

# **Abstract**

**Title:** Factors influencing attendance at Superleague floorball matches

**Objectives:** The aim of this thesis is to determine the factors that influence the attendance of spectators at the highest men's floorball competition in the Czech Republic. The sub-objectives are to trace the basic characteristics of floorball spectators and the effect of charging for broadcasts on attendance at the Superleague. Based on the findings, recommendations will be proposed to clubs and Czech floorball to help increase attendance at Super League matches.

**Methods:** The thesis uses both quantitative and qualitative research. As a quantitative method, an electronic questionnaire survey was used to collect data from clubs across the country. The research sample is floorball Superleague visitors, specifically 1400 respondents. The questionnaire was completed a total of 1104 times. The thesis evaluates a total of 602 responses as it was not possible to include some respondents in the research due to ethical considerations. The questionnaire measures the importance of each factor that influence attendance on a five-point scale. The factors are divided into three headings: economic, social and sport. Semi-structured interviews were used to supplement the results of the questionnaire survey. Four representatives of superleague clubs from the ranks of marketing staff, coaches or officials and representatives from Czech floorball were randomly selected.

**Results:** The results showed that floorball is mainly attended by people with a connection to the sport itself. Due to the still relatively low age of the sport, the target group of floorball is the younger generation under thirty years of age. For the respondents, the most important factors are the sporting factors, namely the game itself, which according to

the respondents' ratings has a scale average of 1,75, team loyalty 1,88 and the atmosphere at matches 2,10. Of the social factors, respondents most highlight the support of a particular team with an average of 1,62, this factor being the most important for respondents in general. Another social factor with an average of 1,93 is the support of a person playing the match, and spending time with friends and family has an average value of 2,09. The third area examined is economic factors, where the most significant influence is the amount of the respondent's own free time with an average of 2,19, then respondents address the time of the match: 2,37. The third most important economic factor is the availability of a sports hall with an average of 2,42. Charging for match broadcasts does not directly affect personal attendance at matches.

**Keywords:** viewership, questionnaire, semi-structured interview, floorball broadcasts, floorball viewer, popularity, sport event