



SCOTTISH FOOTBALL SUPPORTERS SURVEY

THE RESULTS

2018/19

OUR GAME, ONE GOAL
SCOTTISHSUPPORTERS.NET/SURVEY



The Scottish Football Supporters Survey is a national survey run by Supporters Direct Scotland since 2012. It engages with fans of all clubs and levels across the country, to get their views on the beautiful game. The results enable clubs and governing bodies to make better decisions and improvements for the benefit of the game and its supporters, through the valuable insights of fans' perspectives.

This is the first year of a three-year benchmarking study – a partnership between SDSScotland, the Scottish FA and SPFL, and builds on the three themes identified in 2017.

"VALUE FOR MONEY"

"FAN ENGAGEMENT"

"SUPPORTER EXPERIENCE"



We have already seen progress in each of these areas, and the survey findings over the next three seasons will help us to identify more improvements to Scottish football.

This survey is primarily focused on men's senior professional club football, with some specific questions regarding women's and international football.

TOP 10 CLUBS SUPPORTED WITHIN THE SURVEY



6041 TOTAL PARTICIPANTS

84% describe themselves as "I am a massive fan of my club" or "I am a big fan of my club"

60% OF WHOM ARE ARE SEASON TICKET HOLDERS

AVERAGE AGE:

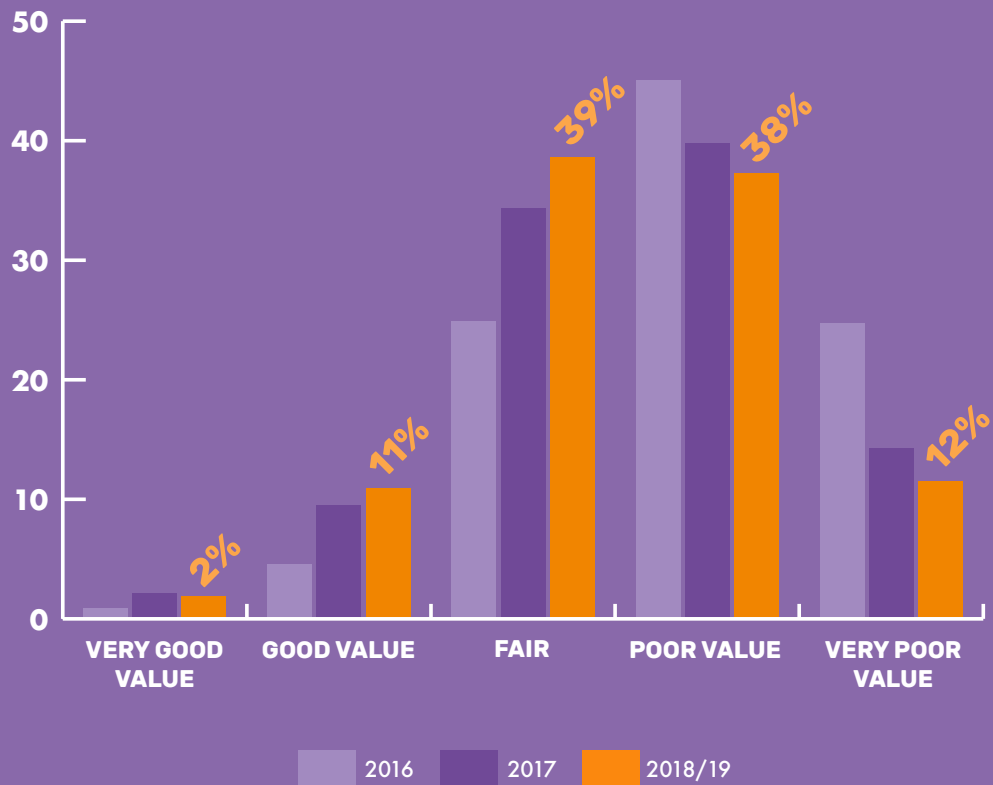
U 16:	2%
16-24:	15%
25-34:	17%
35-44:	18%
45-54:	21%
55-64:	18%
65:	9%

Slightly younger than 2017

GENDER



01. VALUE FOR MONEY



13%

rate SPFL games as good or very good value for money



Up from **12%** in 2017 and **5%** in 2016



Responses stating that current admission prices were 'Fair' (i.e. neither good nor poor) exceeded those that thought they were 'Poor Value' for the first time



Ticket price is considered the most important factor when deciding whether to attend games

'Value For Money' scores are generally higher in the lower divisions. Supporters of clubs in League One and League Two make up seven of the top ten scores and supporters of clubs in the Premiership and Championship make up nine of the bottom ten scores

02. FAN ENGAGEMENT

52%

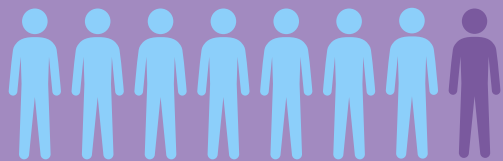
know that their club has an appointed SLO



up from **42%** in previous year

45%

don't know if their club has an SLO



7/8

fans who have needed to contact their SLO were able to do so

79%

support some degree of supporter ownership (partial, majority or full)

41% would like to see a Structured Dialogue process at their club



TOP 3

SOURCES FOR GETTING NEWS AND INFORMATION FROM MY CLUB



77%

Club website



69%

Twitter



59%

Facebook

VIEWED AS BEST IN THE COMMUNITY



03. SUPPORTER EXPERIENCE

TOP 5 FACTORS AFFECTING ATTENDANCE



Ticket costs



Kick-off times



Family commitments



Work commitments



Relationship with club

TOP 3 FACTORS AFFECTING OVERALL EXPERIENCE

ATMOSPHERE

CUSTOMER SERVICE

FACILITIES

SUGGESTED CHANGES FOR IMPROVEMENT



Sale of alcohol



Safe standing



Better facilities



Cheaper catering



Kids area

BEST AWAY MATCH EXPERIENCE

HEARTS
HIBERNIAN
KILMARNOCK
CELTIC
DUNFERMLINE



65%

of supporters believe their club provides adequate facilities for disabled supporters. **12%** disagree and **24%** don't know

Discrimination witnessed by respondents:

SECTARIANISM 85%

RACISM 58%

PHYSICAL ABUSE 52%

HOMOPHOBIA 51%

SEXISM 48%

DISABILITY 17%

41% have been subjected to sectarianism and **16%** subjected to physical abuse. **30%** are likely to report to stewards and **16%** police, but **34%** would not report it at all

'SCOTTISH FOOTBALL IS COMMITTED TO A HIGH-QUALITY FAN EXPERIENCE'



18%



58%

04. OTHER INSIGHTS

BIGGEST OPPORTUNITIES TO INCREASE ATTENDANCES AT WOMEN'S FOOTBALL



KNOWING WHEN AND WHERE GAMES ARE ON

43%



BETTER PROMOTION FROM MEDIA

39%

NUMBER OF SPFL GAMES WHICH SHOULD BE TELEVISED LIVE EACH SEASON



8%



21%



27%



17%



27%

67%
are proud to support Scotland

57%
being a Scotland fan is part of who they are

30%
Scotland games are about more than the result



90%
believe the Scottish Cup is 'our cup'

72%
great spectacle, even in the earliest rounds

64%

in favour of an alternative European club competition with nations, such as Belgium, Holland, Sweden, Denmark

THE FUTURE

41% 34%
OPTIMISTIC PESSIMISTIC

BEST AT DEVELOPING YOUNG PLAYERS



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