

Table 4

Proportional Importance of Opinions of Investor Sample (N=30) Concerning Impediments to Sports Marketing: Source Area—Familiarity with Sports Marketing's Aims and Abilities

Source area		Agree-disagree statement	M	SD	Yes		Somewhat		No		Probability	% Importance
					No.	%	No.	%	No.	%		
Familiarity with sports marketing's aims & abilities	1	The cost of sports marketing is prohibitively expensive for all but organizations and corporations.	2.53	0.77	21	70	4	13.33	5	16.66	76	84.44
	2	Sports marketing is not likely to be a source of income within the particular economic activity.	2.6	0.72	22	73.33	4	13.33	4	13.33	78	86.66
	3	Sports marketing should not be an important priority.	5.76	0.62	26	86.66	1	3.33	3	10	83	92.22
	4	Too few sports activities or services are available to enable effective sports marketing.	2.4	0.62	14	46.66	14	46.66	2	6.66	72	80
	5	Sports club, association, organization, and corporation officials do not support or encourage sports marketing.	2.6	0.62	20	66.66	8	26.66	2	6.66	78	86.66