Total Data Collected: 173

Actual Used Data: 170

Remove Data Due to Comments with AI Admitting it’s AI

Followed Sports: 78.11% (132/169)

soccer 64(46.71%

basketball 64

baseball 55(40.14

football 38(28.57% of people who followed sports

ice hockey 27(19.71

tennis 20(14.60

golf 10(7.30

Incentives:

Matches Excitement 3.9 5

Fav Team 4.01

Specific Player 3.96

Community 3.80

Sport-related content engagement 3.43

Non-follow: 21.89%

Potential Incentives

Special Events 3.35

Friends Family Invite 3.81

Famous Player 2.02

Storyline 2.51

Halftime 3.14

Barriers:

Lack of interest 3.68

Time 3.70

Rules 2.27

No introduce1.97

Yes MLS 66

No MLS 103

Reason

Lack of interest in soccer 3.35

Unfamiliar with Rules 3.81

Other Sports 2.03

A screenshot of a screenshot of a test results

Description automatically generated

A screenshot of a computer

Description automatically generated

A screenshot of a screenshot of a crosstab

Description automatically generated