SUPPORTERS SURVEY 2022

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.

378 **RESPONSES**

369 **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.

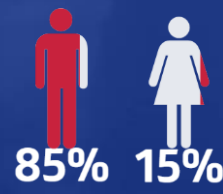
Please note that where sample sizes fall below 100 the reliability of the results reduces and the margin of error increases.

2022 SUPPORTERS CLUB REPORT CONTENTS

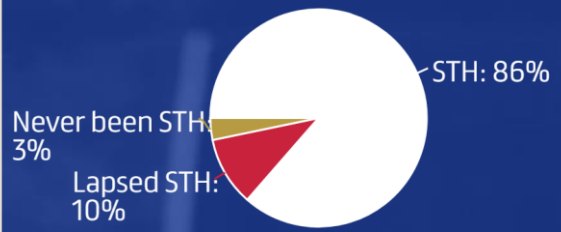
In the following slides, 4 infographics have been generated to show key results for each club:

- 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



99% UK RESIDENTS



10%
U35 YEAR OLDS

27%
35-54 YEAR OLDS

33%
OVER 55 YEAR OLDS

REASONS FOR LAPSED SEASON TICKETS

I no longer live close enough to the stadium	34%
I purchase tickets for individual matches instead	29%
Work / family commitments	26%

FACTORS THAT WOULD ENCOURAGE SEASON TICKET PURCHASE

If I lived closer to the stadium	34%
Better team performances	29%
If I had more disposable income	18%

REASONS FOR SEASON TICKET PURCHASE

To watch / support my club live	86%
It guarantees me a seat for all regular season home games	75%
It demonstrates loyalty towards my club	70%

ENGAGEMENT WITH CLUB

Source of info	Official club website	Local newspaper(s)	Emails from the club
	60%	46%	31%

Type of content

1. Fixtures and results information 72%
2. Ticketing news 62%
3. Match previews 49%

3.8 *MEAN / 5*

RATING OF CLUB ENGAGEMENT WITH FANS

EFL AVERAGE: 3.8

7.7 *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	59%
Regular communication with fans on club matters	58%
Updates from club's senior decision maker	51%

FACTORS MORE IMPORTANT THAN WINNING

Creating memories	40%
Showing loyalty / support to my club	36%
To pass the support of my club on to future generations	34%

9% ARE AWARE OF THE CLUB'S SLO

45% ARE VERY OR QUITE AWARE OF CLUB'S COMMUNITY ACTIVITIES

87% BELIEVE THE CLUB IS IMPORTANT TO THE SOCIAL FABRIC OF ITS TOWN/CITY

EFL SUPPORTERS SURVEY: MATCHDAY EXPERIENCE

98% Attend Home Games

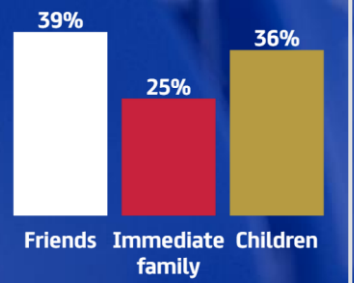
74% Attend Away Games

Average number of games attended per season

Home games **17**

Away games **6**

COMPANIONS



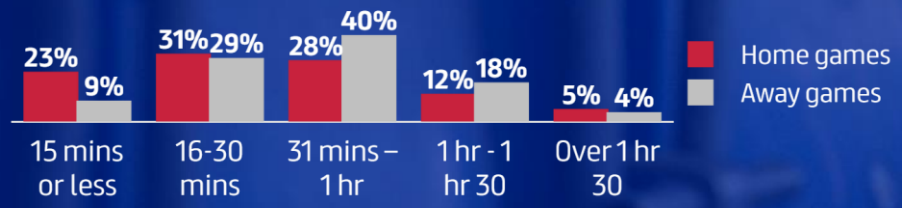
Motivations to attend live football

- I enjoy the atmosphere **86%**
- To show loyalty to my club **74%**
- To socialise with family / friends **70%**

TRAVEL

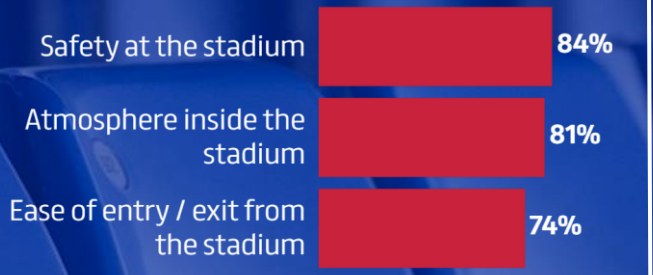
HOME MATCHES		AWAY MATCHES	
Car	74%	Car	52%
Train	12%	Train	10%
Bus	6%	Supporters' bus	9%

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

67% Access digital content on a matchday

How easy or difficult to access

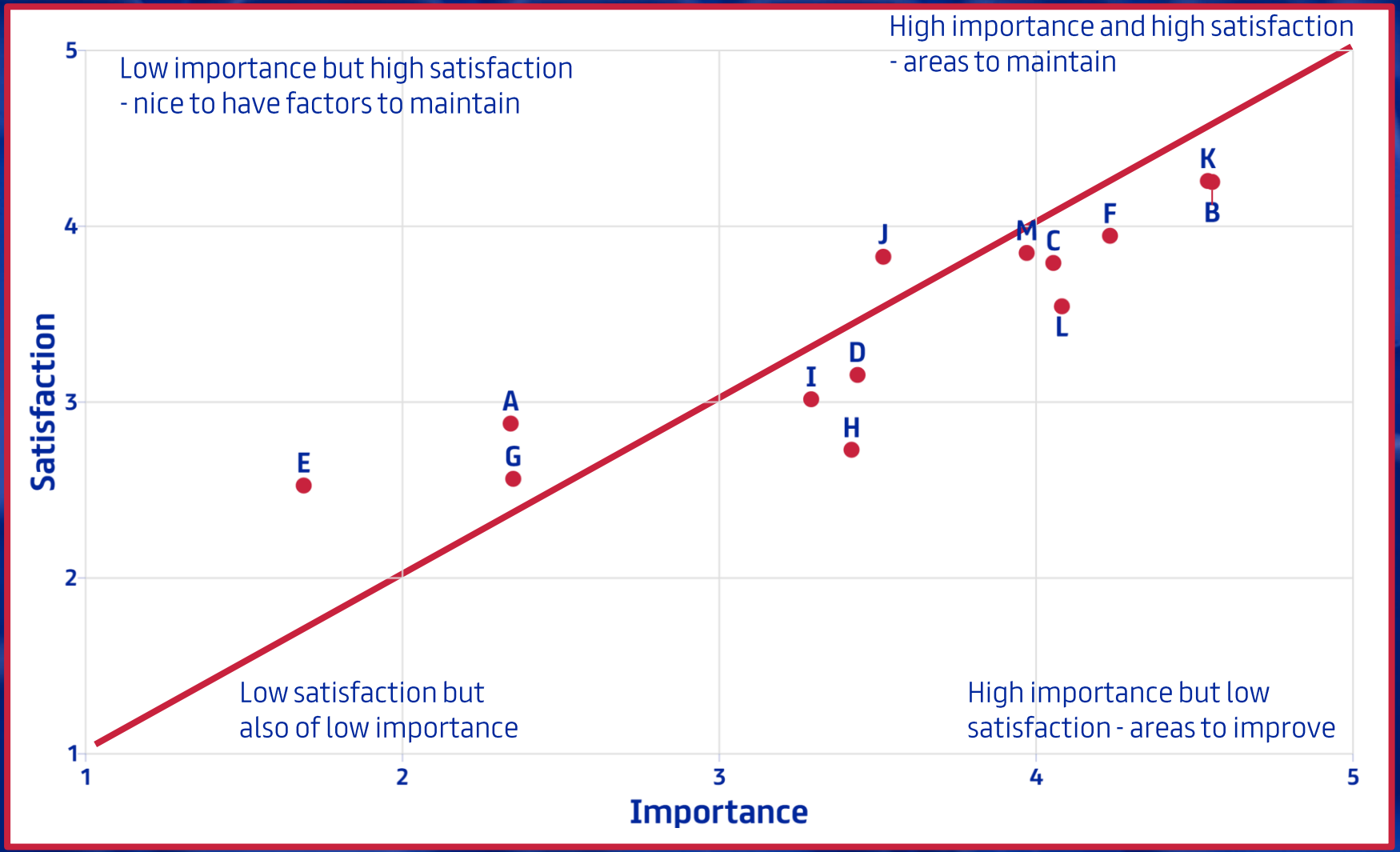
85% AGREE THAT THE CLUB *"PROVIDES AN INCLUSIVE & ENJOYABLE MATCH DAY EXPERIENCE FOR ALL SUPPORTERS, REGARDLESS OF THEIR BACKGROUND, RELIGION, SEXUAL ORIENTATION AND ETHNICITY"*

MOST COMMON ACTIVITIES UPON ARRIVAL TO THE STADIUM

SHOWING TOP 5 ACTIONS

Purchase food or soft drinks at the stadium	Go to a local Pub	Purchase alcoholic drinks at the stadium	Purchase food or drink from a nearby, independent vendor	Visit club shop
37%	36%	23%	21%	19%

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

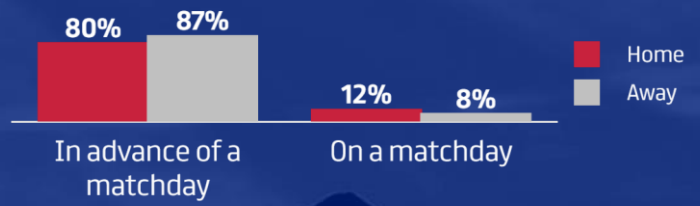
TICKET PURCHASE PROCESS RATING MEAN / 5

EFL AVERAGE: 4.0

TICKET PURCHASE FACTORS - RATINGS: MEAN / 5

Ticketing information provided	4.2
A clear COVID-19 policy	4.2
Attitude/helpfulness of club staff	4.2
Ticketing / seating options within the stadium	4.2
Accessible ticketing & facilities	3.9
Being able to purchase tickets for friends/family	3.8
Booking fees / delivery fees on tickets	3.4

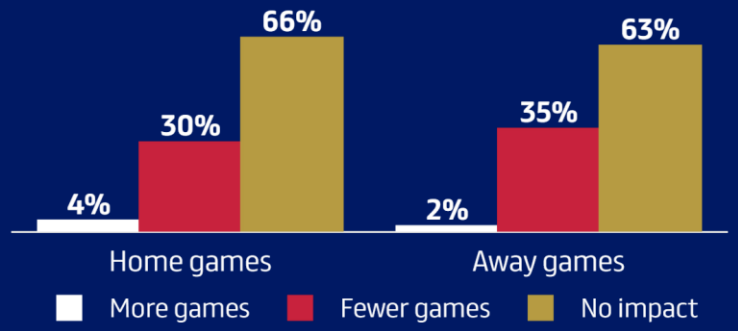
TIME OF TICKET PURCHASE



SOURCE OF TICKET PURCHASE

Club ticketing website	Ticket office in person	Ticket office by phone	Someone else purchases
54%	38%	16%	8%

IMPACT OF COVID-19 ON ATTENDANCE



FACTORS INFLUENCING TICKET PURCHASE

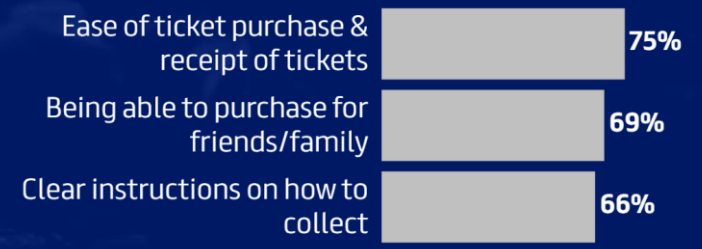
HOME MATCHES

If friends or family are attending	29%
My club's performance	29%
When the match is (midweek vs weekend)	22%
The distance to travel to the game	15%
If it's a big game (e.g. derby, cup, rivals)	13%

AWAY MATCHES

The distance to travel to the game	55%
Ticket availability	30%
If friends or family are attending	22%
The cost of travelling to the game	22%
My club's performance	20%

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.

Each club's raw data will be made available (in anonymised form) on request - please contact the EFL Senior Data, Research and Insight Manager - Matt Hudspeth-Lamb, mlamb@efl.com

EFL.COM