

# A Relational Study between Team Performance and Fans' Watching Willingness of Audience for Major League Baseball

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## ABSTRACT

The purpose of this study is to analyze the relationship of the team-performance and fans' watching willingness of audience for Major League Baseball. This analysis was based on the descriptive statistic of the winning percentage, numbers of audience of every team's home games of regular seasons of the 30 teams for 22,669 games in 10 seasons for the period of 2002-2011 plus the statistical methods of Pearson's product-moment correlation and summed out with the following conclusions: 1. For the period of 2002~2011, the winning percentages for consecutive five home games in ten seasons were over 50% for Major League Baseball, National League and all regions, and American League and all regions. 2. According to the statistical report for Major League Baseball, National League, National League Central, National League West, American League East, and American League West, the numbers of audience of next home game were over 30,000 from 2002~2011. However, American League, National League East, and American League Central did not reach this level. 3. The winning percentage for consecutive five home games and numbers of audience of next home game in ten seasons for Major League Baseball from 2002~2011 presented a significant positive correlation. 4. Furthermore, National League and American League also had the same instances. 5. Finally, this significant positive correlation were also happened to all districts of National League and American League.

Keywords : Major League Baseball、team performance、Fans' watching willingness of audience

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