INTRODUCTION
On October 11, 2015 the Philadelphia Eagles hosted the New Orleans Saints for a divisional rivalry game. Using an intercept approach 466 spectators completed a questionnaire that focused on identifying perceptions of a variety of sportscape characteristics. Demographic and behavioral measures were also included in the study.

PURPOSE
The purpose of this research was to examine the perceptions of sportscape factors as experienced by spectators at a sporting event. Sportscape factors specifically relate to the service metrics within an arena. Some of these metrics include: stadium operations, stadium logistics, stadium personnel, concessions, restrooms, and seating.

STADIUM OPERATIONS & SPATIAL EVALUATION
From the data gathered from the questionnaires, we also looked at stadium personnel, the stadium itself, and space within the stadium. The stadium and personnel both rated positively with few differences reported between season ticket holders and non-season ticket holders.

Stadium Personnel were rated relatively well. These questions got overall mean ratings of 4.20 (neatness/neatness), 4.21 (assurance), and 4.26 (empathy). There were no statistically significant differences between how season ticket holders and non-season ticket holders rated the stadium personnel.

The stadium itself was rated the highest out of all the questions. This included the questions: “This is an attractive stadium”, the highest rated question, with an overall rating of 4.31 out of 5. The other questions had overall ratings of 4.23 (scoreboard), 4.19 (signage), and 4.17 (layout). Stadium amenities showed no statistically significant differences between season ticket holders and non-season ticket holders.

The space within the stadium had lower overall ratings compared to the other servicecape factors measured in the study. This category also had significant (p < .05) differences between season ticket holders and non-season ticket holders. Overall, season ticket holders rated the seating space, sitting space, and walkway space lower than did non-season ticket holder’s.

CONCLUSIONS
From our data we saw there were many differences between the season ticket holders and the non-season ticket holders. We saw the biggest differences when we observed their attitudes specifically towards seating and stadium arrangements. The season ticket holders were overall much more critical of those services provided by the Philadelphia Eagles. Furthermore they also were much more critical about the concessions and restrooms. Lastly, with the small investment corrective actions, we believe the team can see positive ROI from these actions much quicker due to the small investment.

FUTURE RESEARCH
In terms of additional research for this topic, we believe there are many avenues to further the knowledge of Sportscape perceptions and attitudes.

To further our findings specific to this current study, we would want to measure the actual number of games attended to test our hypothesis that prolonged exposure to stadium amenities is a viable explanation for the findings.