

EFL

Stand Up For Choice

Fan Survey

EFL Fans



OVERVIEW



Survey conducted between **Friday 27th April – Thursday 10th May 2018** inclusive

Fans were directed to the survey via:

- Email communication via EFL database
- Paid advertising support via Facebook
- Media / Club support online / via social media

Survey targeted at fans of EFL clubs specially, but Premier League and National League fans were also allowed to respond.

STAND UP FOR CHOICE
HAVE YOUR SAY

Dear EFL Fan,
There is still time for you to have your say!

The EFL is conducting a survey to understand your views on standing at football matches. 'Stand up for Choice' is a joint campaign being undertaken by the English Football League (EFL) and the Football Supporters' Federation (FSF).

It provides football fans with the opportunity to have your say on the issue of standing areas in football stadiums and whether you would welcome the choice to sit or stand on match days.

The EFL has been working on behalf of EFL Clubs in this area since 2014, and is keen to get a clear steer from supporters on the appetite to review current legislation so that EFL Clubs have a choice on this matter and fans get the match day experience they want – whether that be seated or standing in safe, licensed areas of grounds.

The data from the survey will be collated and presented to the relevant Government and safety authorities to provide clear evidence to deliver informed debate on this issue.

The survey closes on 10th May at 11.59pm.

Thank you for your time – click below to get started.

START SURVEY

[f](#) [t](#) [i](#)

EFL Operations Centre
Tel: 01772 325800 Fax: 01772 325801
enquiries@efl.com

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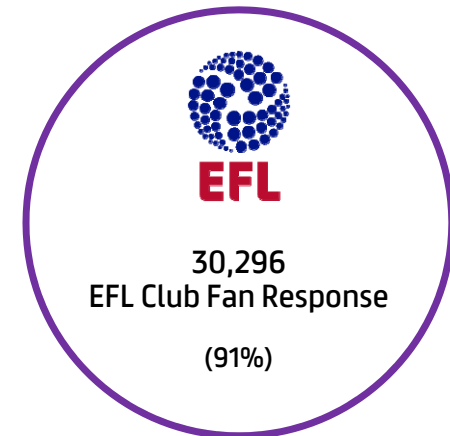
The EFL is conducting a survey to understand your views on standing at football matches. It takes 2 minutes to complete so take the survey now & share your views on standing areas in football.

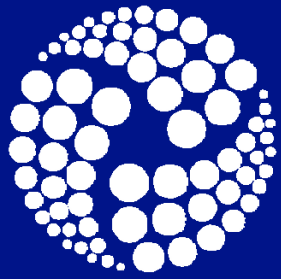
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HAVE YOUR SAY ON SAFE STANDING [LEARN MORE](#)

691 343 comments 353 shares

Like Comment Share

SURVEY RESPONSE





EFL

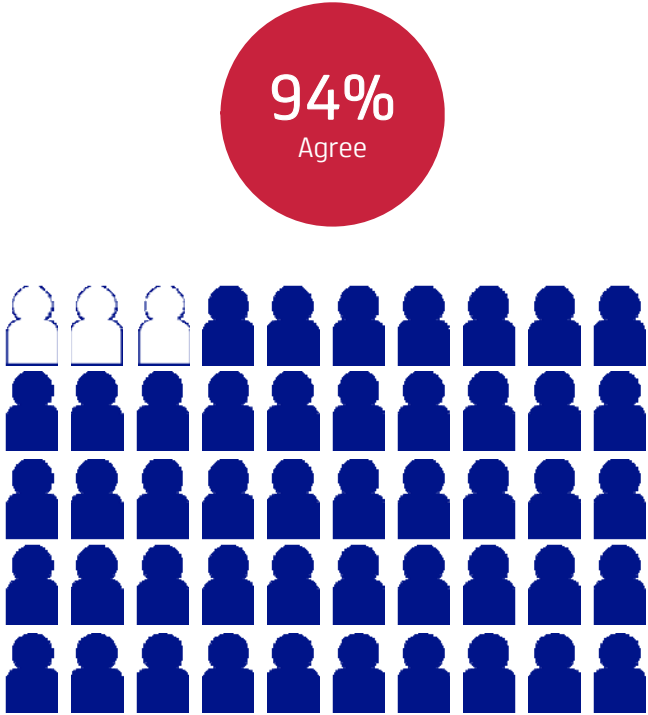
Stand Up For Choice

Survey Analysis



OFFERING CHOICE FOR LICENSED STANDING

Nearly all fans surveyed believe that clubs should have the ability to provide licensed standing and seated accommodation, a feeling shared across all leagues.

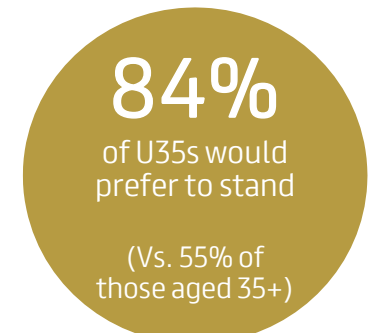
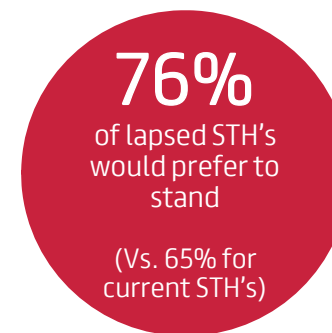
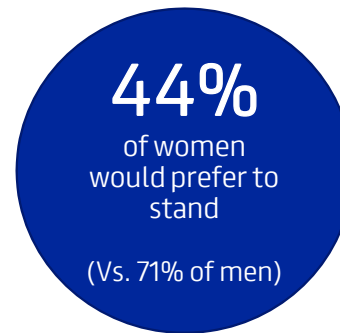
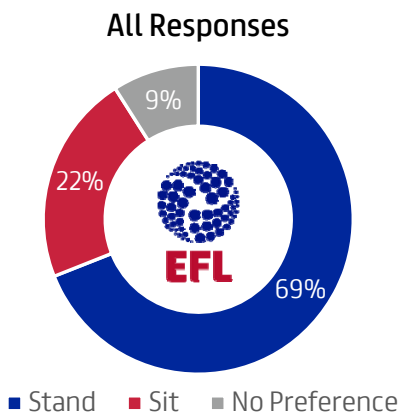


Do you believe that professional football clubs should be able to offer supporters a choice of licensed standing or seated accommodation at their matches?
Base: 33,405, Championship Fan (18,251), League One Fan (7,723), League Two Fan (4,322)



PREFERENCE: SIT OR STAND

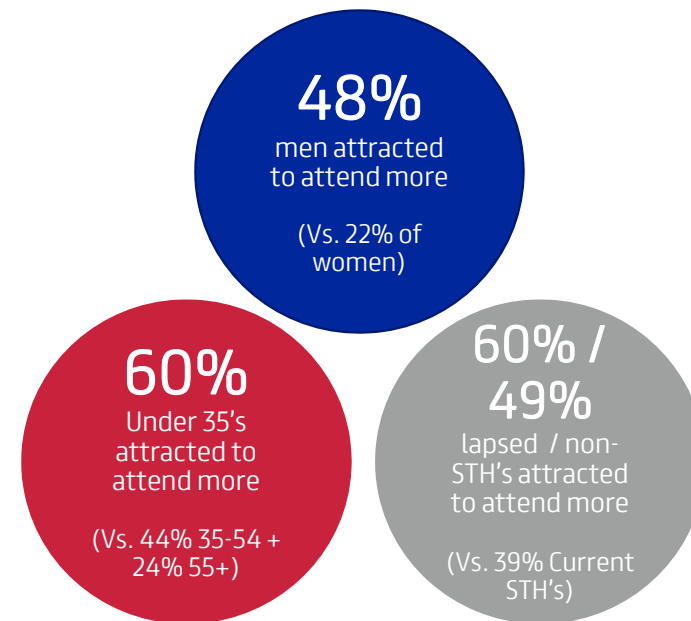
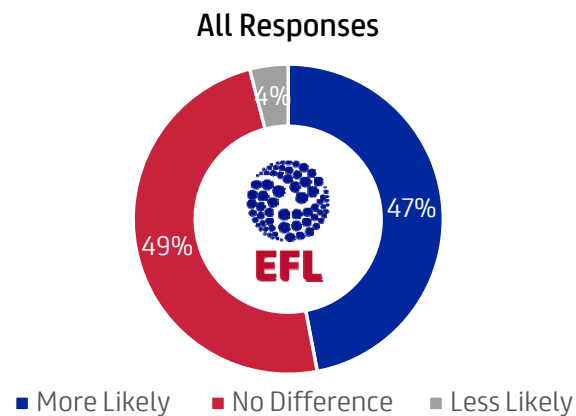
EFL fans indicate a preference for standing, particularly among younger audiences.



Given the choice, would you prefer to sit or stand to watch matches?
Base: EFL Fans (33,405), Women (2,771), Male (30,458), Lapsed STH (8,342), Current STH (19,049), Under 35 (15,532), Over 35 (17,873)

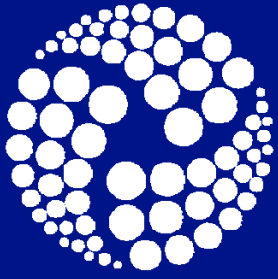
IMPACT: LICENSED STANDING

Survey results suggest that safe standing could have a positive impact on attendance, while lapsed and non-season ticket holder analysis highlights it may help to encourage season ticket purchase.



If all clubs were able to offer licensed standing accommodation would it...?

Base: EFL Fan (30,296), Under 35 (13,599), 35-54 (8,895), 55+ (7,802), Male (27,591), Female (2,552), Current STH's (17,302), Lapsed STH's (7,758), Non STH's (5,236)



EFL

Stand Up For Choice

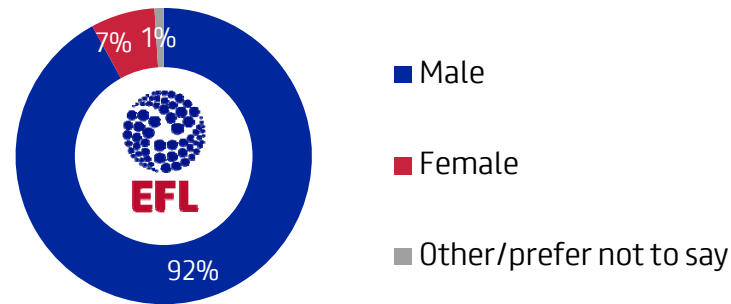
Appendix



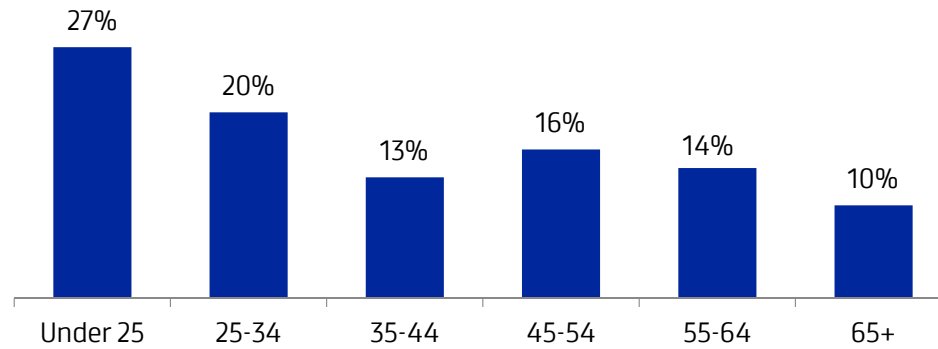
RESPONSES: DEMOGRAPHICS



Gender



Age



Base: EFL fans (30,296)

SURVEY QUESTIONS



- Do you believe that all professional football clubs should be able to offer supporters a choice of licensed standing or seated accommodation at their matches should they wish to?

Please select one answer only.

Yes
No

- Given the choice, would you prefer to sit or stand to watch matches?

Please select one answer only.

Sit
Stand
No preference
Don't know

- If all clubs were able to offer licensed standing accommodation would it...?

Please select one answer only.

Make you more likely to attend games
Make no difference in your choice to attend
Make you less likely to attend games