



Final Cluster Centers

	Cluster				
	1	2	3	4	5
Special_Events	3	3	3	4	1
Freind_Family_Invitation	4	3	3	4	5
Famous_Player	2	1	1	3	2
Storyline_Rivalry	3	1	1	4	2
Halftime_Entertainment_Or_Shows	3	4	2	4	2
Lack_of_Interest_in_Sports	4	3	5	2	1
Time_Consuming	4	2	4	2	3
Rules_Complicated	3	1	2	1	1
No_Introduces	3	1	2	1	3
No_MLS_Lack_of_interest_in_sports	5	5	5	3	4
No_MLS_Unfamiliar_with_rules_of_soccer	4	5	2	2	1
No_MLS_have_other_preferred_sports	2	1	2	2	5
Age	3	3	3	5	3
Gender	0	0	1	0	1
Annual_Household_Income	3.133333333	1.500000000	2.778375471	2.833333333	5.000000000

Distances between Final Cluster Centers

Cluster	1	2	3	4	5
1		5.465	3.942	5.219	6.814
2	5.465		4.738	5.904	7.681
3	3.942	4.738		5.528	6.519
4	5.219	5.904	5.528		6.784
5	6.814	7.681	6.519	6.784	

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Special_Events	4.130	4	1.015	31	4.067	.009
Freind_Family_Invitation	2.580	4	1.029	31	2.507	.062
Famous_Player	3.811	4	.795	31	4.793	.004
Storyline_Rivalry	10.864	4	.630	31	17.258	<.001
Halftime_Entertainment_Or_Shows	3.318	4	1.144	31	2.899	.038
Lack_of_Interest_in_Sports	9.748	4	1.075	31	9.072	<.001
Time_Consuming	6.958	4	1.102	31	6.313	<.001
Rules_Complicated	9.739	4	.768	31	12.689	<.001
No_Introduces	4.277	4	1.061	31	4.030	.010
No_MLS_Lack_of_interest_in_sports	5.291	4	.467	31	11.330	<.001
No_MLS_Unfamiliar_with_rules_of_soccer	9.412	4	1.212	31	7.765	<.001
No_MLS_have_other_preferred_sports	5.170	4	1.744	31	2.964	.035
Age	3.892	4	1.314	31	2.962	.035
Gender	.472	4	.197	31	2.394	.072
Annual_Household_Income	3.367	4	2.317	31	1.453	.240

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	15.000
	2	2.000
	3	11.000
	4	6.000
	5	2.000
Valid		36.000
Missing		1.000