

Table 2

Proportional Importance of Opinions of Investor Sample (N=30) Concerning Impediments to Sports Marketing: Source Area—Bahraini Government

## Sports Policy

Source area		Agree–disagree statement	M	SD	Yes		Somewhat		No		Probability	%Importance
					No.	%	No.	%	No.	%		
Bahraini govt. sports policy	1	National-level marketing plans do not include a sports marketing strategy.	2.66	0.71	24	80	2	6.66	4	13.33	80	88.90
	2	No attention is paid to the sports field, unlike other economic fields.	2.76	0.62	26	86.66	1	13.33	3	10	83	92.22
	3	There is no national-level effort to encourage investment in sports or sports marketing.	2.8	0.55	26	86.66	2	6.66	2	6.66	84	93.33
	4	The State sees no prospect of increased rates of investment in sports marketing in the future.	2.6	0.62	20	66.66	8	26.66	2	6.66	78	86.66
	5	Investing in sports activities would not further the State's development objectives.	2.76	0.62	26	86.66	1	13.33	3	10	83	92.22