



SHAAP/SWF Player survey

Steven Lawther
Red Circle Communications
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- Online survey of NPL players
 - Promoted through clubs and social media
 - Fieldwork conducted from 27 April to 11 May, 2022
 - Total response of 105
 - Data checked and validated using IP addresses

Sample (n = 105)

Age	%
Under 12	4
12	8
13	8
14	13
15	16
16	17
17	15
18	15
19	3

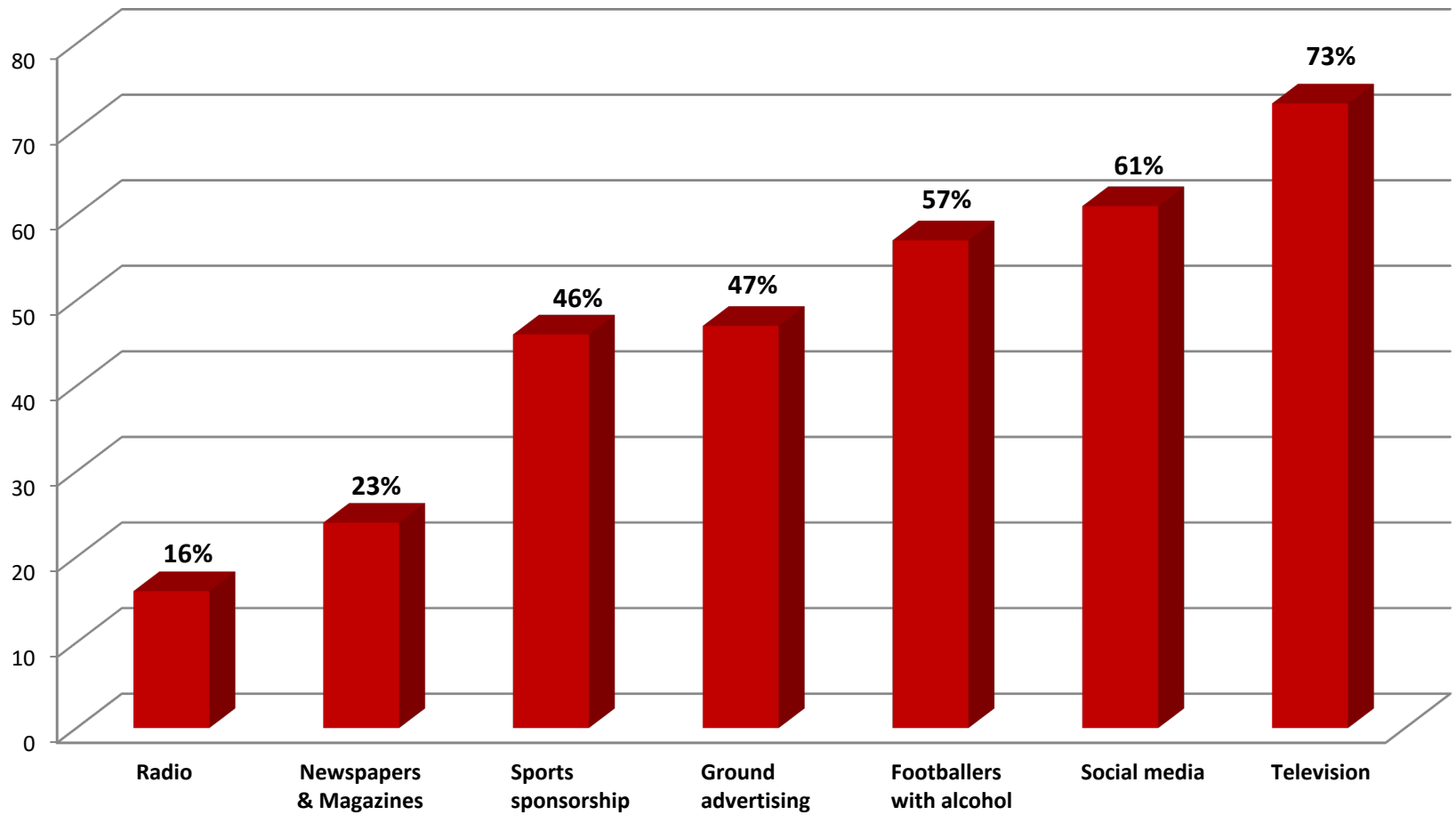
82% of respondents are under legal drinking age

How long playing	%
Less than 1 year	2
1-2 years	1
3-4 years	7
5-6 years	22
7-8 years	20
9-10 years	18
Over 10 years	30

90% of respondents had been playing for over 5 years

Age category play at	%
Under 14s	14
Under 16s	30
Under 18s	8
Under 19s	48
Other	5

Awareness of Alcohol promotion



Awareness of Alcohol promotion

- Awareness of alcohol advertising on social media was higher for those who had tried alcohol (74% v 52% for non-drinkers)
- Awareness of alcohol advertising on social media was also higher for those who had friends who drank (69%)
- Awareness of alcohol advertising on social media was significantly higher for those playing at U18s/U19s level (67% v 50% for those playing at U14s/U16s)
- Awareness of alcohol advertising at football grounds was higher for those playing at U18s/U19s level (56% v 38% for U14s/U16s)
- Non-drinkers were more likely to be aware of footballer pictured with alcohol than drinkers (65% v 53%)

Prevalence of alcohol

Do you have friends or people in your social group who drink alcohol?	%
Yes	75
No	21
Don't know	1
Prefer not to say	3

Do your parents or carers drink alcohol?	%
Yes	81
No	17
Don't know	1
Prefer not to say	1

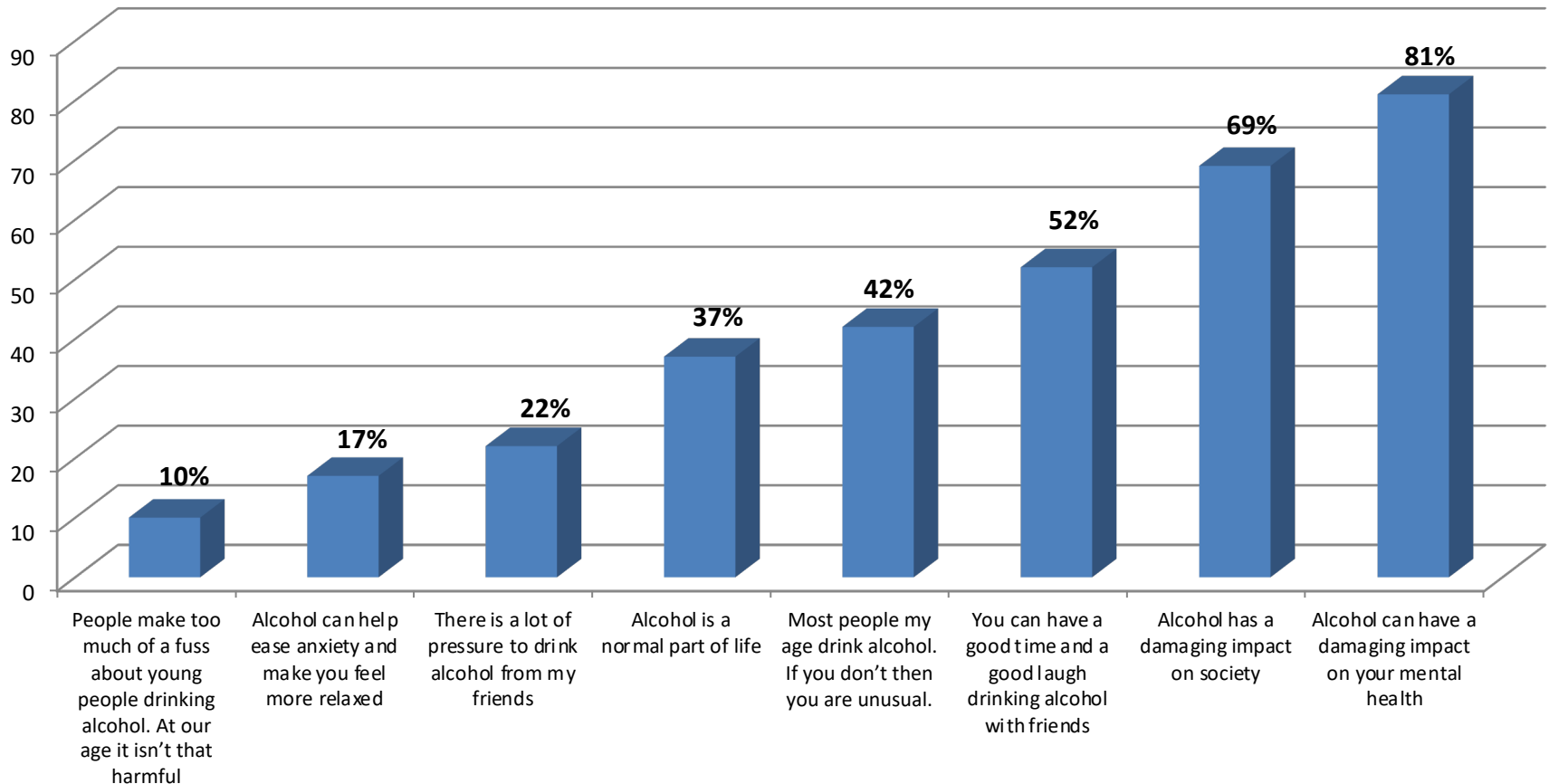
Have you ever had experience of someone who drinks harmfully or has a problem with alcohol?	%
Yes	11
No	79
Don't know	4
Prefer not to say	5

89% of older players have friends who drink alcohol, compared to only 60% of younger players.

95% of those who drink have friends who also drink alcohol, compared to 54% of non-drinkers.

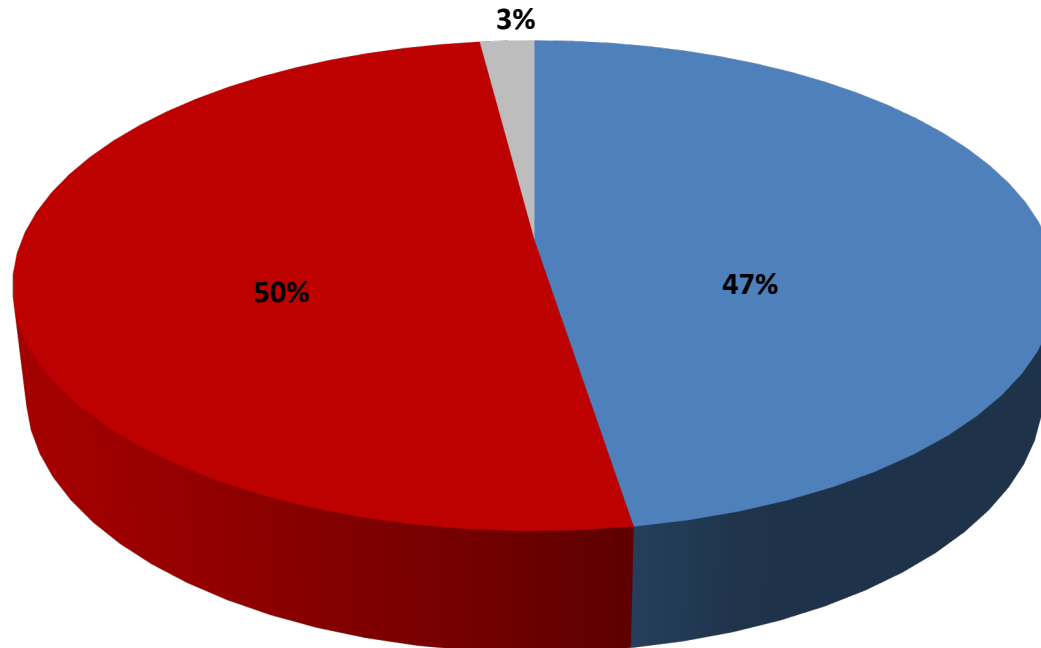
15% of older players had experience of someone drinking harmfully compared to only 5% of younger players.

Attitude Statements (% agreement)



Whether tried Alcohol

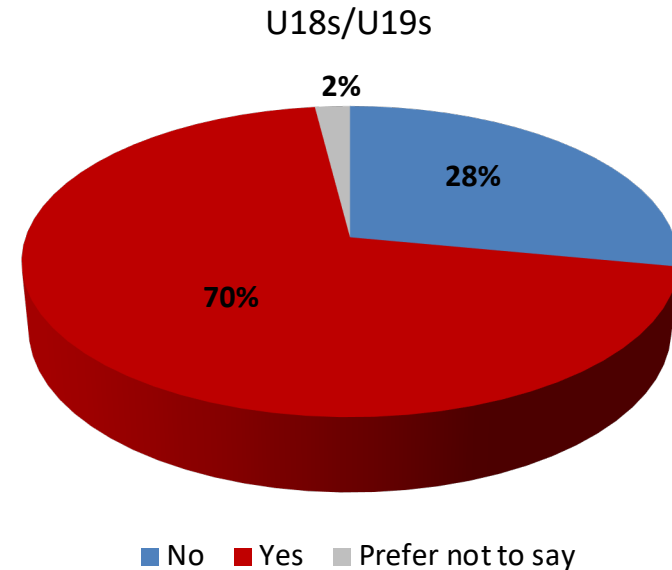
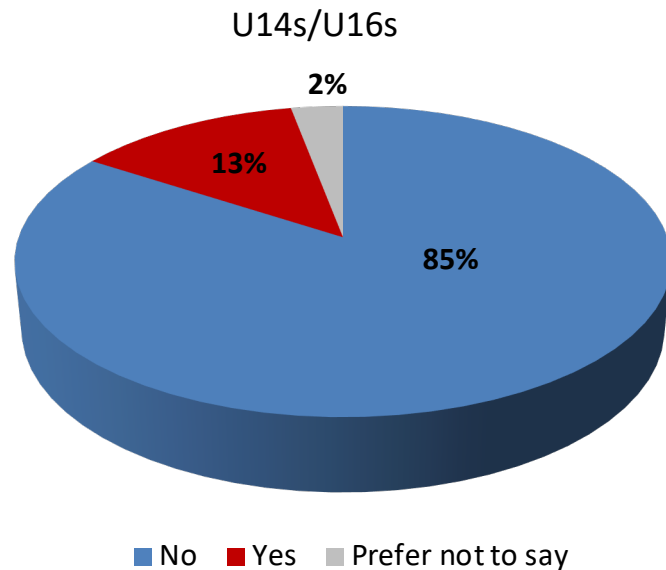
Have you ever had a whole alcoholic drink? Not just a sip.



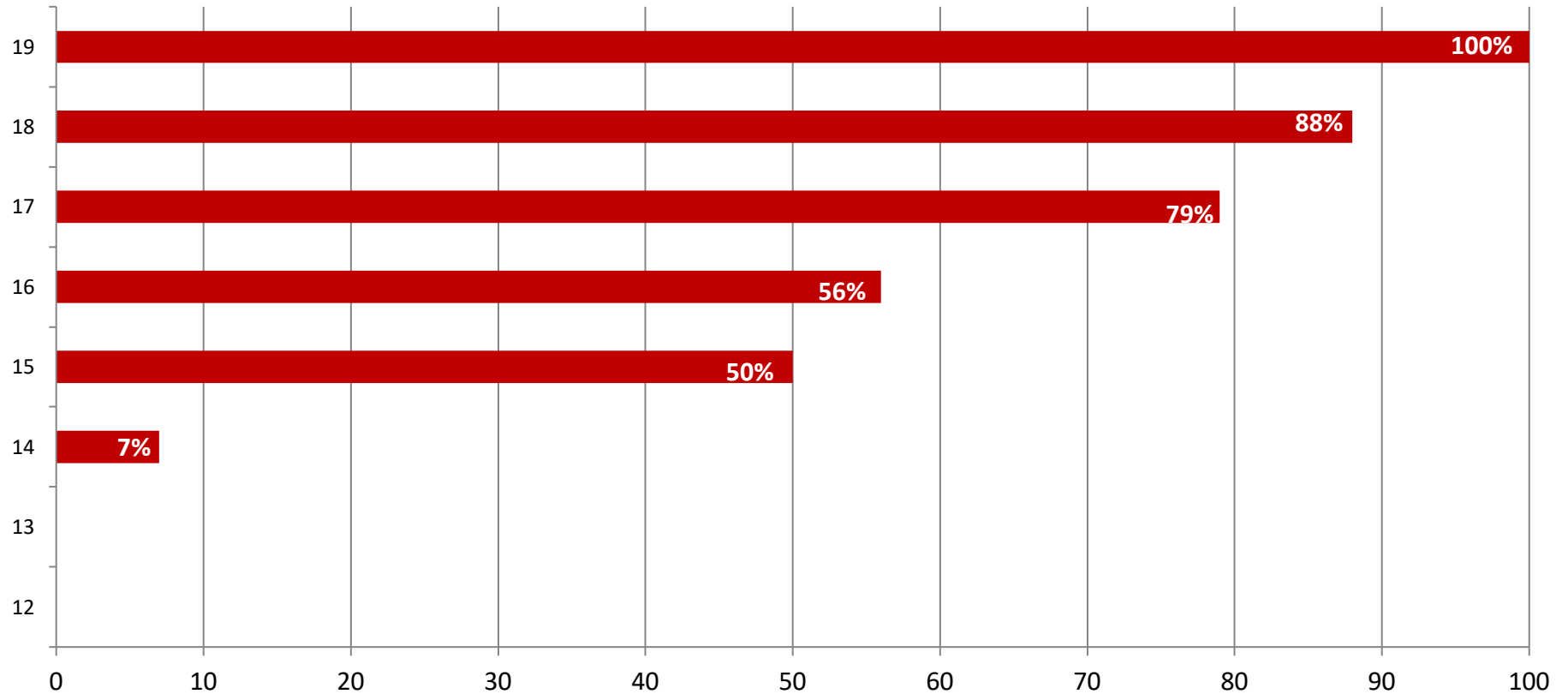
■ No ■ Yes ■ Prefer not to say

Whether tried Alcohol

Have you ever had a whole alcoholic drink? Not just a sip.



Percentage tried Alcohol (by age)



Drinking behaviour

Age first had a drink	%
10	2
11	2
12	7
13	12
14	16
15	30
16	16
17	7
18	5
Over 18	0
Can't remember	2

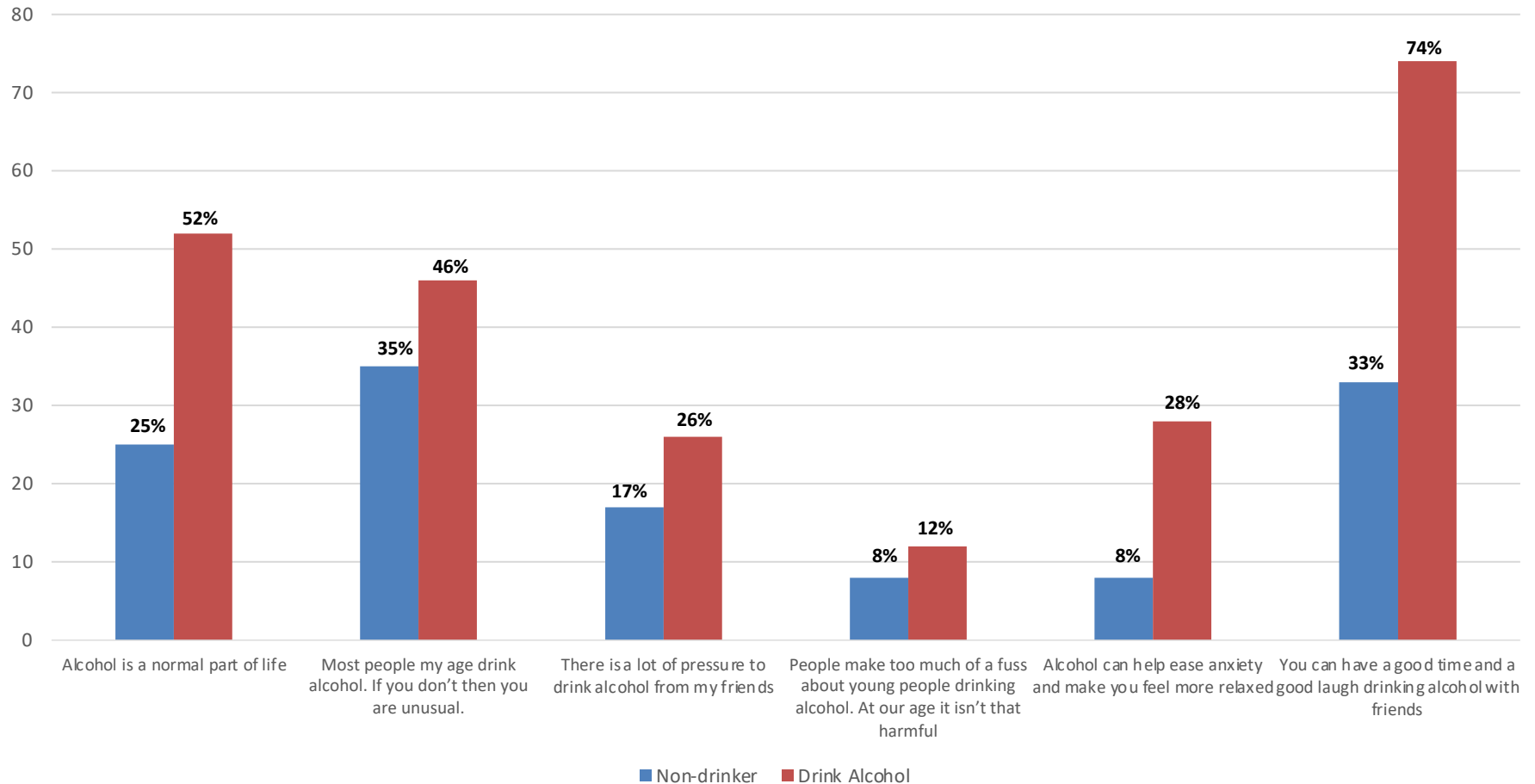
92% of respondents first had a drink under the age of 18

How often do you usually have a drink?	%
Never	14
Monthly or less often	58
2-4 times a month	28

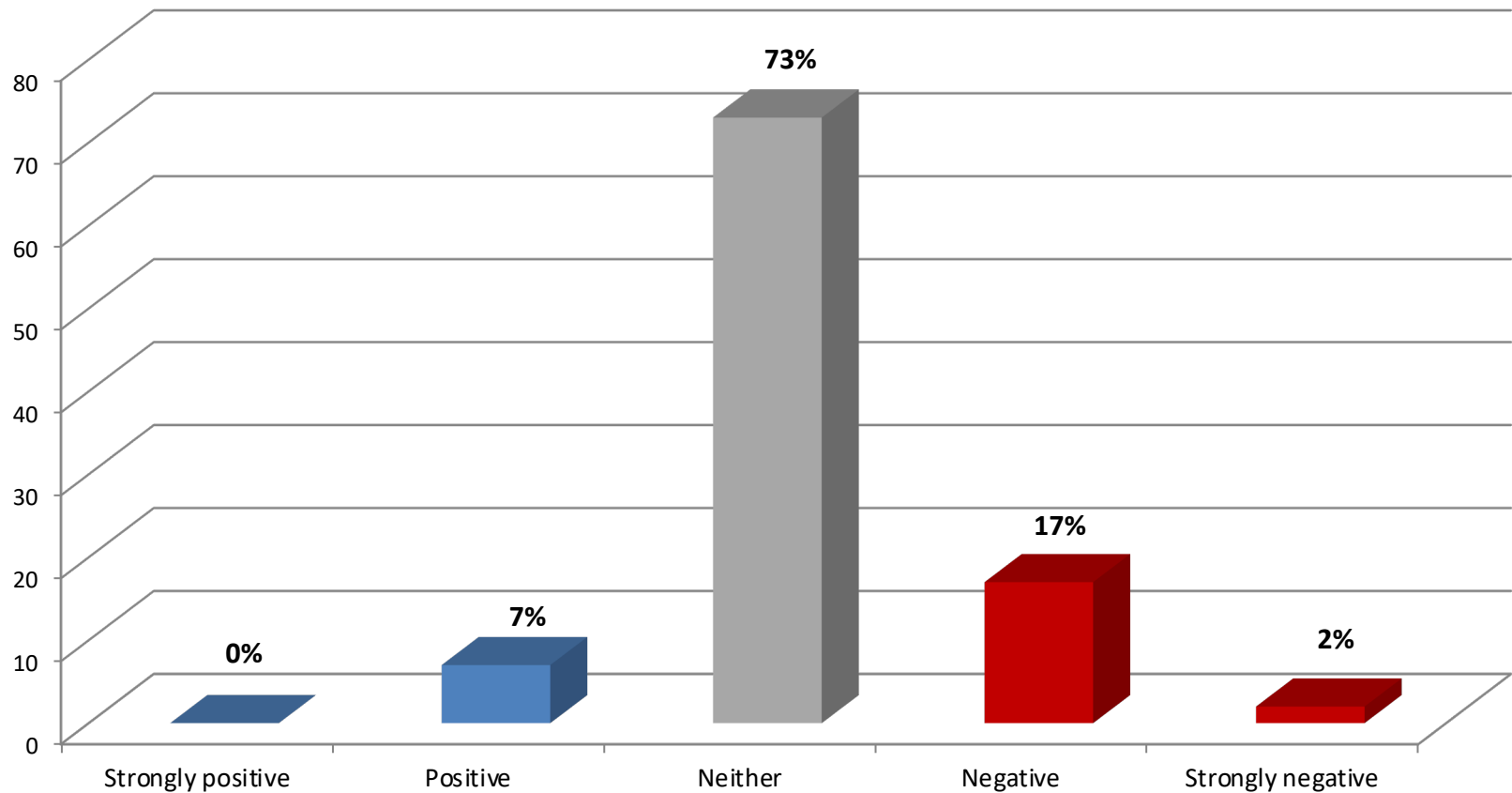
Who would you typically be with?	%
Alone	0
Teammates	19
Other friends	84
Family	53

What would you normally drink?	%
Pre-mixed alcoholic or alcopop drinks	65
Normal strength cider	63
Spirits or liqueurs	56
Alcoholic energy drinks	44
Normal strength beer or lager	16
Wine	14

Views of those who drink



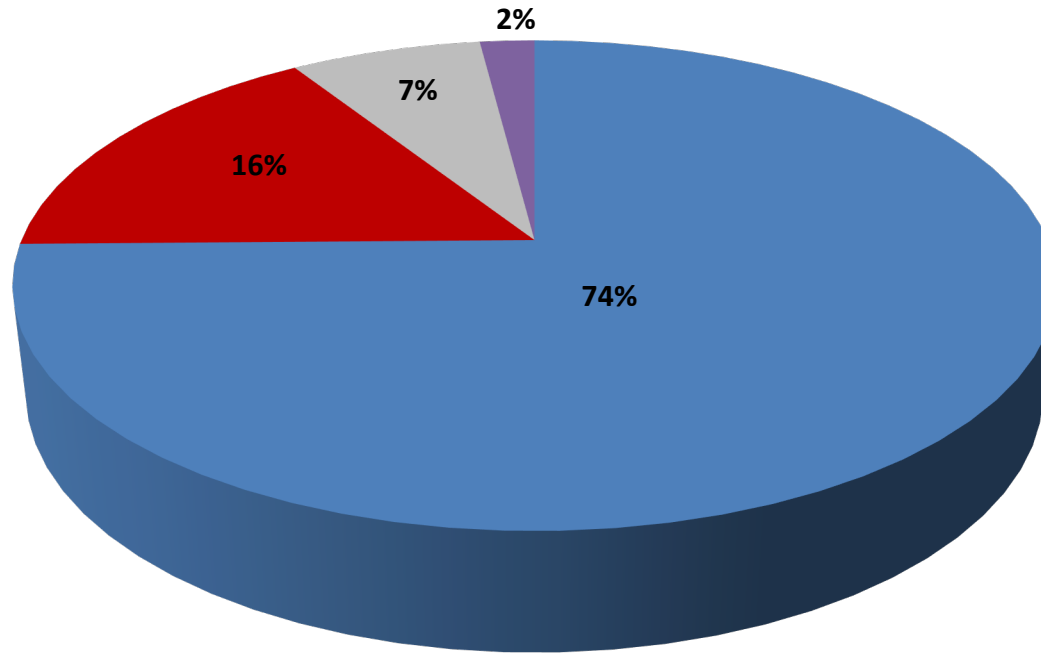
Impact of alcohol on their life



Alcohol and football (Those who drink)

Has alcohol ever impacted on your participation in football?

'Not played as well'
'Been off my game'
'Had to sit out
because I was sick'



■ No ■ Yes ■ Don't know ■ Prefer not to say

Alcohol and football

Impact of playing football	%
Less likely to drink	76
More likely to drink	1
No difference	10
Don't know	12

Over three-quarters of players believe that playing football makes them less likely to drink (76%)

Experience of teammates talking about drinking or being hungover	%
Yes	58
No	32
Don't know	6
Prefer not to say	4

The number of people saying 'Yes' rises to 79% for older players, 74% for those who drink and 72% for those whose friends drink

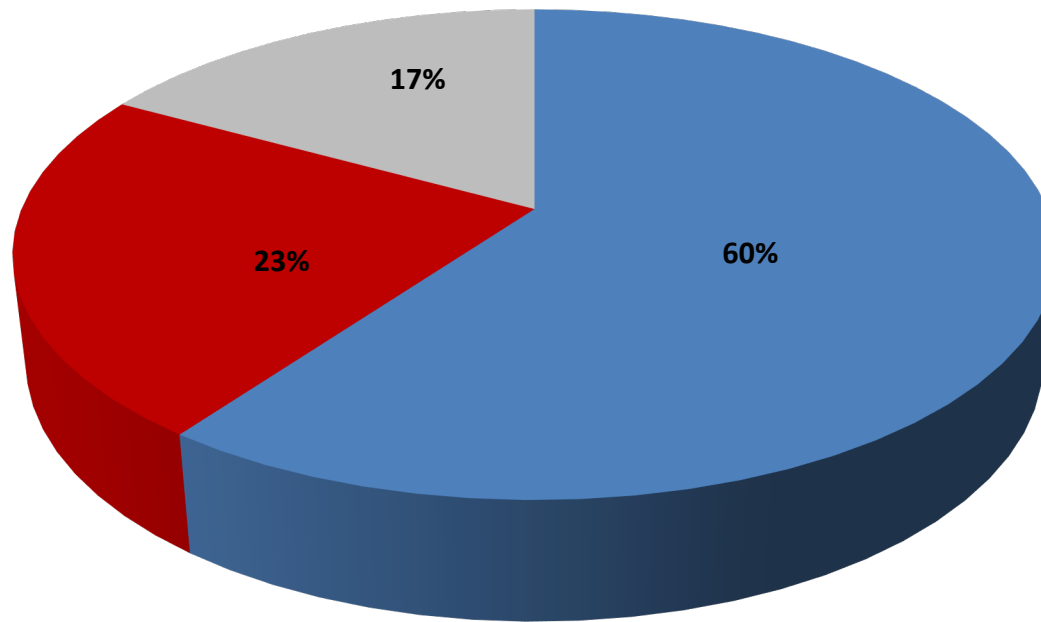
Drinking at weekend doesn't really affect your football too much	%
Strongly agree	2
Agree	5
Neither agree nor disagree	18
Disagree	26
Strongly disagree	48

Around three-quarters of players believe that drinking does affect their football (74%). This is also true for a third of those who drink (66%)

Drinking alcohol can have a negative impact on performance	%
Strongly agree	60
Agree	27
Neither agree nor disagree	11
Disagree	1
Strongly disagree	1

Alcohol and football

Has your coach ever talked to you about alcohol or the risks associated with alcohol?



■ No ■ Yes ■ Can't remember

Knowledge

How informed do you personally feel about risks and dangers of alcohol	%
Very well informed	54
Somewhat informed	27
Not very informed	9
Not at all informed	1
Don't know	9

Older players were more likely feel very well informed (57% vs 46% for younger players)

There was very little difference in how informed they felt between those who drank and those who didn't

How confident would you feel in knowing where to go for help?	%
Very confident	8
Confident	41
Not very confident	35
Not confident at all	5
Don't know	11

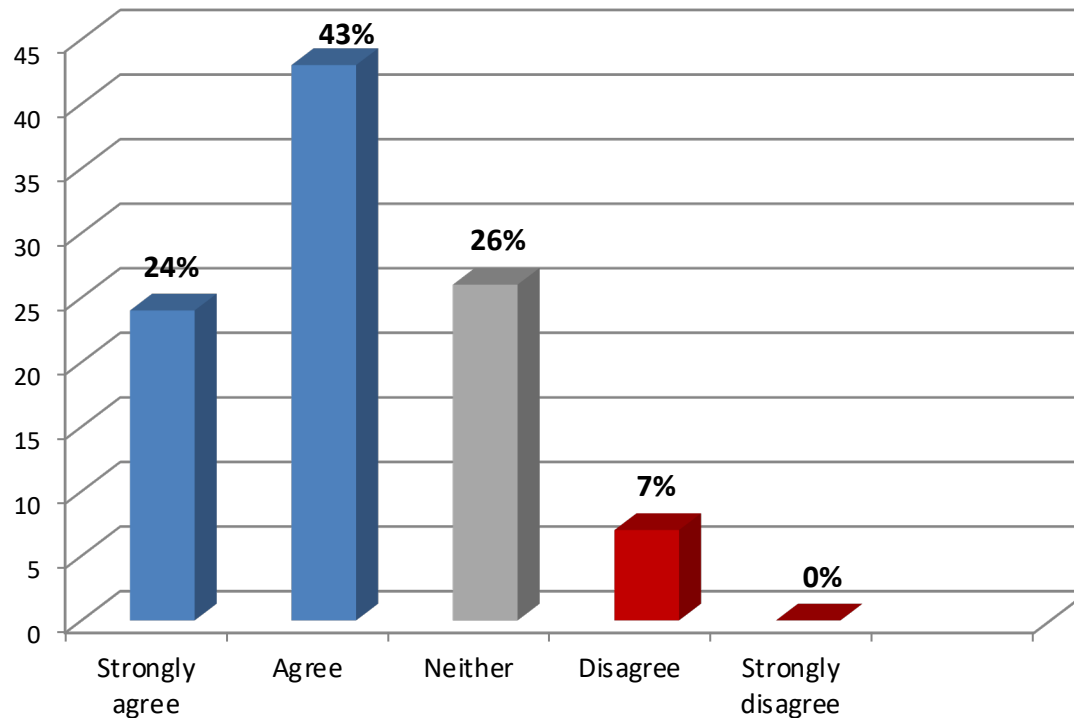
Older players were more likely feel very confident (11% vs 3% for younger players)

I would like to know more about the risks and dangers of alcohol?	%
Strongly agree	10
Agree	23
Neither agree nor disagree	57
Disagree	9
Strongly disagree	0

Older players more likely to want to learn more (52% agree vs 35% for younger)

Club role in educating players

‘Clubs should play a more active role in educating players about risks of alcohol’

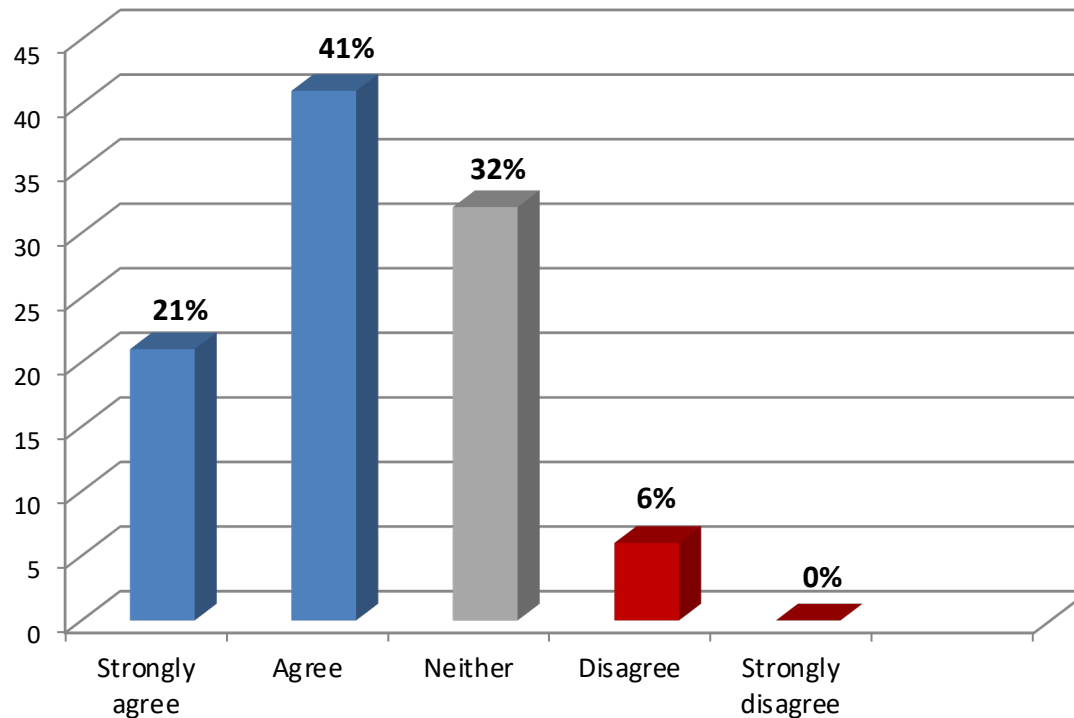


Over two-thirds agree that clubs should play a more active role in educating players about the risks of alcohol (67%)

This is also the case for those who have tried alcohol (61%)

SWF role in educating players

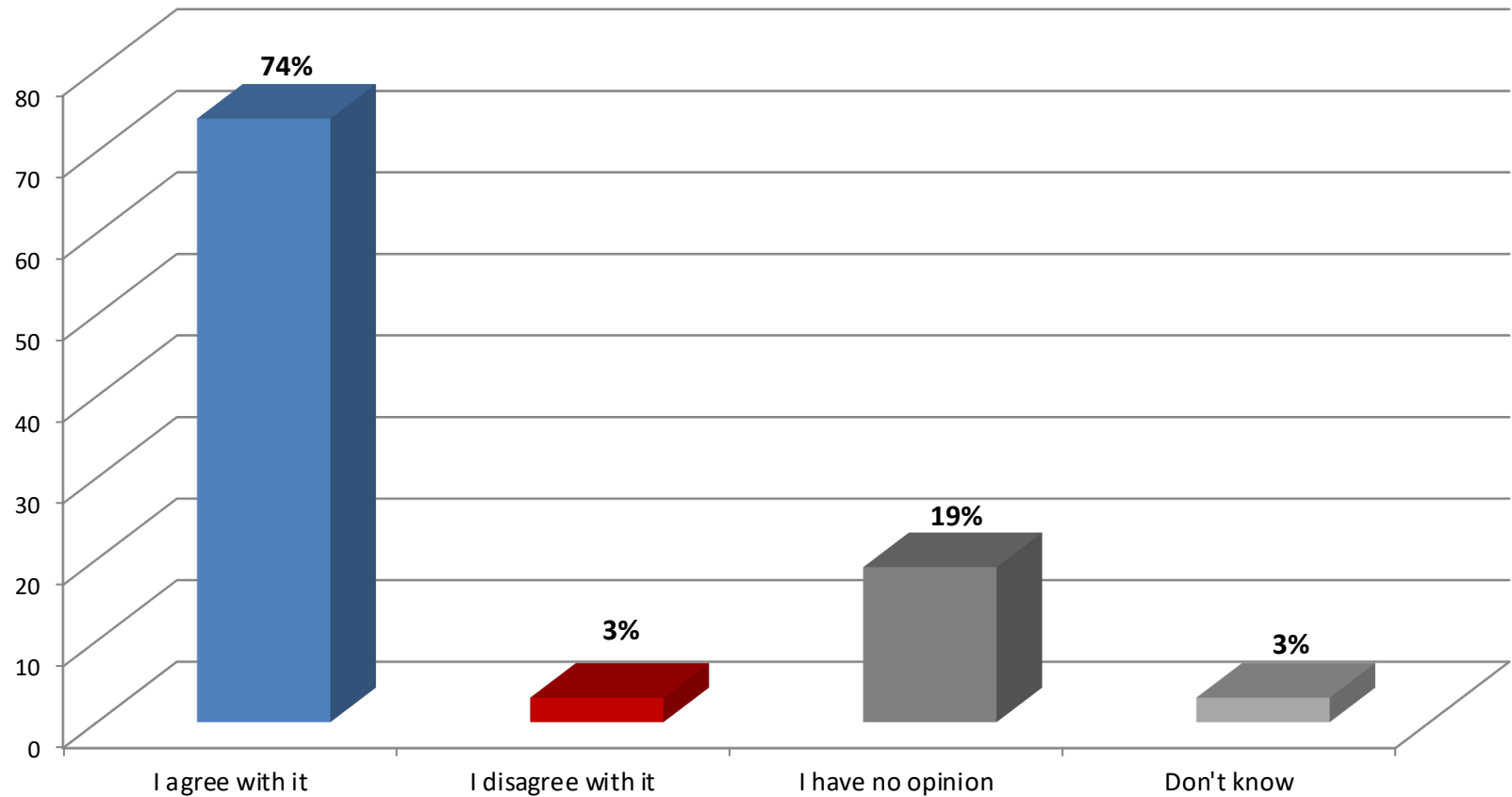
‘SWF should be doing more to inform young players about the risks of alcohol’



Just under two-thirds agree that Scottish Women's Football should be doing more to inform players about the risks of alcohol (63%)

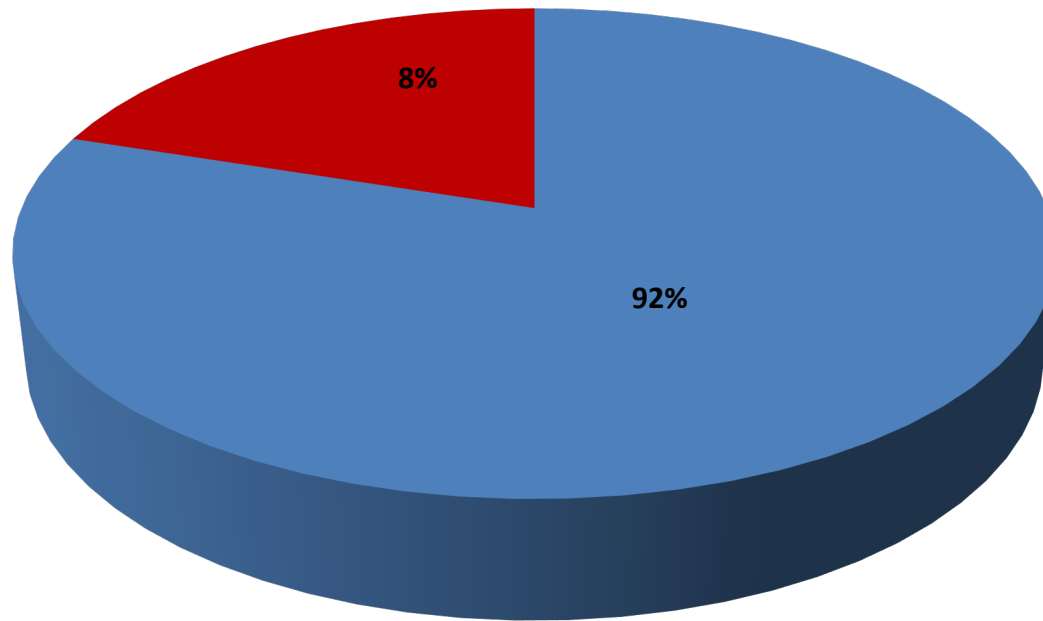
This is also the case for those respondents who drink (58%)

SWF not accepting alcohol sponsorship



SWF not accepting alcohol sponsorship

Excluding those saying 'no opinion' or 'don't know'



■ Support ■ Oppose

Key insights (1)

- Alcohol is around players of all ages
 - Majority have been exposed to advertising (television, social media)
 - Majority have people around them who drink
 - One in five have experienced pressure to drink
 - 58% experienced teammates talking about drinking or being hungover
 - All these factors are higher if they themselves drink
- Drinking is happening
 - Half sample tried alcohol (despite 82% being under age)
 - 70% of older players have tried alcohol
 - A third started drinking before reaching 15
 - Drinking tends to be irregular and a social activity
 - There are positive associations with drinking alcohol even amongst non-drinkers
- The risks and dangers of alcohol are having an impact
 - One in ten have experience of someone who drinks harmfully
 - One in five of those who drink say it has a negative impact on their life
 - 16% say it has impacted their football

Key insights (2)

- Football does act as motivation to drink less or not drink
 - 87% feel drinking can negatively impact their performance
 - 76% believe football makes them less likely to drink
- Majority of clubs appear not to be actively addressing the subject with less than a quarter of players having experienced coaches talking about alcohol or its risks
- There is majority support for clubs and Scottish Women's football more widely to do more in educating players about the risks of alcohol
- There is also majority support for Scottish Women's football not to accept alcohol sponsorship