

**YOUR
VOICE
IS HEARD**



SCOTTISHSUPPORTERS.NET/SURVEY

SCOTTISH FOOTBALL SUPPORTERS SURVEY

2017 RESULTS





INTRODUCTION

The Scottish Football Supporters Survey is a national survey run by Supporters Direct Scotland since 2012 and engages with fans of all clubs and levels of the beautiful game across the country to get their views on it.

Each year the survey looks at a range of themes including governance of the game, the match day experience, grassroots football and performance of the various national teams.

The results are shared with key stakeholders including those responsible for governing football in Scotland such as the Scottish FA Congress, the Professional Game Board, all SPFL member clubs, as well as the Scottish Government, and – of course – supporters.

The aim is to enable clubs and governing bodies to make better decisions for the benefit of the game and supporters through improved insight into fans' perspective of it.

Through the results of this year's Survey, there emerged three clear themes around:

1) Value for Money 2) Engagement 3) Supporter Experience

Each of the following three pages focuses on the key insights into these themes and then looks at SD Scotland's key asks and intended outcomes based on the results.

TOTAL PARTICIPANTS

This year's survey was shortened to two weeks (last year, three weeks)



13,000
Fans took part



TOP TEN CLUBS SUPPORTED WITHIN THE SURVEY:



26.52%



3.43%



13.38%



3.07%



9.44%



2.64%



8.07%



2.56%



3.57%



2.17%

AGE OF PARTICIPANTS:

Under 16	2.22%
16-24	15.45%
25-34	15.86%
35-44	16.66%
45-54	22.17%
55-64	18.9%
65+	8.74%



GENDER:

Male	89.79%
Female	8.73%
Other	1.48%



THREE KEY AREAS OF FOCUS

1. VALUE FOR MONEY

Supporters consider the 'affordability of football' to be the biggest risk to the future of Scottish football and ranked highest in the list of factors.

ASK...

Challenge clubs & the Scottish FA to examine how they improve the value for money included within ticket prices.

OUTCOME...

SD Scotland to organise a national event for clubs on the issue of ticket pricing and the match day experience.



56% OF FANS FEEL

the admission price for games in Scottish football is either 'very poor' or 'poor' value for money.



51% OF SUPPORTERS

don't believe Scottish football offers a high-quality product.



14% REDUCTION

from the previous year's survey (70%) on whether Scottish football represents either very poor, or poor value for money.



5% INCREASE

from the 2016 Survey in supporters believing Scottish football to be good or very good value for money year on year.



THREE KEY AREAS OF FOCUS

2. FAN ENGAGEMENT

Increased engagement between clubs/stakeholders and supporter organisations is highlighted as a means to tackle 'unacceptable conduct' by supporters.

ASK...

Clubs think best how they can further involve and engage fans within the governance and ownership of clubs. Whether this be through the creation of 'structured dialogue' or fan representation.

OUTCOME...

SD Scotland to publish document around 'Structured Dialogue' and how best clubs can engage with their supporters.

YOUR 'RELATIONSHIP WITH YOUR CLUB' RANKED THIRD HIGHEST IN FACTORS THAT AFFECT SUPPORTERS' DECISIONS TO ATTEND GAMES



62% OF SUPPORTERS BELIEVE THEY SHOULD HAVE PARTIAL OWNERSHIP IN THEIR CLUB, INCLUDING REPRESENTATION AT BOARD LEVEL.



THREE KEY AREAS OF FOCUS

3. SUPPORTER EXPERIENCE

Over 50% of supporters believe there should be more resources given to tackle and stamp out racism, sexism, sectarianism and homophobia in Scottish football.

ASK...

That Scottish Government review legislation that aims to curb unacceptable conduct. That more resources are committed by stakeholders to tackling unacceptable conduct.

OUTCOME...

SD Scotland to facilitate a supporter led event on how best to tackle issues of unacceptable conduct with SPFL/ Scottish FA involvement.



+ 50% OF SUPPORTERS

believe Scottish football has a very serious issue with sectarianism with the same percentage also having been subjected to sectarianism.

88% OF FANS

have witnessed
Sectarianism within stadia.

43% OF FANS

more aware of police presence
this season than last season.

71% OF FANS DON'T BELIEVE

the Offensive Behaviour Act has been effective in
preventing unacceptable conduct by supporters



46% OF FANS

don't believe fan behavior
has improved over the past
two seasons.

52% OF FANS

were either against Strict
Liability being brought in or
weren't sure



INTERESTING INSIGHTS



DECISIONS TO ATTEND GAMES

The most important factors influencing fans' decisions to attend games were (ranked highest to lowest):

1. Ticket costs
2. Kick-off times
3. Relationship with my club
4. Quality of the Football
5. Team performance



46% FANS AWARE

of a Supporter Liaison Office (SLO) in place or not in place

+9% Awareness of SLOs from 2016 survey



62% IN FAVOUR

of a trial for having alcohol within Scottish football

this is -9% on 2 years previously



88% IN FAVOUR

of safe standing to improve matchday experience



75% OF FANS

aren't affected in their decision to attend a game if its also on TV.



INTERESTING INSIGHTS

59% FAVOUR

an alternative European competition with other small and nearby nations, such as Belgium, Holland, Sweden, Denmark



63% IN FAVOUR

of new look Betfred Cup competition



71% BELIEVE

club games are more important than Scotland games

FEMALE AUDIENCE

'Better promotion from the media' and 'being a fan of the club playing' were the two most popular factors that would encourage more people to attend Women and Girls games

64% FANS ARE PROUD

to support Scotland - either agreed or strongly agreed



48% OPTIMISTIC

about the future of Scottish football

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