

YOUR VOICE IS HEARD



SCOTTISHSUPPORTERS.NET/SURVEY

2017 Scottish Football Supporters Survey

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The 2017 Scottish Football Supporters Survey



The Scottish Football Supporters Survey is an annual survey of supporters' views on a range of topics within Scottish football. It is led by Supporters Direct Scotland (SD Scotland) and is run in association with the Scottish Football Association (Scottish FA) and Scottish Professional Football League (SPFL).

The 2017 edition of the survey ran from the 19th of March to the 2nd of April.

Survey Promotion

It was launched by Motherwell's Keith Lasley and a range of supporters at this year's Supporters Summit held by SD Scotland at Hampden Park. The vast majority of clubs in the SPFL promoted the survey via a mixture of their websites and social media feeds. SD Scotland, the Scottish FA and SPFL promoted the survey via a mixture of their social media channels and email databases along with a flyering event at Hampden Park prior to Scotland's World Cup qualifying game with Slovenia.

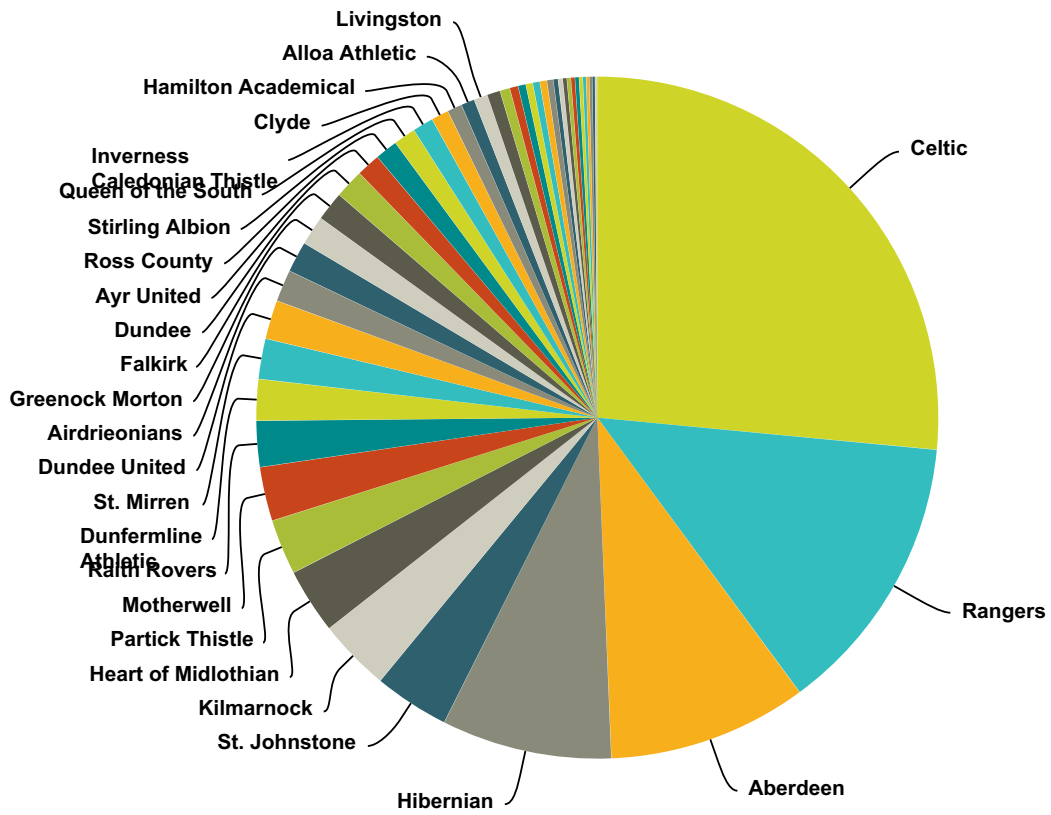
Results of the survey can be broken down by any demographic of participant (i.e. club supported) and SD Scotland are happy to provide this data to all clubs and stakeholders.

To attain this information, please contact Andrew Jenkin (andrew.jenkin@supporters-direct.org / 07769 175 480).



Q2 Which club(s) do you support?

Answered: 12,463 Skipped: 84



Answer Choices	Responses
Celtic	26.52% 3,305

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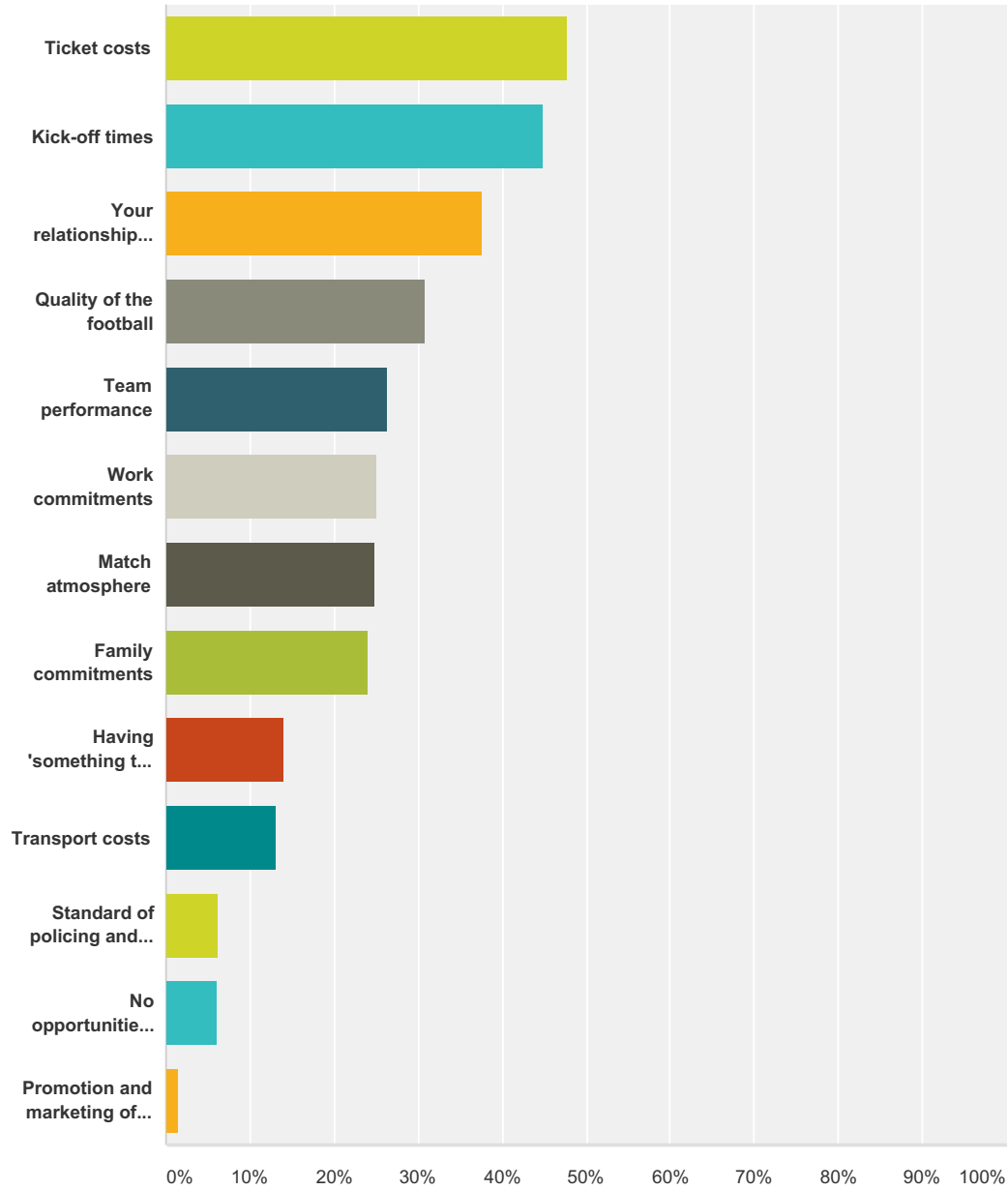
Rangers	13.38%	1,668
Aberdeen	9.44%	1,177
Hibernian	8.07%	1,006
St. Johnstone	3.57%	445
Kilmarnock	3.43%	427
Heart of Midlothian	3.07%	383
Partick Thistle	2.64%	329
Motherwell	2.56%	319
Raith Rovers	2.17%	271
Dunfermline Athletic	1.96%	244
St. Mirren	1.91%	238
Dundee United	1.85%	231
Airdrieonians	1.51%	188
Greenock Morton	1.47%	183
Falkirk	1.40%	174
Dundee	1.39%	173
Ayr United	1.37%	171
Ross County	1.14%	142
Stirling Albion	1.07%	133
Queen of the South	1.05%	131
Inverness Caledonian Thistle	0.98%	122
Clyde	0.83%	103
Hamilton Academical	0.70%	87
Alloa Athletic	0.65%	81
Livingston	0.64%	80
Queen's Park	0.62%	77
East Fife	0.49%	61
Arbroath	0.40%	50
Junior side	0.35%	44
Stranraer	0.35%	43
Berwick Rangers	0.34%	42
Elgin City	0.32%	40
Dumbarton	0.31%	39
Peterhead	0.22%	28
Forfar Athletic	0.22%	27

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Cowdenbeath	0.19%	24
Highland league side	0.19%	24
Amateur side	0.19%	24
Brechin City	0.18%	23
Albion Rovers	0.18%	22
Annan Athletic	0.15%	19
Edinburgh City	0.14%	18
Lowland league side	0.14%	18
Montrose	0.13%	16
Stenhousemuir	0.10%	13
Total		12,463

Q3 Which of the following three factors do you consider to be the most important when deciding whether to attend games?

Answered: 11,114 Skipped: 1,433



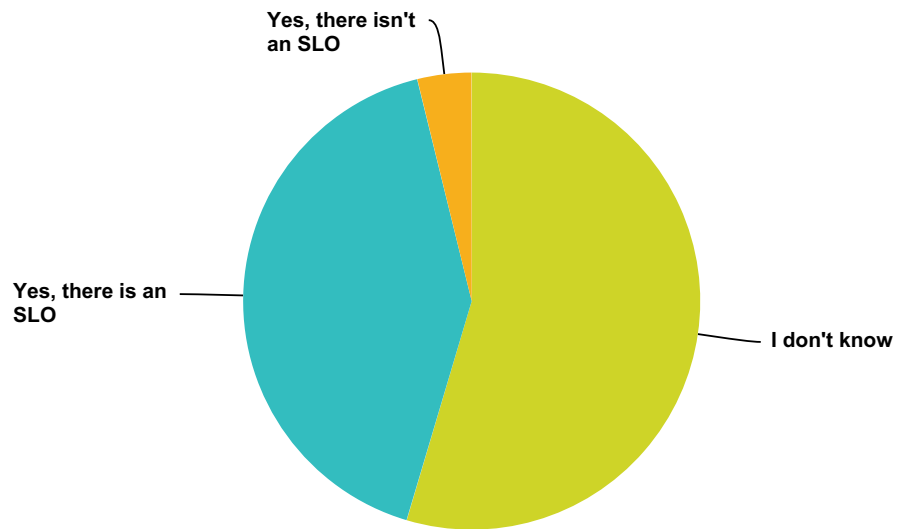
Answer Choices	Responses
Ticket costs	47.80% 5,312
Kick-off times	44.90% 4,990
Your relationship with your club	37.48% 4,166
Quality of the football	30.81% 3,424
Team performance	26.39% 2,933

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Work commitments	25.12%	2,792
Match atmosphere	24.86%	2,763
Family commitments	23.94%	2,661
Having 'something to play for'	14.06%	1,563
Transport costs	13.20%	1,467
Standard of policing and stewarding	6.27%	697
No opportunities to purchase alcoholic beverages	6.12%	680
Promotion and marketing of games	1.52%	169
Total Respondents: 11,114		

Q4 Do you know if your club has a Supporter Liaison Officer (SLO)?

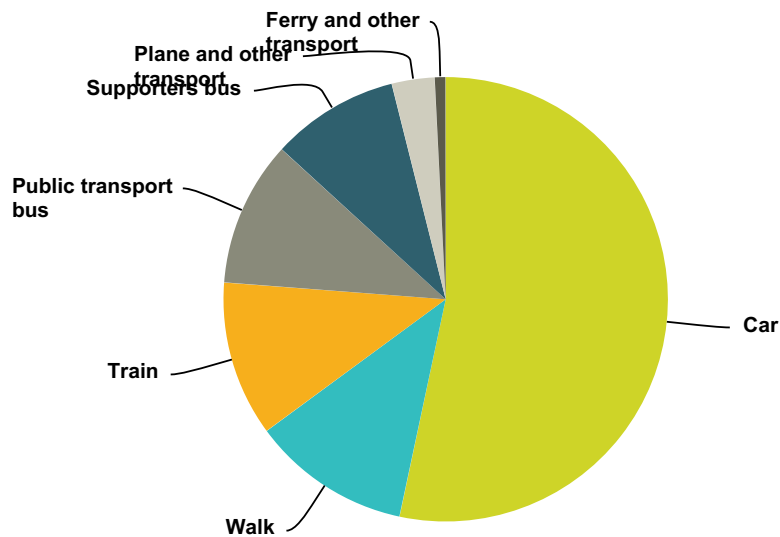
Answered: 11,099 Skipped: 1,448



Answer Choices	Responses	
I don't know	54.61%	6,061
Yes, there is an SLO	41.57%	4,614
Yes, there isn't an SLO	3.82%	424
Total		11,099

Q5 How do you usually travel to your club's home matches?

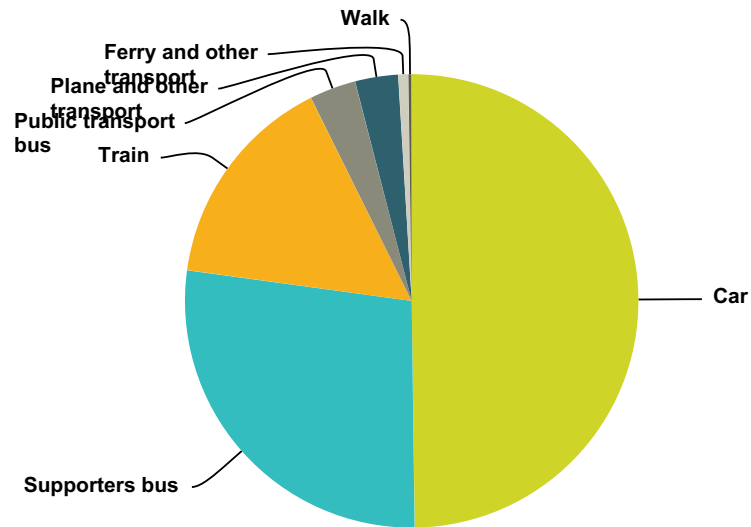
Answered: 11,111 Skipped: 1,436



Answer Choices	Responses	
Car	53.35%	5,928
Walk	11.57%	1,285
Train	11.30%	1,255
Public transport bus	10.59%	1,177
Supporters bus	9.29%	1,032
Plane and other transport	3.12%	347
Ferry and other transport	0.78%	87
Total		11,111

Q6 How do you usually travel to your club's away matches?

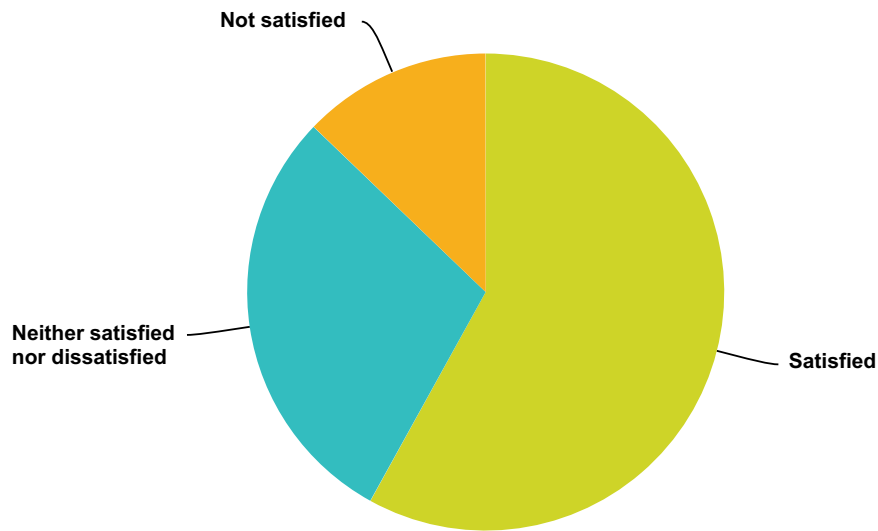
Answered: 10,652 Skipped: 1,895



Answer Choices	Responses	
Car	49.80%	5,305
Supporters bus	27.37%	2,915
Train	15.50%	1,651
Public transport bus	3.31%	353
Plane and other transport	3.07%	327
Ferry and other transport	0.71%	76
Walk	0.23%	25
Total		10,652

Q7 How satisfied are you with the transport links to your team's stadium?

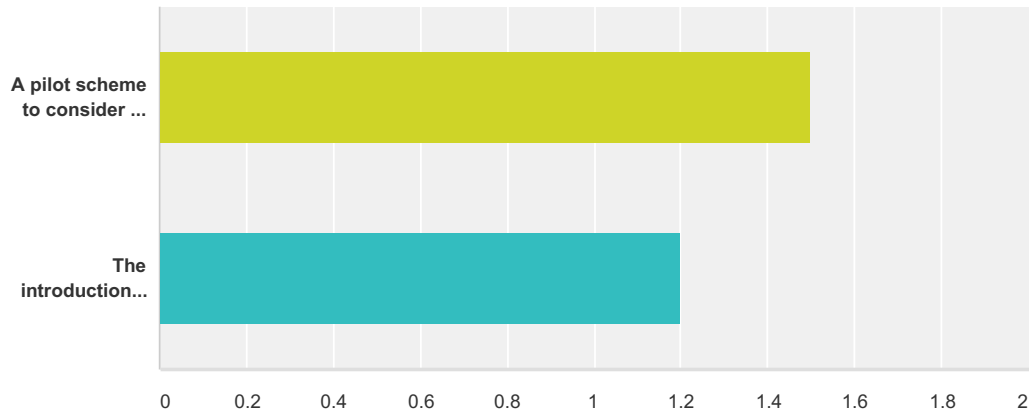
Answered: 11,083 Skipped: 1,464



Answer Choices	Responses	
Satisfied	58.04%	6,433
Neither satisfied nor dissatisfied	29.13%	3,229
Not satisfied	12.82%	1,421
Total		11,083

Q8 Are you in favour of

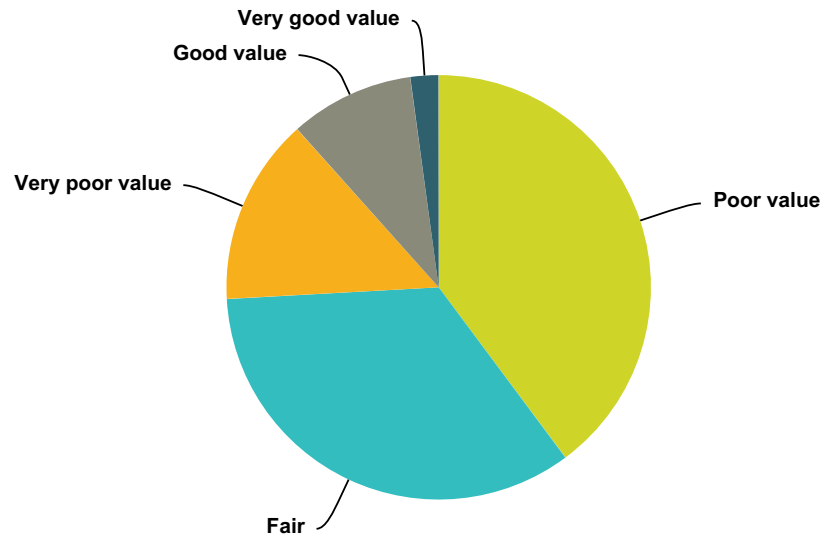
Answered: 11,123 Skipped: 1,424



	Yes	No	Don't know	Total	Weighted Average
A pilot scheme to consider the reintroduction of alcohol?	62.76% 6,966	30.74% 3,412	6.50% 721	11,099	1.50
The introduction of a safe standing area at your club?	87.65% 9,658	8.75% 964	3.60% 397	11,019	1.20

Q9 Do you feel the current admission price for games in Scotland is good value for money?

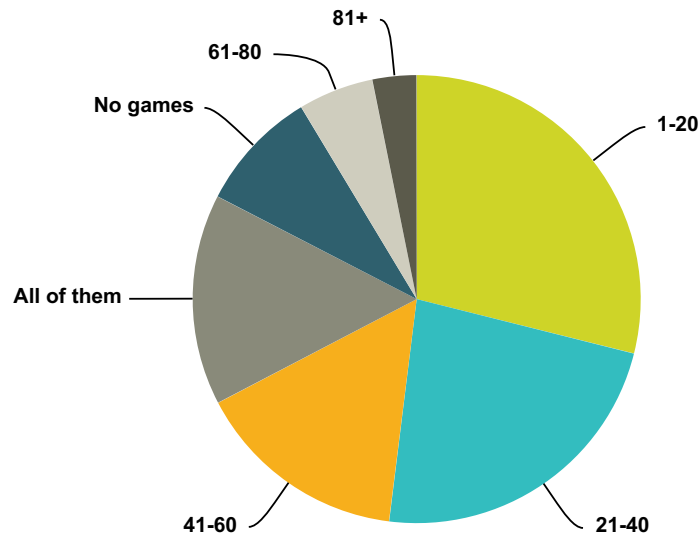
Answered: 11,116 Skipped: 1,431



Answer Choices	Responses	
Poor value	39.82%	4,426
Fair	34.31%	3,814
Very poor value	14.26%	1,585
Good value	9.48%	1,054
Very good value	2.13%	237
Total		11,116

Q10 How many games a season should be televised live?

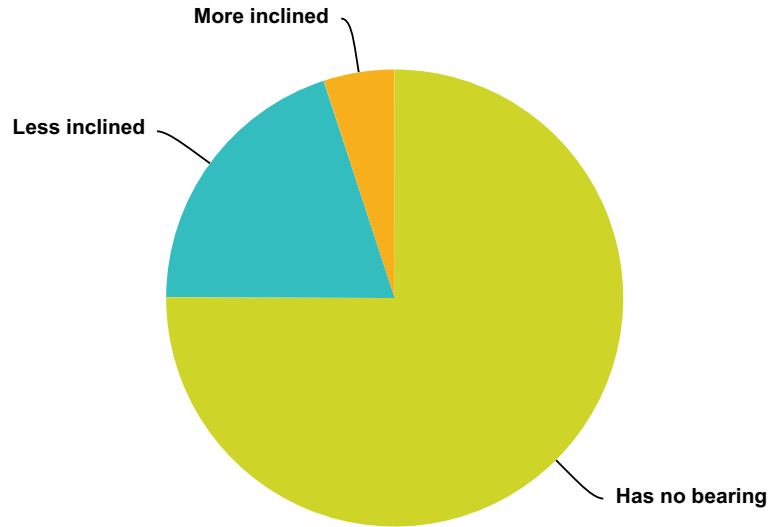
Answered: 11,065 Skipped: 1,482



Answer Choices	Responses	
1-20	28.92%	3,200
21-40	23.05%	2,551
41-60	15.37%	1,701
All of them	15.24%	1,686
No games	8.79%	973
61-80	5.45%	603
81+	3.17%	351
Total		11,065

Q11 If your Club's fixture is live on TV, does this make you more or less inclined to attend the game?

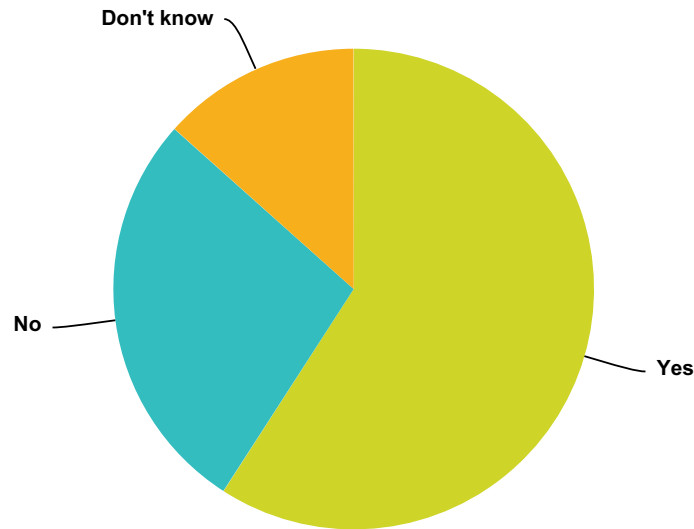
Answered: 11,110 Skipped: 1,437



Answer Choices	Responses	
Has no bearing	75.08%	8,341
Less inclined	19.90%	2,211
More inclined	5.02%	558
Total		11,110

Q12 Would you be in favour of an alternative European competition with other small and nearby nations, such as Belgium, Holland, Sweden, Denmark etc?

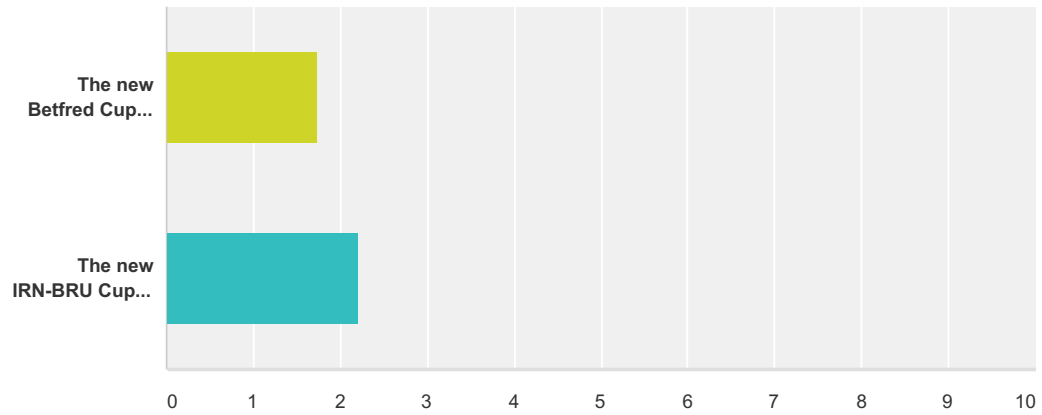
Answered: 11,092 Skipped: 1,455



Answer Choices	Responses	
Yes	59.12%	6,558
No	27.49%	3,049
Don't know	13.39%	1,485
Total		11,092

Q13 Are you in favour of

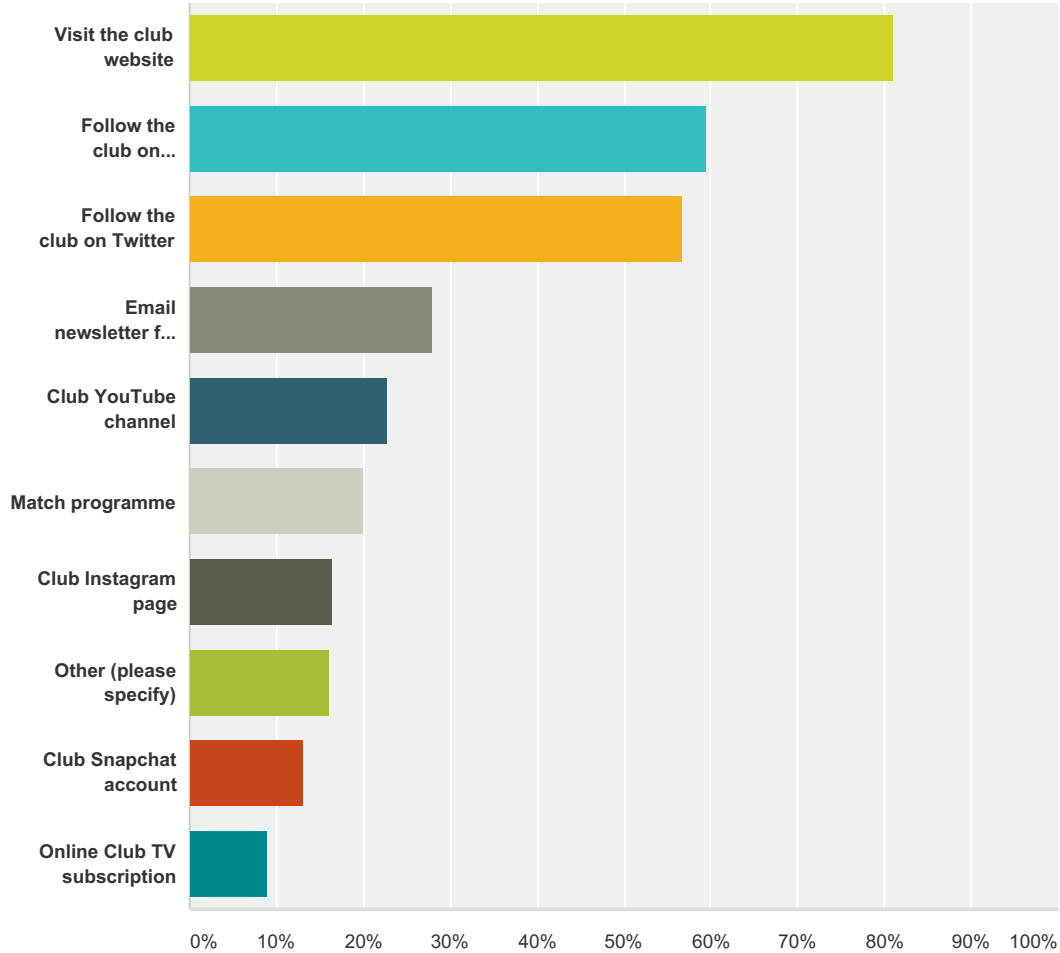
Answered: 11,109 Skipped: 1,438



	Yes	No	Don't know	Total	Weighted Average
The new Betfred Cup format?	63.60% 7,047	17.90% 1,983	18.50% 2,050	11,080	1.73
The new IRN-BRU Cup format?	45.40% 5,006	20.73% 2,286	33.87% 3,735	11,027	2.22

Q14 Where do you get news and information from the club you support? Tick the boxes that are applicable to you.

Answered: 11,099 Skipped: 1,448

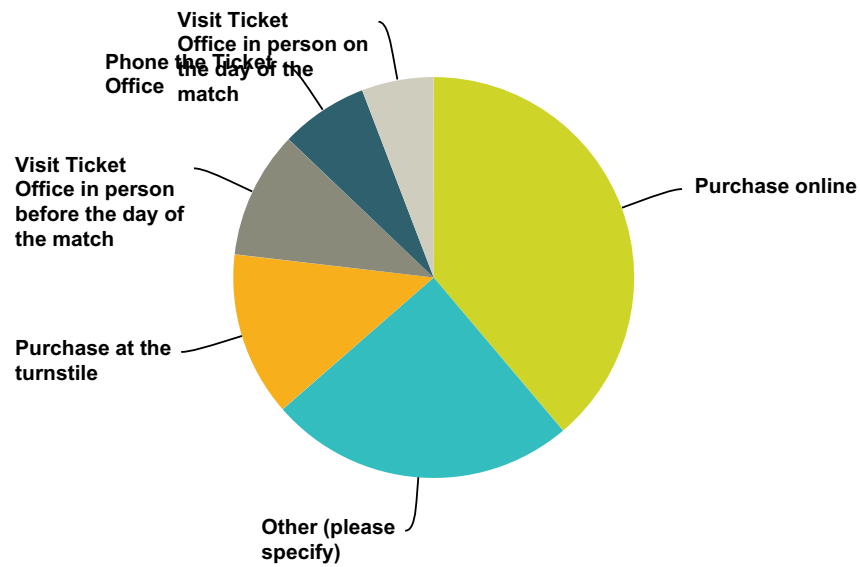


Answer Choices	Responses	Count
Visit the club website	80.96%	8,986
Follow the club on Facebook	59.46%	6,599
Follow the club on Twitter	56.80%	6,304
Email newsletter from club	28.07%	3,115
Club YouTube channel	22.76%	2,526
Match programme	19.94%	2,213
Club Instagram page	16.47%	1,828
Other (please specify)	16.07%	1,784
Club Snapchat account	13.24%	1,469
Online Club TV subscription	8.95%	993

Total Respondents: 11,099

Q15 How do you purchase match tickets from your club?

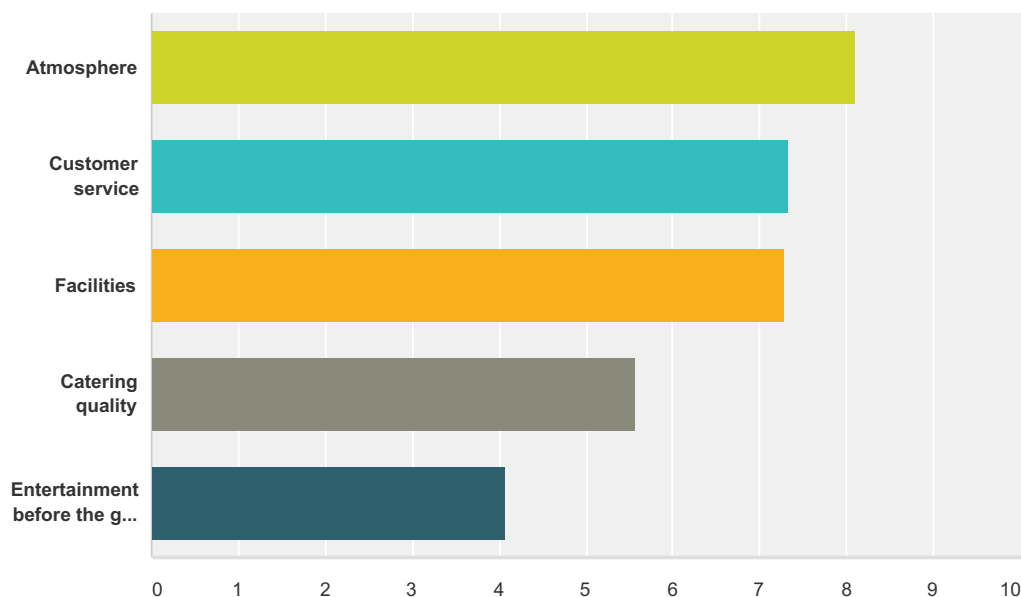
Answered: 11,059 Skipped: 1,488



Answer Choices	Responses	
Purchase online	38.84%	4,295
Other (please specify)	24.76%	2,738
Purchase at the turnstile	13.26%	1,466
Visit Ticket Office in person before the day of the match	10.26%	1,135
Phone the Ticket Office	7.09%	784
Visit Ticket Office in person on the day of the match	5.80%	641
Total		11,059

Q16 On a scale of 0-10 (where 0 is 'not important at all' and 10 is 'very important') how would you rate the importance of the following to your overall experience at matches?

Answered: 11,109 Skipped: 1,438



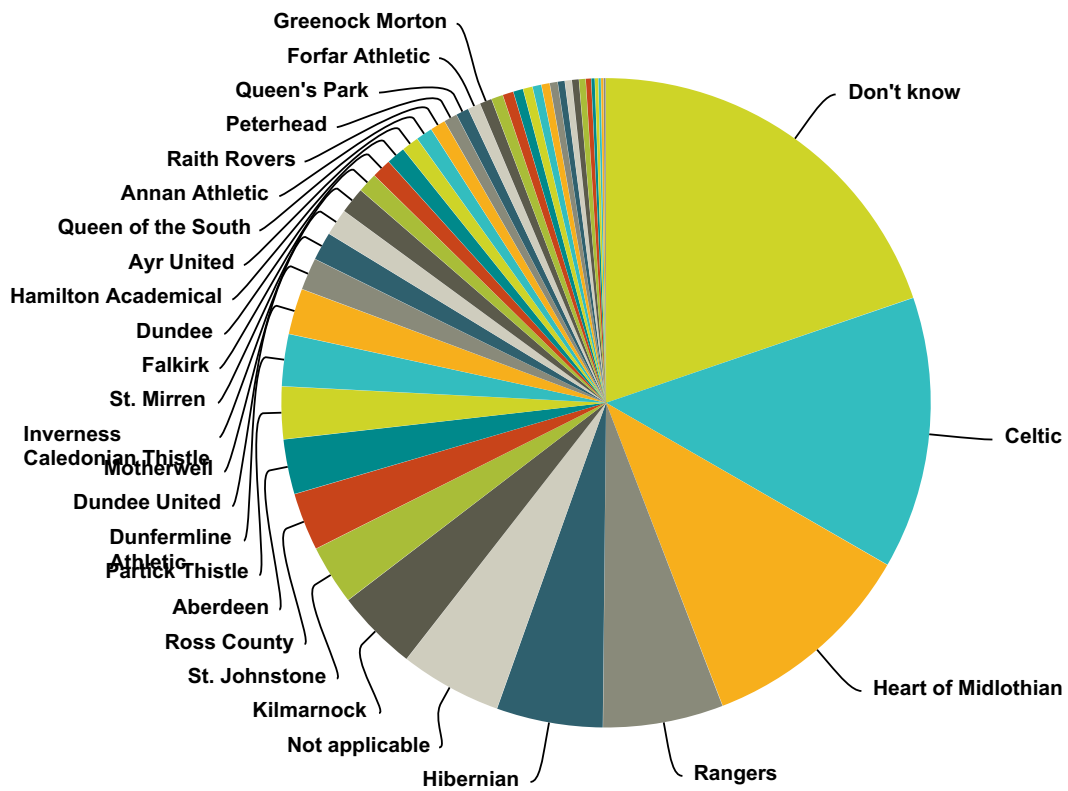
	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
Atmosphere	1.02% 113	0.42% 47	1.12% 124	1.29% 143	5.23% 580	5.82% 646	14.89% 1,652	26.50% 2,940	13.47% 1,495	30.24% 3,355	11,095	8.11
Customer service	2.06% 227	1.39% 153	2.51% 277	2.91% 321	12.60% 1,390	9.23% 1,018	16.22% 1,790	21.73% 2,398	11.29% 1,246	20.07% 2,215	11,035	7.32
Facilities	1.68% 186	1.08% 120	2.31% 256	2.94% 326	10.82% 1,198	11.13% 1,232	18.88% 2,090	24.35% 2,696	10.78% 1,194	16.01% 1,773	11,071	7.28
Catering quality	8.62% 953	4.59% 508	7.58% 838	7.00% 774	20.99% 2,321	12.99% 1,437	15.52% 1,717	13.11% 1,450	3.69% 408	5.91% 654	11,060	5.57
Entertainment before the game or at half-time	23.36% 2,583	9.42% 1,041	12.01% 1,328	8.26% 913	21.27% 2,351	8.37% 925	7.19% 795	5.31% 587	1.51% 167	3.30% 365	11,055	4.07

**Q17 What one change would you make
(away from the footballing side) to improve
the match day experience at your club?**

Answered: 9,090 Skipped: 3,457

Q18 In your opinion which SPFL club provides the best match day experience for away supporters?

Answered: 10,328 Skipped: 2,219



Answer Choices	Responses
Don't know	19.76% 2,041

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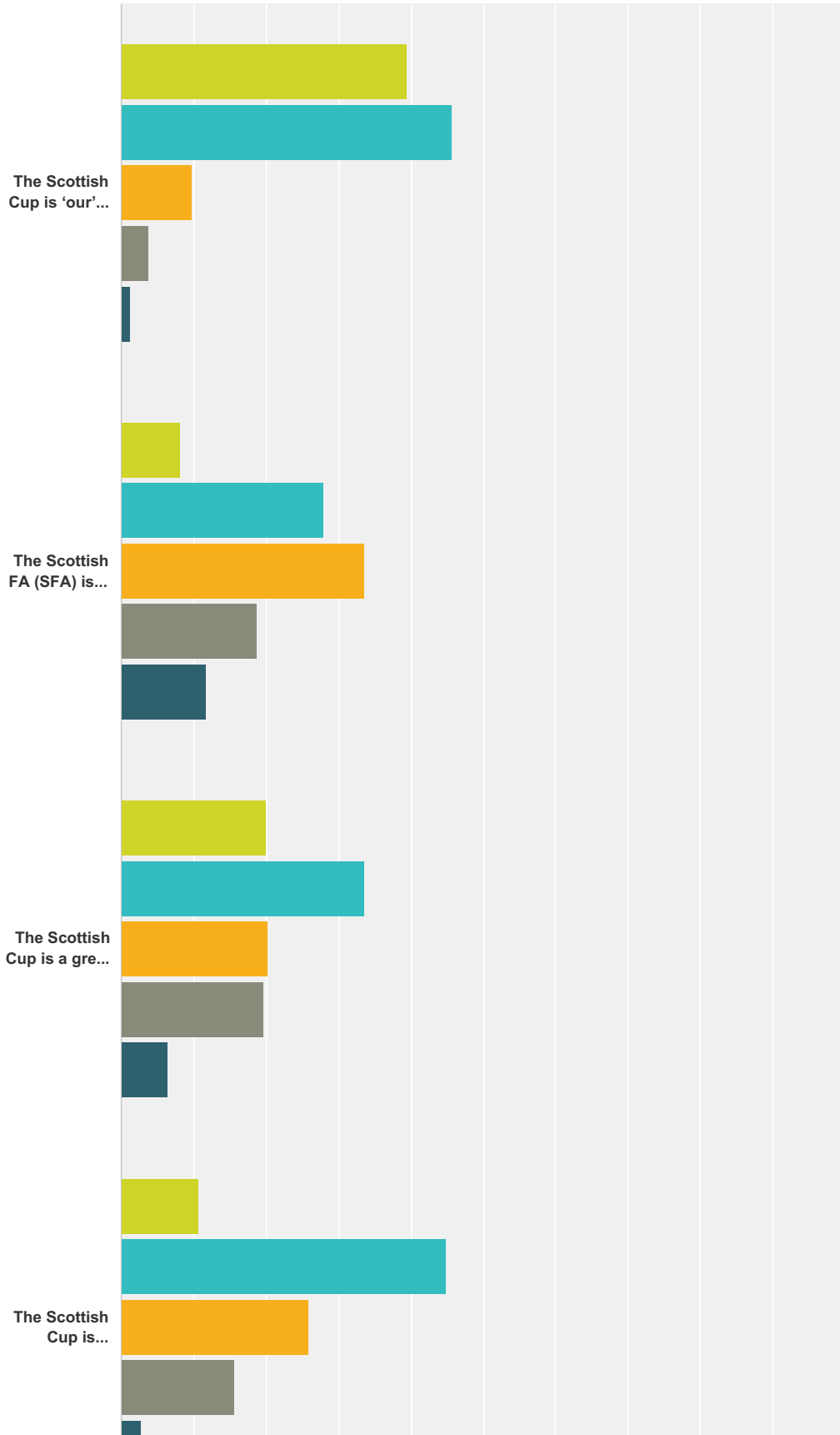
Celtic	13.57%	1,401
Heart of Midlothian	10.83%	1,119
Rangers	5.99%	619
Hibernian	5.31%	548
Not applicable	5.07%	524
Kilmarnock	4.09%	422
St. Johnstone	2.97%	307
Ross County	2.89%	298
Aberdeen	2.73%	282
Partick Thistle	2.61%	270
Dunfermline Athletic	2.59%	268
Dundee United	2.29%	236
Motherwell	1.61%	166
Inverness Caledonian Thistle	1.42%	147
St. Mirren	1.33%	137
Falkirk	1.31%	135
Dundee	1.00%	103
Hamilton Academical	0.97%	100
Ayr United	0.93%	96
Queen of the South	0.86%	89
Annan Athletic	0.82%	85
Raith Rovers	0.77%	80
Peterhead	0.66%	68
Queen's Park	0.65%	67
Forfar Athletic	0.63%	65
Greenock Morton	0.61%	63
Brechin City	0.58%	60
Stenhousemuir	0.55%	57
Albion Rovers	0.48%	50
Elgin City	0.48%	50
Livingston	0.44%	45
Arbroath	0.42%	43
Stirling Albion	0.40%	41
Alloa Athletic	0.36%	37
Dumbarton	0.35%	36

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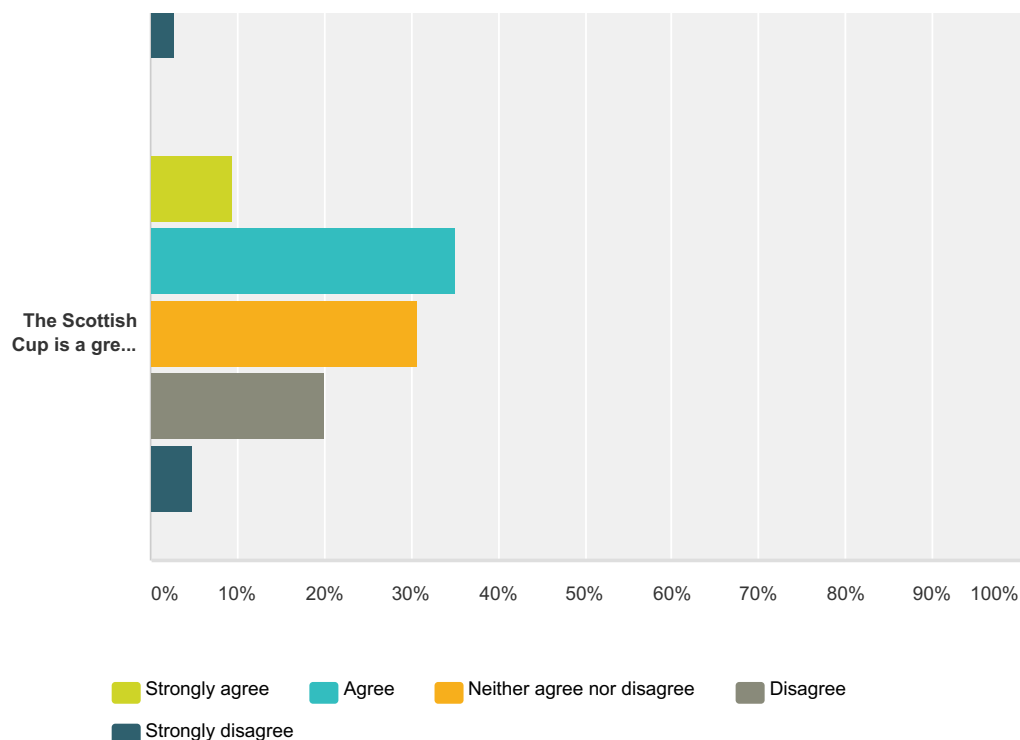
Edinburgh City	0.35%	36
East Fife	0.33%	34
Airdrieonians	0.27%	28
Berwick Rangers	0.17%	18
Stranraer	0.17%	18
Cowdenbeath	0.14%	14
Montrose	0.13%	13
Clyde	0.12%	12
Total		10,328

Q19 How much do you agree that...

Answered: 10,690 Skipped: 1,857



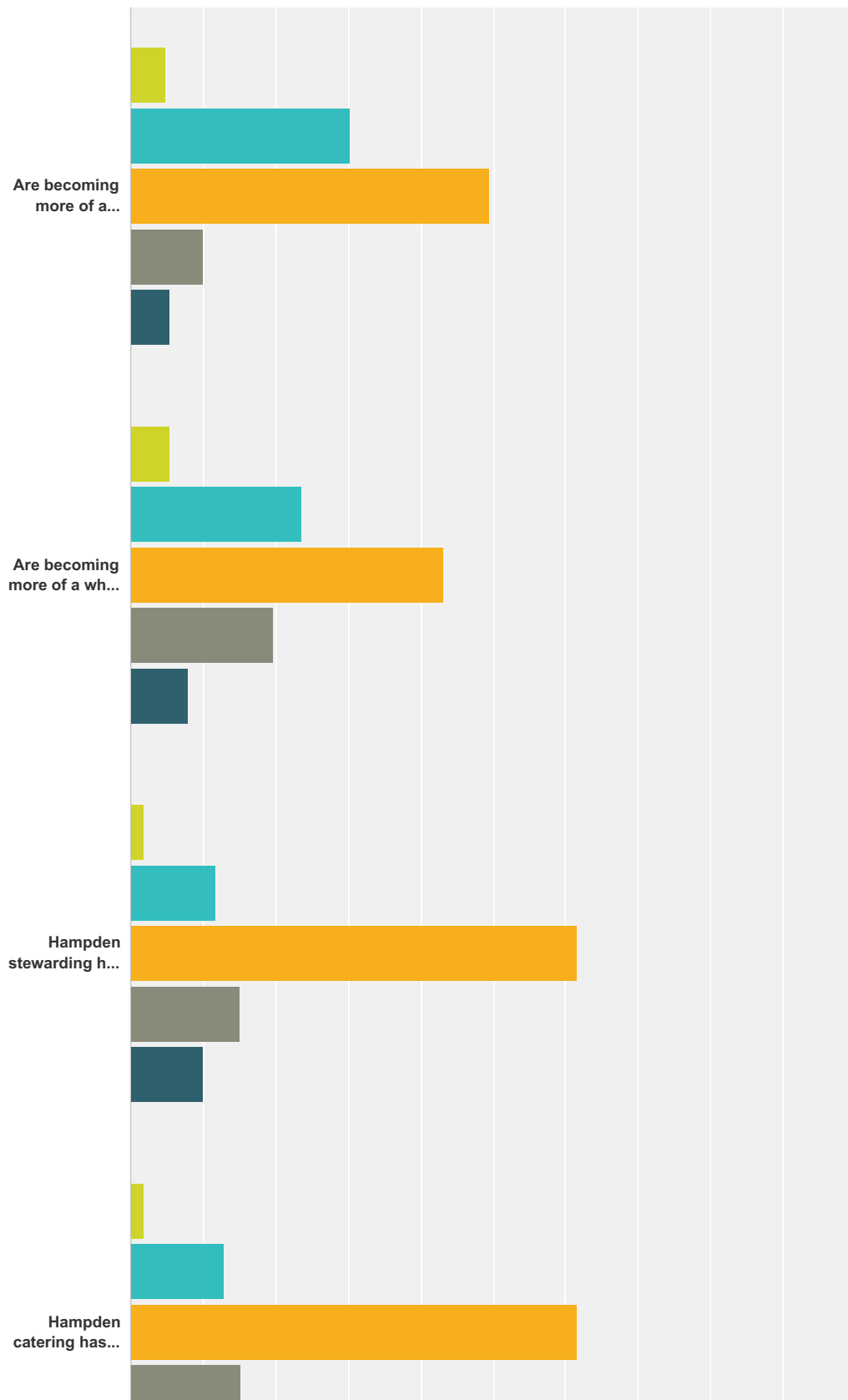
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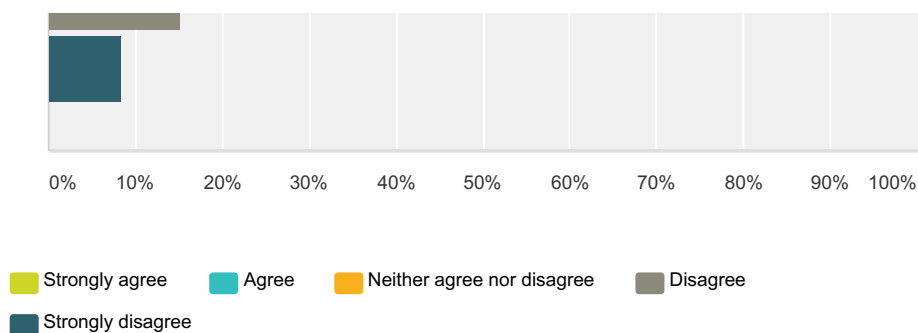
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
The Scottish Cup is 'our' cup – a competition for all of Scotland	39.50% 4,213	45.74% 4,879	9.79% 1,044	3.68% 393	1.28% 137	10,666
The Scottish FA (SFA) is committed to the prestige of the Scottish Cup	8.14% 868	27.94% 2,980	33.61% 3,585	18.72% 1,996	11.59% 1,236	10,665
The Scottish Cup is a great spectacle - I will always watch the final no matter which teams are playing	20.01% 2,134	33.59% 3,582	20.29% 2,164	19.59% 2,089	6.51% 694	10,663
The Scottish Cup is unpredictable - famous for its upsets and giant-killings	10.71% 1,141	44.92% 4,786	25.90% 2,759	15.73% 1,676	2.74% 292	10,654
The Scottish Cup is a great spectacle - even in the earliest rounds	9.35% 996	35.17% 3,747	30.63% 3,263	20.03% 2,134	4.82% 513	10,653

Q20 How much do you agree that Scotland home games

Answered: 10,349 Skipped: 2,198



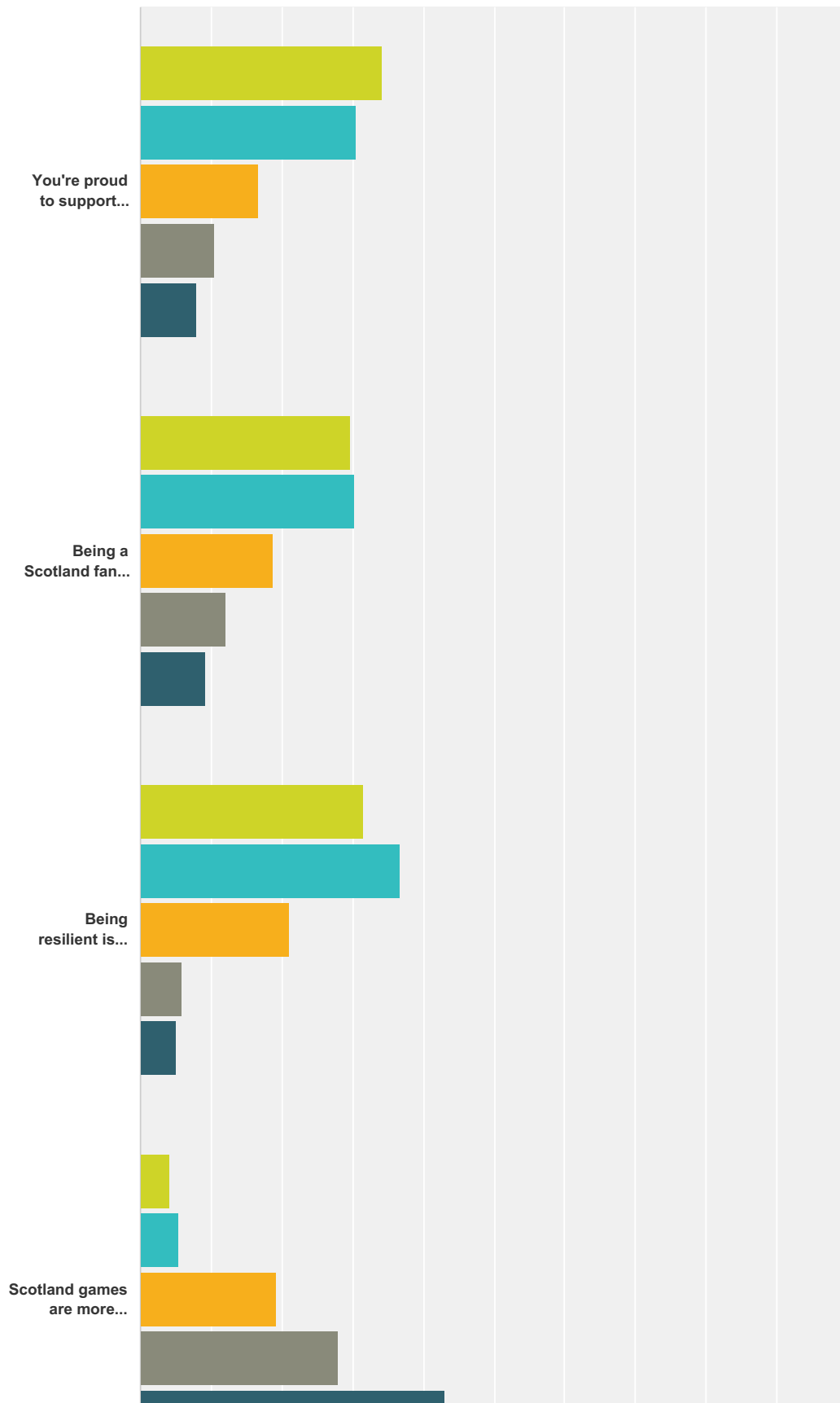
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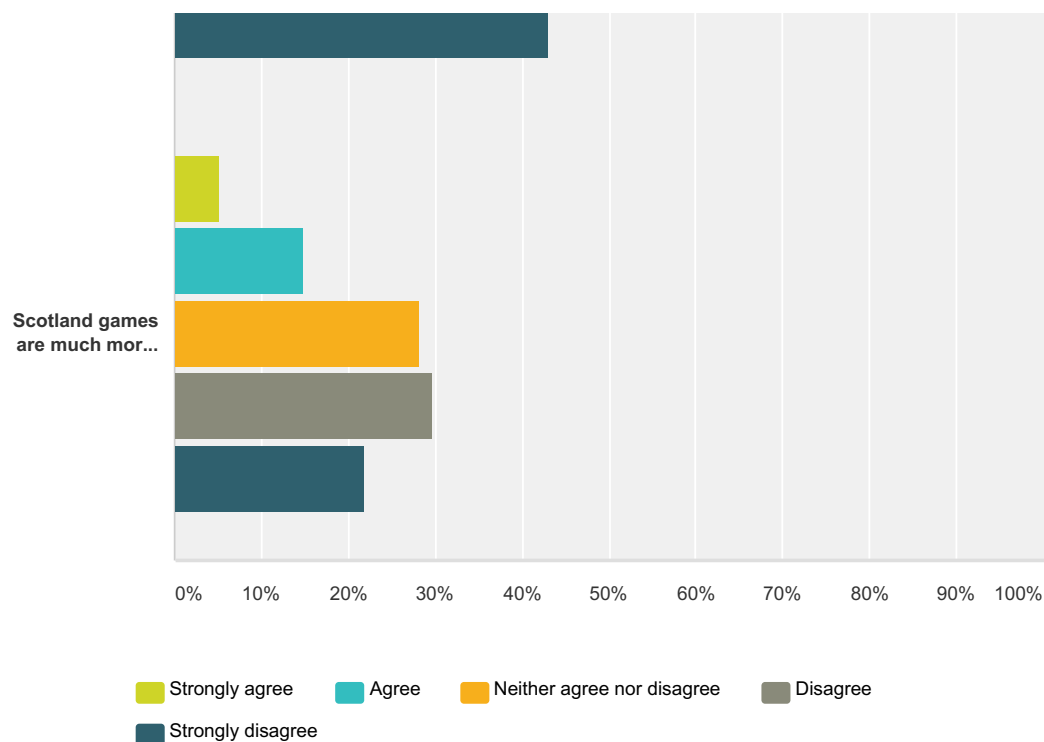
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Are becoming more of a family-friendly experience?	4.71% 487	30.36% 3,137	49.52% 5,117	10.03% 1,037	5.38% 556	10,334
Are becoming more of a whole day out, about more than just the result?	5.53% 571	23.66% 2,442	43.31% 4,471	19.64% 2,027	7.87% 812	10,323
Hampden stewarding has improved in the past year?	1.77% 183	11.59% 1,195	61.58% 6,350	15.03% 1,550	10.03% 1,034	10,312
Hampden catering has improved in the past year?	1.97% 203	12.95% 1,332	61.50% 6,325	15.22% 1,565	8.36% 860	10,285

Q21 How much do you agree that

Answered: 10,408 Skipped: 2,139



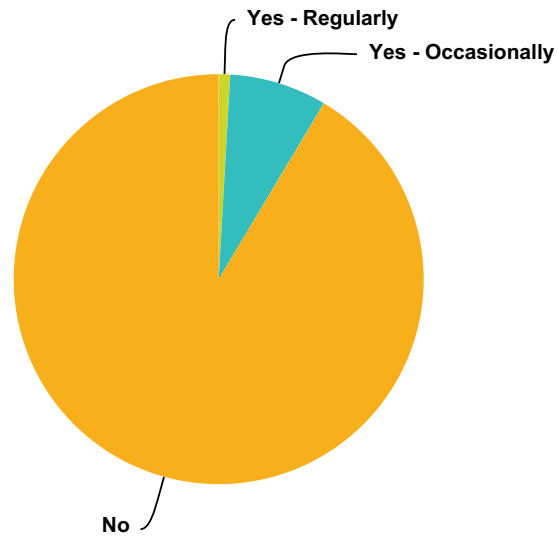
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	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
You're proud to support Scotland	34.29% 3,562	30.47% 3,166	16.79% 1,744	10.53% 1,094	7.92% 823	10,389
Being a Scotland fan is part of who I am	29.74% 3,086	30.34% 3,148	18.77% 1,947	12.03% 1,248	9.12% 946	10,375
Being resilient is part of being a Scotland fan	31.42% 3,252	36.68% 3,796	21.18% 2,192	5.81% 601	4.92% 509	10,350
Scotland games are more important than club games	4.21% 437	5.53% 574	19.15% 1,988	28.08% 2,914	43.03% 4,466	10,379
Scotland games are much more about the party and much less about the result	5.31% 551	14.82% 1,538	28.18% 2,924	29.66% 3,077	22.02% 2,285	10,375

Q22 Do you currently attend Womens football league or international games?

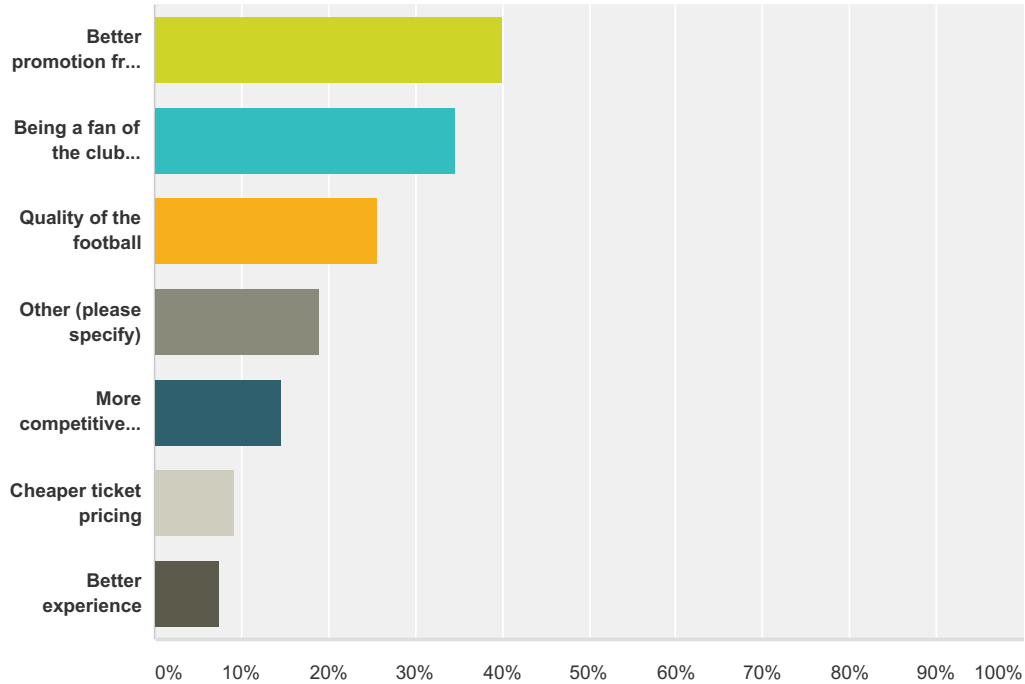
Answered: 10,166 Skipped: 2,381



Answer Choices	Responses	
Yes - Regularly	0.90%	92
Yes - Occasionally	7.68%	781
No	91.41%	9,293
Total		10,166

Q23 What would encourage you attend more Womens football league or international games?

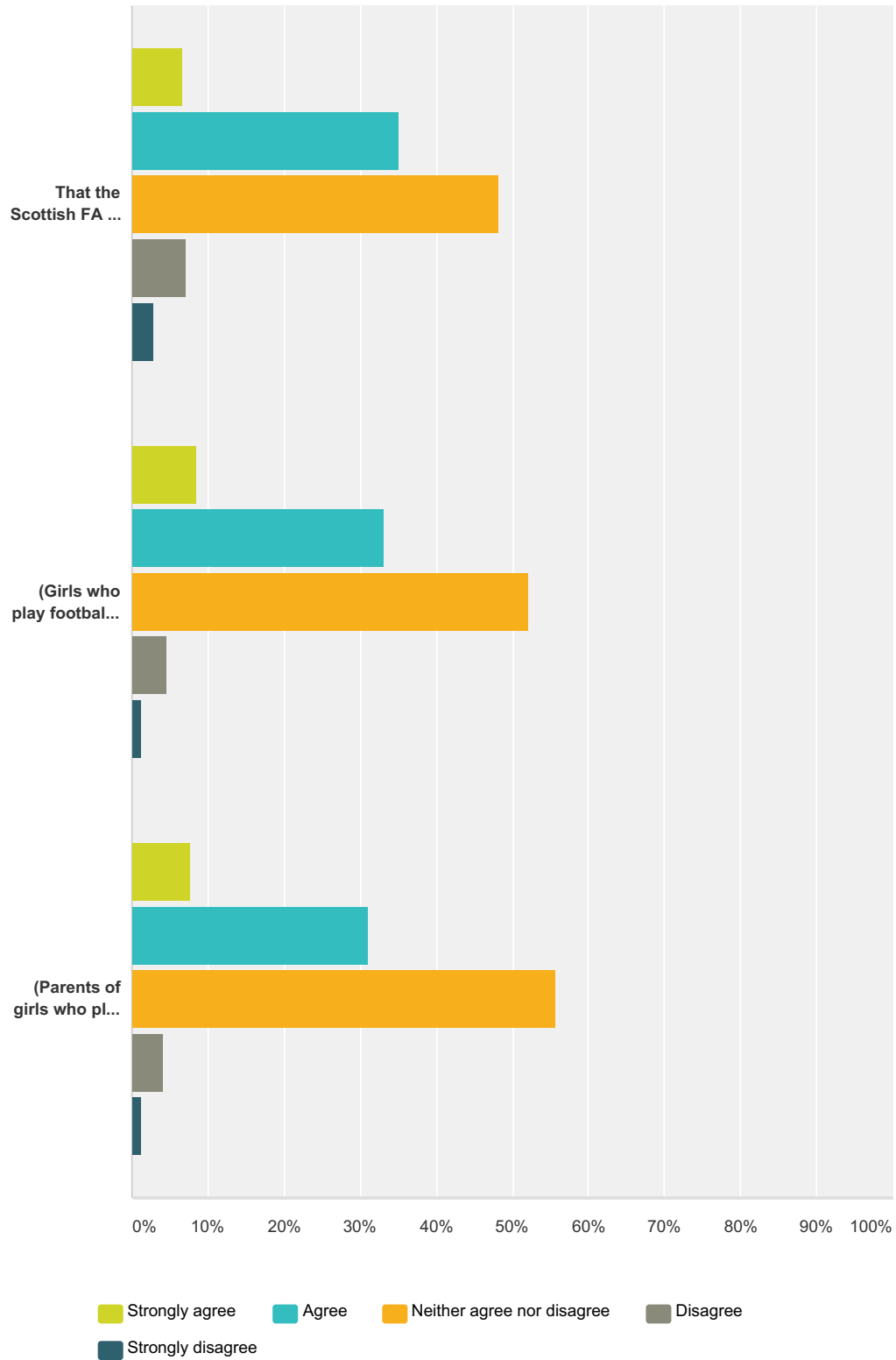
Answered: 9,542 Skipped: 3,005



Answer Choices	Responses
Better promotion from media	39.98% 3,815
Being a fan of the club playing	34.66% 3,307
Quality of the football	25.76% 2,458
Other (please specify)	18.91% 1,804
More competitive games	14.51% 1,385
Cheaper ticket pricing	9.23% 881
Better experience	7.43% 709
Total Respondents: 9,542	

Q24 How much do you agree

Answered: 10,159 Skipped: 2,388



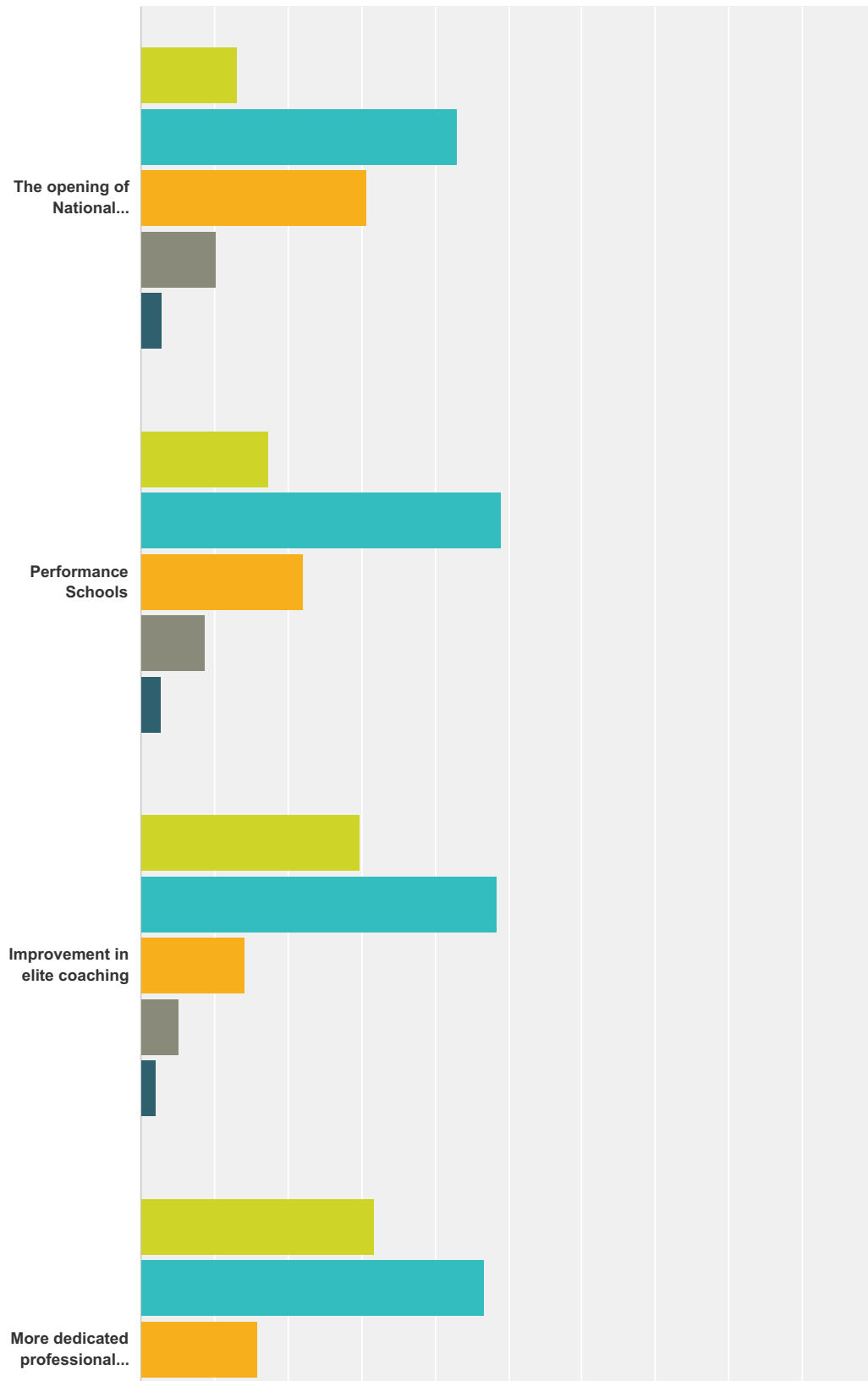
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
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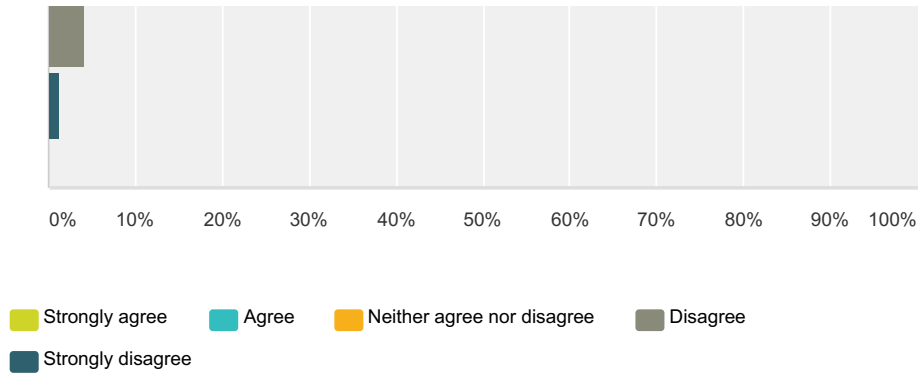
That the Scottish FA is committed to developing girls & women's football	6.68% 677	34.98% 3,548	48.17% 4,885	7.19% 729	2.99% 303	10,142
(Girls who play football) believe that football is for them & their friends	8.64% 863	33.20% 3,317	52.27% 5,222	4.56% 456	1.33% 133	9,991
(Parents of girls who play football) believe that football is for their daughters	7.68% 766	31.20% 3,110	55.74% 5,557	4.12% 411	1.25% 125	9,969

Q25 To what extent do you agree that the standard of the professional game will be improved by

Answered: 9,910 Skipped: 2,637



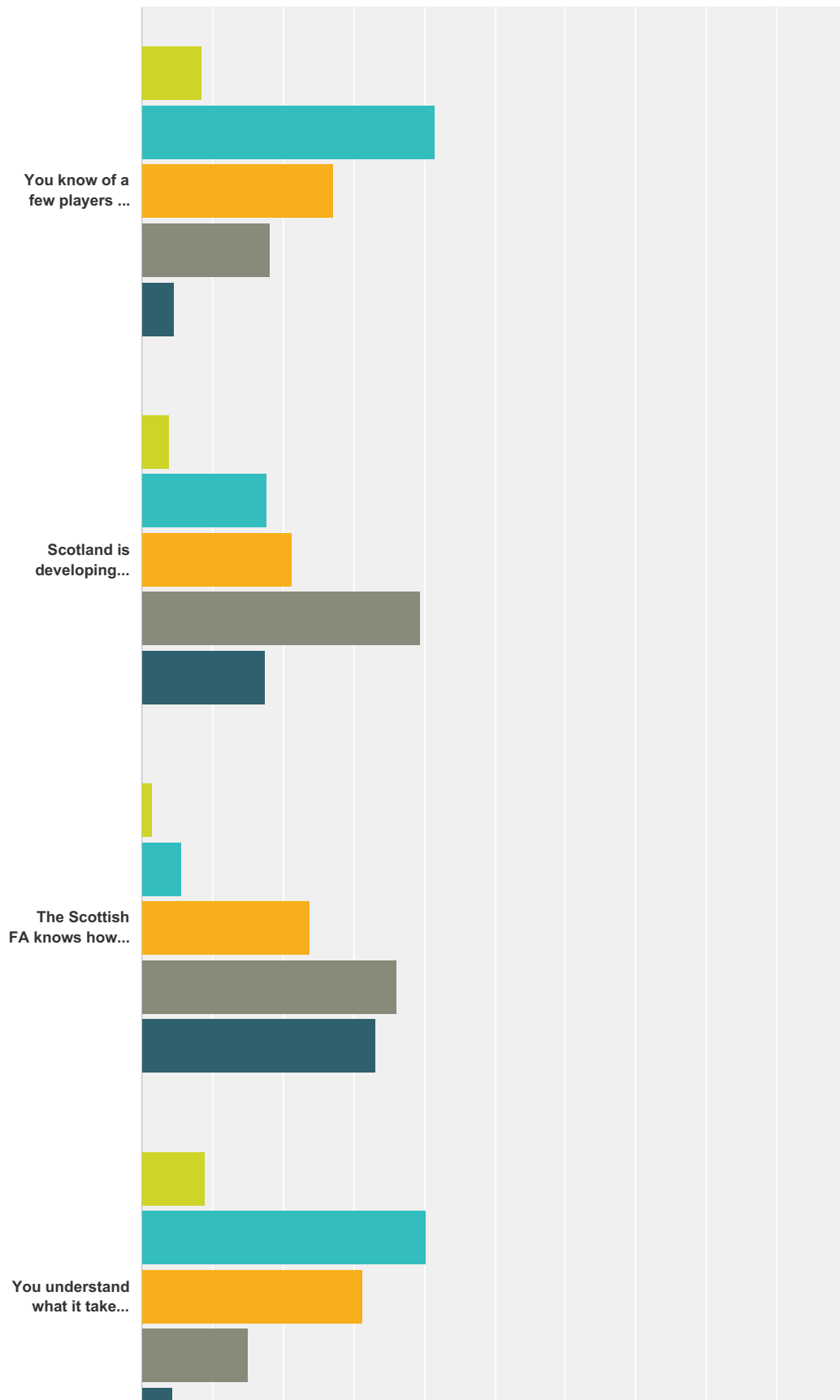
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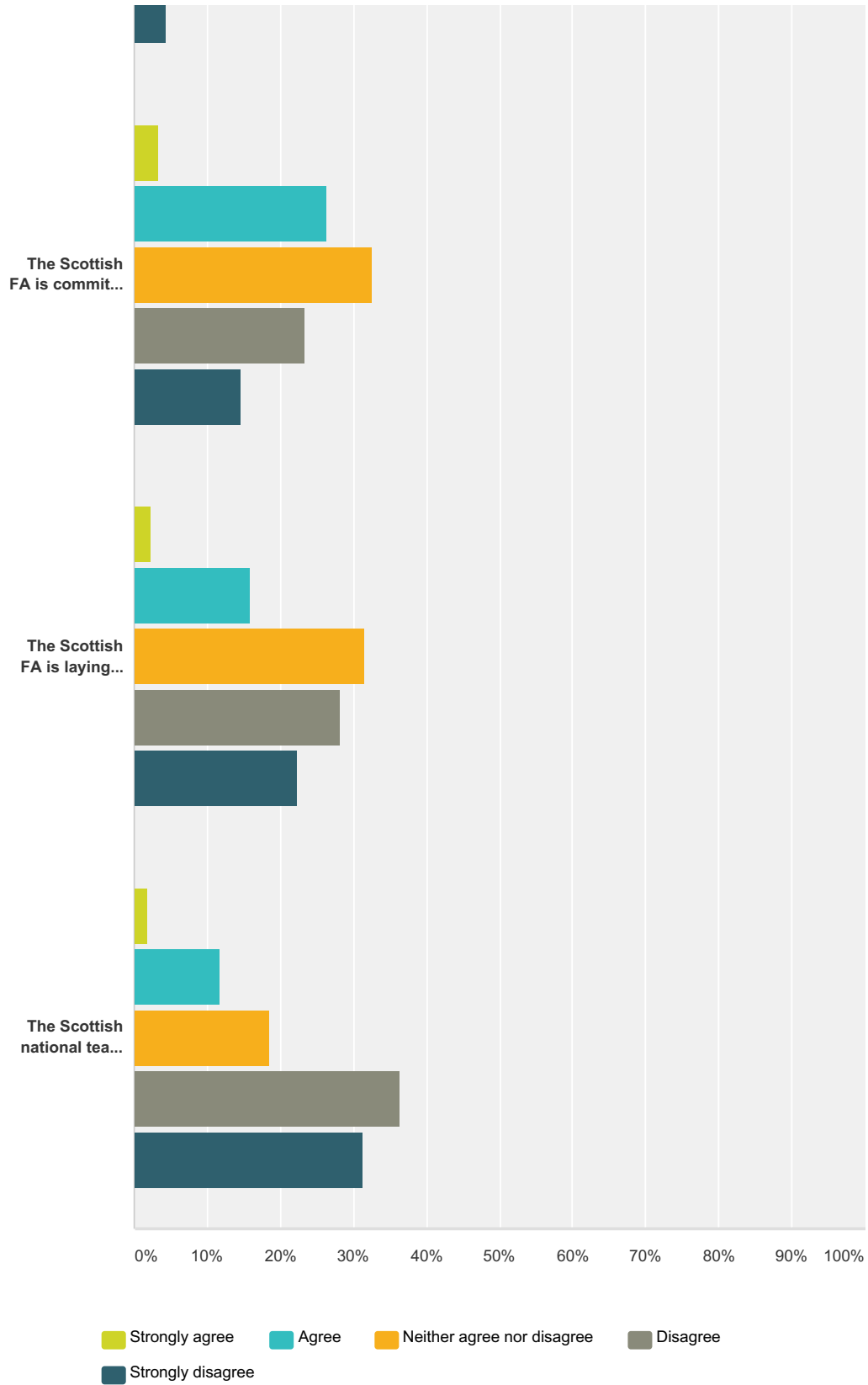
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
The opening of National Performance Centre for Sport (Oriam)	13.11% 1,296	42.93% 4,244	30.67% 3,032	10.28% 1,016	3.01% 298	9,886
Performance Schools	17.36% 1,712	49.03% 4,835	22.10% 2,179	8.77% 865	2.74% 270	9,861
Improvement in elite coaching	29.93% 2,953	48.42% 4,778	14.24% 1,405	5.31% 524	2.11% 208	9,868
More dedicated professional players	31.80% 3,135	46.77% 4,611	15.87% 1,565	4.27% 421	1.29% 127	9,859

Q26 How much do you agree that

Answered: 9,936 Skipped: 2,611



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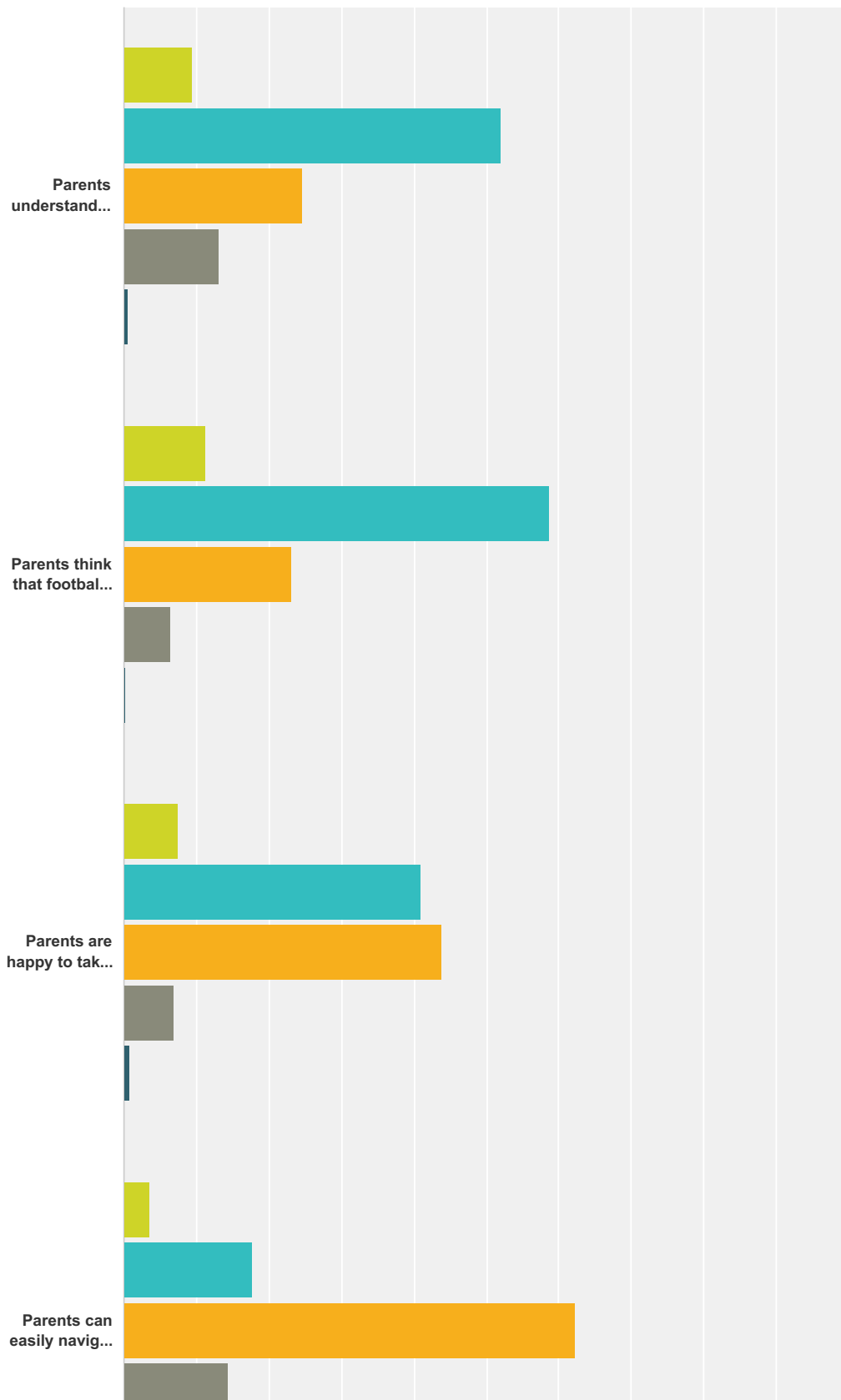
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
You know of a few players in our talent pipeline?	8.63% 853	41.63% 4,117	27.12% 2,682	18.07% 1,787	4.55% 450	9,889

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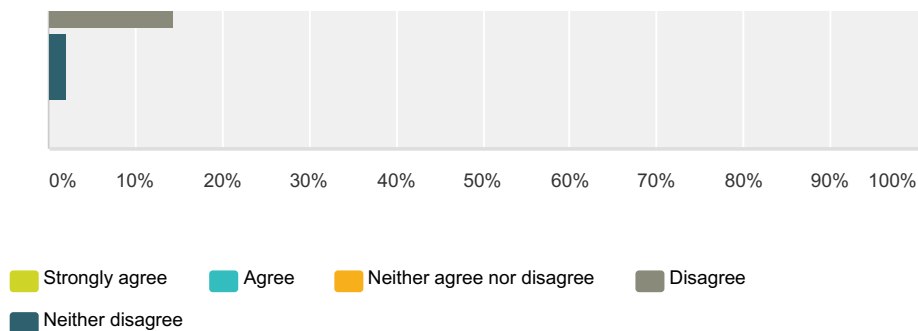
Scotland is developing enough talented young players to improve the national team?	3.89% 385	17.75% 1,758	21.37% 2,117	39.49% 3,912	17.51% 1,735	9,907
The Scottish FA knows how to best develop elite footballers?	1.39% 138	5.68% 562	23.77% 2,352	36.02% 3,565	33.13% 3,279	9,896
You understand what it takes to become an elite footballer in the modern day?	8.95% 886	40.31% 3,989	31.33% 3,100	14.96% 1,480	4.45% 440	9,895
The Scottish FA is committed to improving the performance of talented/elite players?	3.25% 321	26.23% 2,593	32.61% 3,224	23.31% 2,304	14.61% 1,444	9,886
The Scottish FA is laying the foundations for Scotland's future football success?	2.27% 225	15.77% 1,562	31.45% 3,115	28.16% 2,789	22.34% 2,213	9,904
The Scottish national teams are improving generally?	1.96% 194	11.76% 1,164	18.65% 1,847	36.39% 3,603	31.25% 3,094	9,902

Q27 Thinking about parents of children who play football, how much do you agree that

Answered: 9,629 Skipped: 2,918



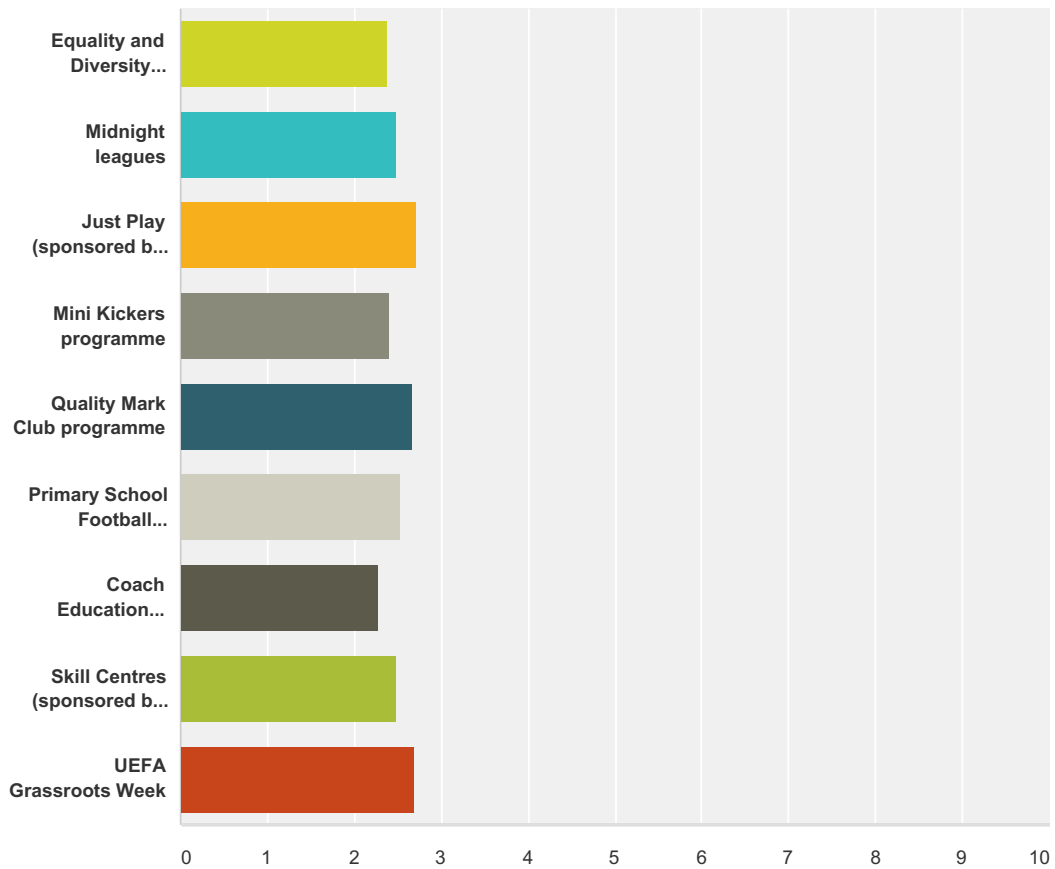
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	Strongly agree	Agree	Neither agree nor disagree	Disagree	Neither disagree	Total
Parents understand footballs physical and social benefits	9.46% 909	52.03% 5,000	24.66% 2,370	13.22% 1,270	0.63% 61	9,610
Parents think that football helps develop healthy happy rounded kids	11.37% 1,092	58.70% 5,636	23.18% 2,226	6.46% 620	0.29% 28	9,602
Parents are happy to take their children to an SFA programme	7.43% 713	40.94% 3,931	43.79% 4,205	6.93% 665	0.92% 88	9,602
Parents can easily navigate the programmes available to select the most appropriate SFA programme for them and their child	3.46% 331	17.77% 1,702	62.19% 5,955	14.48% 1,387	2.10% 201	9,576

Q28 How aware are you of the following Scottish FA grassroots programmes?

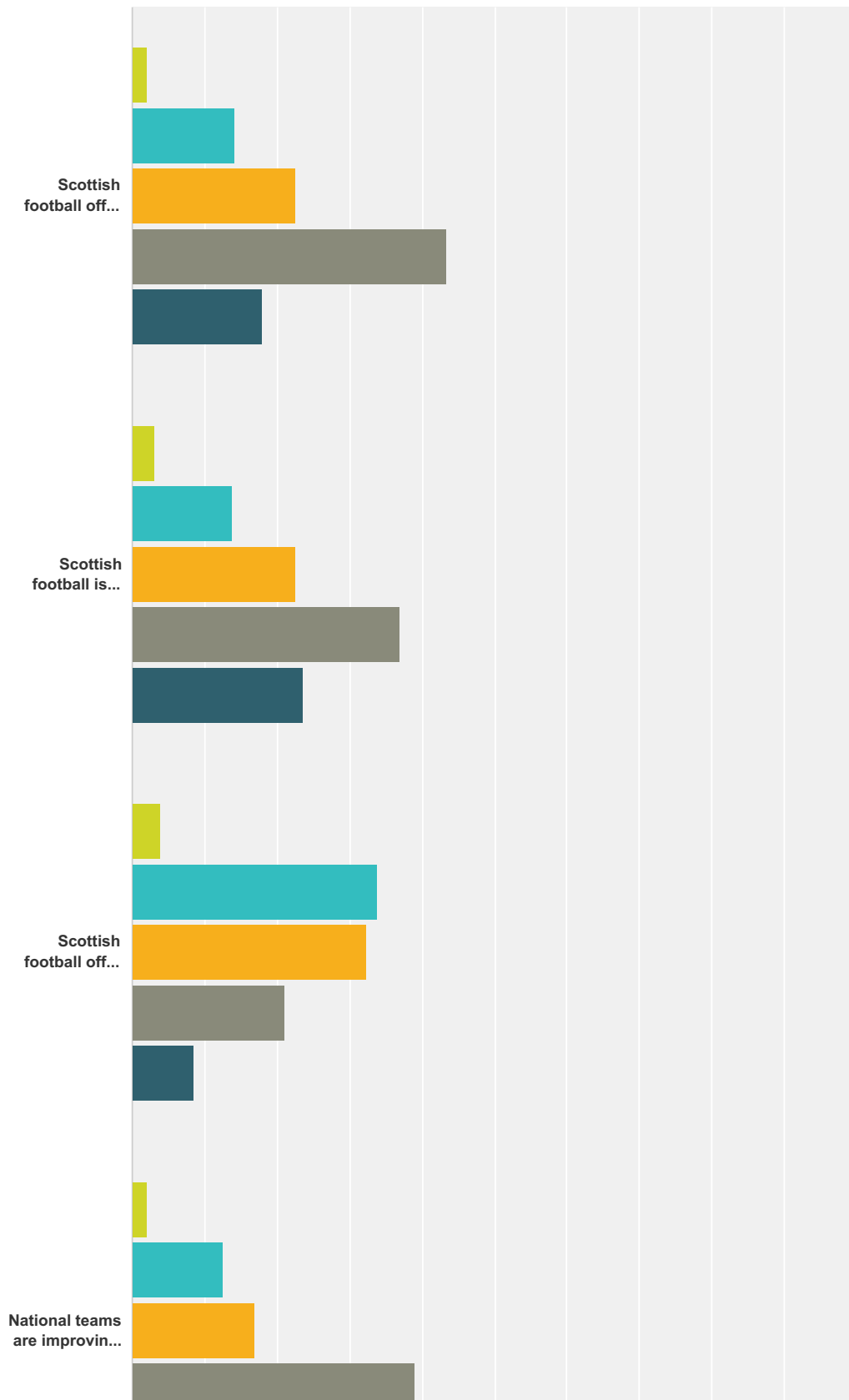
Answered: 8,987 Skipped: 3,560



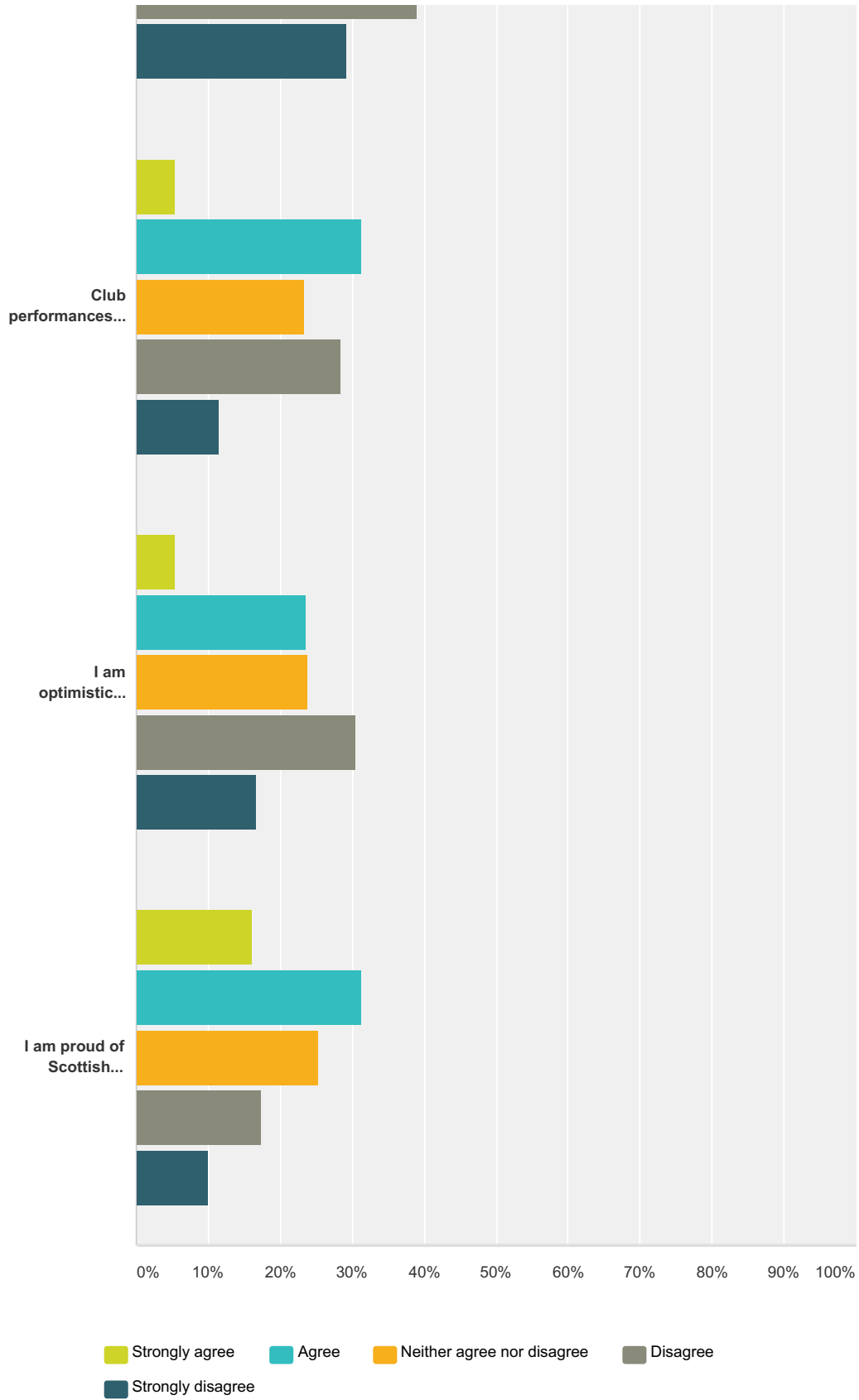
	Very aware	Somewhat aware	Unaware	Total	Weighted Average
Equality and Diversity programmes	10.20% 914	42.19% 3,780	47.61% 4,265	8,959	2.37
Midnight leagues	11.98% 1,072	27.16% 2,430	60.86% 5,446	8,948	2.49
Just Play (sponsored by Mars)	4.23% 378	19.34% 1,729	76.43% 6,832	8,939	2.72
Mini Kickers programme	15.87% 1,420	27.34% 2,446	56.79% 5,082	8,948	2.41
Quality Mark Club programme	8.72% 780	14.22% 1,272	77.05% 6,891	8,943	2.68
Primary School Football Challenge (sponsored by Tesco Bank)	10.35% 927	26.78% 2,398	62.87% 5,630	8,955	2.53
Coach Education courses	17.88% 1,599	36.21% 3,239	45.91% 4,107	8,945	2.28
Skill Centres (sponsored by Lidl)	9.55% 854	31.75% 2,839	58.70% 5,248	8,941	2.49
UEFA Grassroots Week	5.98% 534	18.64% 1,663	75.38% 6,727	8,924	2.69

Q29 To what extent do you agree with the following statements

Answered: 9,000 Skipped: 3,547



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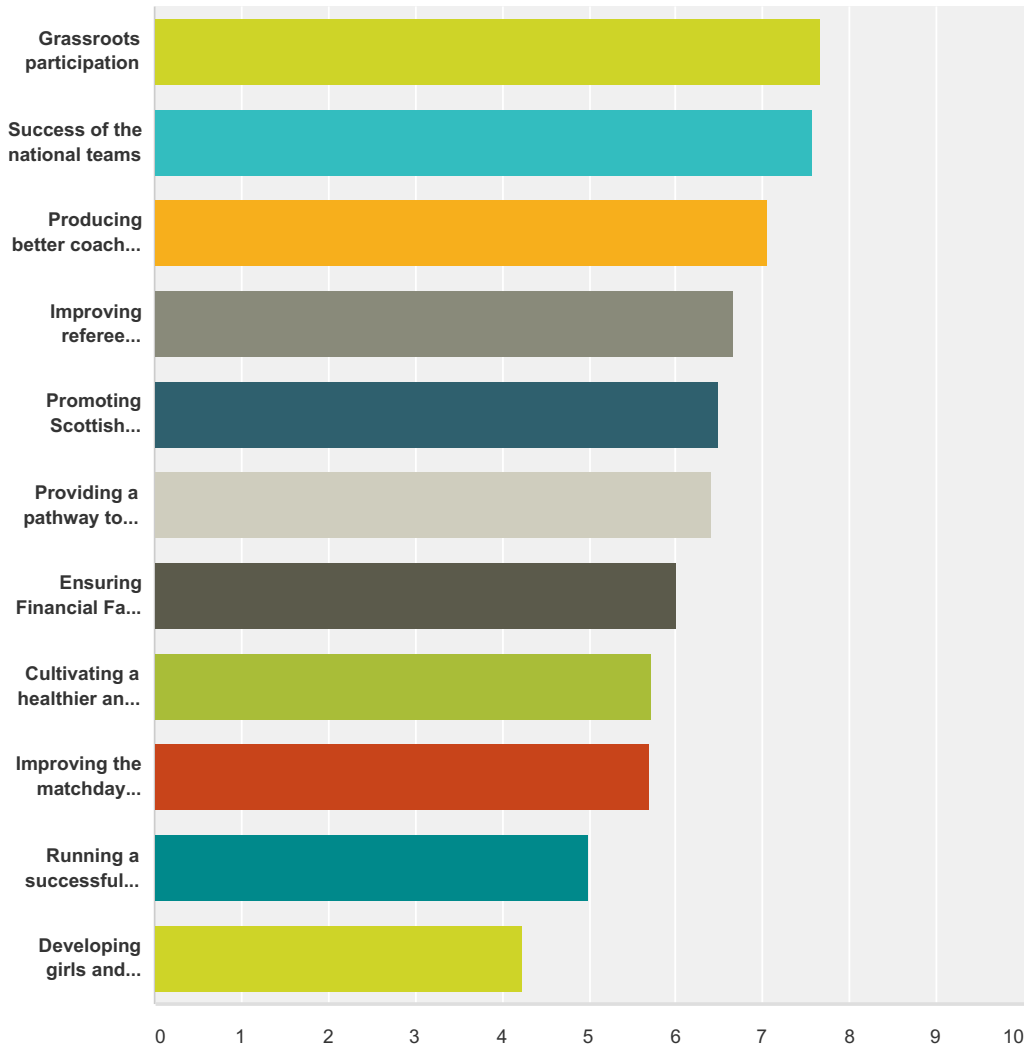
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
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Scottish football offers a high-quality product	2.06% 185	14.15% 1,272	22.45% 2,018	43.40% 3,901	17.94% 1,613	8,989
Scottish football is committed to a high-quality fan experience	3.05% 274	13.71% 1,232	22.61% 2,031	36.97% 3,321	23.66% 2,126	8,984
Scottish football offers a family-friendly environment	4.07% 365	33.89% 3,041	32.42% 2,909	21.12% 1,895	8.49% 762	8,972
National teams are improving generally	2.08% 187	12.55% 1,126	16.95% 1,521	39.11% 3,509	29.29% 2,628	8,971
Club performances are improving	5.51% 494	31.29% 2,805	23.32% 2,090	28.46% 2,551	11.42% 1,024	8,964
I am optimistic about the future of Scottish football	5.39% 484	23.50% 2,109	23.87% 2,143	30.58% 2,745	16.66% 1,495	8,976
I am proud of Scottish football	16.00% 1,433	31.34% 2,807	25.22% 2,259	17.34% 1,553	10.09% 904	8,956

Q30 Rank the following priorities for the Scottish FA in terms of importance to the improvement of the national sport (with 1 being the most important).

Answered: 8,837 Skipped: 3,710



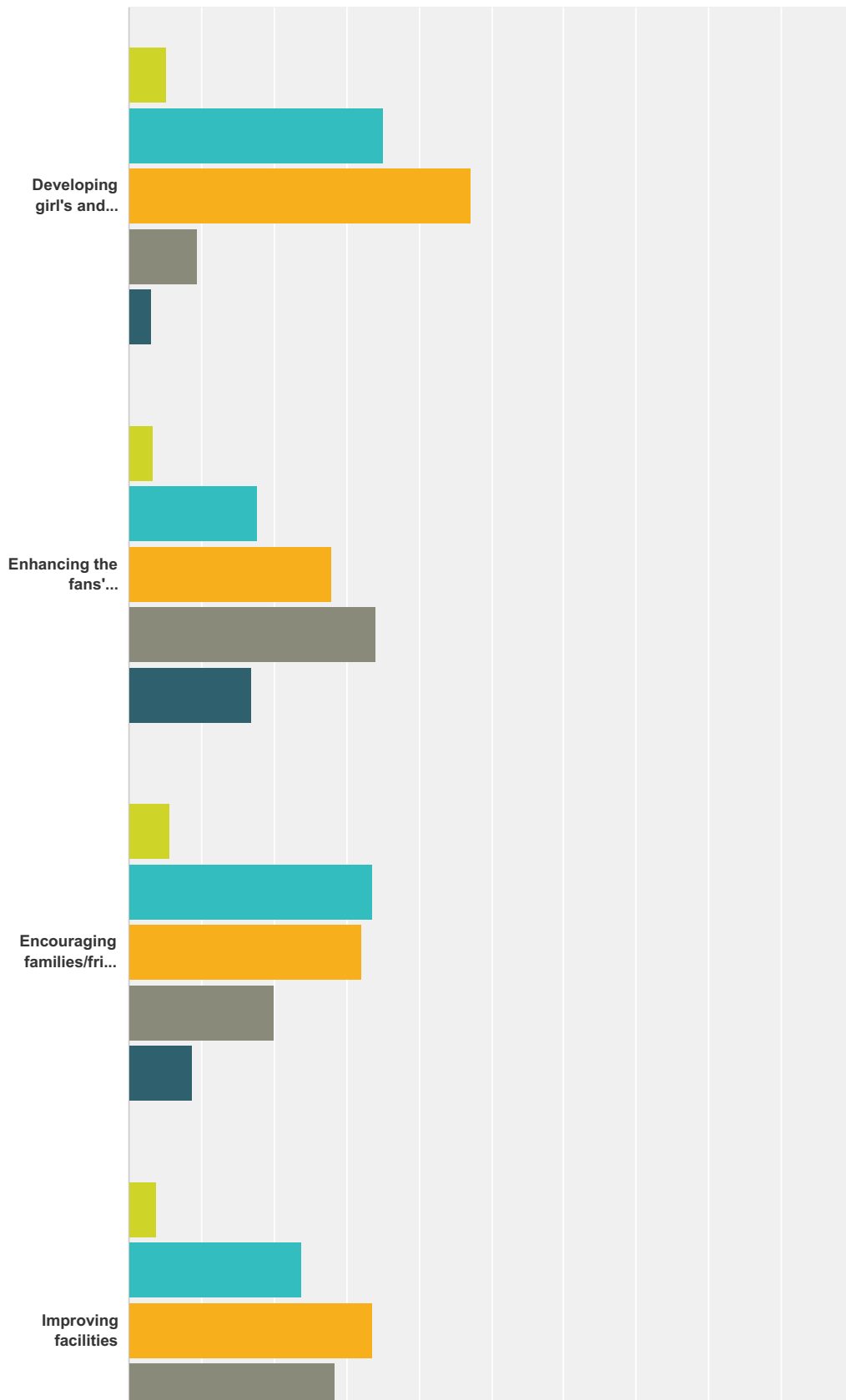
	1	2	3	4	5	6	7	8	9	10	11	Total	Score
Grassroots participation	17.11% 1,162	18.97% 1,288	12.71% 863	10.35% 703	9.51% 646	6.97% 473	6.98% 474	5.42% 368	5.02% 341	4.26% 289	2.70% 183	6,790	7.66
Success of the national teams	28.58% 1,964	10.85% 746	9.95% 684	8.26% 568	8.58% 590	6.59% 453	5.33% 366	5.25% 361	4.58% 315	5.63% 387	6.39% 439	6,873	7.57
Producing better coaches for the whole game	6.01% 414	12.47% 858	14.48% 997	14.99% 1,032	14.15% 974	11.39% 784	8.56% 589	6.76% 465	5.78% 398	3.79% 261	1.61% 111	6,883	7.05

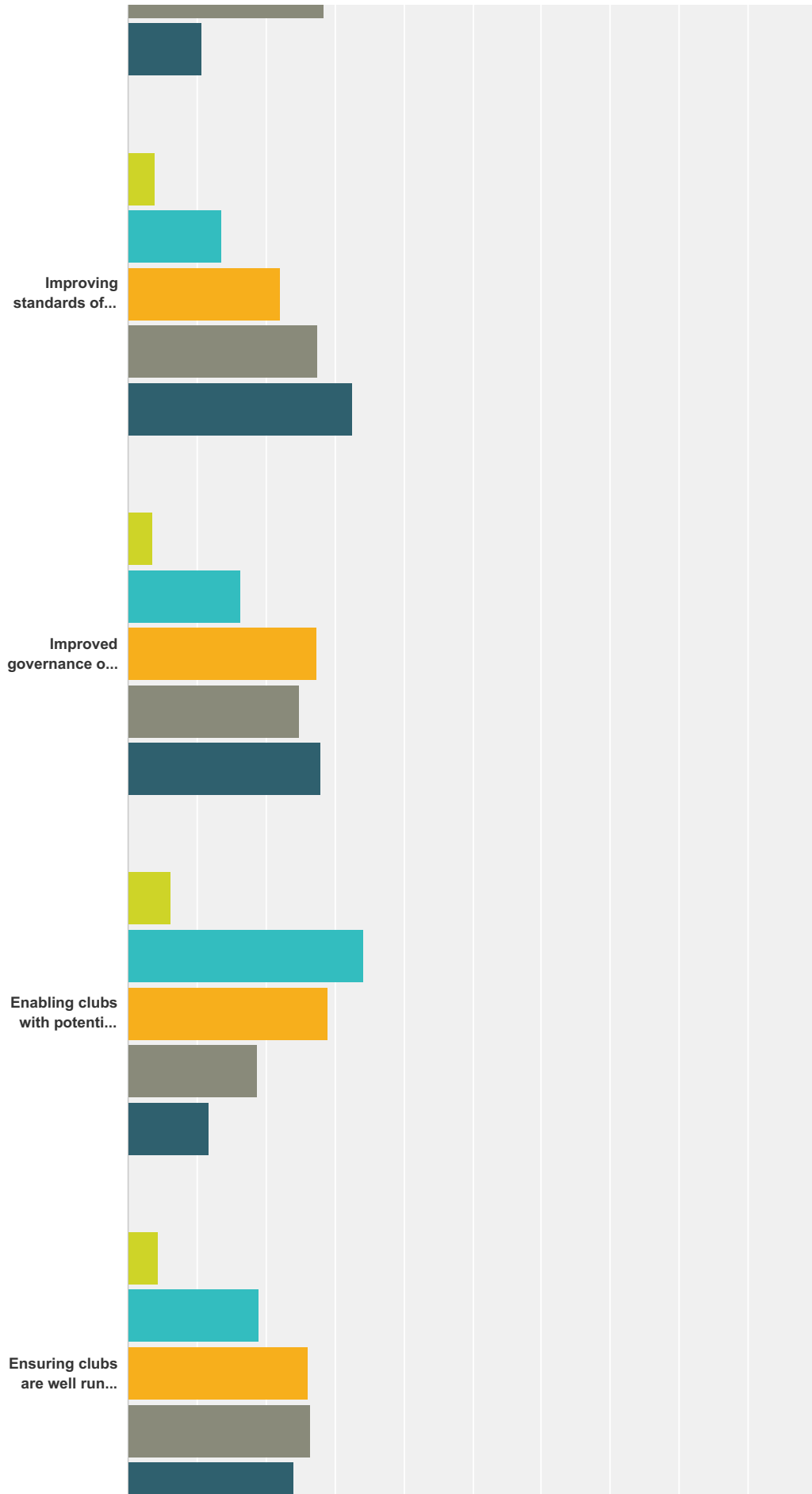
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Improving referee standards	11.04% 764	12.26% 848	10.29% 712	9.92% 686	9.87% 683	11.55% 799	8.27% 572	7.60% 526	6.36% 440	6.75% 467	6.09% 421	6,918	6.65
Promoting Scottish football	10.51% 758	10.74% 775	10.31% 744	9.30% 671	9.81% 708	9.23% 666	9.24% 667	10.08% 727	11.05% 797	6.56% 473	3.17% 229	7,215	6.50
Providing a pathway to professional football for players	4.63% 319	8.76% 604	12.62% 870	14.28% 984	11.87% 818	10.53% 726	10.10% 696	9.14% 630	8.15% 562	5.96% 411	3.96% 273	6,893	6.40
Ensuring Financial Fair Play and good governance	14.83% 1,131	8.64% 659	7.59% 579	6.79% 518	7.09% 541	6.95% 530	8.12% 619	8.35% 637	9.83% 750	12.94% 987	8.85% 675	7,626	6.02
Cultivating a healthier and fitter Scotland	5.58% 381	8.38% 572	10.73% 732	9.09% 620	9.22% 629	9.37% 639	8.40% 573	8.84% 603	9.12% 622	10.00% 682	11.29% 770	6,823	5.71
Improving the matchday experience	5.78% 419	7.18% 520	9.07% 657	8.43% 611	9.19% 666	9.39% 680	10.64% 771	13.44% 974	10.56% 765	9.04% 655	7.27% 527	7,245	5.69
Running a successful Scottish Cup competition	8.14% 671	5.90% 487	5.94% 490	6.11% 504	7.23% 596	6.43% 530	8.04% 663	10.06% 830	11.49% 948	14.89% 1,228	15.77% 1,301	8,248	5.00
Developing girls and women's football	1.81% 134	2.66% 197	4.20% 311	5.49% 406	8.71% 644	9.56% 707	12.09% 894	9.99% 739	9.90% 732	12.21% 903	23.39% 1,730	7,397	4.24

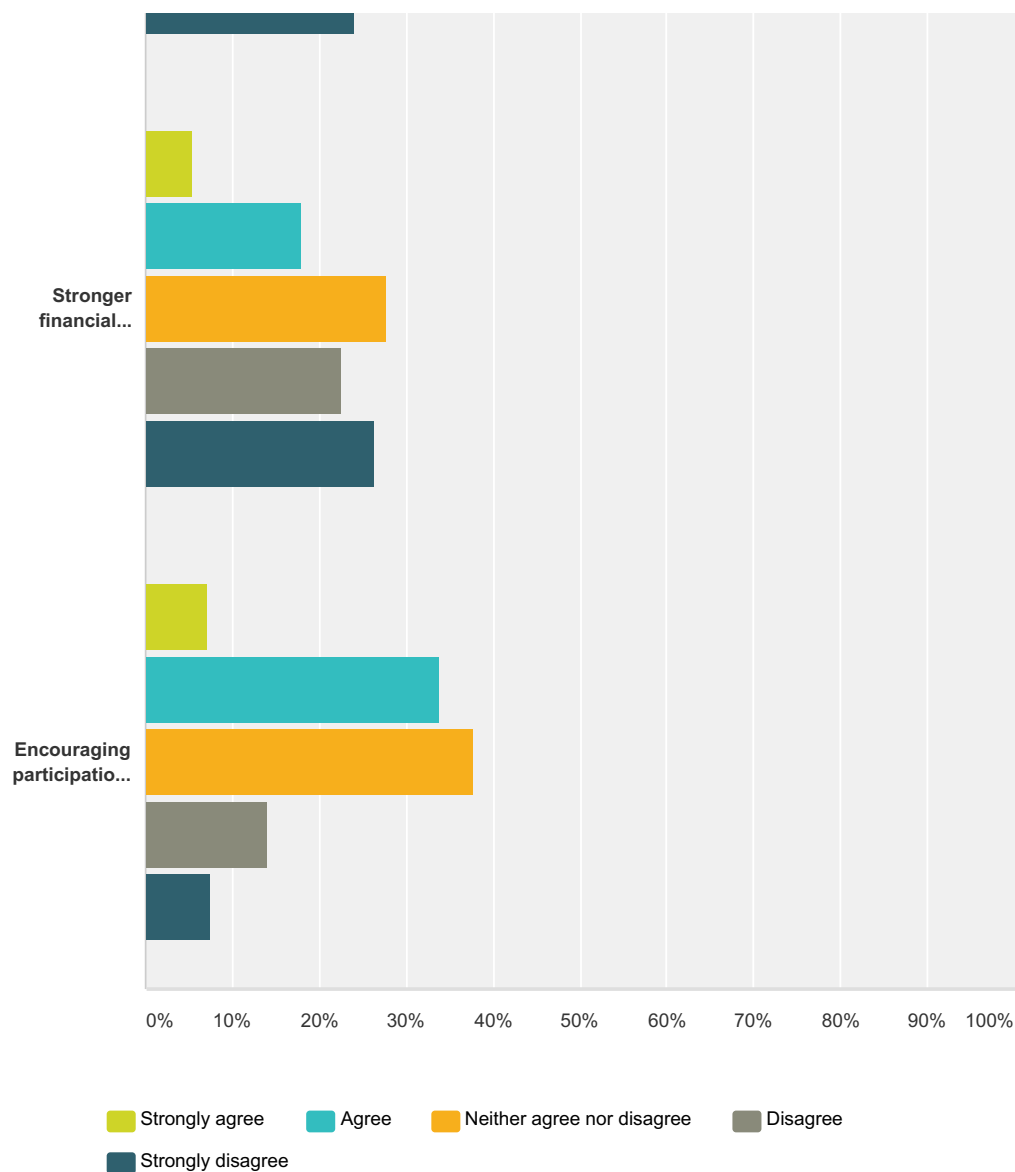
Q31 To what extent do you think the Scottish FA is committed to

Answered: 8,952 Skipped: 3,595





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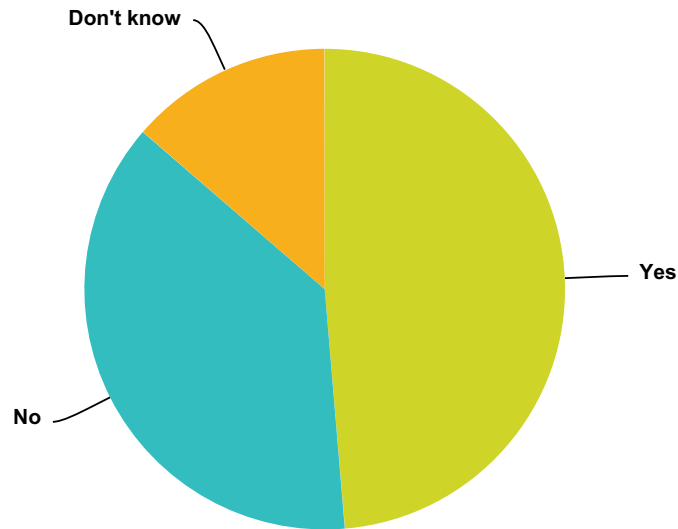
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Developing girl's and women's football	5.21% 464	35.02% 3,122	47.21% 4,208	9.48% 845	3.09% 275	8,914
Enhancing the fans' experience of football	3.32% 296	17.80% 1,585	27.91% 2,485	34.00% 3,028	16.97% 1,511	8,905
Encouraging families/friendly atmosphere	5.62% 501	33.61% 2,995	32.06% 2,857	19.95% 1,778	8.75% 780	8,911
Improving facilities	3.80% 338	23.70% 2,109	33.57% 2,987	28.35% 2,522	10.58% 941	8,897
Improving standards of refereeing	4.05% 360	13.62% 1,212	22.04% 1,961	27.63% 2,458	32.66% 2,905	8,896
Improved governance of the game	3.61% 321	16.29% 1,449	27.26% 2,425	24.85% 2,211	28.00% 2,491	8,897
Enabling clubs with potential to rise through the pyramid system	6.24% 556	34.18% 3,047	29.07% 2,591	18.86% 1,681	11.66% 1,039	8,914

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Ensuring clubs are well run at every level of the game	4.38% 391	18.97% 1,692	26.17% 2,334	26.47% 2,361	24.01% 2,142	8,920
Stronger financial regulations	5.43% 484	17.94% 1,598	27.80% 2,477	22.57% 2,011	26.25% 2,339	8,909
Encouraging participation in grassroots football	7.05% 627	33.90% 3,014	37.69% 3,351	13.89% 1,235	7.48% 665	8,892

Q32 Would you be in favour of the introduction of Strict Liability, holding clubs responsible for the actions of supporters?

Answered: 8,813 Skipped: 3,734



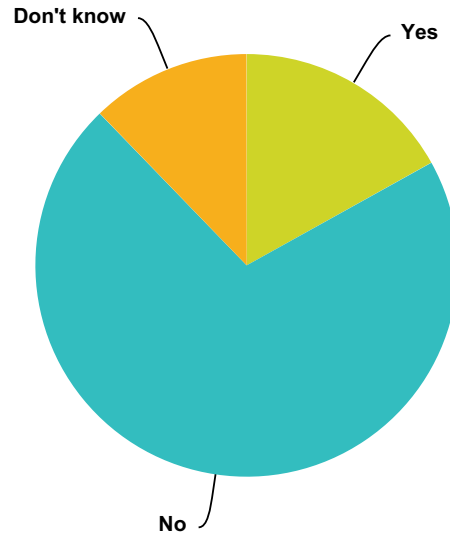
Answer Choices	Responses	
Yes	48.67%	4,289
No	37.69%	3,322
Don't know	13.64%	1,202
Total		8,813

Q33 If you answered No above, what do you believe would be an effective form of improving unacceptable behaviour from supporters?

Answered: 3,064 Skipped: 9,483

Q34 Do you believe the Offensive Behaviour Act has been effective in preventing unacceptable conduct from supporters?

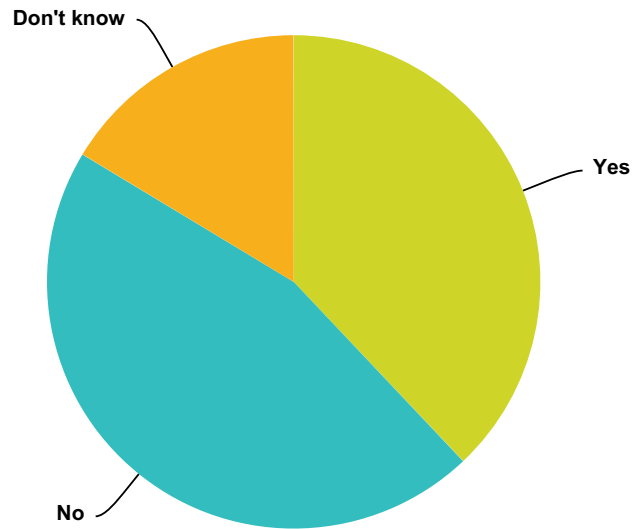
Answered: 8,827 Skipped: 3,720



Answer Choices	Responses	
Yes	16.93%	1,494
No	70.84%	6,253
Don't know	12.24%	1,080
Total		8,827

Q35 Do you believe that fan behaviour has improved at matches in the past two seasons?

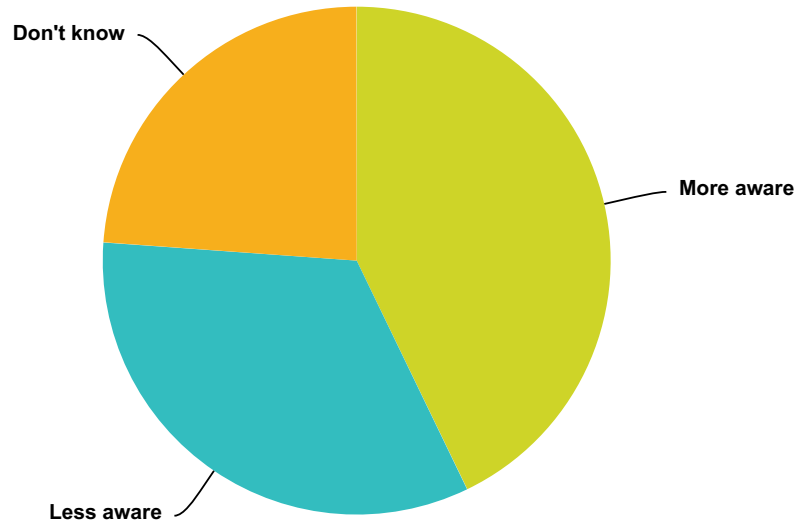
Answered: 8,822 Skipped: 3,725



Answer Choices	Responses	
Yes	37.95%	3,348
No	45.69%	4,031
Don't know	16.36%	1,443
Total		8,822

Q36 Are you more or less aware of Police presence at matches than in previous seasons?

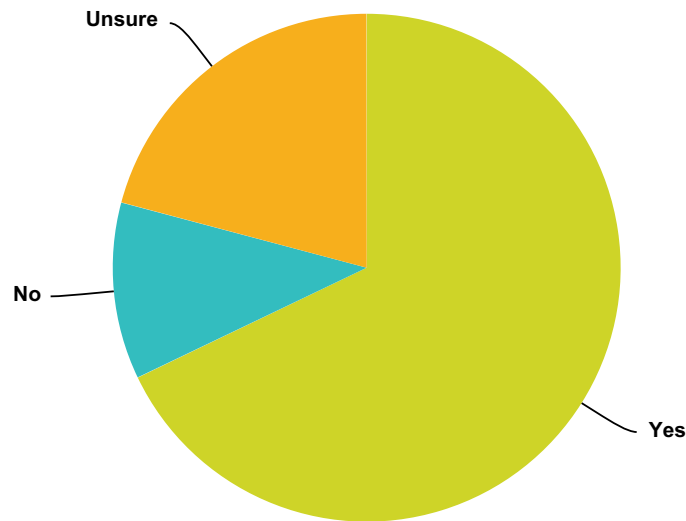
Answered: 8,816 Skipped: 3,731



Answer Choices	Responses	
More aware	42.84%	3,777
Less aware	33.30%	2,936
Don't know	23.85%	2,103
Total		8,816

Q37 Do you believe that your club provides adequate facilities for disabled supporters?

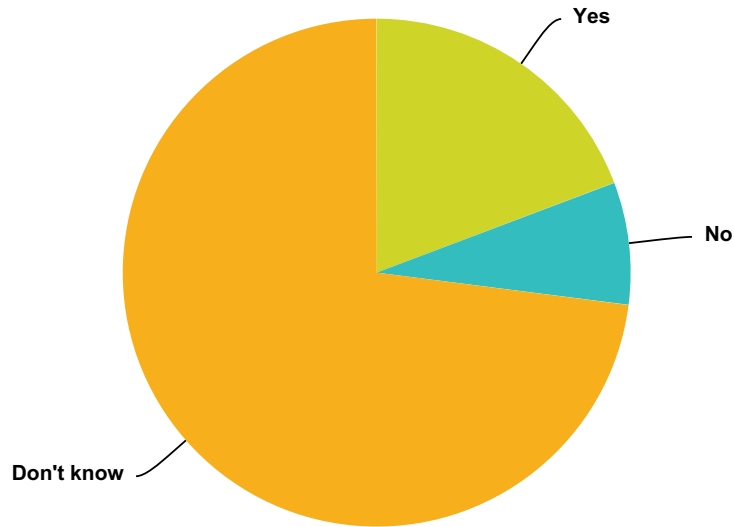
Answered: 8,810 Skipped: 3,737



Answer Choices	Responses	
Yes	67.89%	5,981
No	11.26%	992
Unsure	20.85%	1,837
Total		8,810

Q38 Does your club provide headsets and commentary for visually impaired supporters?

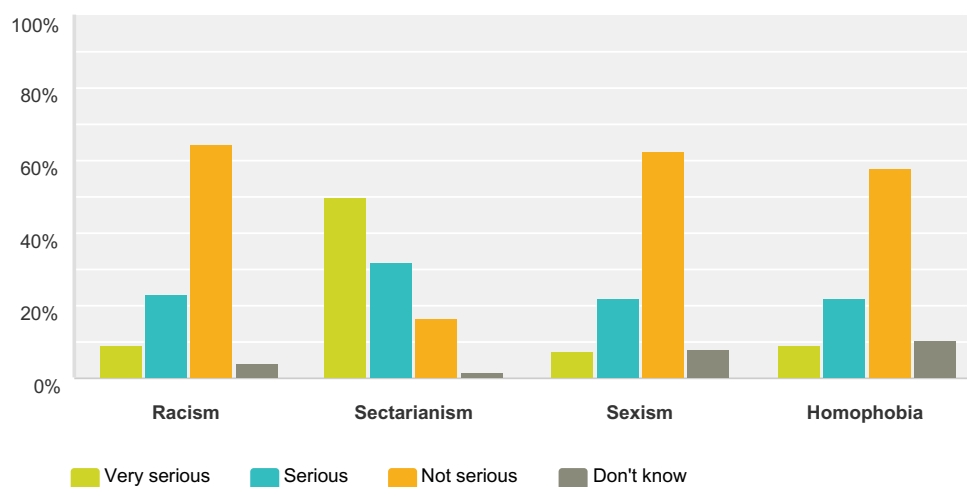
Answered: 8,816 Skipped: 3,731



Answer Choices	Responses	
Yes	19.26%	1,698
No	7.78%	686
Don't know	72.96%	6,432
Total		8,816

Q39 How much of an issue do you think Scottish football has with the following

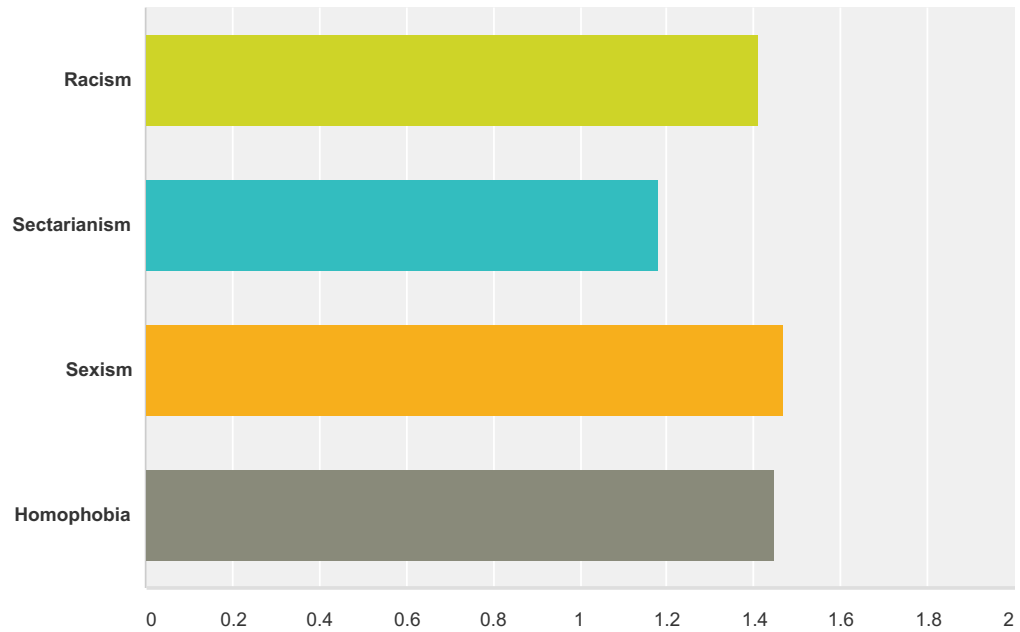
Answered: 8,843 Skipped: 3,704



	Very serious	Serious	Not serious	Don't know	Total
Racism	8.88% 784	22.82% 2,015	64.44% 5,689	3.86% 341	8,829
Sectarianism	50.12% 4,429	31.92% 2,821	16.56% 1,463	1.40% 124	8,837
Sexism	7.43% 655	22.06% 1,944	62.45% 5,504	8.07% 711	8,814
Homophobia	9.09% 801	22.08% 1,946	58.10% 5,121	10.73% 946	8,814

Q40 Do you believe more resources should be committed to trying to stamp out the following issues

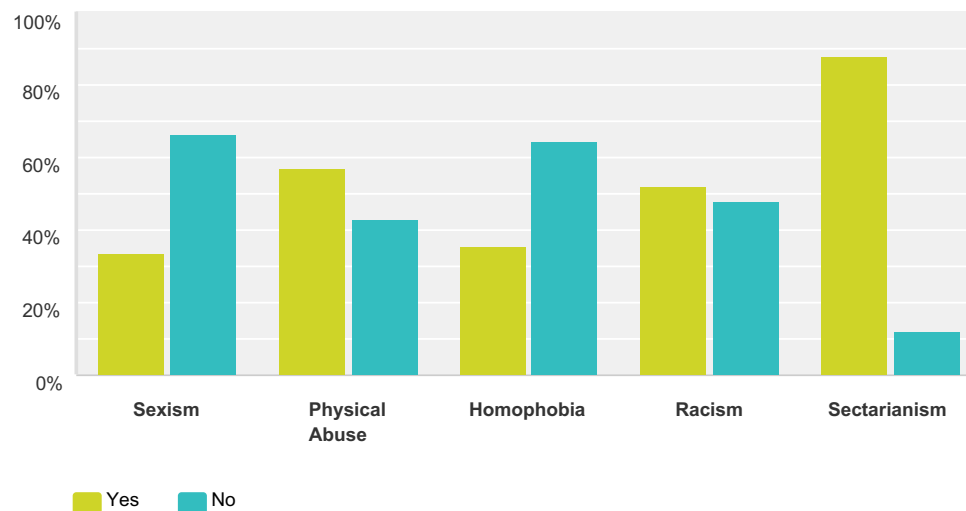
Answered: 8,820 Skipped: 3,727



	Yes	No	Total	Weighted Average
Racism	59.15% 5,190	40.85% 3,584	8,774	1.41
Sectarianism	82.14% 7,235	17.86% 1,573	8,808	1.18
Sexism	52.78% 4,620	47.22% 4,133	8,753	1.47
Homophobia	55.04% 4,809	44.96% 3,929	8,738	1.45

Q41 Have you ever witnessed any of the following in and around football stadia in Scotland?

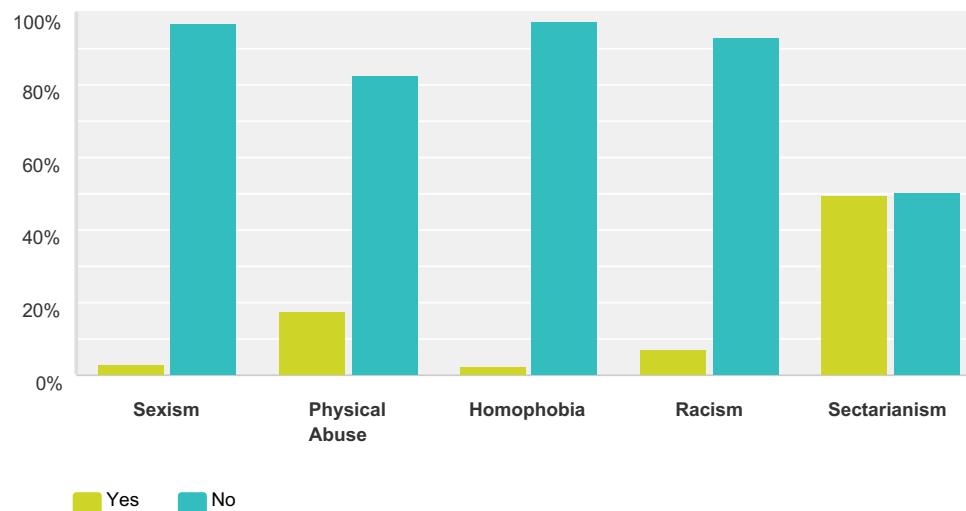
Answered: 8,822 Skipped: 3,725



	Yes	No	Total
Sexism	33.73% 2,944	66.27% 5,785	8,729
Physical Abuse	57.17% 4,997	42.83% 3,744	8,741
Homophobia	35.48% 3,087	64.52% 5,614	8,701
Racism	51.96% 4,542	48.04% 4,200	8,742
Sectarianism	88.21% 7,748	11.79% 1,036	8,784

Q42 Have you ever been subjected to any of the following in and around football stadia in Scotland?

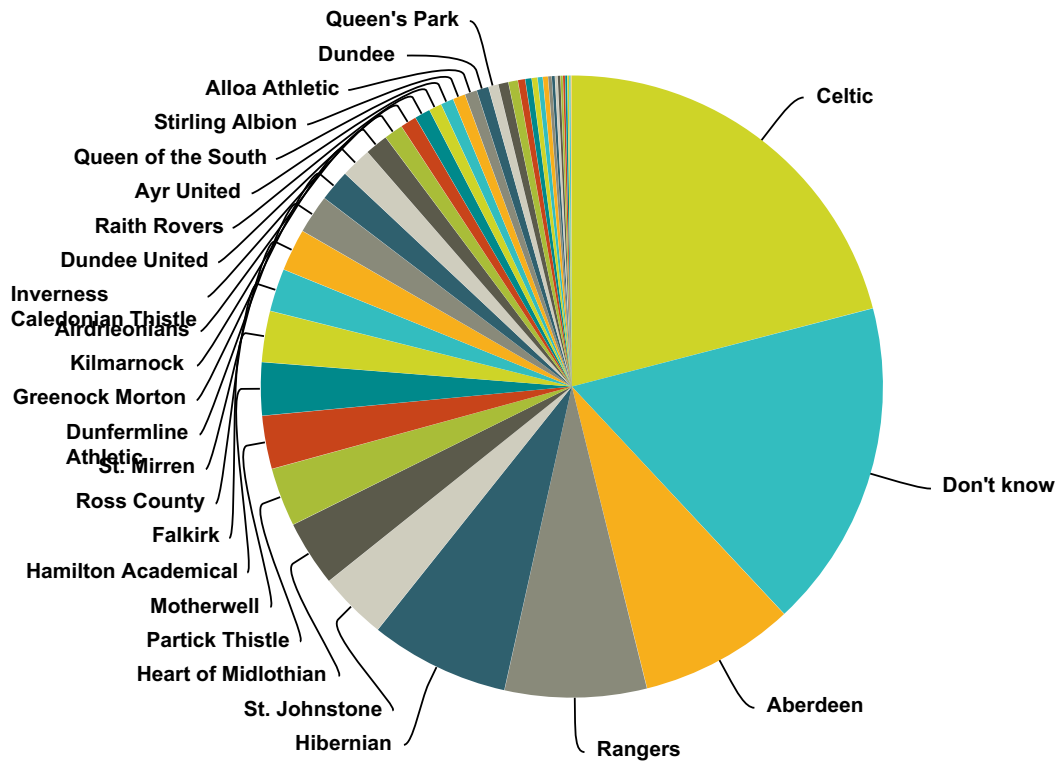
Answered: 8,838 Skipped: 3,709



	Yes	No	Total
Sexism	3.16% 275	96.84% 8,421	8,696
Physical Abuse	17.58% 1,536	82.42% 7,201	8,737
Homophobia	2.48% 215	97.52% 8,460	8,675
Racism	7.21% 628	92.79% 8,087	8,715
Sectarianism	49.72% 4,377	50.28% 4,426	8,803

Q43 Which SPFL club do you believe is the best at working within the community?

Answered: 8,450 Skipped: 4,097



Answer Choices	Responses
Celtic	20.96% 1,771
Don't know	17.09% 1,444

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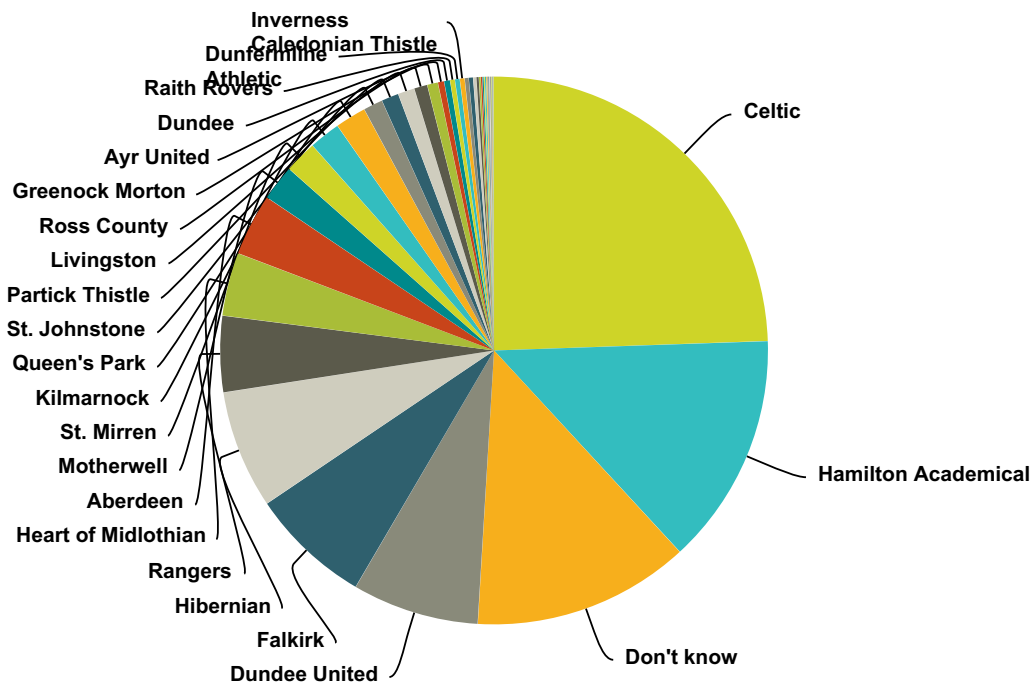
Aberdeen	8.07%	682
Rangers	7.37%	623
Hibernian	7.24%	612
St. Johnstone	3.53%	298
Heart of Midlothian	3.43%	290
Partick Thistle	3.05%	258
Motherwell	2.77%	234
Hamilton Academical	2.75%	232
Falkirk	2.66%	225
Ross County	2.22%	188
St. Mirren	2.20%	186
Dunfermline Athletic	2.01%	170
Greenock Morton	1.64%	139
Kilmarnock	1.59%	134
Airdrieonians	1.21%	102
Inverness Caledonian Thistle	0.98%	83
Dundee United	0.84%	71
Raith Rovers	0.82%	69
Ayr United	0.66%	56
Queen of the South	0.66%	56
Stirling Albion	0.66%	56
Alloa Athletic	0.64%	54
Dundee	0.62%	52
Queen's Park	0.53%	45
Stenhousemuir	0.52%	44
Clyde	0.49%	41
Albion Rovers	0.39%	33
East Fife	0.33%	28
Annan Athletic	0.30%	25
Livingston	0.27%	23
Montrose	0.27%	23
Elgin City	0.20%	17
Berwick Rangers	0.15%	13
Arbroath	0.14%	12
Dumbarton	0.14%	12

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Peterhead	0.13%	11
Brechin City	0.11%	9
Cowdenbeath	0.11%	9
Edinburgh City	0.11%	9
Stranraer	0.07%	6
Forfar Athletic	0.06%	5
Total		8,450

Q44 Which SPFL club to you believe is the best at developing talented young footballers?

Answered: 8,506 Skipped: 4,041



Answer Choices	Responses
Celtic	24.47% 2,081

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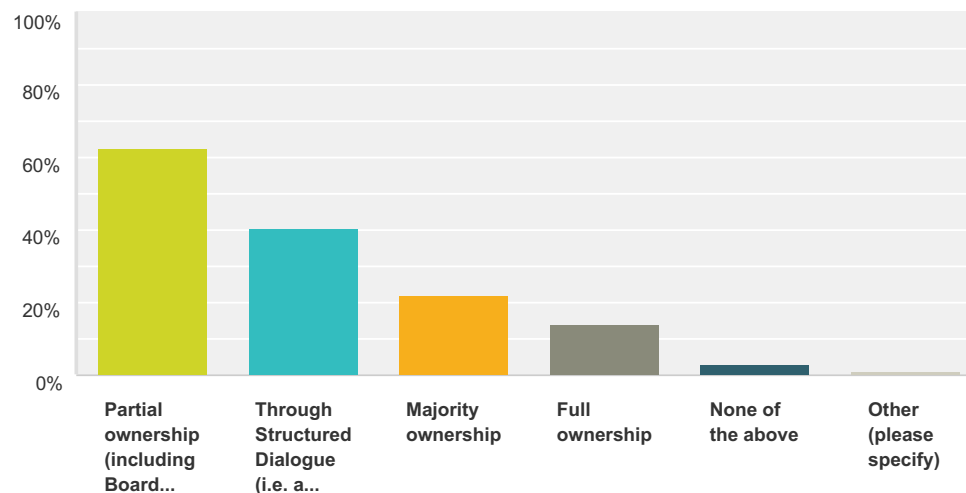
Hamilton Academical	13.68%	1,164
Don't know	12.81%	1,090
Dundee United	7.48%	636
Falkirk	7.12%	606
Hibernian	7.00%	595
Rangers	4.49%	382
Heart of Midlothian	3.74%	318
Aberdeen	3.66%	311
Motherwell	2.10%	179
St. Mirren	1.93%	164
Kilmarnock	1.85%	157
Queen's Park	1.82%	155
St. Johnstone	1.15%	98
Partick Thistle	1.01%	86
Livingston	0.99%	84
Ross County	0.78%	66
Greenock Morton	0.63%	54
Ayr United	0.38%	32
Dundee	0.34%	29
Raith Rovers	0.29%	25
Dunfermline Athletic	0.28%	24
Inverness Caledonian Thistle	0.28%	24
Queen of the South	0.25%	21
Stirling Albion	0.25%	21
Airdrieonians	0.20%	17
Clyde	0.14%	12
Alloa Athletic	0.11%	9
East Fife	0.09%	8
Edinburgh City	0.08%	7
Annan Athletic	0.07%	6
Elgin City	0.07%	6
Forfar Athletic	0.07%	6
Cowdenbeath	0.06%	5
Dumbarton	0.06%	5

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Stranraer	0.06%	5
Berwick Rangers	0.05%	4
Brechin City	0.05%	4
Stenhousemuir	0.04%	3
Albion Rovers	0.02%	2
Montrose	0.02%	2
Peterhead	0.02%	2
Arbroath	0.01%	1
Total		8,506

Q45 In what capacity should supporters be involved in the governance of their clubs? (You can tick more than one)

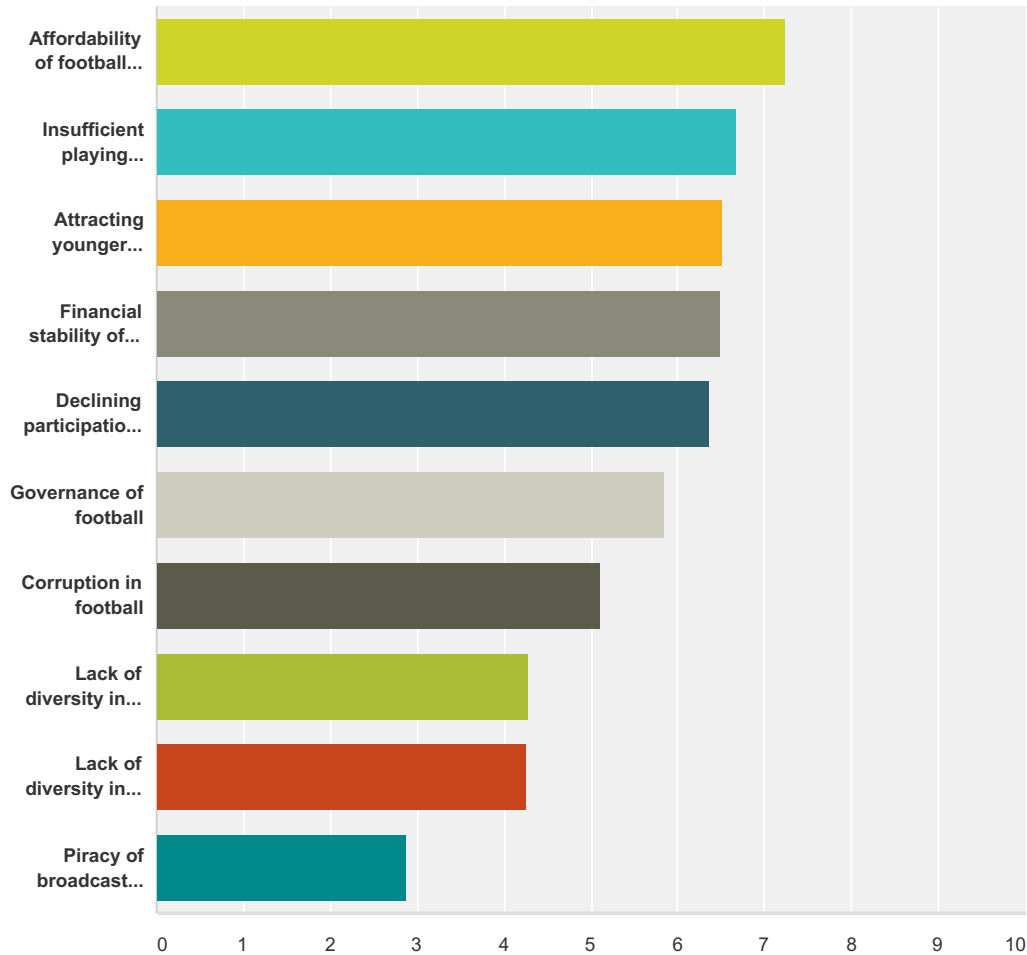
Answered: 8,586 Skipped: 3,961



Answer Choices	Responses	
Partial ownership (including Board Representation)	62.64%	5,378
Through Structured Dialogue (i.e. a Fans Council or Quarterly Meetings)	40.41%	3,470
Majority ownership	22.04%	1,892
Full ownership	14.16%	1,216
None of the above	2.92%	251
Other (please specify)	1.18%	101
Total Respondents: 8,586		

Q46 Rank the following factors in order of their threat to the future of Scottish football in the next 5 years? Drag and drop this list until the most important factor is at the top and the least at the bottom

Answered: 8,160 Skipped: 4,387



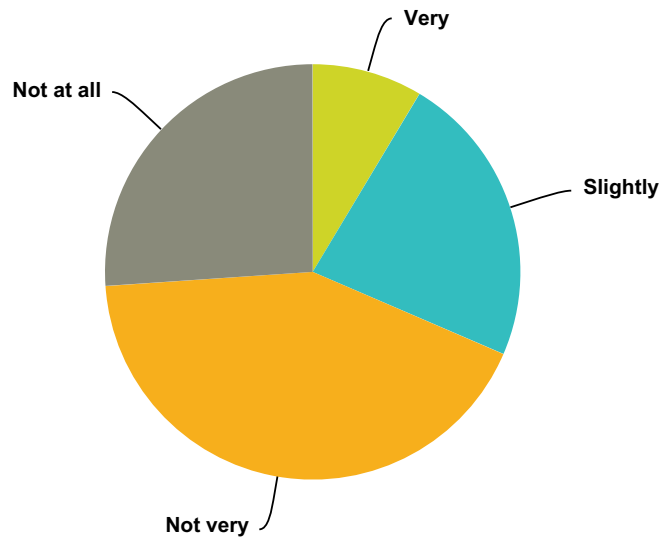
	1	2	3	4	5	6	7	8	9	10	Total	Score
Affordability of football tickets for fans	30.53% 2,387	14.42% 1,127	11.61% 908	11.19% 875	8.39% 656	5.35% 418	4.22% 330	3.12% 244	4.22% 330	6.95% 543	7,818	7.25
Insufficient playing facilities for grassroots football	20.58% 1,455	12.37% 875	12.04% 851	11.43% 808	11.74% 830	8.87% 627	6.89% 487	5.40% 382	5.77% 408	4.92% 348	7,071	6.68
Attracting younger football fans	8.65% 624	14.90% 1,075	15.68% 1,131	14.16% 1,022	15.36% 1,108	11.17% 806	7.69% 555	6.02% 434	3.95% 285	2.43% 175	7,215	6.52
Financial stability of football clubs	10.83% 792	15.37% 1,124	15.16% 1,108	12.86% 940	11.85% 866	9.41% 688	8.07% 590	9.53% 697	4.88% 357	2.04% 149	7,311	6.49
Declining participation in football	9.79% 698	13.72% 978	16.17% 1,153	12.88% 918	11.82% 843	10.17% 725	8.56% 610	7.92% 565	6.54% 466	2.44% 174	7,130	6.36

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Governance of football	10.28% 764	13.10% 974	11.06% 822	9.15% 680	10.42% 775	11.39% 847	8.97% 667	9.46% 703	10.59% 787	5.60% 416	7,435	5.84
Corruption in football	10.14% 740	8.25% 602	8.09% 590	7.79% 568	7.25% 529	9.02% 658	14.45% 1,054	10.35% 755	14.28% 1,042	10.39% 758	7,296	5.11
Lack of diversity in football governance	1.19% 86	2.77% 200	4.96% 358	7.59% 548	10.29% 743	15.85% 1,145	16.27% 1,175	18.84% 1,361	14.66% 1,059	7.60% 549	7,224	4.29
Lack of diversity in football participation	0.75% 54	2.57% 184	4.57% 327	10.10% 723	9.92% 710	12.05% 863	16.40% 1,174	19.40% 1,389	18.79% 1,345	5.45% 390	7,159	4.25
Piracy of broadcast content	2.85% 204	4.48% 321	2.61% 187	3.39% 243	4.37% 313	5.08% 364	6.08% 435	7.35% 526	12.42% 889	51.37% 3,678	7,160	2.88

Q47 How concerned are you about the use of drugs within Scottish football?

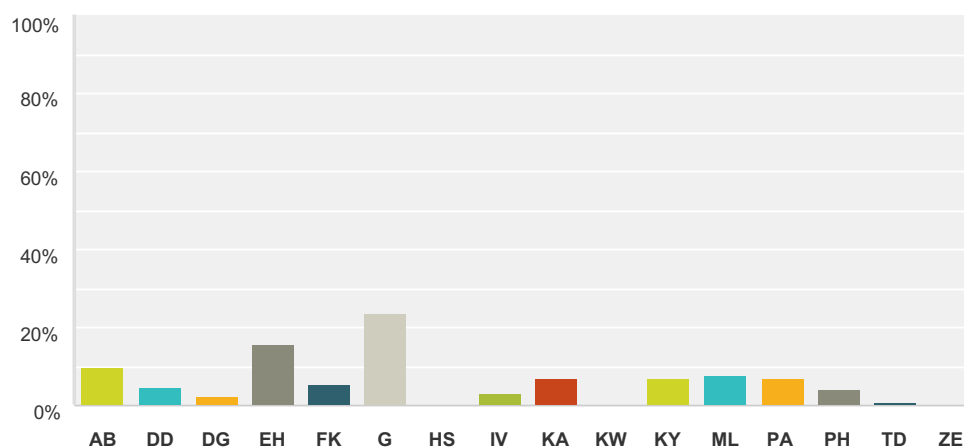
Answered: 8,602 Skipped: 3,945



Answer Choices	Responses	
Very	8.60%	740
Slightly	22.88%	1,968
Not very	42.44%	3,651
Not at all	26.08%	2,243
Total		8,602

Q48 Which region (postcode) do you live in?

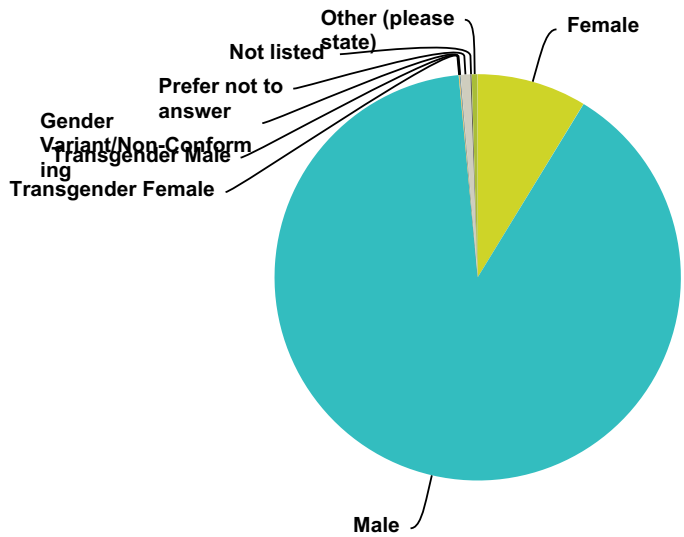
Answered: 8,167 Skipped: 4,380



Answer Choices	Responses	Count
AB	9.62%	786
DD	4.79%	391
DG	2.13%	174
EH	15.98%	1,305
FK	5.71%	466
G	23.50%	1,919
HS	0.22%	18
IV	3.34%	273
KA	7.18%	586
KW	0.36%	29
KY	7.00%	572
ML	8.00%	653
PA	6.84%	559
PH	4.29%	350
TD	0.87%	71
ZE	0.18%	15
Total		8,167

Q49 Which of the following describes how you think about yourself?

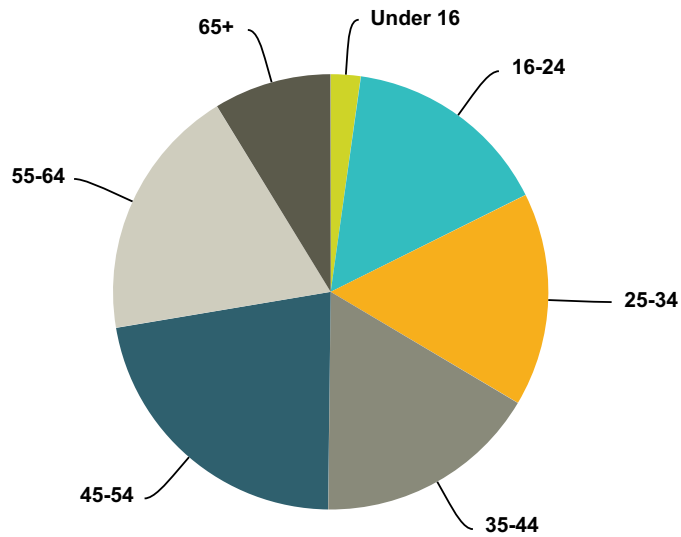
Answered: 8,548 Skipped: 3,999



Answer Choices	Responses	
Female	8.73%	746
Male	89.79%	7,675
Transgender Female	0.06%	5
Transgender Male	0.02%	2
Gender Variant/Non-Conforming	0.06%	5
Prefer not to answer	0.77%	66
Not listed	0.11%	9
Other (please state)	0.47%	40
Total		8,548

Q50 Which category below includes your age?

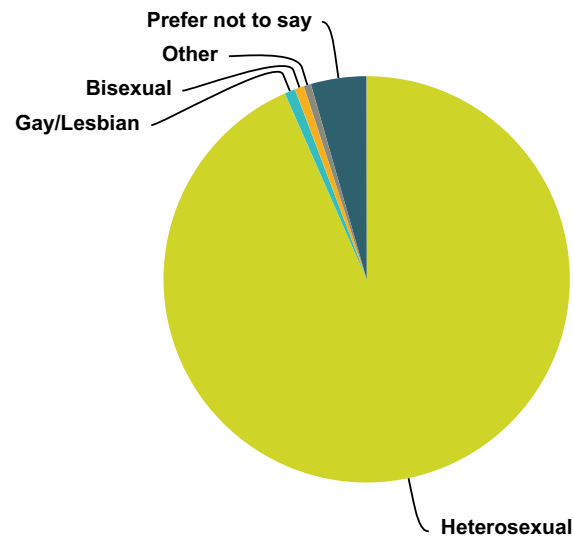
Answered: 8,557 Skipped: 3,990



Answer Choices	Responses	
Under 16	2.22%	190
16-24	15.45%	1,322
25-34	15.86%	1,357
35-44	16.66%	1,426
45-54	22.17%	1,897
55-64	18.90%	1,617
65+	8.74%	748
Total		8,557

Q51 Which of the following best describes how you think of your sexual orientation?

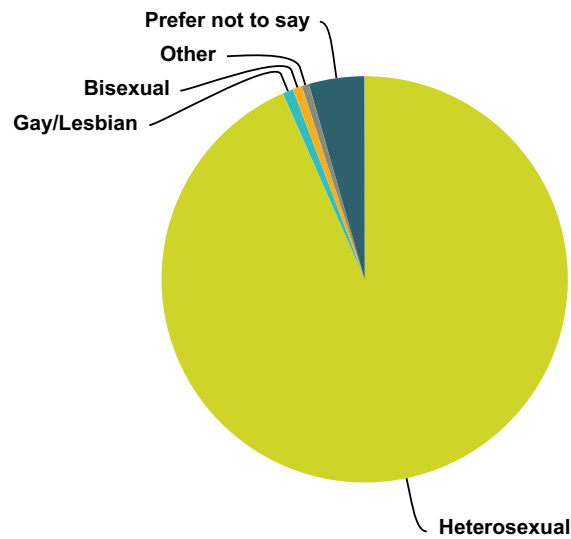
Answered: 8,518 Skipped: 4,029



Answer Choices	Responses	
Heterosexual	93.40%	7,956
Gay/Lesbian	0.87%	74
Bisexual	0.73%	62
Other	0.56%	48
Prefer not to say	4.44%	378
Total		8,518

Q51 Which of the following best describes how you think of your sexual orientation?

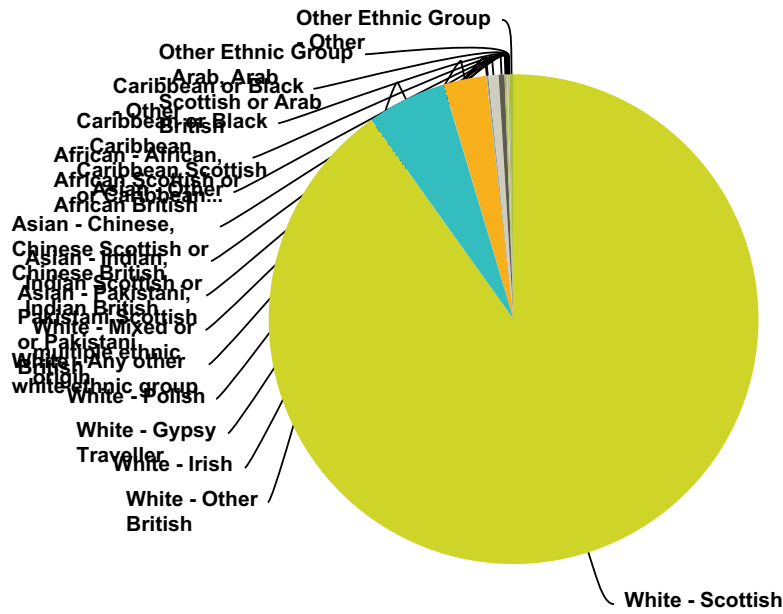
Answered: 8,518 Skipped: 4,029



Answer Choices	Responses	
Heterosexual	93.40%	7,956
Gay/Lesbian	0.87%	74
Bisexual	0.73%	62
Other	0.56%	48
Prefer not to say	4.44%	378
Total		8,518

Q52 What is your ethnic background?

Answered: 8,244 Skipped: 4,303



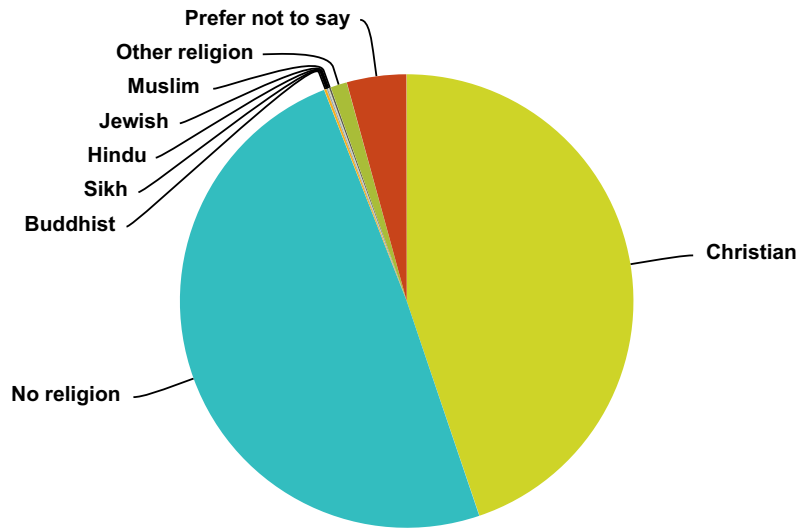
Answer Choices	Responses	
White - Scottish	90.13%	7,430
White - Other British	5.26%	434
White - Irish	2.84%	234
White - Gypsy Traveller	0.06%	5
White - Polish	0.07%	6
White - Any other white ethnic group	0.66%	54
White - Mixed or multiple ethnic origin	0.40%	33
Asian - Pakistani, Pakistani Scottish or Pakistani British	0.10%	8
Asian - Indian, Indian Scottish or Indian British	0.04%	3
Asian - Bangladeshi, Bangladeshi Scottish or Bangladeshi British	0.00%	0
Asian - Chinese, Chinese Scottish or Chinese British	0.06%	5
Asian - Other	0.02%	2
African - African, African Scottish or African British	0.05%	4
Caribbean or Black - Caribbean, Caribbean Scottish or Caribbean British	0.01%	1
Caribbean or Black - Black, Black Scottish or Black British	0.00%	0
Caribbean or Black - Other	0.01%	1
Other Ethnic Group - Arab, Arab Scottish or Arab British	0.02%	2
Other Ethnic Group - Other	0.27%	22

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Other (please specify)	0.00%	0
Total		8,244

Q53 What are your religious beliefs?

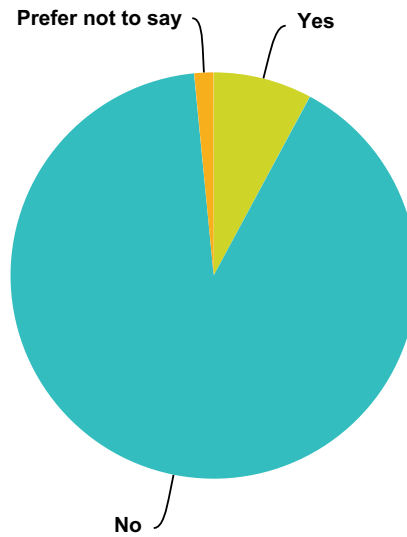
Answered: 8,531 Skipped: 4,016



Answer Choices	Responses	
Christian	44.81%	3,823
No religion	49.27%	4,203
Buddhist	0.18%	15
Sikh	0.04%	3
Hindu	0.06%	5
Jewish	0.08%	7
Muslim	0.13%	11
Other religion	1.18%	101
Prefer not to say	4.26%	363
Total		8,531

Q54 Do you consider yourself to have a disability?

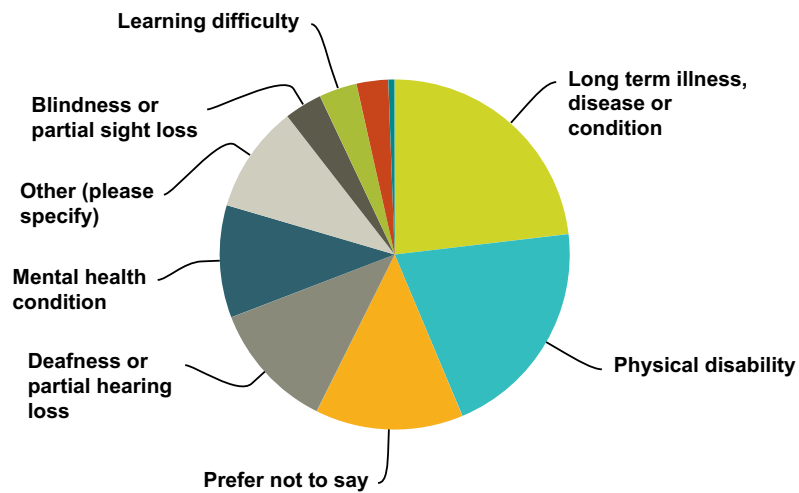
Answered: 8,548 Skipped: 3,999



Answer Choices	Responses	
Yes	7.86%	672
No	90.61%	7,745
Prefer not to say	1.53%	131
Total		8,548

Q55 If yes, please identify the nature of your disability

Answered: 856 Skipped: 11,691



Answer Choices	Responses	
Long term illness, disease or condition	23.13%	198
Physical disability	20.56%	176
Prefer not to say	13.67%	117
Deafness or partial hearing loss	11.80%	101
Mental health condition	10.40%	89
Other (please specify)	9.93%	85
Blindness or partial sight loss	3.50%	30
Learning difficulty	3.50%	30
Learning disability	2.92%	25
Developmental disorder	0.58%	5
Total		856

Analysis of Results

This report is a further look at the results of the 2017 Scottish Football Supporters Survey and some of the key trends of the results.

Section 1: Engagement with my Club

Which of the following three factors do you consider to be the most important when deciding whether to attend games?

This question allowed participants to list the factors which had the biggest impact on their decisions to attend games. Much like the 2016 Scottish Football Supporters Survey results, ticket costs were considered the biggest factor with kick-off times the second most important factor. A new option added to the 2017 survey 'Your relationship with your club' ranked third highest.

The least important factors were the 'promotion and marketing of the games' and the 'opportunities to purchase alcoholic beverages'.

Do you know if your club has a Supporter Liaison Officer (SLO)?

When asked about their awareness of whether there was a Supporter Liaison Officer in place within their club, 46% of respondents either were aware of one being in place, or were aware their club hadn't appointed one (or hadn't communicated it). Awareness is up 9% on the previous year's survey results.

How do you usually travel to your club's home matches?

Travelling by car was the most popular means of travel for supporters (over 50% of participants used car). This was a new question within the 2017 Survey.

How do you usually travel to your club's away matches?

Again, car was the most popular means by which supporters travelled to their team's away games, however there was a significant rise in the use of supporters buses. This was also a new question in the 2017 Survey.

How satisfied are you with the transport links to your team's stadium?

The vast majority of supporters are satisfied with the transport links to their team's stadiums. A cross comparison on how fans travel to games with the responses to this question (and the participant's supported club) may provide an interesting exercise. This was a new question in the 2017 Survey.

Are you in favour of:

- **A pilot scheme to consider the reintroduction of alcohol**

While there was a majority of supporters keen to see the introduction of alcohol into Scottish games, there is a clear decrease in popularity (10%) from the previous two year's surveys, as evidenced below.

Would you be in favour of a pilot scheme to consider the reintroduction of alcohol?	2014	2016	2017
Yes	72.40%	67.23%	62.76%
No	24.68%	25.79%	30.74%
Don't know	2.72%	6.97%	6.50%

- The introduction of a safe standing area at your club?

Overall support for the introduction of safe standing areas remains high with 87.65% of participants keen to see their club pursue it.

Do you believe that the introduction of safe standing would improve the match-day experience?	2014	2016	2017
Yes	88.24%	79.28%	87.65%
No	7.76%	12.40%	8.75%
Don't know	4%	8.32%	3.60%

Do you feel the current admission price for games in Scotland is good value for money?

Over 50% of participants of the survey believe the admission price for games in Scottish football represents either very poor, or poor value for money (56%). However this is a reduction of 14% from the previous year's survey (70%). There is also a 5% increase in people believing Scottish football to be good or very good value for money on the previous year's results.

Do you feel the current admission price for games in Scotland is good value for money?	2016	2017
Very good value	0.85%	2.13%
Good value	4.53%	9.48%
Fair	24.88%	34.31%
poor value	45.05%	39.82%
very poor value	24.70%	14.26%

How many games a season should be televised live?

A new question to the survey for 2017, this question received a mixed response with between 1 to 20 games being shown live on TV being the most popular answer.

9% of respondents didn't believe there should be any games screened live with 15% feeling all games should be shown live.

If your Club's fixture is live on TV, does this make you more or less inclined to attend the game?

Following on from the previous question, this question sought to uncover whether screening a game had any bearing on attendances. The response was an emphatic no with 75% of respondents stating it didn't influence their decision to attend a game.

Would you be in favour of an alternative European competition with other small and nearby nations, such as Belgium, Holland, Sweden, Denmark etc?

When asked whether they would be in favour of an alternative European competition with clubs from nearby nations of a similar scale to Scotland, there was a majority response (59%) in favour of such a competition.

Are you in favour of:

The new Bet-fred Cup Competition

Fans were positive about the format of the new Bet-fred Cup competition which was introduced this season with 63% in favour.

The new Iru-Bru Cup Competition

Fans were more positive than negative about the new Iru-Bru Cup competition with 45% in favour versus 21% to against with 34% unsure/unaware of the format.

Where do you get news and information from the club you support? Tick the boxes that are applicable to you.

When asked how they consume news about their team, fans stated clubs' official websites were the most popular source for information. Social media then featured prominently with Facebook and Twitter ranking second and third respectively.

The only non-digital means consumption were through the club's match day programme (20% of supporters got their news through the programme) and 'Other' with newspapers (16%).

How do you purchase match tickets from your club?

The most popular means through which supporters purchased their match tickets was online (39%) with 'Other' (season tickets) second most popular (24.8%).

19% of fans were buying tickets on the day of matches either at the turnstile or at the ticket office.

On a scale of 0-10 (where 0 is 'not important at all' and 10 is 'very important') how would you rate the importance of the following to your overall experience at matches?

When asked about how important various factors were to the overall experience at a game, atmosphere ranked highest with customer service second. Facilities ranked third with catering and pre-match entertainment ranking fourth and fifth respectively.

What one change would you make (away from the footballing side) to improve the match day experience at your club?

When asked what changes fans would make aside from matters on the pitch, there were a variety of responses ranging with the volume of the PA systems, the quality of catering, the ability to purchase alcohol, the introduction of safe standing and the introduction of summer football all featuring.

Text analysis would be feasible on a club-by-club basis for this question.

In your opinion which SPFL club provides the best match day experience for away supporters?

Supporters were asked to name the SPFL club which provides the best match day experience for away supporters. 'Don't know' was the most popular response with Celtic the highest ranked club. Hearts were the second highest ranking club with Rangers and Hibs third and fourth respectively.

The answer may be interesting to filter on a club by club basis.

Section 2: The Scottish Cup

Overall, supporters were most positive than negative about the Scottish FA and Scottish Cup and fans mostly 'agreed' with each of the following statements:

- The Scottish Cup is 'our' cup – a competition for all of Scotland (46% fans agreed)
- The Scottish Cup is a great spectacle - I will always watch the final no matter which teams are playing (34% fans agreed)
- The Scottish Cup is unpredictable - famous for its upsets and giant-killings (45% agreed)
- The Scottish Cup is a great spectacle - even in the earliest rounds (35% agreed)

However, fans mostly neither agreed nor disagreed with the statement that 'The Scottish FA (SFA) is committed to the prestige of the Scottish Cup'

Section 3: Supporting Scotland

When asked about attending Scotland games, fans were more positive than negative about the following statements:

- Are becoming more of a family-friendly experience? (35% either strongly agreed or agreed)
- Are becoming more of a whole day out, about more than just the result? (30% either strongly agreed or agreed)

Although, the most popular response within this was 'Neither agree nor disagree'.

However, fans were more negative than positive about the following statements:

- Hampden stewarding has improved in the past year? (25% either disagreed or strongly disagreed)
- Hampden catering has improved in the past year? (23% either disagreed or strongly disagreed)

Again, the most popular response to these questions was neither agree nor disagree.

Fans were then asked for their views on a range of statements about supporting the national team:

- You're proud to support Scotland (64% either agreed or strongly agreed)
- Being a Scotland fan is part of who I am (60% either agreed or strongly agreed)
- Being resilient is part of being a Scotland fan (68% either agreed or strongly agreed)

However, fans disagreed with the following statements more than they agreed:

- Scotland games are more important than club games (71% either disagreed or strongly disagreed)
- Scotland games are much more about the party and much less about the result (50% either disagreed or strongly disagreed)

Section 4: Women & Girls

Do you currently attend Womens football league or international games?

Only 9% of participants in the survey attending womens games either regularly or occasionally with the vast majority not attending games.

What would encourage you attend more Womens football league or international games?

When asked what would encourage participants to encourage more women and girls games, the most popular answer was 'Better promotion from the media' with 'being a fan of the club playing' ranking second highest.

For comments in the 'other' response, participants listed a range of factors including:

Officially incorporating women's teams into setups, moving venues around for international fixtures and standardized kick off times. 'Not interested' was the most popular response within the comment box for this question.

How much do you agree:

Participants were asked whether they agree with a series of statements relating to womens and girls football in Scotland with responses more positive than negative:

- That the Scottish FA is committed to developing girls & women's football (42% either agreed or strongly agreed)
- (Girls who play football) believe that football is for them & their friends (42% either agreed or strongly agreed)
- (Parents of girls who play football) believe that football is for their daughters (39% either agreed or strongly agreed)

Section 5: Performance

To what extent do you agree that the standard of the professional game will be improved by

Supporters were asked whether they agreed or disagreed with a series of statements relating to improving professional football in Scotland. Participants were more positive than negative about the impact of the following factors on the standard of professional football in Scotland:

- The opening of National Performance Centre for Sport (Oriam) (56% either agreed or strongly agreed)
- Performance Schools (66% either agreed or strongly agreed)
- Improvement in elite coaching (78% either agreed or strongly agreed)
- More dedicated professional players (79% either agreed or strongly agreed)

How much do you agree?

Participants were asked for their views on a series of statements relating to player development in Scotland. Participants agreed more than they disagreed with the following statements:

- You know of a few players in our talent pipeline? (51% either agreed or strongly agreed)
- You understand what it takes to become an elite footballer in the modern day? (49% either agreed or strongly agreed)

However, participants disagreed more than they agreed with the following statements:

- Scotland is developing enough talented young players to improve the national team? (57% either disagreed or strongly disagreed)
- The Scottish FA knows how to best develop elite footballers (69% either disagreed or strongly disagreed)
- The Scottish FA is committed to improving the performance of talented/elite players (38% either disagreed or strongly disagreed)

Section 6: Football Development

Participants were asked whether they agree with a series of statements relating to football development and the Scottish FA's programmes. All statements received more positive than negative feedback however, there was a large percentage of people that 'neither agreed nor disagreed' with each of the statements:

- Parents understand football's physical and social benefits (61% either agreed or strongly agreed)
- Parents think that football helps develop healthy happy rounded kids (70% either agreed or strongly agreed)
- Parents are happy to take their children to a Scottish FA programme (48% either agreed or strongly agreed)
- Parents can easily navigate the programmes available to select the most appropriate Scottish FA programme for them and their child (21% either agreed or strongly agreed)

Section 7: The Scottish FA

This section sought to gather an understanding of supporters' awareness of the Scottish FA's community programmes and perceptions of the Scottish FA's commitment to a range of aspects of the game.

Awareness of Scottish FA programmes

There were two aspects of the Scottish FA's work that supporters were more aware than unaware:

- Equality and Diversity programmes (52% were either very aware or somewhat aware)
- Coach education courses (54% were either very aware or somewhat aware)

Supporters were more unaware than aware of the following aspects of the Scottish FA's work:

- Midnight leagues (61% were unaware)
- Just Play (76% were unaware)
- Mini Kickers programme (57% were unaware)
- Quality Mark Club programme (77% were unaware)

- Primary School Football Challenge (63% were unaware)
- Skill Centres (59% were unaware)
- UEFA Grassroots Week (75% were unaware)

How aware are you of the following Scottish FA grassroots programmes?						
	2016			2017		
Answer Options	Very aware	Somewhat aware	Unaware	Very aware	Somewhat aware	Unaware
Equality and Diversity programmes	n/a	n/a	n/a	914	3780	4265
Midnight leagues	7413	3581	1461	1072	2430	5446
Just Play (sponsored by Mars)	9736	2082	534	378	1729	6832
Mini Kickers programme	7067	3529	1842	1420	2446	5082
Quality Mark Club programme	9220	2044	1150	780	1272	6891
Primary School Football Challenge (sponsored by Tesco Bank)	9490	2348	568	927	2398	5630
Coach Education courses	n/a	n/a	n/a	1599	3239	4107
Skill Centres (sponsored by Lidl)	5678	5353	1381	854	2839	5248
UEFA Grassroots Week	n/a	n/a	n/a	534	1663	6727

Scottish Football

Supporters were asked whether they agreed or disagreed with a range of statements regarding Scottish football overall. Supporters disagreed more than they agreed with the following statements:

- Scottish football offers a high quality product (51% either disagreed or strongly disagreed)
- Scottish football is committed to a high-quality fan experience (61% either disagreed or strongly disagreed)
- National teams are improving generally (68% either disagreed or strongly disagreed)
- Club performances are improving (39% either disagreed or strongly disagreed)
- I am optimistic about the future of Scottish football (48% either disagreed or strongly disagreed)

There were two statements supporters agreed with more than they disagreed with:

- Scottish football offers a family-friendly environment (38% either agreed or strongly agreed)

- I am proud of Scottish football (47% either agreed or strongly agreed)

The penultimate question in this section focused upon what should be the priority areas for the Scottish FA.

This question was also asked last year and the table below represents how perceptions of what the Scottish FA should prioritise have changed (the biggest priority to top):

2016 Survey Responses	2017 Survey Responses
Promoting Scottish football	Grassroots participation
Grassroots participation	Success of the national teams
Improving referee standards	Producing better coaches for the whole game
Producing better coaches for the whole game	Improving referee standards
Ensuring Financial Fair Play and good governance	Promoting Scottish football
Success of the national teams	Providing a pathway to professional football for players
Improving the matchday experience	Ensuring Financial Fair Play and good governance
Cultivating a healthier and fitter Scotland	Cultivating a healthier and fitter Scotland
Running a successful Scottish Cup competition	Improving the matchday experience
Providing a pathway to professional football for players	Running a successful Scottish Cup competition
Developing girls and women's football	Developing girls and women's football

Scottish FA's Commitment

The last question in the section asked participants for the views on how committed they believed the Scottish FA were to a range of aspects of the game.

Supporters agreed more than they disagreed with the following four statements:

- Developing girls and womens football (40% either agreed or strongly agreed)
- Encouraging families/friendly atmosphere (40% either agreed or strongly agreed)
- Enabling clubs with potential to rise through the pyramid system (40% either agreed or strongly agreed)
- Encouraging participation in grassroots football (41% either agreed or strongly agreed)

Fans disagreed more than they disagreed with the Scottish FA's commitment to the following six statements:

- Enhancing the fans' experience of football (51% either disagreed or strongly disagreed)
- Improving facilities (39% either either disagreed or strongly disagreed)
- Improving standards of refereeing (61% either disagreed or strongly disagreed)
- Improved governance of the game (53% either disagreed or strongly disagreed)

- Ensuring clubs are well run at every level of the game (50% either disagreed or strongly disagreed)
- Stronger financial regulations (49% either disagreed or strongly disagreed)

This question can be cross compared to last year's results.

Section 8: Football And Society

The penultimate section of the survey looked at the role of football within society and asked a range of questions around issues of fan behavior, measures to counteract unacceptable conduct and issues with discrimination.

Would you be in favour of the introduction of Strict Liability, holding clubs responsible for the actions of supporters?

Fans were generally in favour of the introduction of strict liability within Scottish football with just under half of participants stating so.

If strict liability were not to be enforced, supporters were asked for their views on how to counteract unacceptable conduct. Feedback differed but some of the themes arising include:

- Leaving all issues to the police
- Increasing grassroots educational programmes
- Proper and definitive guidelines on what is deemed offensive
- Ensure Clubs improve their detection and removal of fans who behave in an unacceptable manner.
- Fining (and potentially banning) the individuals
- To stop broadcasters, politicians and the media glossing over and 'trivialising' behavior
- Increased engagement between clubs/stakeholders and supporter organisations

Supporters Direct Scotland will work on a separate document examining the responses to this question.

Do you believe the Offensive Behaviour Act has been effective in preventing unacceptable conduct from supporters?

The Offensive Behaviour Act has not been deemed effective in preventing unacceptable conduct by supporters, with 71% of supporters stating so.

Do you believe that fan behaviour has improved at matches in the past two seasons?

Supporters don't believe behavior has improved over the past two seasons with 46% of fans stating so (54% thought it either had improved or weren't sure).

Are you more or less aware of Police presence at matches than in previous seasons?

Fans were more aware of police presence in the current season than previous one with 43% stating so. 57% were either less aware or didn't know.

Do you believe that your club provides adequate facilities for disabled supporters?

When asked about whether their club provided adequate facilities for disabled supporters, the majority believed so. This trend continued with the application of the filter including only responses from participants who considered themselves to have a disability. Overall 68% of participants believed there was adequate provision with 65% of participants with a disability also believing this to be the case.

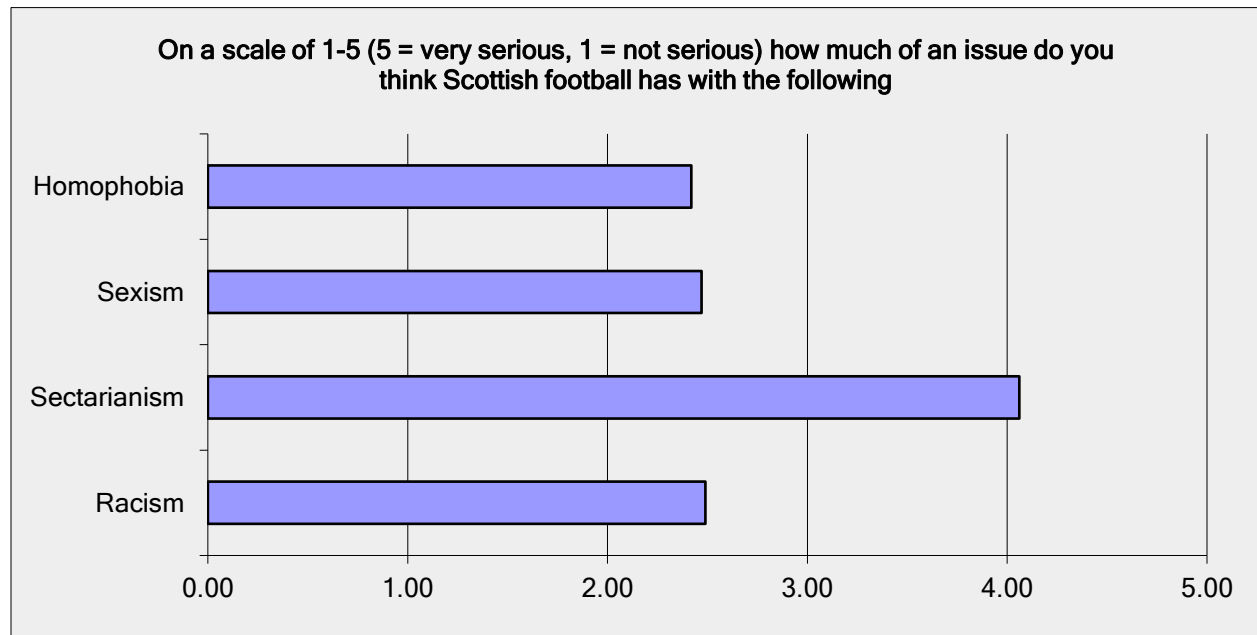
How much of an issue does Scottish football have with the following issues?

Supporters were asked for their views on how much of an issue Scottish football had with elements of discrimination. Supporters responded that Scottish football had a serious or very serious issue with sectarianism with 82% of participants responding so. There was a lesser perceived issue with sexism, homophobia and racism with participants answering 'not serious' to these issues (62%, 58% and 64% respectively).

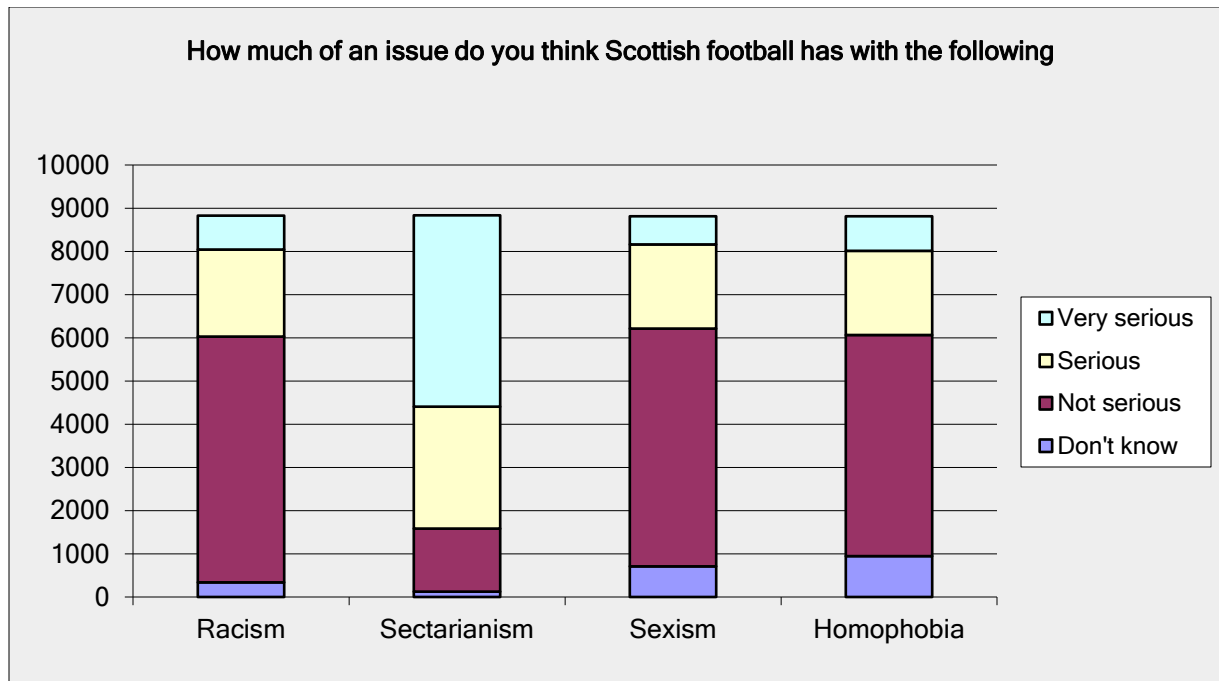
Each of these issues gain 'seriousness' when filters are applied to only include responses from those who are not white, male and are not heterosexual.

The question is not directly comparable to last year's survey due to the wording but charts are included below to represent the responses.

2016



2017



Do you believe more resources should be committed to trying to stamp out the following issues

When asked whether they believed more resources should be committed to stamp out issues of sexism, racism, sectarianism and homophobia, there was a majority in the opinion of yes for each element – with sectarianism receiving the highest percentage of ‘yes’ (82%).

Have you ever witnessed any of the following in and around football stadia in Scotland?

When asked whether the participant had witnessed discrimination and physical abuse in and around football stadia, there was a mixed response however a large number of participants stated they had witnessed sectarianism (88%), physical abuse (57%) and racism (51%).

A minority had witness sexism or homophobia.

Have you ever been subjected to any of the following in and around football stadia in Scotland?

Just under 50% of participants had been subjected to sectarianism (49.72%) in and around football stadia with 18% also being subjected to physical abuse.

Which SPFL club do you believe is the best at working within the community?

Fans were then asked which SPFL club they believed were the best at working within their community with Celtic ranking as the most popular answer. Aberdeen were the second highest ranking club with Rangers, Hibernian and St Johnstone ranking third, fourth and fifth respectively.

Which SPFL club to you believe is the best at developing talented young footballers?

This question in the survey looked at youth development within the SPFL, with fans stating Celtic were the best at developing talented players with Hamilton Academical coming second. Dundee United, Falkirk and Hibernian came third, fourth and fifth respectively.

Section 9: Governance and Ownership

In what capacity should supporters be involved in the governance of their clubs?

In this question, supporters were asked how they believed they should be involved within the governance of their club. They were able to tick more than one box. The most popular answer was Partial Ownership (including board representation). The second most popular answer was through structured dialogue and communication (not ownership).

Rank the following factors in order of their threat to the future of Scottish football in the next 5 years?

Fans were then asked to rank a list of factors in order of their threat to the future of Scottish football. The biggest perceived threat to the game was the affordability of football tickets for fans with 'insufficient playing facilities for grassroots football', 'attracting younger football fans', and 'financial stability of clubs' ranking second, third and fourth respectively.

How concerned are you about the use of drugs within Scottish football?

The final question within the survey asked supporters about how concerned they were with the use of drugs within Scottish football. There was little to no perceived risk with supporters mostly answering either 'Not very concerned' or 'Not at all concerned' (combined 68%).

Themes and Analysis

From these results and responses, SD Scotland have identified three key themes. These are:

- Value for Money
- Unacceptable Conduct
- Engagement with Clubs

Value for Money: Throughout the survey, the issue of cost and the concept of 'value' reoccurs:

- Over 50% of participants of the survey believe the admission price for games in Scottish football represents either very poor, or poor value for money (56%).
- Affordability of football ranked highest in the list of factors that threaten the future of Scottish football.
- 51% of supporters either disagreed or strongly disagreed that the Scottish FA are committed to enhancing the fans' experience of football
- 51% of supporters don't believe Scottish football offers a high quality product
- 61% of fans either disagreed or strongly disagreed with the statement that the Scottish football is committed to a high-quality fan experience
- Supporters don't agree that the standard of catering and stewarding at Hampden has improved in the past year.

However, there were some positives within this:

- There is a reduction of 14% from the previous year's survey (70%). There is also a 5% increase in people believing Scottish football to be good or very good value for money on the previous year's results.

- 35% either strongly agreed or agreed that Scotland games are becoming more of a family-friendly experience.
- 30% of supporters either agreed or strongly agreed that Scotland games are becoming more of a whole day out and about more than just the result?

Engagement: Throughout the survey, the idea and value of increased supporter engagement is highlighted:

- Increased engagement between clubs/stakeholders and supporter organisations is highlighted as a means to tackle unacceptable conduct
- Your 'relationship with your club' ranked third highest in factors that affect your decision to attend games
- Most supporters (62%) believe they should have partial ownership (including board representation).

Unacceptable Conduct: Scottish football has some issues with discrimination and anti-social behavior:

- Scottish football has a very serious issues with sectarianism (with over 50% of supporters stating so – and a further 32% believing it to be a serious issue).
- 88% of supporters have witnessed sectarianism and 57% have witnessed physical abuse in or around Scottish football stadia. 50% of fans have been subjected to sectarianism.
- Fans don't believe the Offensive Behaviour Act has been effective in preventing unacceptable conduct by supporters
- Fans are mostly in favour of the introduction of strict liability
- Fans are more aware of police presence this season than last season
- Supporters don't believe fan behavior has improved over the past two seasons
- A majority of fans believe there should be more resources given to tackle and stamp out all issues of discrimination within Scottish football

Other results of note:

- Celtic topped the list for the perceived best away experience for supporters (with Hearts in second)
- Celtic are perceived to be developing the best young players (with Hamilton second)
- Celtic are the best at delivering work within their community (with Aberdeen second)