Final Cluster Centers

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

ANOVA

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
Matches_Excitement	17.975	2	.617	64	29.115	<.001
Supporting_Favorite_Team	22.031	2	.718	64	30.693	<.001
Specific_Players	18.025	2	.530	64	33.978	<.001
Community_Camaraderie	16.427	2	.817	64	20.098	<.001
Sports_Related_Content_n_News_Engagement	13.445	2	.996	64	13.501	<.001
No_MLS_Unfamiliar_with_rules_of_soccer	31.457	2	.922	64	34.125	<.001
No_MLS_have_other_preferred_sports	18.169	2	1.749	64	10.386	<.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	23.000
	2	9.000
	3	35.000
Valid		67.000
Missing		.000