar relationship regarding consumer expenditure on sports attendance, which may reflect the availability of a wider range of entertainment options in larger urban centres.

In similar variables, household size is inversely related to sports attendance (Zhang *et al.*, 2003) but positively related to the share of expenditure on sporting events (Pawlowski & Breuer, 2012). Additionally, households with small children (as found by Løyland & Ringstad (2009)) and the presence of such children at events of this nature (per Cannon & Ford (2002)) have a negative relationship with consumer expenditure on the topic of sports attendance.

With the effect of time and once small children have grown to become teenagers, they lead their households to a change in behaviour. In this case, according to research conducted by Pawlowski & Breuer (2011), the likelihood of spending in sports events is higher, although the share of expenditure on sports events is significantly less.

5.5. How are events perceived by sports fans based on the regularity of their consumption?

Given such complete plethora of research to understand the sociographic profile of consumers, and now that a relationship between them and their motivation to consume sports events has been established, focus will turn to the attractiveness of the event itself, both in terms of the game and the ambience around it.

Before doing so, it is important to make a distinction between two clusters of fans, with the aim of understanding how event/venue attractiveness varies.

Dotson *et al.* (2013) recalls previous studies by Jones (1997) when saying that normal sport spectators will simply watch a game and forget about it, while a true fan (what is commonly called a fanatic) will integrate their favourite sport/team into their everyday life and routines.

Such extreme relationship has been furtherly studied by Dionísio, Leal, & Moutinho (2008) with the discovery of a “cult” behaviour among the most devoted fans. These spectators are united with common ideas and values, such as cult items (like teams’ stadiums), rituals (i.e. superstitions) and symbolisms as is the case of club logos.

An intense relationship cannot go unstated given that it is an opportunity for attachment and increased revenue. Tsiotsou (2010) establishes that the degree to which the team expresses a fan’s self has a positive impact on team attachment. Furthermore, results from Alexandris & Tsiotsou (2012) suggest that marketing efforts should be focused on increasing different variables like fans’ perceptions about the image and the personality of their team, as expressed by its administration, history, winning records, stadium, coaches, and players, all factors which play a significant role on leveraging such attachment to self-expressive value.

Moving along to how this relationship affects customer satisfaction, Alexandris & Tsiotsou (2012), on their research, have found that hedonic involvement has a strong impact on the ability of a product to provide pleasure and effect. They cite previous studies by Funk *et al.* (2004) that established a relationship where entertainment-related

motives influence the development of such a **(emotional) dimension** of involvement. The implications for managers are presented by the authors, who suggest that sport clubs can make their environments more attractive by providing opportunities for **enjoyment and fun**. Such feelings are not solely impacted by the performance of the team or the final outcome. They mention the **whole game experience**, meaning the **atmosphere and aesthetics** of the stadium, **services offered during half-time**, either in the form of competitions or events, and the **multitude of happenings** before, during, and after the game.

There is another phenomenon established by Synder *et al.* (1986) and mentioned by Dionísio, Leal, & Moutinho (2008) which is “Basking In Reflected Glory” (BIRG), that is based on the premise of vicarious achievement, and the contrary, named “Cutting Off Reflected Failure” (CORF), where fans distance themselves from the team/athlete in the case where failure occurs.

Alongside these dimensions, peripheral products like the club’s website, social events organized and varied family promotional activities can also foster the aimed enjoyment and fun.

As mentioned by Dotson *et al.* (2013), Kaplanidou & Vogt (2010) have established a conclusion that five key aspects influence a sports event experience: **organization, environment, physical activity, social and emotional criteria**.

Such experience is perceived in different ways regarding the type of fan, as mentioned earlier.

Finally, research by Byon *et al.* (2013), as mentioned by Zhang & Byon (2017) in one of the key articles, found that **home team, opposing team, game promotion, game amenities, venue quality, and perceived value** are all valid variables that can be used to predict behavioural intentions by consumers. These conclusions must be interpreted considering the limitation of only having been studied citizens from the U.S.A., that may not be representative of other geographical regions.

Managers should analyse the literature with the mindset of inferring implications for their strategic decisions, especially regarding the different characteristics that define fanatic

fans and occasional ones. The latter have specific motivations, e.g. a push by family members or a pull due to the uniqueness of the event, as registered in Lisbon when the Volvo Ocean Race took part and in consonance with factors mentioned earlier, discovered by Byon *et al.* (2013).

5.6. The current offer of sports events in Lisbon

To grasp a notion of the possible gaps in the currently available sports spectacles in Lisbon, it is necessary to review available literature that comprises a list of the most important ones, the normal-scaled, and the available infrastructures.

The main events in Lisbon in the 2014/15 season were the Volvo Ocean Race, EDP Half-Marathon, S. L. Benfica and Sporting C.P.'s UEFA Champions League / UEFA Europa League games and the Volta a Portugal, in line with research developed by Dionísio, Conceição, Leal, & Marcelo (2016).

Regarding the events that happen on a regular basis, it is important to mention, again, the presence of two of the country's biggest sport clubs in the city: S. L. Benfica and Sporting C. P.. For the first half of the 16/17 football season, average attendance was 50 518 and 38 968, respectively. These are events that, not being of extraordinary nature, mobilize a large crowd.

Dionísio, Conceição, Leal, & Marcelo (2016) also mention some events that are unique in nature but on a smaller scale than the ones previously mentioned. Such is the case of the Snooker Lisbon Open, the Rhythmic Gymnastics World Cup or the S. Silvestre run.

S. L. Benfica and Sporting C.P. have an abundance of indoor sports whose teams compete regularly during the season. The first have two pavilions owned by the club, available for hosting teams from varied sports such as handball, roller hockey, basketball, or volleyball. The latter currently have no club-owned facilities and rotate a similar amount of sports between pavilions in the outskirts of Lisbon, although this situation is expected to change soon with the construction of their new pavilion.

In terms of facilities owned by local or state authorities, the most relevant ones are in Casal Vistoso and Cidade Universitária, the latter especially relevant due to the role it plays in the university sports environment.

It is also relevant to mention that, occasionally, the clubs host the final stages of important European competitions. Such has been the case for the UEFA Futsal Cup, hosted and won by S. L. Benfica in 2010 and hosted by Sporting C. P. in 2015. Both editions were played at the MEO Arena venue, involving high rental fees, which could hint at the lack of a large-scaled pavilion in Lisbon with the objective of hosting these major events.

Finally, S. L. Benfica also hosted, in its sold-out 2400-seat main pavilion, the Final Four of the Roller Hockey European League, which they ended up winning.

As an ending note to the literature review, it has been of special importance to understand the main sociographic profile of the typical sports consumer, how frequently they spectate sports events and the way they connect with said events. More dedicated fans will reflect their club values in their personality and adopt certain traits, which could be very important for brand image and marketing purposes. The latter has, naturally, an impact on the financial health of the organizations and must not be overlooked by managers. Another relevant topic analysed was the main differences between each sport and their specific allure. Finally, it was possible to derive that there are different push/pull motivations in consonance with whether the focus is the inner self or the event, thus demanding different approaches. These topics shall be the basis on which this dissertation will follow development, in further sections.

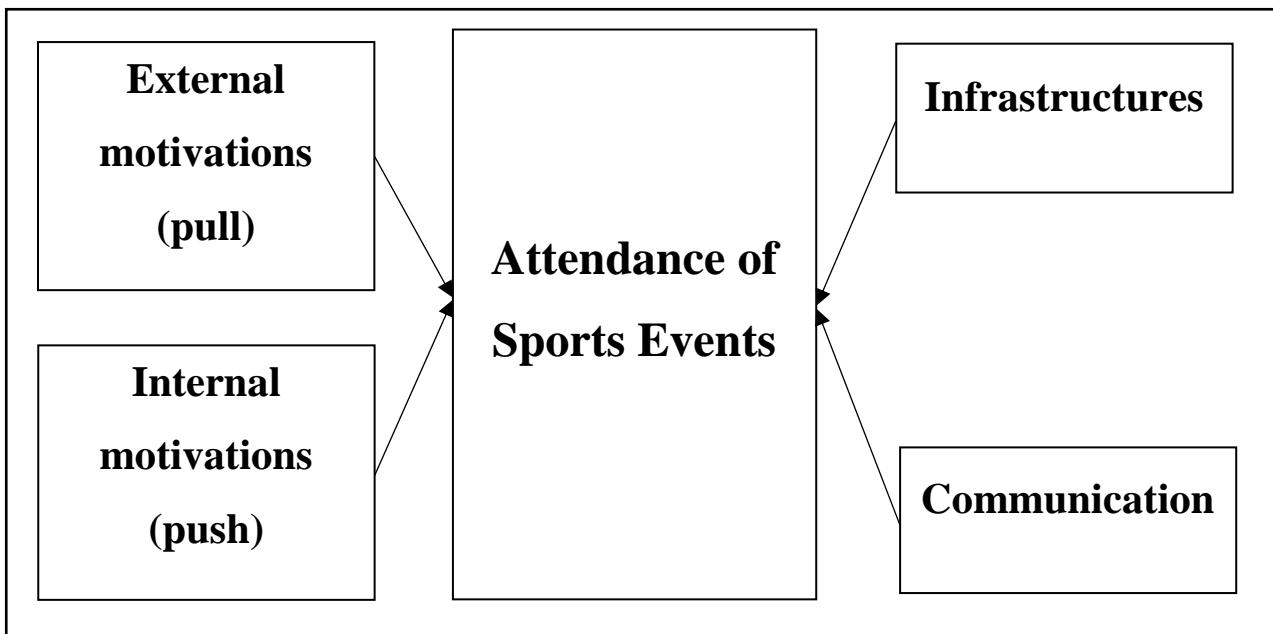
6. Theoretical Model

After conducting a comprehensive review of the literature available on the subjects at aim, it is important to lay out the main topics to establish propositions, which have been drawn from the literature reviewed and personal inferences.

Propositions have been drawn – and not hypotheses – due to the impossibility of testing through the scientific method. As such, a validation of the propositions will be analysed, and further studies suggested for scientific research.

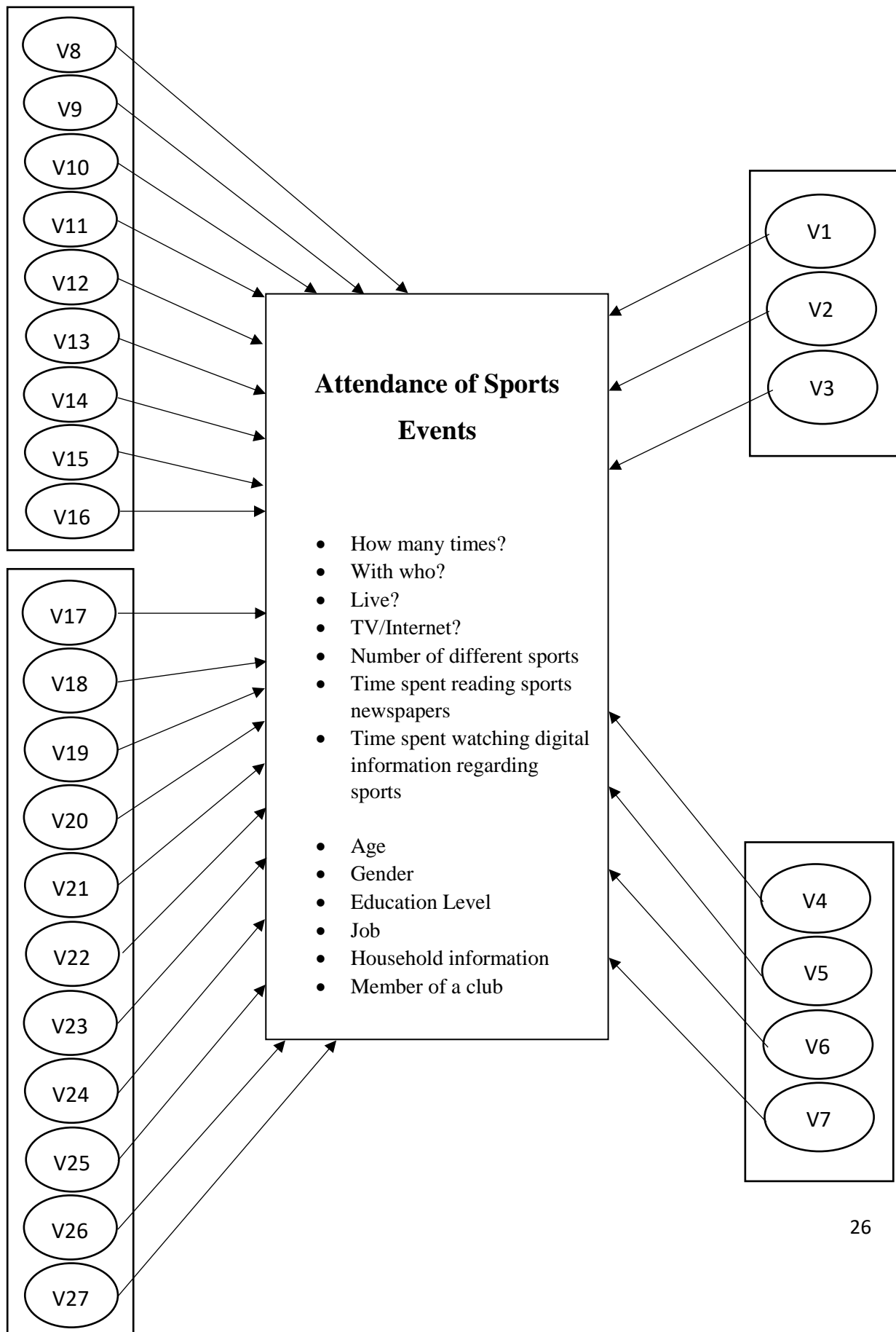
Therefore, the following model was drawn:

Graph 1: Theoretical model with propositions.



To validate the suggested propositions, several variables were developed for each. The following detailed model reflects that development.

Graph 2: Initial theoretical model with the variables that comprise each proposition.



Regarding **infrastructures**, three variables can be developed:

V1: The **quality of current infrastructures** (specifically indoor facilities) in Lisbon is **subpar** for spectators.

This variable is influenced from conclusions achieved by Dionísio, P., Conceição, H., Leal, C., & Marcelo, Ana M. (2016) and is supported on implications found by the authors of one of the key articles, Zhang & Byon (2017).

V2: Spectators are negatively influenced in the **intention to attend** because of the quality of current infrastructures.

This variable draws on V1 and is aligned with one of the conclusions by Byon *et al.* (2013) mentioned in Zhang & Byon (2017) regarding venue quality.

V3: There is the **need** for more sports infrastructures in Lisbon.

This variable was formulated based on the conclusions of a study by Dionísio, P., Conceição, H., Leal, C., & Marcelo, Ana M. (2016).

Communication is being studied using the following variables:

V4: An emotional-based communication fosters **interest** in sports events spectatorship.

This research question is influenced by researched performed by Alexandris & Tsiotsou (2012), who state that hedonic involvement is a main factor in influencing the willingness to consume and satisfaction of the final customer.

V5: Consumers are more interested in spectating live sports events if there is content that can be easily **shared in social networks**.

Variable drawn from personal conclusions interpreted from the literature review.

V6: **Fanatic** fans are more inclined to spectate events if the organization undergoes **co-creation** with fans.

The variable above is influenced by research made by Seo *et al.* (2007) and mentioned by Hajli, M & Hajli, M. (2013), with the aim of establishing a relationship between clusters of similarly attached fans and their intentions to attend events.

V7: **Game promotion** is an attractive pull motivation for spectators.

This variable is drawn from Zhang & Byon (2017) that cite Byon *et al.* (2013).

The **external motivations (pull)** of the core product are essential to support the mix that surround it. One of the micro factors related to pull motivations is **accessibility**, important to understand the day-to-day constraints that people must account for in the decision-making process of whether to attend a sports event or not.

Taking these relationships into account, it is possible to formulate the following variables:

V8: Tickets are **affordable** and **easily bought**.

V9: There are sufficient **parking spots** available in the surroundings of the sports facilities in order to accommodate demand.

V10: The **schedule** of sports events is adequate and adapted to the life of the consumers.

V11: **Game amenities** is an attractive pull factor for spectators.

V12: **Venue quality** is an attractive pull characteristic for spectators.

V13: **Perceived value** is an attractive pull attribute for spectators.

These last three variables are based on research by Byon *et al.* (2013) mentioned in Zhang & Byon (2017), one of the key articles, which mentions that game promotion, game amenities, venue quality, and perceived value are all valid variables that influence consumer behaviour and intentions.

V14: The **home team** has no effect on the **intention to attend** the event.

This variable draws on the research mentioned in V11 through V13 and focuses on whether home team is an influencing factor for consumer intention to attend.

V15: The **opposing team** has no effect on the **intention to attend** the event.

This variable draws on the same research mentioned in the previous and complements V14, analysing the influence the opposing team may (or may not) have in the intention to attend the event.

V16: A consumer is more **motivated** to attend a sports event if he/she has the perception it will be something **unique**.

This variable is personally drawn from experience and perception.

The final proposition discussed in the theoretic model is **internal motivational factors (push)**. Here, we are looking from the consumers' perspective.

V17: **Free-to-air broadcasting** of big sports events increases **interest** in spectating normal-scaled sports events (both live and on television).

This variable was created based on personal experience and due to the complex nature of Portuguese television regulations and sports events' offer.

V18: Big sports events **inspire** Lisbon citizens to spectate more sports events on a regular basis.

This variable was inspired from the conclusions of the authors in the last point of the literature review. Specifically, the indirect effect from Gratton (1998) and the research by Atkinson *et al.* (2008) regarding the impact of London hosting the Summer Olympics in 2012.

V19: **Vicarious achievement** is an attractive push motivation for spectators.

V20: **Acquisition of knowledge** is an attractive push motivation for spectators.

V21: **Aesthetics** is an attractive push motivation for spectators.

V22: **Social interaction** is an attractive push motivation for spectators.

V23: **Drama** is an attractive push motivation for spectators.

V24: **Physical attractiveness** of the participants is an attractive push motivation for spectators.

V25: **Escape** is an attractive push motivation for spectators.

V26: **Family** is an attractive push motivation for spectators.

V27: **Physical skill** is an attractive push motivation for spectators.

In these variables, research by Trail and James (2001) is recalled, namely the Motivation Scale for Sport Consumption (MSSC), conducive to understanding the different drives that are most common across various sports. Each individual point of the scale is being tested to understand how it directly impacts the consumer.

The model can be summarized in a question, for easier interpretation:

“If we had to analyse the intention to attend a sports event, how would the propositions infrastructures, communication, internal motivations (push) and external motivations (pull) influence it?”

A summary of the information regarding each variable can be found on the table below, which serves as a starting point for the questionnaire that shall be used to evaluate them.

Table 2: Layout of the variables, authors, and respective questions.

#	Variable	Author	Question	# of question
V1	Is the quality of the current infrastructures in Lisbon subpar for spectators?	Dionísio, P., Conceição, H., Leal, C., & Marcelo, Ana M. (2016) and Zhang & Byon (2017)	“Rate the current sports infrastructures in terms of having enough quality for regular spectatorship.”	C1a)
V2	Spectators are negatively influenced in the intention to attend because of the	Byon <i>et al.</i> (2013) mentioned in Zhang & Byon (2017)	“Rate the extent to which quality of infrastructures can negatively	C1b)

	quality of current infrastructures		impact your intention to attend a sports event.”	
V3	There is the need for more sports infrastructures in Lisbon.	Dionísio, P., Conceição, H., Leal, C., & Marcelo, Ana M. (2016).	“Rate the current offer of sports facilities in Lisbon in terms of quantity.”	C1c)
V4	Does an emotional-based communication foster interest in spectating sports events? (resumed from “Fun, Appealing, Interesting, Exciting, Fascinating”)	Alexandris & Tsotsou (2012)	“What do you find more appealing when observing an advertisement for a sports event: a description of the technical characteristics of the sport/event or an emotional claim that inspires you to achieve in life through sport?”	C1d)
V5	Consumers are more interested in spectating live sports events if there is content that can be easily shared in social networks.	Self-drawn hypothesis	“Rate the influence of social media shared content on your intention to attend events.”	C2a)
V6	Fanatic fans are more inclined to spectate events if the organization undergoes co-creation with fans.	Seo <i>et al.</i> (2007)	“Do you feel more attached to the organization if it engages with you in co-creation?” and “Rate how much that motivates you to attend more sports events.”	C1e)
V7	Game promotion is an attractive pull	Byon <i>et al.</i> (2013)	“Rate the influence of	C1g)

	motivation for spectators.	mentioned in Zhang & Byon (2017)	game promotion on your intention to attend a sports event, if applicable.”	
V8	Tickets are affordable and easily bought.	Self-drawn hypothesis	“Rate the fit between sports events’ ticket prices and the Portuguese economic situation” and “Rate the availability of places to purchase tickets for sports events.”	C2c) C2d)
V9	There are sufficient parking spots available in the surroundings of the sports facilities in order to accommodate demand.	Self-drawn hypothesis	“What is your choice of transport to sports events’ venue?” and “Do you believe there is enough available parking for private cars? Please rate.”	Removed from final questionnaire
V10	The schedule of sports events is adequate and adapted to the life of the consumers.	Self-drawn hypothesis	“Rate the fit between sports events’ schedule and your work/personal life routines?”	C2f)
V11	Game amenities is an attractive pull factor for spectators.	Byon <i>et al.</i> (2013) mentioned in Zhang & Byon (2017)	“Rate the influence of game amenities on your intention to attend a sports event, if applicable.”	C1h)
V12	Venue quality is an attractive pull	Byon <i>et al.</i> (2013) mentioned in	“Rate the influence of venue quality on	C1i)

	characteristic for spectators.	Zhang & Byon (2017)	your intention to attend a sports event, if applicable.”	
V13	Perceived value is an attractive pull attribute for spectators.	Byon <i>et al.</i> (2013) mentioned in Zhang & Byon (2017)	“Rate the influence of perceived value on your intention to attend a sports event, if applicable.”	Removed from final questionnaire
V14	The home team has no effect on the intention to attend the event.	Byon <i>et al.</i> (2013) mentioned in Zhang & Byon (2017)	“Rate the influence of home team on your intention to attend the game, if applicable.” and “Is home team a motivation factor to attend more, a set-back to attend less, or both?”	Removed from final questionnaire
V15	The opposing team has no effect on the intention to attend the event.	Byon <i>et al.</i> (2013) mentioned in Zhang & Byon (2017)	“Rate the influence of opposing team on your intention to attend the game, if applicable.” and “Is opposing team a motivation factor to attend more, a set-back to attend less, or both?”	C1j)
V16	A consumer is more motivated to attend a sports event if he/she has the perception it will be something unique.	Self-drawn hypothesis	“Rate how much the uniqueness of the event influences your intention to attend.”	C2g)
V17	Free-to-air broadcasting of big	Self-drawn hypothesis	“Rate your satisfaction with	C2b)

	sports events increases interest in spectating normal-scaled sports events (both live and on television).		the offer of free-to-air broadcasted sports events?” and “After watching a sport event on television, do you become more interested in attending a live version of the same sport or a similar one?”	
V18	Big sports events inspire Lisbon citizens to spectate more sports events on a regular basis.	Gratton (1998) and Atkinson <i>et al.</i> (2008)	“After watching major sports events, do you feel inclined/inspired to attend more sports events which happen in Lisbon regularly? Please rate.”	C1f)
V19	Vicarious achievement is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence vicarious achievement has on your intention to attend a sports event.”	C1k)
V20	Acquisition of knowledge is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence acquisition of knowledge has on your intention to attend a sports event.”	C1l)
V21	Aesthetics is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence aesthetics has on your intention to	C1m)

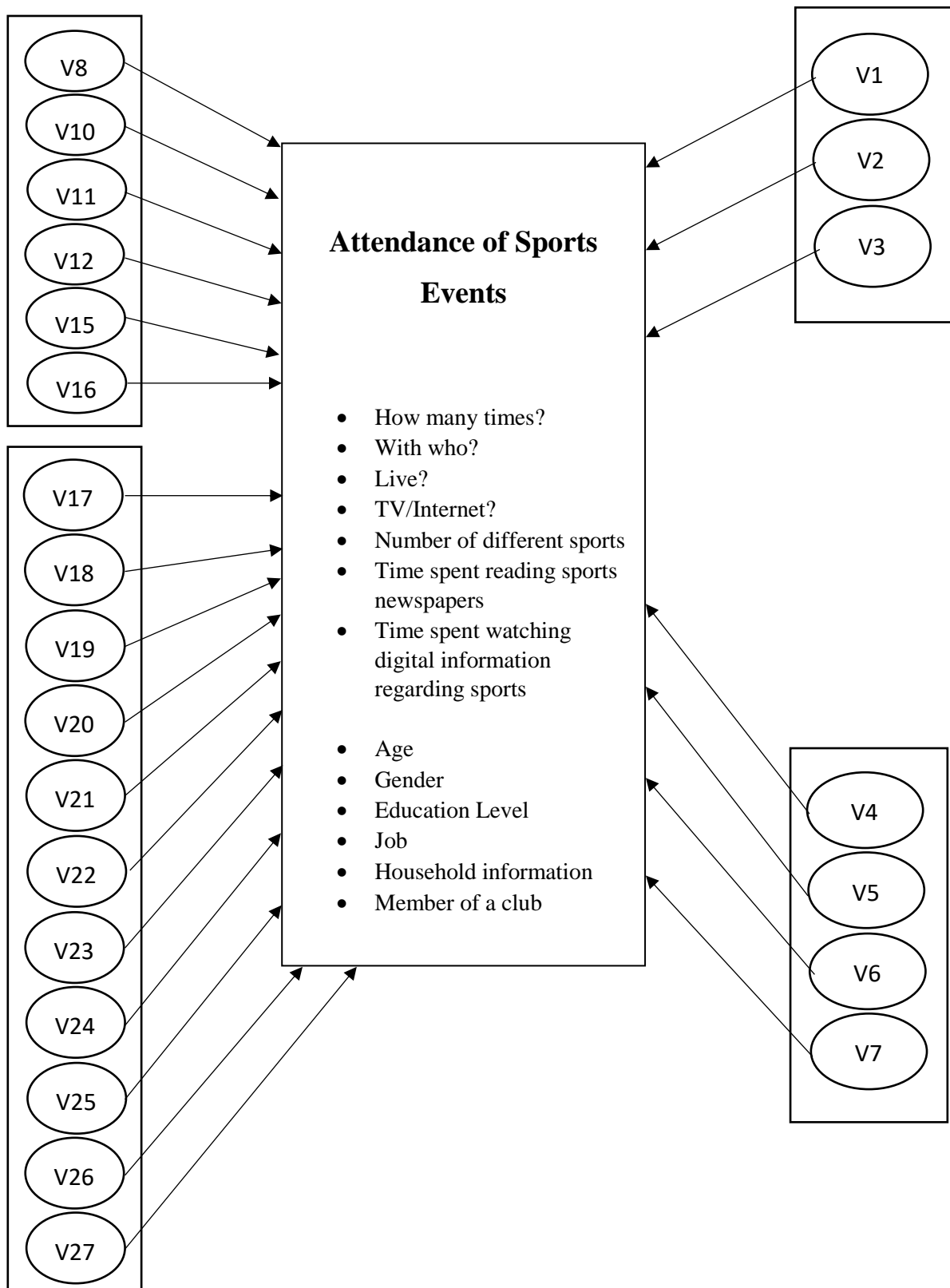
			attend a sports event.”	
V22	Social interaction is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence social interaction has on your intention to attend a sports event.”	C1n)
V23	Drama is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence drama has on your intention to attend a sports event.”	C1o)
V24	Physical attractiveness of the participants is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence physical attractiveness has on your intention to attend a sports event.”	C1p)
V25	Escape is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence escape has on your intention to attend a sports event.”	C1q)
V26	Family is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence family has on your intention to attend a sports event.”	C1r)
V27	Physical skill is an attractive push motivation for spectators.	Trail and James (2001)	“Rate how much influence physical skill has on your intention to attend a sports event.”	C1s)

With the creation of the questionnaire and the review of each variable, some were deemed not relevant for the research and were, thus, removed from the final model and questionnaire.

These variables were V13 (Perceived value is an attractive pull attribute for spectators), V14 (The home team has no effect on the intention to attend the event) and V9 (There are sufficient parking spots available in the surroundings of the sports facilities in order to accommodate demand).

Therefore, the final graph of the model was established and is presented below.

Graph 3: Detailed theoretical model with variables after 'irrelevant' ones were removed.



7. Methodology

The objectives at focus in this dissertation are based on four propositions: intrinsic motivations (push), extrinsic motivations (pull), communication and infrastructures. From these, and personal inferences obtained from a careful analysis of existing literature on the topic, variables were formulated.

Only at this point was it relevant to start planning the research method. This section of the dissertation is focused on explaining the particular research context of this study, the way it was structured and a pre-results analysis of the data that was obtained.

7.1. Research Overview

The research conducted was based on a quantitative analysis to cross-check the validity of the variables presented.

In terms of scaling methods used, Likert Scaling was used in some of the questions (with the options “Totally Disagree”, “Disagree”, “Neither agree nor disagree”, “Agree” and “Totally Agree”), as well as yes/no where deemed fit (for binary questions).

This quantitative analysis was supported by a questionnaire comprised of fifty-eight questions distributed along five sections:

- The first aimed to assess habits of sports involvement, both in terms of watching and practicing;
- The second evaluated the inquired on their habits of consuming sports information both in paper and digital forms, to establish potential relationships between those reading habits and sports practice;
- The third was dedicated to measure the number of sports events watched by the inquired, both live and through the television, in the previous 12 months;

- The fourth part had the objective of evaluating spectator motivation according to several factors and metrics established in the literature review;
- The fifth and last section was the sociodemographic characterization of the inquired.

Before these five parts which comprise the questionnaire per se, a validation section is included, to understand whether the inquired is a Lisbon resident (and in which neighbourhood) or not (and if so, the postal code of their residence for control purposes), as that is an obligatory condition for the realization of the questionnaire.

The first and second parts of the questionnaire were used as testing to understand if each person's attachment to sports influenced the overall analysis or not. Therefore, some items were established as being relevant and asked in the questionnaire:

- Amount of time spent practicing sport per week;
- Number of different sports practiced throughout the person's lifespan;
- Amount of time spent reading sports-related information on newspapers (per week and day);
- Amount of time spent collecting sports-related information on digital sources (per week and day);
- Membership of a sports club and, if so, which.

As mentioned in the previous section distribution, it was considered vital to analyse which sports are more popular. Therefore, in part three of the questionnaire it was asked for the inquired to recall, for the previous 12 months, which sports they watched live and on the television. The sports chosen were the Olympic added with some that are relevant to the Portuguese paradigm (such as Indoor Football or Roller Hockey, for example).

In that manner, some open questions were developed:

- 1 – In 2016 which sports did you watch live? How many times?
- 2 – In 2016 which sports did you watch through television or internet?
- 3 – In 2016 did you watch live any of the sports that I am going to mention?
- 4 – In 2016 did you watch through the television or internet any of the sports that I am going to mention?
- 5 – How many times per year live?
- 6 – How many times per year through the television/internet?
- 7 – Budget allocation per sport for tickets.

These questions were organized in a table form, available in the annexes.

The fourth section of the questionnaire was supported by the research established in the literature review. According to it, the propositions were identified as essential for the analysis: internal motivations (push), external motivations (product/pull), infrastructures and communication.

Regarding the part that covers internal motivations (push), previous literature from Trail and James (2001) was used to measure individual perceptions. The tool in question is the Motivation Scale for Sport Consumption (MSSC).

As for the external motivations (product/pull), Zhang & Byon (2017) have established the variables that are most relevant to study, as mentioned in the previous point of the dissertation.

For the ones not directly covered by specific authors, questions were drawn with the aim of establishing relevant conclusions adjusted to the established variables and, ultimately, provide relevant insights that could be, then, transformed into managerial recommendations. Personal experience and supervisor recommendations were used to evaluate such scenarios, using business acumen.

The fifth and final part of the questionnaire was comprised of questions that aimed to characterize the different profiles of respondents based on their sociodemographic characteristics, namely using the following variables:

- Name
- Age;
- Gender;
- Marital status;
- Phone number for sample-testing;
- Educational attainment
- Number of people in the household;
- Aggregate income of the household;
- Professional situation of the person who contributes the most income to the household.

With the main outcome objectives of the questionnaire thought out, its development became possible, as explained in the following section.

7.2. Research Process

After establishing the main purpose of the questionnaire and the areas on focus, a first draft was composed.

The first draft was tested with a sample comprised of 10 persons and with the objective of understanding if the questionnaire was clear, had a specific flow from start to finish and led to no loops or unpredicted errors that could compromise the results.

From the first draft, it was clear that some corrections were in order, namely:

- restructuring the first sections and changing respective measures (to account for uniformity regarding the measures of hours/days in the questions regarding time reading digital information on sports, i.e.);
- overhaul of some of the questions in terms of language, to make them more accessible for all target audiences independently of age or education;
- adding a section to characterize respondents on account of their educational attainment;

After the above corrections, derived from the testing of the first draft, the final questionnaire was redacted and printed with the objective of collecting a relevant amount per concordance with the a priori target number of 400 respondents. With this sample quantity, a margin of error of 5%, for a confidence interval of 95%, was established.

The data collection process was spanned on the period between the 2nd and the 22nd of March. To ensure uniformity and homogeneity, the inquirers received appropriate training for the realization of the questionnaire, made by the supervisor and the student. A total of 19 people were trained.

In the aforementioned time period, the questionnaires were made in nine different places:

- Finishing line at the EDP Lisbon's Half Marathon
- National Stadium
- Lisbon University Stadium

- “Estádio do Sport Lisboa e Benfica”, Sport Lisboa e Benfica’s stadium, before a football match
- “Estádio José Alvalade”, Sporting C.P.’s stadium, before a football match
- “Estádio do Restelo”, Os Belenenses’ stadium before a football match
- ‘Os Belenenses’” sports hall: “Acácio Rosa” before an indoors football match
- Sport Lisboa e Benfica’s two sports halls: ‘Fidelidade’ and “Pavilhão nº2” before basketball, roller hockey and volleyball matches
- Casal Vistoso’s municipal sports hall before a handball match

At the time, the venues held events of the following sports:

- Basketball
- Football
- Handball
- Indoors football
- Roller hockey
- Rugby
- Running
- Volleyball

The questionnaires were applied before the event and during half time, in accordance with organization requisites (i.e. to avoid disturbing spectators).

They were handed out in person to assure a correct fill.

After collecting the questionnaires that were handed out, a first screening was made to separate the valid responses from the ones that couldn't be considered due to incompleteness or incorrectness.

At this point, having the bulk of the valid questionnaires separated and ready for analysis, the data was inserted into SPSS Statistics 23, so that it could be exported to Microsoft Excel for a more thorough analysis and inference-taking.

Said results will be presented and explained in the following section.

8. Data Analysis

It is important to characterize and analyse the information collected, so as to extract information about the sample in demographic, psychological and behavioural vectors. Without such analysis, the purpose of this dissertation cannot be fulfilled.

One natural constraint, related with the nature of the events, is the fact that the responders were approached, mainly, in the two hours preceding said events, meaning that their willingness to respond was influenced. To subdue such influence and other natural constraints in questionnaire-making, there was an intent on ensuring sample randomness.

After the treatment of the data, it is possible to start the inference taking.

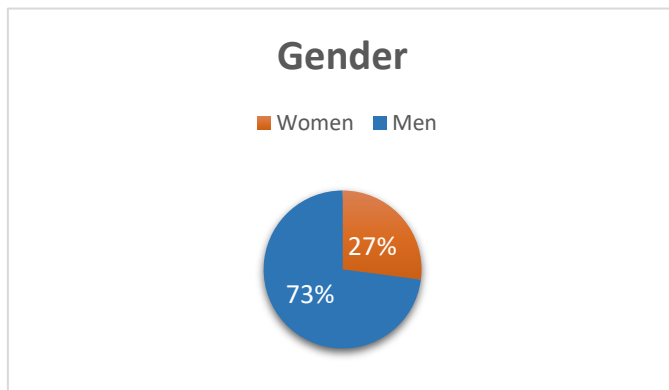
8.1. Sample characterization

The bulk of the sample is comprised by 432 individuals, which allows for a 5% margin of error in a 95% confidence interval.

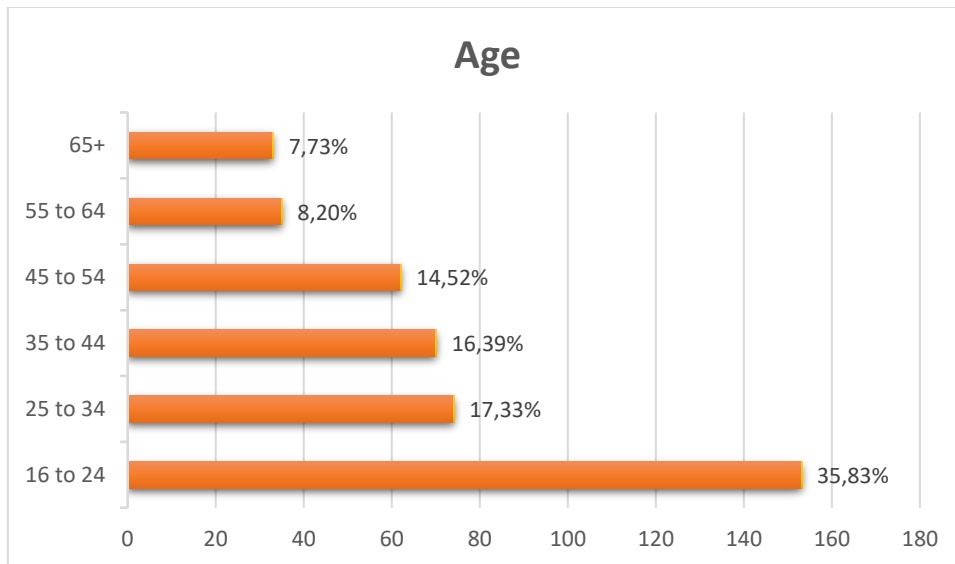
As for gender interpretation, 73% of the sample has stated being male, which is not surprising given the nature of the study.

In terms of age intervals, the predominant range contains individuals between 16 and 24, which helps explain the weight of over 50% of the sample having between 16 and 34 years.

Graph 4: Gender distribution of the sample.



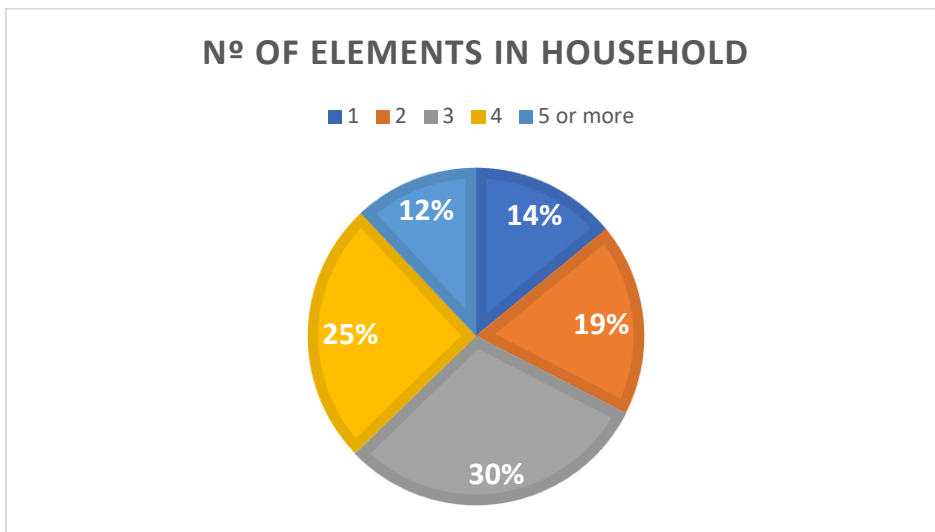
Graph 5: Age intervals of the sample surveyed.



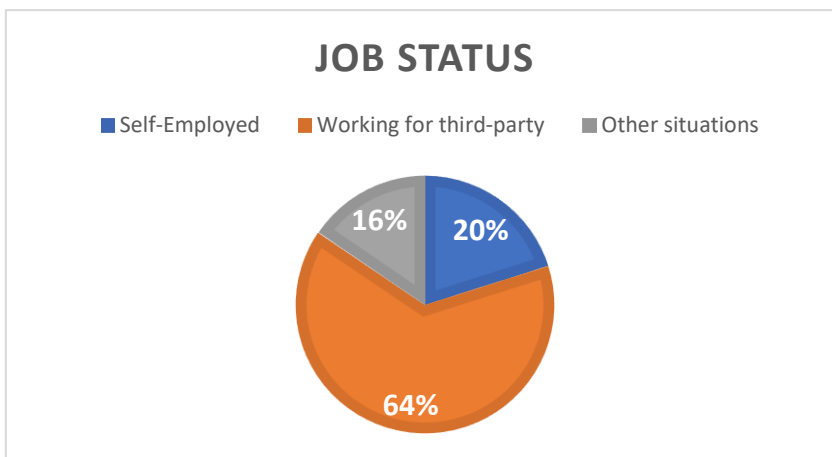
Regarding household information, the two largest groups are the ones who have a household of three persons (corresponding to 30%) and the ones who have only two (corresponding to 25%).

As for job information, 84% of the sample is employed. This number can be divided in two groups: the ones working for a third-party (64%) and the self-employed (20%). The remaining 16% are described as being in “other situations”.

Graph 6: Number of elements in the household.

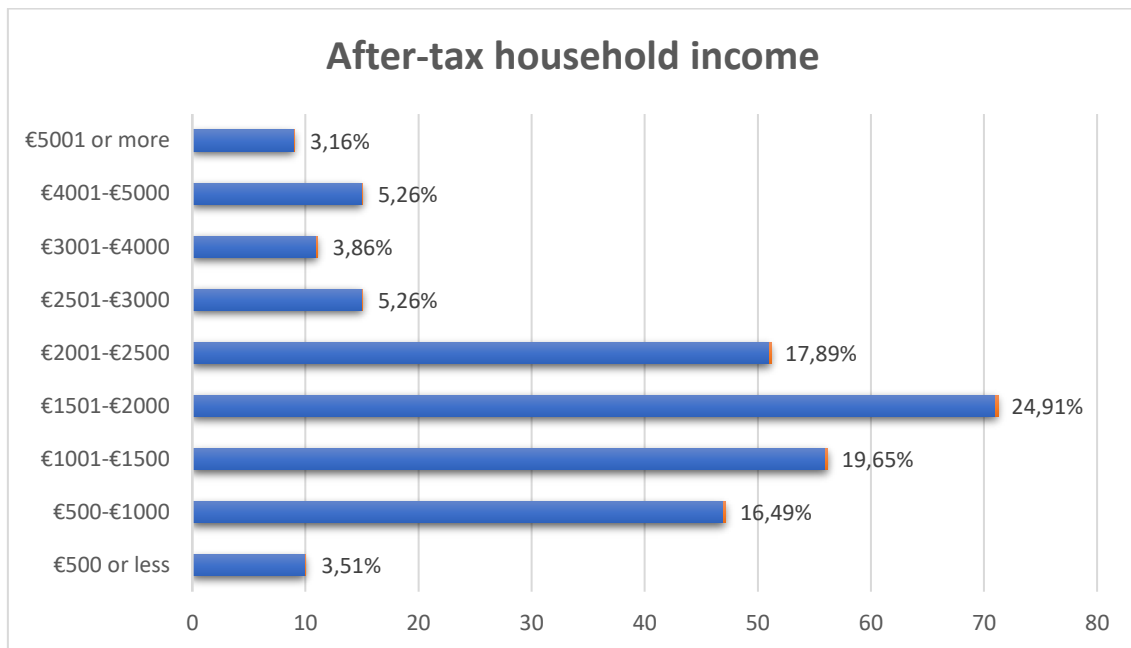


Graph 7: Job status of the sample.



The last item that was asked in terms of sample characterization was the household's monthly income. The results were not surprising, as it was found that 45% of the inquired had a household monthly income between 1000€ and 2000€, after-tax.

Graph 8: After-tax household income of the sample.



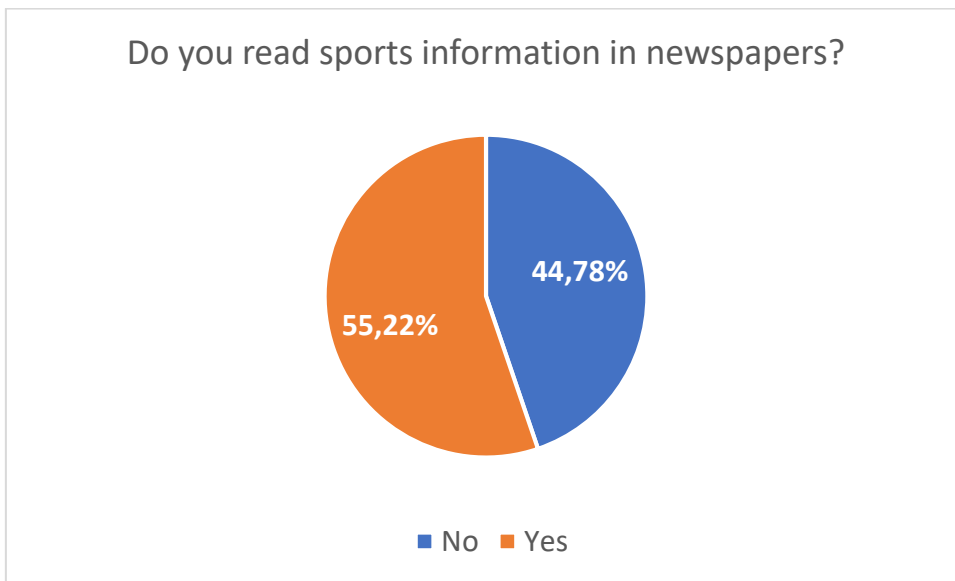
8.2. Sports information reading habits

One of the parts of the questionnaire, as stated previously, was developed to understand if, as the literature review suggests, the inquired consumed sports information through newspapers – both physically and digitally.

Regarding the former – reading sports information in newspapers, 55% of the sample admits doing so, with an average of 32 daily minutes and 4 to 5 days a week.

The results are even more interesting when crossing the bridge to digital channels. 72% of the sample states they spend around 40 daily minutes consuming sports information, 5 to 6 days a week. This shows an opportunity for clubs and public entities to double-down and create more digital content in order to increase engagement with the fans.

Graph 9: Sports information reading in newspapers.



Graph 10: Digital channel sports information consumption.

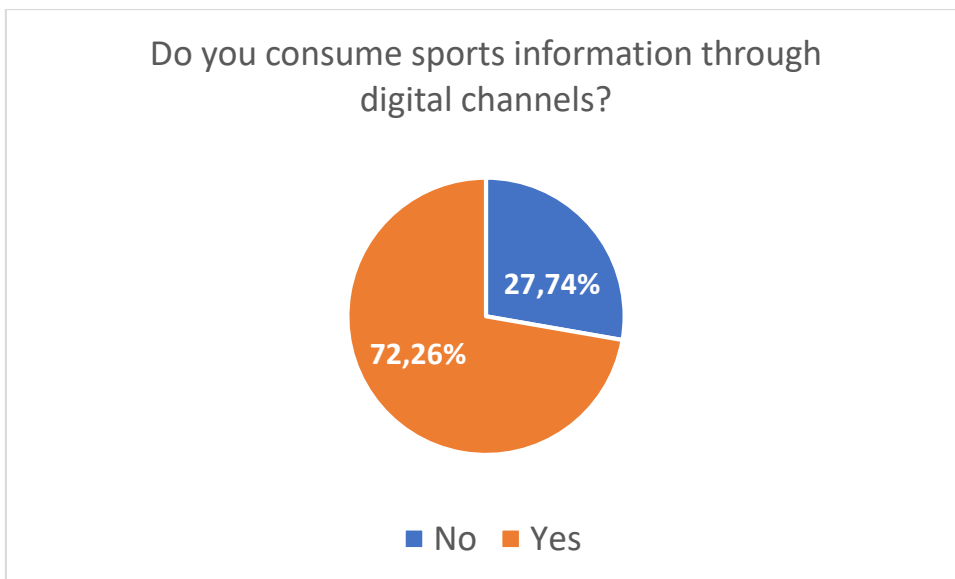
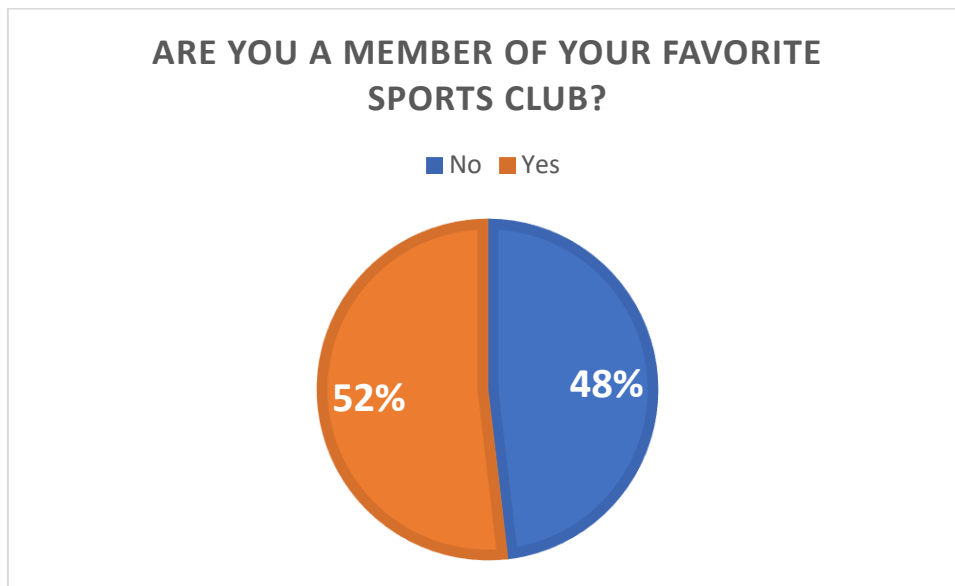


Table 3: Time spent per day and week consuming sports information.

	Reading sports information in newspapers	Consuming sports information through digital channels
How many days a week?	4,67	5,39
How much time each day?	00:32	00:40

Graph 11: Sports club membership percentages.



Given that it was found that 52% of the individuals surveyed were members of their respective favourite clubs, attachment is high and conclusions from the literature review can be validated.

8.3. Live sports spectatorship habits

The main objective of this dissertation is to fully comprehend the consumer behaviour behind sports spectators in Lisbon. Before understanding their motivations, which are characterized in a further section, it is essential to understand their habits regarding live sports spectatorship in a number of variables, from the different sports watched to the number of times done so.

The inquired were asked to recall, for the previous 12 months, if they had watched live any event from an Olympic sport or other highly popular sports in Portugal, such as indoors football, roller hockey or surf.

Football was, unsurprisingly, the sport that captured the number one spot in the survey. 86% of the sample admitted having watched a live game in the previous 12 months, with

an average of 19 times. Although the average number of times watched may appear to be quite high, it is important to remember that the objective of the dissertation is, as stated, to study sports spectatorship in Lisbon, which has several professional football clubs, all of which with a very high number of devoted fans.

The other three most popular sports in Portugal, which grab the 2nd, 3rd and 4th spots, respectively, are indoors football (37% and 15 times), handball (24% and 13 times) and basketball (20% and 14 times).

Regarding surf and roller hockey, the other sports which are highly popular in Portugal and were considered for the survey, it was found that 7% of the sample watched Surf live, with an average of 8 times, and 17% watched roller hockey with an average of 9 times.

The complete list can be found in the table below.

Table 4: Live attendance of sports events, ordered by sports in alphabetical order as per their respective Portuguese translations.

	% of the inquired who attended an event of this sport in the previous 12 months	How many times?
Handball	24%	13
Athletics	14%	9
Badminton	2%	4
Basketball	20%	14
Boxing	2%	3
Canoeing	1%	1
Cycling	4%	3
Equestrianism	3%	3,5
Fencing	1%	9
Football	86%	21,3
Indoors football	36%	15
Gymnastics	3%	5
Golf	2%	16
Olympic weightlifting	1%	2
Roller hockey	17%	9
Judo	2%	2
Karate	2%	4

Wrestling	1%	3
Swimming	7%	14
Modern pentathlon	0%	3
Rowing	1%	1
Rugby	10%	10,4
Surf	7%	8
Taekwondo	1%	7
Tennis	9%	5,6
Table Tennis	4%	5
Shooting	1%	2
Bow shooting	1%	5
Shotgun shooting	0%	10
Triathlon	2%	5
Sailing	1%	1
Volleyball	16%	10

8.4. Sports spectatorship habits through the television/internet

Before analysing the results regarding sports spectatorship habits through the television and internet, it is important to clarify that, at the time of the survey, the 12-month period that the inquired were asked to recall comprised the 2016 Rio de Janeiro Olympic games, which naturally causes an increase in spectatorship, especially for the less common sports not so easily broadcasted during other time periods. Still, the inverse thought can be drawn: if there is increased interest for specific sports during the Olympic games' period, it might be an opportunity to broadcast more competitions of said sports and leverage that interest.

Since it is much easier to watch a sports event through the television or internet, it comes with no surprise that the percentage of the sample that has done so is much higher than its' live counterpart, for the majority of sports surveyed.

At the top of the results remains football, with an impressive 89% penetration (and 65 matches on average).

However, the main differences in the comparison with live spectatorship come when analysing other sports. Some notable results are handball and athletics, both with 45% of the sample having admitted watching, and cycling, which went from 4% live spectating to 28% through the television or internet.

The thorough distribution can be found in table 5.

Table 5: TV/internet watching statistics for sports events, ordered by sports in alphabetical order as per their respective Portuguese translations.

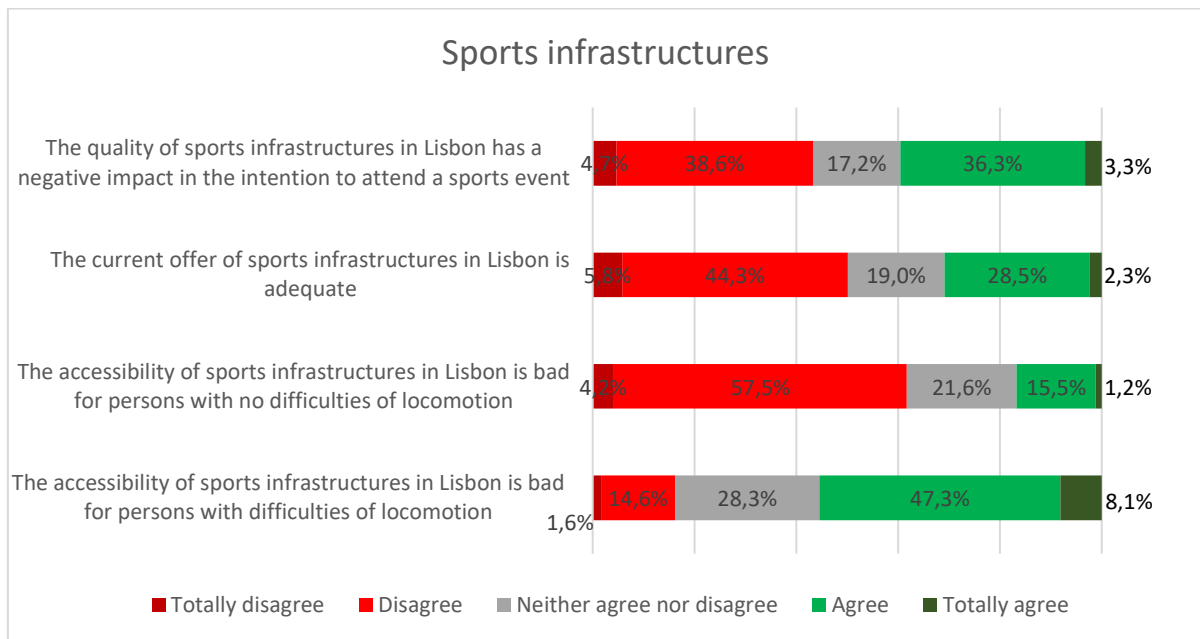
	% of the inquired who watched through the TV/internet an event of this sport in the previous 12 months	Amount of times
Handball	45%	17
Athletics	45%	9
Badminton	7%	6
Basketball	40%	18
Boxing	9%	9
Canoeing	12%	5
Cycling	28%	13
Equestrianism	6%	5,0
Fencing	4%	5
Football	89%	65,1
Indoors football	39%	24
Gymnastics	19%	8
Golf	5%	12
Olympic weightlifting	4%	6
Roller hockey	37%	13
Judo	12%	4
Karate	3%	5
Wrestling	3%	10
Swimming	27%	6
Modern pentathlon	2%	2
Rowing	9%	3
Rugby	19%	12,1
Surf	14%	15
Taekwondo	3%	7
Tennis	37%	16,1
Table Tennis	16%	6
Shooting	3%	3

Bow shooting	3%	5
Shotgun shooting	1%	1
Triathlon	8%	3
Sailing	7%	3
Volleyball	27%	8

8.5. Sports infrastructures

The ambience, quality and accessibility of the venue are regarded, in the literature, as important factors in deciding whether or not to spectate a sports event. From the theoretical model, three different aspects regarding infrastructures were included in the questionnaires: how infrastructures affect the intention to watch a sports event, the quantity of sports infrastructures available in Lisbon and their respective quality.

Graph 12: Sports infrastructures in Lisbon.



The graph provides a straightforward view on the general opinion of the sample individuals regarding sports infrastructures events.

The first question concludes that the population interviewed is divided regarding Lisbon sports infrastructures' quality.

The results of the second question show a perception that there are not enough sports infrastructures in Lisbon – 50,1%. Along with the 19% of neutral responses (neither agree nor disagree), it can be drawn that this is an important factor of analysis for the theme in discussion.

The fourth question, which evaluates the accessibility of sports infrastructures in Lisbon for people with difficulties of locomotion, demonstrates that the sample surveyed considers this aspect as widely negative, in contrast with the accessibility for persons with normal locomotion.

8.6. Events' communication

As per the literature review that was conducted, the variables which comprise an event's communication factor heavily on the consumer's intention to attend.

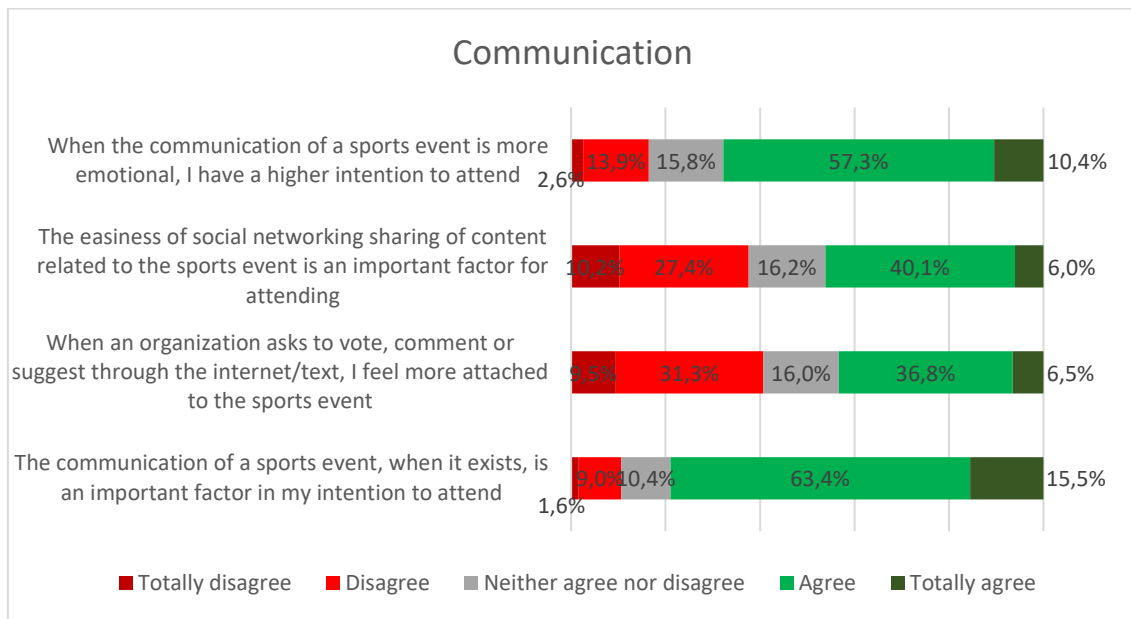
The questionnaire reflected this theory, asking the inquired on their opinion regarding sports events' communication.

The results, as shown in graph 13, validate the proposition, as 79% agree that communication is a strong factor on the decision to attend a sports event.

As stated, not only the communication itself is important, but also the ways in which it is conducted: 67% of the sample believes that a more emotional tone results in a higher motivation to attend an event.

Two of the questions had surprising results. Even though we are in the age of social media and people spend increasingly more time on their phones, the incentive of sharing something about the event on social media does not seem to have an impact on both the decision whether or not to attend and the emotional connection people have with said event.

Graph 13: Sports events' communication influence.

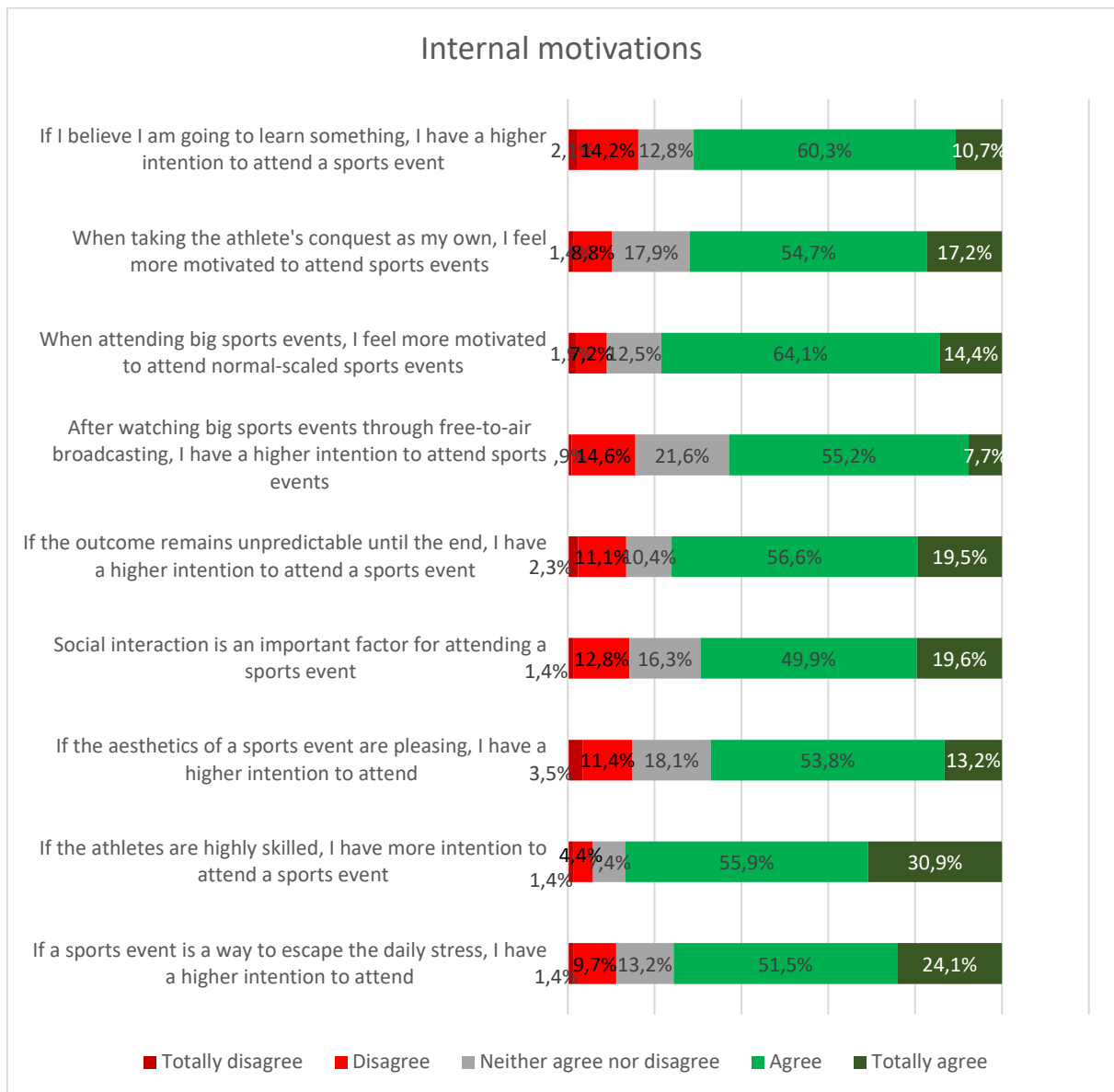


8.7. Internal motivation factors

This section comprises one of the most important parts of the theoretical model at study: the internal motivation factors that influence an individual's willingness to attend a sports event.

In graph 14 it is possible to analyse the results obtained, from a graphical perspective.

Graph 14: Internal motivations for attending a sports event.



Most of the variables are strongly validated (namely, “Agree” and “Totally Agree”).

Examples:

- Learning: 71% of the inquired state that if they believe they are going to acquire some new knowledge, they will have a higher intention of attending a sports event;
- Vicarious achievement: 72% of the sample has more motivation to attend a sports event if they take the athletes’ conquests as their own;

- Repetition: 78% agree that watching big sports events results in a higher attendance of sports events on a daily basis;
- Big sports events' free-to-air broadcasting: 63% of the sample confirms that they are more willing to attend sports events after watching larger-scaled ones on free-to-air television;
- Drama: if the outcome of the event is uncertain until the end, 77% corroborate they have higher intention to attend said event;
- Social interactions: 70% agree that interacting with other persons has a positive effect on their intention to attend a sports event;
- Aesthetics: the visual side of the event is an important factor when deciding whether or not to attend a sports event, according to 67% of the respondents;
- Physical skill: unsurprisingly, 87% of the sample agrees that if the athletes have a high physical skill in their respective sports, the intention to attend a sports event will be higher;
- Escape: 76% of the persons confirm that the intention to attend a sports event is higher if they see it as an escape to the daily stress they are subject to.

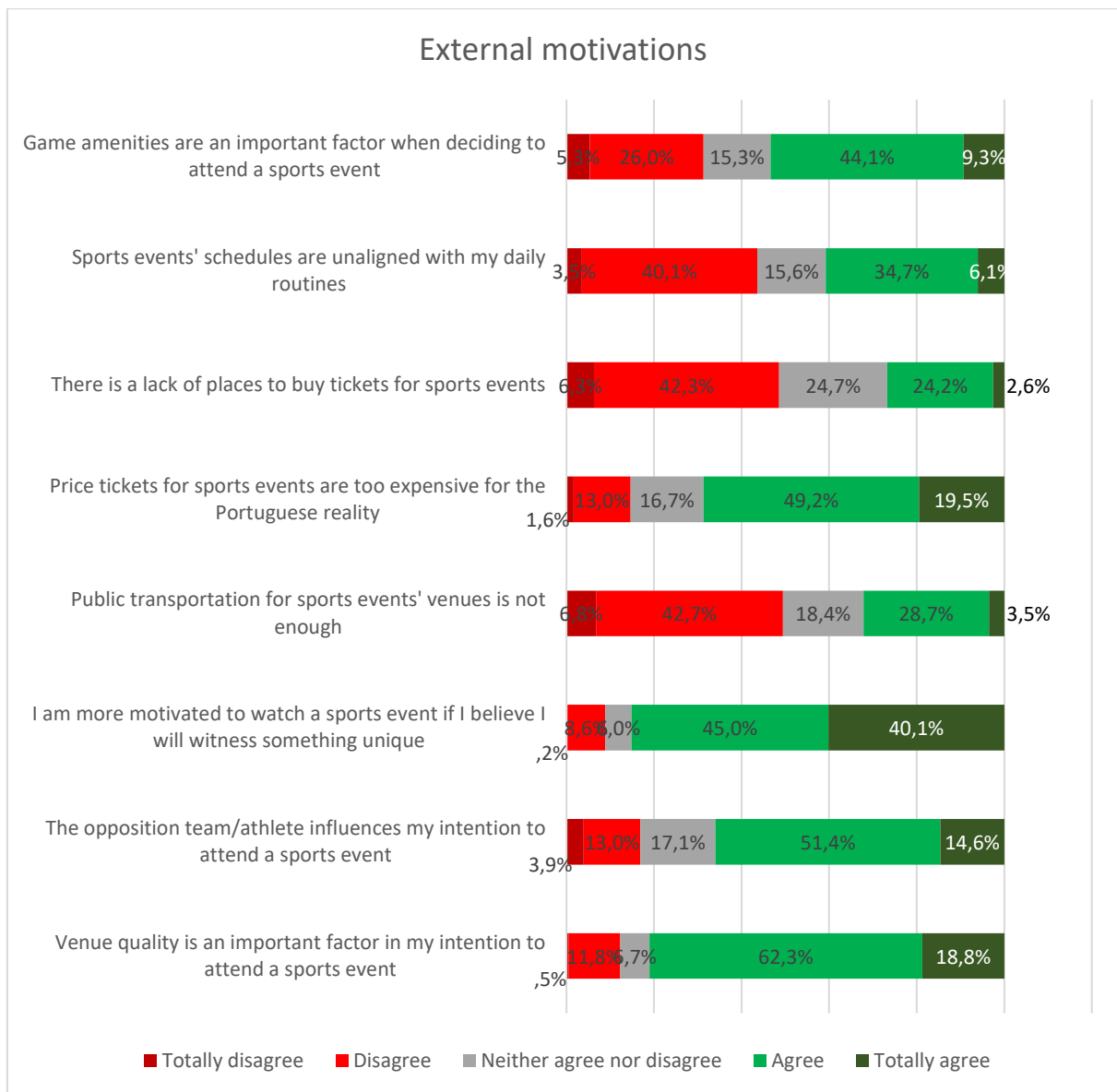
A surprising result, especially given the sociological context of sports in Portugal, is the lower result on family tradition: only 57% see it as an important factor on the decision to attend a sports event.

8.8. External motivation factors

The last proposition that influences an individual's intention to attend a sports event is the external motivations that surround the event.

Graph 15 shows the external motivation variables that were inspected in the questionnaire.

Graph 15: External motivations for attending a sports event.



Analysing the results, some insights can be drawn regarding external motivation factors to attend a sports event:

- Game amenities: 51% believe it is an important factor on the decision to attend a sports event;
- Schedule: 41% state sports events' schedules are not adjusted to the daily lives of spectators, whilst 44% disagree. When asked to specify sports in which they felt

so, the most referred was football (42%), followed by handball (7,8%) and indoors football (4,4%);

- Places to buy tickets: 27% of the sample finds that there is a lack of places to buy tickets for sports events, whilst 48% disagrees;
- Price: 69% of the inquired state that ticket prices are too expensive for the Portuguese purchase power, with football being the most common example;
- Public transportation: 33% feel there is not enough efficient public transportation alternatives to reach sports events, whilst 50% feel otherwise. The main sport at focus is, unsurprisingly, football;
- Uniqueness: 85% of the respondents has more willingness to attend a sports event if they believe they are going to witness something unique;
- Opposition team/athlete: 66% confirm the opposition team/athlete has an influence on their intention to attend a sports event;
- Venue quality: unsurprisingly, 81% of the sample finds venue quality to be an important factor when deciding to attend a sports event.

With the analysis of each variable that comprises the theoretical model at study outlined, the following section will summarize the conclusions of the dissertation.

9. Conclusions

Before validating the propositions, conclusions should be drawn for some of the most important variables which comprise them, in order to bridge the argument in favour.

First and foremost, the assumption that is most easily inferred is that **attending sports events is common for Lisbon citizens, especially football matches**. This statement is corroborated by the fact that 86% of the sample had attended a football match in the previous 12 months.

Regarding other sports, the total number of spectators is low. However, these seem to be loyal, as the frequency of attendance is high, demonstrating high levels of attachment.

Bridging over to **sports spectatorship through the television, it is unsurprisingly concluded that the number of persons is much higher than live attendance** statistics.

On the topic of infrastructures, the analysis concludes **there is a necessity for more city sports halls and better accessibility for persons with difficulties of locomotion**.

As for communication, a **positive relationship has been established between emotional divulcation and the intention to attend sports events**.

The analysis on internal motivations (push) has concluded that the **athletic skill of the contestants** has the highest influence on the willingness to attend a sports event (87% of the sample surveyed), followed by **drama/uncertainty of the outcome** (77%) and the **escape from daily stress** (76%).

Lastly, the most relevant external motivations (pull) to attend a sports event are the **chance to witness something unique** (85%) and **venue quality** (81%).

Recalling the theoretical model, there are four propositions that influence a consumer's intention to attend a sports event:

1. Infrastructures
2. Communication
3. Internal motivations (push)
4. External motivations (pull)

The analysis of the variables that comprise the propositions, as seen above, indicates a **validation of the propositions** and answers the model's question: **sports infrastructures, the event's communication, internal motivations (push) and external motivations (pull) influence a consumer's intention to attend a sports event.**

The following section will set out managerial and academic implications that enhance the conclusions drawn above.

10. Managerial and academic implications

With the conclusions and limitations of the dissertation set, and given its' practical nature, it is of greater relevance to discuss the managerial and academic implications it entails, as so to shed some light into what can be put in practice and what can be further studied.

10.1. Managerial implications

To further enhance Lisbon as a sports-oriented city, some managerial recommendations have been drawn from the analysis of the sample interviewed for this dissertation.

1. More and better infrastructures for sports events: there is no alternative to the clubs' sports halls at an acceptable cost (which excludes Altice Arena), creating an extra barrier to hosting sports events in Lisbon;
2. Better communication: Lisbon citizens do not know about day-to-day sports events, only the big-named ones. The creation of an agenda that aggregates information and is distributed through newspapers and digital channels could increase attendance levels;
3. Provide incentives for sports practicing: a link can be made that persons who practice sports have a higher tendency to attend sports events and with a higher frequency. If the number of 'amateur' athletes increase, so will crowds in day-to-day sports events;

Some of the recommendations are linked to future research that could be conducted as a complement to this dissertation, explained in further sections.

10.2. Academic implications

As stated earlier, the model was based on propositions and not hypotheses due to the impracticality of scientifically testing them within the limits of this dissertation – both in terms of time and budget available. However, the propositions have been validated and some academic implications can be made:

1. The study for a new sports hall in Lisbon should take into account accessibility issues;
2. The research on events' communication should delve into the conclusion that a more emotional communication creates stronger attachment, validating the degree of the attachment and elements that comprise such communication;
3. Research the type of elements that constitute venue quality, as it has been validated that it influences a consumer's intention to attend a sports event;
4. Develop a model to adjust the price of sports events, as the dissertation indicates they are too expensive for the Portuguese reality
5. Draw upon the variable that states that family tradition, although not with a heavy weight, influences intention to attend sports events and research which indicators are passed from generation to generation and how it can be a stronger factor of influence.

11. Limitations and suggestions for further research

To contextualize the conclusions drawn in previous sections, this segment shall display the limitations of the study and indicate ideas that could be further researched.

11.1. Limitations

Given the nature of the events, the availability of the persons to answer the questionnaires may not have been constant for some of them, i.e. right before the matches started.

As mentioned throughout the dissertation, results may be biased by the 2016 Rio de Janeiro Olympic Games, specifically the questions regarding sports spectatorship through the television.

11.2. Suggestions for further research

As a very practical-oriented dissertation, its scale had to be realistic enough to be able to infer relevant conclusions. Whilst this may appear to be a limitation, it is an opportunity to develop further work on the following subjects:

1. Infrastructures: conduct an A/B testing of different types of venues to understand which specific indicators influence the consumer's intention to attend a sports event;
2. Communication: undergo a complete analysis of all communication initiatives made by the Lisbon city hall and their effectiveness among the population, allowing to draw inferences on what is more efficient;
3. Internal motivations (push): analyse the impact of big sports events' free-to-air broadcasting through the amount of people who watched; research matches with result uncertainty until the end and the respective attendance;

4. External motivations (pull): research the evolution of ticket prices through time, comparing it with economic variables such as inflation and salary indexes.

Related to the above propositions, validated by the dissertation, and for the continuous development of the sports paradigm in Portugal, the following topics are suggested to undergo further, more profound research:

1. Sports events' attendance in other Portuguese cities;
2. Sports practitioners in high school and university and their relationship with professional athletes;
3. Economic outcome of an increase in sports practicing and event attendance in the long-term.

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13. Annexes

Note: the questionnaire and data insertion/outcome in SPSS were made in Portuguese and only translated to English in the Excel analysis phase. Presented henceforth are the outcomes of the questionnaire, in Portuguese. Given that not all information was deemed valuable for this particular dissertation by the research team, it can be found in this section.

Sport	1- Watched live (spontaneous response)	2- Watched through the television/internet (spontaneous response)	3- Watched live (assisted response)	4- Watched through television/internet (assisted response)	5- How many times per year live?	6- How many times per year through the television/internet?	7- Budget allocation per sport for tickets
Handball							
Athletics							
Badminton							
Basketball							
Boxing							
Canoeing							
Cycling							
Equestrianism							
Fencing							
Football							
Indoor Football							
Gymnastics							
Golf							

Olympic weightlifting							
Roller hockey							
Judo							
Karate							
Wrestling							
Swimming							
Modern pentathlon							
Rowing							
Rugby							
Surf							
Taekwondo							
Tennis							
Table Tennis							
Shooting							
Bow shooting							
Shotgun shooting							
Triathlon							
Sailing							
Volleyball							

		Contagem	N % da coluna
Sexo	Women	117	27,08%
	Men	315	72,92%
Age	16 to 24	153	35,83%
	25 to 34	74	17,33%
	35 to 44	70	16,39%
	45 to 54	62	14,52%

	55 to 64	35	8,20%
	65+	33	7,73%
Estado Civil	Solteiro	256	59,67%
	Casado	125	29,14%
	União de facto	19	4,43%
	Divorciado	25	5,83%
	Viúvo	4	,93%
N.º elementos do agregado familiar	1	60	14,05%
	2	79	18,50%
	3	129	30,21%
	4	108	25,29%
	5 or more	51	11,94%
Rendimento líquido mensal do agregado familiar	€500 or less	10	3,51%
	€500-€1000	47	16,49%
	€1001-€1500	56	19,65%
	€1501-€2000	71	24,91%
	€2001-€2500	51	17,89%
	€2501-€3000	15	5,26%
	€3001-€4000	11	3,86%
	€4001-€5000	15	5,26%
€5001 or more	9	3,16%	
Situação Laboral	Self-Employed	83	20%
	Working for third-party	266	64%
	Other situations	64	15%
Trabalhador por Conta Própria	Comerciante	17	20,48%
	Industrial	6	7,23%
	Dono de Empresa de Serviços	35	42,17%
	Profissão Liberal	25	30,12%
Trabalhador por Conta de Outrem	Forças Armadas	4	1,50%
	Dirigente/Gestor/Quadro Superior	64	24,06%
	Prof. Intelectuais Científicas	36	13,53%
	Quadro Médio	72	27,07%
	Operário	34	12,78%
	Empregado do Comércio	25	9,40%
Empregado Administrativo	31	11,65%	
Outras Situações	Desempregado	14	21,88%
	Estudante	6	9,38%
	Pensionista/Reformado	33	51,56%
	Outra	11	17,19%

Estatísticas Descritivas

	Média	Desvio Padrão
N.º elementos do agregado familiar	3,073	1,3897
Idade	36,264	16,8043
N válido (listwise)		

		Contagem	N % da coluna	Média	Desvio padrão
Costumava ler diariamente informação desportiva em jornais?	No	193	44,78 %		
	Yes	238	55,22 %		
Quantos dias por semana				4,67	2,54
quanto tempo por dia				#REF!	00:32
A.2.2: Costumava ler diariamente informação desportiva em formato digital?	No	119	27,74 %		
	Yes	310	72,26 %		
Quantos dias por semana				5,39	2,27
quanto tempo por dia				#REF!	00:40

		Contagem	N % da linha
É sócio(a)/associado(a) de algum clube desportivo?	No	207	48,1%
	Yes	223	51,9%

Benfica	1,0	79	
Sporting	1,0	88	
A31_Porto	1,0	3	
Belenenses	1,0	23	
A31_Maritimo	1,0	1	
A31_Academica	1,0	2	
A31_Desp Almodovar	1,0	1	
A31_Ingleses FC	1,0	1	
A31_Clube Atletismo Cavadas	1,0	1	
A31_Sport União Caparica	1,0	1	
A31_Covilhã	1	1	
A31_Sporting Clube Vila Verde	1,0	1	
A31_Clube Desportivo BPI	1,0	1	
A31_Vale Formoso FC	1,0	1	
A31_Vitoria FC	1,0	1	
Sport Clube Estrela	1,0	2	

		Assistiu ao vivo (espontânea)	Assistiu ao vivo (assistida)	Total	% of the inquired who attended an event of this sport in th	How many times?		Assistiu TV/Internet(espontânea)	Assistiu TV/Internet(assistida)	Total	% of the inquired who watched through the TV/ internet an event of this spo	Quantas vezes na TV/ Internet	Custo dispendido em bilhetes para cada desporto

					e pr evi ou s 12 m on ths					rt in the pre vio us 12 mo nth s			
a	Andebol	94	9	103	24%	13		117	78	195	45%	16,9	25
b	Atletismo	46	16	62	14%	9		105	91	196	45%	9,4	100
c	Badminton	6	2	8	2%	4		3	28	31	7%	5,6	
d	Basquetebol	77	10	87	20%	14		105	70	175	40%	18,2	21
e	Boxe	9		9	2%	3		12	27	39	9%	9	55
f	Canoagem	3	1	4	1%	1		6	47	53	12%	5	
g	Ciclismo	9	7	16	4%	3		34	89	123	28%	13	4
h	Equitação	5	7	12	3%	3,5		7	18	25	6%	5,0	

i	Esgrima		3	3	1%	9		4	13	17	4%	5		10
j	Futebol	363	8	371	86%	21,3		349	38	387	89%	65,1		139
k	Futsal	138	20	158	36%	15		169		169	39%	24,1		23,9
l	Ginástica	10	5	15	3%	5		32	50	82	19%	8,3		33
m	Golfe	6	1	7	2%	16		4	19	23	5%	11,6		
n	Halterofilismo	2	1	3	1%	2		6	12	18	4%	6		
o	Hóquei em Patins	61	13	74	17%	9		79	81	160	37%	13,2		16,2
p	Judo	5	3	8	2%	2		12	41	53	12%	4		
q	Karaté	3	6	9	2%	4		2	13	15	3%	5		
r	Lutas amadoras	5		5	1%	3		4	8	12	3%	10		
s	Natação	21	11	32	7%	14		45	70	115	27%	5,6		50
t	Pentatlo moderno		1	1	0%	3		1	8	9	2%	2		
u	Remo	1	5	6	1%	1		5	33	38	9%	3		
v	Rugby	30	13	43	10%	10,4		39	42	81	19%	12,1		18
w	Surf	14	17	31	7%	8		13	47	60	14%	14,8		2
x	Taekwondo	2	4	6	1%	7		2	13	15	3%	7		1
y	Ténis	32	7	39	9%	5,6		68	92	160	37%	16,1		41,7

z	Ténis de mesa	11	7	18	4%	5		11	58	69	16%	6		
aa	Tiro	2	3	5	1%	2			12	12	3%	3		30
ab	Tiro com arco	2	1	3	1%	5		3	11	14	3%	5		
ac	Tiro com armas de caça	1	1	2	0%	10		1	5	6	1%	1		
ad	Triatlo	4	3	7	2%	5		5	31	36	8%	3,3		
ae	Vela	1	4	5	1%	1		4	26	30	7%	3		30
af	Voleibol	60	10	70	16%	10		43	74	117	27%	8		15

	Discordo totalmente		Discordo		Não concordo nem discordo		Concordo		Concordo totalmente		Estatísticas Descritivas					
	Contagem	% da linha	Contagem	% da linha	Contagem	% da linha	Contagem	% da linha	Contagem	% da linha		N	Mínimo	Máximo	Média	Desvio Pádrão
O nível de acessibilidade das instalações desportivas em Lisboa, para pessoas com deficiências de	7	1,6%	63	14,6%	12	28,3%	20	47,3%	35	8,1%	O nível de acessibilidade das instalações des	43	1,0	5,0	3,46	0,90

locomoção, é baixo											portivas em Lisboa, para pessoas com deficiências de locomoção, é baixo					
O nível de acessibilidade das instalações desportivas em Lisboa, para um espetador regular, é baixo	18	4,2 %	24,8	57,5 %	93	21,6 %	67	15,5 %	5	1,2 %	O nível de acessibilidade das instalações desportivas em Lisboa, para um espetador regular, é baixo	431	1,0	5,0	2,52	0,85

A qualidade das infraestruturas desportivas em Lisboa tem impacto negativo na intenção de assistir a um evento desportivo	20	4,7 %	166	38,6 %	74	17,2 %	156	36,3 %	14	3,3 %	A qualidade das infraestruturas desportivas em Lisboa tem impacto negativo na intenção de assistir a um evento desportivo	430	1,0	5,0	2,95	1,03
A atual oferta de instalações desportivas em Lisboa, em termos de quantidade, é suficiente para um espetador regular	25	5,8 %	191	44,3 %	82	19,0 %	123	28,5 %	10	2,3 %	A atual oferta de instalações desportivas em Lisboa, em	431	1,0	5,0	2,77	1,00

											termos de quantidade, é suficiente para um espetador regular					
e) Quando a comunicação de um evento desportivo é mais emotiva em vez de técnica, sinto-me mais motivado(a) em ir assistir.	11	2,6%	60	13,9%	68	15,8%	247	57,3%	45	10,4%	e) Quando a comunicação de um evento desportivo é mais emotiva em vez de técnica, sinto-me mais motivado(a) em ir	431	1,0	5,0	3,59	0,94

											assis tir.					
f) Quando uma organização me pede para votar, fazer comentários ou sugestões pela Internet/SMS, sinto uma maior ligação ao evento desportivo.	41	9, 5 %	13 5	3 1, 3 %	69	1 6, 0 %	15 9	3 6, 8 %	28	6, 5 %	f) Qua ndo uma orga niza ção me ped e para vota r, faze r com entá rios ou suge stõe s pela Inte rnet /SM S, sint o uma mai or ligaç ão ao eve nto des port ivo.	4 3 2	1, 0	5, 0	3, 0 0	1, 1 5

g) Quando assisto ao vivo a grandes eventos desportivos, sinto-me mais motivado(a) para assistir a mais eventos no dia-a-dia.	8	1,9 %	31	7,2 %	54	12,5 %	27	6,1 %	62	14,4 %	g) Quando assisto ao vivo a grandes eventos desportivos, sinto-me mais motivado(a) para assistir a mais eventos no dia-a-dia.	43	1,0	5,0	3,8	0,8
h) A divulgação de um evento desportivo, quando existe, é um factor importante na minha intenção de assistir.	7	1,6 %	39	9,0 %	45	10,4 %	27	6,4 %	67	15,5 %	h) A divulgação de um evento desportivo, quando existe, é um	43	1,0	5,0	3,8	0,8

											fact or imp orta nte na min ha inte nça o de assis tir.					
i) As actividades extra-jogo de um evento desportivo, quando existem, são um factor importante na minha intenção de assistir.	23	5,3 %	11,2	26,0 %	66	15,3 %	19,0	44,1 %	40	9,3 %	i) As actividades extra-jogo de um evento desportivo, quando existem, são um factor importante na minha intenção de assistir.	43,1	1,0	5,0	3,26	1,10

j) A qualidade do local do evento desportivo é um factor importante na minha intenção de assistir.	2	,5 %	51	1 1,8 %	29	6,7 %	26 9	6 2,3 %	81	1 8,8 %	j) A qualidade e do local do evento desportivo é um factor importante na minha intenção de assistir.	4 3 2	1,0	5,0	3,8 7	0,8 7
k) A equipa/atleta adversária(o) tem impacto na minha intenção de assistir a um evento desportivo.	17	3,9 %	56	1 3,0 %	74	1 7,1 %	22 2	5 1,4 %	63	1 4,6 %	k) A equipa/atleta adversária(o) tem impacto na minha intenção de assistir a um evento des	4 3 2	1,0	5,0	3,6 0	1,0 1

											port ivo.					
l) Se me colocar na pele do atleta, sentindo a vitória/conquista como minha, tenho mais intenção de assistir a um evento desportivo.	6	1,4%	38	8,8%	77	17,9%	235	54,7%	74	17,2%	l) Se me colocar na pele do atleta, sentindo a vitória/conquista como minha, tenho mais intenção de assistir a um evento desportivo.	430	1,0	5,0	3,7	0,88
m) Se achar que vou aprender algo assistindo a um evento desportivo,	9	2,1%	61	14,2%	55	12,8%	260	60,3%	46	10,7%	m) Se achar que vou apre	431	1,0	5,0	3,63	0,93

tenho mais intenção de assistir ao mesmo.											nder algo assistindo a um evento desportivo, tenho mais intenção de assistir ao mesmo.					
n) O aspecto estético (beleza) de um evento desportivo é um factor importante para a minha intenção de assistir ao mesmo.	15	3,5 %	49	11,4 %	78	18,1 %	23	5,8 %	57	13,2 %	n) O aspecto estético (beleza) de um evento desportivo é um factor importante para a minha intenção	43	1,0	5,0	3,6	0,97

											o de assistir ao mesmo.					
o) Interagir socialmente com outros espectadores é um factor importante na minha intenção de assistir a um evento desportivo.	6	1,4 %	55	12,8 %	70	16,3 %	214	49,9 %	84	19,6 %	o) Interagir socialmente com outros espectadores é um factor importante na minha intenção de assistir a um evento desportivo.	429	1,0	5,0	3,73	0,96
p) A imprevisibilidade do resultado até final é um factor importante para a minha	10	2,3 %	48	11,1 %	45	10,4 %	244	56,6 %	84	19,5 %	p) A imprevisibilidade do resultado	431	1,0	5,0	3,80	0,96

intenção de assistir a um evento desportivo.											até final é um factor importante para a minha intenção de assistir a um evento desportivo.					
q) Se um evento desportivo servir como escape ao stress do dia-a-dia, tenho mais intenção de assistir ao mesmo.	6	1,4%	42	9,7%	57	13,2%	22	51,5%	10	24,1%	q) Se um evento desportivo servir como escape ao stress do dia-a-dia, tenho mais	4	1,3%	5,0%	3,8%	0,9%

											intenção de assistir ao mesmo.					
r) A tradição familiar de assistir a um evento desportivo é um factor importante na minha intenção de assistir ao mesmo.	29	6,7 %	112	25,9 %	46	10,6 %	173	40,0 %	72	16,7 %	r) A tradição familiar de assistir a um evento desportivo é um factor importante na minha intenção de assistir ao mesmo.	432	1,0	5,0	3,34	1,22
s) Se os executantes (atletas) de um evento desportivo forem de elevada qualidade, isso é um	6	1,4 %	19	4,4 %	32	7,4 %	241	55,9 %	133	30,9 %	s) Se os executantes (atletas) de um	431	1,0	5,0	4,10	0,82

factor importante para a minha intenção de assistir ao mesmo.											evento desportivo form de elevada qualidade, isso é um factor importante para a minha intenção de assistir ao mesmo.					
											N válido (list wise)	4 2 4				

	Contagem		Contagem
C1b1Futebol	39	C1d1todos	21
C1b1Todos	10	C1d1Pavilhão	12

C1b1Rugby	1		C1d1Badminton	4
C1b1Futsal	9		C1d1Voleibol	12
C1b1Andebol	8		C1d1Piscinas_Natação	9
C1b1Ginastica	2		C1d1Andebol	18
C1b1Atletismo2	8		C1d1Futebol	53
C1b1Hipismo	1		C1d1Futsal	27
C1b1Basquetebol	9		C1d1Tenis de Mesa	1
C1b1Judo	1		C1d1Tenis2	8
C1b1Hóquei	5		C1d1Rugby	4
C1b1Natação	3		C1d1Atletismo	16
C1b1Tenis	2		C1d1Basquetebol	19
C1b1Actividade Fisica	1		C1d1Ginastica	5
C1b1Pavilhão	2		C1d1Hóquei	8
C1b1Ciclismo2	1			
C1b1Halterofilismo	1			
C1b1Voleibol	3			
C1b1Equitação	1			

	Discor do totalm ente		Discor do		Não concor do nem discor do		Conco rdo		Conco rdo totalm ente		Estatísticas Descritivas					
	Co nt age m	N % da l i n h a	Co nt age m	N % da l i n h a	Co nt age m	N % da l i n h a	Co nt age m	N % da l i n h a	Co nt age m	N % da l i n h a		N	M ín i m o	M á x i m o	M é d i a	D e s v i o P a d r ã o

A facilidade de partilha de conteúdos nas redes sociais é um factor importante para a minha intenção de assistir a um evento desportivo.	44	10,2%	118	27,4%	70	16,2%	173	40,1%	26	6,0%	A facilidade de partilha de conteúdos nas redes sociais é um factor importante para a minha intenção de assistir a um evento desportivo.	431	1,0	5,0	3,0	1,1	1,5	1,5
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Depois de assistir a grandes eventos desportivos em sinal aberto, sinto-me mais motivado em assistir a espectáculos da mesma modalidade, de escala normal.	4	,9 %	63	14,6 %	93	21,6 %	238	55,2 %	33	7,7 %	Depois de assistir a grandes eventos desportivos em sinal aberto, sinto-me mais motivado em assistir a espectáculos da mesma modalidade,	431	1,0	5,0	3,51	,867
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											de esc ala nor ma l.					
Os preços de bilhetes para eventos desportivos são demasiado caros para a realidade económica portuguesa.	7	1,6 %	56	13,0 %	72	16,7 %	212	49,2 %	84	19,5 %	Os preços de bilhetes para eventos desportivos são demasiado caros para a realidade económica portuguesa.	431	1,0	5,0	3,79	,9753
Há pouca acessibilidade de locais para comprar bilhetes para	27	6,3 %	182	42,3 %	106	24,7 %	104	24,2 %	11	2,6 %	Há pouca acessi	430	1,0	5,0	2,744	,9774

eventos desportivos.											bili da de de locais para comprar bilhetes para eventos desportivos.					
Há falta de transportes públicos eficientes para os eventos desportivos.	29	6,8 %	183	42,7 %	79	18,4 %	123	28,7 %	15	3,5 %	Há falta de transportes públicos eficientes para os eventos desportivos.	429	1,0	5,0	2,75	1,0411

Os horários de eventos desportivos estão desajustados com a rotina do dia-a-dia.	15	3,5 %	172	40,1 %	67	15,6 %	149	34,7 %	26	6,1 %	Os horários de eventos desportivos estão desajustados com a rotina do dia-a-dia.	429	1,0	5,0	2,998	1,0645
g) Tenho mais vontade de assistir a um evento desportivo se achar que será uma oportunidade de presenciar algo único.	1	,2 %	37	8,6 %	26	6,0 %	194	45,0 %	173	40,1 %	g) Tenho mais vontade de assistir a um evento desportivo	431	1,0	5,0	4,162	,8952

											o se achar que será uma oportunidade de presença no único.					
											N válido (listwise)	4 2 6				

	Contagem		Contagem		Contagem
C2c1_Futebol	269	C2e1Champions	2	C2f1_Todas	11
C2c1_Futsal	7	C2e1_Todas	12	C2f1_Futsal	7
C2c1_Aletismo	3	C2e1_Pavilhão	2	C2f1_Futebol	156
C2c1_Pavilhão	1	C2e1_Aletismo	6	C2f1_Hóquei	2
C2c1_Andebol2	3	C2e1_Basket	2	C2f1_Rugby	1
C2c1_Natação	1	C2e1_Futsal	5	C2f1_Aletismo2	3
C2c1_Hoquei Patins	2	C2e1_Vôlei	2	C2f1_Tiro	1

C2c1_Tenis	13	C2e1_Surf	1	C2f1_Voleibol2	1
C2c1_Patinagem Gelo	1	C2e1_Tenis	9	C2f1_Andebol	8
C2c1_Todas	18	C2e1_Gisnatica	1	C2f1_Natação	1
		C2e1_Futebol2	101	C2f1_Basquetebol 2	2
		C2e1_Andebol	5	C2f1_Desportos aquaticos	1
		C2e1_Hóquei	5		

In the following pages, the questionnaire can be found.

Equipa de inquirição:

Entrevistador: _____ / _____

Data de inquirição: _____

Verificador interno: _____

Data de verificação: _____

LER: Bom dia/Boa tarde. O meu nome é _____, colaboro com o ISCTE-Instituto Universitário de Lisboa, e estamos a realizar um estudo sobre a sua experiência com desporto no último ano de 2016 no âmbito da candidatura de Lisboa a Capital Europeia do Desporto em 2021 e gostava de lhe pedir a SUA AJUDA. Asseguro-lhe desde já que se trata de um estudo estritamente anónimo e confidencial e irei precisar apenas de alguns minutos. Podemos contar com a sua AJUDA? MUITO OBRIGADO desde já!

	Sim	Não
0: É residente em Lisboa?		
0.a) Se sim, em que bairro/freguesia?		
0.b) Se não, qual o código postal de residência?		

Se Não, passar para a 0.b), agradecer e finalizar questionário.

A. Ligação ao desporto.

	Sim	Não
A.1.a) Prática desporto ou actividade física?		

Se Não, passar para A.2.1.

	Quantidade
A.1.1.a) Quantos dias por semana pratica desporto ou actividade física?	
A.1.1.b) Geralmente, quantas horas por dia pratica desporto ou actividade física?	
A.1.2: Quantos desportos individuais diferentes praticou ao longo da vida?	
A.1.2.a) Que modalidades?	
A.1.3: Quantos desportos de equipa diferentes praticou ao longo da vida?	
A.1.3.a) Que modalidades?	

	Sim	Não
A.2.1: Costuma ler informação desportiva em jornais?		
A.2.1.a) Se sim, quantos dias por semana?		
A.2.1.b) Se sim, quanto tempo por dia?		
A.2.2: Costuma ver informação desportiva em formato digital?		
A.2.2.a) Se sim, quantos dias por semana?		
A.2.2.b) Se sim, quanto tempo por dia?		

	Sim	Não
A.3.1: É sócio(a)/associado(a) de algum clube desportivo?		

. Diversidade de desportos assistidos.

B.1: As próximas perguntas referem-se à sua assistência a espectáculos desportivos no ano de 2016.

B.1.1: Peço que recorde que desportos assistiu ao vivo.

B.1.2: E que desportos assistiu na televisão/internet?

De seguida, irei falar-lhe de desportos olímpicos, juntamente com outros que possuem especial relevância em Portugal.

B.1.3: Assistiu ao vivo?

B.1.4: Assistiu na televisão/internet?

B.1.5: O número de vezes que assistiu ao vivo.

B.1.6: O número de vezes que assistiu na televisão/internet.

B.1.7. Uma estimativa do custo que despendeu em bilhetes para assistir ao vivo.

Desporto	1 - Assistiu ao vivo (resposta espontânea)	2 - Assistiu na televisão/internet (resposta espontânea)	3 - Assistiu ao vivo (resposta assistida)	4 - Assistiu na televisão/internet (resposta assistida)	5 - Quantas vezes por ano ao vivo?	6 - Quantas vezes por ano na televisão/internet?	7 - Custos despendidos em bilhetes para cada desporto
a) Andebol							
b) Atletismo							
c) Badminton							
d) Basquetebol							
e) Boxe							
f) Canoagem							
g) Ciclismo							
h) Equitação							
i) Esgrima							
j) Futebol							
k) Futsal							
l) Ginástica							
m) Golfe							
n) Halterofilismo							
o) Hóquei em Patins							
p) Judo							
q) Karaté							
r) Lutas amadoras							
s) Natação							
t) Pentatlo moderno							
u) Remo							
v) Rugby							
w) Surf							
x) Taekwondo							
y) Ténis							

z) Ténis de mesa							
aa) Tiro							
ab) Tiro com arco							
ac) Tiro com armas de caça							
ad) Triatlo							
ae) Vela							
af) Voleibol							

C. Factores que influenciam a intenção de assistir a um evento desportivo.

C.1: Para cada uma das afirmações seguintes, por favor quantifique, de acordo com a escala de 1 a 5 que lhe vou apresentar, a sua opinião pessoal:

	Discordo totalmente (1)	Discordo (2)	Não concordo nem discordo (3)	Concordo (4)	Concordo totalmente (5)
a) O nível de acessibilidade das instalações desportivas em Lisboa, para pessoas com deficiências de locomoção, é baixo.					
b) O nível de qualidade das actuais instalações desportivas em Lisboa é baixo para um espectador regular.					
b.1) Se concorda, para quais desportos?					
c) A qualidade das infraestruturas desportivas em Lisboa tem impacto negativo na intenção de assistir a um evento desportivo.					
d) A actual oferta de instalações desportivas em Lisboa, em termos de quantidade, é insuficiente para um espectador regular.					
d.1) Se sim, em que desportos?					
e) Quando a comunicação de um evento desportivo é mais emotiva em vez de técnica, sinto-me mais motivado(a) em ir assistir.					
f) Quando uma organização me pede para votar, fazer comentários ou sugestões pela Internet/SMS, sinto uma maior ligação ao evento desportivo.					
g) Quando assisto ao vivo a grandes eventos desportivos, sinto-me mais motivado(a) para assistir a mais eventos no dia-a-dia.					
h) A divulgação de um evento desportivo, quando existe, é um factor importante na minha intenção de assistir.					
i) As actividades extra-jogo de um evento desportivo, quando existem, são um factor importante na minha intenção de assistir.					

j) A qualidade do local do evento desportivo é um factor importante na minha intenção de assistir.					
k) A equipa/atleta adversária(o) tem impacto na minha intenção de assistir a um evento desportivo.					
l) Se me colocar na pele do atleta, sentindo a vitória/conquista como minha, tenho mais intenção de assistir a um evento desportivo.					
m) Se achar que vou aprender algo assistindo a um evento desportivo, tenho mais intenção de assistir ao mesmo.					
n) O aspecto estético (beleza) de um evento desportivo é um factor importante para a minha intenção de assistir ao mesmo.					
o) Interagir socialmente com outros espectadores é um factor importante na minha intenção de assistir a um evento desportivo.					
p) A imprevisibilidade do resultado até final é um factor importante para a minha intenção de assistir a um evento desportivo.					
q) Se um evento desportivo servir como escape ao stress do dia-a-dia, tenho mais intenção de assistir ao mesmo.					
r) A tradição familiar de assistir a um evento desportivo é um factor importante na minha intenção de assistir ao mesmo.					
s) Se os executantes (atletas) de um evento desportivo forem de elevada qualidade, isso é um factor importante para a minha intenção de assistir ao mesmo.					

C.2: Para cada uma das afirmações seguintes, por favor quantifique, de acordo com a escala que lhe vou apresentar, a sua opinião pessoal:

	Discordo totalmente (1)	Discordo (2)	Não concordo nem discordo (3)	Concordo (4)	Concordo totalmente (5)
a) A facilidade de partilha de conteúdos nas redes sociais é um factor importante para a minha intenção de assistir a um evento desportivo.					
b) Depois de assistir a grandes eventos desportivos em sinal aberto, sinto-me mais motivado em assistir a espectáculos da mesma modalidade, de escala normal.					
c) Os preços de bilhetes para eventos desportivos são demasiado caros para a realidade económica portuguesa.					
c.1) Em que desportos?					
d) Há pouca acessibilidade de locais para comprar bilhetes para eventos desportivos.					
e) Há falta de transportes públicos eficientes para os eventos desportivos.					
e.1) Para quais eventos?					
f) Os horários de eventos desportivos estão desajustados com a rotina do dia-a-dia.					
f.1) Quais eventos?					
g) Tenho mais vontade de assistir a um evento desportivo se achar que será uma oportunidade de presenciar algo único.					

D. Caracterização do inquirido e controle da amostra

D1. Nome: _____

D2. Idade: _____

D3. Sexo: Feminino (1) Masculino (2)

D4. Estado Civil: Solteiro(a) (1) Casado(a) (2) União de facto (3) Divorciado(a) (4) Viúvo(a) (5)

D5. Número de telemóvel: _____

D6. Nível de escolaridade:

- Sem estudos/primária incompleta (1) Primária completa (2) Ciclo preparatório/6º ano escolaridade (3)
 5º ano liceu/actua] 9º ano completo (4) 7º ano liceu/actua] 12º ano completo (5) Curso médio/bacharelato (6)
 Licenciatura (7) Pós-Graduação/Mestrado/Doutoramento (8)

D7. Quantas pessoas tem o seu agregado familiar?: _____

D8. Rendimento líquido mensal do agregado familiar

- Até 500€ (1) De 2001€ a 2500€ (5) Mais de 5001€ (9)
 De 500€ a 1000€ (2) De 2501€ a 3000€ (6) Não sei/não respondo (10)
 De 1001€ a 1500€ (3) De 3001€ a 4000€ (7)
 De 1501€ a 2000€ (4) De 4001€ a 5000€ (8)

D9. E qual é a situação laboral da pessoa que mais contribui para o rendimento do lar? _____

Patrão/Trabalhador por conta própria

- Agricultor (1)
 Comerciante (2)
 Industrial (3)
 Dono de Empresa de Serviços (4)
 Profissão Liberal (5)

Trabalhador por conta de outrem

- Forças Armadas (6)
 Dirigente/ Gestor/ Quadro Superior (7)
 Prof. Intelectuais Científicas (8) (Inclui professores)
 Quadro Médio (9)
 Operário (10)
 Empregado do Comércio/Vendedor (11)
 Empregado Administrativo (12)

Outras Situações

- Desempregado (13)
 Estudante (14)
 Pensionista/ Reformado (15)
 Dona de Casa (16)
 Outra (17)
 Não sei/não respondo (18)

(Finalizar e agradecer)

MUITO OBRIGADO PELA SUA AJUDA! DEU-NOS OPINIÕES MUITO INTERESSANTES.