**Effects of the Covid-19 Crisis on Football Fans: the Case of Israeli Football**

After the first cases of coronavirus disease (COVID-19) were confirmed in Israel in early March 2020, all professional football activity was suspended. At the end of May, clubs received permission to resume matches under strict measures, in empty stadiums. This paper examines the effects of the Covid-19 crisis on the loyalty and attendance habits of Israeli football supporters, to help clubs and researchers gain a better understanding of this new context for the football industry and the ongoing behavior of football fans, who are also the customers. Quantitative research was conducted, with data collected by means of a short questionnaire completed by supporters of Israeli Premier League teams. The results show a high degree of longing for football, with the motives of fan loyalty unaffected by the crisis. On the other hand, it is clear that attendance habits are set to change next season, with a decrease in the sales of season tickets and lower attendance of individual matches, due to a prevailing preference for watching televised matches.

Keywords: Football, fans, loyalty, Covid-19, marketing

**Introduction**

This article examines the effects of the Covid-19 crisis on football fans’ motives and attendance habits by comparing the situation between two seasons: the interrupted 2019/2020 season and the upcoming 2020/2021 season. The study also aimed to determine whether or not there is a connection between league table position and levels of longing for football.

Two main hypotheses were put forward for testing. First, it was expected that the motives behind the loyalty of football fans have not been affected by the Covid-19 crisis. The second hypothesis was that attendance habits will be negatively affected by the health crisis, meaning that fans will buy fewer season tickets and generally attend fewer matches, opting instead to watch matches on television. For the purposes of this article, the research design was based on quantitative primary data, collected via an online self-report questionnaire.

The research, therefore, integrates the subjectivity of the self-report data, i.e. the fans’ assessments of their loyalty towards their favorite club and team and their attendance habits. The sample consisted of 302 Israeli participants, each one a fan of an Israeli premier division team. The research was conducted in Israel, and the data collection period coincided with the 2019/20 season and more specifically the resumption of league matches, without spectators, in May 2020.

Following this research, the author suggests performing similar studies in other countries, and there are two main reasons for this. First, to see whether the conclusions reached in this research apply to fans in other countries. Second, to help the football industry gain a better understanding of the effects of the crisis on fans, who are essentially the customers..

**Background on Israeli Football**

The Israeli Football League was officially established in 1931, but its beginnings date back to 1928 with the creation of the Israeli Football Association (IFA). In the very first season, nine teams competed, and the champions were the British police team. Since then, changes have been made to the league format, and today the Israeli Premier League competition is officially known as The Tel Aviv Stock Exchange League, for sponsorship purposes, or *Ligat Ha-Al* (‘The Super League’ in Hebrew). Fourteen teams take part in the league system with three rounds and 36 match days. The winner is the club in top position of the table at the end of the season, immediately securing a place to compete in the first qualifying round of the UEFA Champions League. The teams that finish second and third obtain a place in the first qualifying round of the UEFA Europa League, while the winner of the Israeli State Cup can enter the second qualifying round of the same competition.

The current (at the time of writing) league started at the end of August 2019 and was suspended due to the Covid-19 crisis, at the beginning of March 2020, just before match day 27, with nine matches left to play. Following the government’s decision to reopen most driving forces of the economy, including shops, hotels, and restaurants, the authorities in charge of Israeli football chose to resume matches at the end of May 2020, in compliance with the rules set out by the relevant entities, including the obligation to play in empty stadiums, without spectators.

**Defining and Measuring Fan Loyalty**

The loyalty of supporters is an essential factor affecting football, and this is widely covered in the literature. The term ‘loyalty’ is used in research on football fans, but the word also appears in research dealing with customers in general; in fields other than sports, loyalty is described as the steadfast allegiance to a person or cause, and at times ‘loyalty’ and ‘allegiance’ are used interchangeably (Pritchard et al., 1999). Concerning sports, ‘allegiance’ is defined by Funk and Pastore (2000) as a commitment to a specific team that is persistent and resistant to change, and that influences cognitive thoughts and behavior. Another way of defining loyalty is: ‘…the correspondence between an individual’s willingness to demonstrate loyal behavior and their attitudes that reflect high structural support from various attitude properties’ (Funk, 1998, p. 53).

When discussing the loyalty factor of football fans towards a team or club, first of all, it should be acknowledged that there are many forms of loyalty. According to Neal (2000), there are at least four types of loyalty: attitudinal loyalty, performance loyalty, convenience loyalty, and lack-of-choice loyalty. One of the author’s conclusions is that loyalty is not detached from the motivational factor. Consequently, it can be assumed that a crucial emotional factor influences loyalty. With regard to football fans, emotional loyalty seems to go beyond rational motives. This loyalty is motivated by a feeling of attachment to the team that may have originated for different reasons.

Four motives of fan loyalty can be identified as follows:

‘(1) continuity and growth: pure entertainment value (action, speed, and power); (2) authenticity (the acceptance of the game as ‘real’ and meaningful, with outcomes as a result of a genuine team effort); (3) fan bonding (both to athletes and teams); and (4) the team or league’s history and traditions’. (Passikoff, 1997, p. 71)

One way of measuring the loyalty of fans is used by Brandes et al. (2013) as part of their research on fan size and market potential in the German Bundesliga. By distinguishing season tickets and non-season tickets, the assumption is that fans with season tickets are more committed and, therefore, more loyal to the team than fans who buy match day tickets. The authors decided to use this method, while acknowledging that this approach has significant limitations, because there could be other influencing factors besides loyalty when a fan decides whether or not to buy a season ticket. For example, economic factors, family reasons, or the distance that must be traveled to reach the stadium may all come into play.

The loyalty of football fans differs from customer loyalty in mainstream business sectors, in which different elements influence levels of commitment and connection to a firm or a product. In marketing approaches to motivation in the specific context of football, it may be possible to detect factors that influence fan loyalty, but the satisfaction derived from the product and the customer’s level of income have little or no correlation with levels of loyalty. Another essential point that marketers need to consider is that in sport, the behavior of fans may not necessarily reflect their attitudes, which is why sports marketers cannot rely on customer loyalty to directly target fans (Tapp, 2004).

***Loyalty influence on fan spending***

Neal (2000) found that loyalty has a positive connection to the repeat purchase of a same-brand product by the consumer. He also concluded that football fans exhibit a very high level of loyalty to the team, which leads to consumption and spending, regardless of the team’s levels of success. Indeed, the factors affecting a fan’s loyalty to his or her team are different from those affecting consumers in other markets, as previously mentioned. On the other hand,, Richardson and Dwyer (2003) argue that consumption is connected to the levels of team success and that it is no indication of loyalty levels. That is to say, team success influences spending habits, but loyalty does not necessarily have the same effect. Moreover, they conclude that during periods when a team is less successful, its fans spend less money, but they add that this does not indicate that fan loyalty to the team has decreased. They thus claim that loyalty is not affected by the team’s level of success, but that the level of team success affects spending habits.

**Methodology and Research Design**

For the purposes of this study, the research design was quantitative, using self-report questionnaires to assess the loyalty of fans towards their favorite team, in terms of the effects of the Covid-19 crisis, with a view to detecting any changes between the two Premier League seasons 2019/2020 and 2020/2021.. Loyalty was measured using a method adapted from Passikoff (1997) and Brandes et al. (2013), using the participants’ responses to Likert items, i.e. a set of statements that evaluated the motives for fan loyalty and attendance habits. The series of Likert items was repeated, in the first place regarding the current season (2019/20), including the period before the outbreak of the Covid-19 crisis, and secondly with reference to the forthcoming season (2020/21). Another question addressed the level of longing for football, and this was also measured with a Likert scale from 1 to 5 (see Table 3). In addition, the participants were asked to state their age and favorite team.

The online survey was conducted using an online platform (Google Forms) and the link to the questionnaire was published on Facebook and several internet forums. A translated version of the questionnaire in Hebrew was made available to facilitate the participants’ understanding. A total of 353 responses were received, out of which 51 (14.4%) were discarded due to errors or incomplete forms. Thus, the final number of respondents was 302 (85.6% of all questionnaires received). Participants’ ages ranged from 10 to 76 (33.32 on average, 14.87 standard deviations). Data were collected via the questionnaire over a period of approximately three weeks, coinciding with the last phases of the Israeli Premier League’s 2019/2020 season, when the competition had been reinstated without spectators.

The Israeli Premier League functions in such a way that, in the last stage of the competition, the teams are divided into two groups to compete in either the top playoffs, for the chance to qualify for a European competition, or the lower playoffs, to avoid relegation. For this study, the 14 teams that form the league were divided into four groups, depending on where they stood in the league table before activity was suspended. Regarding the top playoffs, the first four teams (league table standings 1 to 4), with the chance to win the championship and qualify for European classification, formed Category 1, while the last three teams of the top playoffs (league table standings 5 to 7) constituted Category 2. From the lower playoffs, the last four teams fighting against relegation (league table standings 11 to 14) and the remaining teams (league table standings 8 to 10) made up Categories 3 and 4 respectively. This classification of teams into four groups was used to divide the fans for testing the factors under consideration in this research. As expected, the lower the team is ranked in the league table, the fewer fans the team has and, consequently, the fewer the respondents to the survey. This represents the different levels of team support throughout the league more accurately.

**Results**

The most popular teams were Hapoel Beer-Sheva and Beitar Jerusalem (12.9% each), and the least popular was Sektsia Ness Ziona (only 1.0%), as shown in Table 1. Category 1 was the most popular (43.5%), and popularity diminished as the category fell lower in the table, with Category 4 being the least popular (15.4%), as shown in Table 2.

One of the questions asked of the subjects (question 5) addressed the degree of their longing for football. The question was constructed on a Likert scale 1-5 with a high value (5) representing the highest degree of longing and the lowest value (1) indicating the lowest degree. As shown in Table 3, the highest degree of longing was expressed by fans of the fourth category (4.80), followed by fans of the third category (4.76). For fans of the first category, the degree of longing was lower (4.67), while the degree of longing among fans of the second category was the lowest (4.55). However, the analysis of variance test (ANOVA) determined that these differences were not significant: F (3,295) = 1.22, p> 0.05.

One question looked at the motives of fans loyalty, with a choice of four possible answers, in the form of statements. The question was asked twice, first of all regarding the period before the Covid-19 crisis (Question 3) and secondly after the crisis ended (Question 6). A breakdown of the responses of the subjects can be seen in Table 4. The findings show that the primary motive for football loyalty is the team’s history and traditions, with over half of the subjects indicating that this as the reason (57.0% ahead of the crisis and 55.6% next season). The belief that outcomes result from genuine effort on the part of the team, along with fans’ efforts, has a little more impact next season (26.8%) than this season (23.5%), whereas pure entertainment value as a motive impacts more this season (14.2%) than next season (11.9%). Fan bonding is a marginal motive for both this season (5.3%) and next season (5.6%).

Tables 5 and 6 present a comparison of the motives of fan loyalty by category and by season. It can be observed that the distribution of reasons for football sympathy among first, second, third, and fourth categories in the 2019/20 season is more or less similar to the 2020/21 season.

Another question focused on attendance habits, with a choice of four possible statements as answers. The question was asked twice, firstly regarding the time before the Covid-19 crisis (Question 4) and secondly after the crisis ended (Question 7). Table 7 presents the responses given by the subjects. As shown, more than half of the respondents bought or intend to buy a season ticket to attend the matches of their team, although after the crisis (season 2020/21), the percentage of subjects intending to buy one is lower (59.6% before and 53.3% next season). Moreover, it was found that more fans intend to watch matches on television next season (22.8%) in comparison to this past season (15.6%).

As Tables 8 and 9 show, in all categories, the purchase of season tickets will decrease next season. In the first category, it is evident that there is the intention among fans to attend more individual matches than they did during the 2019/20 season (rather than buying a seasonal ticket). In contrast, in the other categories, there is almost no difference between the two seasons, regarding intention to attend several matches. On the other hand, in the first category, the number of games watched on television during the 2019/20 season is slightly higher than the figures indicated for next season, but in the other categories watching televised games will be more popular next season.

Table 10 presents a seasonal comparison (2019/20 and 2020/21) of attendance habits by team. This comparison shows that Maccabi Haifa and F.C. Ashdod fans plan to attend several more matches next season than the current season (12.5% difference regarding each team), rather than watching their team's matches on television (Maccabi Haifa fans) or purchasing season tickets (F.C. Ashdod fans). Hapoel Hadera fans also plan to buy fewer season tickets next season compared to the current season (18.2% difference), with a preference for watching more televised matches and the intention to attend several individual matches (9.1% difference for each habit). Beitar Jerusalem and Maccabi Netanya fans plan to watch more of their team’s games on television next season (difference of 10.2% and 10.7% respectively) and aim to purchase fewer season tickets (difference of 15.4% and 10.7% respectively). Finally, Hapoel Be’er Sheva fans are less inclined to attend individual matches next season (12.8% difference) and aim to watch their team's matches on television next season much more often than the current season (17.9% difference).

**Discussion**

The loyalty factor of football fans is defined as emotional loyalty by Neal (2000). The results of this research support this definition; the motives of fans’ loyalty have not changed due to the crisis. Fans continue to support their teams even though the product (football matches) is no longer delivered in the same way, meaning that loyalty is not dependent on the product itself but on the emotional connection. This is further supported by the high degree of longing for football reported in general by fans, even more so when it comes to fans of the third and fourth categories, whose teams are positioned at the lower end of the league table. Consequently, the supporters of less successful teams express higher degrees of longing.

According to popular conception, loyalty has a positive effect on purchase intentions. However, it is evident from the results that the Covid-19 crisis has negatively affected the intention of fans to purchase season tickets going forward. A decrease in the sales of season tickets will have an impact on all league teams, regardless of their position. Next season, fans of the top-rated teams will choose to attend several individual matches rather than committing to season tickets. For the remaining league teams, fans generally plan to attend fewer matches and will instead opt for watching more matches on television.

Only Maccabi Haifa fans reported that they would attend more individual matches during the 2020/21 season instead of watching the team's matches on TV. This anomaly could be explained by a relatively successful 2019/20 season for the team, after several unsuccessful seasons. This challenges the idea that levels of loyalty and attendance habits are not connected to team success in times of crisis.

Football clubs need to understand and adapt to the new reality resulting from the emergence of this international health crisis. Changes in the habits of supporters will certainly have a direct economic impact on clubs in the short term, but the latter should closely monitor the situation in the long term, taking into consideration the changing needs of fans in order to provide proper solutions adapted to the current climate and with a view to the future.

**Disclosure statement**

No potential conflict of interest was reported by the author.

**References**

Brandes, L., Franck, E., & Theiler, P. (2013). The group size and loyalty of football fans: A two-stage estimation procedure to compare customer potentials across teams. *Journal of the Royal Statistical Society. Series A: Statistics in Society*, *176*(2), 347–369. https://doi.org/10.1111/j.1467-985X.2011.01033.x

Funk, D. C. (1998). *Fan loyalty: The structure and stability of an individual’s loyalty toward an athletic team*. Retrieved from http://search.proquest.com.libraryproxy.griffith.edu.au/?url=http://search.proquest.com/docview/304441925?accountid=14543

Funk, D. C. & Pastore, D. E. (2000). Equating Attitudes To Allegiance: The Usefulness Of Selected Attitudinal Information In Segmenting Loyalty To Professional Sports Teams. *Sports Marketing Quarterly*, *9*(4), 175–184.

Neal, W. D. (2000). For most customers , loyalty isn’t an attitude. *Marketing News*, p. 7.

Passikoff, R. (1997). Pro sports needs to manage fan loyalty. *Brandweek*, p. 1997.

Pritchard, M. P., Havitz, M. E., & Howard, D. R. (1999). Analyzing the commitment-loyalty link in service contexts. *Journal of the Academy of Marketing Science*, *27*(3), 333–348. https://doi.org/10.1177/0092070399273004

Richardson, B. & Dwyer, E. (2003). Football supporters and football team brands: a study in consumer brand loyalty. *Irish Marketing Review*. Retrieved from http://arrow.dit.ie/cgi/viewcontent.cgi?article=1021&context=jouimriss#page=47

Tapp, A. (2004). The loyalty of football fans - we’ll support you evermore? *Journal of Database Marketing & Customer Strategy Management*, *11*(3), 203. https://doi.org/10.1057/palgrave.dbm.3240221

**Tables**

***Findings***

Table . Teams frequency (N=302).

|  |  |  |  |
| --- | --- | --- | --- |
| Category | Team | N | Percentage |
| Category 1 | Maccabi Tel Aviv | 36 | 11.9 |
| Maccabi Haifa | 16 | 5.3 |
| Beitar Jerusalem | 39 | 12.9 |
| Hapoel Be’er Sheva | 39 | 12.9 |
| Category 2 | Hapoel Tel Aviv | 32 | 10.6 |
| Hapoel Haifa | 21 | 7.0 |
| Bnei Yehuda Tel Aviv | 12 | 4.0 |
| Category 3 | Hapoel Hadera | 22 | 7.3 |
| Maccabi Netanya | 28 | 9.3 |
| F.C. Ashdod | 8 | 2.6 |
| Category 4 | Hapoel Kfar Saba | 23 | 7.6 |
| Ironi Kiryat Shmona | 16 | 5.3 |
| Sektzia Nes Tziona | 1 | 0.3 |
| Hapoel Ra’anana | 6 | 2.0 |
|  | None | 3 | 1.0 |

Table . Categories frequency (N=302).

| Category | N | Percent |
| --- | --- | --- |
| Category 1 | 130 | 43.5 |
| Category 2 | 65 | 21.7 |
| Category 3 | 58 | 19.4 |
| Category 4 | 46 | 15.4 |

Table . Level of longing for football by category (N=302).

| Category | N | Percent | Std. Deviation |
| --- | --- | --- | --- |
| Category 1 | 130 | 4.67 | .81 |
| Category 2 | 65 | 4.55 | .85 |
| Category 3 | 58 | 4.76 | .68 |
| Category 4 | 46 | 4.80 | .54 |
| Total | 299 | 4.68 | .76 |

Table . Motives of fan loyalty, comparison between seasons (N=302).

| Motives of fan loyalty | Season 2019/20 | | Season 2020/21 | |
| --- | --- | --- | --- | --- |
| N | Percent | N | Percent |
| For pure entertainment value | 43 | 14.2 | 36 | 11.9 |
| The outcomes result from genuine team effort and fans’ efforts | 71 | 23.5 | 81 | 26.8 |
| Fan bonding | 16 | 5.3 | 17 | 5.6 |
| The team’s history and traditions | 172 | 57.0 | 168 | 55.6 |

Table . Motives of fan loyalty by category: Season 2019/20 (N=302).

| Category | For pure entertainment value | | The outcomes result from genuine team effort and fans’ efforts | | Fan bonding | | The team’s history and traditions | | Total | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | Percent | N | Percent | N | Percent | N | Percent | N | Percent |
| Category 1 | 17 | 13.1 | 26 | 20.0 | 6 | 4.6 | 81 | 62.3 | 130 | 100.0 |
| Category 2 | 11 | 16.9 | 11 | 16.9 | 7 | 10.8 | 36 | 55.4 | 65 | 100.0 |
| Category 3 | 12 | 20.7 | 12 | 20.7 | 1 | 1.7 | 33 | 56.9 | 58 | 100.0 |
| Category 4 | 1 | 2.2 | 22 | 47.8 | 2 | 4.3 | 21 | 45.7 | 46 | 100.0 |

Table . Motives of fans loyalty by category: Season 2020/21 (N=302).

| Category | For pure entertainment value | | The outcomes result from genuine team effort and fans’ efforts | | Fan bonding | | The team’s history and traditions | | Total | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | Percent | N | Percent | N | Percent | N | Percent | N | Percent |
| Category 1 | 12 | 9.2 | 35 | 26.9 | 4 | 3.1 | 79 | 60.8 | 130 | 100.0 |
| Category 2 | 12 | 18.5 | 8 | 12.3 | 10 | 15.4 | 35 | 53.8 | 65 | 100.0 |
| Category 3 | 9 | 15.5 | 16 | 27.6 | 2 | 3.4 | 31 | 53.4 | 58 | 100.0 |
| Category 4 | 1 | 2.2 | 22 | 47.8 | 1 | 2.2 | 22 | 47.8 | 46 | 100.0 |

Table . Attendance habits overall, comparison between seasons (N=302).

| Attendance habits | Season 2019/20 | | Season 2020/21 | |
| --- | --- | --- | --- | --- |
| N | Percent | N | Percent |
| I do not follow my team | 9 | 3.0 | 3 | 1.0 |
| I watch my team on TV | 47 | 15.6 | 69 | 22.8 |
| I attend several matches | 66 | 21.9 | 69 | 22.8 |
| I hold a season ticket | 180 | 59.6 | 161 | 53.3 |

Table . Attendance habits by category: Season 2019/20 (N=302).

| Category | I did not follow my team | | I watched my team on TV | | I attended several matches | | I held a season ticket | | Total | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | Percent | N | Percent | N | Percent | N | Percent | N | Percent |
| Category 1 | 5 | 3.8 | 29 | 22.3 | 28 | 21.5 | 68 | 52.3 | 130 | 100.0 |
| Category 2 | 2 | 3.1 | 12 | 18.5 | 22 | 33.8 | 29 | 44.6 | 65 | 100.0 |
| Category 3 | 0 | 0.0 | 3 | 5.2 | 9 | 15.5 | 46 | 79.3 | 58 | 100.0 |
| Category 4 | 0 | 0.0 | 2 | 4.3 | 7 | 15.2 | 37 | 80.4 | 46 | 100.0 |

Table . Attendance habits by category: Season 2021/21 (N=302).

| Category | I will not follow my team | | I will watch my team on TV | | I will attend several matches | | I will buy a season ticket | | Total | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | Percent | N | Percent | N | Percent | N | Percent | N | Percent |
| Category 1 | 1 | 0.8 | 41 | 31.5 | 27 | 20.8 | 61 | 46.9 | 130 | 100.0 |
| Category 2 | 1 | 1.5 | 15 | 23.1 | 23 | 35.4 | 26 | 40.0 | 65 | 100.0 |
| Category 3 | 0 | 0.0 | 8 | 13.8 | 10 | 17.2 | 40 | 69.0 | 58 | 100.0 |
| Category 4 | 1 | 2.2 | 3 | 6.5 | 8 | 17.4 | 34 | 73.9 | 46 | 100.0 |

Table . Attendance habits by team, comparison between seasons (N=302).

| Team | Attendance habits | Season 19/20 | | Season 20/21 | |
| --- | --- | --- | --- | --- | --- |
| N | Percent | N | Percent |
| Maccabi Tel Aviv | I follow my team | 3 | 8.3 | 1 | 2.8 |
| I watch my team on TV | 11 | 30.6 | 13 | 36.1 |
| I attend several matches | 5 | 13.9 | 5 | 13.9 |
| I hold a season ticket | 17 | 47.2 | 17 | 47.2 |
|  | Total | 36 | 100 | 36 | 100 |
| Maccabi Haifa | I follow my team | 1 | 6.3 | 0 | 0 |
| I watch my team on TV | 9 | 56.3 | 8 | 50 |
| I attend several matches | **4** | **25** | **6** | **37.5** |
| I hold a season ticket | 2 | 12.5 | 2 | 12.5 |
|  | Total | 16 | 100 | 16 | 100 |
| Beitar Jerusalem | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | **6** | **15.4** | **10** | **25.6** |
| I attend several matches | 11 | 28.2 | 13 | 33.3 |
| I hold a season ticket | **22** | **56.4** | **16** | **41** |
|  | Total | 39 | 100 | 39 | 100 |
| Hapoel Be’er Sheva | I follow my team | 1 | 2.6 | 0 | 0 |
| I watch my team on TV | **3** | **7.7** | **10** | **25.6** |
| I attend several matches | **8** | **20.5** | **3** | **7.7** |
| I hold a season ticket | 27 | 69.2 | 26 | 66.7 |
|  | Total | 39 | 100 | 39 | 100 |
| Hapoel Tel Aviv | I follow my team | 2 | 6.3 | 1 | 3.1 |
| I watch my team on TV | 3 | 9.4 | 6 | 18.8 |
| I attend several matches | 14 | 43.8 | 12 | 37.5 |
| I hold a season ticket | 13 | 40.6 | 13 | 40.6 |
|  | Total | 32 | 100 | 32 | 100 |
| Hapoel Haifa | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | 6 | 28.6 | 6 | 28.6 |
| I attend several matches | 5 | 23.8 | 7 | 33.3 |
| I hold a season ticket | 10 | 47.6 | 8 | 38.1 |
|  | Total | 21 | 100 | 21 | 100 |
| Bnei Yehuda Tel Aviv | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | 3 | 25 | 3 | 25 |
| I attend several matches | 3 | 25 | 4 | 33.3 |
| I hold a season ticket | 6 | 50 | 5 | 41.7 |
|  | Total | 12 | 100 | 12 | 100 |
| Hapoel Hadera | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | **0** | **0** | **2** | **9.1** |
| I attend several matches | **5** | **22.7** | **7** | **31.8** |
| I hold a season ticket | **17** | **77.3** | **13** | **59.1** |
|  | Total | 22 | 100 | 22 | 100 |
| Maccabi Netanya | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | **3** | **10.7** | **6** | **21.4** |
| I attend several matches | 3 | 10.7 | 3 | 10.7 |
| I hold a season ticket | **22** | **78.6** | **19** | **67.9** |
|  | Total | 28 | 100 | 28 | 100 |
| F.C. Ashdod | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | 0 | 0 | 0 | 0 |
| I attend several matches | **1** | **12.5** | **0** | **0** |
| I hold a season ticket | **7** | **87.5** | **8** | **100** |
|  | Total | 8 | 100 | 8 | 100 |
| Hapoel Kfar Saba | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | 1 | 4.3 | 0 | 0 |
| I attend several matches | 2 | 8.7 | 3 | 13 |
| I have a season ticket | 20 | 87 | 18 | 78.3 |
|  | Total | 23 | 100 | 23 | 100 |
| Ironi Kiryat Shmona | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | 0 | 0 | 0 | 0 |
| I attend several matches | 2 | 12.5 | 1 | 6.3 |
| I hold a season ticket | 14 | 87.5 | 15 | 93.8 |
|  | Total | 16 | 100 | 16 | 100 |
| Sektzia Nes Tziona | I follow my team | 0 | 0 | 0 | 0 |
| I watch my team on TV | 0 | 0 | 0 | 0 |
| I attend several matches | 0 | 0 | 1 | 100 |
| I hold a season ticket | 1 | 100 | 0 | 0 |
|  | Total | 1 | 100 | 1 | 100 |
| Hapoel Ra’anana | I follow my team | 0 | 0 | 1 | 16.7 |
| I watch my team on TV | 1 | 16.7 | 1 | 16.7 |
| I attend several matches | 3 | 50 | 3 | 50 |
| I hold a season ticket | 2 | 33.3 | 1 | 16.7 |
|  | Total | 6 | 100 | 6 | 100 |

\*Notable differences in bold.