

# **ARE THREE POINTS ENOUGH?**

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**A STUDY OF FOOTBALL SUPPORTERS' PERCEPTIONS OF  
CLUB OWNERSHIP STRUCTURES AND TYPES OF OWNERS**

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## **Are Three Points Enough? - A Study of Football Supporters' Perceptions of Club Ownership Structures and Types of Owners**

### Abstract:

This essay aims to investigate different sorts of ownership structures that have risen in recent times to become more or less popular among the supporters, as they in several ways are an integral part of the sport played on the pitch. With innumerable supporters around the globe, they naturally want the owners to act in the best interest of their favorite club. The perceptions of different ownership structures and types of owners are important to collect and understand, as they have great implications for the overall reputation of the clubs and owners as well as the relationships with the supporters – something which concerns both management- and marketing aspects of operating football clubs. The implications of the results are presented based on the thesis' findings, which suggest that the member ownership structure is preferred by supporters to a higher degree than the private- and public ownership structure, and that the factors of Ideal ownership and Fandom are the most crucial factors in determining it. Furthermore, opinions on different types of owners were investigated in the form of presented scenarios, which showed that a scenario involving a member owned club was preferred ahead of the ones involving privately owned clubs.

### Keywords:

Football, Ownership structures, Owner types, Supporter perception, Ideal ownership, Governance

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## **Definitions**

**Football:** The most popular sport around the world (Veroutsos, 2022).

**Football supporter:** A person with a strong interest in the sport, a specific team or a player within the football sphere. Synonymous with football fan.

**Governance:** A system that provides a framework for managing organizations (Chartered Governance Institute UK & Ireland, 2021).

**Owner:** In this thesis referred to as a person/company holding a majority of the voting rights within a club and thus having control of its operations.

**Ownership Structure:** The legal structure of a football club. The ownership structure can take many forms, such as a member-, private- or public ownership structure (Merdrignac & Pellet, 2020).

**Supporter perceptions:** What supporters think, believe and the opinions they hold.

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# 1. Introduction

*This thesis aims to investigate Swedish football supporters' perceptions of different ownership structures and types of owners in football. In order to provide an introduction to the thesis, the background and information about ownership structures and owners within football, research purpose and research questions, expected contribution and delimitations will be presented.*

*“As flies to wanton boys, we are to the gods. They kill us for the sport.*

*Soon the science will not only be able to slow down the aging of the cells; soon the science will fix the cells to the state. And so we become eternal.*

*Only accidents, crimes, wars will still kill us. But unfortunately crimes and wars will multiply.*

*I love football. Thank you.”*

- Eric Cantona

Football is constantly present in the life of Swedish people and has a significant meaning and impact on those who in some way are connected to it. With approximately 600 000 active players and a total of almost 1,3 million people who are connected to football in some way across Sweden, it is undoubtedly the largest sport in the country (SvFF, 2023). In football, differences do not set us apart. Instead, all are welcome to enjoy “the beautiful game” that unites us all. The Swedish Football Association defines their purpose in the motto: “Football, the national sport for everyone, everywhere” (SvFF, 2023).

From the supporter perspective, the accumulated number of arena visits to watch games live of the Swedish first- and second league tier Allsvenskan and Superettan, was approximately 2,75 million in 2022 – the second highest total attendance ever in Sweden (SEF, 2022). Swedish football supporters do however not only take interest in the football based in Sweden, but also follow many of the great leagues in Europe. Some of the most followed leagues among Swedes apart from Allsvenskan are Premier League, La Liga and Serie A, which are also highly popular globally, with successful and prestigious clubs such as FC Barcelona, Liverpool FC, Manchester United FC, Real Madrid CF, Juventus FC and AC Milan (Cederblad, 2007).

With the great world-wide interest in football, curiosity of what lies behind the games played on the pitch naturally arises as a result of aspects such as commercialization and the fact that football clubs are able to attract great amounts of attention. This raises the question of football club ownership, which has become an increasingly prominent topic in the world of football over the past decade (Sogut & Khan, 2022). From an outsider perspective, owning a football club could be seen as a way to make a return on an investment like a traditional company. However, this aspect is often not the largest incentive as expected returns are typically inferior to those attainable in traditional businesses (Sogut & Khan, 2022). Instead, ownership is often desired as it presents the opportunity for football clubs and its owners to gain publicity and attention, by having people watch and attend games as well as through the often extensive media coverage. These factors are beneficial to improve their public image or perhaps to promote a company or organization of which they belong to. Owners who themselves are supporters of their club may instead have more genuine incentives, where more focus lies on the team's performance and local community rather than on securing a high return on investment or gaining publicity (Sogut & Khan, 2022).

Furthermore, a trend has risen in the last decades in which large corporations and funds owned by individuals and even entire states from the Middle East have become owners of some European clubs, which have grown to become among the most successful ever since. The most prominent ones are Manchester City FC, acquired by Abu Dhabi United Group in 2008, Paris Saint Germain, acquired by Qatar Sports Investments in 2011 and Newcastle United FC, acquired by a consortium in Saudi Arabia consisting of their national Public Investment fund, RB Sports and Media and PCP Capital Partners in 2021 (Nwokolo, 2022). These acquisitions, among several others, have sparked great controversy due to unanswered questions of the means of the new owners, the sources of their great wealth and their legitimacy (Sogut & Khan, 2022).

The takeover of Newcastle United FC has caused controversy and polarized reactions from their supporters. When the takeover was announced, some celebrated the takeover, seeing it as an opportunity to obtain almost unlimited financial resources. Others held up signs stating "Justice for Jamal Khashoggi", referring to the murder of a Saudi journalist which the chair of the new owners, Mohammed bin Salman is suspected of having ordered. Supporters worried what the takeover would mean for Newcastle's "soul". Newcastle supporter Ryan Monty stated that he is disillusioned by the takeover and refers to the cases of Manchester City FC and PSG, describing how football has become twisted by the extreme wealth of some clubs, stating: "Now, where does it stop? It just feels like any teams that aren't supported by these all-powerful countries will fail to achieve any success." (Ryan, 2021).

Another notable example of supporters expressing their dissatisfaction with the owners is Wimbledon FC. After especially successful years during the 1980s and onward, the club was ultimately relegated to the third league tier after some less successful years. The owners then made the decision to relocate the club to Milton Keynes, 90 kilometers away from south London. The club was renamed Milton Keynes Dons FC and most Wimbledon FC supporters were strongly against the relocation. Instead of following the club to a new city, the supporters formed AFC Wimbledon, a supporter-owned football club, and started from the bottom of the league pyramid (Koay, 2022).

Naturally, the many forms of ownership structures and owners which now exist have caused wide discussions about these topics on forums, events, in the workplaces and not just in general, but also specifically about which forms are the most appropriate and whether some should be seen as unethical or perhaps even become prohibited. In Chapter 1.1., the three most common types of ownership structures in football will be explained and discussed.

## 1.1. Background

### 1.1.1. The three most common ownership structures

Below, the three ownership structures of *member ownership*, *private ownership* and *public ownership* will be presented. The reason for choosing these specific ownership structures is because they are the most frequent ones (Merdrignac & Pellet, 2020) – especially member ownership and private ownership which most of Europe’s clubs employ today, but also public ownership which is mostly used in combination together with one of the other two ownership structures (Merdrignac & Pellet, 2020). Examples of both pure- and mixed ownership structures will be discussed in the thesis. Important to note is that whenever a football club is referred to as employing a specific ownership structure in the thesis, it is implied that the club employs it to at least 50%, although there may be elements of another structure as well.

### 1.1.2. Member ownership structure

Member ownership structure is synonymous with other terms, such as fan-, community- and supporter ownership structure. They all refer to the same concept of members owning their football club together. In a football club with a member ownership structure, the majority of democratic votes has to be possessed by the members. This implies that the executive decision making power always lies with the members of the football club, and that the club as the result acts according to the majority’s will (Merdrignac & Pellet, 2020).

In e.g. Germany and Sweden, this type of ownership structure is even a requirement in order to participate in national competitions (Merdrignac & Pellet, 2020; Lindman, 2013). In Sweden, the member ownership structure can be combined with the public ownership structure. Some clubs in Allsvenskan are operated as aktiebolag (limited liability companies), having employed this corporate form since Riksidrottsförbundet allowed it in 1999. However, the same rule still applies as the member association has to possess a majority of the votes of the limited liability company. Being structured as a limited liability company bears consequences regarding the financials, by e.g. making it easier to acquire investments and new sponsors (Uksila & Norman, 2012). This is the reason why AIK Fotboll and Djurgårdens IF, to mention two large Swedish clubs, have decided to corporatize – thus mixing member- with public ownership structure (Uksila & Norman, 2012).

#### 1.1.3. Private ownership structure

Private ownership structures are common in leagues where there is no such requirement for football clubs to be member owned. A private ownership structure of a football club more or less functions as a private limited liability company where an actor is in charge of a majority of the voting rights (often in the form of the club's shares). The different owners of these football clubs are diverse and can range from a person or a company to basically an entire nation through e.g. an investment fund. The backgrounds of these owners within European football are not less diverse and include e.g. finance-, oil- and gas- and gambling backgrounds (Sogut & Khan, 2022).

Although this ownership structure is not by definition related to the public ownership structure, it does not prevent football clubs from offering minority stakes in the club to the public, which however often are insignificant in terms of significance and control. This would then imply a combination of private ownership structure and public ownership structure. One example of a club combining these two is Manchester United FC (Sogut & Khan, 2022).

#### 1.1.4. Public ownership structure

The public ownership structure is employed by football clubs allowing shares to be offered to and traded by the general public via stock exchanges, meaning that these football clubs are structured as listed companies. This ownership structure became especially popular in England for a short time period in the 1990's, but most clubs have since then reverted to being structured as private limited liability companies due to the less heavy regulations of the private ownership structure form (listed companies have to comply with higher standards of disclosure, something most private majority-stake club owners dislike) (The FSA, 2020).

The only club in England where shares are still formally traded on the UK stock exchange is Arsenal FC (Manchester United FC is listed on NYSE) – although no shares have been traded in recent years (The FSA, 2020). There are also other countries where clubs are listed on a stock exchange. One example is Swedish AIK Fotboll AB which is publicly traded on the Nordic Growth Market (MarketWatch, 2023). Other examples are Italian Serie A clubs Juventus FC, AS Roma and SS Lazio (Doyle, 2023).

## 1.2. Research purpose and research questions

This thesis aims to empirically investigate what Swedish football supporters think about the three ownership structures and different owner types, as well as which factors and to what degree they affect the supporters' beliefs and opinions on these matters. The five factors, which also are the independent variables in the thesis, are: Sporting performance, Football consumption, Fandom, Societal importance and Ideal ownership. These will be described in Chapter 2.3. and explained in Chapter 3.3.3. The dependent variables in the thesis are: Member ownership structure, Private ownership structure and Public ownership structure (sometimes referred to as simply Member, Private and Public). Furthermore, the opinions on different types of owners will be examined through eight hypothetical scenarios. The research questions of the thesis are:

*What do Swedish football supporters think about the member-, private- and public ownership structures as well as different types of owners?*

*What factors are crucial in determining Swedish football supporters' perceptions of different football club ownership structures in European football?*

## 1.3. Expected contribution

The thesis aims to make a number of contributions to areas within the disciplines of both marketing and management in the world of football. An improved realization of supporter perception with regard to ownership and types of owners, can thus aid football clubs in the processes of learning from and understanding their fans. If this is done, clubs may be able to adjust their practices and operations related to for example governance issues in order to make their supporters more satisfied. This could entail improvements and developments of organizational structures. Furthermore, by receiving feedback from supporters of what they believe works well and what does not, they can introduce and adopt new organizational structures. This is important since the supporters are a crucial part of football clubs. Not the least, they contribute to a large part of the club's revenues through the purchase of match tickets, club merchandise,

arena tours and experiences etc. Thus, without the supporters, football clubs would not be able to compete at the highest professional level (Lundh, 2021).

Furthermore, the thesis aims to make valuable scientific contributions to Riksidrottsförbundet (RF) and Svenska Fotbollförbundet (SvFF), as the perception and attitudes toward member ownership structures are evaluated. Since the football interest in Sweden is deeply rooted, the results and implications of this thesis can hopefully be taken into account when decisions are made that affect football by mentioned organizations.

Academically, the thesis aims to hopefully provide research which complements the existing by providing new insights into what perceptions supporters of football clubs hold of different ownership structures and types of owners, potentially acting as a catalyst for this subject which has only as of yet been studied to a limited degree. Additionally, the results will optimally be generalizable to other sports and even areas outside the sporting world, in order for further more extensive research to be made on the subject.

#### 1.4. Delimitations

The focus of the thesis will be on professional European male football leagues – and more specifically with emphasis on four of the most popular top-tier leagues among Swedish football supporters. These are Allsvenskan, Premier League, La Liga and Serie A, as stated in Chapter 1. (which all are closed leagues with a promotion and relegation system) (Cederblad, 2007). This limitation exists, to ensure that the research will not be too broad for accurate conclusions and for the scope to be realistic for a bachelor thesis. These four leagues also include the three most common ownership structures and types of owners which will be of focus in this thesis. However, individual examples from other leagues will be mentioned to increase the understanding of the subject and hopefully provide wider perspectives by broadening the scope.

## 2. Literature review and theoretical foundation

*This thesis aims to investigate Swedish football supporters' perceptions of different ownership structures and types of owners in football. In order to provide a greater comprehension of the subject, previous research, the independent variables and an overview of the owner scenarios and exploratory inquiry will be presented.*

### 2.1. Previous research on sports- and football consumption and ownership

Dowling et al. (2018) investigated the history and evolution of literature in sport governance research and related issues between the years 1980 and 2016, as well as the current state. The analysis showed that sport governance research has increased significantly recently and presents organizational-, systemic- and political- as the three variants of governance which he argued has enhanced the general comprehension of the subject.

A study by García & Welford (2015) investigated the relationship between football supporters and governing bodies, stating that the commercial and political evolution of football have resulted in it distancing itself from the supporters. Furthermore, lack of evidence exists of increased supporter involvement in governance. However, by taking new perspectives and introducing new narratives, the narrow view of solely looking at supporters as sports consumers can potentially be eliminated and replaced by an extended understanding which also considers supporters as stakeholders involved in various governance questions.

Furthermore, a study of Trail & James (2001) developed the Motivation Scale for Sport Consumption (MSSC) in order to measure motivations behind sport spectator consumption behavior. The authors criticized earlier attempts to develop scales to measure spectator motives in regard to e.g. content, construct validity and internal consistency, which they had in mind when developing their own MSSC. Results showed that MSSC does indeed have the ability to accurately and reliably measure what it is intended to.

### 2.2. Previous research on supporter opinions of governance and ownership

García & Llopis-Goig (2020) examined the attitudes held by supporters with regard to different governance structures in European football, and more specifically to what extent the supporters trust governing entities such as clubs and leagues etc.

Furthermore, it investigated supporters' views of how involved they should be in the governance of clubs. Conclusions were made that fans generally lack trust, especially in presidents and owners of clubs and that views of the fans' own involvement are positive, even though the degree of efficacy is questioned.

The same authors similarly considered supporter perception relating to governance but through the lens of five classified supporter types: club-militants, institutionalists, critics, moderns and globalists. Results showed that the critics, moderns and globalists all found governance issues intriguing, though to different extents. The point was to demonstrate that current perceptions of fan typologies such as “authenticity or consumerism”, are drastic oversimplifications of a more complex reality. By replacing these typologies with a more nuanced approach which considers aspects of governance, more supporters will be able to understand football as something more than just the sport played on the pitch (García & Llopis-Goig, 2019).

## 2.3. Independent variables

### 2.3.1. Sporting performance

The first independent variable is Sporting performance, which measures how the respondents perceived the sporting performance of their favorite football club over the last years. Sporting performance is believed to potentially be significant in explaining the dependent variables, based on a panel discussion which was held prior to the design of the survey (further explained in Chapter 3.2.). Here, it was frequently discussed as a potentially significant factor to consider since it acknowledges the success and achievements of football clubs related to the games played on the pitch (or the lack thereof). It is reasonable to assume that if a team has performed well, e.g by reaching high positions in the league table, being promoted or winning titles recently, the current ownership structure will be viewed more positively in the eyes of the supporters than if the team has performed poorly, e.g by being relegated or having failed to win titles.

One such example was mentioned by a Manchester United FC supporter from the panel discussion. He describes how the Glazers, their owners, have treated the club since their purchase. While United still was winning titles, he felt that he could just “look away”, but in the last few years where performance has declined he has formed a more negative perception of the owners and the private ownership structure, as “anyone seems to be able to buy any club he or she pleases just to treat it like som toy nowadays.”.

### 2.3.2. Football consumption

The second independent variable is Football consumption, which was developed from thoughts in the panel discussion, where one participant argued that it would be important and relevant to test how the supporters' quantity of general football knowledge could affect their perception of ownership structures and types of owners. In detail, the participant meant that a significant football consumption should imply that one follows football to a greater extent and hence possesses more football-related information, which potentially could have an effect on what perceptions one has. Furthermore, a study by Dixon (2013), investigates football from the perspective of consumption activities that are important to supporters' everyday lives. It is argued that even trivial ways of consuming the sport can have effects which influence the creation, persistence and development of fan cultures. Additionally, the implications of the consumption are studied from social, economic, emotional and technological perspectives to understand the participation and requirements of supporters regarding their consumption.

### 2.3.3. Fandom

The third independent variable that was deemed important to create was one that sought to consider how much of a fan the respondents to the survey were, since it was thought to be potentially significant in explaining the dependent variables. The Psychological Continuum Model (PCM) explains the importance and relationship between sports fans' psychology and a particular sport, team or player. The PCM comprises four different perspectives of awareness, attraction, attachment and allegiance where each one is vital to explain involvement in sports, but also the journey of becoming a fan (Wann & James, 2018). In addition, three people in the panel discussion suggested independently of each other that it could be important to measure the degree of being a fan due to arguments of believing that if one is "more of a supporter", then it should affect the supporter's view of how strongly for or against the three ownership structures they are.

### 2.3.4. Societal importance

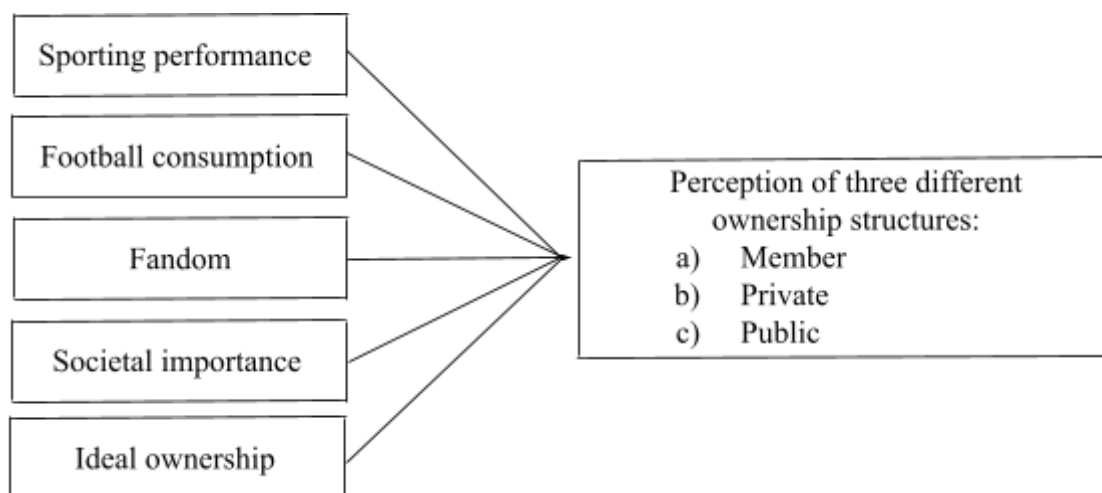
The fourth independent variable is Societal importance, measuring the perceived importance of football in society. This was also a topic of discussion in the panel but something which the participants doubted would impact the supporter perceptions of ownership structures. However, it was after careful consideration deemed that Societal importance could be relevant to test, since football's role in society often is related to what happens off the pitch in some way or another – which was thought to potentially bring a new and different perspective to the supporter perception.

The role of football in society was also investigated by Brown et al. (2010) who explore the societal value of football and its relation to fan ownership. It found importance in how measurements can be designed to value the football clubs' impact to their community and society and further emphasized how further value can be created through ownership structures that involve the fans or the community. Furthermore, football has helped acknowledge societal issues such as national pride and oppression, while also creating opportunities to build communities and general feelings of unity, thus creating something which people are able to identify with (Lo, 2011).

### 2.3.5. Ideal ownership

The fifth independent variable that all panel discussion participants believed was necessary to include was how supporters viewed the importance of an ideal ownership in general. It was deemed that the importance of an ideal ownership according to the panel discussion participants “logically should be a determining factor for what thoughts they hold of different ownership structures”, since one naturally is more inclined to form strong opinions about things they strongly care about (Bradley, 2020). Olsen Sæle (2021) investigated the ethics of football. In times of ethical predicaments within football, Sæle strived to explain the “realities and ideals” of the sport and elements surrounding it, visualizing that sportsmanlike behavior – both on and off the pitch – is in fact highly valued by many.

### 2.3.6. Overview of variables



**Figure 1.** The five independent variables, and their respective effect on the three dependent variables.

## 2.4. Owner scenarios and exploratory inquiry

### 2.4.1. Owner scenarios

During the panel discussion, the topic of not just different ownership structures but also types of owners, were raised. The discussion was extensive and revolved around both current owners (and accompanied controversies) and potential future owner shifts of well known football clubs. As a result, eight different owner scenarios based on real world examples were designed, which can be seen in Chapter 3.3.4.

### 2.4.2. Exploratory inquiry

Below, the exploratory inquiry, which is speculated to be of interest and importance to test, will be presented. The inquiry will be tested through three typical paired t-tests and the results provided in Chapter 4.5.

**EI:** Which of the three; Member-, Private- or Public ownership structures, is preferred?

### 3. Methodology

*This thesis aims to investigate Swedish football supporters' perceptions of different ownership structures and types of owners in football. In order to provide an overview of the methods used to investigate the research questions, the scientific approach and research design, preparatory studies, the main study and data collection and statistical methods will be presented.*

#### 3.1. Scientific approach and research design

This thesis' purpose is rooted in the previous research which has been conducted in sports marketing and consumption, supporter perception and sports ownership (see Chapter 2.). Hence, despite that the thesis aims to measure a relationship and phenomenon which as of yet only has been researched to a limited degree, the theoretical foundation remains a crucial part to collect relevant data, which implies that a deductive approach is employed (Bell et al., 2022).

Since the thesis strives to investigate which variables affect football supporters' views of ownership structures and types of owners, a cross-sectional quantitative method was chosen. This, for the reason that a significant amount of data from different football supporters, which hold distinct opinions and thoughts as well as are subject to different inherent cultures, was to be collected. Hence, the football supporters can be seen as a heterogeneous group, facilitating the process of making generalizable conclusions (Bell et al., 2022). In order to optimally test the research questions and to comply with the research purpose, an online self-completion survey was constructed. This type of survey is also the most common in quantitative studies (Bell et al., 2022).

An alternative approach of a qualitative method could have been used in the form of interviews or similar to gain a greater flexibility and opportunity to ask follow-up questions (Bell et al., 2022). However, due to the established purpose and research questions of the study, the cross-sectional quantitative method was chosen. In addition, a longitudinal quantitative approach could have been used to collect data on football supporters over time (Bell et al., 2022), but the time frame of the study and the thesis made this difficult.

#### 3.2. Preparatory studies

In order to become aware of possible factors affecting supporter perception, a panel discussion was held to raise new perspectives and insights (pre-study 1). Through this process, it became apparent what could be seen as important and not important in the

eyes of Swedish football supporters regarding football club ownership structures and types of owners. To ensure that several perspectives and topics were raised, a selection of Swedish football supporters with different relationships to football were invited to participate in the discussion. Different genders and ages were represented, along with a diverse set of favorite leagues and favorite clubs. The interest in football also differed between the participants. In total, nine people participated in the semi-structured panel discussion, where both direct and indirect questions were asked to let the participants speak and express their thoughts and opinions freely. The discussion was rewarding and helped not only to establish ideas of relevant factors which could be used to test the research questions of the thesis but also facilitated the survey design. The prepared questions of (pre-study 1) can be found in Appendix 1.

The other preparatory study (pre-study 2) was directly related to the survey, as a pilot survey which was sent to eight selected participants. This was done in order to obtain valuable feedback and quality assurance of some factors, such as time needed to complete the survey, the clarity of descriptions and instructions, if questions were adequately formulated, visual appeal of the survey, technical errors when answering questions and other potential elements that were missing.

### **3.3. Main study**

#### **3.3.1. Survey**

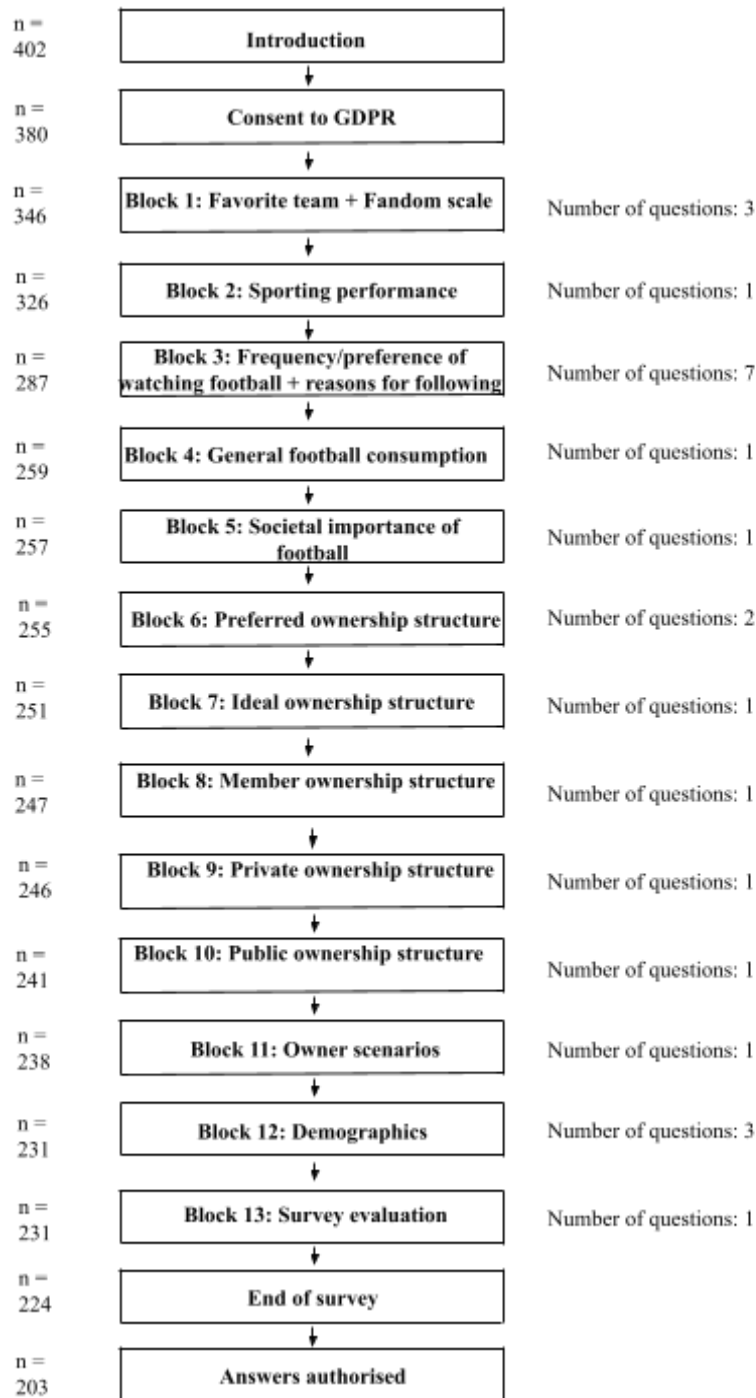
The survey was constructed in the program Qualtrics as an anonymous questionnaire. In total, the survey consisted of 13 blocks containing 24 total questions (blocks with statements counted as 1 question, attention checks excluded). The blocks were (excluding Introduction, GDPR and End of survey); 1) Favorite team + Fandom scale, 2) Sporting performance, 3) Frequency/preference of watching football + reasons for following, 4) General football consumption, 5) Societal importance of football, 6) Preferred ownership structure, 7) Ideal ownership structure, 8) Member ownership structure, 9) Private ownership structure, 10) Public ownership structure, 11) Owner scenarios, 12) Demographics and 13) Survey evaluation. The complete survey can be found in Swedish in Appendix 6.

The survey was published in various Facebook groups. Both questions and statements were included in the survey since questions were suitable for some blocks or parts and statements for others. Additionally, the questions/statements differed in length and format due to the nature of the different blocks. For all blocks with several statements, the order of the statements were randomized for each respondent to prevent any bias based on previously answered statements or read formulations on the related matter. Furthermore, only respondents who stated their favorite football club could participate

in the survey, since many questions were directly related to the respondents' views, perceptions and relations with their favorite club.

Details included in the survey apart from the questions and statements were information about both the survey itself and the thesis in general. Estimated time to complete the survey was included in the introduction (9-10 minutes) together with contact information and a description of what the survey and thesis strived to investigate. Additionally, information about the rewards that were to be given to three randomly selected winners (one scarf to each from their favorite football club) was presented. The survey also contained two attention check control questions, which ensured that the respondents were paying attention to the survey (Oppenheimer et al., 2009). The question (same one stated twice) was simple and easy to answer if the respondent paid attention. By disqualifying the responses failing these two simple control questions, the statistical power of the collected data could be argued to have been improved.

### 3.3.2. Survey flow



Note: n represents the number of respondents who completed each block.

**Figure 2.** Survey flow of the different stages of the survey.

In the figure above, the names of all blocks in the survey are presented along with the amount of questions for every block and the number of respondents who progressed through each stage and those prior. The stages which are not marked as blocks are stages necessary for completing the survey.

### 3.3.3. Variables

In the following section, the different variables in the study and the corresponding scales to measure mentioned variables will be presented. The three dependent variables are Member-, Private- and Public ownership structure. The five independent variables are Sporting performance, Football consumption, Fandom, Societal importance and Ideal ownership. A 7-point Likert scale was used for all questions/statements that were indexed into the independent- and dependent variables. The 7-point Likert scale included the following alternatives: “Do absolutely not agree” (1), “Do mostly not agree” (2), “Do to some extent not agree” (3), “Unsure” (4), “Do to some extent agree” (5), “Do mostly agree” (6) “Do absolutely agree” (7). Additionally, some other variables were included in the survey, such as Demographics, Social media, Favorite football team, Length of following football and favorite team and Preferred ownership structure. These variables contained questions and statements which did not necessarily use the 7-point likert scale. The questions, statements and alternatives included are translated from Swedish.

#### *Indexed dependent variables*

##### **Member ownership structure**

The Member ownership structure variable was constructed to measure how positively the respondents viewed the member ownership structure. The indexed dependent variable was created using five statements, which were: “Member ownership structure is the ideal form of ownership for football clubs”, “It is good that football clubs are owned by members because they have the best insight into how the clubs should be run”, “It is good that football clubs are owned by members because they look after the best interests of the clubs”, “It is good that football clubs are owned by members because it creates a chance for the members to have their voice heard” and “It is good that football clubs are owned by members because the clubs exist precisely for the supporters”.

A Cronbach’s alpha of 0.91 was generated for the six questions and hence the indexed variable, which indicates an excellent internal consistency (Glen, 2023).

### **Private ownership structure**

The Private ownership structure variable was constructed to measure how positively the respondents viewed the private ownership structure. The indexed dependent variable was created using five statements, which were: “Private ownership structure is the ideal form of ownership for football clubs”, “It is good that football clubs are owned by companies/individuals because it facilitates financial stability”, “It is good that football clubs are owned by companies/individuals because it results in sporting success”, “It is good that football clubs are owned by companies/individuals because it creates a stable organization and structure” and “It is good that football clubs are owned by companies/individuals because it creates trust in the management”.

A Cronbach’s alpha of 0.90 was generated for the six questions and hence the indexed variable, which indicates an excellent internal consistency (Glen, 2023).

### **Public ownership structure**

The Public ownership structure variable was constructed to measure how positively the respondents viewed the public ownership structure. The indexed dependent variable was created using five statements, which were: “Public ownership structure is the ideal form of ownership for football clubs”, “It is good that football clubs' shares are traded on a stock market because it facilitates the acquisition of money”, “It is good that football clubs' shares are traded on a stock market because it requires transparency and compliance with laws”, “It is good that football clubs' shares are traded on a stock market because the operations are then perceived as more inclusive” and “It is good that football clubs' shares are traded on a stock market because it facilitates the valuation of the club”.

A Cronbach’s alpha of 0.88 was generated for the six questions and hence the indexed variable, which indicates a good internal consistency (Glen, 2023).

### *Indexed independent variables*

#### **Sporting performance**

The independent variable Sporting performance was constructed to understand how the degree of perceived sporting performance of the own favorite football club affects respondents’ perception of ownership structures. This independent variable consists of only one question, which is “How well do you think your favorite team has performed result-wise during the last years”. This makes the question/variable a self

assessment-variable, increasing reliability since this eliminates the need to assess all mentioned clubs' performance and weigh them with expectations. This avoids a bias since football clubs have relative ideas of performance due to differing goals, competition in different leagues and under different circumstances etc. Furthermore, the supporters themselves are the most adequate assessors of their own club's perceived sporting performance.

A Cronbach's alpha was not generated for this independent variable since it only consisted of one single question.

### **Football consumption**

The independent variable Football consumption was constructed to understand how general football consumption, which for example concerns watching games and general knowledge, affects respondents' perception of ownership structures. The indexed variable was created from the following five questions: "I follow more leagues and cups than the ones my favorite team plays in", "I follow both club- and national team football", "Apart from my favorite team I also follow European cup football (Champions League, Europa League, Conference League)", "I have more than one favorite team and thus follow more leagues", "I follow what happens in the world of football on for example the news and social media".

A Cronbach's alpha of 0.86 was generated for the five questions and hence the indexed variable, which indicates a good internal consistency (Glen, 2023).

### **Fandom**

The independent variable Fandom was constructed to investigate how the degree of being a fan affects respondents' perception of ownership structures. The pre-made fandom-scale, operationalized from the psychological continuum model (PCM) (Beaton et al., 2009) was used. The fandom-scale consists of the constructs: pleasure, centrality and sign and for each construct three items which are statements, were included and modified to fit the subject of this thesis. The indexed variable was created from the following nine questions: "I like to watch my favorite team's games", "Watching my favorite team is one of the most joyful things I know", "Compared to other activities, it is interesting to watch my favorite team", "Much of my life is organized around following my favorite team", "Following my favorite team has a central role in my life", "Much of my time is organized around following my favorite team", "Following my favorite team says much about who I am", "One can tell a lot about a person by

knowing which favorite team they have”, “When I watch my favorite team I can be myself”.

A Cronbach's alpha of 0.88 was generated for the nine questions and hence the indexed independent variable, which indicates a good internal consistency (Glen, 2023).

### **Societal importance**

The independent variable Societal importance was constructed to measure how the degree of football's perceived role in society affects respondents' perception of ownership structures. Six questions were used to index the independent variable of “Society”. The six questions were: “It is important that football clubs’ owners have passion for their club”, “It is important that football clubs are rooted in their local society”, “It is important that football clubs take a stand for human rights, against racism and other forms of discrimination”, “It is important that football clubs follow regulations and laws”, “It is important that football clubs are involved in charity”, “It is important that football clubs’ owners not only have an economical interest”.

A Cronbach’s alpha of 0.59 was generated for the six questions and hence the indexed variable, which indicates a poor internal consistency (Glen, 2023).

### **Ideal ownership**

The independent variable Ideal ownership was constructed to understand how the importance of ideal ownership in the eyes of the respondents affects their perception of ownership structures. The independent variable was indexed from the following four questions: “I would have been prepared to give up sporting success to obtain/keep what I think is an ideal ownership for my favorite team”, “I would have been prepared to abandon my favorite team if it would obtain/keep the ownership I like the least”, “I think an ideal ownership is above everything else for my favorite team”, “Who my favorite team’s owner is has a great importance to me”.

A Cronbach’s alpha of 0.73 was generated for the four questions and hence the indexed variable, which indicates an acceptable internal consistency (Glen, 2023).

## *Other variables*

### **Favorite football team**

In order to participate in the survey, the respondents had to select a favorite football team. The following questions were asked in block 1: “Do you have a favorite football team?” and “What is your favorite team?” It was also stated in this block that the respondents were only supposed to answer a single club which they supported the most. The question was mandatory to answer. The reason for the need to report the specific team and not only that the respondents generally were supporters, was to be able to later in the results study the data segmented on participants with different favorite clubs based on ownership structure. Descriptive statistics for these questions can be found in Chapter 4.1., Table 4.

### **Length of following football and favorite team**

To investigate for how many years the respondents have followed professional football, their favorite football club and the frequency of watching games, the following questions were asked: “How many games per season (all tournaments included) do you watch your favorite team at the stadium and online combined?”, “How many games per season (all tournaments included) do you watch other teams than your favorite at the stadium and online combined?”, “For how many years have you followed professional football?” and “For how many years have you followed your favorite team in football?”. Descriptive statistics for these questions can be found in Chapter 4.1., Table 5.

### **Preferred ownership structure**

In order to learn which ownership structure the respondents preferred, the following question was asked: “Which is the ideal ownership structure of a football club according to you?” and respondents could choose between Member-, Private- and Public ownership structure. Descriptive statistics for these questions can be found in Chapter 4.1., Table 7.

### **Social media**

To understand what social media respondents used, the question “Which (social) media do you use to follow your favorite team” was asked. The alternatives were: Instagram, Facebook, Twitter, Tiktok, Newspapers, Websites, Football magazines, Local press, The club’s own sites, Fan forums, Fan-subscriptions, Podcast/Sports radio, Others and Do

not follow my favorite team on social media. Descriptive statistics for these questions can be found in Appendix 5, Table A6.

#### 3.3.4. Owner scenarios

The owner scenarios were constructed to measure what opinions the respondents had on different types of owners. Eight scenarios were presented to the respondents, which were; “A businessman without earlier connections to the football world owns your favorite team.”, “A businessman with earlier connections to the football world owns your favorite team.”, “A businessman from your favorite teams’ local society who has been a supporter of the club for many years owns your favorite team.”, “It is decided that your favorite team will become member owned.”, “It is decided that your favorite team will become company owned.”, “Your favorite team is owned by someone who earlier has been/is an owner of another team.”, “A famous person (e.g. actor or music artist) owns your favorite team.” and “A fund owned by a state positioned in the Middle East owns your favorite team.”.

### 3.4. Data collection and statistical methods

#### 3.4.1. Data collection

The survey was distributed online through Swedish football supporter groups of different clubs on Facebook. The survey was open for respondents from 04/04-2023 to 26/04-2023 and Appendix 2, Table A2 shows specifics regarding the Facebook groups. The survey was made and published in Swedish since the purpose of the thesis was to examine Swedish supporters’ perceptions. The translation from Swedish to English of the results, could for the analysis have imposed some risk of affecting the reliability and validity negatively regarding this aspect. However, in relation to the alternative of publishing the survey in English, the chosen method was deemed more adequate for the reliability and validity, as an English survey was considered to have increased the risk of confusion, mainly because several English football terms and words could have been difficult to understand for the Swedish respondents – thus resulting in less precise and accurate answers.

Due to the quantitative nature of the study, the method of publishing the survey in these supporter groups on Facebook was deemed as the most efficient strategy when taking the variables of time and effort into account. The process of publishing the survey consisted of several steps, of which the first was to contact the admin of each group to explain the purpose of the planned post and ask for permission to post it. This text message was relatively standardized and can be found in Appendix 3. If permission was granted, the survey was published in the group at around 6 PM (perceived most

favorable time for maximizing attention) along with a relatively standardized message that can be found in Appendix 4. Ultimately, on 26/04-2023, the questionnaire was closed, the post withdrawn from the Facebook groups and the process of analyzing the results was initiated.

#### 3.4.2. Data quality

In Chapter 3.3.2, Figure 2, the details of how many respondents that progressed through the different stages of the survey can be found. Out of the total 402 respondents who opened the survey, 203 (51%) provided answers which were seen as valid to use as data in the thesis. Out of the 224 respondents that managed to complete the survey, 21 (9%) failed to answer the control questions correctly. Thus, 203 respondents (91%) were able to provide valid answers.

#### 3.4.3. Data analysis

The data was firstly exported into Microsoft Excel to properly overview the answers, make adjustments and remove unqualified answers. Adjustments include, for example, switching abbreviations to the football clubs' formal names and transforming letters to numbers in some responses. By then exporting the data from Excel to the statistics programming software R, the statistics calculations which were later performed were significantly facilitated.

In R, statistical tests of calculating means, standard deviations and medians were performed along with multiple linear regressions, correlations, t-tests, segmentations and Cronbach's alphas. Means, standard deviations and medians etc. were calculated for the descriptive statistics. Cronbach's alphas were calculated for the independent- and dependent variables to measure internal consistency. Three multiple linear regressions were made, with the five independent variables for each of the three dependent variables. Additionally, two correlation matrices were made, one of all independent and dependent variables and one of all owner scenarios. Segmentations were made on three bases – one on Fandom, one on Ideal ownership and a third based on the ownership structure the favorite club of the respondent employed. These segmentations were made to see how means and standard deviations for the dependent variables differed for those segmentations. Lastly, one exploratory inquiry was tested by performing three t-tests, to determine which of the three ownership structures that was most popular among the respondents. To determine statistical significance of all tests and variables, a significance level of 5% was used since this is customary in the research field (Kvilhaug, 2021).

### 3.4.4. Reliability and validity

The two concepts of reliability and validity are important in order to assess the quality of the data (Bell et al., 2022), and thus each will be studied below in the context of the thesis.

#### Reliability

Reliability is a concept which indicates consistent measurement which in practical terms implies that repeated tests and studies etc. should generate the same outcome/result (Bell et al., 2022). Reliability can be measured in several ways and one way is by using Cronbach's alpha which measures the internal consistency of questions/items, i.e. to what degree they measure the same aspect. As stated in Chapter 3.3.3., certain statements/questions were used to index the independent variables of Sporting performance, Football consumption, Fandom, Societal importance and Ideal ownership, as well as the dependent variables of Member-, Private- and Public ownership structure. Thus, each variable (except for Sporting performance due to the variable consisting of only one question) received a Cronbach's alpha rating ranging from 0 to 1 (Bell et al., 2022).

Table 1 below presents Cronbach's alpha values for the indexed independent and dependent variables. Table 2 below shows how satisfactory different levels of Cronbach's alpha are considered to be.

**Table 1.** Cronbach's alpha, number of items, mean and standard deviation for each of the indexed variables.

Variable	Cronbach's alpha	No. of items	Mean	Standard deviation
Member	0.91	5	5.09	1.45
Private	0.90	5	3.82	1.50
Public	0.88	5	3.70	1.42
Sporting performance	NA**	1	4.67	1.91
Football consumption	0.86	5	5.27	1.24
Fandom	0.88	9	5.57	0.96
Societal importance	0.59*	6	6.43	0.58
Ideal ownership	0.73	4	4.19	1.36

\*The value of Cronbach's alpha does not reach an acceptable level. This can be explained by the fact that the variable consists of relatively divergent questions, although the questions themselves may still be relevant. Hence, Societal importance will be included in the analysis and regressions as it still may have valuable contributions.

\*\*The Sporting performance variable does not have a Cronbach's alpha value since it only consists of one question.

**Table 2.** Levels of Cronbach’s alpha and their degree of internal consistency.

Cronbach’s alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Note: Table is taken from Glen (2023).

## Validity

Validity is a concept which indicates if something measures what it is intended to measure (Bell et al., 2022). In order to ensure this, formulations of the questions were performed carefully. This was done by using terms consistently in the survey questions and also by clearly stating what subject the question concerned. Many questions were about either the respondent’s favorite team or football teams in general, meaning that for these questions it was important to address which of these were referred to. Table 3 in Chapter 3.4.5. presents values which support that the survey evaluation statements 1, 2 and 3 collect the type of answers it was intended to do.

The external validity of the thesis considers to what degree the results are generalizable to a larger population (Bell et al., 2022). Based on the methodology of the study, with the careful and motivated consideration regarding the selection of respondents (based on e.g. diverse favorite club ownership structures and club nationalities), the sufficient number of respondents, the use of established pre-made questions for the Fandom variable (Beaton et al., 2009) and previous studies as inspiration for other variables (see Chapter 2.3), the results of the thesis are argued to be generalizable.

### 3.4.5. Survey evaluation

The final block of the survey included four statements of what the respondents thought about the survey and were answered with a 5-point scale which ranged from “Do absolutely not agree” (1) to “Do absolutely agree” (5), with a middle option of “Unsure” (3). This stage was added in order for the respondents to give feedback and to reassure validity. The statements were: “The questions were clearly formulated”, “The answer alternatives were clearly formulated”, “The questions of the survey were formulated neutrally and did not affect the answers in a particular direction” and “It was fun and interesting to participate in the survey”. Table 3 below, shows the mean, standard deviation and median for each of the four questions asked in the survey evaluation stage.

**Table 3.** Mean, standard deviation and median for each of the survey evaluation questions.

Question	Mean	Standard deviation	Median
The questions were clearly formulated	4.34	0.69	4.00
The answer alternatives were clearly formulated	4.41	0.68	4.00
The questions of the survey were formulated neutrally and did not affect the answers in a particular direction	4.44	0.82	5.00
It was fun and interesting to participate in the survey	4.46	0.68	5.00

Note: The mean, standard deviation and median for all statements are values which range from a scale of 1 to 5 where 1 is “Do absolutely not agree” and 5 “Do absolutely agree”.

The means and medians show that the respondents were generally satisfied with the survey as the means of the questions ranged from 4.34 to 4.46 out of 5.00 and the medians from 4.00 to 5.00 out of 5.00. Additionally, the standard deviations ranged from 0.68 to 0.82 which can be considered as relatively low in relation to the means, indicating that the answers from the respondents differed only to some extent.

## 4. Results and analysis

*This thesis aims to investigate Swedish football supporters' perceptions of different ownership structures and types of owners in football. In order to provide an overview of the research questions' results and analyses, results of the descriptive statistics, regression analyses and correlation matrix, segmentations, owner scenarios and correlation matrix and exploratory inquiry will be presented.*

### 4.1. Descriptive statistics

**Table 4.** Number of respondents per favorite football club and each club's ownership structure.

Team	Total n=203	Ownership structure
Tottenham Hotspur FC	33 (16.3%)	Private ownership <sup>1</sup>
Liverpool FC	32 (15.8%)	Private ownership <sup>2</sup>
AIK	25 (12.3%)	Member ownership <sup>3</sup>
Manchester United FC	24 (11.8%)	Private ownership <sup>4</sup>
Djurgårdens IF	24 (11.8%)	Member ownership <sup>5</sup>
FC Barcelona	18 (8.9%)	Member ownership <sup>6</sup>
AC Milan	17 (8.4%)	Private ownership <sup>7</sup>
Inter	17 (8.4%)	Private ownership <sup>8</sup>
Others	13 (6.4%)	Various ownerships

Note: "Others" include the following: IFK Göteborg, Malmö FF, Atlético Madrid, Åtvidabergs FF, AFC Ajax, Hammarby IF, Red Star Belgrade and Gefle IF. Furthermore: <sup>1</sup>(Brennan, 2023), <sup>2</sup>(Reuters, 2019), <sup>3</sup>(AIK Fotboll AB, 2023), <sup>4</sup>(Reuters, 2019), <sup>5</sup>(Djurgården Fotboll, 2022), <sup>6</sup>(Reuters, 2019), <sup>7</sup>(Reuters, 2019) and <sup>8</sup>(Reuters, 2019).

There were in total 16 football clubs represented among the respondents in the survey. Out of these, 8 clubs employ the Member- and 8 clubs the Private ownership structure, although some also employ the Public ownership structure to some extent. The distribution of represented clubs among respondents is also relatively even (apart from the clubs listed under "Others" which only a maximum of three respondents each supported) which indicates a diverse set of football clubs among the answers.

**Table 5.** Mean, standard deviation and median for respondents' frequency of watching games and time span of following their favorite team and other teams.

Question	Mean	Standard deviation	Median
How many games per season (all tournaments included) do you watch your favorite team at the stadium and online combined?*	6.24	1.29	7.00
How many games per season (all tournaments included) do you watch other teams than your favorite at the stadium and online combined?*	3.94	1.64	4.00
For how many years have you followed professional football?	28.30	13.59	26.00
For how many years have you followed your favorite team in football?	27.89	14.24	25.00

\*The mean, standard deviation and median for the first two questions are values from the likert scale which ranges from 1 to 7 where 1 is "None" and 7 "A lot".

The first question displays a mean of 6.24 and a median of 7.00. For the second question, the mean and median were significantly lower at 3.94 and 4.00 respectively. Question three and four had similar values in means, 28.30 and 27.89 years respectively, as well as medians, 26.00 and 25.00 years respectively.

**Table 6.** Mean, standard deviation and median for respondents' Football consumption.

Question	Mean	Standard deviation	Median
I follow more leagues and cups than the ones that my favorite team plays in	5.00	2.01	5.00
I follow both club and national team football	5.72	1.54	6.00
Apart from my favorite team I follow european cup football (Champions League, Europa League, Conference League)	5.67	1.61	6.00
I have more than one favorite team and thus follow more leagues	3.79	2.31	5.00
I follow what happens in the world of football on for example the news and social media	6.15	1.13	7.00

Note: The mean, standard deviation and median for all questions are values from the likert scale which ranges from 1 to 7 where 1 is "Do absolutely not agree" and 7 "Do absolutely agree".

Questions were also asked about the respondents' Football consumption. Questions one, two, three and five have relatively high means while question four has a mean which is slightly lower at 3.79. The standard deviation of 2.31 further implies that there is a larger variation in the respondents' answers to this question. For all questions the

medians are relatively high, especially for question five where the median has the highest possible value of 7.

**Table 7.** Number of respondents who prefer each of the three different ownership structures.

Ownership type	Frequency distribution (n=203)
Member ownership structure	130 (64%)
Private ownership structure	51 (25%)
Public ownership structure	22 (11%)

Here, the frequency of what respondents deemed to be the best rated ownership structure is presented. The most popular was Member- with 130 respondents (64%) followed by Private- with 51 respondents (25%) and lastly the Public ownership structure with 22 respondents (11%). Member ownership structure was clearly the most preferred one compared to the other two.

Additionally, questions were asked about social media coverage of the favorite team. The most common (social) media channels were Facebook (89%), The club’s own sites (82%) and Websites (65%). The least common ones were TikTok (7%), Local press (7%) and Others (3%). The complete set of data for social media coverage can be found in Table A6 in Appendix 5.

Other descriptive statistics can be found in Appendix 5, including Age-, Gender- and Occupation distributions. 198 out of the 203 respondents whose answers were considered valid answered the Age question. The age of the respondents ranged from 17 to 71 years and had a mean of 40.80 along with a standard deviation of 13.80 and a median of 40 years. All of the 203 respondents answered the Gender question, where (86.2%) identified as men, (13.3%) identified as women and (0.5%) respondents identified as “other”. 202 respondents answered the Occupation question. (80.7%) answered that they were working, (14.4%) answered that they were studying, (3.5%) answered that they were retired and (1.5%) answered that they were doing “something else”.

## 4.2. Regression analysis and correlation matrix

In order to study the effect of the five independent variables on the three dependent variables, three multi linear regressions were created, one for each dependent variable. The reason for creating multi linear regressions was to test the simultaneous effect of the independent variables rather than their individual effects. The regressions are presented in the following parts along with a correlation matrix which shows correlations between all dependent and independent variables.

#### 4.2.1. Correlation matrix

**Table 8.** Mean and standard deviation as well as a correlation matrix of all dependent and independent variables.

Variable	Mean	Std.dev	Member	Private	Public	Sporting performance	Football consumption	Fandom	Societal importance	Ideal ownership
Member	5.09	1.45								
Private	3.82	1.50	-0.64***							
Public	3.70	1.42	-0.18**	0.28***						
Sporting performance	4.67	1.91	-0.04	0.09	-0.04					
Football consumption	5.27	1.24	0.04	0.14	0.03	-0.10				
Fandom	5.57	0.96	0.14	-0.04	-0.16*	0.23**	-0.11			
Societal importance	6.43	0.58	0.22**	-0.14*	-0.04	-0.08	0.17*	0.02		
Ideal ownership	4.19	1.36	0.44***	-0.48***	-0.26**	-0.01	-0.05	0.03	0.17*	

Note: p-value < 5% implies that the variables are significant and are marked \* for < 0.05, \*\* for < 0.01 and \*\*\* for < 0.001.

By looking at the correlation matrix it can be seen that the variables correlate to different degrees. The ones with the most positive correlation coefficients are Ideal ownership with Member of 0.44, Private with Public of 0.28 and Fandom with Sporting performance of 0.23. The ones with the most negative correlation coefficients are Member with Private of -0.64, Ideal ownership with Private of -0.48 and Ideal ownership with Public of -0.26. The Cronbach's alphas for the independent and dependent variables are; Member: 0.91, Private: 0.90, Public: 0.88, Sporting performance: N/A (see Chapter 3.4.4, Table 2), Football consumption: 0.86, Fandom: 0.88, Societal importance: 0.59 and Ideal ownership: 0.73.

#### 4.2.2. Regression of independent variables on Member ownership structure

The first regression made was:

$$\text{Member ownership structure} = \beta_0 + \beta_1(\text{Sporting performance}) + \beta_2(\text{Football consumption}) + \beta_3(\text{Fandom}) + \beta_4(\text{Societal importance}) + \beta_5(\text{Ideal ownership}) + \text{error term}$$

**Table 9.** Statistics of the multi-linear regression with Member ownership structure as the dependent variable.

Variable	Beta	Std. error	t value	p-value
Intercept	-0.29	1.19	-0.24	0.81
Sporting performance	-0.04	0.05	-0.75	0.45
Football consumption	0.06	0.07	0.81	0.42
Fandom	0.21	0.10	2.12	0.04*
Societal importance	0.34	0.16	2.12	0.04*
Ideal ownership	0.45	0.07	6.57	< 0.001***

Note: p-value < 5% implies that the variables are significant and are marked \* for < 0.05, \*\* for < 0.01 and \*\*\* for < 0.001.

In Table 9 above, components of the regression are shown. Fandom, Societal importance and Ideal ownership have p-values < 5% meaning that they have a statistically significant effect on the dependent variable.

The regression returns an adjusted R<sup>2</sup> value of 0.218 and an F-statistic of 12.24.

#### 4.2.3. Regression of independent variables on Private ownership structure

The second regression made was:

$$\text{Private ownership structure} = \beta_0 + \beta_1(\text{Sporting performance}) + \beta_2(\text{Football consumption}) + \beta_3(\text{Fandom}) + \beta_4(\text{Societal importance}) + \beta_5(\text{Ideal ownership}) + \text{error term}$$

**Table 10.** Statistics of the multi-linear regression with Private ownership structure as the dependent variable.

Variable	Beta	Std. error	t value	p-value
Intercept	6.30	1.21	5.23	< 0.001 ***
Sporting performance	0.08	0.05	1.56	0.12
Football consumption	0.16	0.08	2.10	0.04 *
Fandom	-0.05	0.10	-0.54	0.59
Societal performance	-0.20	0.16	-1.19	0.24
Ideal ownership	-0.51	0.07	-7.35	< 0.001 ***

Note: p-value < 5% implies that the variables are significant and are marked \* for < 0.05, \*\* for < 0.01 and \*\*\* for < 0.001.

In Table 10 above, components of the regression are shown. Football consumption and Ideal ownership have p-values which are under 5% meaning that they have a statistically significant effect on the dependent variable.

The regression returns an adjusted R<sup>2</sup> value of 0.241 and an F-statistic of 12.24.

#### 4.2.4. Regression of independent variables on Public ownership structure

$$\text{Public ownership structure} = \beta_0 + \beta_1(\text{Sporting performance}) + \beta_2(\text{Football consumption}) + \beta_3(\text{Fandom}) + \beta_4(\text{Societal importance}) + \beta_5(\text{Ideal ownership}) + \text{error term}$$

**Table 11.** Statistics of the multi-linear regression with Public ownership structure as the dependent variable.

Variable	Beta	Std. error	t value	p-value
Intercept	5.96	1.27	4.70	< 0.001 ***
Sporting performance	-0.01	0.05	-0.10	0.92
Football consumption	-0.003	0.08	-0.04	0.97
Fandom	-0.22	0.10	-2.15	0.03 *
Societal importance	0.02	0.17	0.14	0.89
Ideal ownership	-0.27	0.07	-3.70	< 0.001 ***

Note: p-value < 5% implies that the variables are significant and are marked \* for < 0.05, \*\* for < 0.01 and \*\*\* for < 0.001.

In Table 11 above, components of the regression are shown. Fandom and Ideal ownership have p-values which are under 5% meaning that they have a statistically significant effect on the dependent variable.

The regression returns an adjusted R<sup>2</sup> value of 0.067 and an F-statistic of 3.91.

### 4.3. Segmentations

In the following section, segmentations were made on the three different ownership structures based on the two independent variables that were found to be the most significant in the regression analyses and the ownership structure of the respondent's favorite club.

#### 4.3.1. Segmentation of respondents based on level of Fandom

**Table 12.** Mean and standard deviation of the dependent variables segmented on Fandom score.

Ownership type	Low Fandom (<5)		High Fandom (5-7)	
	Mean	Std.dev	Mean	Std.dev
Member ownership structure	4.83	1.42	5.18	1.46
Private ownership structure	3.95	1.36	3.78	1.54
Public ownership structure	4.14	1.40	3.56	1.40

Note: The mean, standard deviation and median for all questions are values from the likert scale which ranges from 1 to 7 where 1 is "Do absolutely not agree" and 7 "Do absolutely agree".

In Table 12 above, the means and standard deviations of the three dependent variables are displayed through a separation of the Fandom independent variable. The respondents have been divided into two parts, with those scoring a Fandom mean of at least 5 in one group and those under 5 in one group. This is, since the group with at least 5 in Fandom score can be said to be significant fans.

#### 4.3.2. Segmentation of respondents based on level of Ideal ownership

**Table 13.** Mean and standard deviation of the dependent variables segmented on Ideal ownership score.

Ownership type	Low Ideal ownership (<5)		High Ideal ownership (5-7)	
	Mean	Std.dev	Mean	Std.dev
Member ownership structure	4.76	1.41	5.78	1.30
Private ownership structure	4.27	1.26	2.87	1.52
Public ownership structure	3.86	1.32	3.38	1.55

Note: The mean, standard deviation and median for all questions are values from the likert scale which ranges from 1 to 7 where 1 is “Do absolutely not agree” and 7 “Do absolutely agree”.

In Table 13 above, the means and standard deviations of the three dependent variables are displayed through a separation of the Ideal ownership independent variable. The observations have been divided into two parts, with those scoring an Ideal ownership mean of at least 5 in one group and those under 5 in one group. This is, since the group with at least 5 in ideal ownership score can be said to agree with that Ideal ownership is important.

#### 4.3.3. Segmentation of respondents based on ownership structure employed by the respondent’s favorite club

**Table 14.** Mean and standard deviation of the dependent variables segmented on the own favorite club’s ownership structure.

Ownership type	Member ownership structure group		Private ownership structure group	
	Mean	Std.dev	Mean	Std.dev
Member ownership structure	5.61	1.28	4.83	1.43
Private ownership structure	3.13	1.49	4.20	1.34
Public ownership structure	3.65	1.41	3.78	1.42

Note: The mean, standard deviation and median for all questions are values from the likert scale which ranges from 1 to 7 where 1 is “Do absolutely not agree” and 7 “Do absolutely agree”.

In Table 14 above, the means and standard deviations of the three dependent variables are displayed through a separation of the respondents based on their favorite football club’s exerted ownership structure. The respondents are thus divided into two groups – those who support clubs with member ownership structure and those who support clubs with private ownership structure (since either one of these two are dominant among the respondents’ favorite clubs, which is why no public ownership structure group has been created).

#### 4.4. Owner scenarios and correlation matrix

**Table 15.** Mean, standard deviation, respondents negative/unsure and respondents positive for the scenarios with different types of owners (and ownership structures).

Question	Mean	Standard deviation	Respo. negative/unsure	Respo. positive
1. A businessman without earlier connections to the football world owns your favorite team <b>(private ownership)</b>	2.49	1.49	89%	11%
2. A businessman with earlier connections to the football world owns your favorite team <b>(private ownership)</b>	4.56	1.74	34%	66%
3. A businessman from your favorite team's local society who has been a supporter of the club for many years owns your favorite team <b>(private ownership)</b>	5.79	1.60	14%	86%
4. It is decided that your favorite team will become member owned <b>(member ownership)</b>	5.69	1.47	13%	87%
5. It is decided that your favorite team will become company owned <b>(private ownership)</b>	3.77	1.83	53%	47%
6. Your favorite team is owned by someone who earlier has been/is an owner of another team <b>(private ownership)</b>	2.76	1.55	86%	14%
7. A famous person (e.g actor or music artist) owns your favorite team <b>(private ownership)</b>	3.12	1.58	80%	20%
8. A fund owned by a state positioned in the middle east owns your favorite team <b>(private ownership)</b>	2.06	1.68	87%	13%

Note: The mean and standard deviation for all questions are values from the likert scale which ranges from 1 to 7 where 1 is "Strongly negative attitude" and 7 "Strongly positive attitude". Percentages are expressed as a share of the total 203 respondents. Respo=Respondents.

In addition to the previous tests, eight different scenarios were presented to the respondents about different owners, which were mandatory to answer. All scenarios have some connection to real world cases. Those who answered 4 (unsure) are included in the group of respondents who have a negative attitude/are unsure, i.e. 1, 2, 3 and 4 while the group of respondents who have a positive attitude consists of answers 5, 6 and

7. The most popular scenario was number 4, which 87 % of the respondents had a positive attitude toward. The least popular scenario was number 1, which only 11 % of the respondents had a positive attitude toward.

**Table 16.** Correlation matrix with all owner scenario questions.

Owner(s)	1	2	3	4	5	6	7	8
1								
2	0.54							
3	0.43	0.72						
4	-0.39	-0.50	-0.38					
5	0.52	0.67	0.59	-0.48				
6	0.42	0.48	0.37	-0.45	0.55			
7	0.54	0.63	0.56	-0.31	0.57	0.39		
8	0.26	0.34	0.30	-0.34	0.38	0.32	0.28	

Note: Every correlation is statistically significant, with p-values < 0.001 (\*\*\*). The numbers 1-8 correspond to the scenarios in Table 15.

From the correlation matrix above it can be seen that the correlation between the questions are generally either high or low. The ones with the most positive correlation coefficients are scenario 2 with scenario 3 of 0.72, scenario 2 with scenario 5 of 0.67 and scenario 2 with scenario 7 of 0.63. The ones with the most negative correlation coefficients are scenario 4 with scenario 2 of -0.50, scenario 4 with scenario 5 of -0.48 and scenario 4 with scenario 6 of -0.45.

## 4.5. Exploratory inquiry

In order to investigate the exploratory inquiry “EI: Which of the three; Member-, Private- or Public ownership structures, is preferred?”, three separate paired t-tests have been conducted based on the split of the EI into EI1, EI2 and EI3, which was made to facilitate the t-tests. The t-tests were performed to study the relationships between the three dependent variables. All t-tests were performed with a significance level of 5%.

### 4.5.1. Member compared to Private ownership structure

The null hypothesis is that the dependent variables have a difference in means which is equal to 0. This is rejected, as the first paired t-test has a p-value < 0.001 and a t-value of 6.81. Since the observed p-value < 0.05, EI1 has empirical support for yes, that Member is better ranked than Private.

**EI1:** Is Member- ranked better than Private ownership structure? **Empirical support for yes**

#### 4.5.2. Member compared to Public ownership structure

The null hypothesis is that the dependent variables have a difference in means which is equal to 0. This is rejected, as the second paired t-test has a p-value  $< 0.001$  and a t-value of 8.99. Since the observed p-value  $< 0.05$ , EI2 has empirical support for yes, that Member is better ranked than Public.

**EI2:** Is Member- ranked better than Public ownership structure? **Empirical support for yes**

#### 4.5.3. Private compared to Public ownership structure

The null hypothesis is that the dependent variables have a difference in means which is equal to 0. This is accepted, as the third paired t-test has a p-value of 0.34 and a t-value of 0.95. Since the observed p-value  $> 0.05$ , EI3 has empirical support for no, that Private is not better ranked than Public.

**EI3:** Is Private- ranked better than Public ownership structure? **Empirical support for no**

## 5. Discussion

*This thesis aims to investigate Swedish football supporters' perceptions of different ownership structures and types of owners in football. In order to provide a discussion and conclusions of the research questions, key findings, implications for management and marketing, limitations, suggestions for future research and a conclusion will be presented.*

### 5.1. Key findings

#### 5.1.1. Descriptive statistics

The median respondent of the survey has been following professional football for 26 years, and more specifically their current favorite football club for 25 years. The median respondent watches almost all the games that the favorite football club plays during the season, either physically at the stadium or on television. Intuitively, this high number could be, since one can argue that there are more “hard-core” supporters that make the effort of joining supporter groups on Facebook than the average supporter.

A mean of 5.00 on the statement that one follows more leagues and cup competitions than the one that the favorite club participates in, suggests that the general football consumption and interest among the respondents is somewhat high. A mean of 5.72 on the statement that one in addition to the favorite club also follows the national team shows that for many of the respondents, the excitement around football does not only revolve around the favorite club, but also football in general.

#### 5.1.2. Regression analysis and correlation matrix

The regression on Member ownership structure has three significant independent variables. Ideal ownership has the largest positive impact and one reason behind this can be that the respondents who value ideal ownership highly also for that reason believe that the members of a football club should be able to decide themselves in what way their own favorite football club should be run. The other two significant variables are Fandom and Societal importance which also have positive impacts. One possible explanation for Fandom is that the “hard-core” supporters may want to influence and decide what decisions are taken for their own football club (García & Llopis-Goig, 2020) and for Societal importance it may be reasonable to assume that the respondents who think football clubs should be connected to the local community and supporters, also want the same supporters to decide what is best for the club (García & Llopis-Goig, 2020).

The regression on Private ownership structure has two significant independent variables. Ideal ownership has the largest effect with a negative impact, which potentially could be explained by respondents' distrust in the private ownership structure and a preference for a member ownership structure, as argued in the previous paragraph. Football consumption has a positive impact, which may be a consequence of that respondents scoring high on that variable prefer watching competitive and high-qualitative football. In order for football clubs to enable playing such football, the respondents might realize that significant amounts of money is needed – which privately owned clubs can easier provide the club with (Sogut & Khan, 2022).

The regression on Public ownership structure has two significant independent variables. Ideal ownership has the largest impact which is negative, perhaps indicating that the reason could be similar to the one in the Private ownership structure regression. Fandom also has a negative effect which could be due to “hard-core” supporters' will to decide what is best for their favorite football club by using other methods than having to acquire a significant amount of shares on the stock market (García & Llopis-Goig, 2020).

The correlation matrix showed that the most negative correlation coefficient was between the dependent variables Member and Private of -0.64. The most positive correlation coefficient was between Ideal ownership and Member of 0.44 where one possible explanation for this is what is presented in the paragraph above about the Member regression. Two items with minimal correlation are Ideal ownership and Sporting performance (-0.01). This is interesting, since it is reasonable to assume that those who were not satisfied with the Sporting performance would “blame” the owners and ownership structure (CustomerInsight, 2017) – thus valuing their Ideal ownership highly which is not the case based on the observations.

### 5.1.3. Segmentations of respondents

The means for the dependent variables of the two segmented groups based on Fandom differ, with the high-scoring group on average scoring higher on the Member dependent variable than the low-scoring group (5.18 compared to 4.83). The opposite is true for the Private and Public dependent variables, where the low-scoring Fandom group on average scored higher than the high-scoring Fandom group (3.95 compared to 3.78 on Private and 4.14 compared to 3.56 on Public).

The means for the dependent variables of the two segmented groups differ based on Ideal ownership, with the high-scoring group on average scoring higher on the Member dependent variable than the low-scoring group (5.78 compared to 4.76). The opposite is true for the Private and Public dependent variables, where the low-scoring Ideal group

on average scored higher than the high-scoring Ideal group (4.27 compared to 2.87 on Private and 3.86 compared to 3.38 on Public).

The means for the dependent variables of the two segmented groups differ based on ownership structure group, with the “member ownership structure group” on average scoring higher on the Member dependent variable than the “private ownership structure group” (5.61 compared to 4.83). The opposite is true for the Private and Public dependent variables, where the “private ownership structure group” on average scored higher than the “member ownership structure group” (4.20 compared to 3.13 on Private and 3.78 compared to 3.65 on Public).

#### 5.1.4. Owner scenarios and correlation matrix

Scenario 4 was the most popular statement as 87% of the respondents had a positive attitude while scenario 1 was the least popular statement as 11% of the respondents had a positive attitude. The variation likely stems from the fact that the scenarios involved a great variety of owners, some of which seem to be preferred considerably more than others. Additionally, the scenarios adhered to either the member- or private ownership structure, and thus respondents’ preference with regard to this likely had an influence.

For scenario 4, the high positive attitude could be explained by the fact that it is the only one which relates to the member ownership structure which would indicate a general liking for that particular ownership structure, which can also be seen in Table 7, Chapter 4.1. For scenario 1, low scores likely stem from the fact that some businessmen with no or limited earlier connection to football, recently have acquired clubs without finding any success such as Chelsea owner Todd Boehly (Salt, 2023). With this real life scenario currently being relevant, respondents may have been affected by this to some degree and perhaps thus believe that similar takeovers would bring the same outcome.

The correlation matrix for the scenarios generally showed both positive and negative correlations. Scenarios 2 and 3 correlated most positively with a correlation coefficient of 0.72 which may be explained by the relatively similar formulation of the scenarios, as both relate to businessmen who are connected to football in one way or another. Scenarios 2 and 4 correlated most negatively with a correlation coefficient of -0.5 which could be the effect of one being member ownership-centered and the other private ownership-centered. By observing the matrix as a whole, most scenarios correlate positively while some specific ones correlate negatively with all others. Scenario 4 for example, has a negative correlation with every other scenario. This may be due to the fact that it is member ownership-centered as stated above and by interpreting this generally, a greater liking for the Member ownership structure implies a greater disliking for Private ownership structure.

### 5.1.5. Exploratory inquiry

By performing the paired t-tests, support was found for “yes” of EI1 and EI2 but not for EI3, which implies that no significant difference was found in the means of Private- and Public dependent variables. The Member ownership structure can by empirical support of the data be regarded as the most preferred ownership structure by the respondents out of the three. However, the second most preferred ownership structure can not be distinguished, as there is no empirical support for “yes” for EI3.

## 5.2. Implications for management and marketing

The results of the thesis may have implications for both management and marketing, as the supporters’ perception of ownership structures in football hopefully have an effect on football entities such as clubs, associations, institutions etc. and their decision making processes.

### 5.2.1. Implications for management

The Member ownership structure is the most preferred among respondents, which might partly be explained by tendencies of supporters to seek control and influence in decisions of football clubs themselves, something which is in line with and reinforces the research study of García and Llopis-Goig (2020), that determines supporter attitudes to be highly positive with regard toward supporter involvement in governance related issues.

### 5.2.2. Implications for marketing

Furthermore, the fact that the Member ownership structure is the most popular of the three can be said to show a desire among the football supporters to have a say regarding decisions affecting the operations of their favorite football club. This can be a possible negative response to the phenomenon studied by García and Welford (2015), which explains the increased distancing between the football supporters and governing bodies within football. This implication does also build on the research by Trail and James (2001), where the authors have created the Motivation Scale for Sport Consumption. As previously established, the supporters contribute to a large part of the revenue of their favorite football club (Lundh, 2021). Thus, it is crucial to keep the supporters motivated and satisfied, which this thesis argues can be done by considering their opinions on these important matters before and during decision-making.

### 5.2.3. Practical implications for management and marketing

From the results, it can be concluded that Fandom, Societal importance and Ideal ownership are the most significant factors that positively affect the perception of

Member ownership structure. Hence, it can be argued that supporters who are “the most” fans, view football as an important societal phenomenon and value their ownership of the clubs, are the ones that clubs should value and care about since their commitment and opinions could prove vital to clubs’ survival. Additionally, the results from the owner scenarios have implications for, among others, owners of football clubs interested in selling it to new owners, as a transition period before a final take-over can be harmed by negative perceptions that affect the club’s reputation (and also the general reputation of the owners, which may remain long after the final let-go of the club). The results from this thesis can be seen as general opinions on these matters, and the fact that all real-world scenarios are different can help and assist football clubs to gain/keep popularity by acting in accordance to what their football supporters demand.

Furthermore, by raising the importance of supporter perception, it is possible and more likely that clubs, associations and institutions as a result will adjust their governance processes not only to satisfy the supporters but also to improve their current ownership structures. This is, since the opinions and thoughts of supporters bring different external and novel perspectives, many of which may never or seldom be raised by the internal stakeholders (García & Llopis-Goig, 2019) to the clubs. For these reasons, football entities may find it helpful to involve supporters in their structuring and organizing generally, something which could revolutionize pre-existing dynamics of sports governance. If football clubs are more willing to listen to supporters’ perceptions of ownership structures, they may in more extreme scenarios even be willing to completely change their own employed ownership structure if it is deemed beneficial for the club, as was the case in 2020 with Wrexham AFC (BBC Sport, 2020).

The preference for the Member ownership structure further presents an opportunity for Riksidrottsförbundet and the Swedish Football Association to emphasize their support for and protection of Swedish football’s interests, based on the Swedish supporters’ opinions. This implies that the thesis possibly together with other studies can facilitate decision-making processes of preserving the Member ownership structure requirement of the Swedish leagues to ensure that private owners going forward in Europe do not step inside the door of the Swedish national sport.

### 5.3. Limitations

In order to collect data for this thesis, an anonymous survey was published in Swedish Facebook supporter groups of different football clubs. One limitation as a result, is that answers were only collected from Swedish football supporters, implying a certain homogeneity of the data (Viswanathan & Dickson, 2007) since the respondents, despite

differences in favorite club belonging, are subject to the Swedish football culture in one way or another.

Additionally, the survey was solely distributed on Facebook which further reinforced the homogeneity and limited the reach, as the other supporters of the chosen football clubs which may be active only on other social media platforms than Facebook, did not have an opportunity to participate in the study. The respondents could also only participate in the survey if they had a favorite team. This hampered the potential number of answers which potentially could have been collected since the people who are supporters of football in general were not able to participate.

Since the unmonitored survey was published online, there is a tendency for people to open the survey without completing it to 100% (Wu et al., 2022) as was depicted in Chapter 3.3.2., Figure 2, implying the risk of a low response rate. As these had to be removed from the final data, the data quality was potentially disrupted which is discussed further in Chapter 3.4.2. Precautions were taken to avoid low response rates, e.g. by declaring a giveaway of scarfs to three randomly selected winners and including information about how many questions were left.

Another limitation with regard to the amount of data collected is the time period in which the survey was open in the Facebook groups. Ideally, the survey could have been open for a longer time in order for more answers to be collected and to assure possibilities of republishing it. Furthermore, the survey could have been open for different time periods to gather data on multiple occasions and to see how time periods compare, thus making the results more generalizable (Bell et al., 2022).

## 5.4. Suggestions for future research

Future research could further investigate the topics raised in the thesis by studying the effects of other independent variables. One could e.g. study how the favorite club that was chosen by the respondents affect the perception of ownership structures, for example by asking if supporting the favorite team was inherited by a parent or family member or if a certain player or game influenced the respondent to support a particular team etc. (Thomas, 2009). The amount of scenarios could also be extended in order to learn more about peoples' opinions on even more different types of owners. Further scenarios could be ones that are more connected to the public ownership structure or ones which are based on other upcoming and future real situations.

As mentioned in Chapter 5.3., the survey was limited to Swedish football supporters and this could be an area of expansion for future research. It could for example be of

importance to study football supporters of different countries' perceptions, in order to compare what differences and similarities that exist as well as to expand the diversity of the data to gain a more heterogeneous sample (Doyle et al., 2013). One could broaden the scope even further by not only studying the football supporters' perceptions, but also the views and opinions that supporters of other sports hold of ownership structures and types of owners in their respective fields. This could contribute to new perspectives and knowledge which consequently could result in a more nuanced research.

## 5.5. Conclusion

The thesis aimed to investigate Swedish football supporters' perceptions of different ownership structures and types of owners in football. The ambition is that what has been discussed can be used as supporting guidelines and frameworks, e.g. for football clubs, leagues and associations when making decisions that affect Swedish football supporters – not the least as a substantial part of the revenue streams for the clubs can be derived from and are dependent on these dedicated followers. Furthermore, the fan bases of football clubs are what basically legitimize the clubs and their right to exist, and therefore their opinions on ownership structures and owners should be regarded considerably. It may be difficult to remember in these hyper-commercialized times, but without fans – football is nothing.

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## 7. Appendix

### Appendix 1

#### Specific questions asked to pre-study 1 participants:

- “What factors influence your perception of member ownership, private ownership and public ownership?”
- “What factors do you believe influence football supporters’ perception of member ownership, private ownership and public ownership?”
- “As a fan of a football team, how much do you know and care about the ownership structure and owners of your club?”

**Table A1.** Age, gender and favorite team of participants in pre-study 1.

Age	Gender	Favorite team
21	Male	AIK
21	Male	Djurgårdens IF
23	Female	AIK
29	Male	Manchester United FC
39	Female	Tottenham Hotspur FC
52	Male	Chelsea FC
52	Female	Liverpool FC
57	Male	FC Barcelona
71	Male	Djurgårdens IF

### Appendix 2

**Table A2.** Facebook supporter groups in which the survey was posted and the number of members per group.

Facebook supporter group	Number of members
AIK	27 047
Djurgårdens IF - Alltid oavsett!	16 996
Liverpool Fans i Sverige	7 652
FC Barcelona Sverige Forum	5 925
Tottenham Sweden Chat forum	4 235
Manchester United Sverige	3 617
FC Barcelona Sverige	1 957
Milan Club Svezia	1 561
Inter Club Svezia	1 316
Atlético de Madrid Sweden	397

Note: Number of members as of May 3.

## Appendix 3

Standardized message to Facebook group admins.

Hej! Jag skriver till dig eftersom du är admin för facebookgruppen (insert group name). Jag och en kurskamrat skriver nu en kandidatuppsats vid Handelshögskolan i Stockholm där vi undersöker svenska fotbollssupportrars inställning till olika ägarstrukturer och ägare av fotbollsklubbar. Några saker vi tänkte undersöka är synen på medlemsägda klubbar (t.ex. allsvenska klubbar under 51%-regeln) och privatägda klubbar såsom kontroversiellt saudi-ägda Newcastle. Även synen på olika sorters ägare kommer undersökas. Därför skulle vi väldigt gärna vilja publicera vår enkät i ett inlägg på denna sida, för att på så sätt ta del av värdefulla svar och insikter från gruppens följare om dessa minst sagt aktuella ämnen.

Vi skulle verkligen uppskatta om vi fick publicera enkäten här, då svaren på enkäten från just denna (insert club name)-grupp skulle betyda mycket för kvaliteten på uppsatsen. Det blir också ett sätt att påverka och framföra sin åsikt för gruppmedlemmarna, då uppsatsen i sin helhet kommer publiceras för allmänheten. Man svarar givetvis på enkätens frågor anonymt.

Hoppas det är okej för er admins! Det är bara att fråga på om ni undrar någonting mer kring enkäten eller uppsatsen.

Med vänliga hälsningar,

Mattias Leijonhufvud och Elias Brännström

## Appendix 4

Standardized message for the survey post.

Välkommen att delta i vår enkätundersökning! Denna undersökningen genomförs av Mattias Leijonhufvud och Elias Brännström som en del av en kandidatuppsats vid Handelshögskolan i Stockholm och syftar till att undersöka svenska fotbollssupportrars syn på olika ägarstrukturer och ägare av fotbollsklubbar – någonting som blivit mer uppmärksammat och omdiskuterat det senaste decenniet inte minst på grund av flera kontroversiella förvärv av fotbollsklubbar. Exakt vad ägarstrukturer är för någonting kommer förklaras närmare under webbenkätens gång. Det tar cirka 9-10 minuter att besvara webbenkäten. Frågorna i enkäten handlar exempelvis om synen på medlemsägda, privatägda och publikt ägda fotbollsklubbar samt olika ägare.

Det här är din chans att påverka och framföra din åsikt, då uppsatsen kommer att publiceras för allmänheten! Kom ihåg att dina svar är anonyma. Dessutom har du möjlighet att vara med i utlottningen av tre halsdukar där varje vinnare får meddela vilket lags halsduk som önskas. Stort tack för att du bidrar till vår uppsats! Om du har några frågor gällande enkäten eller undersökningen är du välkommen att kontakta oss genom följande e-post: [25168@student.hhs.se](mailto:25168@student.hhs.se) (Mattias Leijonhufvud).

## Appendix 5

Data presented of questions in the demographics-block and for the social media question.

**Table A3.** Data of the respondents' age.

No. respondents who submitted their age	198
Mean (years)	40.80
Standard deviation (years)	13.80
Minimum age	17
1st quartile	29.25
Median	40
3rd quartile	52
Maximum age	71

**Table A4.** Data of the respondents' self-reported gender.

Gender	Number of respondents (out of total 203)
Men	175 (86.2%)
Women	27 (13.3%)
Others	1 (0.5%)
Do not want to say	0 (0%)

**Table A5.** Data of the respondents' occupation.

Occupation	Number of respondents (out of total 202)
No. respondents studying	163 (80.7%)
No. respondents working	29 (14.4%)
No. respondents retired	7 (3.5%)
No. respondents doing "something else"	3 (1.5%)

**Table A6.** Data of the respondents social media coverage

Social media	Number of respondents (out of total 203)
Facebook	180 (88.7%)
Klubbens egna sidor	167 (82.3%)
Websites	131 (64.5%)
Instagram	129 (63.5%)
Newspapers	122 (60.1%)
Fan forums	86 (42.4%)
Twitter	76 (37.4%)
Podcast/Sports radio	74 (36.5%)
Fotboll magazines	24 (11.8%)
Fan-subscriptions	16 (7.9%)
TikTok	15 (7.4%)
Local press	15 (7.4%)
Others	6 (3.0%)
Do not follow on soc.media	0 (0.0%)

## Appendix 6

Below, the survey posted in the Facebook groups – which was made and posted in Swedish – is presented:

### Introduction

#### Välkommen att delta i vår enkätundersökning!

Denna undersökning genomförs av Mattias Leijonhufvud och Elias Brännström som en del av en kandidatuppsats vid Handelshögskolan i Stockholm och syftar till att undersöka svenska fotbollssupportrars syn på olika ägarstrukturer och ägare av fotbollsklubbar. Kom ihåg att dina svar är anonyma. Det tar bara cirka **9-10 minuter** att besvara webbenkäten.

**Om du har några frågor gällande enkäten eller undersökningen är du välkommen att kontakta oss genom följande e-post: [25168@student.hhs.se](mailto:25168@student.hhs.se).**

OBS: Vi rekommenderar att du besvarar enkäten från din dator för bästa användarvänlighet.

### GDPR

Vänligen läs följande information relaterat till dataskyddsförordningen GDPR.

Projekt: BSc thesis in Business & Economics

År och termin: 2023, vårterminen

Ansvariga studenter för studien: Mattias Leijonhufvud, BSc-student ([25168@student.hhs.se](mailto:25168@student.hhs.se)) samt Elias Brännström, BSc-student ([24964@student.hhs.se](mailto:24964@student.hhs.se))

Handledare och avdelning vid SSE: Patric Andersson, Associate Professor; Institutionen för marknadsföring och strategi

Handledarens e-postadress: [patric.andersson@hhs.se](mailto:patric.andersson@hhs.se)

Typ av personuppgifter om dig som ska behandlas: initialer, kön, ålder och sysselsättning

**Information relaterat till GDPR:** Som en integrerad del av utbildningsprogrammet vid Handelshögskolan i Stockholm gör inskrivna studenter ett individuellt examensarbete. Detta arbete baseras ibland på undersökningar och intervjuer kopplade till ämnet. Deltagande är naturligtvis helt frivilligt och denna text är avsedd att ge dig nödvändig information om som kan röra ditt deltagande i studien eller intervjun. Du kan när som helst återkalla ditt samtycke och dina uppgifter kommer därefter att raderas permanent.

**Sekretess.** Allt du säger eller anger i undersökningen eller till intervjuerna kommer att hållas strikt konfidentiellt och kommer endast att göras tillgängligt för handledare, handledare och kursledningsgruppen. Säker lagring av data. All data kommer att lagras och bearbetas säkert av SSE och kommer att raderas permanent när det projekterade är slutfört.

Inga personuppgifter kommer att publiceras.

Uppsatsen som skrivs av studenterna kommer inte att innehålla någon information som kan identifiera dig som deltagare i undersökningen eller intervjuämnet.

**Dina rättigheter enligt GDPR.** Du är välkommen att besöka <https://www.hhs.se/en/about-us/data-protection/> för att läsa mer och få information om dina rättigheter relaterade till personuppgifter.

Tveka inte att kontakta oss via mailen; 25168@student.hhs.se om du har frågor kring hur vi hanterar datan!

Jag har tagit del av informationen ovan och samtycker till att delta i denna studie.

★ Ja, skriv dina initialer samt dagens datum, t.ex. ML030423.

Nej tack, jag samtycker inte till att delta i studien.

## Block 1: Favorite team + Fandom scale

Här ställer vi frågor om ditt favoritlag. Med favoritlag menar vi fotbollslaget du hejar på mest.

Har du något favoritlag inom fotbollen? OBS: För att kunna fortsätta med enkäten måste du svara "Ja" på denna fråga.

Ja

Nej

Osäker

Vilket är ditt favoritlag? Om du har flera favoritlag, välj det lag du hejar på mest.

Nedan följer ett antal påståenden om supporterskapet av ditt favoritlag. Välj det påstående som passar in bäst på dig.

	Instämmer i						
	Instämmer absolut inte	Instämmer stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
Jag gillar att titta på mitt favoritlags matcher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Att titta på mitt favoritlag är något av det mest glädjande jag vet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jämfört med andra aktiviteter, är det intressant att titta på mitt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mycket av mitt liv är organiserat runt att följa mitt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Att följa mitt favoritlag har en central roll i mitt liv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mycket av min tid organiseras runt att följa mitt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Att följa mitt favoritlag säger mycket om vem jag är	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Man kan säga mycket om en person genom att veta vilket favoritlag hen har	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
När jag tittar på mitt favoritlag kan jag vara mig själv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Block 2: Sporting performance

Hur bra tycker du att ditt favoritlag presterat resultatmässigt under de senaste åren?

Mycket dåligt      Ganska dåligt      Något dåligt      Varken eller      Något bra      Ganska bra      Mycket bra

## Block 3: Frequency of watching football + reasons for following

I denna del kommer vi att ställa frågor kring hur och hur ofta du följer såväl ditt favoritlag inom fotbollen som fotboll generellt. Nedan följer frågor kring frekvens och preferenser av fotbollstittande. Välj det alternativ som passar bäst.

Hur många matcher per säsong (alla turneringar inräknade) tittar du på **ditt favoritlag** på plats och online sammanlagt?

Inga                      Nästan inga                      En del                      Medelmånga                      Ganska många                      Många                      Veldig många

Hur många matcher per säsong (alla turneringar inräknade) tittar du på **andra lag** än ditt favoritlag på plats och online sammanlagt?

Inga                      Nästan inga                      En del                      Medelmånga                      Ganska många                      Många                      Veldig många

Vilken fotbollsliga tycker du är mest underhållande att titta på? (Välj en)

Allsvenskan (Sverige)	Premier League (England)	La liga (Spanien)	Bundesliga (Tyskland)	Serie A (Italien)	Ligue 1 (Frankrike)	Annan
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hur många år har du följt professionell fotboll? (Vänligen ange i enbart siffror, t.ex. 17. Uppskatta på ett ungefär om du inte är säker).

Hur många år har du följt ditt favoritlag i fotboll? (Vänligen ange i enbart siffror, t.ex. 17. Uppskatta på ett ungefär om du inte är säker).

Vilka (sociala) medier använder du för att följa ditt favoritlag? (Det är möjligt att välja flera svarsalternativ).

<input type="checkbox"/> Instagram	<input type="checkbox"/> Webbplatser (t.ex. Fotbollskanalen)	<input type="checkbox"/> Fan-abonnemang
<input type="checkbox"/> Facebook	<input type="checkbox"/> Fotbollsmagasin (t.ex. Offside)	<input type="checkbox"/> Podcast/Sportradio
<input type="checkbox"/> Twitter	<input type="checkbox"/> Lokalpress	<input type="checkbox"/> Annan
<input type="checkbox"/> Tiktok	<input type="checkbox"/> Klubbens egna sidor (t.ex. hemsida, sociala medier etc.)	<input type="checkbox"/> Följer inte mitt favoritlag på (sociala) medier
<input type="checkbox"/> Dagstidningar (t.ex. Aftonbladet, Dagens Nyheter etc.)	<input type="checkbox"/> Fanforum (t.ex. Svenska fans)	

Hur ofta följer du ditt favoritlag genom (sociala) medier?

Aldrig	Några gånger varje år	Några gånger varje månad	Några gånger varje vecka	Några gånger varje dag
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Block 4: General football consumption

Här undrar vi kring ditt generella fotbollsintresse. Du kan välja flera svarsalternativ.

	Instämmer i						
	Instämmer absolut inte	stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
Jag följer fler ligor och cuper än de som mitt favoritlag spelar i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag följer både klubb- och landslagsfotboll	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag följer utöver mitt favoritlag även europeisk cupfotboll (Champions League, Europa League, Conference League)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag har fler än ett favoritlag och följer därför fler ligor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag följer vad som händer i fotbollsvärlden på exempelvis nyheter och sociala medier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Det är viktigt för oss att du svarar uppmärksam på frågorna. Detta är en kontrollfråga för att säkerställa det, vänligen välj därför svarsalternativet "Instämmer absolut inte" och inget annat.**

Instämmer absolut inte	Instämmer i stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Nu har du mindre än halva enkäten kvar. Stort tack för att du deltar i enkäten!**

## Block 5: Societal importance of football

Nedan följer ett antal påståenden som handlar om din syn på fotbollens roll i samhället.

	Instämmer i						
	Instämmer absolut inte	stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
Det är viktigt att fotbollsklubbars ägare har passion för sin klubb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är viktigt att fotbollsklubbar är förankrade i sitt lokalsamhälle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är viktigt att fotbollsklubbar tar ställning för mänskliga rättigheter, mot rasism samt annan diskriminering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är viktigt att fotbollsklubbar följer regelverk och lagar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är viktigt att fotbollsklubbar engagerar sig i välgörenhet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är viktigt att fotbollsklubbars ägare inte endast har ett ekonomiskt intresse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Block 6: Preferred ownership structure

Nu kommer vi ställa frågor om din syn på ägarstrukturer.

Vilken är den ideala ägarstrukturen av en fotbollsklubb enligt dig? Nedan presenteras de tre vanligaste ägarstrukturerna. Välj ett av alternativen.

<b>Medlemsägarstruktur:</b> Medlemmar betalar en årsavgift till klubben för att bli röstberättigade och på så sätt delägare och medbestämmare.	<b>Privat ägarstruktur:</b> Aktörer (t.ex. stater, företag och privatpersoner) äger andelar i klubben. Detta kan medföra både minoritets- och majoritetsposter. Med en majoritetspost har man kontroll över klubben.	<b>Publik ägarstruktur:</b> Andelar av en klubb handlas på börsen. Detta kan medföra både minoritets- och majoritetsposter. Med en majoritetspost har man kontroll över klubben.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vet du hur din egen favoritklubbs ägarstruktur ser ut och vem klubbens ägare är?

Ja	Nej	Osäker
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Block 7: Ideal ownership structure

Nu kommer vi presentera ett antal påståenden och scenarion kring hur du ser på vikten av ägande och ägare.

Dessa avser alltså både ägarstrukturer och faktiska ägare av favoritlaget. Vänligen välj det svarsalternativ som representerar din åsikt bäst.

	Instämmer absolut inte	Instämmer stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
Jag hade varit beredd att ge upp sportsliga framgångar för att erhålla/behålla vad jag tycker är ett idealiskt ägande för mitt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag hade varit beredd att "överge"/sluta följa mitt favoritlag om det skulle erhålla/behålla det ägande jag gillar minst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag tycker att ett idealt ägande är överordnat allting annat för mitt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vem mitt favoritlags ägare är har stor betydelse för mig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Återigen vill vi säkerställa att du är uppmärksam på webbenkäten. Vänligen välj svarsalternativet "Instämmer absolut inte" och inget annat.

Instämmer absolut inte	Instämmer i stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Block 8: Member ownership structure

I denna del kommer vi att presentera olika påståenden om ägarstrukturer. Vänligen välj det svarsalternativ som representerar din åsikt bäst.

Nedan presenteras påståenden som omfattar medlemsägarstrukturer.

	Instämmer absolut inte	Instämmer i stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
Medlemsägarstruktur är den ideala formen av ägande för fotbollsklubbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbar ägs av medlemmar eftersom de har bäst koll på hur klubbarna bör skötas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbar ägs av medlemmar eftersom de ser till klubbarnas bästa intressen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbar ägs av medlemmar eftersom det skapar en chans för dessa att få sin röst hörd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbar ägs av medlemmar eftersom klubbarna finns till för just supportrarna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Block 9: Private ownership structure

**Nedan presenteras påståenden som omfattar privata ägarstrukturer.**

	Instämmer i						
	Instämmer absolut inte	stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
Privat ägarstruktur är den ideala formen av ägande för fotbollsklubbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbar ägs av företag/privatpersoner eftersom det underlättar för finansiell stabilitet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbar ägs av företag/privatpersoner eftersom det resulterar i sportsliga framgångar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbar ägs av företag/privatpersoner eftersom det skapar en stabil organisation och struktur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbar ägs av företag/privatpersoner eftersom det skapar ett förtroende för ledningen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Block 10: Public ownership structure**

**Nedan presenteras påståenden som omfattar publika ägarstrukturer.**

	Instämmer i						
	Instämmer absolut inte	stort sett inte	Instämmer delvis inte	Osäker	Instämmer delvis	Instämmer i stort sett	Instämmer absolut
Publik ägarstruktur är den ideala formen av ägande för fotbollsklubbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbars aktier handlas på en aktiemarknad eftersom det underlättar anskaffningen av pengar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbars aktier handlas på en aktiemarknad eftersom det ställer krav på transparens och efterföljande av lagar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbars aktier handlas på en aktiemarknad eftersom verksamheten då upplevs som mer inkluderande	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det är bra att fotbollsklubbars aktier handlas på en aktiemarknad eftersom det underlättar värderingen av klubben	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Block 11: Owner scenarios

Nu kommer den sista delen med frågor kopplade till ämnet. Stort tack för att du bidrar till denna studie, det uppskattas enormt mycket. Snart klar!

Nu följer ett antal scenarion med olika typer av ägare.

Försök att inte tänka rent praktiskt kring hur rimligt ett sådant ägande skulle vara eller om det ens skulle vara möjligt, utan försök välja svarsalternativ baserat på din initiala och omedelbara reaktion. Urvalet av scenarier bygger på aktuella verkliga fall.

Hur skulle du känna om:

	Mycket negativt inställd	Ganska negativt inställd	Något negativt inställd	Osäker	Något positivt inställd	Ganska positivt inställd	Mycket positivt inställd
En affärsman utan tidigare koppling till fotbollsvärlden äger ditt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En affärsman med tidigare koppling till fotbollsvärlden äger ditt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En affärsman från ditt favoritlags lokalsamhälle som varit supporter till klubben i många år äger ditt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det beslutas att ditt favoritlag kommer bli/förbli medlemsägt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det beslutas att ditt favoritlag kommer bli/förbli företagsägt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ditt favoritlag ägs av någon som tidigare varit/är ägare till ett annat lag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En känd person, (t.ex. en skådespelare eller artist) äger ditt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En statligt ägd fond med säte i Mellanöstern äger ditt favoritlag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Block 12: Demographics

I denna del följer några frågor om dig.

Hur skulle du identifiera dig själv?

Man

Kvinna

Annat

Vill inte uppge

Min ålder är: (Vänligen ange med enbart siffror, t.ex. 34)

Min huvudsakliga sysselsättning är:

Arbetande

Studerande

Pensionär

Annan

## Block 13: Survey evaluation

Slutligen följer nu de sista frågorna om hur du upplevde enkäten.

Vad tyckte du om undersökningen och enkäten?

	Instämmer absolut inte	Instämmer i stort sett inte	Osäker	Instämmer i stort sett	Instämmer absolut
Frågorna var klart och tydligt formulerade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Svarsalternativen var klart och tydligt formulerade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enkätfrågorna var neutralt formulerade och påverkade inte svaren i någon viss riktning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det var roligt och intressant att delta i enkäten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## End of survey

**Stort tack för att du tog dig tiden att svara på vår webbenkät och bidrog till denna studie!**

För att vara med i utlottningen av tre halsdukar från valfritt lag som tack kan du följa denna [länk](#) och fylla i din mailadress, så är du med och tävlar om att **vinna en halsduk** från ditt favoritlag.

Anledningen till att du måste följa en ny länk är för att vi ska kunna säkerställa att din identitet i enkäten hålls anonym och att den inte ska kunna kopplas ihop med dina svar. Om du är intresserad av att få uppsatsen mailad till dig efter färdigställande (någon gång mot slutet av juni) så är det samma länk som ovan du ska följa.

**Tack för att du deltagit i enkäten och stort lycka till i utlottningen!**