

ABSTRACT

In the sports economics analysis, demand for matches is represented by the number of supporters attending the stadium. This approach assumes that sports matches are a product consumed directly by spectators. This study aims to analyse how ticket prices, revenue, population, club rankings and the impact of the Covid-19 pandemic in the league affect spectator attendance at football matches, both individually and simultaneously, in the English football league. This study employs a quantitative approach using multiple linear regression analysis with a Fixed Effects Model on panel data from 33 clubs in England between 2010 and 2019. The results of the fixed-effects model estimate indicate that ticket prices, population, club league standings, and the COVID-19 pandemic have a significant effect on attendance. Ticket prices, club league standings, and the COVID-19 pandemic have a negative effect, while population has a positive effect. Meanwhile, gross household income has a positive but insignificant effect on attendance.

Keywords: *Supporters Attendance, Ticket Price, Income, Population, Club league Population, Covid-19*

