**DEMAND FOR FOOTBALL MATCHES IN BRAZIL**

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ABSTRACT

The study of the determinants of attendance in sports is one of the most researched topics in the literature on sports economics. Previous papers have investigated the effects of structural conditions, market size, expected quality of the match, performance of the teams, uncertainty of outcome and some other factors in the intention of the fans to attend a match. Most of them have employed linear regressions by Ordinary Least Squares (OLS), Tobit regression or panel data with random effects. However, considering Wooldridge (2002) perhaps these methods are not the most adjusted to analyze it. Thus, the aim of this paper is observe the determinants of attendance in the Brazilian Football League in the 2014 season carrying out a linear regression with panel data and football clubs fixed effects control. The dependent variable is the normal logarithm of total attendance of each match and the explanatory variables are divided in four groups: Structure, Expected Quality, Performance and Uncertainty of Outcome. A different topic that we have investigated in this research was the influence in the attendance of each team from São Paulo and Rio de Janeiro states playing as visitor. The results of this paper evidenced that the average ticket price, the stadium capacity, classics, the performance of home team in the previous matches, the position of the visiting club and the small difference in the position between home and visit team increased the demand for tickets. Furthermore, we have observed that clubs from São Paulo and Rio de Janeiro state do not have same effect on demand, due to only Flamengo, Corinthians, Palmeiras and São Paulo provide a greater number of fans in the stadium when were played as visitor. Further papers may research the influence of clubs from different states and some managerial implications.