

ASHESI UNIVERSITY COLLEGE

THE CONTRIBUTION OF FOOTBALL TO NATIONAL DEVELOPMENT

By

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ABSTRACT

In Ghana the speed with which development is being achieved is constantly under scrutiny. This developmental process is mainly rooted in donor-funded programs undertaken by the government. It is essential that the nation finds self-sustaining alternatives to support these programs and in time do away with reliance on foreign aid.

The purpose of this study was to investigate if football qualifies as one of such alternatives. The study posed the question of whether or not football currently contributes substantially to economic development. The study then assessed the implications of this contribution for economic development in the long term.

The study was conducted by gathering opinions of members of a Supporters' group/organization in Ghana using questionnaires. The study was also based on data on match revenues and attendances at home league matches of 14 teams played over a 17-week period. Finally, the study also relied on expert analysis and opinions of credible and established individuals on the Ghanaian football scene.

The study found that, based on the variables evaluated, football contributes to economic development but not substantially. However, it was conclusive that football's current contribution has the potential to be massively substantial in the long run if given the right environment to thrive in.

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CHAPTER ONE: INTRODUCTION

1.1 Overview

Background to the project

The huge remuneration and cult status that presently accompany employment in major football leagues across the world would have been highly inconceivable in the early years that the origins of the sport are traced to. "The very earliest form of the game for which there is scientific evidence was an exercise from a military manual dating back to the second and third centuries BC in China." (FIFA, 2010) In fact there is no record of actions pertaining to commercialization and professionalization football till 1879 in the United Kingdom (U.K.). A hundred and thirty years on and the sport has undergone radical evolution to become one of the most potent industries of the overall global economy contributing an average of three percent (3%) of world trade as at the beginning of the decade (Halicioglu, 2006).

Ghanaian policy makers reiterate a common vision to attain sustainable levels of national development through economic growth. On the ground however, the rate at which this growth is proceeding is both sporadic and tardy and requires further catalysis to give the much desired development any chance to materialize. The domestic economy continues to revolve around agriculture, which accounts for about 35% of GDP and employs about 55% of the work force, mainly small landholders (CIA, 2010). Along with agriculture there are a few other sectors on which the Ghanaian economy

depends. This characteristic makes the economy volatile, risky and frangible. Enter the football industry.

If the aggregate of the components that make up the Ghanaian economy is represented by a portfolio of investments aimed at reaping development as return, then the investment principle of diversification urges a further addition of contributors. This principle puts forward that, all things being equal the aggregate risk of a portfolio reduces with an increasing number of components. This surely prompts a questioning of my choice of the football industry given the numerous options available. To elucidate, I neither make an attempt to declare football and its development thereof as the panacea to Ghana's slow economic development nor do I propose to christen it as the superlative way to develop the country and its economy. However my less than subtle bias towards the school of unbalanced growth theory and the reality of scarcity of resources available for development leads me to propose that emphasis should be concentrated on the few existent and potential 'leading' industries. According to Krishna and Perez (2004), pp 338:

"Investment by a firm can, through forward linkages, motivate investment by another firm...through backward linkages, one firm's investment can motivate another firm...to invest. Instead of industrializing a large number of sectors...what [is] needed [is] the industrialization of the 'leading' sectors. Then, through backward and forward linkages these sectors would spark the industrialization of the rest of the economy."

For me, like most Ghanaians, football induces avid interest which has developed over time into a strong understanding and fondness for the game. The ubiquity of the sport is evinced by the fact that an estimated 5 out of every 100 Ghanaians play football professionally or non-professionally (FIFA, 2010) – with an even larger percentage of the population as spectators. The country is masked and draped in the national colors whenever any of the national teams plays- friendly or competitive- and the country radiates with a collage of colors anytime the two bigger clubs in the country, Accra Hearts of Oak and Kumasi Asante Kotoko, go head-to-head¹. Surely such passion almost certainly guarantees the existence of a market, a market that can propel the industry, an industry that can possibly induce development and drag other sections of the economy along with it. So instead of answering the question “why football?” the study will seek to give the reader reason to ask him/herself, “why *not* football?”

Structure of the Ghanaian Football Industry

In Ghana, football is played by both genders on different tiers ranging from amateur, through semi-professional right up to professional football. League and cup (knock out) championships are organized at national (first division, dubbed the Glo Premier League) and regional levels (second and third divisions) for men whilst there exists a league championship for women at senior level. Acting as props for these ‘higher’ levels of the sport for men are the under twelve (U-12), under fourteen (U-14) and under seventeen (U-17)

¹ Official colors of Accra Hearts of Oak are white, yellow red and blue. Official colors of Kumasi Asante Kotoko are red and white.

which are usually collectively referred to as the 'grass root' level. It is at this level that players are groomed in expectancy of plying their trades in the senior professional leagues. Over the course of its U-shaped life span (in terms of levels of development and quality) this tier of football has mainly served as a placenta – constantly supplying the higher levels with the needed talented youth as personnel.

Of these different strata of the football structure, it is senior men's football that has made football the most popular game in the world. In Ghana, the main competitions that have been found to be of national interest are International competitions involving the senior national team, the Black Stars, league and cup competitions involving locally established football clubs.

This thesis' evaluations however are based on the Ghanaian first division league. The Ghanaian first division title is competed for by 16 teams over a 9-month period. There is no rule in the Ghana Football Association regulations that demands that a club is formed by the community in which it operates. As a matter of fact, privately owned clubs have become quite the norm in the last few years. Given this though, communities rally round the teams within irrespective of the ownership structure. As such they expect to see some benefits of supporting that team, whether tangible or intangible.

Like many other leagues around the world, this division now provides a major platform for advertisers to promulgate their services and products to the wide audience that the league reaches. This forms a part of what is

increasingly becoming a corporate structure of football that is manifesting itself in Ghana. In what began as a recommendation by the GFA in the 1990's, the Association now only incorporates clubs that are "registered as companies either limited by shares or guarantee to the Association." (GFA, 2008)

This is to say the scene of Ghanaian Football is changing and no longer delineates a mere platform for entertainment.

1.2 Objectives

For Ghana's football industry to qualify as a 'leading' industry it should demonstrate clear-cut potential to primarily contribute directly to national development via employment, direct income, foreign direct investment, infrastructure, and even town and city planning . It should also exhibit an air-tight capacity to drive other industries through 'forward' and 'backward linkages'.

The first goal is to describe which industries Ghanaian football is linked to that permit it to be classified as a potential leading industry. The main objective of this thesis will be to classify and then evaluate the present benefits of Ghanaian football to the economy. The underlying assumption here is that benefits of the industry grow proportionally to the industry's size.

As an industry, the main products that football provides for consumption are the matches that are played between the teams. As such, in developing the

football industry the point of emphasis will be to enhance the product to appeal more to the consumer. This development in a bid to reap benefits can be considered provided there is a consumer base for football. Therefore a major assumption in writing this thesis is that a market exists for a developed football industry.

1.3 Research Question

The thesis of this paper is the proposition that Ghanaian football is a fertile industry that can reap benefits for the country's economy if well developed. Instead of a myopic interpretation of 'benefits' to mean just revenue or financial gain to the economy, I regard it, along with development, in this paper as an amalgam of quantitative, qualitative, tangible and intangible gains. Consequently, I include three factors with which I gauge footballs contribution to economic development:

1. Direct employment – players.
2. Supporters' perception of social impact (tangible and intangible)
3. Ticket revenue from match venues.

With this as the basis, the dissertation looks to answer the following questions:

1. *"Does the Ghanaian Football industry contribute **substantially** to national economic development?"*
2. *"What implications can be drawn from these contributions in the long run?"*

CHAPTER TWO: REVIEW OF LITERATURE

Attempts to quantify and organize evidence of the impact of football (sports) on development have been taken down various routes by many scholars. However, the reticent nature of Ghanaian economic development, and most African countries' for that matter, means there is limited literature investigating the impact that sport – and its development thereof – can have on development in African countries. Andreff *et. al* (2005) points out that the lower the level of economic development the lower the availability of statistical data about sports.

2.1 Economic benefits of sports (football)

Though football is rarely analyzed using indirect growth theories, the ripple effects that football can have as a leading industry are quite evident. Clift (2010) notes that in the build up to the FIFA World Cup in South Africa, economic sectors like “transport, energy, telecommunication and social infrastructure are being upgraded and expanded”. This same event is expected to inject about create about 400,000 jobs and attract about 490,000 tourists (Clift 2010). Horne (2004) also noted that the number of high quality facilities well increased with the hosting of the 2002 FIFA World Cup in Japan. The economic effects of hosting such major events therefore can be well felt.

I am of the opinion however that unlike the benefits of a developed league system some of these benefits are short term and maybe unsustainable.

Horne (2004) found in a study that most of the jobs created were temporary and only lasted the time frame of the World Cup. The large stadiums built were found to be hardly filled to capacity causing the citizenry to bear the cost of maintenance through increased taxes. This is a case of the infrastructure not being tailored to fit the demographics of the population in question.

Baade and Matheson (2003) in an examination of the likely economic impact of a developing country hosting a major event such as the World Cup arrived concluded on a likely long term detriment. They attribute this to high opportunity cost of capital and a lack of existing infrastructure. Both these conditions apply to the case study of this thesis, Ghana.

This thesis acknowledges that a developed football industry gives another alternative to a massive industries and factories that degrade the environment and thus it can support environmentally friendly development policies. Chappelet (2005) maintains that football can arrest the "downward spiral [of underdevelopment] and... lead to positive economic and social growth without harming the environment."

Football can drive other industries due to the large audience it attracts with every match. Football has developed an almost symbiotic relationship with the media where clubs earn money from sponsorship and endorsement deals by giving the media a place to advertise widely. Other industries that advertise through these media therefore have a platform to advertise. According to Frey and Eitzen (1991), the media [will] pursue sports

programming because it enables them to reach a normally difficult-to-reach audience.

Frey and Eitzen (1991) also put forward that sports provide a mechanism to link [international] organizations to develop managerial and administrative skills among a local population. Note however, that this ability is subjective to the composition of the working population and its preparedness to absorb these new skills. As such, this benefit may not be applicable to a number of underdeveloped countries since majority of their working populations are unskilled.

Also there are a number of industries linked to football that are fairly unfledged and will struggle to compete given the presence of global and established players. One example is the production of sporting goods – mostly balls and jerseys. For Andreff (2005), the global market structure of the sporting goods industry is a 'fringed' oligopoly [dominated by] a handful of big TNC's.²

Given this though, Andreff (2005) hints at the possibility of less developed countries inviting foreign direct investment by inducing product manufacture relocation from manufacturers and dealers in more developed and costly economies. Despite the presence of raw materials and manpower sports equipment, particularly footballs, are not manufactured on a large scale in Africa (Sport and Development, 2009). This gives such industries the chance to develop off the back of football.

² Trans-National Corporations

Failure or inability to compete with these 'big guns' does not point to the extinction of small scale factories in these sectors. A number of local races in Peru are reported to have created small industries such as craft industries for manufacturing shoes (Sport and Development, 2009). Thus while on a large scale manufacturing industries can develop through the introduction of TNC's and the international demand, small scale manufacturers can thrive on local demand from local teams and supporters.

It is not expected that the erection of a new stadium or a similar sporting facility will increase the net economic output or spending of the area in which it is built. Siegfried and Zimbalist (2000) attribute this to a mere substitution effect i.e. the money spent at the stadium is money that would have been spent somewhere else anyway. While sports teams may rearrange the spending and economic activity in an urban area, they are not likely to add much to it (Siegfried & Zimbalist, 2000). This may differ in the case of football stadiums however when matches are played against teams from outside that community's economy. The fans of these visiting teams are likely to introduce new spending and thus a positive net output.

2.2 Social impact of sports (football)

Football is known to have affinity with the socio-political scene in many countries thus its perceived importance to the masses. Using a sample of six hundred people (600) from 3 different constituencies, Fridy and Brobbey (2009) found that supporters of Kotoko are more likely to support the then ruling New Patriotic Party (NPP) than the National Democratic Congress

(NDC); on the other hand supporters of the Hearts of Oak Club are more likely to support NDC than the NPP. This implies that football can indirectly provide a platform for political parties to reach the masses. It can also provide an arena for the debate of which party is better to be contested humanely.

Football may be quite peripheral to the international relations of a country as a sovereign state but can nonetheless play its role in the maintenance of these relations. Football can serve as a means to articulate secondary national interests (e.g. visibility, ideological expression, status enhancement, legitimacy), to test foreign relations initiatives, to enhance cultural exchange and understanding, and to reduce the potential for actual conflict by playing out hostilities in a restricted and controlled setting (Frey and Eitzen, 1991). This detail can also be applied to intra-national relations i.e. between ethnic groups, regions, firms within an industry and even schools and colleges.

Involvement in sport does not politically benefit just large entities such as countries, but also has its effect on individuals. Seippel (2006) successfully measured the effect that being a member of a sport organization has on an individual's political attitude and activities. In measuring using four variables – political interest, whether one votes or not, satisfaction with democracy and whether most politicians are trustworthy or not – it was found that being a member of a sport organization has marginal but significant effects on political attitudes and activities. This study was conducted on a sample of the Norwegian population based on the Norwegian democracy and the same

methods may yield different results for a different sample in a different country. However this social effect of being a member of a sports organization may be down to the increased interaction with other individuals. The study by Seippel (2006) gives rise to the consideration of sports as a tool – passively or actively – for socialization.

Scaling down from National Development, there are also direct links between sports and community development. Of the varying definitions and interpretations of what community development is there is one common concession. Vail (2007) points out that the fundamental element of all community community-development initiatives is about people helping people improve their life conditions by addressing common interests. However for such small communities there is the need for a push in the right direction or a pointer toward an initiative by an individual or group of individuals or an organization. Scholars have labeled these persons as the *catalysts* needed to spark community development (Vail, 2007; Frank & Smith, 1999; Huxham & Vangen, 2000). In the case of Ghana this process of catalysis is being borne to a large extent by football players and organizations. Frank and Smith (1999) described a catalyst for community development as one who creates a vision of what is possible, creating interest, energy and commitment to action. This definition is usually depicted by foreign based players and organizations who trace their roots back to local community e.g. the Michael Essien Foundation and the FIFA Goal Project in Ghana. Furthermore they act as role models giving communities “a vision of what is possible” and as ambassadors for international bodies that pursue

community development projects. Sport and Development (2009) shows that, Kenyan runners' earnings from winning competitions from the 'European running circuit' in the town of Eldoret has helped to develop the local economy and funnel investment into domestic sectors that are the lifeline of the local economy.

On all National, community level and individual levels there is the direct impact of sports and its implications for the health of individuals within a population. For the human capital of an economy to be efficient it needs to be healthy and sport (football) contributes to this even if only practiced as a leisure activity. In a study to measure the cost of an inactive populace to the economy, Katzmarzyk *et al* (2000) summed up the health care costs of five diseases³ in cases that were caused by inactivity. The study showed that this cost was much greater than what it would cost to promote sporting activities that can prevent these diseases.

The level of crime in most societies more often than not bears an inverse relationship with employment i.e. the higher the employment, the lower the crime level – though it may be more complex depending on the society in question. Coalter *et. al* (2000) indicate that sports can both prevent crime and serve as a means for rehabilitating criminals. Coalter *et. al* (2000) also noted that the statistical measures used in an attempt to capture the results of the study were less useful than actual perceptions from residents.

³ Coronary Artery Disease (CAD), Stroke, Colon cancer, Breast Cancer and Type 2 diabetes

2.3 The need for further research

Gaps in Reviewed Literature

The various studies and literature reviewed in this section allude, that sports, and football for that matter, contribute to economic development in various ways. However, there is the need for research that takes into consideration the perception of the people themselves who are supposed to be 'beneficiaries' of this economic development.

Also Siegfried and Zimbalist's (2000) assertion that [football] stadia do not increase the overall spending or revenue collected was made in reference to sports stadia in the U.S. In that economy, taxes and other revenues are easily accounted for. On the contrary, the poor systems of record keeping and tax collection means stadia represent a means of pooling and collecting revenues that would otherwise be 'lost'. For this reason this thesis investigates the contribution of stadium revenues to the development process.

Theoretical Framework

As much as the various literature reviewed analyze the impact of football on development, scholars in this field are yet to approach the subject from an angle of the unbalanced growth theory. As section 1.1 puts forward, the theory of unbalanced growth avers that "the industrialization of certain 'leading' sectors [can] pull along the rest of the economy" (Krishna and Perez, 2004. pp 388).

This is not to claim dissimilarity between this study and the reviewed literature. Rather, the application of this theory is an attempt to take the study of the relationship between football and development in another specific and precise direction as was done by most of the literature analyzed above.

This study looks to investigate how football currently 'pulls along' the economy in terms of employment, social impact and monetary contribution through ticket revenues.

CHAPTER THREE: METHODOLOGY

3.1 Data Types and Sources

3.1a Primary Data

Given the paucity of related research that pertains to the sub-Saharan region and Ghana, the case under study, in particular, most of the data gathered for analyses and interpretation was done primarily. Again, for this same reason, thorough investigation was conducted to ensure that primary data sources – interviewed persons especially – are credible, relevant to the study and reliable for precise information.

The pursuit of cold hard facts on the ground, in preference to already documented data is what drove the emphasis on this section of data collection. All interviews were semi-structured and conducted face-to-face with the following persons:

1. Kojo Frempong, Ghanaian sports journalist and analyst.
2. Kojo Nyantakyi, President of the Ghana Football Association.
3. Patrick DeGraft, player scout associated with both foreign and local transfers.
4. Kwame Baah Nuakoh, Lecturer in Economic Development Studies at University of Ghana Legon and Director of Communication, Kumasi Asante Kotoko.
5. Dr. Francis Dodoo, Former Athlete and the Founding Member of the Ghana Athletes Association. Professor of Sociology and Demography, Pennsylvania State University.

6. Rex Danquah, Chief Operations Officer of the Local Organizing Committee (LOC) for Cup of African Nations (CAN), Ghana 2008.
Coordinating Director of LOC for CAN, Ghana 1999.

Questionnaires were also used to gather information representative of public opinion on issues pertaining to the study.

3.1*b* Secondary Data

Section 1.1*b* highlighted the various segments and tiers of that constitute the structure of Ghanaian football. In the review of literature, it was evident that women's football is still in its early stages and is presently of comparatively modest value economically to men's. The use of development here on out, is therefore with regards to the men's football structure.

The section of the men's football structure that this thesis' evaluations are based on is the Ghanaian first division league. International competitions involving the Black Stars are usually, one-time events played with considerable intervals between subsequent competitions (e.g. in the FIFA World Cup and the CAF African Nations Cup, competitions are played with intervals of four and two years respectively). Cup competitions are also excluded because they are knockout competitions. This implies that after every round of matches the number of teams involved is halved.

Unlike the two above, the Ghanaian first division is played over a 36-37 week period comprising 30-matchdays. The interval between a match day and the

following one ranges from four days to a week and a half. As such, the data collected here are more continuous and make for more detailed analyses.

The data include match venues, the competing teams, how much the home side earns from the gross earnings collected, and the revenue collected on match day. Data covers seventy (70) matches played between November 23, 2008 and April 1, 2009 – a 17 week period.

This section of the data⁴ accounts for:

1. Revenue from match venues

3.2 Data Collection Methods

Questionnaire (Appendix A)

Unlike the two other parameters – match revenue and employment – data on the social implications of football are scant. For this reason, a questionnaire was constructed to gather the opinions of individuals. The assumption here is that collectively the results of the questionnaire can give a fair picture of society's perception of the impact of football clubs.

The data collected using these questionnaires look to capture the perceptions of these individuals on how they benefit from supporting a football club.

⁴ Data here draws heavily on on-going research on football and the Ghanaian economy by Kwame Baah-Nuakoh, Lecturer in Economic Development Studies at the University of Ghana, Legon.

Interviews

The reason this section of the data proves vital to the findings of this thesis is the deficiency in documentation by the various organizations in Ghanaian football – from public access to records held by the governing association, to lack of records on player details in the various football clubs. The data collected on revenues collected from matches were discussed with each interviewee prior to the interview.

The data collected from conducting interviews account for the following:

1. Average contracted players per club.
2. The industries linked to the Ghanaian football industry.
3. What implications can be drawn from the various contributions in the long run?

3.3 Sampling (Technique and Sizes)

Interview

Expert sampling was used in selection of the 6 interviewees with bias towards reliability and credibility. Careful attention was paid to ensure that the group of interviewees assembled was diverse. Also in this process, care was taken to avoid redundant respondents i.e. two interviewees who perform very similar roles and duties in relation to football.

Questionnaire

50 questionnaires were administered to members of the Ghana National Supporters Union (GHANSU). This is the main supporters union for the national football teams and major football events involving Ghanaian clubs. GHANSU was chosen because of the guarantee of each individual affiliating his/herself with one or more clubs.

Questionnaires were handed to a representative of the union to be distributed at that month's general meeting at the Accra regional office. All questionnaires were collected after that meeting and handed back to the researcher.

3.4 Data Analysis Tools

The main tools used for data analysis were SPSS PASW Statistics 18 and Microsoft Excel 2007 which include the use of tables and graphs in the process.

3.5 Data Collection Period

Data (questionnaire) were collected in the months of February and March. This period was chosen for the following reasons:

- This is right before the April-May period most European and other international leagues intensify and draw the most attention. Administering the questionnaire during such an intense period will bias the information.

- Also in this period the euphoria from the African continental tournament – the African Cup of Nations – would have died down; with the euphoria surrounding the upcoming FIFA World Cup yet to reach its peak. This is to ensure that the level of objectivity is not contaminated by the euphoria of either of these events.

3.6 Limitation to Methods Employed

Though the findings of the study are reliable, they are better appreciated when put in the context of the limitations of the study. These limitations imply that the findings can only be generalized to some extent.

The respondents to the questionnaire are known for their jobs as supporters. Their opinions can therefore not be generalized to the general public. Some respondents to the questionnaire had limited literacy and fluency in the English language. For that matter, the questions had to be verbally translated into local dialects (mainly Twi and Ga). For categorical questions, some meaning may have been lost in translation.

For the questionnaires that were filled by respondents without any assistance, 6 came back void while 4 were incomplete.

Finally, face-to-face interviews ensure a rich depository of information. However, the possibility of the interviewees' biases should not be excluded when interpreting the information gathered in this way.

CHAPTER FOUR: FINDINGS AND INTERPRETATION

As expressed in Section 1.3, this dissertation was an attempt to answer the following questions:

- *"Does the Ghanaian Football industry contribute substantially to national economic development?"* and
- *"What implications can be drawn from these contributions in the long run?"*

The methods used in pursuit of the answers to these questions were based on three variables: Supporters' perception of the social impact of football, ticket revenue from matches, and number of employed (contracted) players. The methods employed in gathering these sets of data were questionnaires, match records and interviews respectively. The findings of the analyses of these sets of data are mainly directed at answering the first of the two questions above. (Data and information that pertain directly to the second question of the two was gathered through the interviews.)

Data Summary

The questionnaire was administered to 50 individual members of GHANSU at a general members meeting. 40 of these 50 were filled suitably with 10 being ruled out as void due to unsuitable completion of the questions. Of these 40, 33 were men and 7 were women, three-quarters falling between the ages of 19 and 45. The findings from their various responses are conveyed in section 4.1.

The semi-structured interviews were conducted with 6 different interviewees, each of them performing various functions that involve the football setting in Ghana. The interview process captured opinions from a sports analyst, the President of the FA, a player scout, a lecturer in Economic Development Studies, a Professor of Sociology and Demography, and a member of the Organizing Committee for both CAN 1999 and 2008. The findings gathered from these interviews are expressed in section 4.3.

4.1 Findings from Questionnaires on Social Impact of Football

This section presents the results of the administered questionnaire (see Appendix A) as they were analyzed using the Descriptive Statistics in SPSS. The data was collected from 40 questionnaires – with 10 of the initial 50 returning void. Of these 40 respondents, 7 were female and 33 were male. As the questionnaire was administered to random people within a supporters' union, the skewed distribution may stem from the higher likelihood of men than women to watch football or to support a football team. This sample of respondents each supported one of 15 teams; 12 of these teams still compete in the 1st division with the other 3 teams relegated to the lower divisions over the last three years. The two clubs with the most supporters were Accra Hearts of Oak and Kumasi Asante Kotoko as shown below. This statistic can be safely generalized to a wider population since the two clubs are known as the more popular clubs in Ghana.

| TEAM | No. of respondents |
|-----------------|--------------------|
| HEARTS | 9 |
| KOTOKO | 6 |
| Other (average) | ≈2 |

Fig. 4.1 *Teams' distribution among respondents*

Out of 36 respondents who live in the same community as their teams operate, only 7 (19.4%) people thought their teams did not help them or their towns in any way; 29 people (80.6%) thought their teams helped their communities. All 4 respondents who do not live in the same communities as their teams said they "cannot tell" if their teams are of any benefit to their towns. This is understandable given that they do not reside in the communities in question.

| Age group | No. of respondents |
|-----------|--------------------|
| 12-18 | 2 |
| 19-30 | 16 |
| 31-45 | 14 |
| 46/older | 8 |

Fig. 4.2 *Age Distribution of respondents*

All 8 of the respondents who were aged 46 and older, reside in their teams' communities. In addition all 8 of them thought their teams yield benefits for them and the towns in which they live. This is attributable to the fact that they have probably supported this team over a long period of time and have interacted more with their respective teams. Both respondents between 12

and 18 years old also thought that their teams yield benefits for them. I however refrain from assumptions here given the small number of respondents.

Of the 36 respondents who live in their teams' communities, all those who live in communities other than the cities of Accra and Kumasi found their teams to be beneficial to them and their towns. This may be indication of a possible relationship between size of city and perceived benefits by the supporter given that Accra and Kumasi are the two bigger metropolises captured in this study. In contrast, supporters of Hearts and Kotoko who live in Accra and Kumasi are split by opinion with half of them saying their team helps their community and the other half saying the opposite.

The questionnaire asked respondents the ways in which they think their teams help their communities; they were given 7 parameters to evaluate against: communal labor, employment opportunities, fame/recognition for town, role models, community unity, education, and availability of sports facilities. Respondents were allowed to select more than one option.

For the provision of education and involvement in communal labor (community service) only 1 person thought his team provided these benefits in each case. The first – a lack of provision of education – is probably down to the fact that Ghanaian football clubs are not centered on formal education. This reason may also apply to an absence of community service since teams are hardly engaged actively in such activities.

However, of the 29 people (72.5%) who thought their communities benefited them in one way or the other:

- 23 respondents thought their team was a likely source of or aids in gaining employment
- 24 respondents thought their team brought exposure, fame and recognition to their towns
- 23 people said their teams were a likely source of role models for their communities
- 11 people thought their teams promoted community unity
- 17 respondents said their teams benefited the community by providing sports facilities for use by the community

In these responses nobody thought their communities were benefiting in only one way. In fact 24 of the 29 people (60% of the total sample size) thought they were benefiting from their teams in three or more ways and 15 (37.5%) thought they were benefiting in four or more ways. This may be because once an individual is able to appreciate one benefit he/she is likely to identify other benefits his team brings.

Finally, all the respondents were asked the most important reason why they support the teams they do with a choice among family tradition, performances, sense of belonging or identity, and community benefits. 27 out of the 40 respondents support their teams because of the sense of belonging or identity they attain. This is quite expected as football fans are

known to be strong headed supporters of their teams regardless of their match results or much else.

4.2 Findings from Data on Revenue from Match Days

The data⁵ collected in this section is the revenue at the match venues of 14 out of 16 teams that contested in the Ghanaian 1st division between the 23rd of November 2008 and the 1st of April 2009.

The maximum total revenue collected at one venue during the 17-week period was GH¢373,410 by Kumasi Asante Kotoko, while the minimum was GH¢2,016 collected by Liberty Professionals. There are reasons for this vast difference in revenues. Firstly, the data collected contained only three (3) records of Liberty home matches. However, the average revenue per match for Liberty was GH¢672; adding up to a projected figure of GH¢4704 – which is still a long way off Kotoko's. A more plausible reason is the difference in the size of their respective arenas. Kotoko home ground, the Baba Yara stadium seats 40,000 people while the Dansoman Park of Liberty can hold a maximum of 2,000 people. Even so, the maximum number of spectators Liberty was able to attract to a single match over this period was 564 people compared to Kotoko's 32,806. Figure 4.3 displays a comparison of each teams maximum and minimum attendances.

⁵ Data here draws heavily on on-going research on football and the Ghanaian economy by Kwame Baah-Nuakoh, Lecturer in Economic Development Studies at the University of Ghana, Legon.

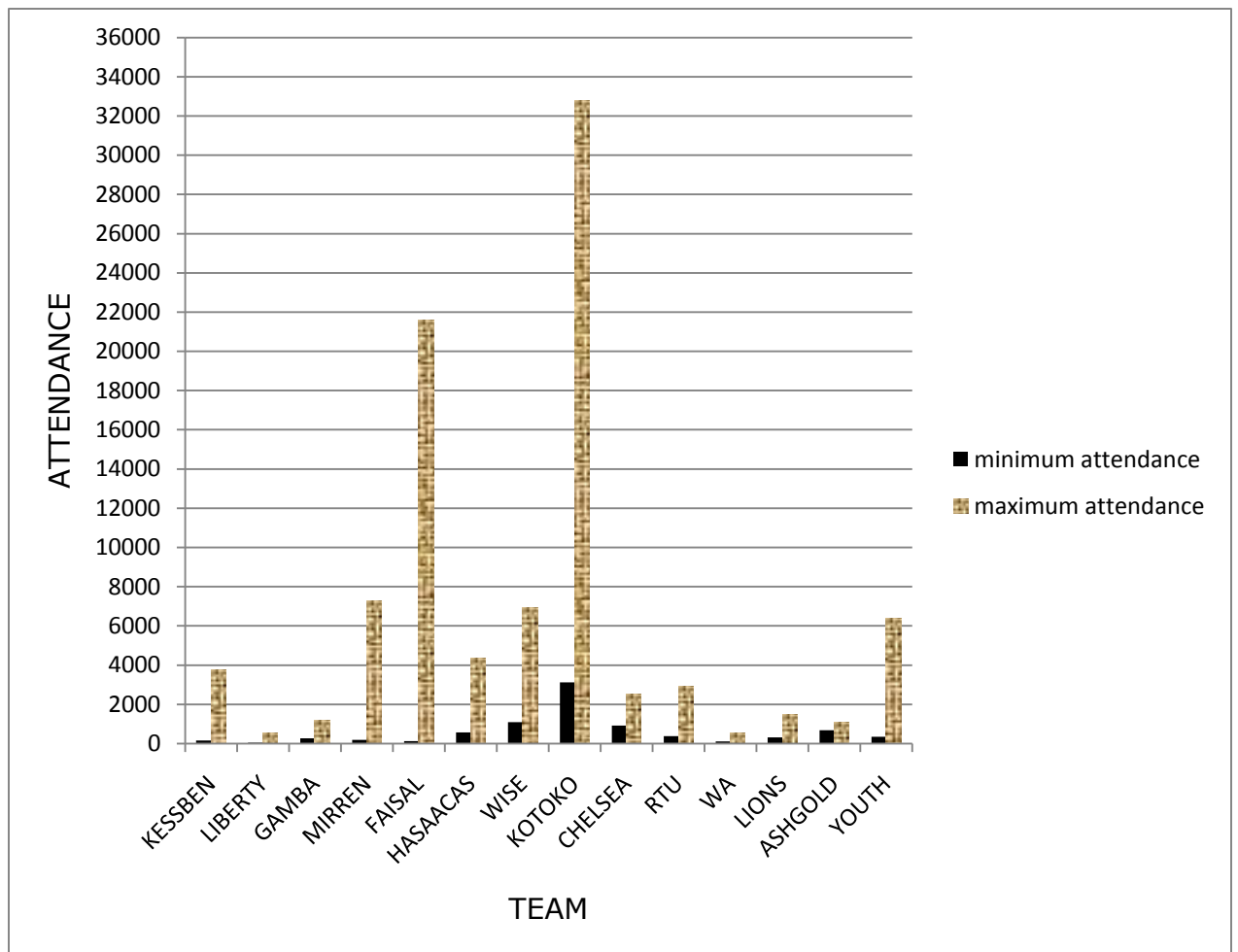


Fig. 4.3 Maximum and Minimum attendance per team

Teams usually price their match tickets low and high by separating the grounds into two sections – the common or popular stands and the VIP stands. Data collected showed that low prices range from GH¢1 to GH¢4 conditional on the magnitude of the matches being played; high prices ranged from GH¢2 to GH¢15. Though there is no standardized method of calculating the magnitude of a match teams use their judgments by considering the opposing team or the implications of the result of the match. For instance, 10 out of the 14 matches with tickets priced at GH¢10 involved Kotoko. The one match with tickets priced at GH¢15 was between Hearts and

Kotoko. This price is even sometimes varied as a marketing strategy to attract spectators to match venues.

Data collected showed that teams do not retain all their earnings from match tickets. Over the period, teams managed to retain between 46.22% and 65.85% of their ticket earnings – with none or a small percentage going to the visiting team – and the remainder going to the Football Association. Over the 17-week period the 14 teams relinquished control of a total of GH¢353,279.02 with a bulky fraction of GH¢212,050.36 coming from Kotoko.

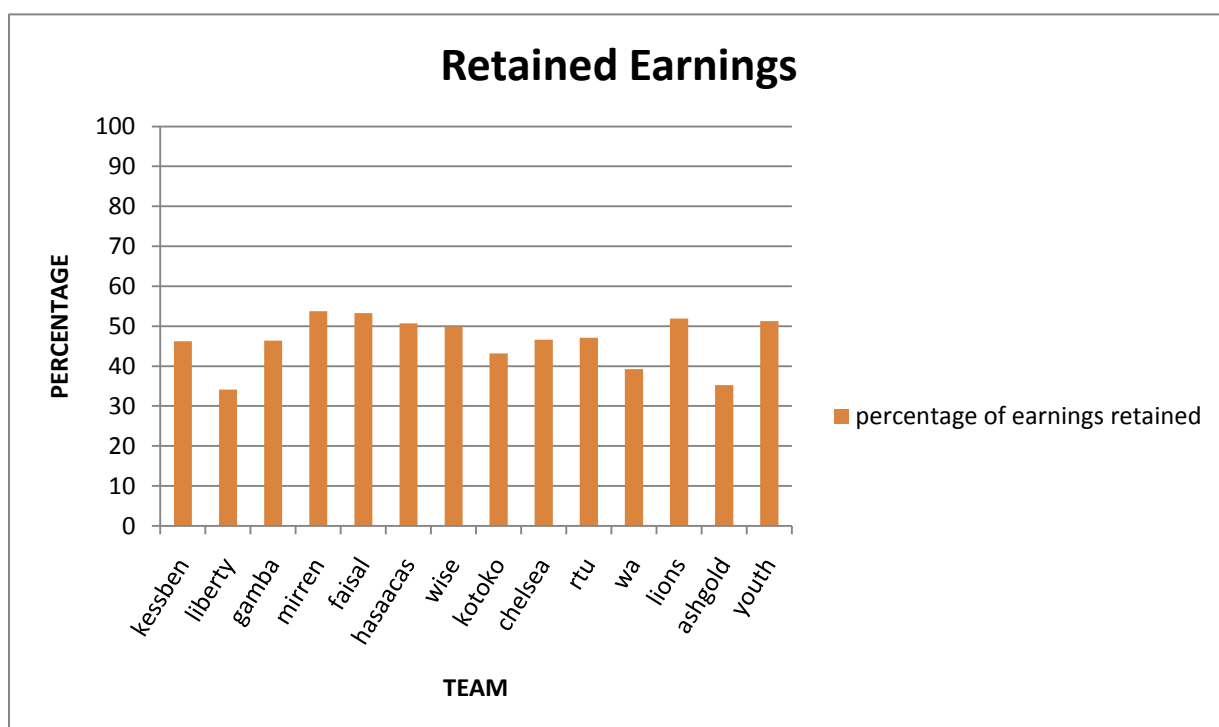


Fig. 4.4 Percentage of earnings retained by club

4.3 Themes from Interview Data

Number of Players contracted to clubs

Four of the interviewees i.e. excluding Nyantakyi, the president of the FA and Dodoo, pointed out that the mode of registering players was a very lax one with no limits on how many players a team can register though it names just 18 players per match. Though this is good news for players seeking contracts at clubs there is concern shown at the lack of standardization. As put by Baah-Nuakoh:

"Clubs register an estimated 30 to 35 players at the beginning of the season and end some end up using 40 or more. How can this be a level playing field if the bigger clubs use more players and end up dominating the league?"

The conclusion drawn from the interviewees' answers is that Ghanaian clubs register an average of 35 contracted players every season. There are 16 teams in the Premier League, 48 teams in the division one league and 60 teams in the Division Two league (this division is mostly made up of semi-professionals but they can still be qualified as employees). This sums up to about 4,340 players employed to play every season. FIFA (2010) records the number of registered players at 27,000 implying that the current system of Ghanaian football can only employ about 16.1% of the football 'workforce' available.

The Football Industry

Section 1.1a established that for an industry to qualify as a 'leading' industry it should be linked to other industries which it can drive. All the interviewees agreed that football was linked to a number of industries, of which they gave examples. However, Danquah along with Frempong and DeGraft questioned the current state of football in Ghana and the capacity for it to be called an industry. They described the football landscape as not professionalized enough and not institutionalized enough. As Danquah put it:

"I won't say there is an industry per se – semblance, possibly. There are too many things we are doing wrong. People don't know the difference between an investor, an entrepreneur and a manager; because you have money in or [set up] a club does not mean you should run it."

Baah-Nuakoh also noted that: *"Football is even in some budgets bundled up with other sectors and swept under the tourism industry. [Ghanaians] cannot seem to appreciate the potential football holds for this country".*

They however converged towards the point that football is linked to other more established industries which it can help propel if it is well harnessed. Some of these industries each mentioned by at least two or more of the interviewees are as follows: local dressmaking industry, the games and lotteries industry, and through advertising and the [quality of] the television industry it can also catalyze progress in the banking and other service

sectors. Degraft also noted that “advertising right before, during and right after matches is becoming more and more expensive. Various manufacturers and service providers are noticing football as a way to capture a very large audience at once. In this way, it can possibly drive other industries that are not even directly linked to it”.

The long run viability

As president of the FA and owner of a club as well, Nyantakyi is “doing everything in [his] power to set up Ghanaian football for a better future”. Degraft points out that “the problem of institutions will end up [being solved] in the process of globalizing Ghanaian football. Nowadays, given the incessant investigations into the dealings of the bigger clubs in Europe they prefer to deal with clubs that are well run and set up to avoid any disagreement.”

Frempong also said that “the increasing demand from [around] the world for African players due to their [general] robustness and physique means the revenues from transfers can be maximized if value is added to the leagues and the players”.

Danquah and Nyantakyi also see it as a way to improve the airports and air travel industry as “*was done in the build up to CAN 2008*”. All the interviewees also see it as an escape route for a vast number of street children and a means of poverty alleviation in the near and far future.

The interviewees also claimed high expectations from football in the future given the growing profile of Ghanaian football and footballers around the world. With the setting up of institutions they all expect the benefits already being generated from football to become substantial and significant to National Development. Frempong also highlights that *"even though there is no data kept on remittances brought in by foreign based players, the figures are sure to be huge. This figure will along with other benefits increase with a growing industry. We should expect a positive cycle to develop – more like a multiplier effect – where money individuals make from football is pumped back into their societies, [whose] youth will then make it into football and other professions and also plough back into their societies"*

Other themes

The 6 various interviews accentuated a number of other themes relevant to football and its contribution toward development.

The football clubs in Ghana hardly ever pay taxes – or the monies they pay are not classified as taxes. According to Danquah, this stems from the era of the 4th republic after the military rule of the Provisional National Defense Council (PNDC). *"Here is the case people came out with all kinds of money but its helping football and [in turn] helping the country. So 'we won't ask you the source' but you'll give us benefits. [That way] a lot more people can put money into football"*. Since then taxing football clubs and their employees has been almost ignored.

Ghanaian football development is hindered by a number of factors which all the interviewees contributed in highlighting:

- Lack of proper and standard institutions and laws
- Failure to capitalize on the power of television
- Absence of separation of ownership from management
- Exclusion of the youth in sport policy formation.

CHAPTER FIVE: DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Discussion of Findings

This section of the thesis considers the findings and interpretations of chapter 4 and the implications for both the research questions and the body of related research performed before this thesis. Firstly, this study establishes from its findings that Ghanaian Football can qualify as a leading industry given the number of industries it is linked to that it can drive forward.

To find out if Ghanaian football contributes substantially to economic development, this study measure its performance based on three variables: direct employment (number of players contracted to clubs), supporters' perceptions of social impact (or benefits), and ticket revenue from matches.

This study measured social impact and benefits using supporter's perception on the notion that it is these people who can tell first hand if they feel an impact. 72.5% of the sample admitted that their communities benefited from the presence of football clubs one way or the other. Also 82.75% (60% of the total sample size) thought their communities benefited them in three or more ways. The inference from these statistics is that football clubs provide social benefits to communities in appreciable measure. Also the high number of respondents who considered the presence of role models as a benefit to the community underscore conclusions by Vail (2007), Frank & Smith (1999), and Huxham & Vangen (2000), that catalysts are needed to spark – in this case, perceived – economic development.

In terms of revenue from match revenues however the findings pointed in a different direction. Though the FA can sometimes receive up to 65.85% of earnings from a football ground over the 17-week period this amounted to just GH¢353,279.02 and given that the league run for 36 weeks in a year, the figure may be projected to the region of GH¢750,000. This complements Horne (2004) in the assertion that large stadia built are hardly filled to capacity on a regular basis.

Now, the question remains of how this figure can be qualified as substantial or not. As subjective an issue as this question is, the comparison of this figure with the cost of development programs may show the significance or otherwise of the revenue from gate receipts. The least costly of the 5 development programs the Government of Ghana is undertaking in 2010 as a condition for Multilateral Debt Relief is the Livelihood Empowerment against Poverty Program; the cost of this program has been set at GH¢12million. Gate receipts are equivalent to just 6 percent of this one program. This evaluation tips the scale in the direction of revenue not being substantial enough.

With regards to the number of players contracted to teams, this study found it to be around 4,340 people. The percentage of Ghana's labor force in the service industry is about 29% (2,996,700 people). The number of players that Ghanaian football has the capacity to contract is about 0.1% of the labor force into services.

A cumulative view of these three interpretations indicates that Ghanaian football **currently** only contributes partially to Economic Development and this contribution is some way off from being described as substantial.

However the findings go on to show that there is potential for Football to contribute to National Development in the long run echoing Chappelet (2005) who maintains that football can arrest the “downward spiral [of underdevelopment] and... lead to positive economic and social growth”. However this long term effect is dependent on other factors: a better task system, better institutions, proper management and utilization of the power of television.

5.2 Recommendations

For the proposed substantial contribution of football to be realized, the stakeholders involved must take responsibility for prepping the foundations on which the industry can be established on. The findings of the study uncovered some of the pitfalls that continue to hinder the progress of football:

- Lack of proper and standard institutions and laws
- Failure to capitalize on the power of television
- Absence of separation of ownership from management
- Exclusion of the youth in sport policy formation.

The progress of Ghanaian football and the hope of benefiting from it are partially dependent on the international football economy e.g. for the transfer

of players, attracting international audiences and attracting foreign investments. To fully capitalize on this the structure of the industry should be aligned to the international industry.

In 1993, the Football Association included a regulation that “all Premier League Clubs shall be incorporated as companies limited by either shares or guarantee.” This should be followed up with the enforcement of the payment of taxes and salaries. Also to ensure fairness in contracts and also avoid the exploitation of players by clubs the FA should set salary floors and ceilings for clubs to follow in the pay structures of their organizations.

Ghanaian television in terms of sports is dominated by live matches from European league and cup competitions leaving few slots for the airing of local football matches. The findings of the study indicate that harnessing television can be the key to giving the league the needed exposure to the international community. The FA must ensure that Ghanaian football is not dominated by European football on Ghanaian turf.

Lastly, football development policy should be developed with emphasis on infants and youth. By fusing education with football, the future crop of players is likely to be more intelligent in their execution of the game. Also education gives the players an alternative if they do not make it as professional players.

5.3 Conclusion

This study, on the premise that football can be a 'leading' industry in Ghana, evaluated the benefits of football to economic development and the long run implications of the results.

Enough evidence was gathered to show that football contributes to economic development. However, this contribution may not be described as substantial. This conclusion however must be put in the context of the study. In evaluating the employment capacity of the football industry, the study only considered players. However football clubs employ other personnel as doctors, coaches, drivers and sometimes managers. Given this the number of persons that are currently employed directly by football in Ghana could be much more.

Also the revenue obtained was obtained just from gate receipts at matches where in actual fact football generates more revenue through other ventures like paraphernalia, sale of image rights, prize money from international competitions, and the rental of sports facilities. Again this implies the figures in this study are quite conservative. The results of the study may differ if adjusted for these various variables.

There exists the hugely significant issue of the collection and availability of data on football in Ghana. At the Registrar General's Department of Ghana, there was no filing of any kind of financial records of football clubs with the exception of initial documents showing ownership of the clubs. This is startling given that some clubs have been incorporated as companies since

1993. The FA also showed stern resilience in the decision not to make club records available to the public irrespective of the academic purpose of the request. Access to these variables may have urged the inclusion for more variables that may have influenced the findings of this study.

Future studies that replicate this model for evaluating the developmental benefits of football are likely to be more accurate if the researcher adjusts variables to account for and capture the loopholes in this study as indicated in the three paragraphs above.

The central conclusion of this thesis however is that football contributes to national economic development only partially but given the right conditions will be a major contributor to national development.

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APPENDIX A – QUESTIONNAIRE



The purpose of this questionnaire is to find out the benefits you gain from being a supporter of one or more football clubs. This questionnaire is solely for academic purposes. Any information given in this document is held in high confidence. Thank you.

1. Age: ☐ 12 – 18 ☐ 19 – 30 ☐ 31 – 45 ☐ 46/
older

2. Sex: ☐ Male ☐ Female

3. Town/City of Residence

4. Which team(s) do you support?

5. Do you reside in the hometown of any of these teams? ☐ Yes ☐
No

6. In your opinion, does your team help you and/or your town? ☐ Yes ☐
No

(If yes, go to 7. If other, go to 8) ☐ I cannot tell

7. In what way(s) does your team help your town?

- | | |
|----------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Communal Labor | <input type="checkbox"/> Community Unity |
| <input type="checkbox"/> Employment Opportunities | <input type="checkbox"/> School/Education |
| <input type="checkbox"/> Fame/Recognition for town | <input type="checkbox"/> Available sports facilities |
| <input type="checkbox"/> Role models | |
| <input type="checkbox"/> Other, | please |

specify.....

8. Why do you support your chosen team(s) in 4?

- | | |
|------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Family tradition | <input type="checkbox"/> Community benefits |
| <input type="checkbox"/> Performances | |
| <input type="checkbox"/> Sense of belonging/identity | |

9. Among your choices in 8, which one do you rate the most important?

.....

** Thank you for responding and for your time.*

APPENDIX B – QUESTIONS FOR EXPERT INTERVIEWS

1. How would you describe football in Ghana in comparison to the continually growing magnitude, organization and exposure of the game internationally?
2. Do you regard football in Ghana as having influential ties with other industries, locally and internationally?
3. (If answer to question 2 is yes) what are some of these ties, and how strong do you consider them to be?
4. In your opinion does football in its current state contribute to economic development? If yes, how? If no, why not?
5. In terms of employment of players, taxes, and social impact, does football contribute to national employment?
6. Are there any impediments to this contribution?
7. What are the impediments to the 'industry' as a whole?
8. Considering the current landscape of football and its contributions to national development, how do you see football impacting economic development in the long run?

Note: Interviews followed a semi-structured format and some questions may have been slightly modified given the direction each interview took.

APPENDIX C – DATA FROM GLO PREMIER LEAGUE MATCH DAYS

| Date | Home team | Retained earnings (GH¢) | Gross earnings (GH¢) | High ticket price(GH¢) | Low ticket price(GH¢) | Attendance (people) |
|----------|-----------|-------------------------|----------------------|------------------------|-----------------------|---------------------|
| 23/11/08 | KESBEN | 269.68 | 670.00 | 3.00 | 2.00 | 307 |
| 23/11/08 | LIBERTY | 521.44 | 1,293.00 | 5.00 | 2.00 | 564 |
| 23/11/08 | GAMBA | 942.68 | 1,880.00 | 3.00 | 2.00 | 899 |
| 23/11/08 | MIRREN | 13,499.99 | 24,854.00 | 10.00 | 3.00 | 7,258 |
| 24/11/08 | FAISAL | 43,663.00 | 81,281.00 | 10.00 | 3.00 | 21,602 |
| 24/11/08 | HASAACAS | 1,448.30 | 2,824.00 | 5.00 | 2.00 | 1,298 |
| 1/12/08 | WISE | 1,862.73 | 4,203.00 | 5.00 | 2.00 | 2,010 |
| 3/12/08 | LIONS | 354.90 | 684.00 | 3.00 | 2.00 | 319 |
| 3/12/08 | KOTOKO | 33,023.00 | 63,787.00 | 10.00 | 3.00 | 17,588 |
| 3/12/08 | CHELSEA | 850.00 | 1,994.00 | 3.00 | 2.00 | 925 |
| 3/12/08 | RTU | 911.88 | 2,034.00 | 4.00 | 2.00 | 941 |
| 3/12/08 | WA | 303.52 | 732.00 | 3.00 | 2.00 | 348 |
| 9/12/08 | HASAACAS | 1,741.52 | 3,703.00 | 10.00 | 2.00 | 1,500 |
| 9/12/08 | GAMBA | 254.09 | 580.00 | 3.00 | 2.00 | 269 |
| 10/12/08 | KESBEN | 71.18 | 373.00 | 3.00 | 2.00 | 164 |
| 10/12/08 | FAISAL | 113.49 | 415.00 | 4.00 | 2.00 | 163 |
| 10/12/08 | CHELSEA | 3,008.32 | 6,283.00 | 5.00 | 2.00 | 2,540 |
| 21/12/08 | LIONS | 546.56 | 1,040.00 | 3.00 | 2.00 | 480 |
| 21/12/08 | KOTOKO | 25,966.00 | 49,692.00 | 10.00 | 3.00 | 13,314 |
| 21/12/08 | WISE | 3,426.34 | 6,508.00 | 5.00 | 2.00 | 3,025 |
| 21/12/08 | RTU | 867.01 | 1,782.00 | 4.00 | 2.00 | 822 |
| 21/12/08 | WA | 315.36 | 929.00 | 3.00 | 2.00 | 448 |
| 4/01/09 | HASAACAS | 9,051.73 | 17,020.00 | 10.00 | 3.00 | 4,353 |
| 4/01/09 | GAMBA | 666.13 | 1,526.00 | 3.00 | 2.00 | 696 |

| Day | home team | Retained earnings (GH¢) | Gross earnings (GH¢) | High ticket price(GH¢) | Low ticket price(GH¢) | Attendance (people) |
|----------|-----------|-------------------------|----------------------|------------------------|-----------------------|---------------------|
| 4/01/09 | WA | 509.97 | 1,156.00 | 3.00 | 2.00 | 560 |
| 5/01/09 | LIBERTY | 166.99 | 610.00 | 5.00 | 2.00 | 263 |
| 11/01/09 | KESSBEN | 277.00 | 860.00 | 10.00 | 2.00 | 366 |
| 11/01/09 | LIONS | 476.00 | 918.00 | 3.00 | 2.00 | 417 |
| 11/01/09 | WISE | 2,128.00 | 4,510.00 | 5.00 | 2.00 | 1,982 |
| 11/01/09 | RTU | 1,479.74 | 2,962.00 | 4.00 | 2.00 | 1,130 |
| 18/01/09 | ASHGOLD | 561.65 | 1,608.00 | 5.00 | 2.00 | 679 |
| 18/01/09 | RTU | 3,942.02 | 7,630.00 | 4.00 | 2.00 | 2,915 |
| 25/01/09 | KESSBEN | 231.90 | 707.00 | 5.00 | 2.00 | 323 |
| 25/01/09 | LIONS | 406.70 | 796.00 | 3.00 | 2.00 | 373 |
| 25/01/09 | WISE | 3,462.00 | 6,919.00 | 5.00 | 2.00 | 1,352 |
| 25/01/09 | YOUTH | 322.84 | 1,000.00 | 2.00 | 2.00 | 343 |
| 26/01/09 | KOTOKO | 10,251.78 | 22,447.00 | 10.00 | 3.00 | 6,089 |
| 8/02/09 | KOTOKO | 74,492.00 | 196,079.00 | 15.00 | 4.00 | 32,806 |
| 8/02/09 | ASHGOLD | 476.79 | 1,603.00 | 5.00 | 2.00 | 677 |
| 8/02/09 | HASAACAS | 667.76 | 1,492.00 | 4.00 | 2.00 | 678 |
| 8/02/09 | RTU | 1,177.10 | 2,424.00 | 4.00 | 2.00 | 978 |
| 8/02/09 | WA | 285.28 | 684.00 | 3.00 | 2.00 | 324 |
| 11/02/09 | KESSBEN | 43.66 | 335.00 | 3.00 | 2.00 | 153 |
| 11/02/09 | YOUTH | 8,099.60 | 15,417.00 | 10.00 | 2.00 | 6,392 |
| 11/02/09 | FAISAL | 73.18 | 400.00 | 4.00 | 2.00 | 148 |
| 11/02/09 | WISE | 930.30 | 2,269.00 | 5.00 | 2.00 | 1,088 |
| 11/02/09 | GAMBA | 307.37 | 739.00 | 3.00 | 2.00 | 323 |
| 11/03/09 | KOTOKO | 5,095.13 | 11,812.00 | 10.00 | 3.00 | 3,120 |
| 11/03/09 | HASAACAS | 518.70 | 1,254.00 | 4.00 | 2.00 | 578 |
| 11/03/09 | RTU | 323.22 | 931.00 | 4.00 | 2.00 | 382 |

| Day | home team | Retained earnings (GH¢) | Gross earnings (GH¢) | High ticket price(GH¢) | Low ticket price(GH¢) | Attendance (people) |
|------------|------------------|--------------------------------|-----------------------------|-------------------------------|------------------------------|----------------------------|
| 15/03/09 | KESSBEN | 87.28 | 514.00 | 10.00 | 2.00 | 221 |
| 15/03/09 | FAISAL | 65.63 | 370.00 | 4.00 | 2.00 | 132 |
| 15/03/09 | GAMBA | 608.80 | 1,276.00 | 3.00 | 2.00 | 558 |
| 18/03/09 | LIBERTY | 0.00 | 113.00 | 5.00 | 2.00 | 56 |
| 18/03/09 | KOTOKO | 7,070.83 | 16,109.00 | 10.00 | 3.00 | 4,269 |
| 18/03/09 | WISE | 11,828.00 | 22,238.00 | 5.00 | 3.00 | 6,914 |
| 18/03/09 | RTU | 288.83 | 1,041.00 | 4.00 | 2.00 | 455 |
| 18/03/09 | WA | 100.84 | 288.00 | 3.00 | 2.00 | 137 |
| 19/03/09 | MIRREN | 91.20 | 417.00 | 5.00 | 2.00 | 195 |
| 22/03/09 | KESSBEN | 9,778.00 | 19,815.00 | 10.00 | 5.00 | 3,763 |
| 22/03/09 | LIONS | 483.00 | 1,006.00 | 3.00 | 2.00 | 453 |
| 22/03/09 | ASHGOLD | 1,000.84 | 2,575.00 | 5.00 | 2.00 | 1,107 |
| 22/03/09 | HASAACAS | 548.00 | 1,281.00 | 4.00 | 2.00 | 591 |
| 22/03/09 | GAMBA | 643.93 | 1,381.00 | 2.00 | 1.00 | 1,186 |
| 25/03/09 | LIONS | 1,665.30 | 3,130.00 | 3.00 | 2.00 | 1,465 |
| 26/03/09 | WISE | 1,397.20 | 3,162.00 | 5.00 | 2.00 | 1,449 |
| 1/04/09 | KOTOKO | 5,460.90 | 13,484.00 | 10.00 | 3.00 | 3,626 |
| 1/04/09 | WISE | 1,407.00 | 3,177.00 | 5.00 | 2.00 | 1,482 |
| 1/04/09 | RTU | 627.87 | 1,620.00 | 4.00 | 2.00 | 699 |
| 1/04/09 | WA | 66.00 | 238.00 | 3.00 | 2.00 | 112 |

Note: Data here draws heavily on on-going research on football and the Ghanaian economy by Kwame Baah-Nuakoh, Lecturer in Economic Development Studies at the University of Ghana, Legon.