



# AFC BIG SUPPORTERS SURVEY 2020

SURVEY REPORT - NOVEMBER 2020



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# /SUMMARY

Welcome to the AFC Big Supporters Survey 2020.

This is the third year of the survey for Aberdeen FC Supporters and once once again commissioned by the Inverness Reds Aberdeen FC Supporters Club.

The survey captures the views of supporters on a number of subject matters from the match day experience to AFC in the Community and this year the impact of the COVID-19 pandemic.

The majority of questions asked have remained the same so we can do like-for-like comparisons across the surveys.

Some questions were optional and some were mandatory, we removed incomplete or duplicate survey responses from the results.



# QUESTIONS

The survey was split into 13 sections as follows:

- 1 Demographics
- 2 Matchday attendance
- 3 Expectations
- 4 Rules and Regulations of the game
- 5 League Reconstruction
- 6 COVID-19 Response
- 7 Football and the Media
- 8 Communications
- 9 Investment
- 10 AberDNA/Season Tickets
- 11 Kingsford Stadium
- 12 Aberdeen FC Supporters Clubs
- 13 AFC in the Community





# METHODOLOGY

AFC Big Supporters Survey 2020



# METHODOLOGY

The survey took place between 26 May 2020 and 30 September 2020 and was promoted via social media and online via the Inverness Reds website and the AFC DONScast.

Fans were invited to take part in the survey through an online web form. In total 2,000 fans participated which is up from last year (329)

## Supporters Demographics

The average supporter, by most popular answers who participated in the survey was:

- Male
- Aged 46-55
- Married or with a partner
- With children
- In full-time employment



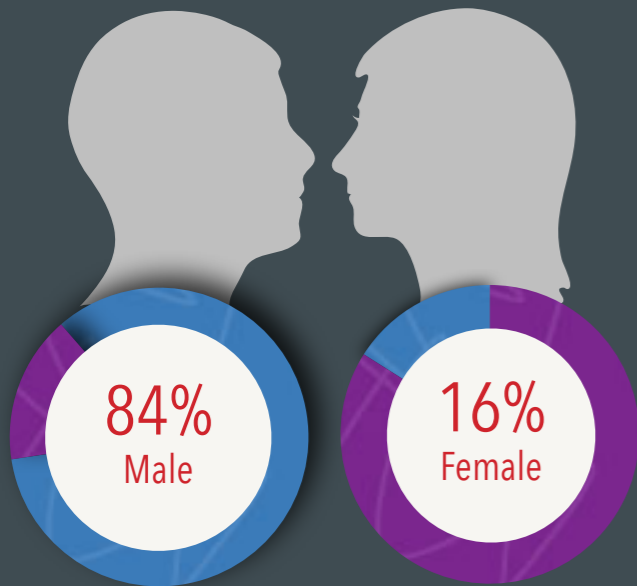
# DEMOCRAPHICS

AFC Big Supporters Survey 2020

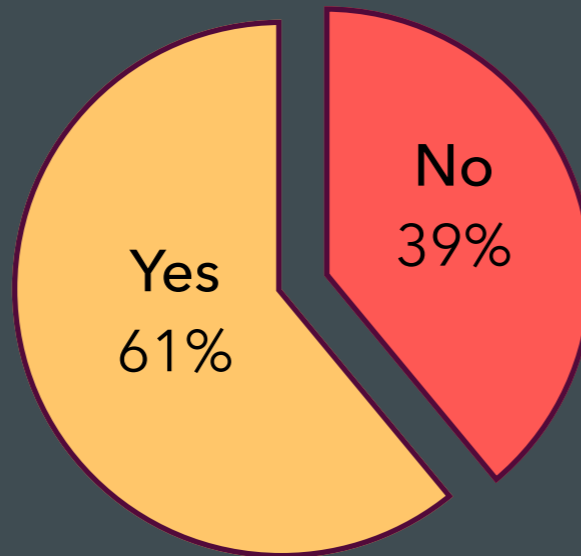


# DEMOGRAPHICS

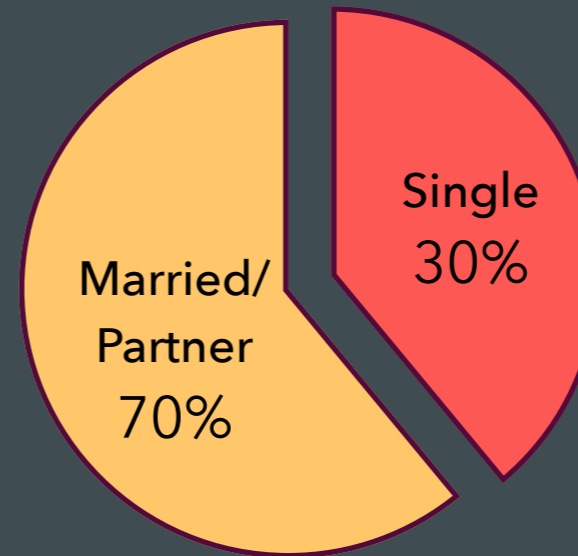
Gender



Children



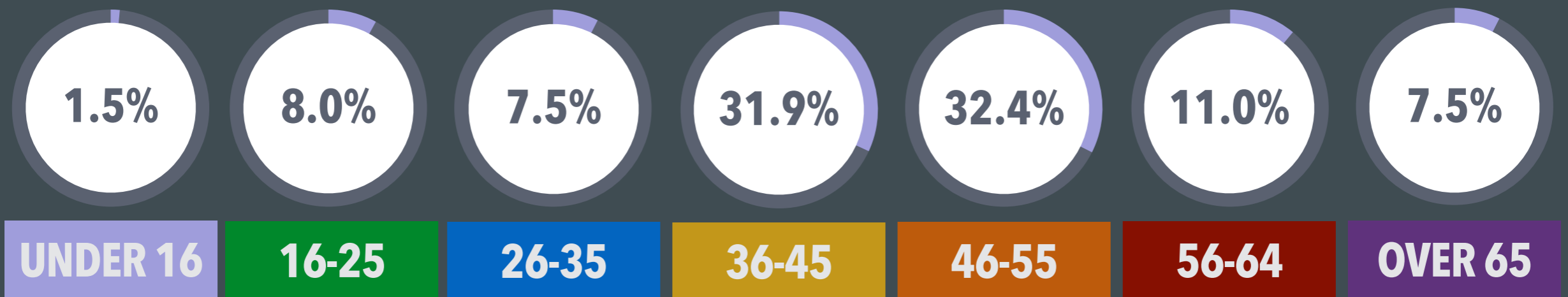
Married/Partner or Single



How long have you been a supporter?

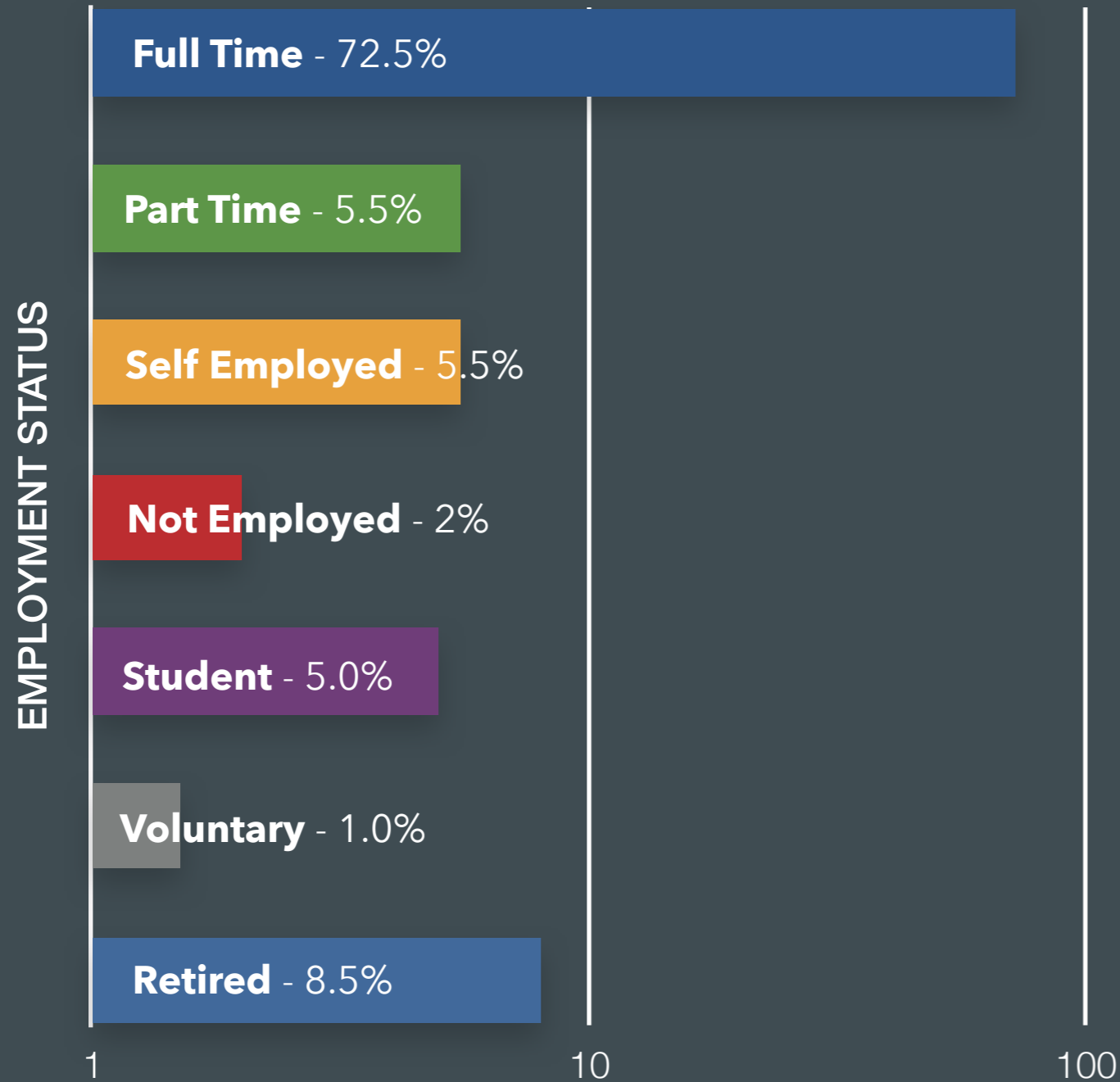


Age



# DEMOGRAPHICS

## Employment Status







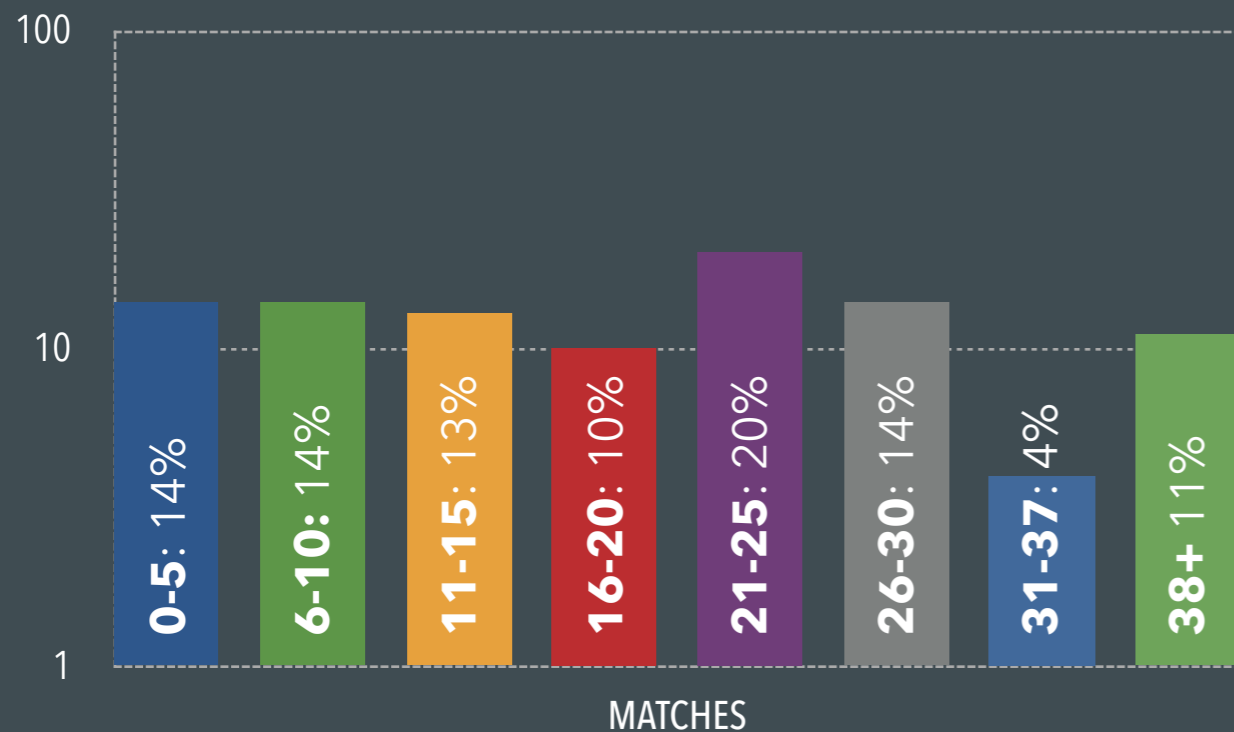
# MATCHDAY ATTENDANCE

AFC Big Supporters Survey 2020



# MATCHDAY ATTENDANCE

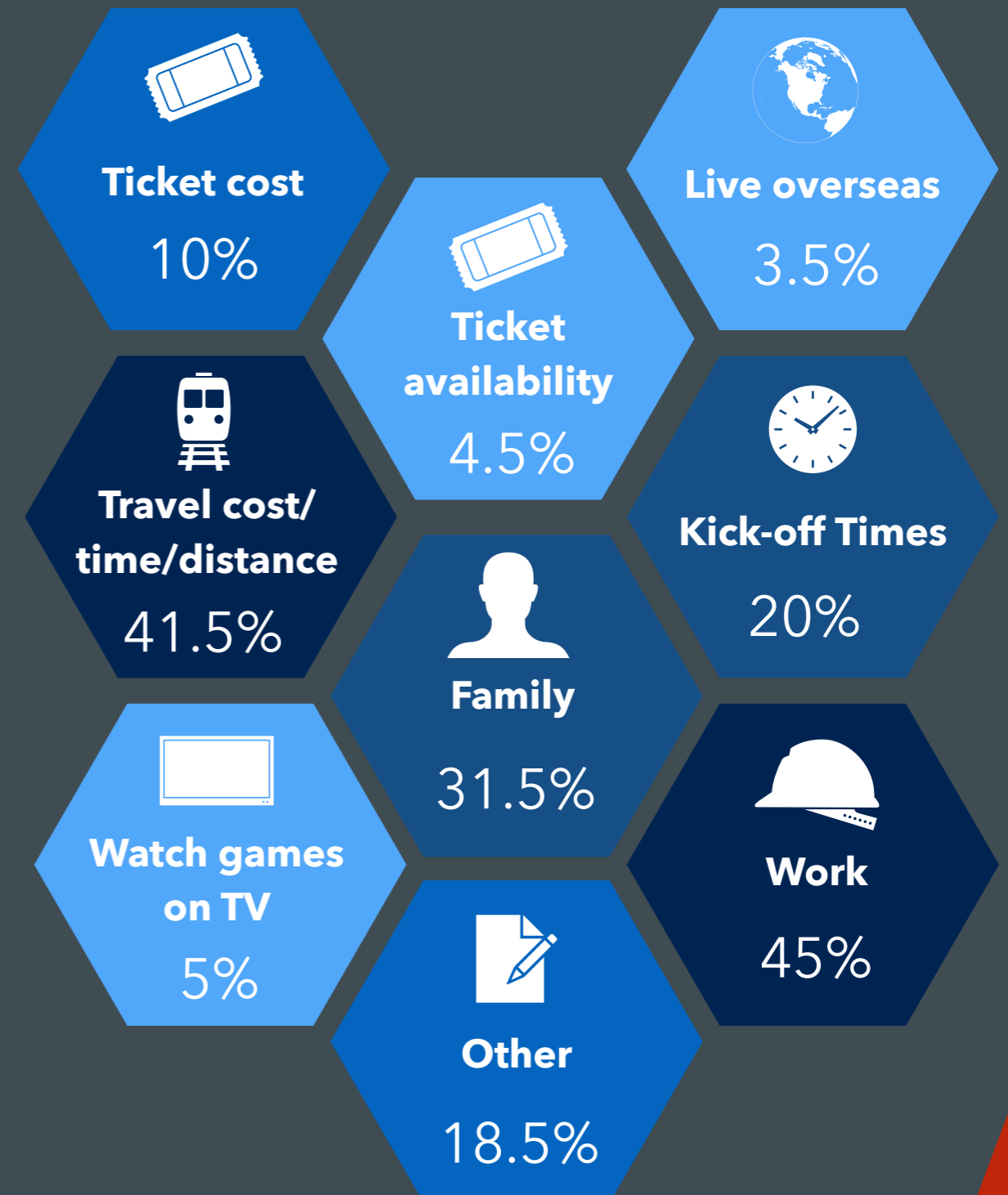
How many Aberdeen matches do you attend on average each season?



As the Scottish Premiership League season is 38 games in total, the assumption is that those attending 38 or more games have effectively attended all of the clubs' matches for the season.

Of those surveyed there is quite an even spread across the different groupings, with 10.5% of fans saying they attended all the club games, which is 3.2% higher than last year.

Reasons for not attending more games?

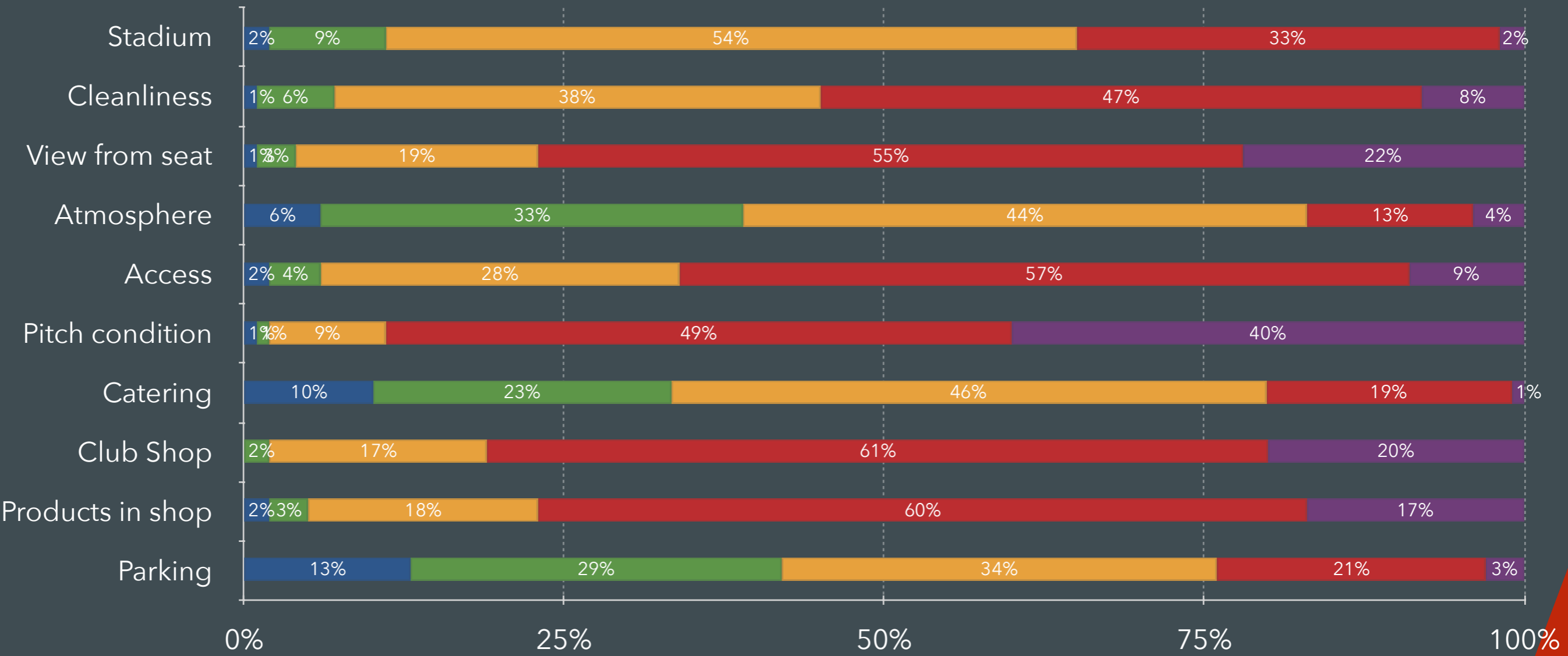


Respondents could select multiple answers in this section

# MATCHDAY ATTENDANCE

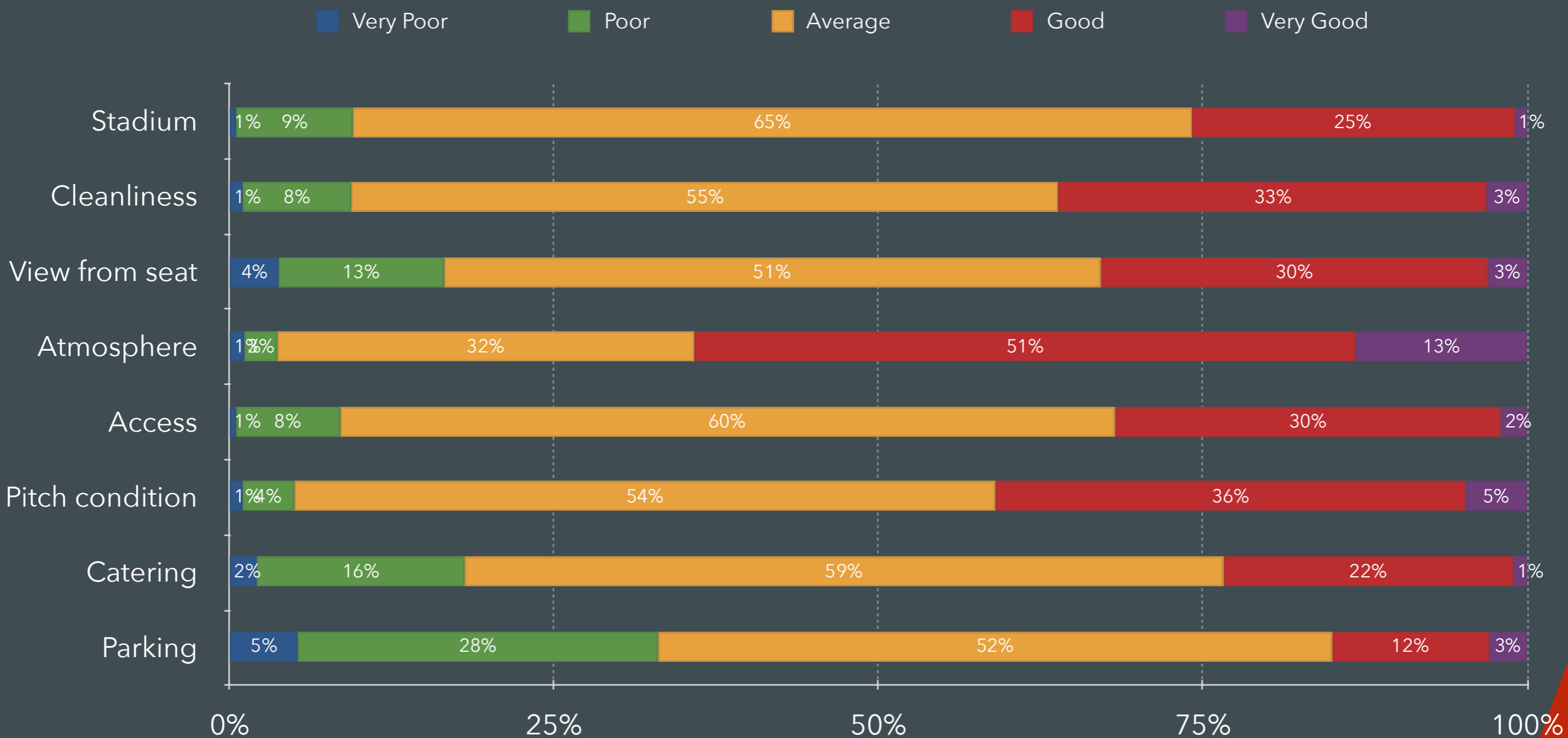
## Matchday experience at Pittodrie

Very Poor    Poor    Average    Good    Very Good



# MATCHDAY ATTENDANCE

## Away matchday experience



# MATCHDAY ATTENDANCE

When attending a match at Pittodrie, what do you do during your visit?



Visit the AFC Club Shop

51.5%



Purchase matchday programme

42.5%



Purchase The Red Final fanzine

20.5%



Purchase half-time draw ticket

24.5%



Go to AFC hospitality

9%



Visit a local pub/golf club

60.5%



Go to Aberdeen Sports Village

4.5%



Purchase food/drink at Pittodrie kiosks

67%



Visit Supporter Engagement cabin

1.5%



Donate to charity collections

44.5%

Respondents could select multiple answers in this section



# EXPECTATIONS

AFC Big Supporters Survey 2020



# EXPECTATIONS

Do you expect Aberdeen to win the Scottish Premiership?



No - 73.5%

Do you expect Aberdeen to win the Scottish Cup?



Yes - 79.5%

Do you expect Aberdeen to be in the top three of the Scottish Premiership?



Yes - 98.5%

Do you expect Aberdeen to win the Scottish League Cup?



Yes - 80%

Do you expect Aberdeen to be in the top six of the Scottish Premiership?



Yes - 100%

Do you expect Aberdeen to qualify for the Europa League?



Yes - 94%

How far do you expect Aberdeen to progress in European games?

Past the qualifying stages



67%

Not get past qualifying



18%

Past the group stages



11%

In the Europa last 16



4%

Do you expect Aberdeen to become a UEFA Top 100 Club?



Yes - 53.5%



# RULES & REGS OF THE GAME

AFC Big Supporters Survey 2020





# RULES AND REGS OF THE GAME



Do you agree with the temporary rule  
Change to make five subs in response to COVID-19?



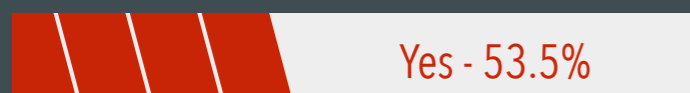
Do you think refs should wear microphones allowing fans to hear decisions taken by the officials?



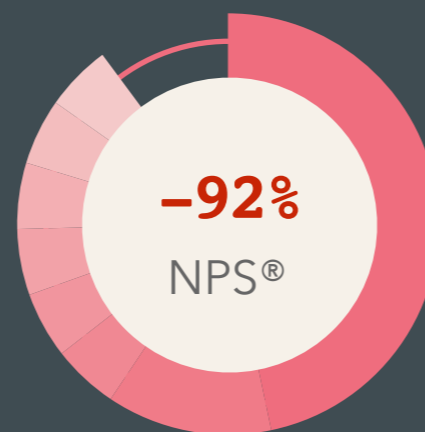
Should goal-line technology be introduced into the Scottish Premiership?



Do you think Video Assistant Referees should be introduced into the Scottish Premiership?



How do you rate the quality of refereeing in Scotland?



A Net Promoter Score measures customer experience. -100 is negative +100 is positive

In general as per previous years there was a range of responses in relation to what decisions are not being enforced strongly enough by refs. These included:

- Simulation / Diving / Play acting / cheating
- General Inconsistencies
- Fouls / Foul Throws
- Time wasting
- Violent conduct / dissent
- Decisions in favour of the Old Firm
- Wrestling / pushing in the box or at corners



# LEAGUE RECONSTRUCTION

AFC Big Supporters Survey 2020



# LEAGUE RECONSTRUCTION



Do you support league reconstruction?

Yes  
**65.5%**

14-14-16  
**35.5%**

14-14-14  
**13.5%**

Other  
**14%**

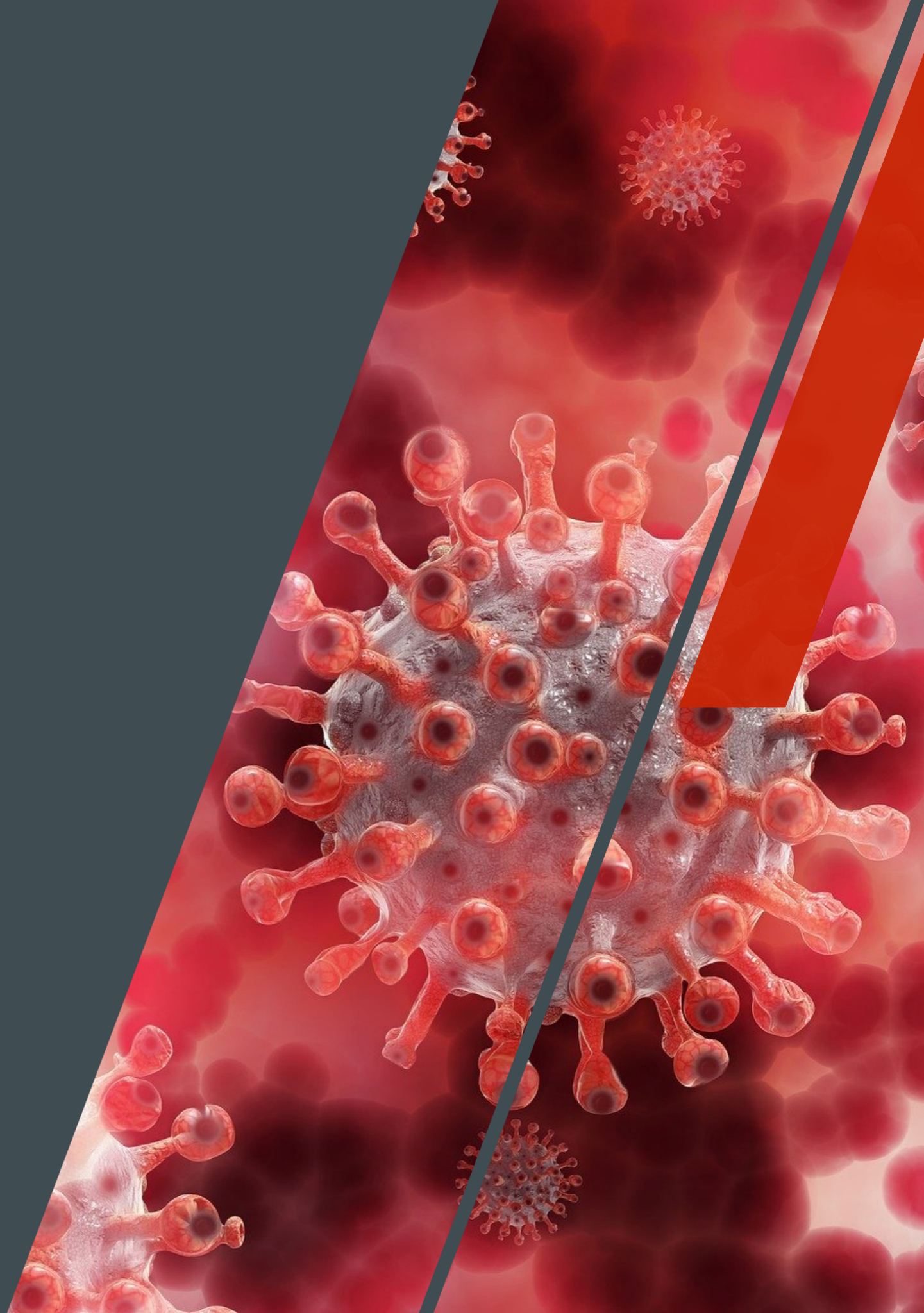
What model of League Reconstruction would you support?



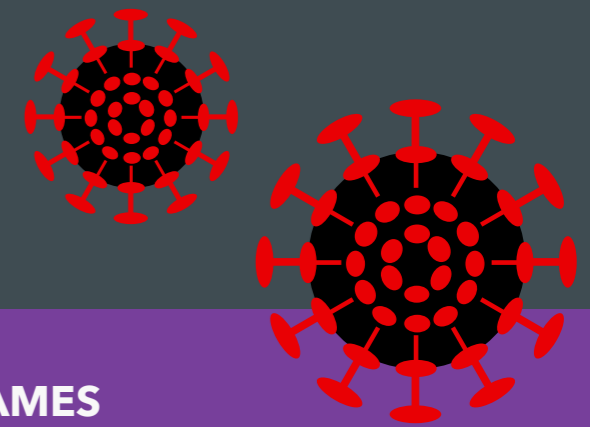


# COVID-19 RESPONSE

AFC Big Supporters Survey 2020



# COVID-19 FEEDBACK



## COVID-19 SUBSTITUTION RULE

Do you agree with the temporary rule change to make five substitutions during the COVID-19 pandemic?

Yes  
**72%**

## BEHIND CLOSED DOOR GAMES

Would you support the prospect of behind closed door games for the new season to commence in August 2020?

Yes  
**83.5%**

## 2019/20 SEASON CANCELLATION

Did you support the cancellation of the 2019/20 season as a result of the COVID=19 pandemic?

Yes  
**73%**

## BROADCASTING OF BEHIND CLOSED DOOR GAMES

Would you expect all Scottish Premiership games to be televised or broadcast online live?

Yes  
**94%**

## 2019/20 SCOTTISH CUP

Would you like to see the 2019/20 Scottish Cup competition played to completion

Yes  
**87.5%**

## ATTENDING MATCHES AT PITTODRIE

Would you attend matches at Pittodrie if socially distant and cleansing measures were in place?

Yes  
**91%**

## CANCELLATION OF 2020/21 CUP CAMPAIGNS

Would you support the cancellation of the cup campaigns for 2020/21 to allow the league campaign to complete?

No  
**65%**

## FINANCIAL VIABILITY OF ABERDEEN FOOTBALL CLUB

How concerned are you about the financial viability of Aberdeen Football Club during the COVID-19 crisis?

Concerned  
**66%**



# FOOTBALL AND THE MEDIA

AFC Big Supporters Survey 2020



# FOOTBALL AND THE MEDIA



This section outlines how respondent uses the media to read, watch and listen to football about Aberdeen FC and Scottish football

Morning Newspaper	2020	2019	2018
Don't read newspapers	61.5%	55.0%	53.5%
The Press & Journal	25.5%	30.9%	32.7%
Daily Record	10.5%	7.7%	8.6%
The Sun / Scottish Sun	10.5%	15.6%	11.4%
The National	4.5%	4.0%	1.5%
The Guardian	4.0%	3.7%	2.4%
The Herald	3.0%	2.1%	2.6%
The Scotsman	2.5%	5.8%	3.5%
Scottish Daily Express	2.0%	2.5%	0.9%
The Metro	2.0%	3.1%	1.3%
The Times	2.0%	2.1%	3.3%
Scottish Daily Mail	1.5%	4.3%	2.0%
Daily Star Scotland	1.0%	1.5%	2.0%
The Courier	1.0%	0.9%	0.9%
The Daily Telegraph	1.0%	1.2%	0.0%
The I	0.5%	0.6%	0.2%
The Morning Star	0.5%	0.3%	n/a
The Financial Times	0.5%	0.6%	0.0%

Evening Newspaper	2020	2019	2018
Don't read newspapers	70.0%	62.3%	60.1%
Evening Express	29.5%	36.1%	38.6%
Evening Telegraph	1.5%	1.5%	0.7%
Evening Times	1.5%	1.8%	0.0%
Edinburgh Evening News	1.0%	2.1%	0.0%

Sunday Newspaper	2020	2019	2018
Don't read newspapers	76.0%	73.9%	77.4%
Sunday Mail	8.0%	9.1%	8.8%
Sunday Post	6.5%	7.3%	5.5%
Sun on Sunday	6.0%	9.1%	6.1%
Sunday National	3.0%	1.8%	n/a
The Observer	2.5%	0.9%	0.4%
Scottish Sunday Express	2.0%	1.8%	0.9%
Sunday Times Scotland	2.0%	2.7%	3.5%
Scotland on Sunday	1.5%	1.2%	2.6%
People	0.5%	0.6%	0.2%
Scottish Sunday Mirror	0.5%	0.6%	n/a
Daily Star on Sunday	0.5%	n/a	n/a
Sunday Telegraph Scot.	0.5%	0.9%	n/a

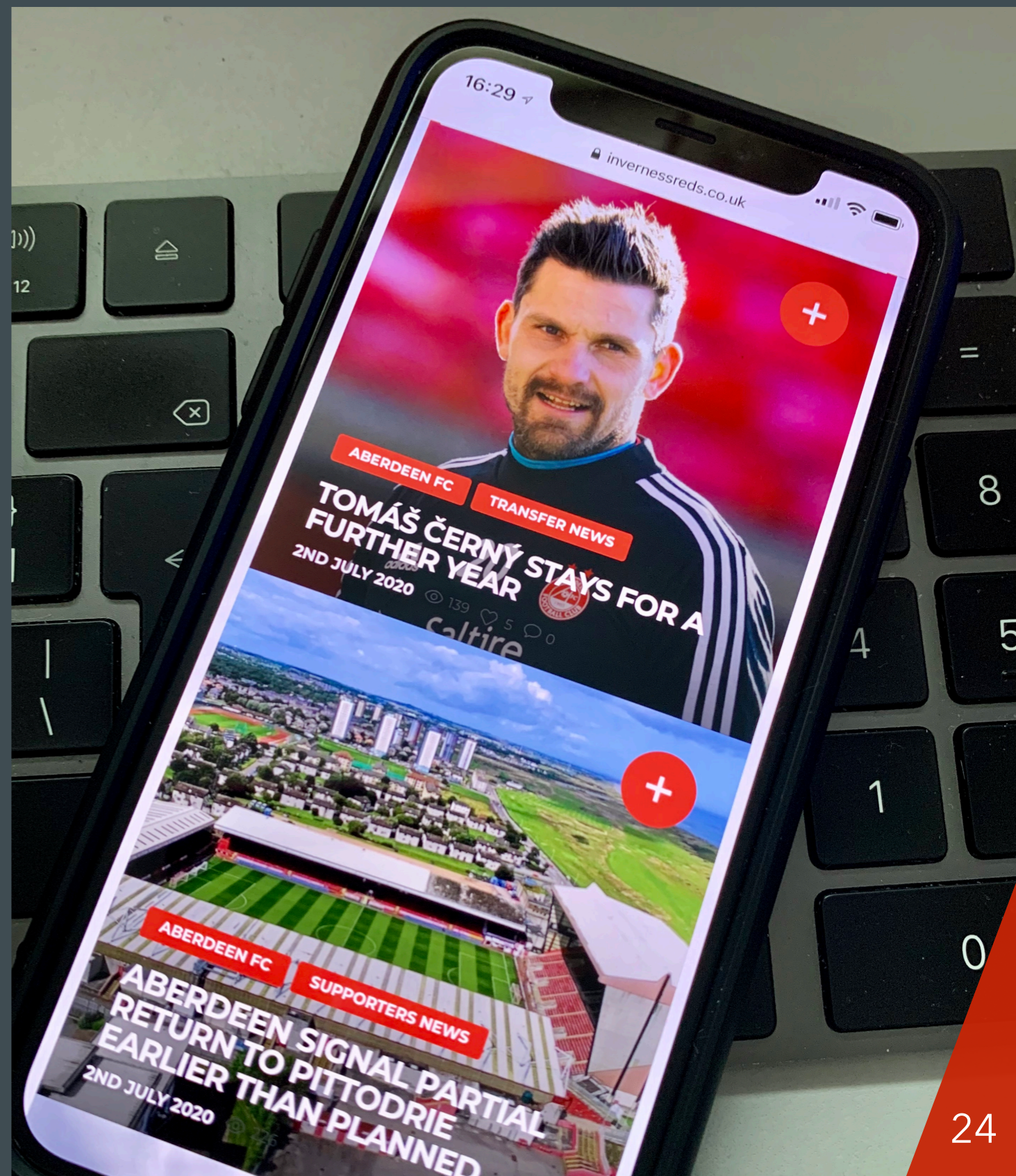
# FOOTBALL AND THE MEDIA



Which websites do you use for football news?

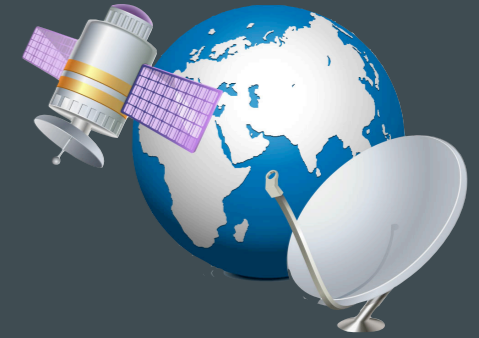
Website	2020	2019	2018
Official AFC website	87.5%	87.5%	87.7%
BBC Sport	77.5%	82.1%	80.7%
Social Media	56.5%	52.3%	74.6%
Sky Sports	44.5%	40.1%	42.8%
AFC Supporters Club	42%	35.3%	33.8%
P&J / Evening Express	34.5%	38.0%	n/a
AFC Forum website	34%	38.9%	31.4%
SPFL website	17%	18.8%	14.7%
Pie and Bovril	16.5%	14.9%	n/a
Scottish FA website	10%	n/a	n/a
BT Sport	8%	12.2%	n/a
Other	1%	n/a	n/a

Respondents could select multiple answers in this section

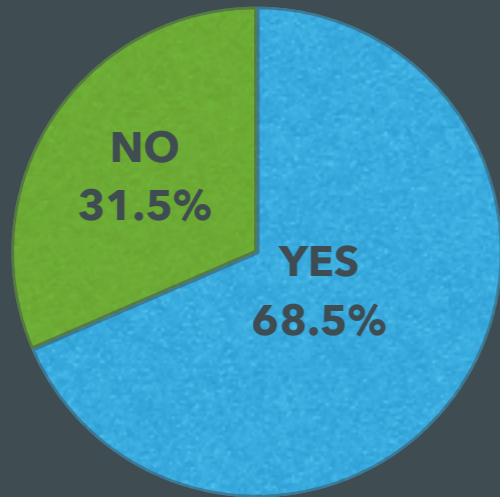




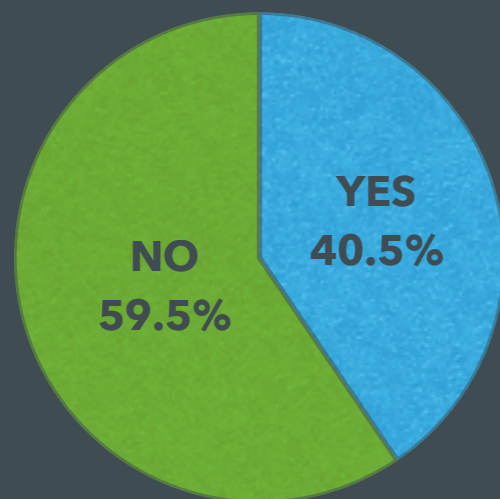
# FOOTBALL AND THE MEDIA



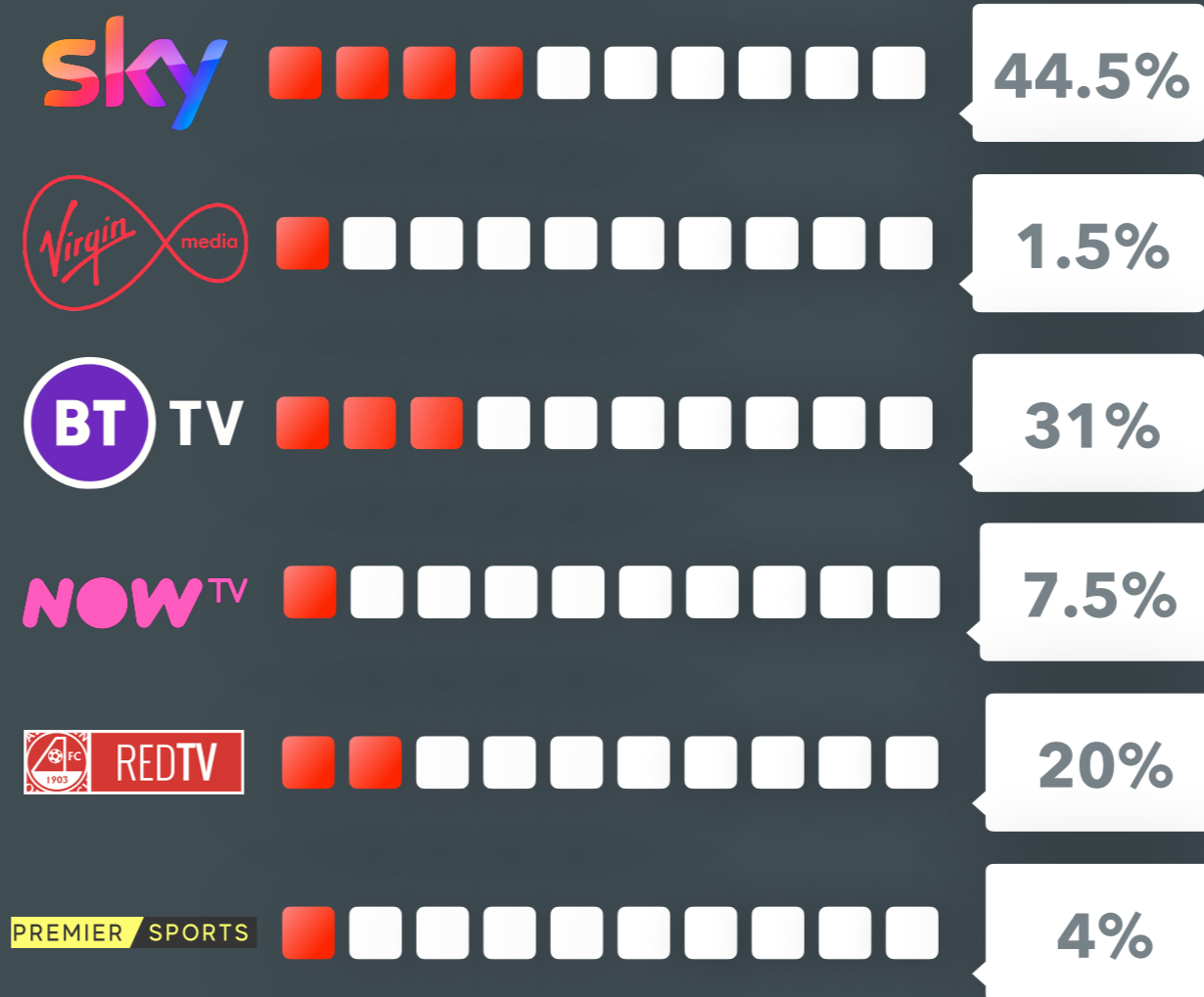
Do you pay a subscription to watch live football?



Did you suspend your subscription during lockdown?



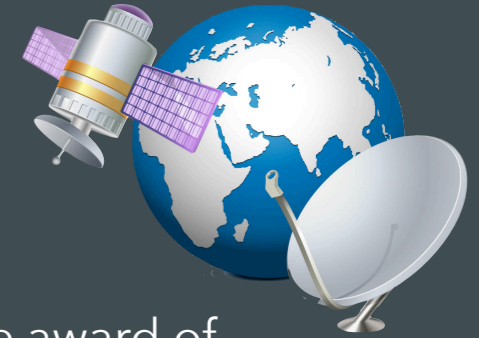
Which subscription service(s) do you use to watch live football?



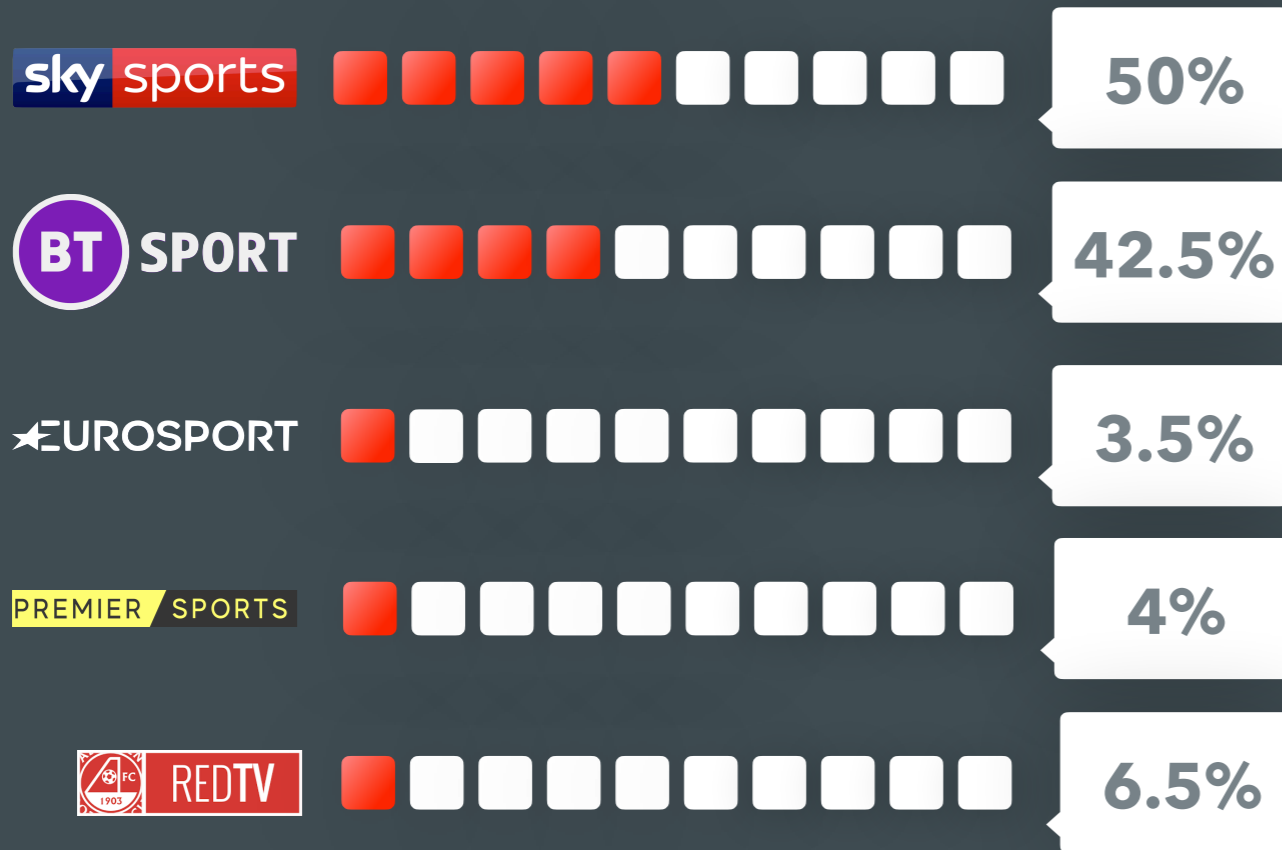
Respondents could select multiple answers in this section



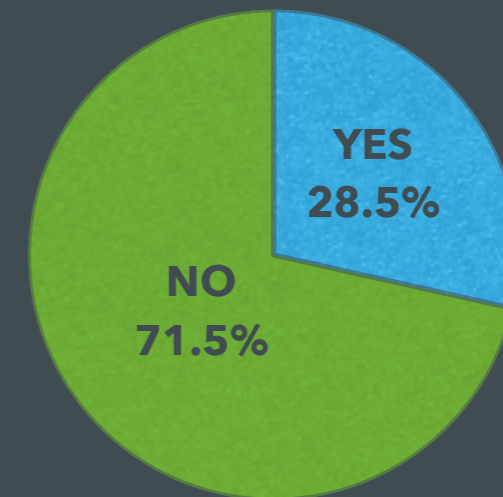
# FOOTBALL AND THE MEDIA



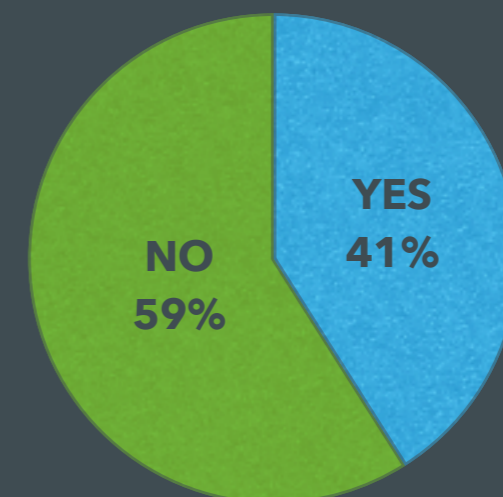
Which subscription channel(s) do you subscribe to, to watch live football?



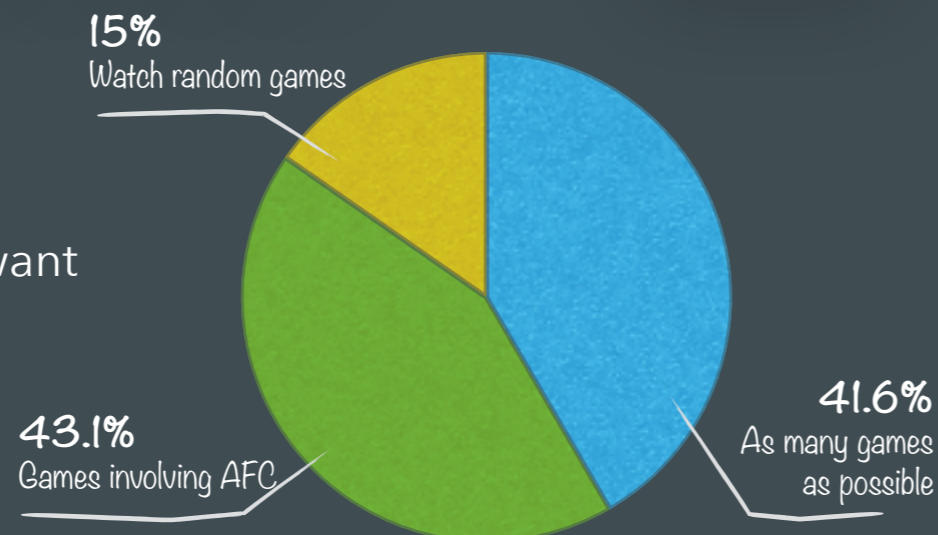
Do you support the award of Sky Sports as exclusive SPFL broadcaster for the league?



Would you subscribe to an SPFL sports channel?



What Live SPFL football do you want on TV?



Respondents could select multiple answers in this section

# FOOTBALL AND THE MEDIA



Use of podcast services by supporters.

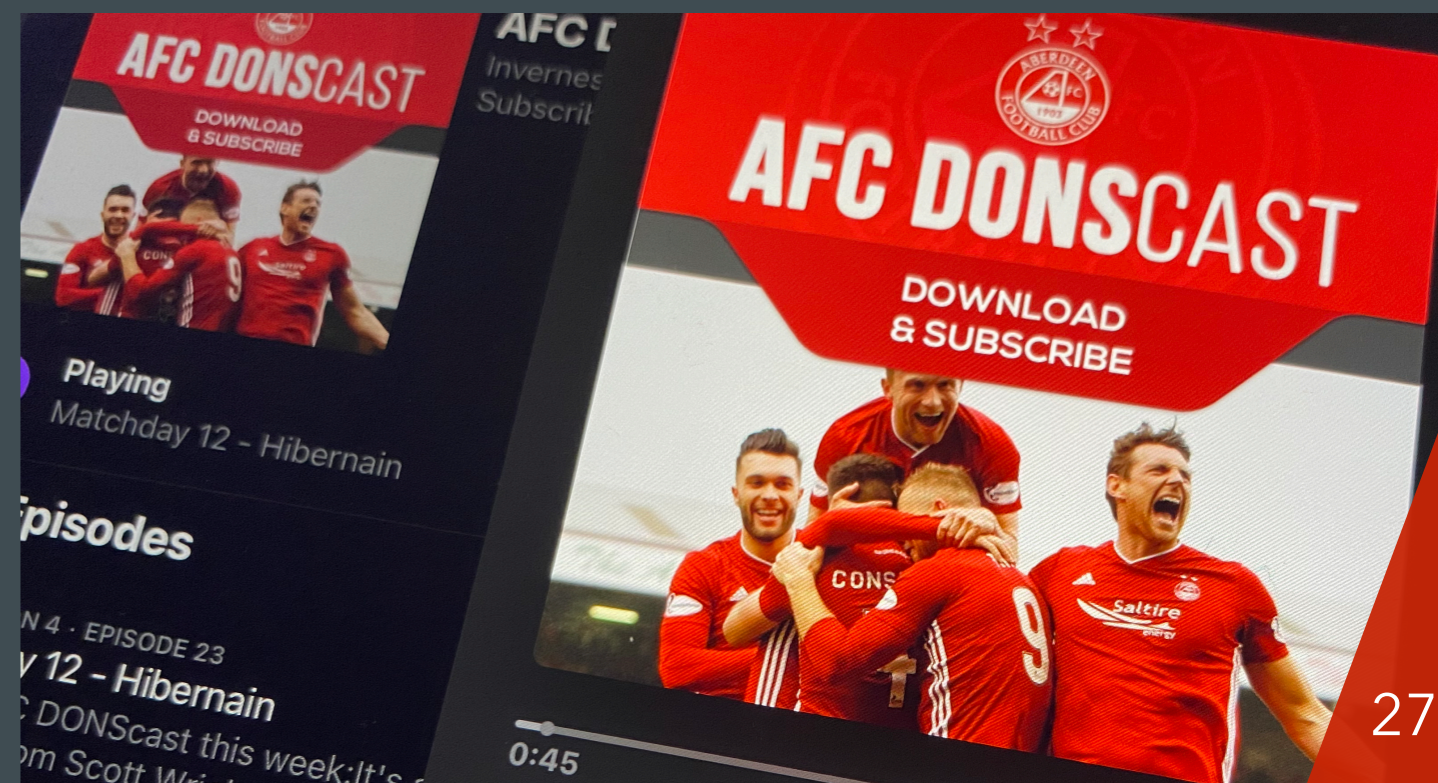
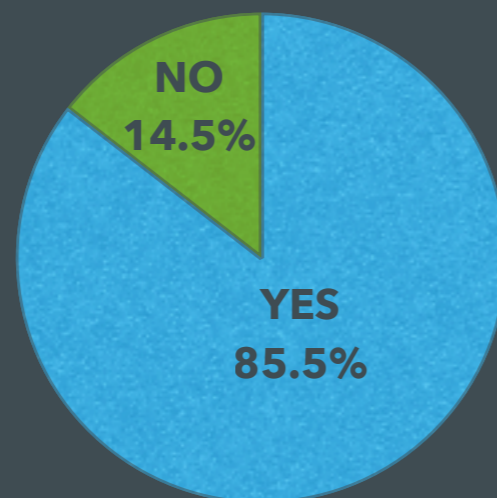
Which sports podcasts do you listen too?

Podcast	2020
Here We Go AFC!	18.5%
AFC DONScast	15%
Red Friday (Northsound)	6%
The Terrace - Scottish Football Podcast	10.5%
BBC Scottish Football Sportsound	21.5%
BBC Scotland Off the Ball	21%
BBC 5 Live 606 Phone-in	2.0%
Clyde 1 Superscoreboard	1.5%
Other	5%

What podcast service(s) do you use?

Podcast Service	2020
Apple Podcasts	19%
Google Podcasts	5.5%
Spotify	12.5%
TuneIN	1.5%
Stitcher	0%
Podcast website / online	8.5%
Other	3%

Would you like Aberdeen FC to produce an official podcast with news and interviews from the club?





# COMMUNICATION

AFC Big Supporters Survey 2020

**VIRTUAL SEASON TICKET ACCESS**

**VIRTUAL SEASON TICKET KEY INFORMATION**

- Your Virtual Season Ticket will provide access for **ALL** home league matches which are played at Pittodrie whilst matches are played behind closed doors or partial crowds should you not be granted access.
- In the event that you are granted access to Pittodrie for a match with partial crowds, you **will not receive virtual access**.
- Virtual access will cease when we can accommodate all season ticket holders inside Pittodrie again safely.
- A **unique log-in will be issued around 48 hours before kick-off** in the first match. You will also receive a **weblink to access the action at this time**. At this time you will be required to sign up to the Terms and Conditions for this service.
- Your **unique log-in will remain the same for all matches** so please keep it safe, this must **not under any circumstance be shared with others** and will only provide access to **one device at a time**.

**REDTV** HOME VIDEOS FREEVIEW ARCHIVE CONTACT

Interview  
**ROB MACLEAN JOINS THE REDTV TEAM FOR 20-21**  
Our new matchday presenter, Rob Maclean speaks to RedTV via Zoom  
@rob\_maclean

**YOUR LOG-IN**  
Virtual Season Ticket access will be delivered to you via a newly created platform. Your virtual season ticket will be accessible via a **unique log-in** and **weblink provided at least 48 hours before each match**.  
Ahead of the first match against Rangers, we will be running some **test streams** so that you can login and check everything is working. These will take place on **Thursday 30<sup>th</sup> July from 6pm - 9pm** and **Friday 31<sup>st</sup> July from 6pm - 9pm**.

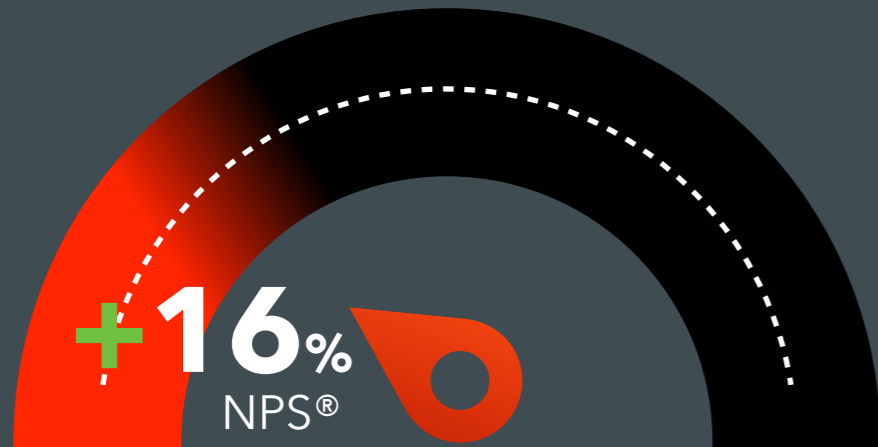
**YOUR DEVICE**  
Desktop computers & laptops: You can watch the Live Broadcast on an up to date desktop or laptop computer (PC or Mac). You must make sure your browser is up to date and has JavaScript enabled to work (most browsers update automatically). Safari, Google Chrome, Microsoft Edge or Firefox are recommended although other browsers may work but are unsupported.  
Apple iPads and iPhones: You must have **iOS 11.3** or higher installed and you must use Safari to watch the Live Broadcast on Apple devices.  
Android devices: The live broadcast also works on most modern and up to date Android devices, including

# /COMMUNICATION

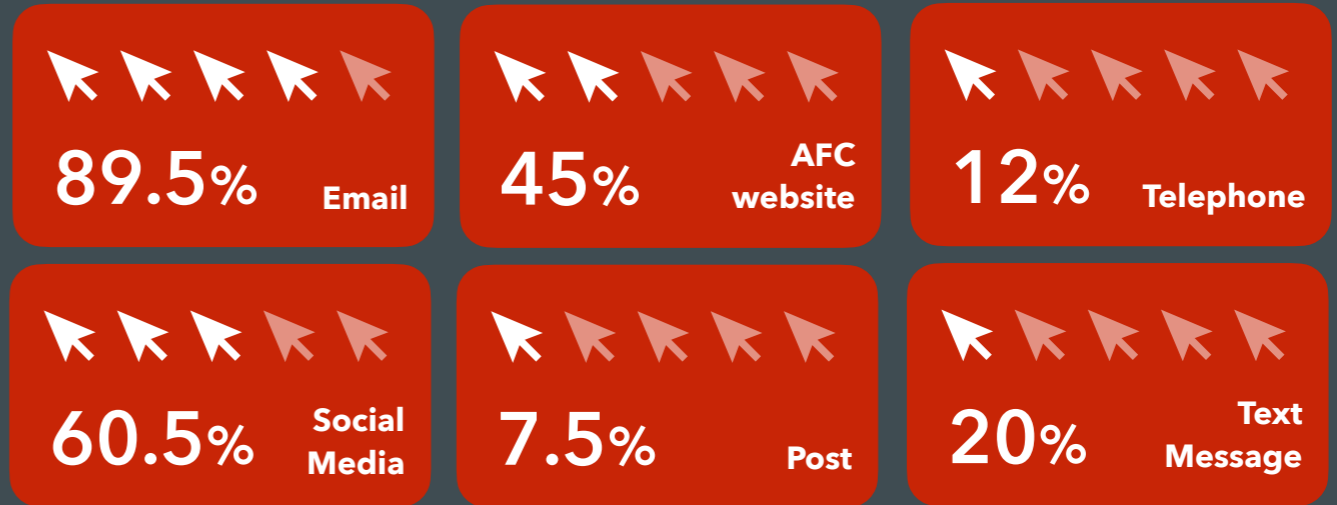


How do you rate the communication you receive from Aberdeen Football Club?

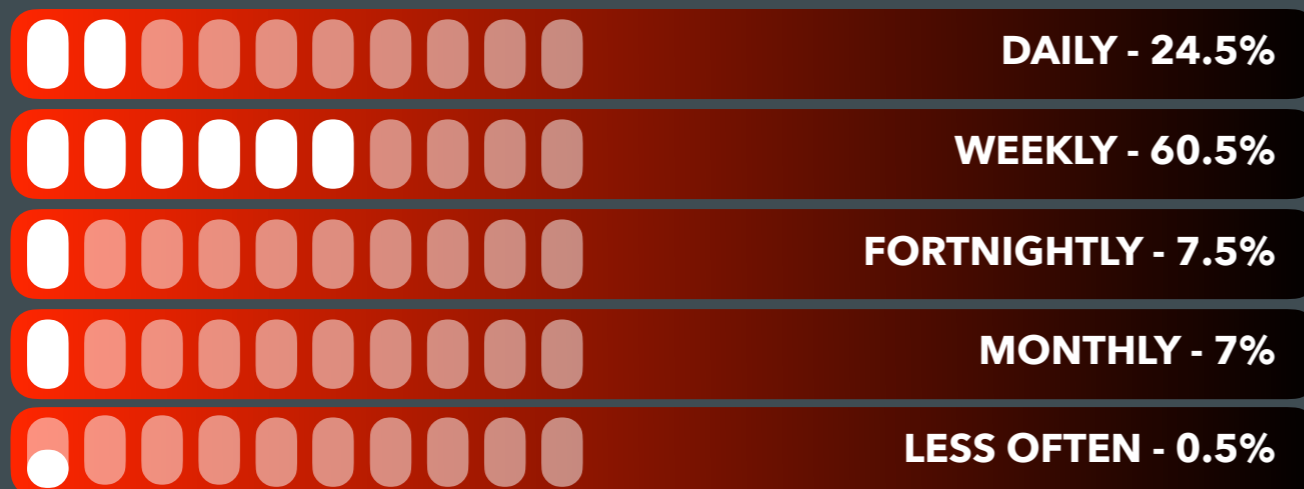
How do you prefer to receive direct communication from the club?



A Net Promoter Score measures customer experience. -100 is negative +100 is positive



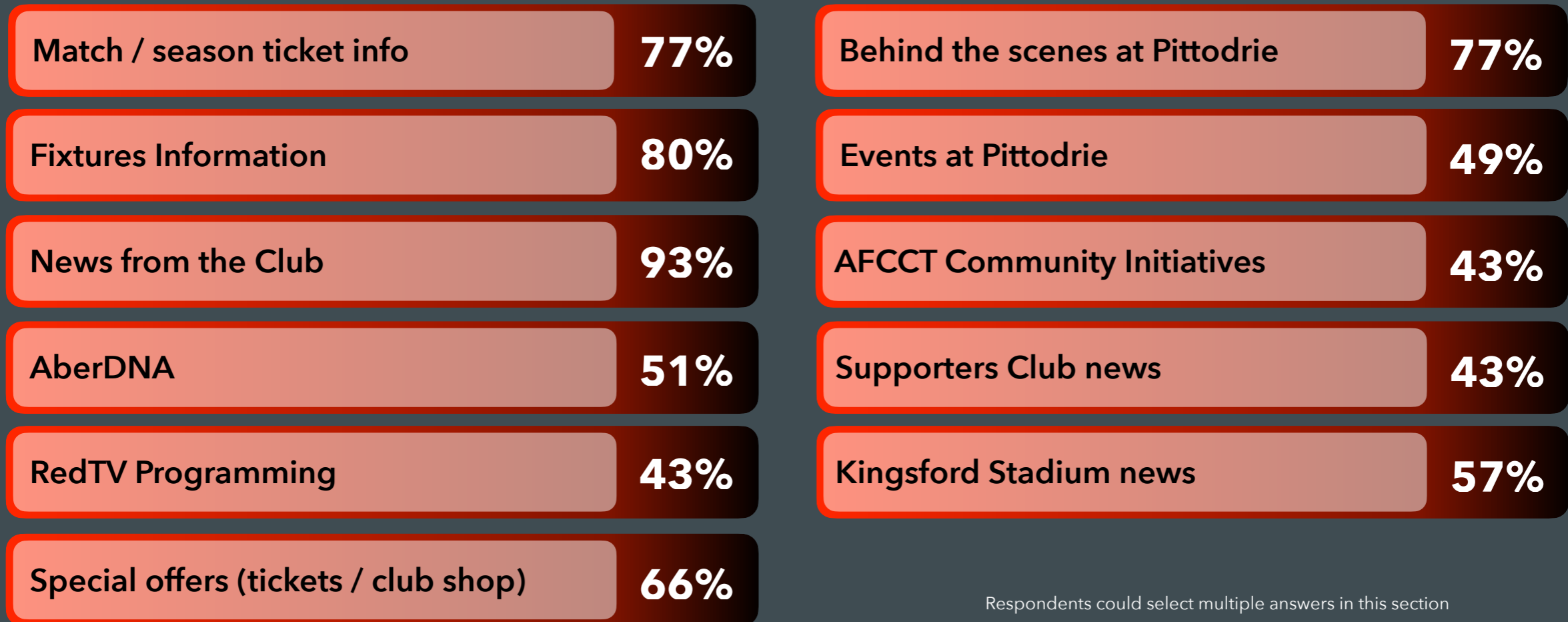
How often would you prefer to receive communication from the club?



# /COMMUNICATION



What would you like the club to communicate to you about?



Respondents could select multiple answers in this section

**STAND FREE**  
SOUL • SPIRIT • TRADITION





# INVESTMENT

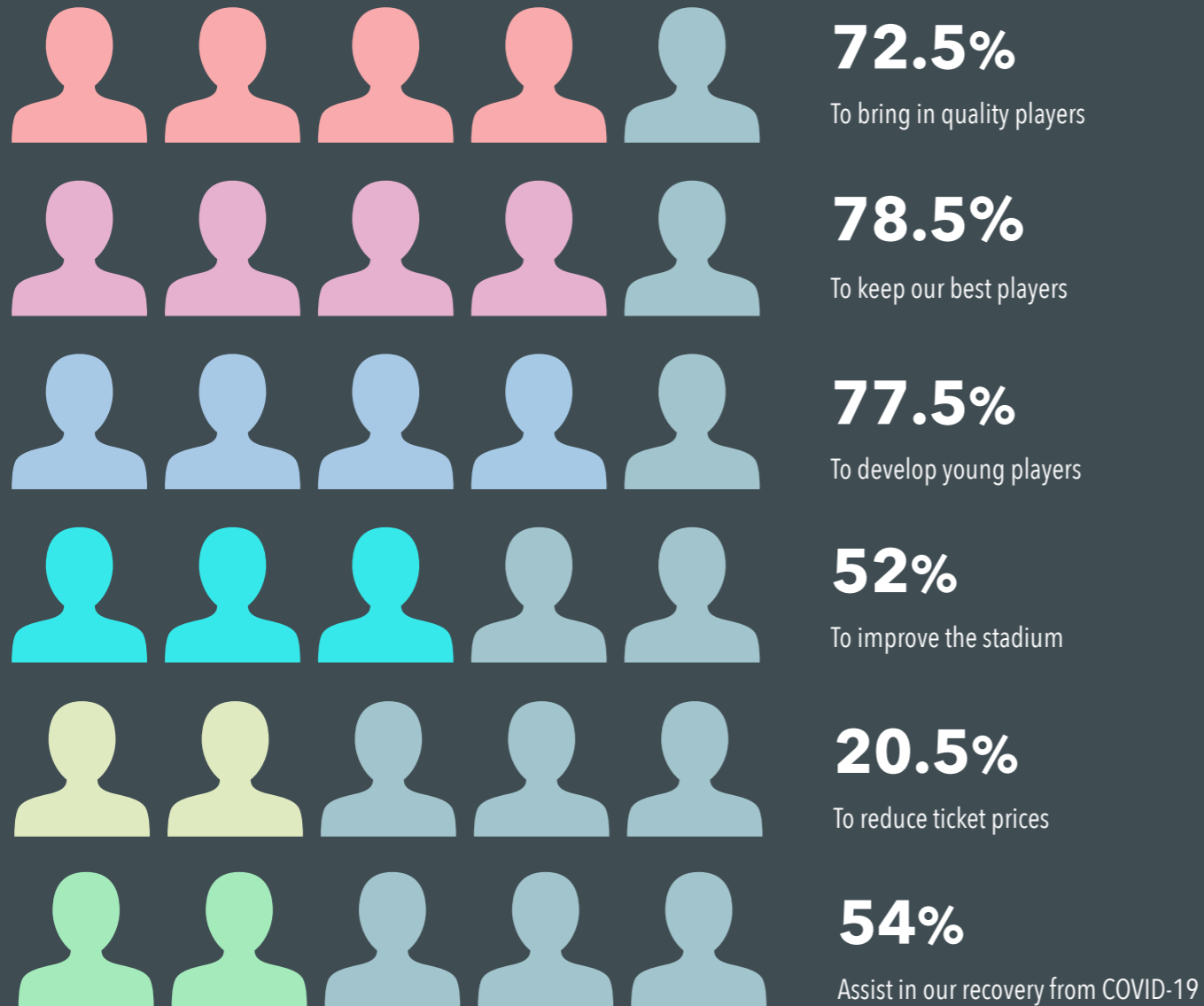
AFC Big Supporters Survey 2020



# INVESTMENT



What would you rather Aberdeen FC spend any investment in?



Respondents could select multiple answers in this section





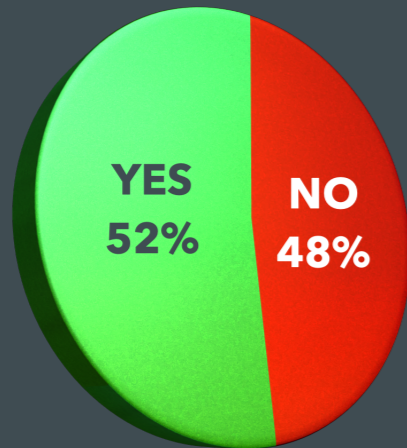
# ABERDEEN AND SEASON TICKETS

AFC Big Supporters Survey 2020

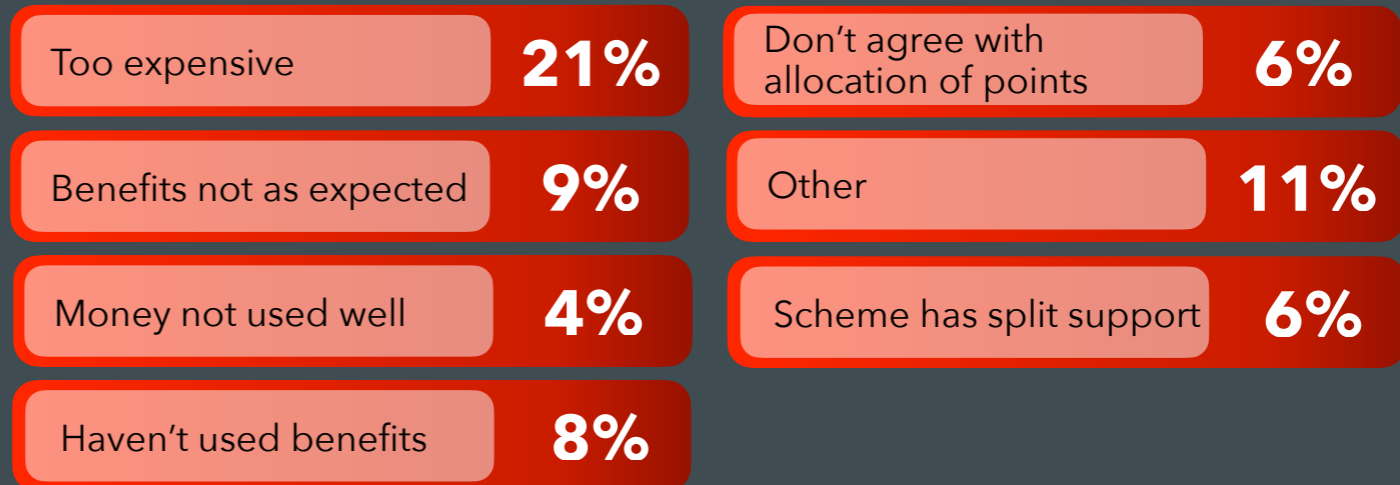


# ABERDNA & SEASON TICKETS

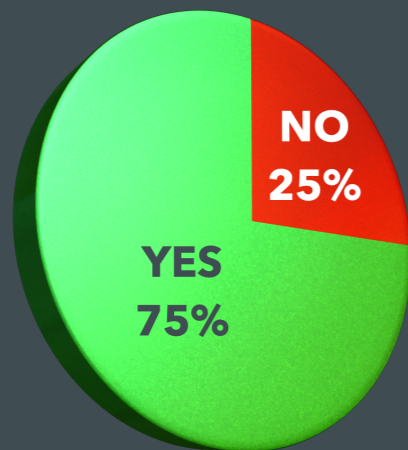
Have you purchased an AberDNA membership for the 20/21 season?



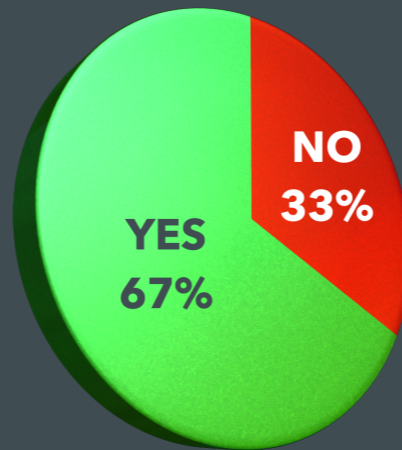
What is your reason for not renewing?



Do you agree that priority points should be included as part of the AberDNA membership?



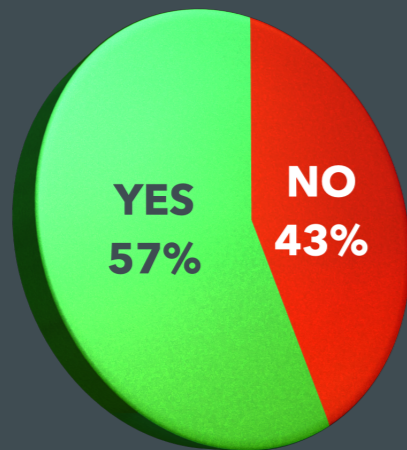
Do you consider the "added" benefits included as part of AberDNA are value for money?



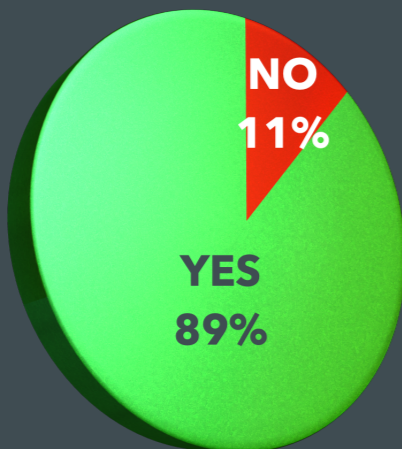
We have received 75 responses on how to improve AberDNA and your suggestions will be passed onto the club.

# ABERDINA & SEASON TICKETS

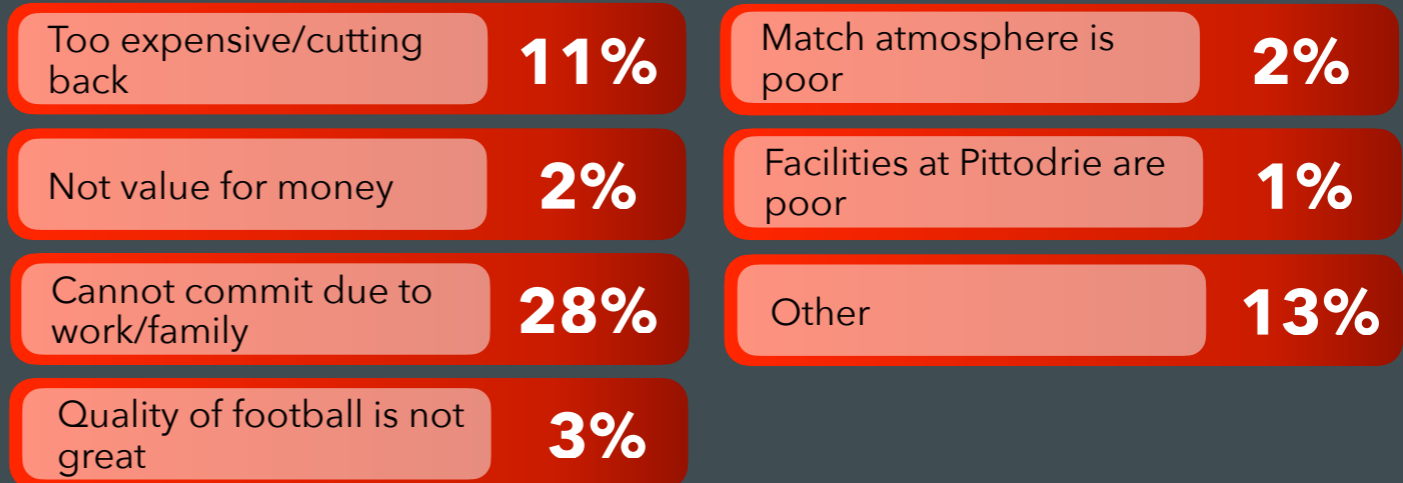
Have you purchased an Aberdeen FC season ticket this season?



Do you think season ticket holders should be aware "priority points" for each year they have been a season ticket holder?



What is the main reason why you haven't purchased a season ticket?





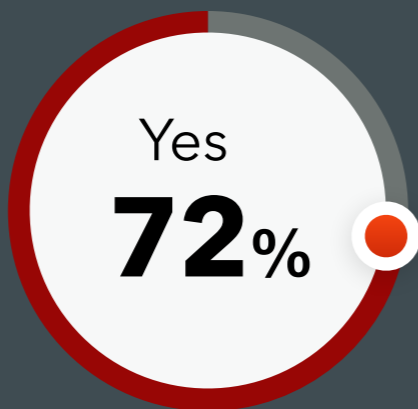
# KINGSFORD STADIUM

AFC Big Supporters Survey 2020



# KINGSFORD STADIUM

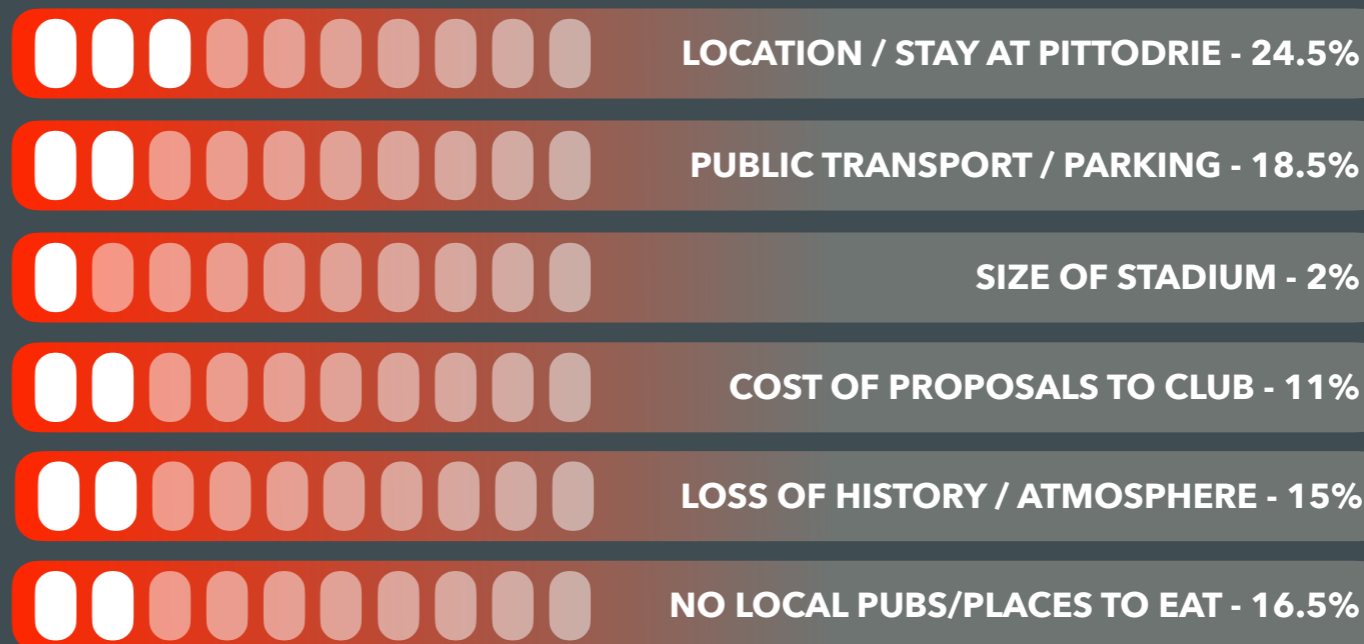
Do you support the move from Pittodrie to Kingsford?



How long do you think the move to Kingsford will be delayed by COVID-19?



What concerns you most about the move to a new stadium?





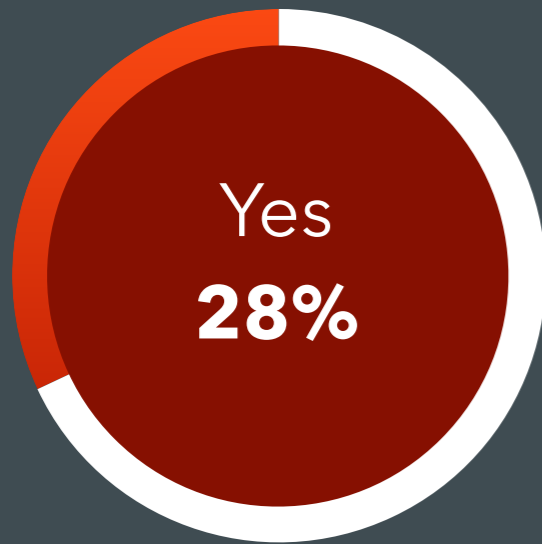
# SUPPORTERS CLUBS

AFC Big Supporters Survey 2020

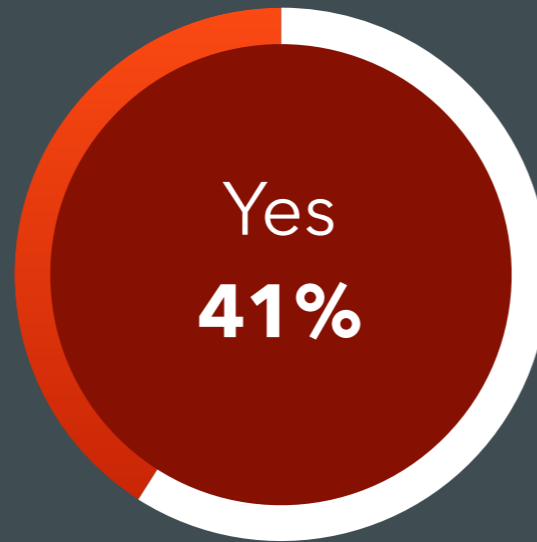


# SUPPORTERS CLUBS

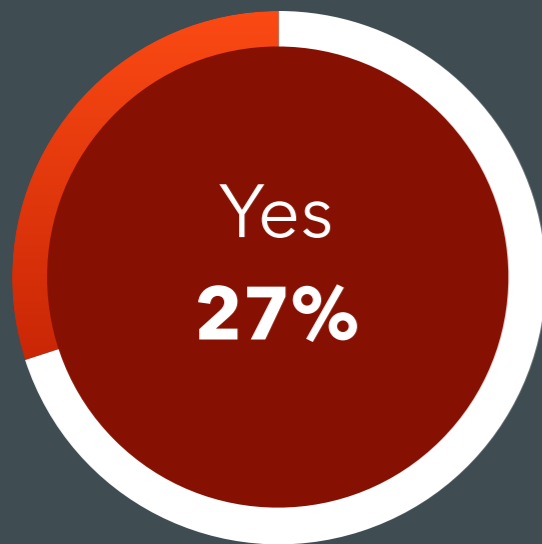
Are you a member of an official Aberdeen FC Supporters Club?



Are you a member of Dons Supporters Together?



Do you regularly attend matches on a bus run by a supporters club?



Are you aware that Aberdeen FC have a Supporters Liaison Officer?



What would attract or attracts you to join an Aberdeen FC Supporters Club?

Reason	2020
Guaranteed access to match tickets	43%
Transport organised to matches	52%
Special offers to members for AFC products or initiatives	13.5%
To be part of an officially affiliated group of supporters	33.5%
Supporters club events	22.5%
Attending matches as part of group	37%
Other	9%

Respondents could select multiple answers in this section



# AFC COMMUNITY TRUST

AFC Big Supporters Survey 2020



ABERDEEN FC  
COMMUNITY  
TRUST



# AFC COMMUNITY TRUST

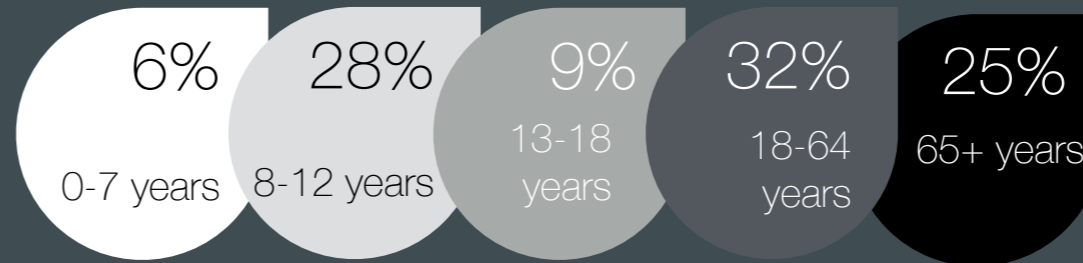


How would you rate the response to COVID-19 by the AFC Community Trust?



A Net Promoter Score measures customer experience. -100 is negative +100 is positive

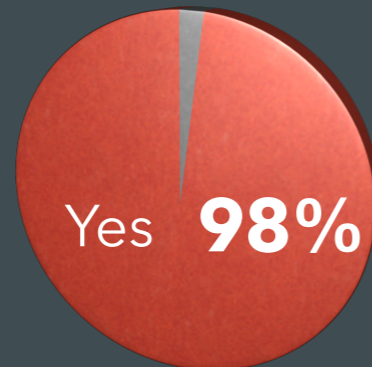
Which age group do you think the club make the greatest contribution?



What community initiatives have you or any relatives/children been involved in?

Community Initiatives	2020
Coaching Courses	44%
School Visits	8%
Club study support Centres	8%
Over 65 / Adult / Dementia Courses	26%
Other	14%

Does Aberdeen FC make a significant difference to the local community?



Are you or any relatives/children involved in any AFC Community initiatives?



# NOTES TO READER

All sample surveys are open to some extent of bias. Self completion surveys are exposed to self-selection where respondents are not disposed to take part may be underestimated. Subsequently, certain sections of the fanbase may be undervalued or under represented.

With the survey solely available on the internet, this may have made it more accessible to some segments of our support than others.

Findings are noted as percentages where possible. Where percentage fail to total 100%, this is due to the available answers such as 'don't know' , 'other' or the option to choose multiple answers.

Please refer to the sample size on page 5 in relation to various figures within the report.

If you have queries about the information contained within this report please email:  
[contact@invernessreds.co.uk](mailto:contact@invernessreds.co.uk)





# /AFC BIG SUPPORTERS SURVEY 2020

SURVEY REPORT - NOVEMBER 2020

