

The Role of Research in Increasing the Attendance at Football Matches



KVM Research

August 2014

Purpose of Research

1. The purpose of the proposed research is to find some explanations for the lack of support and the low turnout on match days.
2. The information collected is meant to inform PVFC's business plan.
3. The research will not in itself bring more people through the turnstiles, but it will hopefully point to gaps in the local support that can be addressed by suitable promotion/marketing.
4. The research may point to other problems that need to be resolved.
5. The research may point to some changes that need to be implemented if the club is to move forward.

Principles

The proposed research and survey is in two parts:

Part One is a comparison of the existing supporters with the general population to ascertain differences.

Simple Explanation: Approximately 50% of the general population are women. So why is there only 25% of supporters females. Could more be done to attract women? Similar for other groups.

Part Two is a simple survey of supporters and members of the general public to explore possible problems and opportunities for change.

First some salient facts:

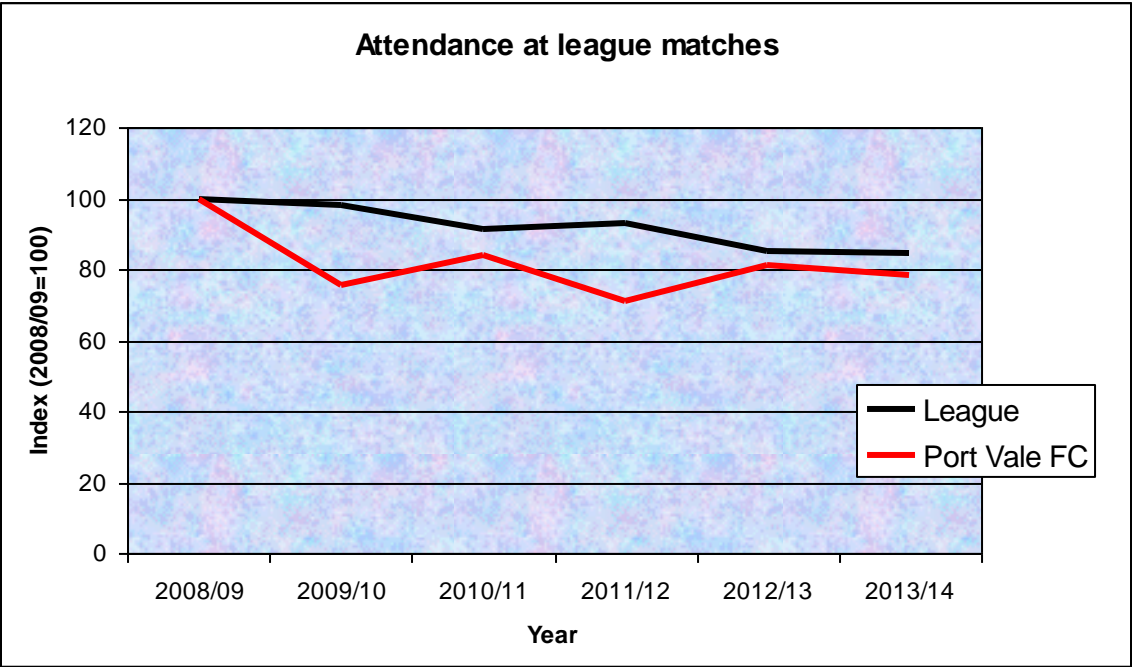
- 1. Attendance at football matches is falling.**

Salient facts:

- 1. Attendance at football matches is falling.**
- 2. Within a sample of 13 clubs it dropped an average of 15% between 2008 and 2014.**

Salient facts:

- 1. Attendance at football matches is falling.**
- 2. Within a sample of 13 clubs it dropped an average of 15% between 2008 and 2014.**
- 3. At Vale Park attendance dropped by 22% from an average of 7,624 during the 2008/09 season to 5,969 during the 2013/14 season.**

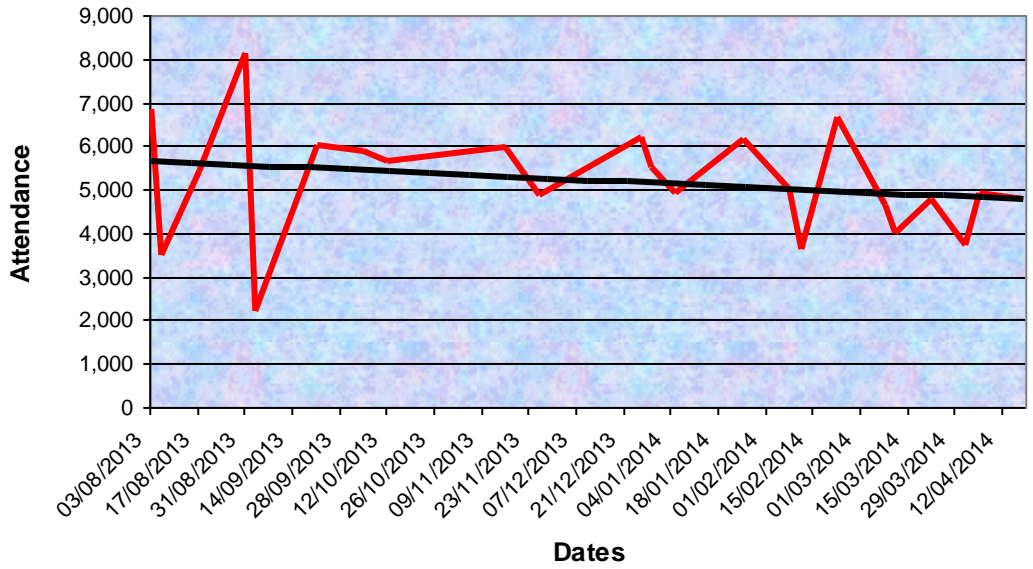


Source: Attendances extracted from the League website and the websites of individual clubs.

Salient facts:

- 1. Attendance at football matches is falling.**
- 2. Within a sample of 13 clubs it dropped an average of 15% between 2008 and 2014.**
- 3. At Vale Park attendance dropped by 22% from an average of 7,624 during the 2008/09 season to 5,969 during the 2013/14 season.**
- 4. 5,969 is less than 1/3rd of the full capacity of Vale Park.**
- 5. Home support fell during the 2013/14 season from about 6,000 at the start of the season to less than 5,000 at the end.**

Local Support



PVFC needs more people to attend matches regularly.

Questions:

Is the make-up of the present pool of supporters an accurate reflection of the community in which it sits in terms of

- 1. age? – young people?**
- 2. gender? – women?**
- 3. ethnicity?**
- 4. income and employment? – is enough done for local businesses?**
- 5. family size? – scope for attracting young families?**
- 6. place of residence? – do supporters come from ‘round the corner’?**

There are arguably about 30,000 PVFC supporters within North Staffordshire-South Cheshire. So why do only 5-6,000 turn up to matches regularly?

- 1. Are ticket prices a problem? Are they too high - unaffordable?**
- 2. Is transport to and from matches a problem?**
- 3. Are the facilities at Vale Park inadequate? – parking? – toilets? – seating?**
- 4. Is it too difficult to get to Vale Park?**
- 5. Other problems? – fear of violence?**

How do we find out?

Existing supporters:

Two possibilities. Either ...

- 1. Survey of supporters through supporters' website or**
- 2. Analysis of information obtained through purchase of season tickets**

-

- or both.

How do we find out?

General population:

Two possibilities. Either ...

1. Average age, gender structure (% men and women), ethnicity and more can be extracted from 2011 Census
or

2. A survey by post to a sample of residents in the local area

- or both.

Where do we go from here?

If we want a long term survival of PVFC with a role in the local community doing

nothing

is surely not an option??

Would it be an idea to let

KVM Research

**draw up a research proposal, non-committal,
free of charge??**

Over to you! Please discuss.

If you want to know choose

KVM Research |

The logo for KVM Research features the text "KVM Research" in a bold, black, monospace-style font. To the right of the text is a vertical line that is blue on the left and red on the right. Below the text, there are two horizontal lines: a red one on top and a blue one on the bottom, both extending from the left edge of the text to the right edge of the vertical line.

www.kvmresearch.co.uk

Thanks for watching and listening!