

League One Attendance

First half of 2016/17 Season

August – 2nd of January

Report by **KVM Research** | January 2017

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Attendance 2016/17

Status as at New Year 2017

The information contained in this report has been researched and compiled by Knud Møller at KVM Research. If you want to know more please look at my website www.kvmresearch.co.uk, give me a ring on 01782 499384 or send me an email on knudmoller@talktalk.net. © 2017

Introduction

This note is based on information provided in tables 'Fixtures and results' provided in the website of each individual football club. While a figure is nearly always provided for total attendance, similar information is not always provided for the number of visitors or for 'home' support. The tables compare the attendance during the first half of the seasons 2015/16 and 2016/17, but only for a selected number of clubs where information for both years is available and the club has appeared in League 1 in both years. In some cases the information is based on averages of a limited number of matches.

Full attendance

Table 1

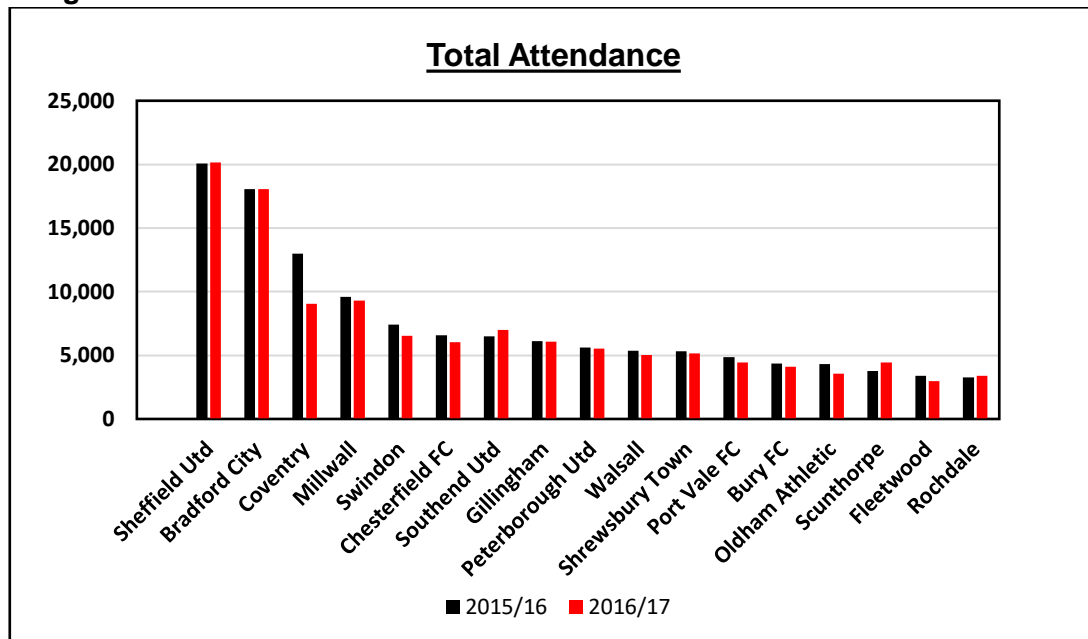
Club	2015/16	2016/17	Difference	
			No	%
Scunthorpe Utd	3,753	4,434	681	18.15
Southend Utd	6,511	7,005	494	7.59
Rochdale AFC	3,249	3,384	135	4.16
Sheffield Utd	20,074	20,141	67	0.33
Bradford City	18,050	18,075	25	0.14
Gillingham FC	6,096	6,093	-3	-0.05
Peterborough Utd	5,603	5,540	-63	-1.12
Shrewsbury Town	5,311	5,160	-151	-2.84
Millwall FC	9,602	9,318	-284	-2.96
Bury FC	4,353	4,115	-238	-5.47
Walsall FC	5,346	5,024	-322	-6.02
Chesterfield FC	6,575	6,018	-557	-8.47
Port Vale FC	4,866	4,424	-442	-9.08
Swindon Town	7,409	6,533	-876	-11.82
Fleetwood Town	3,403	2,985	-418	-12.28
Oldham Athletic	4,323	3,554	-769	-17.79
Coventry City	12,970	9,068	-3,902	-30.08
Total	127,494	120,871	-6,623	-5.19
Average	7,500	7,110	-390	-5.19

Looking at table 1, above, it appears that most clubs have lost an average attendance between the autumn of 2015 and 2016 of just over 5%. However, if we exclude Scunthorpe United and Coventry City, which both seems to have had disproportionate large changes in

attendance the average decline is nearer three percent. Seven clubs, including Port Vale, have had decline in attendance that are larger than three percent.

The disproportionate change in the support for Scunthorpe United and Coventry City cannot be explained just by gains or losses in support. Their website does not shed any light on the matter although it is noted that Coventry City have had to change venue between Northampton Town and the so-called Ricoh Arena within the City.

Diagram 1



Home Attendance

It is assumed that if we subtract the number of visitors from Full Attendance we obtain the number of home grown support, that which originate from the geographical area immediate around the club’s home stadium. It could be argued that this is likely to be the most important element of the attendance. If the home support falls away then the raison d’etre for a club’s existence falls away.

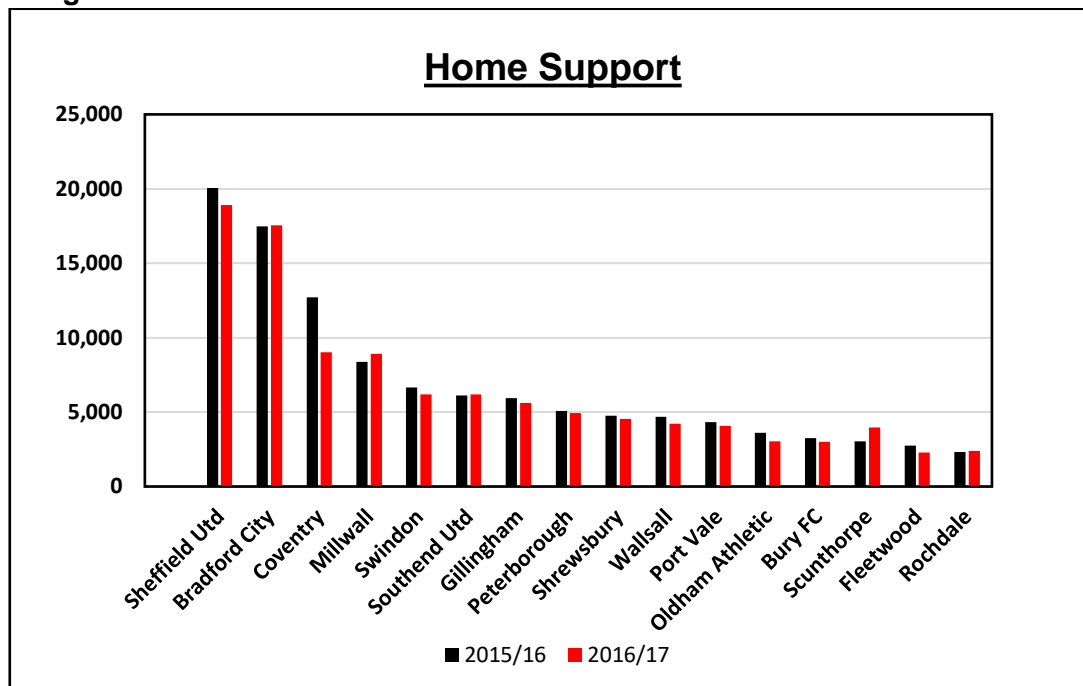
The result is included in table 2, page 3, below and shows an average decline of just under 6% which, if Scunthorpe and Coventry are disregarded, becomes just under 4%. It is seen that 8 or 9 clubs, including Port Vale, exceed this decline.

As above it is noted that there have been disproportionately, large unexplained changes to the attendance at Scunthorpe United and Coventry City.

Table 2

<u>Club</u>	<u>2015/16</u>	<u>2016/17</u>	<u>Difference</u>	
			<u>No</u>	<u>%</u>
Scunthorpe Utd	3,021	3,972	951	31.48
Millwall FC	8,390	8,895	505	6.02
Rochdale AFC	2,302	2,397	95	4.13
Southend Utd	6,126	6,205	79	1.29
Bradford City	17,493	17,557	64	0.37
Peterborough Utd	5,063	4,940	-123	-2.43
Shrewsbury Town	4,750	4,545	-205	-4.32
Port Vale	4,321	4,074	-248	-5.73
Gillingham FC	5,938	5,598	-340	-5.73
Sheffield Utd	20,074	18,913	-1,161	-5.78
Swindon Town	6,661	6,203	-458	-6.88
Bury FC	3,263	2,990	-273	-8.37
Walsall FC	4,680	4,231	-449	-9.59
Oldham Athletic	3,611	3,037	-574	-15.90
Fleetwood Town	2,753	2,274	-479	-17.40
Coventry City	12,701	9,032	-3,669	-28.89
Total	111,147	104,863	-6,285	-5.65
Average	6,947	6,554	-393	-5.65

Diagram2



Travelling Support

To conclude the note we will look at the average number of visitors from each club at away matches.

It transpires that AFC Wimbledon are the busiest travellers with nearly 1/3 of the local support (26.16%) also attend away matches. Fleetwood Town are the least busy away supporters with an average attendance of only 4.33% of the total home support.

Table 3

Visiting Club	Local Support	Avay Support	
	No	No	%
AFC Wimbledon	3,944	1,032	26.16
Oldham Athletic	3,037	668	21.99
Peterborough Utd	4,940	879	17.80
Scunthorpe Utd	3,972	660	16.63
Northampton Town	5,501	853	15.50
Port Vale FC	4,074	623	15.29
Oxford Utd	7,644	1,121	14.67
Shrewsbury Town	4,545	635	13.97
Bristol Rovers	8,646	1,191	13.77
Coventry City	9,032	1,166	12.91
Rochdale AFC	2,397	284	11.84
Walsall FC	4,231	494	11.67
Charlton Athletic	9,963	1,160	11.64
Gillingham FC	5,598	572	10.23
Millwall FC	8,895	887	9.98
Southend Utd	6,205	559	9.01
Chesterfield FC	4,997	434	8.69
Sheff Utd	18,913	1,629	8.61
Swindon Town	6,203	529	8.53
Bury FC	2,990	247	8.27
Milton Keynes Dons	8,053	575	7.14
Bolton Wanderers	13,115	881	6.72
Bradford City	17,557	815	4.64
Fleetwood Town	2,274	98	4.33

In total the average number of away supporters amounts to 11% of home support.