Final Cluster Centers

	Cluster		
	1	2	3
Matches_Excitement	5	4	2
Supporting_Favorite_Team	5	4	2
Specific_Players	5	4	2
Community_Camaraderie	5	3	2
Sports_Related_Content_n_News_Engagement	5	3	3

ANOVA

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
Matches_Excitement	46.129	2	.345	63	133.669	<.001
Supporting_Favorite_Team	31.778	2	.321	63	99.101	<.001
Specific_Players	31.319	2	.448	63	69.903	<.001
Community_Camaraderie	33.405	2	.353	63	94.709	<.001
Sports_Related_Content_n_News_Engagement	26.239	2	.582	63	45.056	<.001

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Number of Cases in each Cluster

Cluster	1	38.000
	2	13.000
	3	15.000
Valid		66.000
Missing		.000