



Comparison of Attendance Motives for Fans of Men's and Women's Intercollegiate NCAA-I Hockey

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The purpose of this study was to investigate and compare the motives of sport fans who attend women's and men's intercollegiate Division I ice hockey games. Research pertaining to the motivations of women's ice hockey fans is non-existent. Results from fans of women's hockey (N=286;172 females, 140 males) and men's hockey (N=389; 149 females, 243 males) will inform sport marketers of the salient motives to apply in marketing plans, ultimately leading to increased attendance at women's ice hockey games.

Do people attend men's and women's intercollegiate hockey for the same reasons?

Most reasons are similar. The most common reasons fans of men's and women's collegiate hockey stated why they attend include:

- interest in and passion for the game
- the drama and uncertainty of the outcome
- appreciation of the strategy and skills required to play

Some reasons are different. Fans of women's hockey:

- attend for the entertainment value
- feel the women are positive role models for girls and boys
- feel the games provide wholesome family entertainment, and
- support hockey participation opportunities for girls and women

While fans of men's hockey attend for:

- the excitement and,
- interest in the team

The data indicate that fans of intercollegiate hockey, regardless of the sex of the athletes, attend for largely the same reasons. These findings challenge assumptions about fans of women's hockey. Overall hockey fans attend because of their love and passion for the game.