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## The Study of the Factors Affecting Stadium Attendance of Yankees' Fans

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# The Study of the Factors Affecting Stadium Attendance of Yankees' Fans

## Abstract

The purpose of this study is to investigate factors affecting Yankees' fans' attendance. The study population randomly selected (n=707) supporters of the Yankees Baseball Team participating at the Yankee Stadium in the 2017 seasons of American Major League Baseball. Materials and Methods: The Stadium Attendance and Non-Attendance Reason Scale (SANARS) created by Soyguden in 2013 contained 30 questions to determine reasons affecting Yankee fans' attendance. The reasons affecting (SANARS) scale were used. Descriptive statistics, independent sample t-tests, factor analysis, and a one-way ANOVA were the statistical methods used to analyze the data. Results: In general, stadium attendance of the supports was affected by the following factors: Personal Relaxation Opportunities, Team Effect, and General Atmosphere. Conclusions in contrast, the following factors were found to affect the nonattendance of Yankee fans: Negative Environmental Conditions and Negative Ergonomic Conditions. Of all factors affecting supporters' attendance at the stadiums, "Personal Relaxation Opportunities" was the most influential. Thus, the addition of more fan-based recreational activities in stadiums on game day is recommended. The factor in this study found to most influence stadium non-stadium attendance was found to be "Negative Environmental Conditions." Thus, the need to improve negative environmental conditions is needed.

## Keywords

Yankees Fans, Yankee Stadium, Stadium Attendance, and Non-Attendance

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## Cover Page Footnote

In the writing process of the study titled "The Study of the Factors Affecting Stadium Attendance of Yankees' Fans", scientific rules, ethics, and quotation rules were followed, no alteration was made to the collected data and this study was not sent to any other academic publication environment for evaluation.

Article

# The study of the factors affecting stadium attendance by Yankees' fans

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**Abstract:** The purpose of this study was to investigate factors affecting Yankees' fans' attendance. The study population was randomly selected (n = 707) and included supporters of the Yankees' Baseball Team participating at the Yankee Stadium in the 2017 seasons of American Major League Baseball. Materials and Methods: The Stadium Attendance and Non-Attendance Reason Scale (SANARS) created by Soyguden in 2013 contained 30 questions to determine reasons affecting Yankees' fans' attendance. The reasons affecting (SANARS) scale was used. Descriptive statistics, independent sample t-tests, factor analysis, and a one-way ANOVA were the statistical methods used to analyze the data. Results: In general, stadium attendance of the supporters was affected by the following factors: Personal Relaxation Opportunities, Team Effect, and General Atmosphere. In contrast to affecting attendance, the following factors were found to affect nonattendance of Yankees' fans: Negative Environmental Conditions and Negative Ergonomic Conditions. Of all factors affecting supporters' attendance to the stadiums, "Personal Relaxation Opportunities" was the most influential. Conclusions: The addition of more fan-based recreational activities in stadiums on game-day is recommended. The factor in this study found to influence stadium attendance / non-attendance the most was "Negative Environmental Conditions." Thus, there is a need to improve negative environmental conditions.

**Keywords:** Yankees' fans, Yankee stadium, stadium attendance, non-attendance.

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## 1. Introduction

Yankee Stadium is an incomparable theater in American Sports. World-renowned, Yankee Stadium is an unrivaled American sport venue. Its primary tenant, the famed New York Yankees, through their numerous championships contributed to Yankee Stadium's historic status. Sporting icons Babe Ruth, Joe DiMaggio, and Lou Gehrig are a few baseball icons who played for the Yankees and contributed to the team's legendary reputation. Led by the New York Yankees' team valuation of \$4.6 billion, as a business entity, Major League Baseball (MLB) is a multibillion-dollar enterprise in the American entertainment industry [1].

Beyond Major League Baseball's current prosperous business standing, it endeavors to continue with a business model that will support its success for the long-term future. Producing a quality product requires the compensation of talented players whose abilities will support a winning team, which, in turn, draws more customers or fans who purchase tickets. In addition to accommodating the team, Yankee Stadium was a destination unto itself almost eighty years ago. The history of Yankee Stadium is such that it was a landmark destination, making it a lucrative asset for the Yankees [2].

The New York Yankees are not only one of the first Major League Baseball teams but also one of the highest valued. The Yankees' 27 World Series titles supports their status as one of the top professional sport franchises in the world. The "House that Ruth built," formally known as Yankee Stadium is one of the most famous stadiums in the United States. Lasting nearly a century, the original Yankee stadium was built in 1923 and replaced by the New Yankee Stadium in 2009. The South Bronx area of New York City is the location of New Yankee Stadium and also the historic original Yankee Stadium [3].

In the area of sport consumption, past studies examined fan's attendance at sporting events beginning in 1969, and several studies centered their research on predicting attendance at sporting events [4–8]. The importance of socialization and its effect on consumer behavior is grounded in the Ecological Theory, which suggests that "significant others" shape the attitudes, beliefs, and values of an individual [9].

The success of sport franchises are market-driven. It could be that as the distance between a sport franchise and its host city increases, the number of fans who are willing to purchase tickets decreases, yet more formal research studies are needed to confirm this [10]. This study was conducted to reveal the factors that make Yankees fans attend and not attend the stadium, and to contribute to the preparation of the necessary environment for more fans to attend the stadium.

## 2. Materials and Methods

In this section the following materials and methods are discussed: the population, research group, measuring tool, development of the scale, validity and reliability of the scale, pilot scale, and the data collection and analysis.

### 2.1. Research Methods and Primary Population

The population surveyed were supporters of the Yankees' baseball team participating in the eight different home games at Yankee Stadium in the 2017 season of Major Baseball League in America. In addition to supporters' demographic data, the Stadium Attendance Scale (Soyguden, 2013) used its 30 questions to collect data [11]. A random sample ( $n = 707$ ) of supporters were surveyed. The survey included demographic data of the supporters, and reasons affecting the Stadium Attendance, and Non-Attendance Reason Scale (SANARS).

A total of ( $n = 707$ ) fans were surveyed from 8 different Yankees' home games during the 2017 Major Baseball League season. Subjects who participated in the survey were 470 men (66.5%) and 237 women (33.5%), making for a total of 707 Yankees' fans.

### 2.2. Development of Scale

To help identify professional baseball fan factors related to attendance, the SANARS scale was developed. Feedback related to clarity of the scale was received after piloting the modified version to randomly selected 50 Yankees' fans on a game day around Yankee Stadium. Using results from the pilot study, the validity and reliability for the scale, through the application of SPSS, Cronbach's alpha value was determined to be above 0.70.

### 2.3. Data Collection

The final version of Scale (SANARS) was developed by the researchers as a result of a pilot study and consisted of three parts. The first part consisted of the 12 item variables determining the fans demographic, social, and economic status. The second part consisted of 15 factors related to reasons affecting fan attendance to the stadium, and the third part consisted of 15 factors related to reasons affecting fan non-attendance to the stadium. A five-point Likert scale (5 = "Strongly agree", 4 = "agree", 3 = "undecided", 2 = "disagree", 1 = "strongly disagreed") was provided for subjects to evaluate each factor related to each statement in sections two and three.

#### 2.4. Data Analysis

The data were analyzed using descriptive statistical methods (frequencies, percentages, means, standard deviation, and variances). The statistical significance of  $p < 0.05$  was adopted. A factor analysis, descriptive statistics, one-way ANOVA, and an independent t-test were applied.

### 3. Results

According to Table 1, when identifying the highest percentage for each demographic category, it was found that 66.5% were males, 56.7% were single, 33.0% held a bachelor's degree, 22.9% were between the ages of 20–25, and 23.5% were 51 years or older.

**Table 1.** Descriptive results of samples (N = 707).

Variable	Categories	N	Percentage (%)
<b>Gender</b>	Male	470	66.5
	Female	237	33.5
<b>Marital Status</b>	Married	251	35.5
	Single	401	56.7
	Divorced	35	5.0
	Separated	7	1.0
	Widowed	13	1.8
<b>Education</b>	Less than high school	61	8.6
	High School	110	15.6
	Associates Degree	82	11.6
	Bachelor's Degree	233	33.0
	Masters	123	17.4
	Doctoral Degree	98	13.9
<b>Age</b>	19 or less	101	14.3
	20–25	162	22.9
	26–30	87	12.3
	31–35	56	7.9
	36–40	43	6.1
	41–45	41	5.8
	46–50	51	7.2
	51 or older	166	23.5
<b>Occupation</b>	Employed full time	388	54.9
	Part time	74	10.5
	Homemaker	11	1.6
	Student	133	18.8
	Retired	61	8.6
	Unemployed	40	5.7

Variable	Categories	N	Percentage (%)
Income level (month)	None	97	13.7
	less than \$1000	77	10.9
	\$1001–\$1500	58	8.2
	\$1501–\$2000	66	9.3
	\$2001–\$2500	70	9.9
	\$2501–\$3000	66	9.3
	\$3001–\$3500	56	7.9
	\$3500 or more	217	30.7

As seen in Table 2, of the data analyzed, the broad factors that were the most influential to Yankee fan attendance to the stadium were: Personal Relaxation Opportunities, Team Effect, and General Atmosphere. Most specifically, the results of factors related to Personal Relaxation Opportunities that Yankees’ fans cited as top reasons for attendance were: to “Get Away from Everyday Routine” (.88) and “Forget About My [Their] Problems” (.85). Being a “Loyal Fan” (.79) was at the top of the Team Effect factors as to why Yankees’ fans attended games. The lowest reasons for attending Yankee games were part of the General Atmosphere factors and included a range from Stadium Entertainment (.67) to the Games Excitement (.55).

**Table 2.** Yankees’ Fans’ Reason for Attendance to the Stadium Scale Factor Analysis Load Values.

Factor Load Values Materials	1. Factor	2. Factor	3. Factor
Personal Relaxation Opportunities ( $\alpha = 0.77$ , VE = 32.91%)			
Get Away From Everyday Routine	.88		
Forget About My Problems	.85		
Relaxations	.60		
Team Effect ( $\alpha = 0.71$ , VE = 12.91%)			
Loyal Fan		.79	
See My Teams Wins		.71	
Star Player		.68	
General Atmosphere ( $\alpha = 0.85$ , VE = 10.84%)			
Stadium Entertainments			.67
Competitive Atmosphere			.65
Stadium Atmosphere			.60
Games Excitement			.55
N = 707; KMO = 0.80; Bartlett’s Sph. $\chi^2 = 1554.077$ ; $p = 0.000$ ; Total Announced Variance = 56.67%			

Table 3 displays reasons for the non-attendance of fans to Yankee stadium. More specifically, at the top of the Negative Environmental Conditions list of reasons for non-attendance to Yankee Stadium was the factor of “Traffic Problems” (0.80) followed by “Parking Difficulty” (0.77). Yankees’ fans also cited “Time Conflicts” (0.76), “Too Expensive” (0.68), and “Bad Weather” (0.65) as reasons for non-attendance of Yankee Stadium. The top two Negative Ergonomic Conditions contributing to Yankees’ fans’ non-attendance to the stadium were “Bad Sightlines” (0.89) and “Uncomfortable Seat” (0.88).

**Table 3.** Yankees' fans' reason of non-attendance to the stadium, Scale Factor Analysis Load Values.

Factor Load Values Materials	1. Factor	2. Factor
Negative Environmental Conditions ( $\alpha = 0.78$ , VE= 52.812%)		
Traffic Problems	.80	
Parking Difficulty	.77	
Time Conflicts	.76	
Too Expensive	.68	
Bad Weather	.65	
Prefer TV	.56	
Negative Ergonomic Conditions ( $\alpha = 0.90$ , VE = 12.505%)		
Bad Sightlines		.89
Uncomfortable Seat		.88
Dirty Conditions		.78
Too Crowded		.76
N = 707; KMO = 0.89; Bartlett's Sph. $\chi^2 = 4019.760$ ; $p = 0.000$ ; Total Announced Variance = 65.317%		

In table 4, there is a significant difference between the male and female fans in the reason for attending the stadium sub-dimensions of "Team Effect." The mean of female fans ( $\bar{X}=3.824$ ) and the mean of male fans ( $\bar{X}=4.016$ ) are among the reasons for participation in the stadium  $t(541.487) = -2.144$   $p=0.025 < 0.05$ .

**Table 4.** Reasons for the Yankees' fans attending the stadium according to their gender status, independent sample t-test results.

	Gender	N	Mean (S.D)	T	S.D	P
Personal	Female	237	3.585 (.949)			
Relaxation	Male	470	3.631 (.873)	-.635	440.183	.526
Opportunity						
Team	Female	237	3.824 (1.026)			
Effect	Male	470	4.016 (1.194)	-2.144	541.487	.025
General	Female	237	4.175 (.594)			
Atmosphere	Male	470	4.222 (.838)	-.775	628.623	.388

In Table 5, reasons for non-attending to the stadium sub-dimension of "Negative Environmental Conditions" mean of female fans ( $\bar{X} = 2.945$ ) and mean of male fans ( $\bar{X} = 3.113$ ) are among the reasons for attending the stadium  $t(482.849) = -2.297$   $p=0.021 < 0.05$ .

**Table 5.** Reasons for the Yankees' fans not attending the stadium according to their gender status, independent sample t-test results.

	Gender	N	Mean (S.D)	T	S.D	P
Negative Environmental Conditions	Female	237	2.945 (.900)	-2.297	482.849	<b>.021</b>
	Male	470	3.113 (.920)			
Negative Ergonomic Conditions	Female	237	2.585 (.976)	779	498.703	.427
	Male	470	2.522 (1.035)			

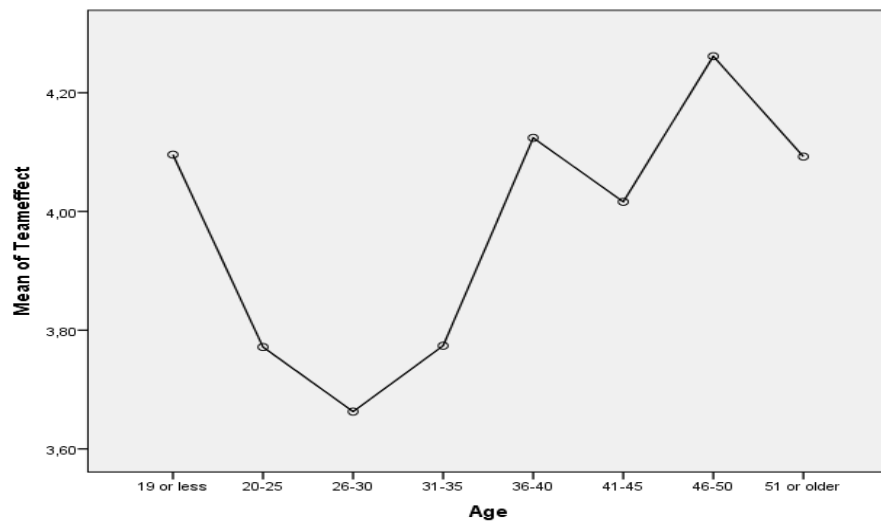
In Table 6, for the “Team Effect” sub-dimension, there is a significant difference between the reasons for attending the stadium according to the age status of the fans ( $F(2.892) = p = 0.006 < 0.05$ ).

**Table 6.** Reasons for the Yankees' fans attending the stadium according to their age status, one-way ANOVA test results.

		Sum of Squares	df	Mean Square	F	P
Personal Relaxation Opportunity	Between Groups	8.640	7	1.234	1.533	.153
	Within Groups	562.783	699	.805		
	Total	571.423	706			
Team Effect	Between Groups	26.006	7	3.715	2.892	<b>.006</b>
	Within Groups	897.850	699	1.284		
	Total	923.856	706			
General Atmosphere	Between Groups	6.902	7	.986	1.696	.107

In Figure 1, in the reasons of the difference “Team Effect” sub-dimension, the averages of the 26–30 age group ( $\bar{X} = 3.662$ ) and 20–25 age group ( $\bar{X} = 3.771$ ) are low. It is seen that the average levels of 19 or less age group ( $\bar{X} = 4.092$ ) and 46–50 age group ( $\bar{X} = 4.261$ ) are higher.





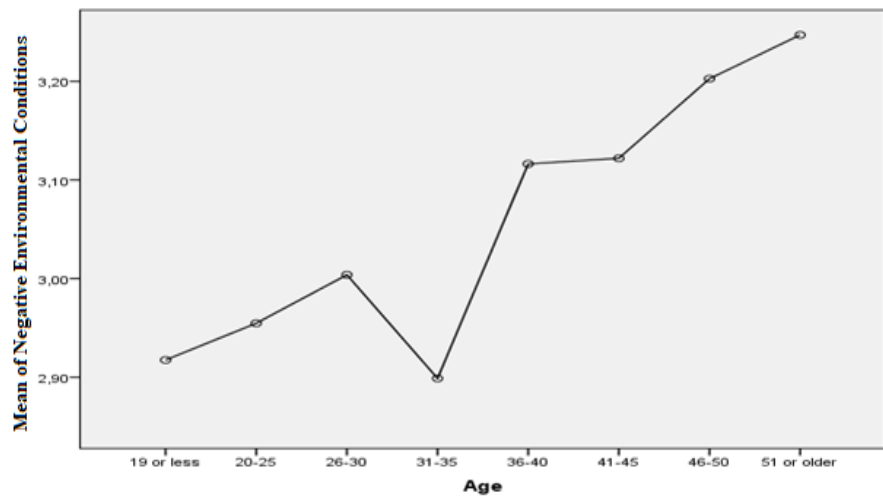
**Fig. 1.** The distribution of the averages of the "Team Effect" sub-dimension by age groups.

In Table 7, "Negative Environmental Conditions" sub-dimension, there is a significant difference between the reasons for non-attending to the stadium according to age status ( $F(2.184), p = 0.034 < 0.05$ ).

**Table 7.** Reasons for the Yankees' fans non-attending the stadium according to their age status one-way ANOVA test results.

		Sum of Squares	df	Mean Square	F	P
Negative Environmental Conditions	Between Groups	12.705	7	1.815		
	Within Groups	580.828	699	.831	2.184	.034
	Total	593.532	706			
Negative Ergonomic Conditions	Between Groups	6.960	7	.994		
	Within Groups	721.890	699	1.033	.963	.457
	Total	728.850	706			

In Figure 2, in the reasons for the difference "negative environmental conditions" sub-dimension, the averages of the 31–35 age group ( $\bar{X} = 2.898$ ), 19 or fewer age groups ( $\bar{X} = 2.917$ ) and 20–25 age groups ( $\bar{X} = 2.954$ ) are low.



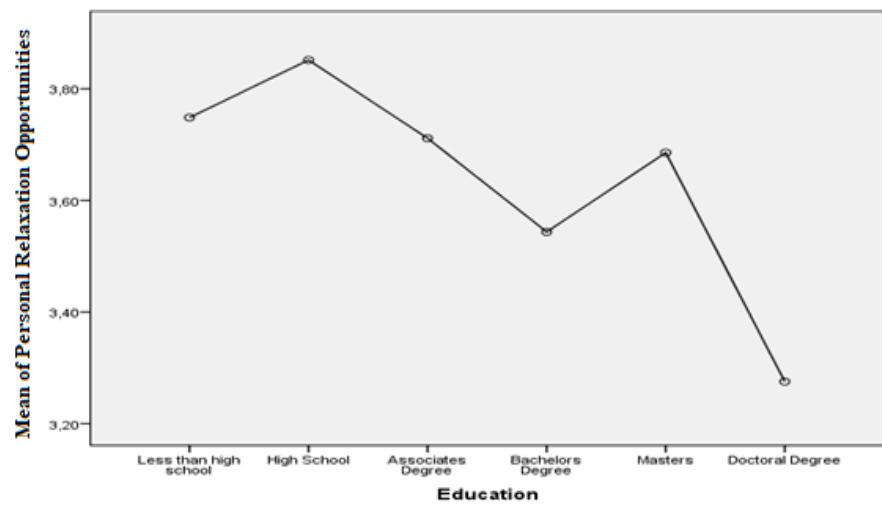
**Fig. 2.** The distribution of the averages of the “Negative environmental conditions” sub-dimension by age groups.

In Table 8, “Personal Relaxation Opportunity” sub-dimension, there is a significant difference between the reasons for attending the stadium according to the educational status of the fans ( $F(5.375), P = 0.000 < 0.05$ ). In the “Team Effect” sub-dimension, there is a significant difference between the reasons for attending to the stadium according to educational status of the fans ( $F(5.847), p = 0.000 < 0.05$ ).

**Table 8.** Reasons for the Yankees' fans attending the stadium according to their educational status one-way ANOVA test results.

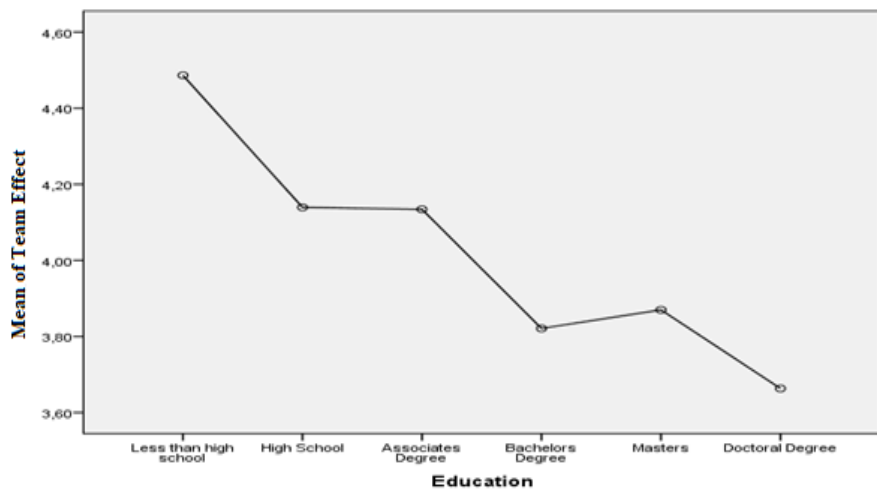
		Sum of Squares	df	Mean Square	F	P
Personal Relaxation Opportunity	Between Groups	21.099	5	4.220	5.375	.000
	Within Groups	550.324	701	.785		
	Total	571.423	706			
Team Effect	Between Groups	36.986	5	7.397	5.847	.000
	Within Groups	886.870	701	1.265		
	Total	923.856	706			
General Atmosphere	Between Groups	2.436	5	.487	.831	.528
	Within Groups	410.789	701	.586		
	Total	413.225	706			

In Figure 3, in the reasons for the difference in “Personal relaxation Opportunity” sub-dimension, the averages of the doctoral degree groups ( $\bar{X} = 3.275$ ), bachelor degree groups ( $\bar{X} = 3.543$ ) and master degree groups ( $\bar{X} = 3.685$ ) are low.



**Fig. 3.** The distribution of the averages of the “Personal relaxation opportunities” sub-dimension by educational groups.

In Figure 4, in the reasons for the difference in the “Team effect” sub-dimension, the averages of the doctoral degree groups ( $\bar{X} = 3.663$ ), bachelor degree groups ( $\bar{X} = 3.821$ ), and master degree groups ( $\bar{X} = 3.869$ ) are low. It is seen that the averages of level of Less than high school degree groups ( $\bar{X} = 4.486$ ) and high school degree groups ( $\bar{X} = 4.139$ ) are higher. This significant difference can be inferred that as the team effect factor increases, the level of education decreases.



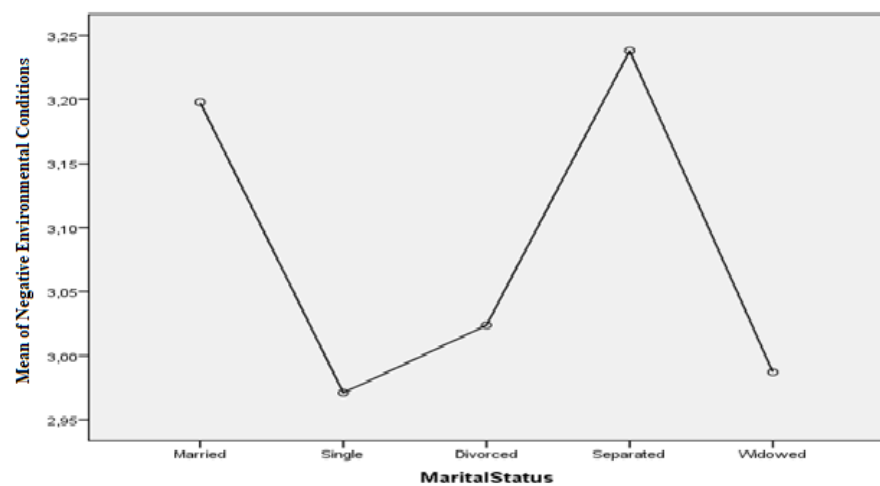
**Fig. 4.** The distribution of the averages of the "Team Effect" sub-dimension by education.

In Table 9, in the “Negative Environmental Conditions” sub-dimension, there is a significant difference between the reasons for non-attending to the stadium according to the marital status of the fans ( $F(2.484), p = 0.042 < 0.05$ ).

**Table 9.** Reasons for the Yankees' fans non-attending the stadium according to their marital status one-way ANOVA test results.

		Sum of Squares	df	Mean Square	F	P
Negative Environmental Conditions	Between Groups	8.285	4	2.071		
	Within Groups	585.247	702	.834	2.484	.042
	Total	593.532	706			
Negative Ergonomic Conditions	Between Groups	1.926	4	.482		
	Within Groups	726.924	702	1.036	.465	.761
	Total	728.850	706			

In Figure 5, in the reasons for the difference in the “Negative Environmental Conditions” sub-dimension, the averages of the single groups ( $\bar{X} = 2.970$ ), widowed groups ( $\bar{X} = 2.987$ ), and divorced groups ( $\bar{X} = 3.023$ ) are low. It is seen that average levels of separate groups ( $\bar{X} = 3.238$ ) and married groups ( $\bar{X} = 3.197$ ) are higher.

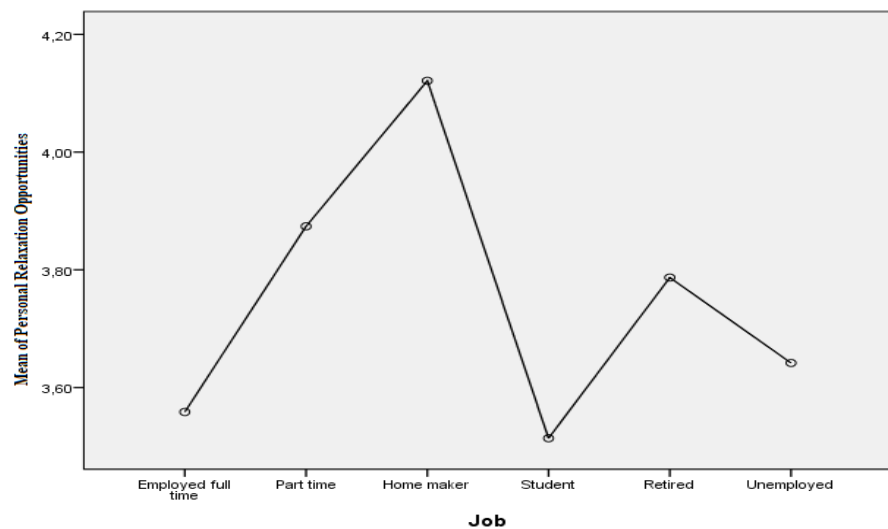
**Fig. 5.** The distribution of the averages of the “Negative environmental conditions” sub-dimension by marital status groups.

In Table 10, in the “Personal Relaxation Opportunity” sub-dimension, there is a significant difference in the reasons for non-attending to the stadium according to the job status of the fans ( $F(3.062) = p = 0.010 < 0.05$ ).

**Table 10.** Reasons for the Yankees' fans attending the stadium according to their job status one-way ANOVA test results.

		Sum of Squares	df	Mean Square	F	P
Personal Relaxation Opportunity	Between Groups	12.212	5	2.442	3.062	.010
	Within Groups	559.211	701	.798		
	Total	571.423	706			
Team Effect	Between Groups	3.396	5	.679	.517	.763
	Within Groups	920.460	701	1.313		
	Total	923.856	706			
General Atmosphere	Between Groups	4.517	5	.903	1.549	.172
	Within Groups	408.708	701	.583		
	Total	413.225	706			

In Figure 6, in the reasons for the difference in the “Personal Relaxation Opportunity” sub-dimension, the averages of the student groups ( $\bar{X} = 3.513$ ), employed full-time groups ( $\bar{X} = 3.558$ ) and unemployed groups ( $\bar{X} = 3.641$ ) are low. It is seen that average levels of retired groups ( $\bar{X} = 3.786$ ), part-time employee groups ( $\bar{X} = 3.873$ ), and homemaker groups ( $\bar{X} = 4.121$ ) are higher.

**Fig. 6.** The distribution of the averages of the “Personal relaxation opportunities” sub-dimension by job groups.

#### 4. Discussion

Yankees' fans attended games for personal relaxation by indicating they wanted to get away from their everyday routine, forget about their problems, and also show that they are loyal Yankees' fans. Similarly to attending for loyalty reasons, fans were also found to attend matches to show solidarity for moral support of the team [12].

Somewhat surprisingly, Yankees' fans did not consider the general atmosphere or the excitement of the game when choosing to attend Yankees' games. In contrast, passion was found to be a strong predictor of attendance in professional football and baseball in America [13].

Bad sightlines and uncomfortable seats were two ergonomic areas that caused fans not to attend Yankees' games. Traffic problems, parking difficulty, time conflicts, too expensive, and bad weather were the top five negative environmental conditions causing

fans not to attend Yankees' games. The high cost of admission to sports is not unique to New York Yankees' baseball. English football fans indicated that the cost of attendance was problematic, as many fans could not afford the price of tickets [12]. Exorbitant ticket prices of professional sports have made attending games unaffordable for many fans [14]. Out-of-control prices of basketball games are causing Americans, who once loved the ball-park, to stay home [15, 13].

If it is the male who is managing the logistics required to attend a game, it might then be he who is most unsettled by negative environmental conditions. The environmental conditions of traffic problems and parking difficulties are inconveniences for the person responsible for transportation to and from the game. The expense of a game is likely viewed as negative by the person who is absorbing the expenses. In an effort to attract male fans to Yankees' games, Yankees' management should put forth efforts to improve negative environmental conditions. Efforts to mitigate traffic problems, parking difficulties and the expense of the games should help diminish the non-attendance of male fans.

Younger fans and older fans are most influenced by the team effect, i.e., loyal fan, see my team win, and star player, yet middle-age fans are less likely influenced by the team effect. It might be that personal life factors supersede most recreational factors including team effect factors when it comes to reasons for attending Yankees' games.

The youngest and oldest fans seem to be the least affected by team effects, e.g., loyal fans, see my team win, and star players. Fans younger than 19 and fans older than 36 seem more affected by team effects seem least affected. Fans in the middle range of 20–35 seem more affected by team effects. Possibly, younger fans' and older fans' expectations are lower. For younger fans, as the novelty of attending Yankees' games declines, their expectations of team effects may increase through their middle-age years. Yankees' management should brand the Yankees' games to improve fan loyalty across all fans but in particular the 20–35-year-old fan, in a way that brings them to the stadium to see their team win while anticipating the performance of star players.

The need for personal relaxation, i.e., get away from everyday routine, forget about problems, and relaxations increase as the level of education decreases. In particular, those Yankees' fans educated with a doctoral degree place less emphasis on personal relaxation, i.e., get away from everyday routine, forget about problems, and relaxations as a reason not to attend games than those Yankees' fans who hold a high school education or less. There is a clear direct relationship between the level of education and fans' non-attendance at Yankees' games as it relates to the team effect, i.e., loyal fan, see my team wins, and star player. The more education held by Yankees' fans, the less likely they are not to attend games because of the team effect. The less education of the Yankees' fan, the more likely the fan will not attend because of team effects. Fans who are not high school educated, agree at higher rates that team effects will cause them not to attend Yankees' games; whereas, fans holding a doctoral degree agree at lower rates that team effects will cause them not to attend. The audience with a low level of education may be due to the need for more personal relaxation opportunities. It can be said that those with low levels of education are more affected in the team effect sub-dimension. Thus, Yankees' management should take measures to ensure that the personal relaxation areas of getting away from everyday routine, forgetting about the problems, and relaxations, are present during games in a way that accommodates the lower educated fans' needs for personal relaxation. Based on these findings one might assume that higher educated fans are and will remain fans regardless of the team effect, for there might be other reasons why Yankees' fans with high levels of education do not attend or attend games. Based on these results, it seems that Yankees' management would be well served to sustain and further increase its lower educated fan base by a continued focus on team effects.

The non-attendance of Yankees' fans who were married or separated was more likely to take place because of negative environmental factors; whereas, the non-attendance of Yankees' fans who were single, divorced, or widowed were less affected by negative environmental conditions. Perhaps, Yankees' fans who are married are not interested in

managing the negative environmental conditions, i.e., traffic problems, parking difficulty, time conflicts, too expensive prices, bad weather, preference for TV, which may be part of a Yankees' game. Similarly, those fans who are separated, presumably, still hold marital responsibilities similar to those who are married and not separated, and are also not interested in managing the negative environmental conditions while being consumed with marital responsibilities and challenges. Contrarily, Yankees' fans who are single, divorced, or widowed are not bound by the responsibilities and challenges of marriage and thus, may be more willing to manage negative environmental conditions of a Yankees' game. Yankees' management should consider improving or eliminating negative environmental conditions for the purpose of incentivizing Yankees' fans who are married or separated to attend games.

Yankees' fans who were unemployed, employed full-time, or students agreed at higher rates than fans who were homemakers or retired that non-attending is more likely because of personal relaxation opportunities, i.e., to get away from everyday routine, forget about the problems, and relax. It is possible that Yankees' fans who are homemakers or retired are less reliant on Yankees' games to relax, and have minimal problems or routines to get away from when compared to Yankees' fans who are employed full-time, unemployed, or students. Homemakers and retirees might be inherently more relaxed regardless and generally not expecting a Yankees' game to further relax them.

The accuracy of memories of fans related to games their teams won were significantly more accurate than memories of games their teams lost. The results of our study aligns more closely with most studies related to autobiographical memories, which find most people recall positive memories about their lives over negative ones [16]. Our study's findings were also consistent with collective memory studies, which reveal that people selectively rehearse positive events over negative ones [17].

Contradicting the notion that positive events are remembered more accurately than negative ones were the findings of a series of studies pointing out that those who perceived an event to be negative recalled it more accurately [18].

## 5. Conclusions

As a result, a factor analysis conducted on the scale of attending and non-attending the stadium, "personal relaxation opportunity", "team effect" and "general atmosphere" appeared in the stadium participation sub-dimensions. "Negative environmental conditions" and "negative ergonomic conditions" occurred in the sub-dimensions of non-attending to the stadium. Thus, the addition of more fan-based recreational activities in stadiums on game-day is recommended. The factor in this study found to influence stadium attendance / non-attendance the most was "Negative Environmental Conditions." Thus, there is a need to improve negative environmental conditions.

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