



# SUPPORTERS SURVEY 2022

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Club Report

# 2022 SUPPORTERS SURVEY REPORT



## Audience

In March 2022 supporters of all EFL Clubs were invited to complete the latest wave of the EFL Supporters survey. Supporters were invited to take part through email and social media channels across the EFL and its clubs.

In total EFL received 38,182 responses.



**287** RESPONSES

**267** MATCH ATTENDEES

## Topics

Supporters were invited to give feedback on a range of matters relating to their Club, the EFL and its competitions.

This included:

- Relationship with Club
- Matchday Attendance
- Matchday Experience
- Ticketing behavior + Experience
- Engagement with club

## Objectives

The aim of the survey was to allow the EFL and clubs to get substantial and valuable feedback from fans on a range of areas in relation to the game, and giving fans a say on club/EFL matters.

Each club have had their data generated into 4 infographics detailing their results. Therefore, providing clubs with a unique insight into their fans behaviour and perceptions.

Please note that where sample sizes fall below 100 the reliability of the results reduces and the margin of error increases.



# 2022 SUPPORTERS CLUB REPORT CONTENTS

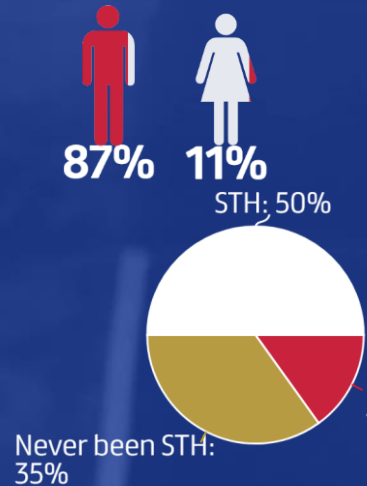


In the following slides, 4 infographics have been generated to show key results for each club:

- **Supporters' Relationships with clubs** – details respondent demographics, season ticket status, club engagement and overall feeling of valuation by the club
- **Supporters' Matchday Experience** – details match attendance, companions, transport for games, as well as the highest rated matchday elements, matchday satisfaction scores and most common matchday behaviours
- **Matchday Satisfaction** – Chart that cross plots the importance of matchday elements with supporter satisfaction. Enables Clubs to understand how they are performing on average and where rating falls below perceived importance
- **Ticketing** – details ticketing behaviours of fans, including overall rating of the club purchase process, rating of individual elements, factors that influence ticket purchase and the impact Covid-19 has had on attendance



# EFL SUPPORTERS SURVEY: RELATIONSHIP WITH THE CLUB



**96%** UK RESIDENTS

**15%**

U35 YEAR OLDS

**29%**

35-54 YEAR OLDS

**35%**

OVER 55 YEAR OLDS

## REASONS FOR LAPSED SEASON TICKETS

I no longer live close enough to the stadium	<b>32%</b>
Work / family commitments	<b>29%</b>
I purchase tickets for individual matches instead	<b>24%</b>

## FACTORS THAT WOULD ENCOURAGE SEASON TICKET PURCHASE

If I had more time to attend (e.g. different work / family commitments)	<b>31%</b>
If I lived closer to the stadium	<b>31%</b>
Cheaper season ticket prices	<b>28%</b>

## REASONS FOR SEASON TICKET PURCHASE



## ENGAGEMENT WITH CLUB

Source of info	Official club website	Official club social media	Emails from the club
	<b>73%</b>	<b>44%</b>	<b>38%</b>

Type of content	1	2	3
Fixtures and results information	<b>77%</b>		
Ticketing news		<b>73%</b>	
Match previews			<b>62%</b>

**4.6**

MEAN / 5

## RATING OF CLUB ENGAGEMENT WITH FANS

EFL AVERAGE: **3.8**

**8.7**

MEAN / 10

## FEELING VALUED BY CLUB

EFL AVERAGE: **7.4**  
2019 EFL SCORE: 7.0

## HOW FANS FEEL VALUED BY THE CLUB

Players acknowledging fans	<b>68%</b>
Regular communication with fans on club matters	<b>62%</b>
Enabling supporter representation at Board level	<b>54%</b>

## FACTORS MORE IMPORTANT THAN WINNING

Showing loyalty / support to my club	<b>48%</b>
Enjoying the highs and lows of following my club	<b>46%</b>
Creating memories	<b>44%</b>

**29%**

ARE AWARE OF THE CLUB'S SLO

**83%**

ARE VERY OR QUITE AWARE OF CLUB'S COMMUNITY ACTIVITIES

**92%**

BELIEVE THE CLUB IS IMPORTANT TO THE SOCIAL FABRIC OF ITS TOWN/CITY



# EFL SUPPORTERS SURVEY: MATCHDAY EXPERIENCE



93%

Attend Home Games

72%

Attend Away Games

Average number of games attended per season

Home games **15**

Away games **6**

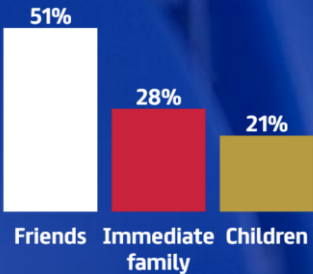
Motivations to attend live football

I enjoy the atmosphere **92%**

To show loyalty to my club **83%**

I enjoy the live matchday experience **80%**

COMPANIONS



TRAVEL

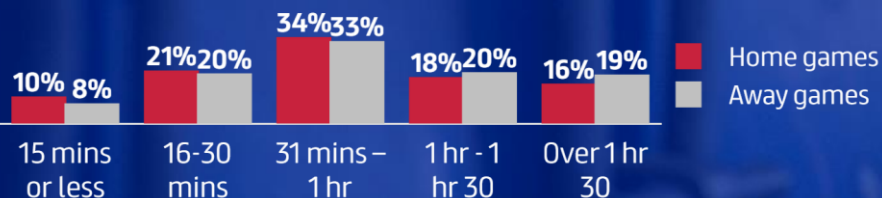
HOME MATCHES



AWAY MATCHES



ARRIVAL



## HIGHEST RATED ELEMENTS

SHOWING % RATING OF 'GOOD' OR 'VERY GOOD'



## LOWEST RATED ELEMENTS



AVERAGE MATCHDAY SATISFACTION SCORE

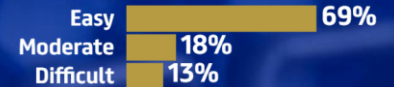
EFL AVERAGE: 7.9

## ACCESS TO CONTENT IN THE STADIUM

70%

Access digital content on a matchday

How easy or difficult to access



95%

AGREE THAT THE CLUB "PROVIDES AN INCLUSIVE & ENJOYABLE MATCH DAY EXPERIENCE FOR ALL SUPPORTERS, REGARDLESS OF THEIR BACKGROUND, RELIGION, SEXUAL ORIENTATION AND ETHNICITY"

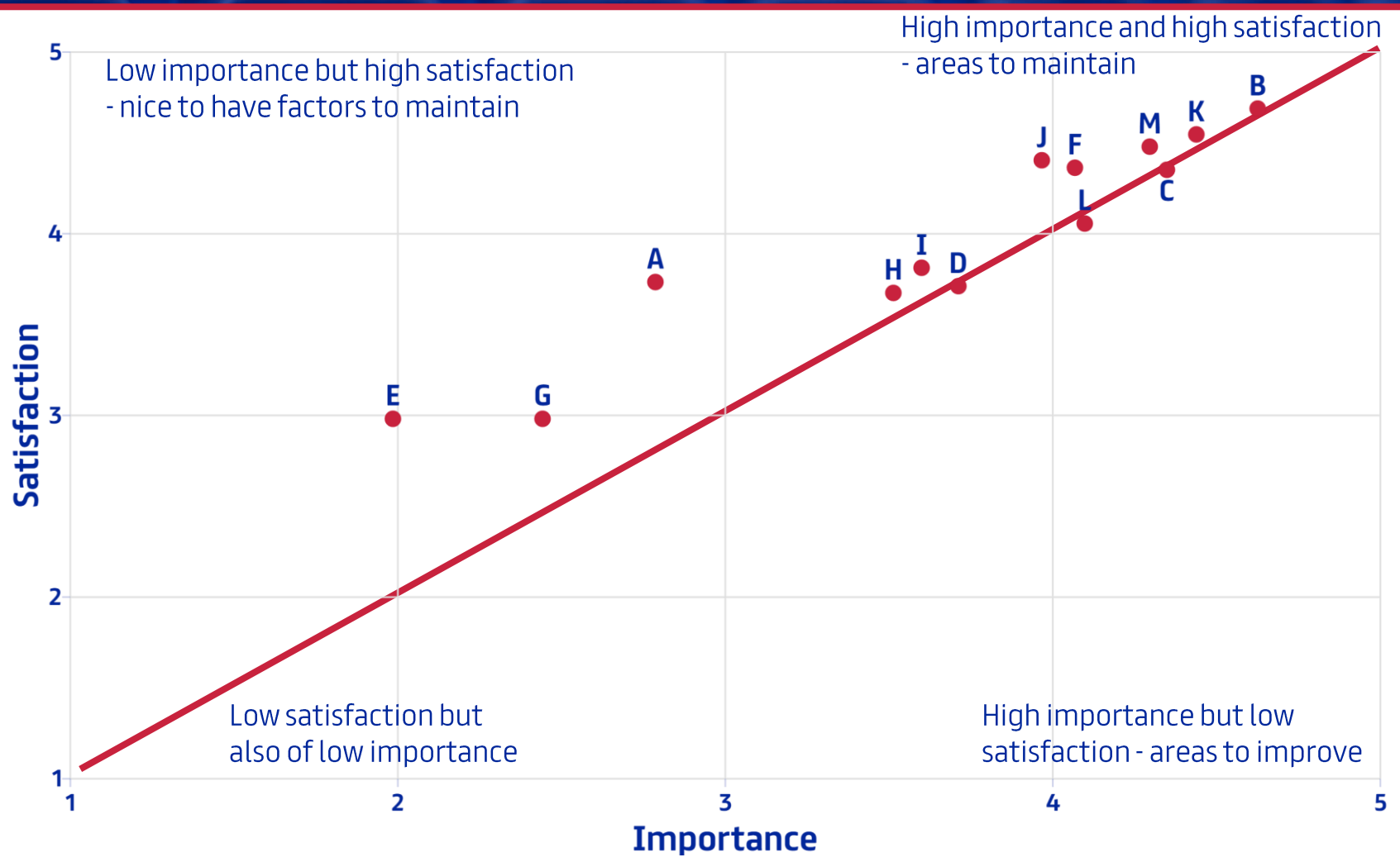
## MOST COMMON ACTIVITIES UPON ARRIVAL TO THE STADIUM

SHOWING TOP 5 ACTIONS

Purchase food or soft drinks at the stadium	Visit club shop	Purchase alcoholic drinks at the stadium	Visit a club bar / restaurant / hospitality	Go to a local Pub
59%	44%	37%	29%	28%



# MATCHDAY EXPERIENCE: SATISFACTION VS IMPORTANCE



This chart plots scores for both satisfaction (Y-Axis) and importance (X-Axis) of key aspects of the match-day experience. The red line indicates the point at which rating out of 5 and importance out of 5 meet - if a data point lies above the line then its rating outperforms importance, if it is below then it doesn't and is an area to improve.

- A. Activities / entertainment on offer for children and families
- B. Atmosphere inside the stadium
- C. Attitude & quality of club staff / stewards
- D. Availability of food and drink
- E. Availability of vegetarian / plant-based products
- F. Ease of entry / exit from the stadium
- G. Pre-match & half-time entertainment
- H. Price of food and drink
- I. Quality of food and drink
- J. Regular online content on official club channels about the match
- K. Safety at the stadium
- L. Stadium facilities
- M. Welcoming & inclusive environment

How important are the following in creating a positive match day experience, on a scale of 1 to 5 where 1=not at all important and 5=very important? How would you rate the following aspects of matchday experience at your club, on a scale of 1 to 5 where 1=very poor and 5=very good?



# EFL SUPPORTERS SURVEY: TICKETING



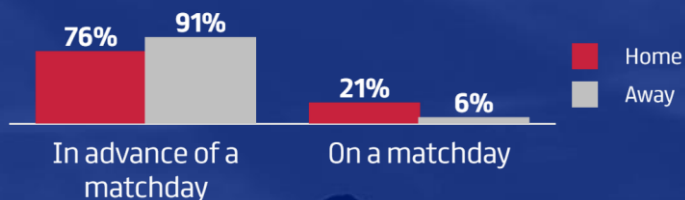
## TICKET PURCHASE PROCESS RATING MEAN / 5

EFL AVERAGE: 4.0

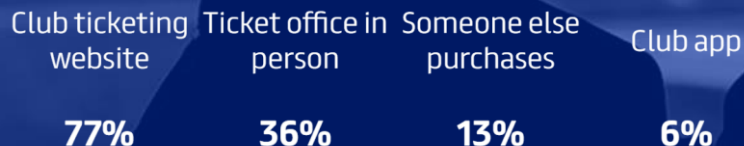
### TICKET PURCHASE FACTORS - RATINGS: MEAN / 5

Attitude/helpfulness of club staff	4.6
Ticketing information provided	4.6
Ticketing / seating options within the stadium	4.5
Being able to purchase tickets for friends/family	4.3
Accessible ticketing & facilities	4.2
A clear COVID-19 policy	4.2
Booking fees / delivery fees on tickets	4.2

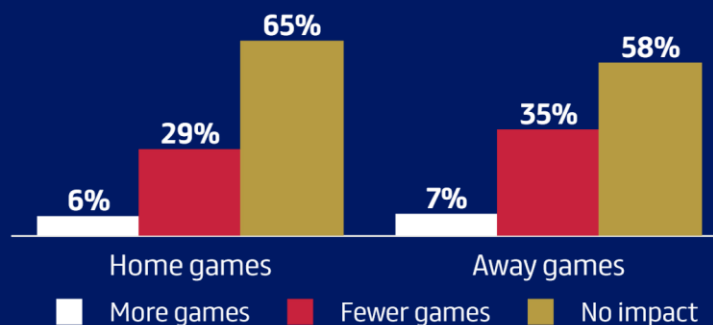
## TIME OF TICKET PURCHASE



## SOURCE OF TICKET PURCHASE

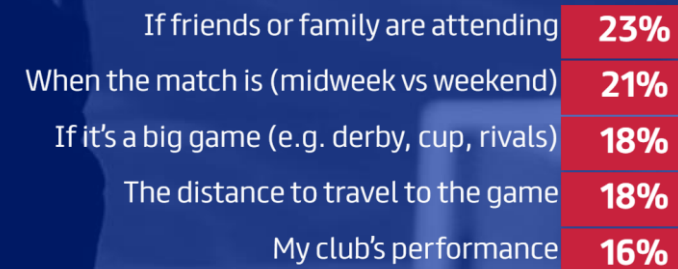


## IMPACT OF COVID-19 ON ATTENDANCE

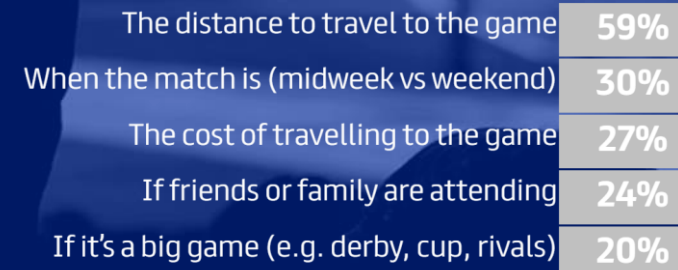


## FACTORS INFLUENCING TICKET PURCHASE

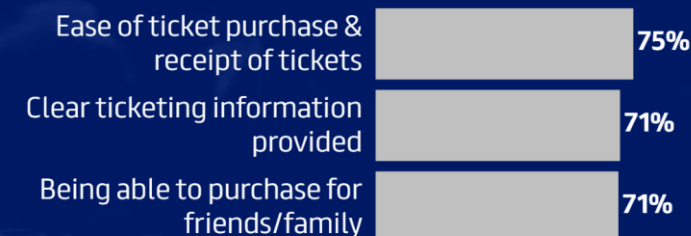
HOME MATCHES



AWAY MATCHES



## MOST IMPORTANT AWAY GAME FACTORS





# 2022 SUPPORTERS SURVEY: ADDITIONAL INFORMATION



The data shown on the infographics is taken from findings from the EFL Supporters Survey and is filtered to show results from fans of your club only - where applicable results are shown for the overall EFL average on key metrics to help indicate how your club performs in comparison to EFL clubs as a whole.

The data shown is self-reported survey data, meaning that behaviour is claimed, rather than transactional.

Supporters were incentivised to complete the survey with prize draw entry to win a pair of tickets to the Papa John's Trophy Final, Sky Bet Championship Play-Off Final, Sky Bet League One Play-Off Final or Sky Bet League Two Play-Off Final.





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