

Scottish Football Benchmarking and Evaluation 2017

First Report

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Glasgow

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Agenda

1. Introduction
2. Sample
3. Results

Introduction

- Report on results of a comprehensive survey of Football Supporters and other Stakeholders in Scotland: Evaluation / Satisfaction with football institutions and developments
- Main focus of report: Descriptive information („Facts“)
- Survey period: July – September 2017
- Responses: 16342
- Information about (dis-)satisfaction and evaluation
 - Scale satisfaction: Very Dissatisfied (1) – Dissatisfied (2) – (3) – Satisfied (4) – Very Satisfied (5)
 - Scale evaluation: Very Bad (1) – Bad (2) – (3) – Good (4) – Very Good (5)
- Interpretation: The higher the number/parameter (in most cases: average (“mean”)), the better the rating and / or satisfaction
- Levels of analysis: Results for all participants; differentiation according to stakeholders (Supporters, Club Officials, Managers etc.); additional differentiations

Sample – Participants by Role/Function

Role/Function	Responses	N
Supporter	98.65%	16.121
Club official (SPFL)	0.44%	72
Club official (other League)	0.60%	98
Manager/Coach (SPFL)	0.15%	24
Manager/Coach (other League)	1.21%	197
Referee	0.65%	106
Professional Player	0.19%	31
Semi Professional Player	0.47%	76
Amateur Player	4.47%	731
Other	1.99%	325

- Participants were in most cases Supporters (about 99%)
- But: Participants could indicate several roles/functions (multiple answers possible)

Sample – Participants by Number of Games seen

- Supporters are regularly - little surprising - highly interested in football
- About 85% (valid percent) of respondents see more than 20 games in full length per season
- Similar results regarding Football home and away matches visited per season (back up)

		Frequency	Percent
	None	52	0,4
	1-10 games per season	680	5,1
	11-20 games per season	1.311	9,9
	21-30 games per season	2.489	18,8
	More than 30 games per season	8.731	65,8
	Sum	13.263	100,0
Missing		3.079	
Total		16.342	

Sample – Participants by Gender

- The vast majority of study participants is male

Gender		Frequency	Percent
	Male	11.866	93,8
	Female	681	5,4
	Other	97	0,8
	Sum	12.644	100,0
Missing		3698	
Total		16342	

Sample – Participants by Age

Age classes	Frequency	Percent
Under 10	4	0,0
10-19	308	2,5
20-29	1109	8,8
30-39	2216	17,7
40-49	3452	27,5
50-59	3535	28,2
60-69	1588	12,7
70-79	309	2,5
80 or older	19	0,2
Sum	12540	100,0
Missing	3802	
Total	16342	

- The majority of respondents belongs to the 40-49 or 50-59 age group
- But also the classes “Under 10” and “80 and older” are represented ...
- All in all: Broad coverage of relevant Age classes

Results – Q3

- **“Indicate to what extent you are satisfied with the following aspects of Scottish football” (Q3):**
 - Performance of Scottish National Team; Support of SFA towards the National Team
 - Performance of the Scotland Women`s National Team; Support of the SFA towards the Scotland Women`s National Team
 - Performance of Scotland Youth National Teams; Support of the SFA towards the Scotland Youth National Teams
 - Support of the SFA towards the progress of women`s game
 - Support of the SFA towards the youth development in Scotland
 - Work of the CEO and the leadership team at the SFA

Results – Q3 (Overview)

	Total	
	Mean	N
Satisfaction with the performance of the Scottish National Team	2,06	14585
Satisfaction with the support of the Scottish Football Association (SFA) towards the Scottish National Team	2,21	14145
Satisfaction with the performance of the Scotland Women's National Team	3,23	12023
Satisfaction with the support of the SFA towards the Scotland Women's National Team	2,45	11273
Satisfaction with the performance of Scotland Youth National Teams	3,05	12483

	Total	
	Mean	N
Satisfaction with the support of the SFA towards the Scotland-Youth National Teams	2,54	11847
Satisfaction with the support of the SFA towards the women's game in Scotland	2,55	11229
Satisfaction with the support of the SFA towards the youth development in Scotland	2,08	13190
Satisfaction with the work of the CEO and the leadership team at the SFA	1,35	14290

Overall: Participants are in principle dissatisfied. Regarding factual aspects, Satisfaction with the National Team (2,06) and the Support of SFA towards youth development (2,08) is lowest; Satisfaction with the Women's National Team (3,23) is highest.

Satisfaction with the work of the CEO and the Leadership Team at the SFA (1,35) is worse than the worst (other) individual rating

Results – Q3 (Details I)

	Total		Supporters		Club Official SPFL		Club Official Other leagues		Manager/ Coach SPFL		Manager/ Coach Other leagues		Referees		Professional Player		Semiprofessional Player		Amateur Player	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Satisfaction with the performance of the Scottish National Team	2,06	14585	2,06	14407	2,13	61	2,03	88	2,28	21	2,14	183	2,21	95	2,03	27	2,18	72	2,10	684
Satisfaction with the support of the Scottish Football Association (SFA) towards the Scottish National Team	2,21	14145	2,20	13970	2,50	59	2,59	89	2,50	20	2,49	177	2,51	92	2,33	27	2,24	69	2,31	662
Satisfaction with the performance of the Scotland Women's National Team	3,23	12023	3,22	11866	3,16	53	3,54	81	3,42	19	3,50	163	3,48	82	3,00	25	3,18	58	3,39	564
Satisfaction with the support of the SFA towards the Scotland Women's National Team	2,45	11273	2,45	11122	2,69	52	2,62	77	2,94	19	2,56	150	2,61	77	2,70	24	2,48	49	2,67	528
Satisfaction with the performance of Scotland Youth National Teams	3,05	12483	3,04	12319	3,16	54	3,17	81	3,57	19	3,22	170	3,18	81	3,19	26	3,10	64	3,19	599

Results – Q3 (Details II)

	Total		Supporters		Club Official SPFL		Club Official Other leagues		Manager/Coach SPFL		Manager/Coach Other leagues		Referees		Professional Player		Semiprofessional Player		Amateur Player	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Satisfaction with the support of the SFA towards the Scotland-Youth National Teams	2,54	11847	2,53	11688	2,76	51	2,88	80	3,26	19	2,84	159	2,80	78	2,84	25	2,66	63	2,64	553
Satisfaction with the support of the SFA towards the women's game in Scotland	2,55	11229	2,54	11075	2,80	52	2,87	77	3,10	19	2,79	154	2,78	78	2,54	24	2,56	51	2,76	515
Satisfaction with the support of the SFA towards the youth development in Scotland	2,08	13190	2,07	13027	2,10	59	2,34	84	2,47	21	1,72	177	2,24	90	2,23	26	1,98	66	2,11	638
Satisfaction with the work of the CEO and the leadership team at the SFA	1,35	14290	1,34	14120	1,71	59	1,78	87	1,85	20	1,55	179	1,64	91	2,00	26	1,55	68	1,42	655

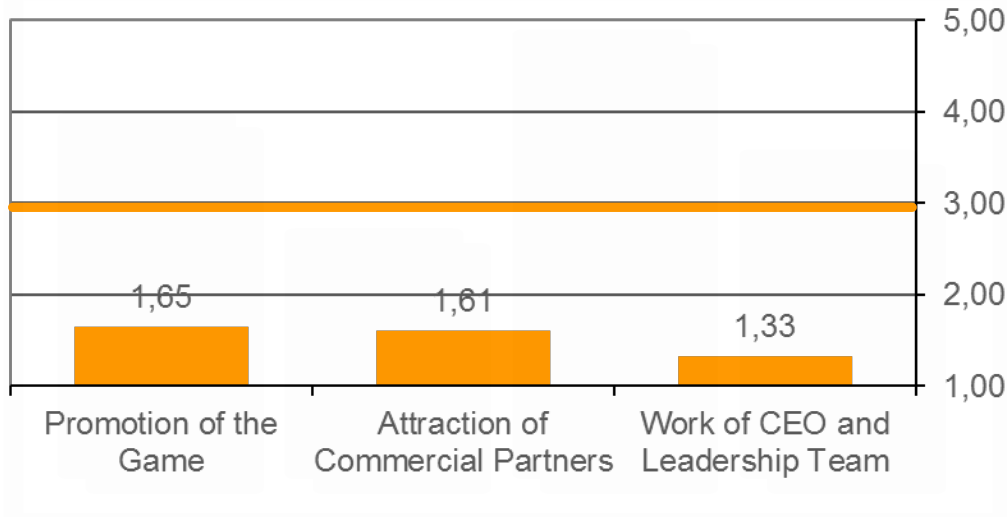
- Stakeholder: Club Officials and Managers are often more satisfied (or less dissatisfied ...) than Supporters
- In eight of the nine aspects, Celtic supporters are significantly more dissatisfied than Rangers and other fans

Results – Q4

- **“Indicate to what extent you are satisfied with the following aspects of Scottish football” (Q4):**
 - Performance of SPFL: Promotion of the Game
 - Performance of SPFL: Attraction of Commercial Partners
 - Work of CEO and Leadership Team at SPFL

Results – Q4

“Indicate to what extent you are satisfied regarding the following aspects of the Scottish Professional Football League”:



Overall results:

- Assessment of the work of the SPFL lies between very dissatisfied and dissatisfied.
- Satisfaction with the work of the CEO and the Leadership Team at the SPFL (1,33) is worse than the worst (other) individual rating

Results – Q4

	Total		Supporters		Club Official SPFL		Club Official Other leagues		Manager/ Coach SPFL		Manager/ Coach Other leagues		Referees		Professional Player		Semiprofessional Player		Amateur Player	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Satisfaction with Performance of SPFL: Promotion of the Game	1,65	14311	1,65	14137	2,05	59	2,06	88	2,15	20	1,86	179	2,00	94	2,12	24	2,07	67	1,79	670
Satisfaction with Performance of SPFL: Attraction of Commercial Partners	1,61	14221	1,61	14049	2,05	59	1,98	88	2,10	20	1,80	178	1,83	93	1,91	24	1,89	66	1,67	662
Satisfaction with Work of CEO and Leadership Team at SPFL	1,33	14117	1,33	13948	1,81	59	1,81	88	1,94	19	1,58	179	1,63	93	1,82	23	1,47	65	1,41	655

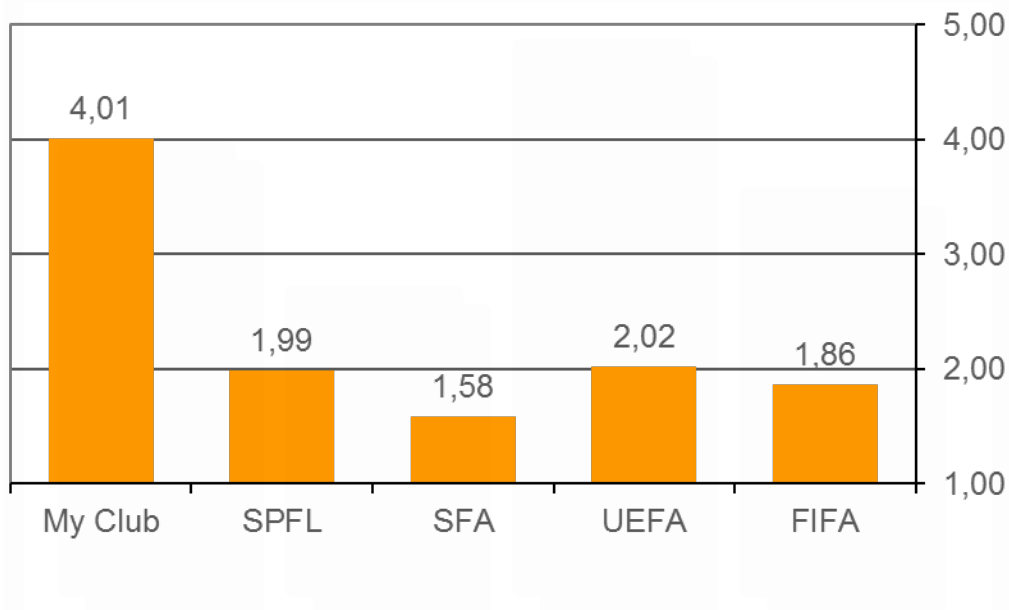
- Stakeholder: Supporters are far more critical regarding SPFL than other Stakeholders (Club officials, Managers, Referees, Players)
- Groups of Supporters: Celtic supporters are significantly more dissatisfied than Rangers and other fans with the SPFL

Results – Q5

- **“Thinking about their commitment to the good of football, rate the performance of the following over the past 12 months” (Q5):**
 - Performance my Club
 - Performance SPFL
 - Performance SFA
 - Performance UEFA
 - Performance FIFA

Results – Q5

“Thinking about their commitment to the good of football, rate the performance of the following over the past 12 months”:



Overall results:

- Supporters are usually satisfied with their clubs (4,01).
- Performance of SFA is rated worst (1,58).
- FIFA is rated better than the SFA.
- UEFA, FIFA and SPFL are rated on an equal bad level.

Results – Q5

	Total		Supporters		Club Official SPFL		Club Official other leagues		Manager/ Coach SPFL		Manager/ Coach Other leagues		Referee		Professional Player		Semiprofessional Player		Amateur Player	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Commitment to the Good of Football: Performance my Club	4,00	13800	4,01	13652	3,57	56	3,76	81	3,73	19	3,63	171	3,94	89	3,81	22	3,70	65	3,90	659
Commitment to the Good of Football: Performance SPFL	1,99	13984	1,99	13819	2,42	56	2,23	85	2,84	19	2,23	174	2,33	93	2,66	24	2,16	65	2,10	658
Commitment to the Good of Football: Performance SFA	1,58	14034	1,58	13868	2,14	56	1,94	85	1,94	19	1,87	172	1,95	93	2,08	24	1,73	65	1,69	658
Commitment to the Good of Football: Performance UEFA	2,02	13856	2,02	13693	2,03	55	2,34	84	2,05	18	2,05	173	2,36	88	2,27	22	2,17	64	2,09	647
Commitment to the Good of Football: Performance FIFA	1,86	13593	1,86	13430	1,92	53	2,10	82	1,82	17	1,90	172	2,21	87	2,04	22	1,87	63	1,88	641

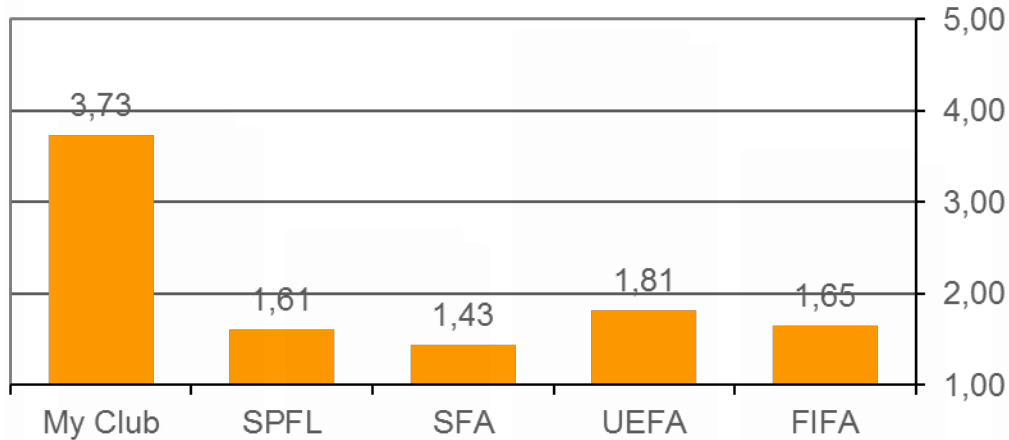
- Stakeholder: esp. Club officials and Managers rate their clubs worse than Supporters. Club officials rate SPFL and SFA better than Supporters
- Groups of Supporters: Celtic Supporters rate their club relatively best - all other institutions are clearly rated worse

Results – Q6

- **“Thinking about openness, honesty and trust, rate the performance of the following over the past 12 months” (Q6):**
 - Performance my Club
 - Performance SPFL
 - Performance SFA
 - Performance UEFA
 - Performance FIFA

Results – Q6

“Thinking about openness, honesty and trust, rate the performance of the following over the past 12 months”:



Overall results:

- Clubs are rated much better than any other institution in question (SPFL, SFA etc.).
- SFA receives the worst score from all evaluated institutions (worse than FIFA, UEFA)
- UEFA and FIFA are rated better than national institutions

Results – Q6

	Total		Supporters		Club Official SPFL		Club Official other leagues		Manager/ Coach SPFL		Manager/ Coach Other leagues		Referees		Professional Player		Semiprofessional Player		Amateur Player	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Openness Honesty and Trust: Performance my Club	3,73	13622	3,73	13478	3,82	51	3,65	82	3,52	17	3,63	172	3,68	90	3,70	20	3,56	62	3,70	639
Openness Honesty and Trust: Performance SPFL	1,62	13731	1,61	13577	2,13	52	2,11	81	2,11	17	1,87	170	2,10	92	2,50	20	1,92	63	1,76	637
Openness Honesty and Trust: Performance SFA	1,43	13748	1,43	13594	1,94	52	1,87	82	1,75	16	1,73	169	1,79	92	2,05	19	1,58	63	1,53	637
Openness Honesty and Trust: Performance UEFA	1,81	13544	1,81	13391	1,96	51	2,14	81	2,00	16	1,83	169	2,14	88	1,94	18	1,96	60	1,88	617
Openness Honesty and Trust: Performance FIFA	1,65	13341	1,65	13187	1,68	50	1,87	80	1,68	16	1,65	166	2,02	88	1,89	19	1,70	60	1,64	611

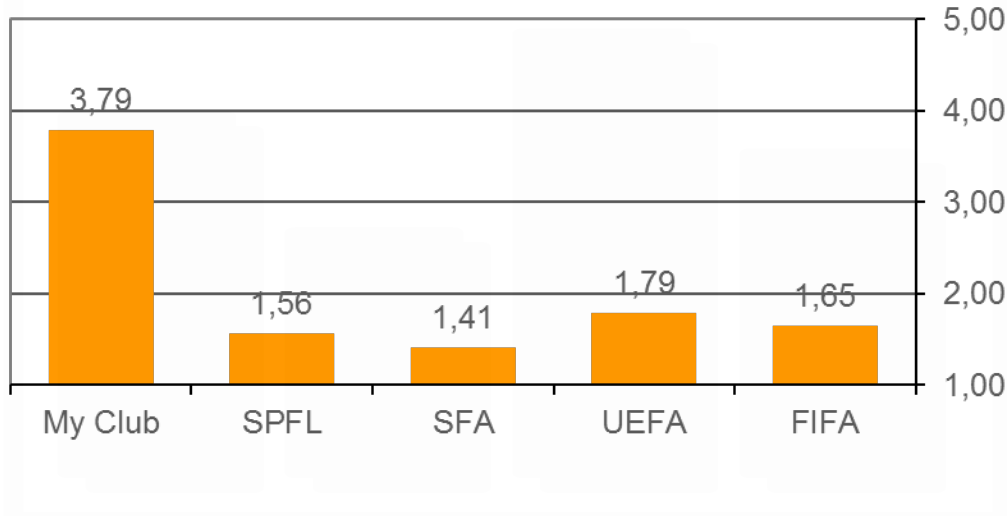
- Stakeholder: Ratings of clubs among all stakeholders are relatively constant. Supporters value in most cases worse than Managers, Club officials, Players etc.
- Groups of Supporters: Celtic Supporters have - apart from their club - a more negative assessment than other Supporters

Results – Q7

- **“Thinking about good governance and transparency, rate the performance of the following over the past 12 months” (Q7):**
 - Performance my Club
 - Performance SPFL
 - Performance SFA
 - Performance UEFA
 - Performance FIFA

Results – Q7

“Thinking about good governance and transparency, rate the performance of the following over the past 12 months”:



Overall results:

- Clubs are rated well in terms of governance and transparency.
- In line with the above shown bad ratings, the SFA also receives the worst rating in this regard.
- Also, SPFL, UEFA and FIFA are rated between bad and very bad.

Results – Q7

	Total		Supporters		Club Official SPFL		Club Official Other leagues		Manager/ Coach SPFL		Manager/ Coach Other leagues		Referees		Professional Player		Semiprofessional Player		Amateur Player	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Good Governance and Transparency: Performance my Club	3,79	13395	3,79	13256	3,68	50	3,69	83	4,06	16	3,60	165	3,69	85	3,81	16	3,68	60	3,72	614
Good Governance and Transparency: Performance SPFL	1,56	13426	1,56	13274	2,11	51	2,16	84	2,25	16	1,88	169	1,87	86	2,05	18	1,74	62	1,69	612
Good Governance and Transparency: Performance SFA	1,41	13452	1,41	13304	1,91	49	1,95	84	1,93	16	1,73	169	1,73	87	1,83	18	1,53	62	1,51	612
Good Governance and Transparency: Performance UEFA	1,79	13176	1,79	13030	1,88	50	2,16	81	2,31	16	1,80	166	2,10	83	1,94	17	1,82	57	1,88	594
Good Governance and Transparency: Performance FIFA	1,65	13010	1,65	12863	1,68	48	1,93	80	1,93	16	1,66	164	2,08	82	1,82	17	1,70	57	1,69	590

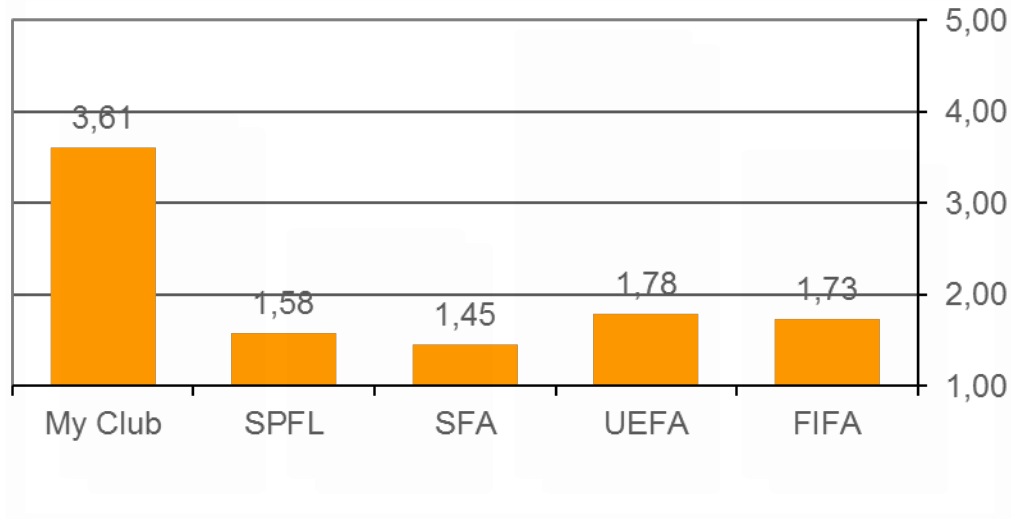
- Stakeholder: The rating of the clubs goes in the same direction among the various stakeholders – SPFL-Managers/Coaches have the best estimation
- Groups of Supporters: Celtic Supporters award worse values than the other Supporters (exception: Performance my Club)

Results – Q8

- **“Thinking about their commitment to fans affairs, rate the performance of the following over the past 12 months” (Q8):**
 - Performance my Club
 - Performance SPFL
 - Performance SFA
 - Performance UEFA
 - Performance FIFA

Results – Q8

“Thinking about their commitment to fans affairs, rate the performance of the following over the past 12 months”:



Overall results:

- Performance of the clubs is rated best again.
- The SFA again receives the most negative rating.
- Also, for SPFL, UEFA and FIFA we see a comparable picture as before.

Results – Q8

	Total		Supporters		Club Official SPFL		Club Official Other leagues		Manager/ Coach SPFL		Manager/ Coach Other leagues		Referees		Professional Player		Semiprofessional Player		Amateur Player	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Commitment to Fans Affairs: Performance my Club	3,61	13306	3,61	13169	3,52	51	3,65	81	3,52	17	3,55	167	3,59	82	3,47	17	3,62	59	3,54	609
Commitment to Fans Affairs: Performance SPFL	1,59	13271	1,58	13127	2,05	51	1,96	81	2,25	16	1,78	165	1,71	83	1,94	18	1,73	60	1,68	608
Commitment to Fans Affairs: Performance SFA	1,46	13274	1,45	13129	1,92	51	1,75	81	1,75	16	1,68	166	1,57	83	1,61	18	1,56	60	1,54	609
Commitment to Fans Affairs: Performance UEFA	1,78	12818	1,78	12671	1,84	51	2,15	79	2,00	16	1,78	160	1,98	80	1,82	17	1,80	56	1,82	579
Commitment to Fans Affairs: Performance FIFA	1,74	12479	1,73	12335	1,85	47	1,96	76	1,93	16	1,72	157	2,00	78	1,76	17	1,62	56	1,79	564

- Stakeholder: SFA, SPFL, UEFA and FIFA are usually rated – at least slightly – better by the other groups of Stakeholders (Managers, Coaches etc.) than by the supporters
- Groups of Supporters: Celtic Supporters are more negative in every respect than the other Supporter groups

Results – Q9

- **“Do you believe the Scottish Government should put pressure on the national football authorities ...” (Q9):**
 - ... to improve Commitment to the Good of Football
 - ... to improve Governance and Transparency
 - ... to improve Openness, Honesty and Trust
 - ... to improve Commitment to Fans Affairs”?
- Overall: Participants are very convinced, that Government put Pressure on Football Authorities to improve Openness, Honesty and Trust as well as Governance and Transparency (approval 90%). But there is also a clear need for action with regard to the other areas
- Groups of Supporters: With regard to the overall ratings of these points, Celtic Supporters always see a greater need for action (above average overall ratings) and Rangers Supporters a lower (below average)

Results – Q9

	Total			Supporters			Club Official SPFL			Club Official Other leagues			Manager/ Coach SPFL			Manager/ Coach Other leagues			Referees			Professional Player			Semiprofes- sional Player			Amateur Player		
	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N
Government put Pressure on Football Authorities to improve Commitment to the Good of Football	82,1	17,9	12867	82,2	17,8	12721	69,6	30,4	46	85,5	14,5	83	92,3	7,7	13	90,6	9,4	160	75	25	80	61,1	38,9	18	89,5	10,5	57	84,2	15,8	588
Government put Pressure on Football Authorities to improve Governance and Transparency	89,7	10,3	13180	89,8	10,2	13029	76,6	23,4	47	88	12	83	87,5	12,5	16	91,4	8,6	162	77,1	22,9	83	63,2	36,8	19	93,2	6,8	59	90,9	9,1	592
Government put Pressure on Football Authorities to improve Openness, Honesty and Trust	90	10	13207	90,1	9,9	13056	83	17	47	88	12	83	86,7	13,3	15	91,5	8,5	165	79,5	20,5	83	68,4	31,6	19	93,1	6,9	58	90,9	9,1	596
Government put Pressure on Football Authorities to improve Commitment to Fans Affairs	86,9	13,1	13030	87	13	12887	71,1	28,9	45	86,7	13,3	83	86,7	13,3	15	92,7	7,3	164	77,8	22,2	82	68,4	31,6	19	93,1	6,9	58	87,6	12,4	591

- Stakeholder: In particular, Club officials from the SPFL see a systematically lower need for action

Results – Q10

- **“Do you believe that national football authorities should have ...” (Q10):**
 - ... independent Watchdog / Ombudsman
 - ... independent Supporters organisation?”
- Overall results: Participants argue by a large majority in favor of forming the mentioned institutions

Results – Q10

	Total			Supporters			Club Official SPFL			Club Official other leagues			Manager/ Coach SPFL			Manager/ Coach Other leagues			Referees			Professional Player			Semiprofessional Player			Amateur Player		
	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N
National Football Authorities should have independent Watchdog / Ombudsman	92,9	7,1	12817	92,9	7,1	12672	81,3	18,7	48	91,4	8,6	81	94,1	5,9	17	91,1	8,9	158	84,6	15,4	78	77,8	22,2	18	94,8	5,2	58	91,5	8,5	568
National Football Authorities should have independent Supporters organisation	94,9	5,1	12833	95	5	12689	77,1	22,9	48	88,8	11,2	80	82,4	17,6	17	93,3	6,7	165	88,5	11,5	78	72,2	27,8	18	92,7	7,3	55	94,5	5,5	581

- Stakeholder: Concerning the Watchdog, Club Officials from the SPFL, Referees and Professional Players show systematically lower approval. In case of the independent Supporters Organisation the same is valid for Club Officials SPFL, Managers/Coaches SPFL and Professional Players
- Groups of Supporters: With regard to different groups of Supporters, approval of Celtic Supporters is highest (Watchdog, Supporters Organisation)

Results – Q11

- **“Do you believe that football supporters should have an influence within the following” (Q11):**
 - Own Club
 - SPFL
 - SFA
 - UEFA
 - FIFA
- Overall results: Participants strongly demand (stronger) influences within their clubs, the SPFL and the SFA (approval > 93%). Likewise with regard to UEFA and FIFA a substantial proportion (87%) requires (stronger) influence

Results – Q11

	Total			Supporters			Club Official SPFL			Club Official Other leagues			Manager/ Coach SPFL			Manager/ Coach Other leagues			Referees			Professional Player			Semiprofessional Player			Amateur Player		
	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N			
Football Supporters should have influence with own Club	95,6	4,4	13138	95,7	4,3	12994	86	14	50	94	6	83	82,4	17,6	17	94,5	5,5	163	92,7	7,3	82	84,2	15,8	19	96,6	3,4	58	96,5	3,5	597
Football Supporters should have influence with SPFL	93,8	6,2	13199	93,9	6,1	13045	86,3	13,7	51	94	6	84	82,4	17,6	17	94,5	5,5	165	88,9	11,1	81	84,2	15,8	19	91,5	8,5	59	93	7	603
Football Supporters should have influence with SFA	94,1	5,9	13211	94,2	5,8	13057	84	16	50	94	6	84	81,3	18,7	16	92,7	7,3	165	85,4	14,6	82	78,9	21,1	19	91,5	8,5	59	93,5	6,5	603
Football Supporters should have influence with UEFA	87,2	12,8	12297	87,3	12,7	12155	69,8	30,2	43	87,8	12,2	74	75	25	16	85,4	14,6	158	77,8	22,2	81	88,9	11,1	18	85,2	14,8	54	84,7	15,3	549
Football Supporters should have influence with FIFA	86,6	13,4	12173	86,7	13,3	12034	66,7	33,3	42	85,1	14,9	74	68,8	31,2	16	82,8	17,2	157	73,8	26,2	80	83,3	16,7	18	83,3	16,7	54	83,3	16,7	545

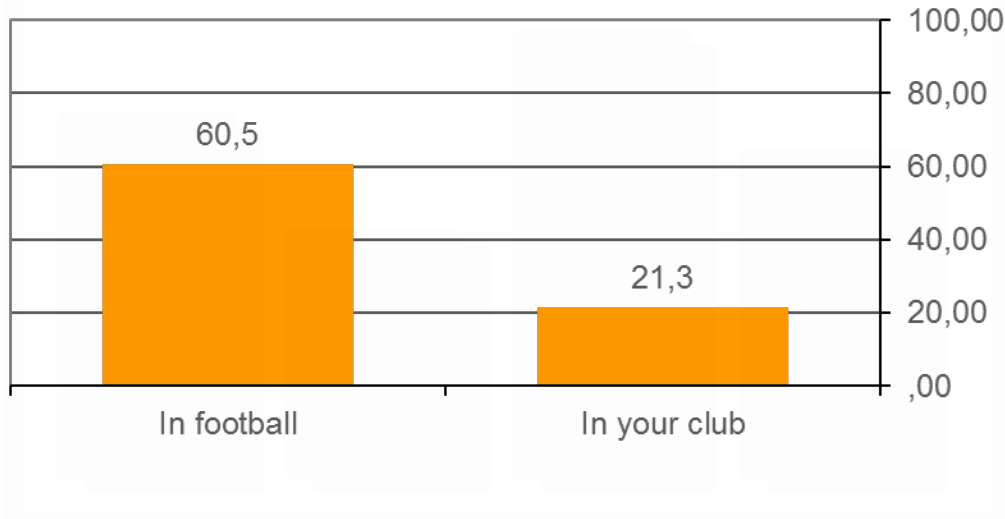
- Stakeholder: Club Officials and Managers/Coaches SPFL as well as Professional Players want influences of the Supporters within the clubs to a much lower extent than Supporters. Similar results were found for influences on SPFL and SFA
- Groups of Supporters: With regard to influences within clubs, no differences between groups of Supporters were revealed. Celtic Supporters demand influences in terms of other institutions strongest

Results – Q12

- **“Your future interest” (Q12):**
 - “Do you think you could lose interest in football in the future?”
 - “Do you think you could lose interest in your club in the future?”

Results – Q12

“Do you think you could lose interest...?”:



Overall results:

- More than 60% of participants see the risk of completely losing interest in football.
- This only applies to 21,4% with respect to their club.

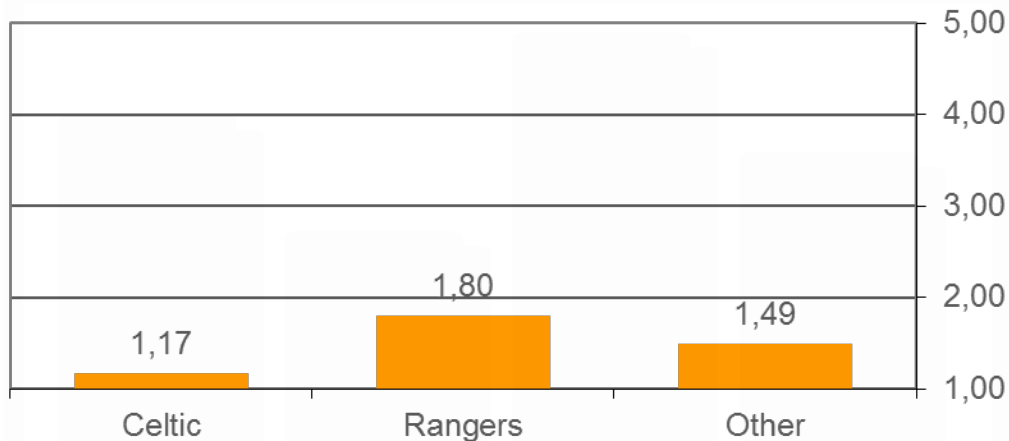
Results – Q12

	Total			Supporters			Club Official SPFL			Club Official Other leagues			Manager/Coach SPFL			Manager/Coach Other leagues			Referees			Professional Player			Semiprofessional Player			Amateur Player		
	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N	Yes %	No %	N			
Lose Interest in Football in the future	60,5	39,5	12357	60,5	39,5	12217	38,3	61,7	47	48,7	51,3	78	57,1	42,9	14	50,3	49,7	157	47,6	52,4	82	57,9	42,1	19	63,6	36,4	55	51,7	48,3	563
Lose Interest in own Club in the future	21,4	78,6	12432	21,3	78,7	12299	26,5	73,5	49	30,8	69,2	78	25	75	16	19,9	80,1	156	24,1	75,9	79	17,6	82,4	17	23,6	76,4	55	21,8	78,2	565

- Stakeholder: Compared to Supporters, all other stakeholders are less likely to lose interest in Football as a whole. The values for the different stakeholders in relation to the interest in their own club vary stronger
- Groups of Supporters: For Celtic Supporters, the danger of losing interest in football is greatest. Only 11% of Rangers Supporters think, they could loose interest in their Club in the future

Results differentiated by groups of supporters – Q3

“Indicate to what extent you are satisfied with the work of the CEO and Leadership Team at Scottish Football Association”

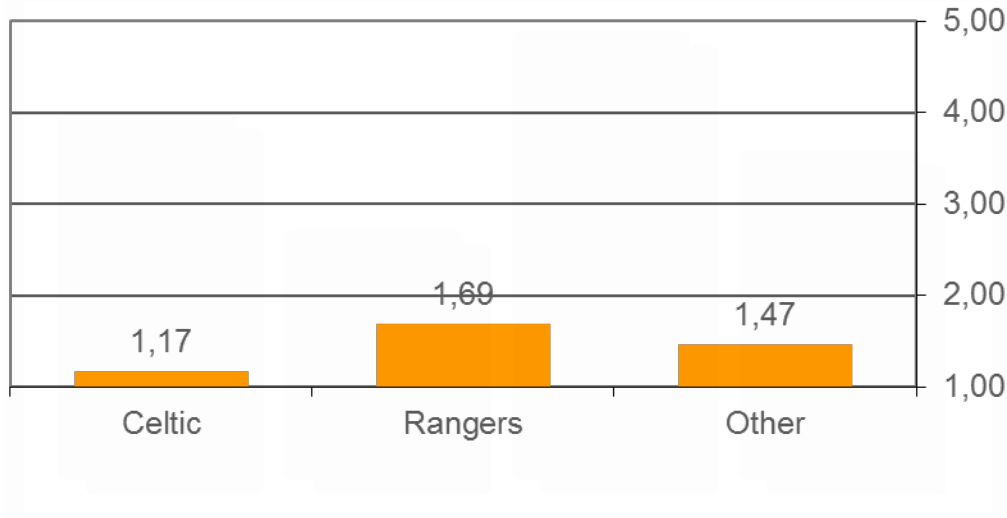


Overall results:

- Celtic Supporters are remarkably more dissatisfied with the work of CEO/Leadership Team at the SFA
- Supporters of other clubs are showing a level of dissatisfaction in between Celtic and Rangers Supporters
- Overall, Supporters of all Clubs have a significant level of dissatisfaction

Results differentiated by groups of supporters – Q4

“Indicate to what extent you are satisfied with the work of the CEO and Leadership Team at Scottish Professional Football League”

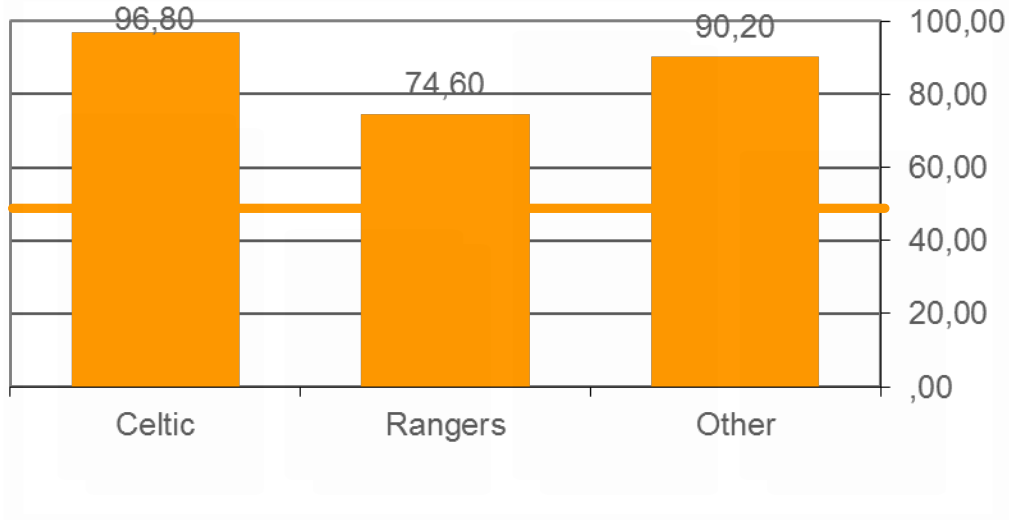


Overall results:

- Celtic Supporters are remarkably more dissatisfied with the work of CEO/Leadership Team at the SPFL
- Again: Supporters of other clubs are showing a level of dissatisfaction in between Celtic and Rangers Supporters
- Overall, Supporters of all Clubs report a significant level of dissatisfaction

Results differentiated by groups of supporters – Q10 (I)

“Do you believe that national football authorities should have an independent Watchdog / Ombudsman”:

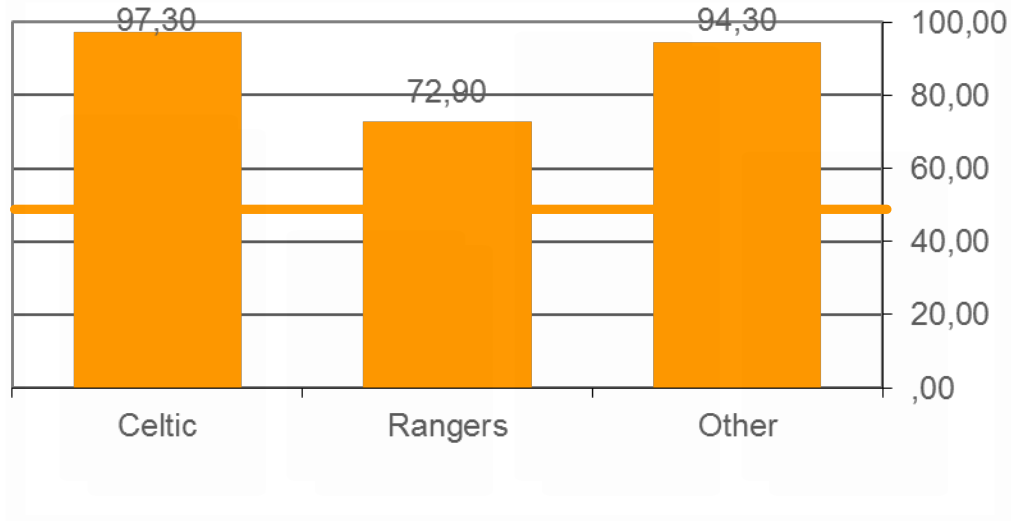


Overall results:

- Celtic Supporters demand the institutions in question relatively strong

Results differentiated by groups of supporters – Q10 (II)

“Do you believe that national football authorities should have an independent Supporters organisation”:

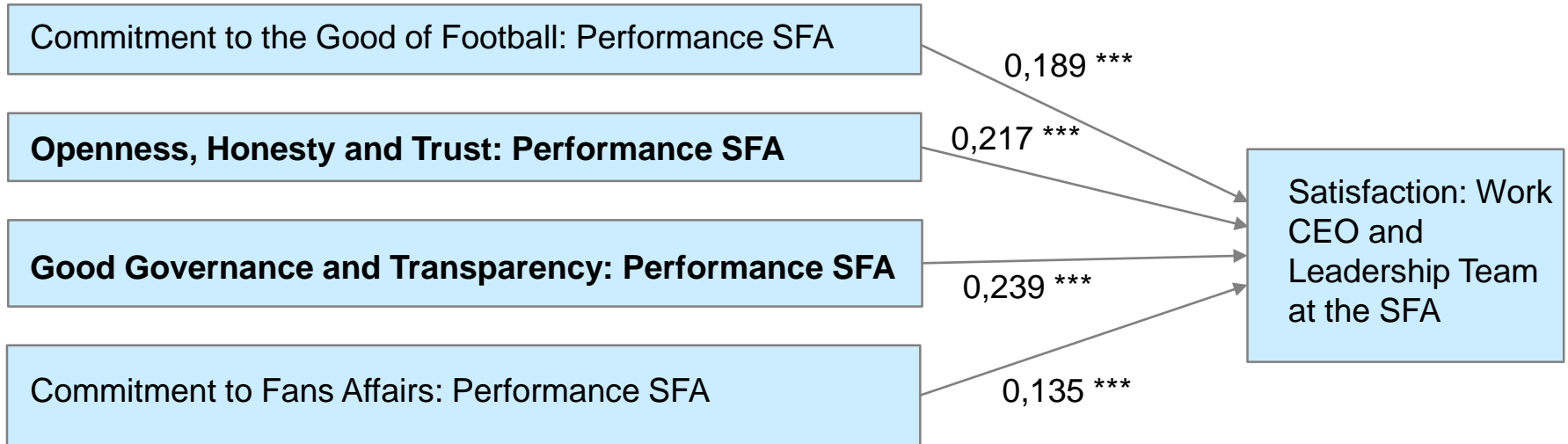


Overall results:

- Celtic Supporters demand the independent Supporters organisation relatively strong as well

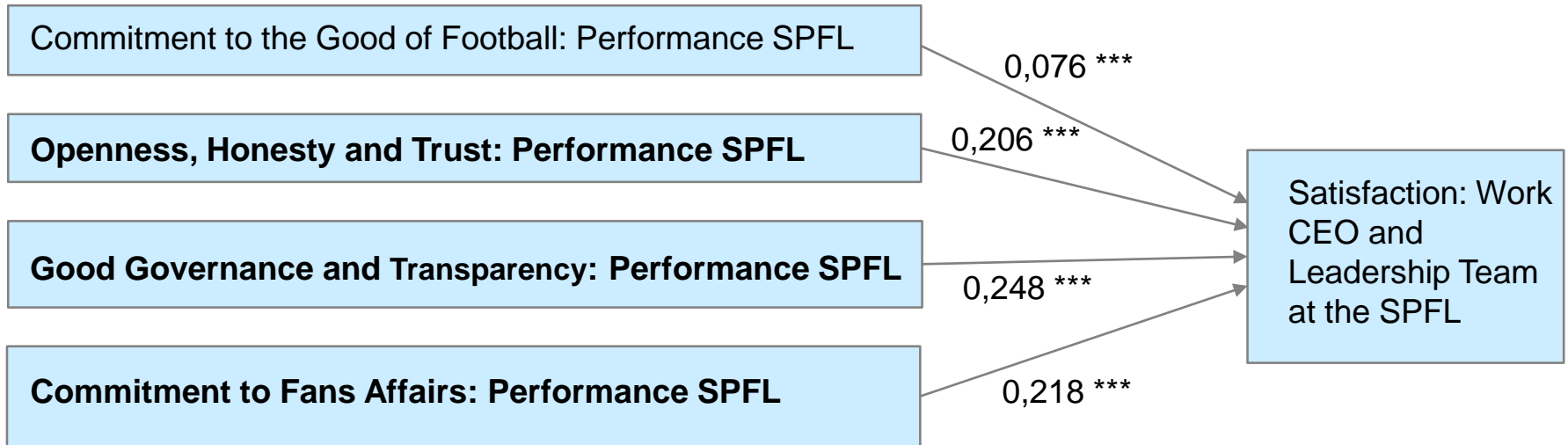
Results – Example of advanced analyses (I)

- Which factors are mainly responsible for the very low level of satisfaction with the work of the CEO and the leadership team at the SFA (see Q3)? (What can be done to increase satisfaction?)
- Regression analysis ($R^2 = 0,486$; *** = highly significant result):



Results – Example of advanced analyses (II)

- Which factors are mainly responsible for the very low level of satisfaction with the work of the CEO and the leadership team at the SPFL (see Q4)? (What can be done to increase satisfaction?)
- Regression analysis ($R^2 = 0,446$; *** = highly significant result):



Summary

- Strong dissatisfaction with national Football institutions
- Several reasons: especially bad performance Governance and Transparency; Openness, Honesty and Trust (SFA and SPFL) and Commitment to Fans Affairs: Performance (SPFL)
- Consequences: Wish for (stronger) pressure of Scottish government and (more) influence of independent institutions (watchdog, supporters organisation) and of football fans
- Great fear of loosing interest in Football in the future
- Supporters are in general more critical than other Stakeholders, but opinions go into the same direction
- Celtic Supporters are in principle more critical than Rangers and other Supporters, but values tend to be quite similar

Scottish Football Benchmarking and Evaluation 2017

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