

■ Obtaining Tickets

*How did you get your ticket for today's game? n=14,110

Season Ticket	38.9%
Convenience Store	21.9%
Invitation Ticket	18.0%
Bought at the Stadium	7.5%
Ticket Agent	4.0%
Internet	2.6%
Telephone	0.4%
Mobile Internet	0.3%
Other	6.4%

■ Information Source

*How did you get information on today's game? n=14,347

Website	69.0%
Television	47.7%
Newspaper	44.5%
Mobil Internet	33.0%
Football Magazine(s)	30.8%
Sports Newspaper	30.2%
Friend(s) / Family	17.3%
Club's Newsletter	15.0%
Match Day Program	14.0%
J. LEAGUE Pocket Schedule	10.3%

Note: Only answers chosen by more than 10% of respondents listed

■ Motivation for Attending Matches

n=13,183

I like watching football	4.57%
To support a club I like	4.53%
To support a player	3.98%
As a leisure activity	3.98%
It fitted my schedule	3.67%
The club contributes to the community	3.44%
Attracted by the opposing team	2.82%
Was brought along by friend or family	2.77%
The grade of club is good	2.69%
People I know are very interested in it	2.63%
Interested by foreign football	2.42%
Was given a ticket	2.10%