

	<b>Pohlaví</b>	<b>Věk (jen číslo)</b>	<b>Typ zaměstnání</b>	<b>Vzdělání</b>	<b>Rodinný stav</b>
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Výše měs. příspěvků	Kolik let navštěvují sport. utkání (jen číslo)	S kým byla první návštěva? (jiné vypsát)	S kým chodíte dnes? (jiné vypsát)

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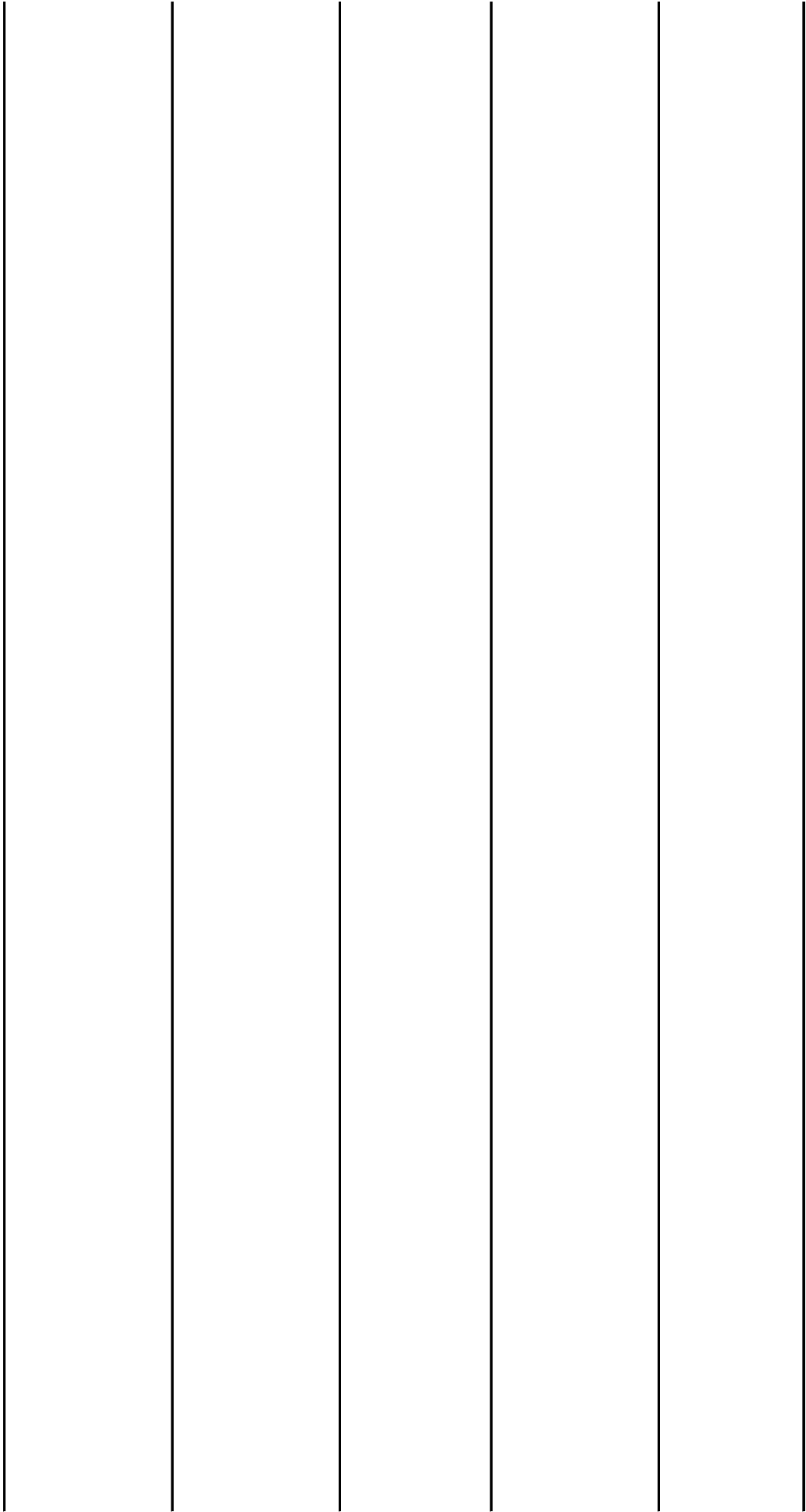
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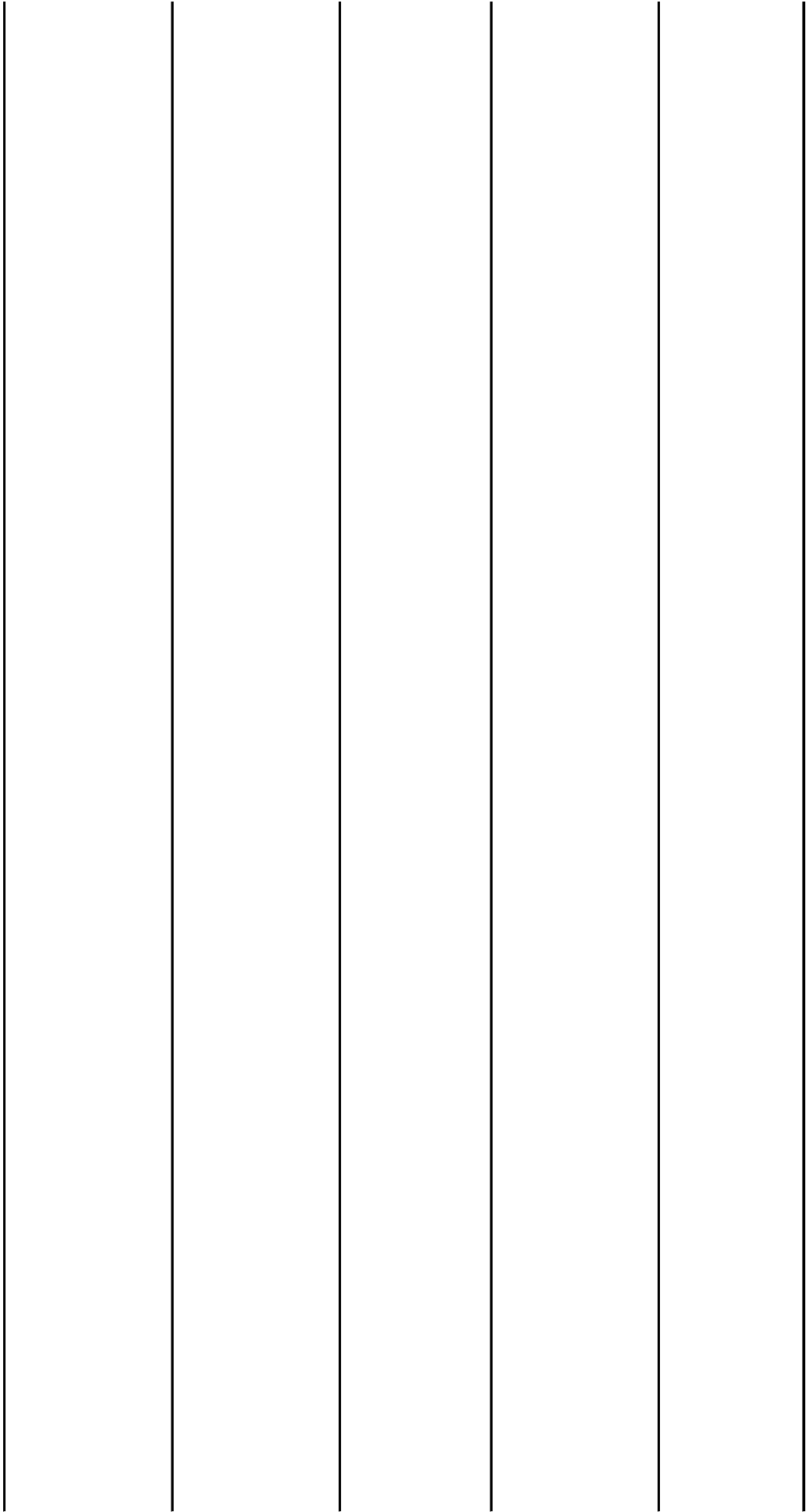
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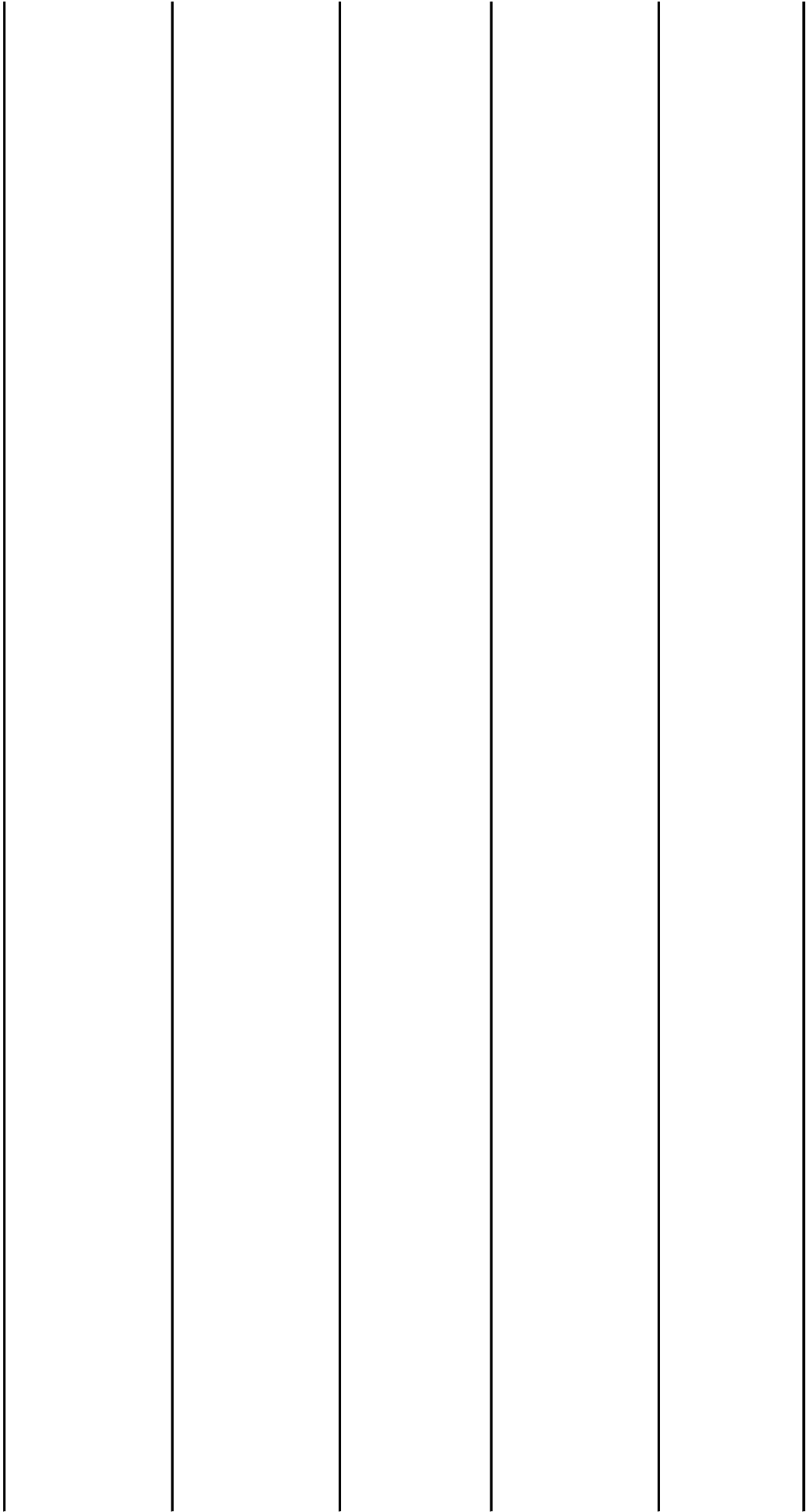
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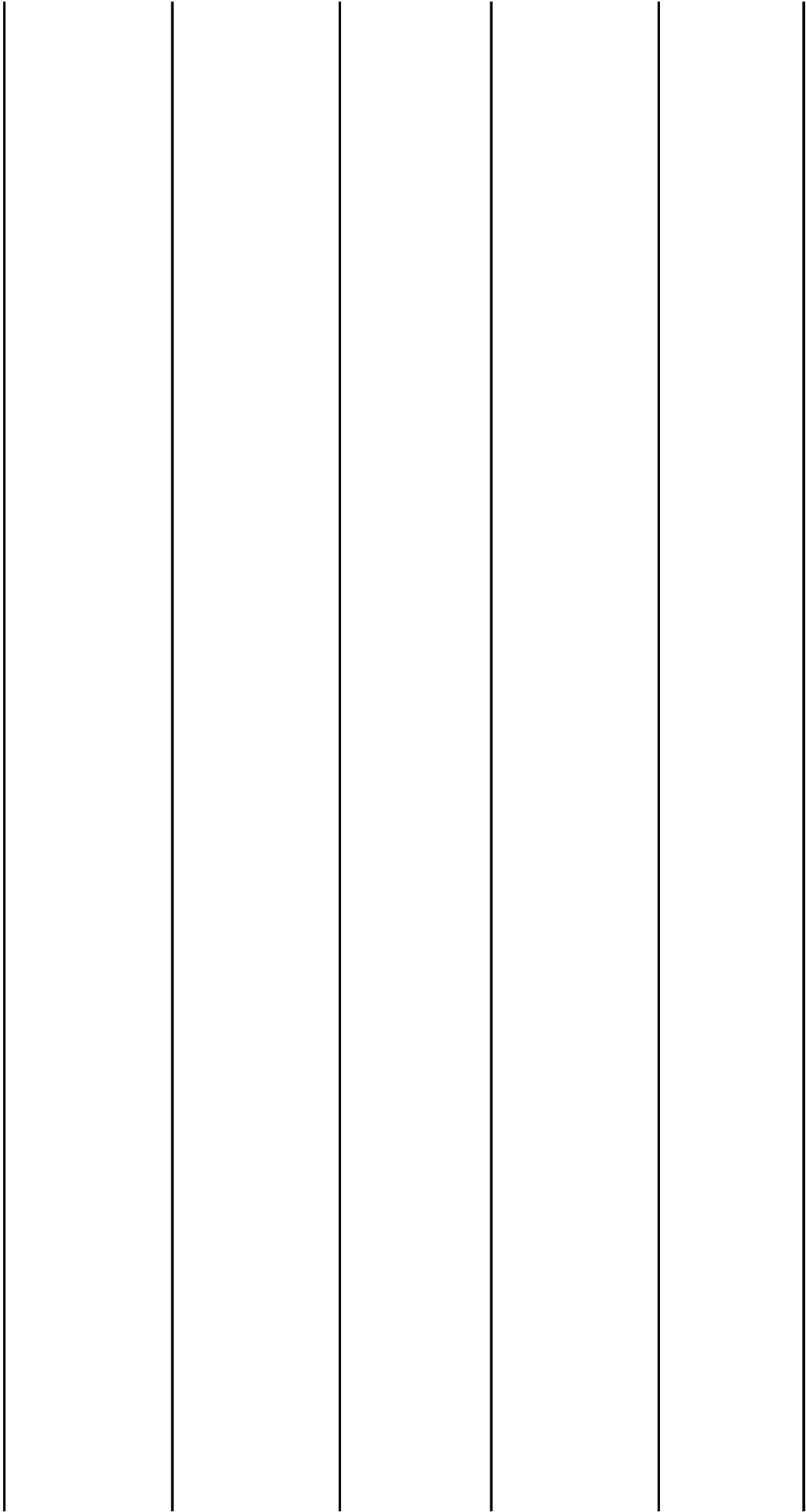
Vzdálenost od bydlíště	Doprava na utkání	Jaký jsem fanoušek	Máte permanentní vstupenku?	Co chtějí získat z permanentky?	Cena vstupenky

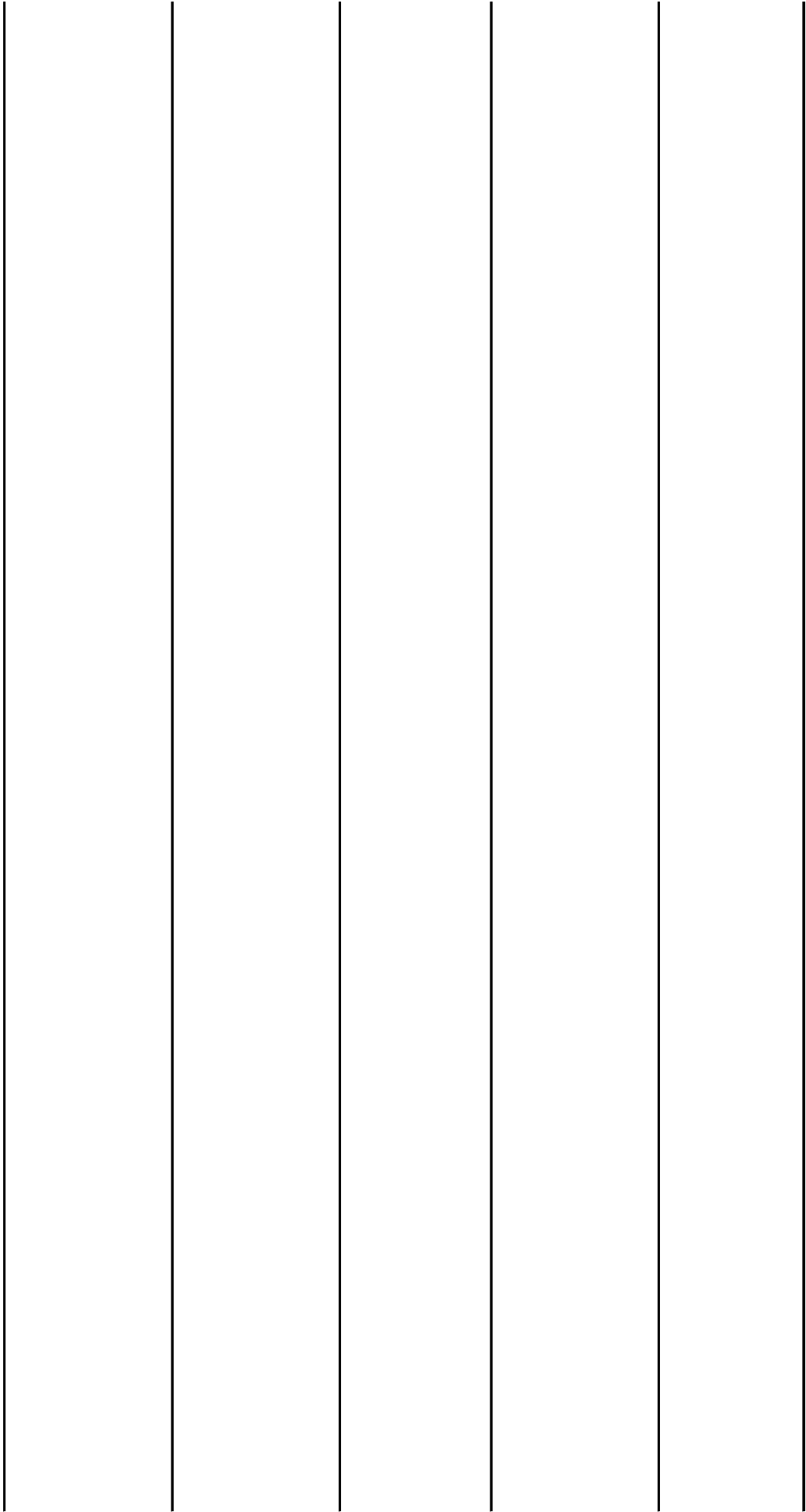


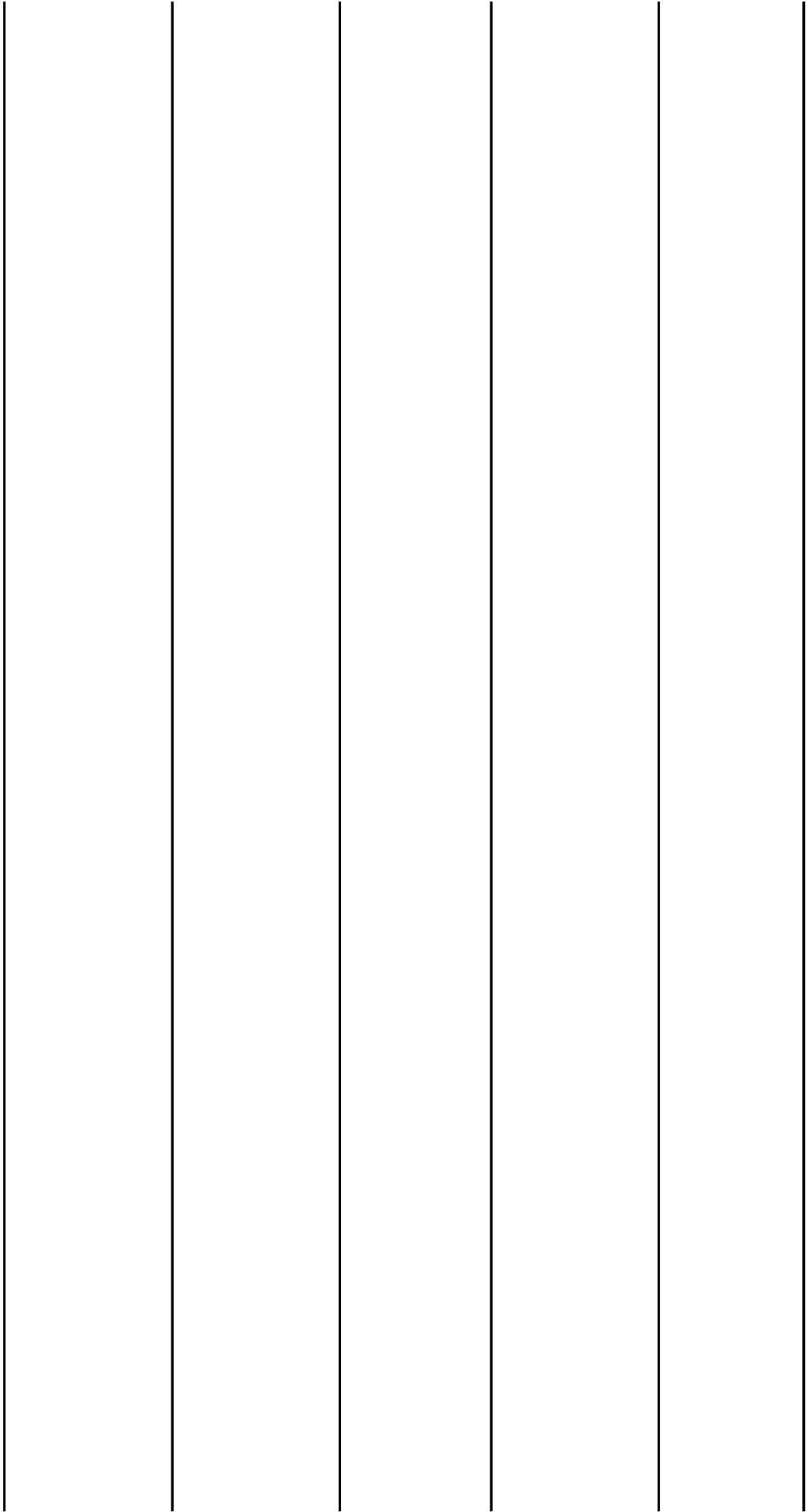


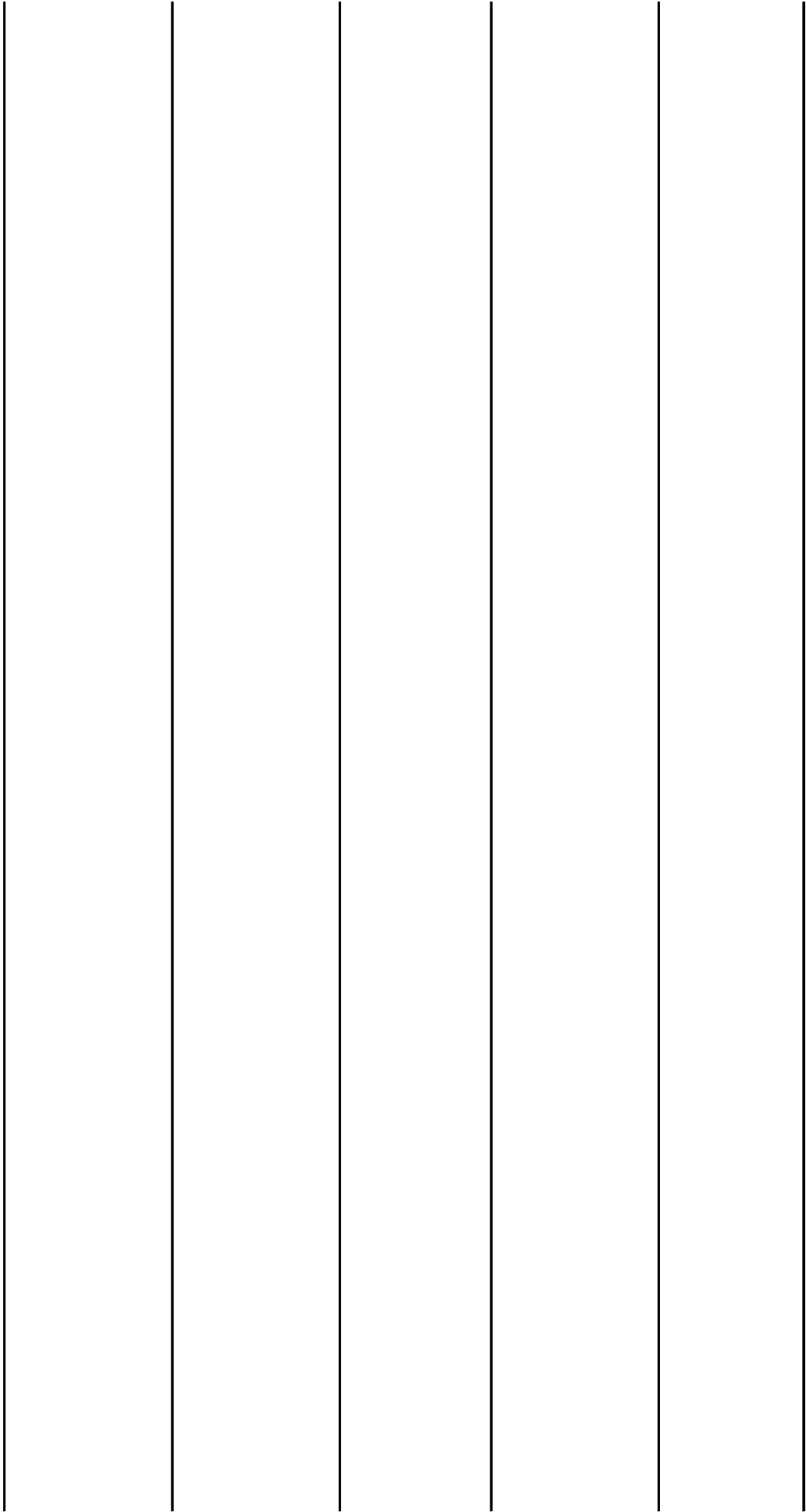


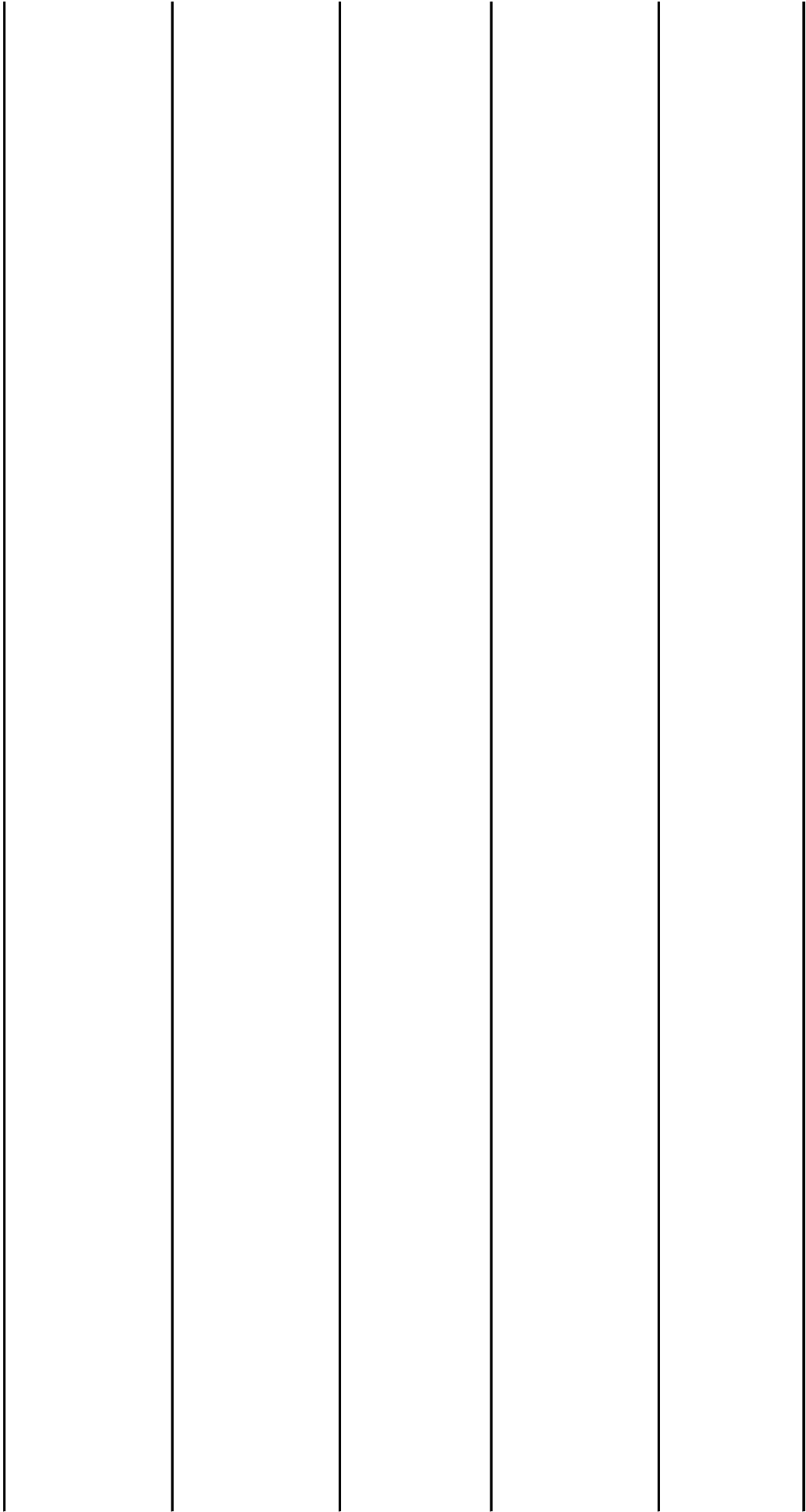


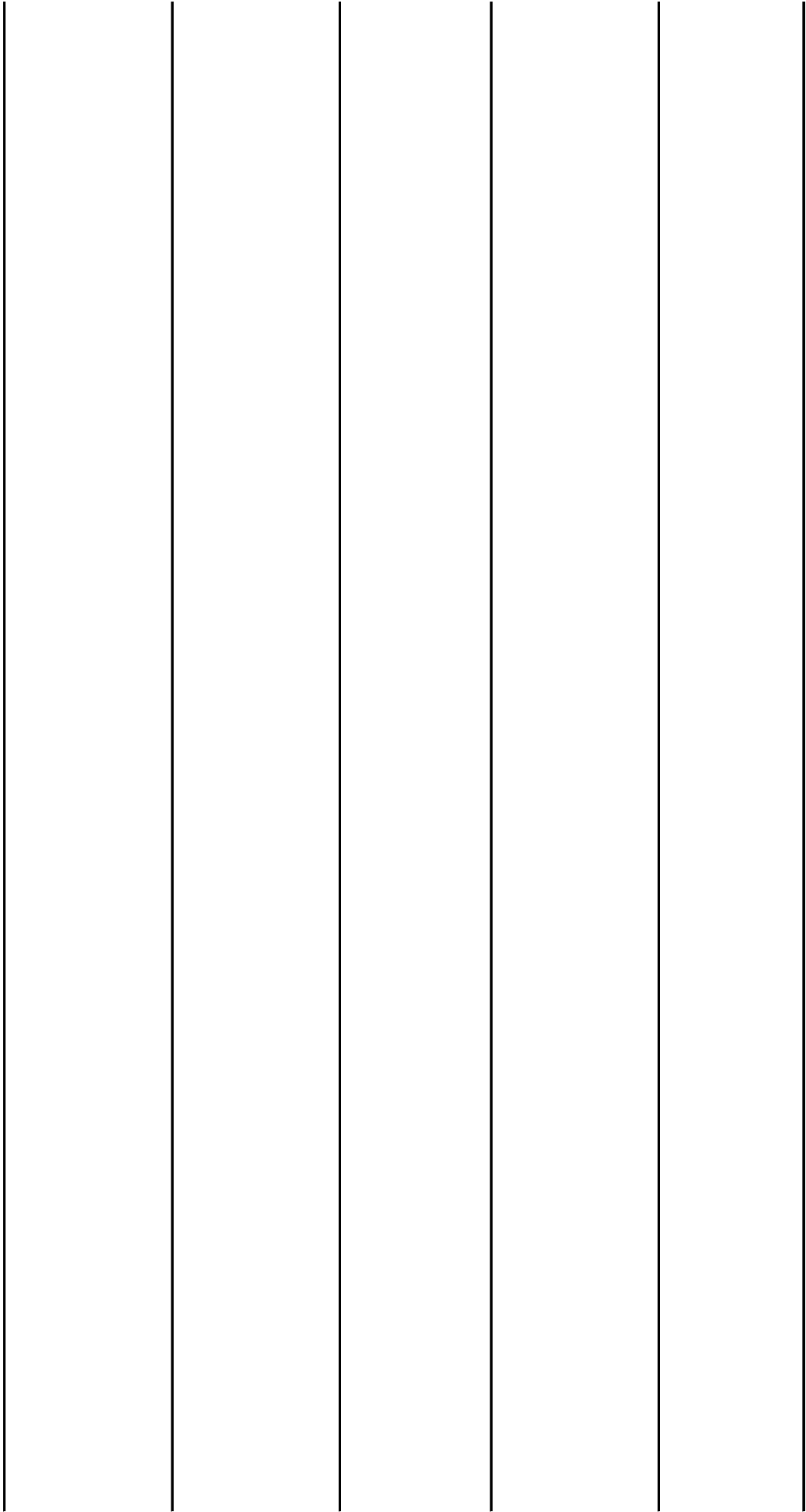


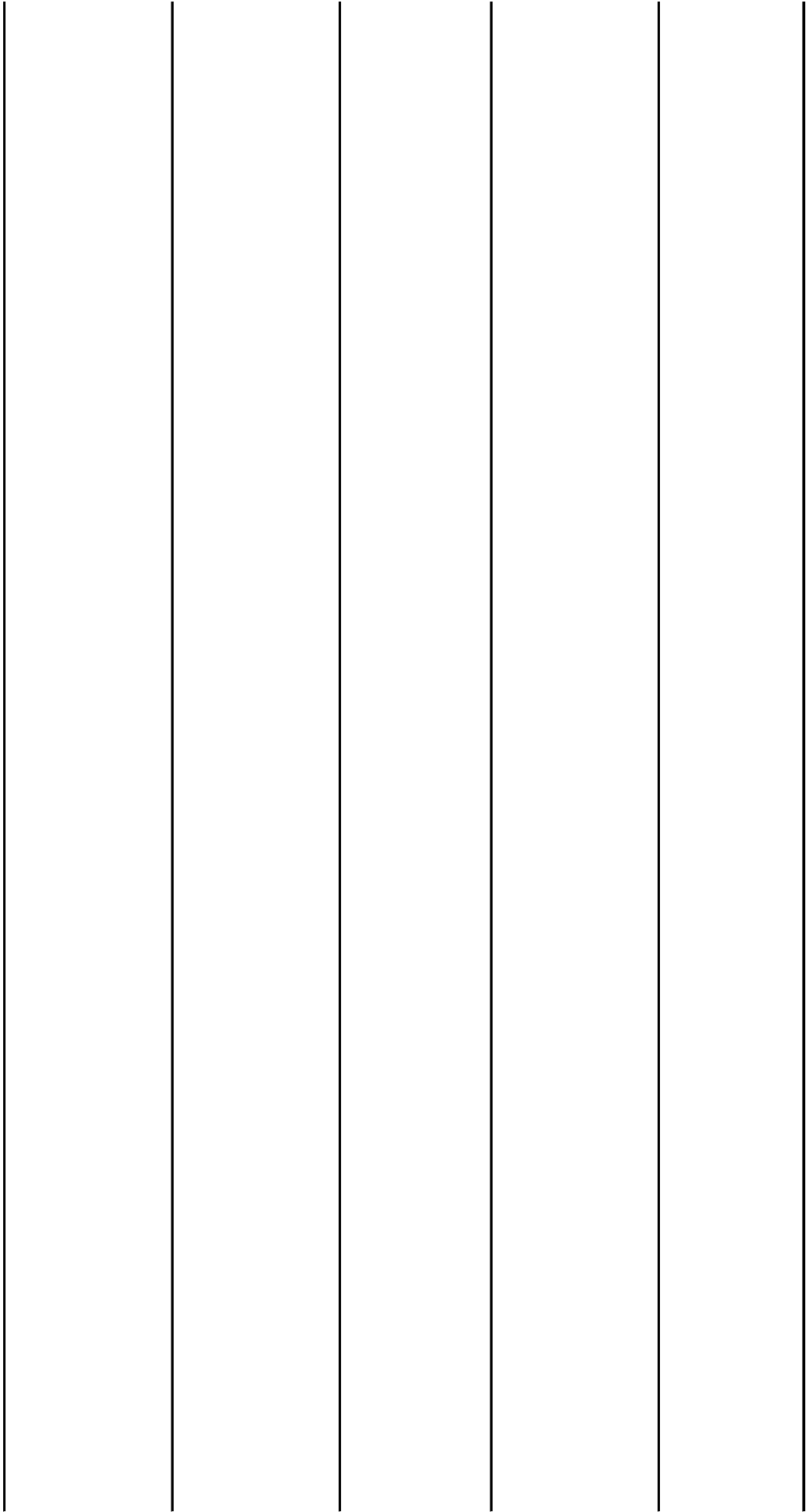


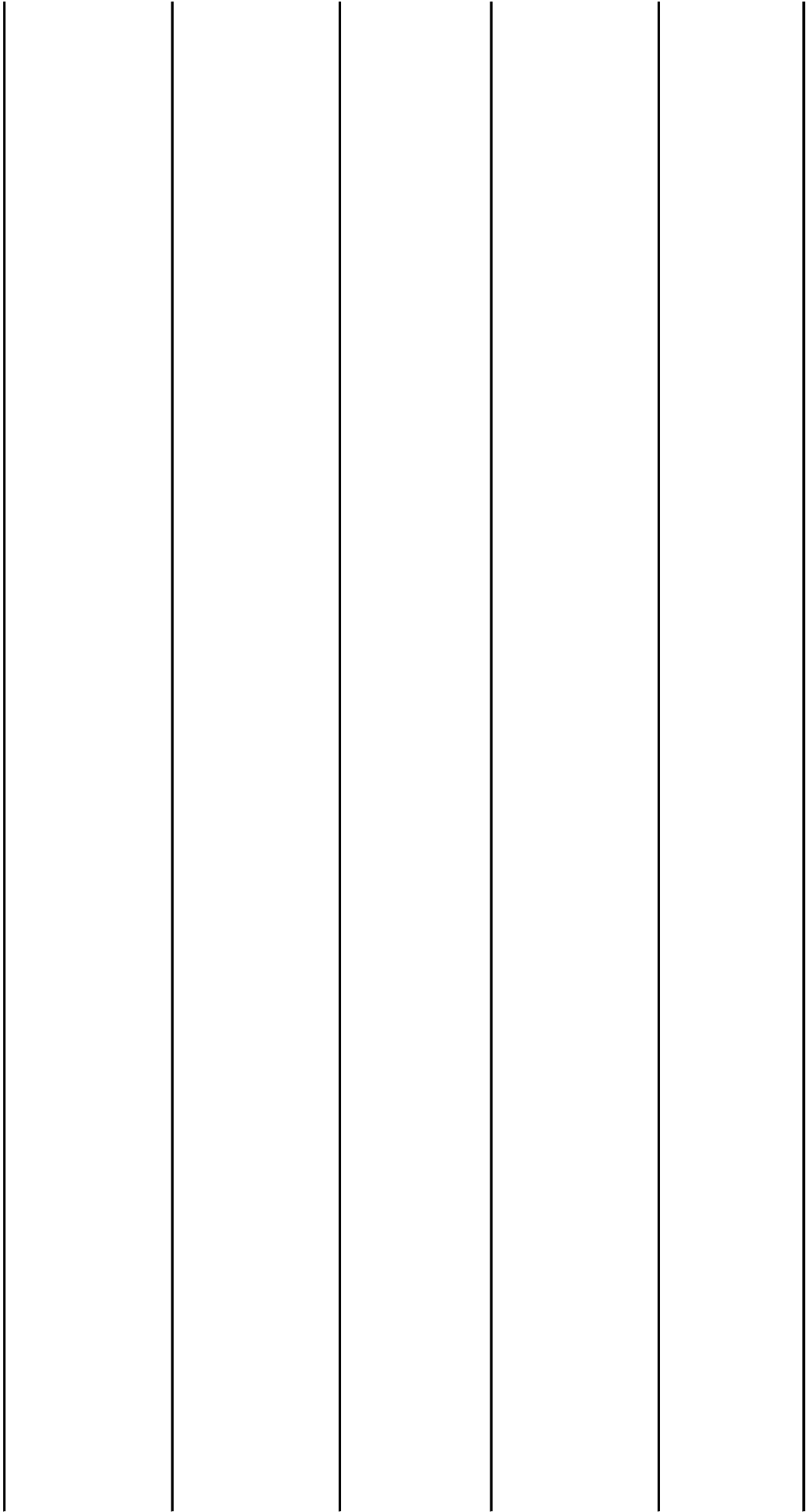




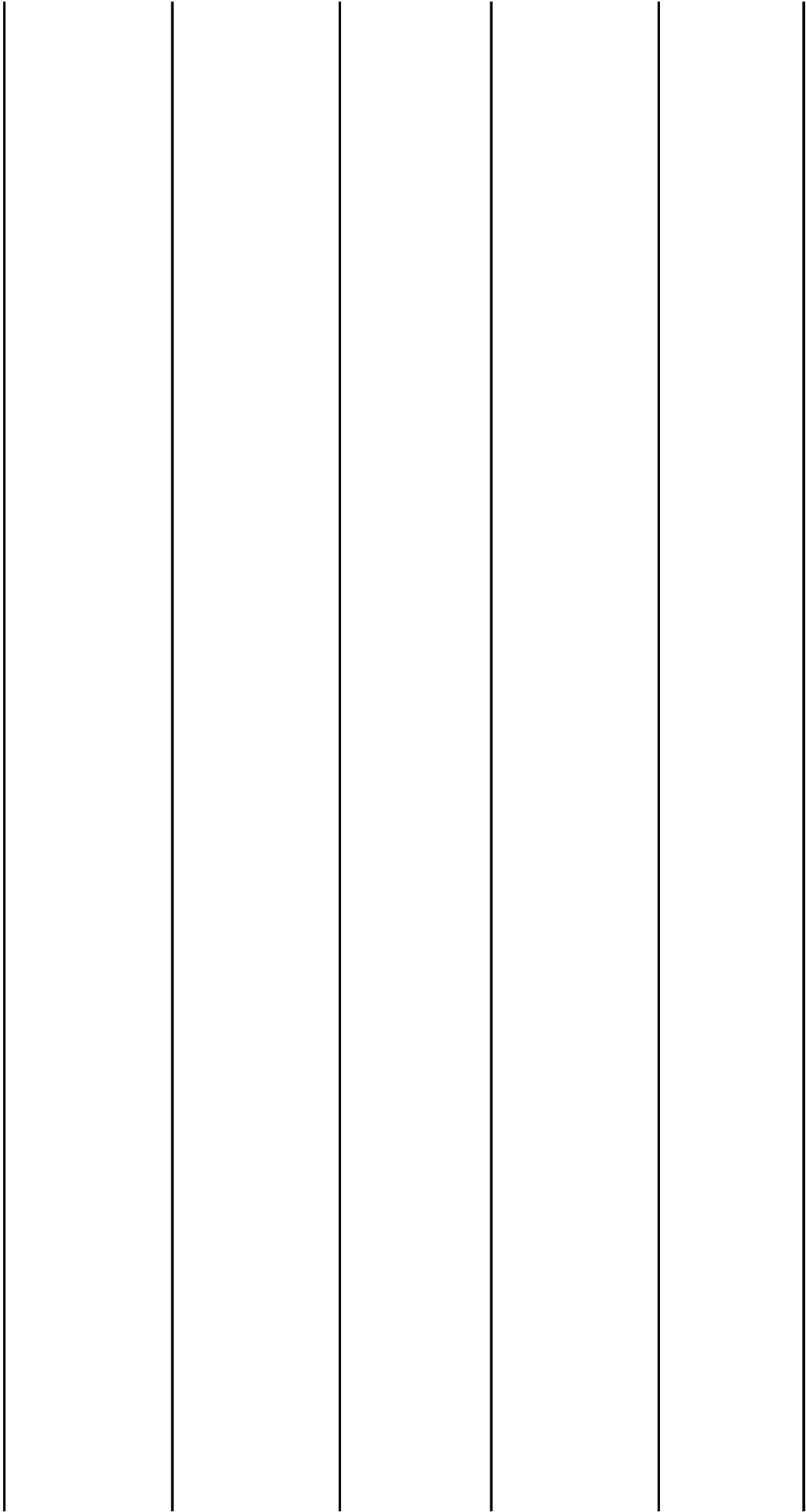


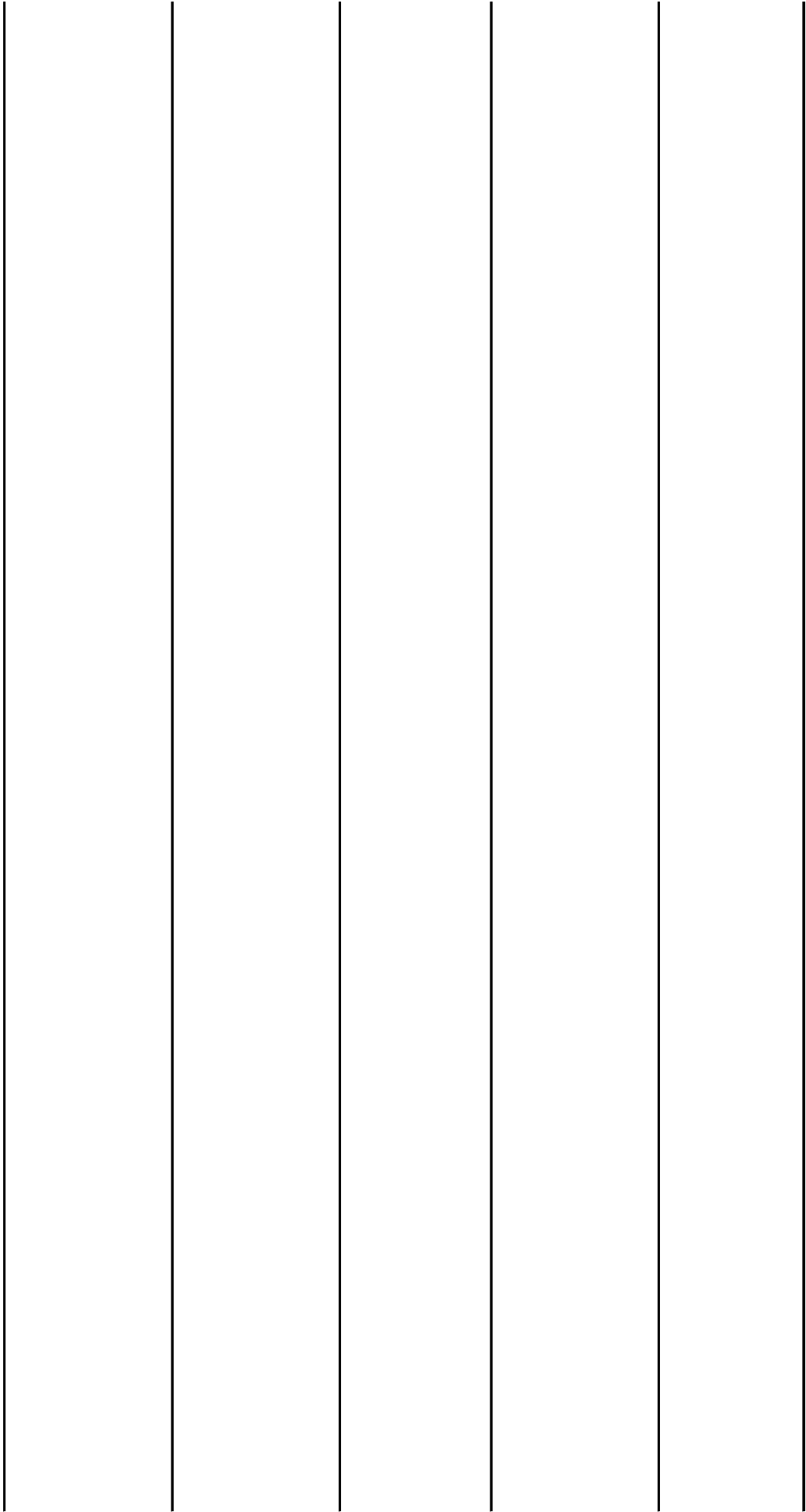


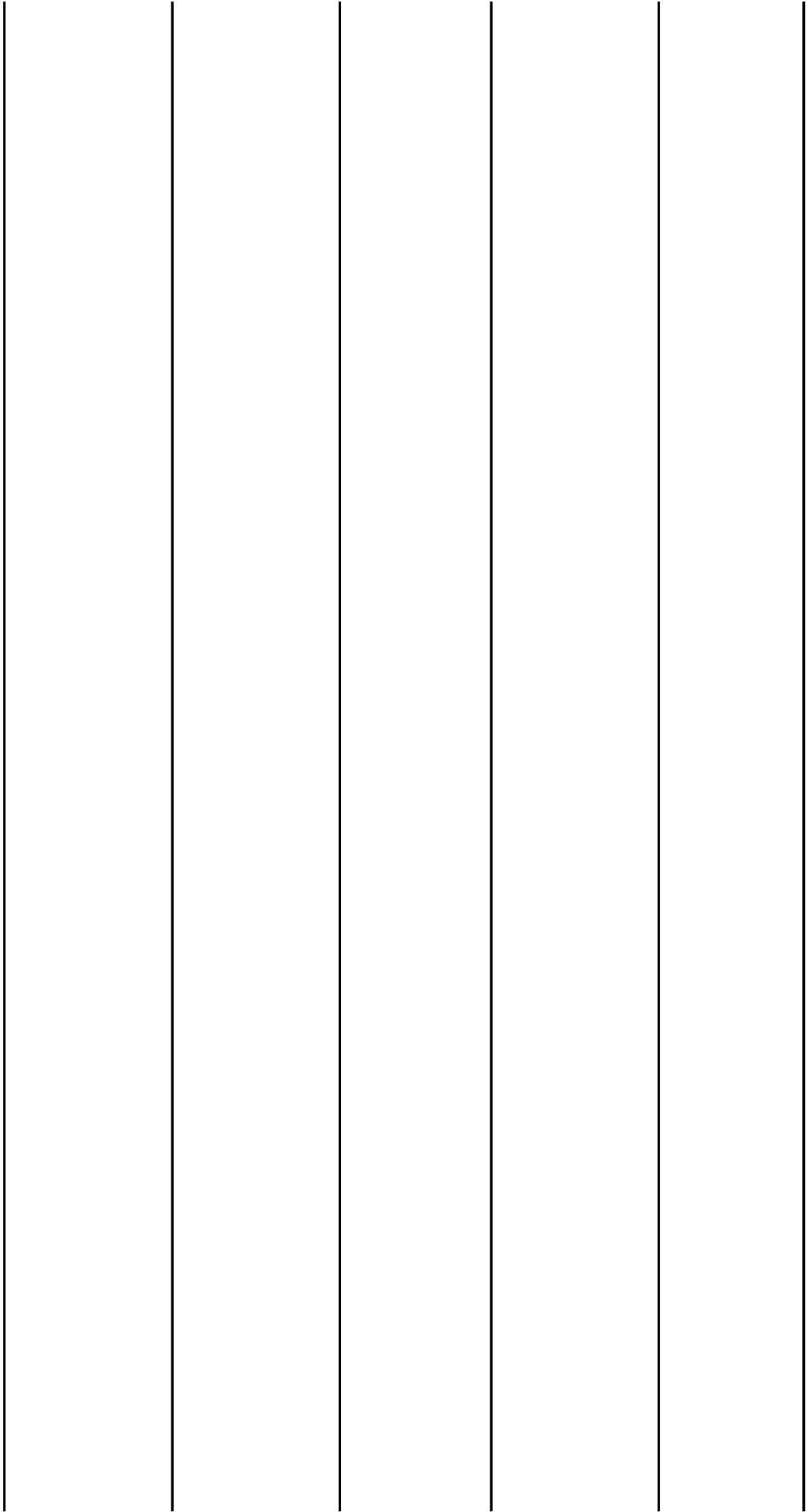


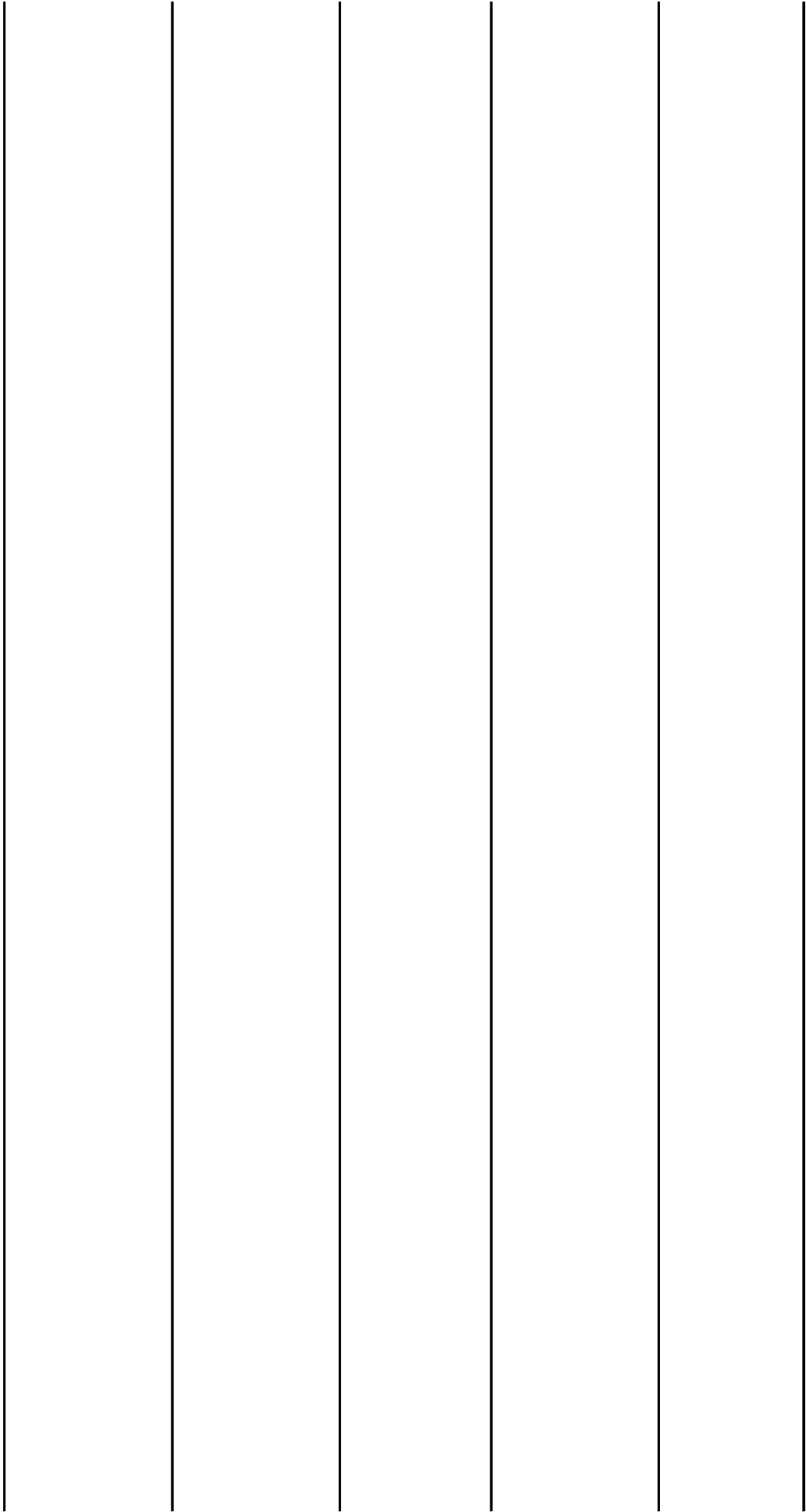


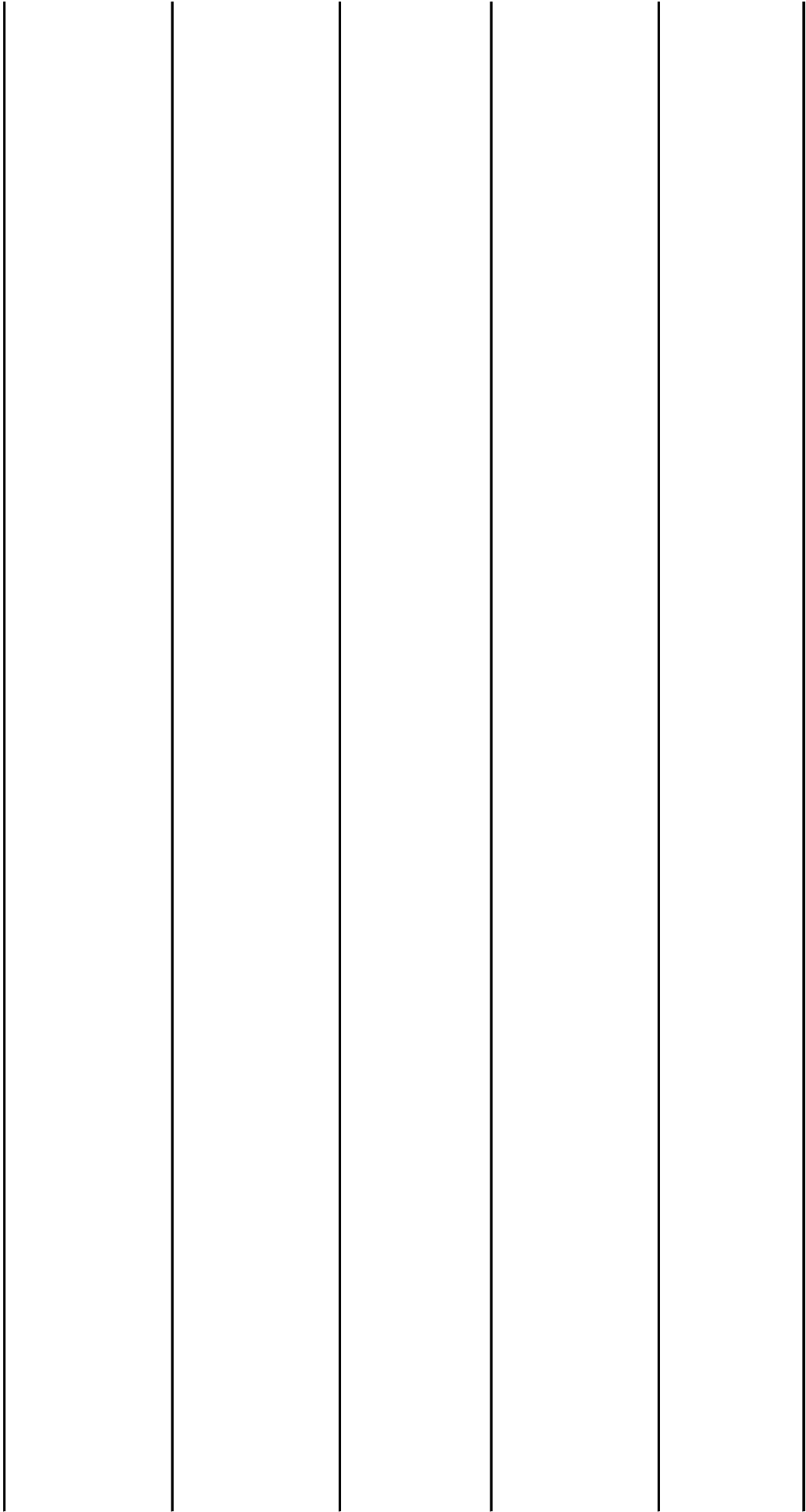


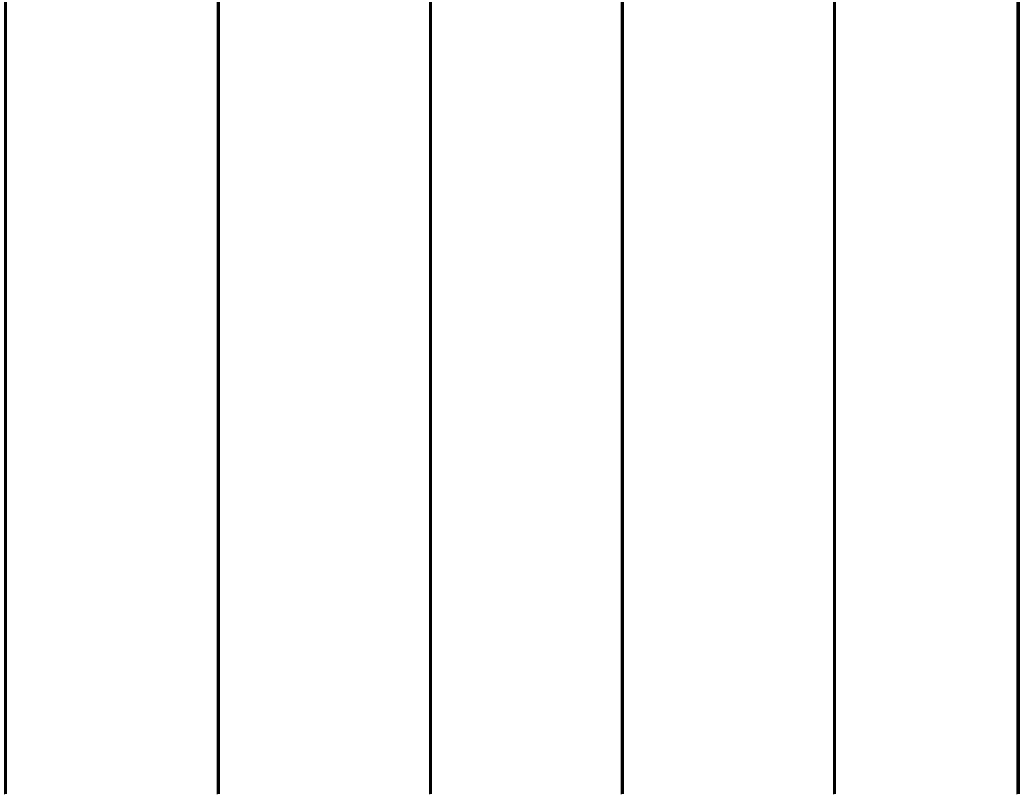












Přiměřenost ceny k jiným akcím	Dostačující forma prodeje	Kolik návštěv během sezóny	Podpora fanděním	Důvody   Zážitek z utkání Odreagování se na vlastní kůži

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pro návštěvu utkání

Individuality/os  
obnosti

Drama

Lidé, s kterými  
jdu na zápas

Někdo známý je  
součástí týmu

Spokojenost s  
doprovodným programem  
a občerstvením

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**Tři nejčastější varianty získávání informací**

<b>První varianta</b>	<b>Druhá varianta</b>	<b>Třetí varianta</b>	<b>Navštěvujete internetové stránky klubu?</b>	<b>Spokojenost s aktivitou na soc. sítích</b>	<b>Dostatečnost propagace utkání</b>

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**Vlastníte klubové předměty**

**Šála**

**Dres**

**Vlajka**

**Jiné**

**Žádné**

**Pokud ne,  
proč?**

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**Dostačující nabídka  
klubových produktů**

**Spokojenost s  
informovaností  
o dění v týmu**

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