



Sports Fandom Survey for Industry Experts

Response Statistics

78

Survey Visits

30

Total Responses

30

Completed Responses

0

Partial Responses

0

Disqualified Responses

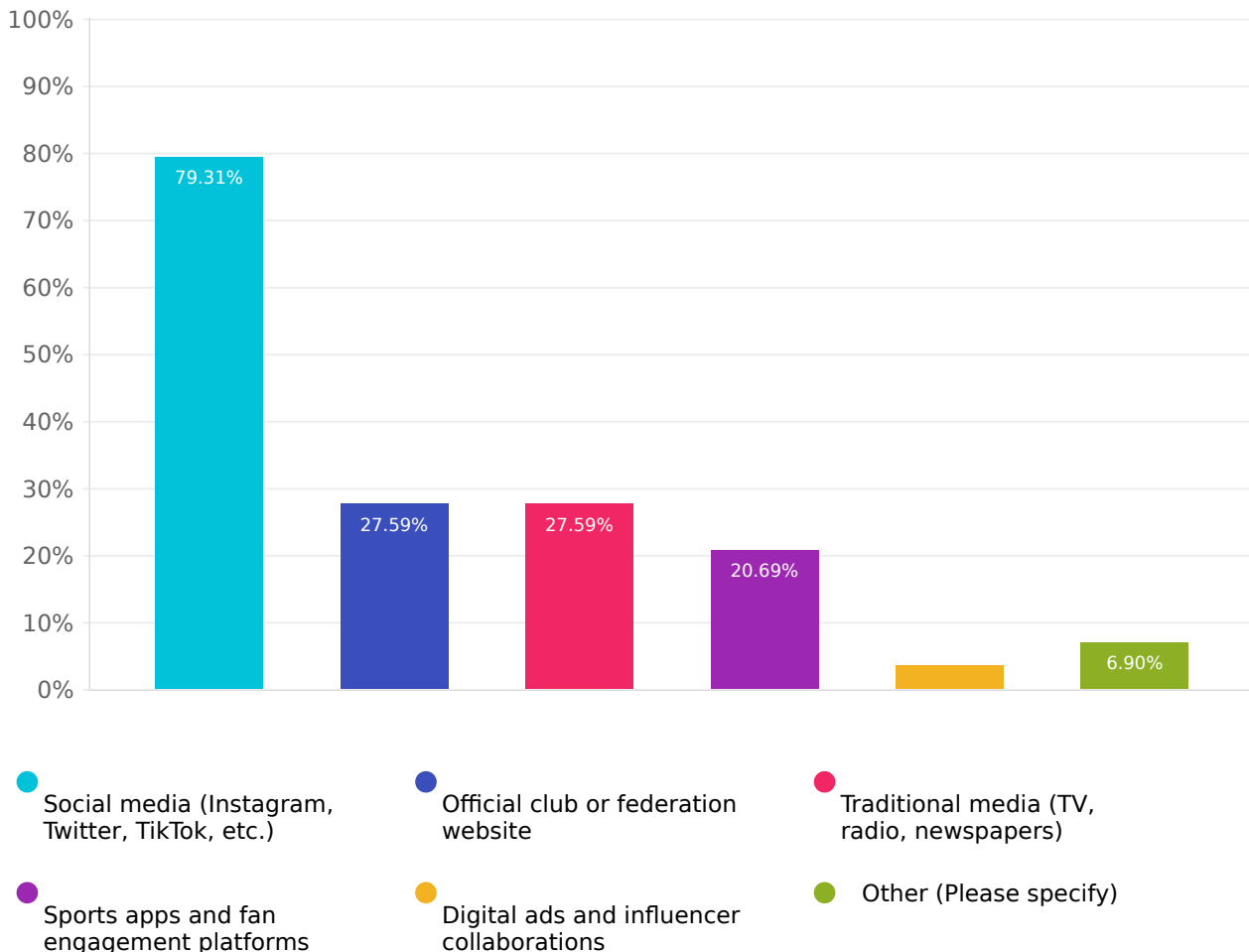
0

Over Quota Responses

Q1

Which platforms do you use to follow and connect about your favorite sport?

Answered: 29 Skipped: 1

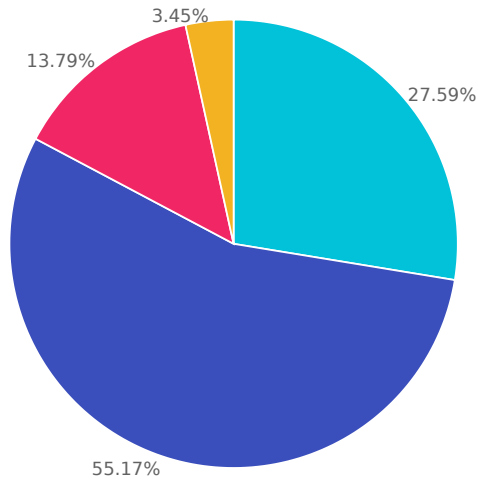


| Choices | Response percent | Response count |
|---|------------------|----------------|
| Social media (Instagram, Twitter, TikTok, etc.) | 79.31% | 23 |
| Official club or federation website | 27.59% | 8 |
| Traditional media (TV, radio, newspapers) | 27.59% | 8 |
| Sports apps and fan engagement platforms | 20.69% | 6 |
| Digital ads and influencer collaborations | 3.45% | 1 |
| Other (Please specify) | 6.90% | 2 |

Q2

In your opinion, how many hours of eSports per day is suitable for kids?

Answered: 29 Skipped: 1



Less than 1 hour

1 to 2 hours

2 to 3 hours

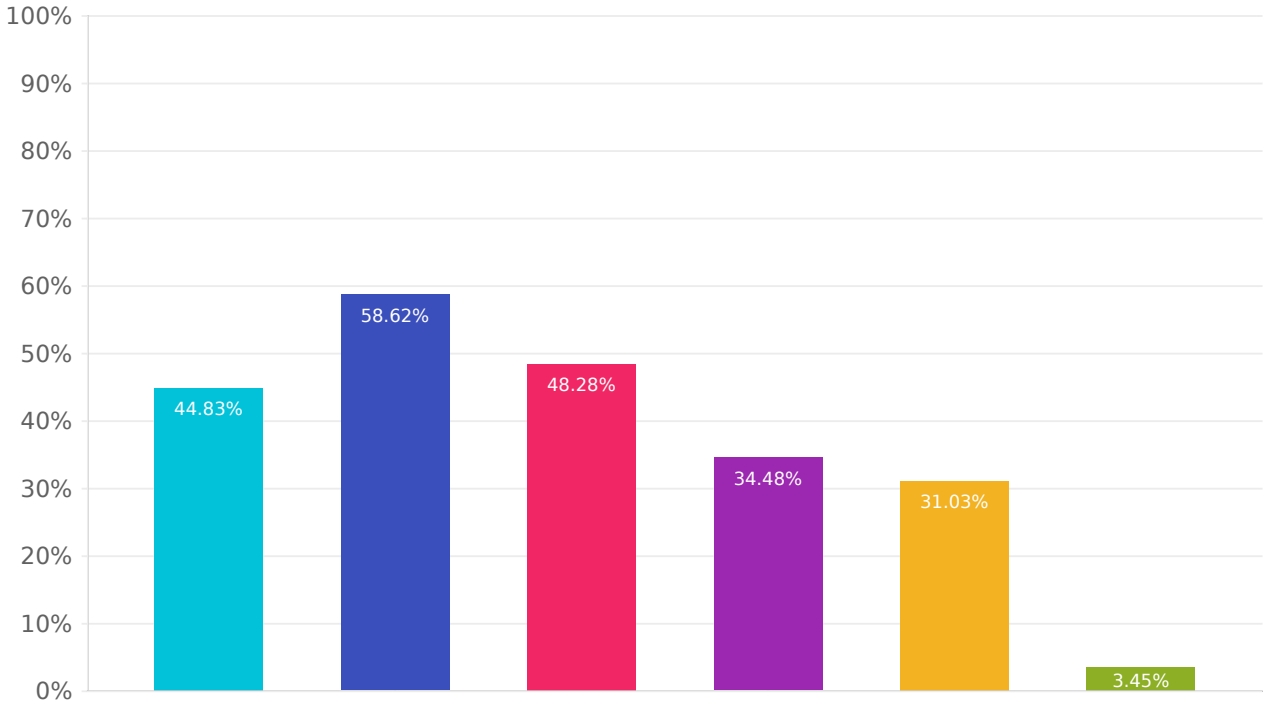
More than 3 hours

I don't think time restrictions matter

| Choices | Response percent | Response count |
|--|------------------|----------------|
| Less than 1 hour | 27.59% | 8 |
| 1 to 2 hours | 55.17% | 16 |
| 2 to 3 hours | 13.79% | 4 |
| More than 3 hours | 0.00% | 0 |
| I don't think time restrictions matter | 3.45% | 1 |

What strategies do you suggest for increasing fan engagement in less popular sports?

Answered: 29 Skipped: 1



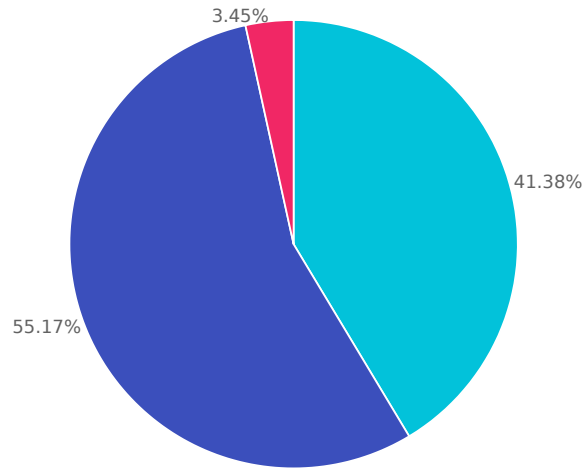
- More live broadcasts and digital content creation
- Collaborating with sports influencers and celebrities
- Enhancing the stadium experience and fan facilities
- Offering incentives and rewards for attendance
- Using fan engagement apps and platforms
- Other (Please specify)

| Choices | Response percent | Response count |
|---|------------------|----------------|
| More live broadcasts and digital content creation | 44.83% | 13 |
| Collaborating with sports influencers and celebrities | 58.62% | 17 |
| Enhancing the stadium experience and fan facilities | 48.28% | 14 |
| Offering incentives and rewards for attendance | 34.48% | 10 |
| Using fan engagement apps and platforms | 31.03% | 9 |
| Other (Please specify) | 3.45% | 1 |

Q4

Do you think developing sports based on local climate conditions is a smart approach?

Answered: 29 Skipped: 1



● Yes, it's essential to consider climate

● Partially, but other factors are also important

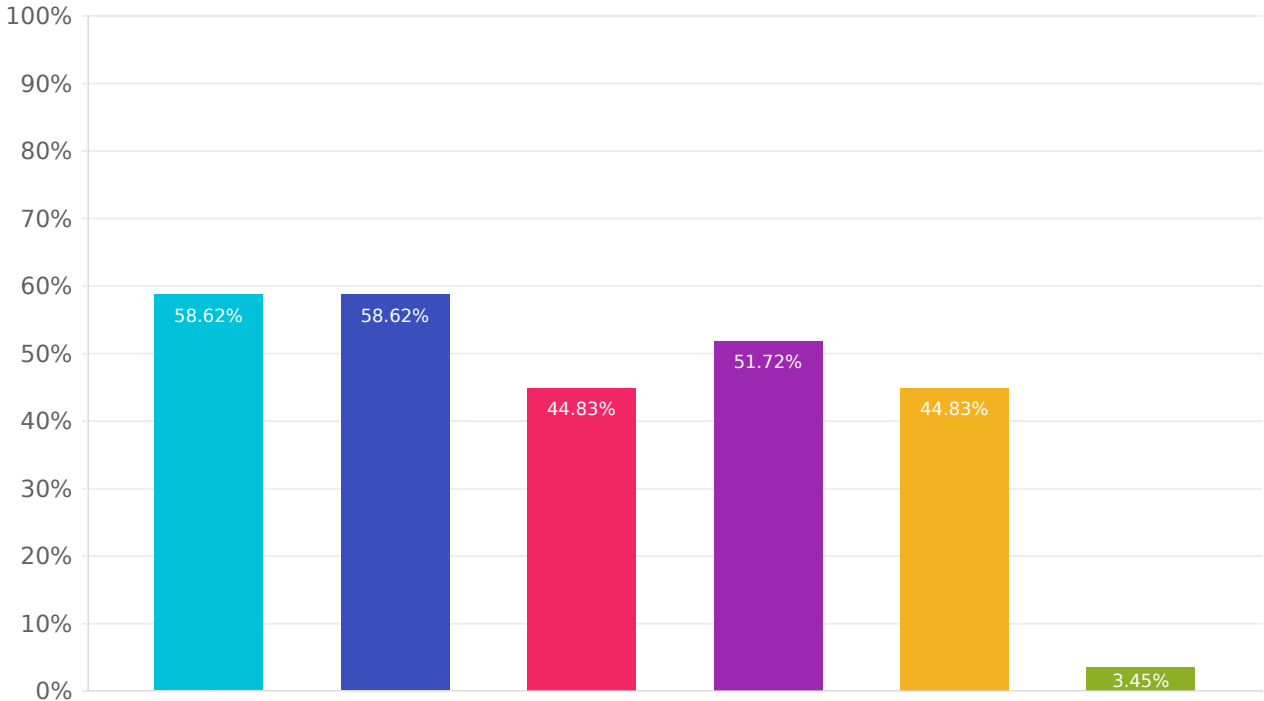
● No, climate has little impact on sports development

● No opinion

| Choices | Response percent | Response count |
|---|------------------|----------------|
| Yes, it's essential to consider climate | 41.38% | 12 |
| Partially, but other factors are also important | 55.17% | 16 |
| No, climate has little impact on sports development | 3.45% | 1 |
| No opinion | 0.00% | 0 |

What would encourage parents to bring their kids to sports activities?

Answered: 29 Skipped: 1

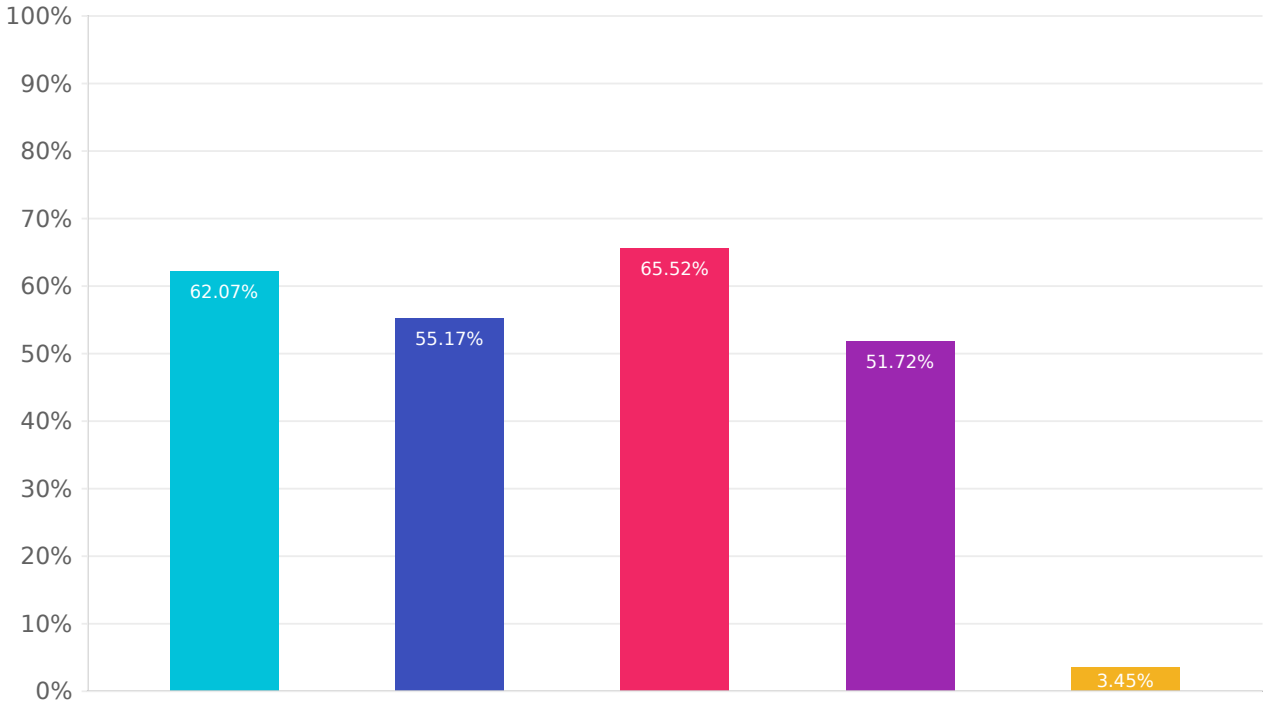


- Lowering costs and club fees
- Raising awareness of sports benefits for children
- Providing special facilities for parents (e.g., free transportation)
- Creating motivational and educational content in sports media
- Offering spaces for studying, coffee breaks, etc., while kids train
- Other (Please specify)

| Choices | Response percent | Response count |
|--|------------------|----------------|
| Lowering costs and club fees | 58.62% | 17 |
| Raising awareness of sports benefits for children | 58.62% | 17 |
| Providing special facilities for parents (e.g., free transportation) | 44.83% | 13 |
| Creating motivational and educational content in sports media | 51.72% | 15 |
| Offering spaces for studying, coffee breaks, etc., while kids train | 44.83% | 13 |
| Other (Please specify) | 3.45% | 1 |

What solutions do you suggest for reducing hooliganism and racism in stadiums?

Answered: 29 Skipped: 1



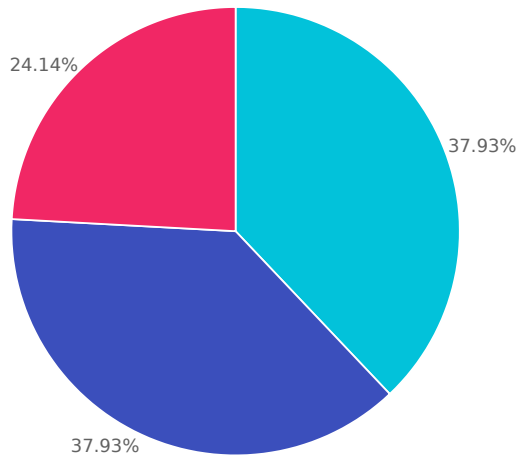
- Stricter regulations and banning offenders
- Using smart technologies to identify and manage high-risk fans
- Educating fans about cultural awareness and sportsmanship
- Encouraging clubs to run anti-violence and anti-racism campaigns
- Other (Please specify)

| Choices | Response percent | Response count |
|--|------------------|----------------|
| Stricter regulations and banning offenders | 62.07% | 18 |
| Using smart technologies to identify and manage high-risk fans | 55.17% | 16 |
| Educating fans about cultural awareness and sportsmanship | 65.52% | 19 |
| Encouraging clubs to run anti-violence and anti-racism campaigns | 51.72% | 15 |
| Other (Please specify) | 3.45% | 1 |

Q7

Do you use any platform for communicating, gathering feedback, educating, and engaging with sports fans?

Answered: 29 Skipped: 1



● Yes, we use a specific platform

● No, but we are interested in using one

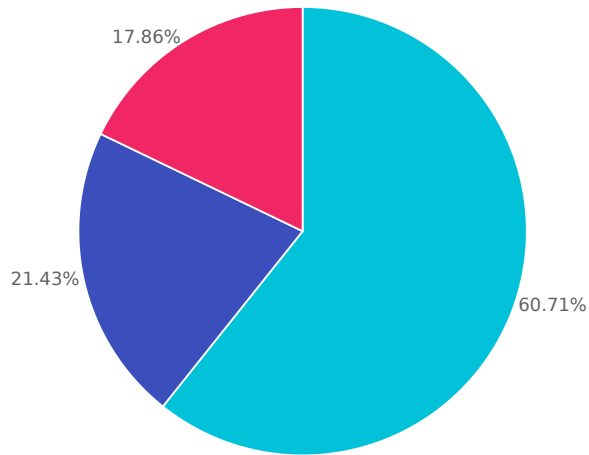
● No, we don't see a need for such a platform

| Choices | Response percent | Response count |
|---|------------------|----------------|
| Yes, we use a specific platform | 37.93% | 11 |
| No, but we are interested in using one | 37.93% | 11 |
| No, we don't see a need for such a platform | 24.14% | 7 |

Q8

Do you have any plan to attract fans to sports that have fewer supporters?

Answered: 28 Skipped: 2



● No right now

● Yes, but I prefer not to disclose it

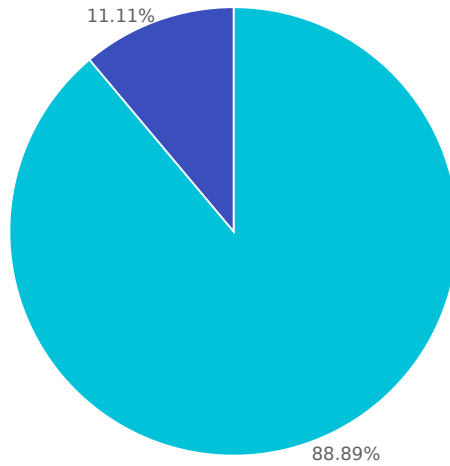
● Yes

| Choices | Response percent | Response count |
|--------------------------------------|------------------|----------------|
| No right now | 60.71% | 17 |
| Yes, but I prefer not to disclose it | 21.43% | 6 |
| Yes | 17.86% | 5 |

Q9

Finally, if you have any suggestions to improve sports fandom culture, please share them with us. Your insights can help shape the future of sports engagement!

Answered: 27 Skipped: 3



● No, Thanks ● Yes

| Choices | Response percent | Response count |
|------------|------------------|----------------|
| No, Thanks | 88.89% | 24 |
| Yes | 11.11% | 3 |

Q10

If you are interested in collaborating to improve and develop the sports fan engagement field, please send us your email.

Answered: 8 Skipped: 22
