



## SCOTTISH FOOTBALL SUPPORTERS SURVEY

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## **SUMMARY**

Awareness of alcohol advertising both within football and beyond is high.

- 90% of supporters have been exposed to some form of alcohol advertising in the last three months
- 79% of supporters have been exposed to alcohol advertising or promotion specifically around football

There is a belief that reducing or removing alcohol sponsorship could be a positive first step.

- Two-thirds of supporters feel that Scottish football's reliance on alcohol industry sponsorship is a 'bad thing.' (64%)
- Two-thirds of supporters agree with the decision of Scottish Women's Football not to accept sponsorship from alcohol companies (66%). This rises to 82% amongst those who don't drink.
- Supporters are over three times more likely to believe that replacing current alcohol sponsorship with non-alcohol sponsorship would be a positive change rather than a negative change. This rises to eight times more likely amongst those who don't drink.

There is a significant block of football supporters who want change.

- A majority of those who don't drink alcohol would like to see alcohol sports sponsorship prohibited in Scotland (54%).
- Around four in ten supporters would back a ban on alcohol sponsorship in sport to help protect the health of people in Scotland (39%).
- 40% would like to see greater regulation around alcohol marketing in football
- 43% agree that football should not be used as a marketing tool for harmful products such as alcohol
- 40% agreed that an association of alcohol with football sends the wrong message to our young people

## **BACKGROUND**

The survey was conducted online and promoted through the Scottish Football Supporters Association and a variety of social media channels. Responses were received from the 27 November – 12 December 2022, with all responses individually data checked and validated. The total response was 287 (Note: some figures in this document may not add exactly to 100% due to rounding).

## **SAMPLE BREAKDOWN**

### Gender

	%
Female	89
Male	8
Non-binary	1
Prefer not to say	3

- The sample was predominantly male with almost nine out of every ten respondents being male (89%).

### Age

	%
Under 18	<1
18-24	1
25-34	12
35-44	11
45-54	19
55-64	26
65 and over	31

- There was a broad range of ages surveyed, but the sample tended towards older age groups, with 57% of respondents aged 55 and over.

### Do you personally drink alcohol?

	%
Yes	88
No	11
Prefer not to say	1

- The sample comprised predominantly of those who drink alcohol, with only around one in ten stating that they did not drink alcohol (11%).

## **ATTENDANCE AT FOOTBALL**

Have you attended a football match in Scotland in the last 12 months?

	%
Yes	92
No	8
Not sure	<1

- The overwhelming majority of respondents attend football with over nine out of every ten respondents having attended a match in the last year (92%).

Have you attended a football match in Scotland with children in the last 12 months?

	%
Yes	36
No	63
Not sure	1

- Around a third of the sample had attended a match with children aged 18 and under (36%).

At which level does the Scottish football club you normally support play?

	%
Scottish Premiership	64
Scottish Championship	16
Scottish League One	12
Scottish League Two	2
Lowland League	2
Highland League	1
Scottish Women's Premier League 1	<1
I do not support a Scottish football club	3

- The majority supported a team from the Scottish Premiership (64%).
- A further 30% supported teams from the three remaining SPFL divisions.

## **AWARENESS OF ALCOHOL ADVERTISING AND PROMOTION**

Seen or heard over the last three months

	%
Alcohol advertising on television	85
Alcohol advertising online including social media	55
Alcohol advertising in newspapers or magazines	50
Alcohol advertising on radio	16
I have not seen or heard any alcohol advertising	10

- The majority had been exposed to some form of alcohol advertising (90%) with only one in ten stating that they had not seen or heard any alcohol advertising (10%).
- The most common exposure was through television (85%). Social media advertising (55%) and newspapers or magazine advertising (50%) had been seen by over half of respondents.

Seen over the last three months

	%
Alcohol advertising inside football stadium	54
Alcohol brands on team strips	52
Footballers pictured with alcohol (post game, celebrating etc)	31
Social media posts associating a team/event with an alcohol brand	28
Alcohol advertising outside a football stadium	27
I have not seen any of the above	21

- A majority had been exposed to alcohol advertising or promotion around football (79%) with around a fifth stating that they had not seen any alcohol advertising or promotion around football (21%).
- The most common exposure was advertising within football stadiums or alcohol brands on team strips, 54% and 52% respectively.
- Approaching a third of respondents had seen footballers pictured with alcohol (31%) or social media posts associating a team or event with an alcohol brand (28%).

## **ATTITUDES TOWARDS ALCOHOL SPONSORSHIP OF SPORT**

A recent study showed that Scottish football relies more heavily on alcohol industry sponsorship than most other European football Leagues. Do you personally feel that this is a good or bad thing?

	%
A good thing	36
A bad thing	64

(Figures exclude those who stated 'Don't know')

- Almost two-thirds of respondents felt that Scottish football's reliance on alcohol industry sponsorship was a 'bad thing.' (64%)
- The proportion of those feeling it was a bad thing was higher amongst those who do not drink alcohol (72%)
- However, a significant majority of those that did drink still believed it to be a bad thing (62%).

If alcohol sponsorship could be replaced by non-alcohol sponsorship, do you feel this would be...?

	%
A positive change	46
A negative change	13
Make no difference	41

- Respondents were over three times more likely to believe that replacing current alcohol sponsorship with non-alcohol sponsorship would be a positive change rather than a negative change (46% v 13%).
- Around four in ten respondents felt that it would make no difference (41%).
- Respondents who don't drink were eight times more likely to believe that replacing current sponsorship with non-alcohol sponsorship would be positive (60% v 7%).

Scottish Women's Football have taken a decision not to accept sponsorship from alcohol companies. How do you personally feel about this approach?

	%
I agree with it	66
I disagree with it	34

(Figures exclude those who stated 'I have no opinion on it')

- Two-thirds of respondents who stated an opinion agreed with the decision of Scottish Women's Football not to accept sponsorship from alcohol companies (66%).
- Support for the decision not to accept sponsorship from alcohol companies rose to 82% amongst those who do not drink alcohol.
- 63% of those who drink alcohol still agreed with the decision of Scottish Women's Football not to accept sponsorship from alcohol companies.

## **ATTITUDES TOWARDS A BAN ON ALCOHOL SPONSORSHIP OF SPORT**

Would you like to see the decision (from Scottish Women's Football) not to accept sponsorship from alcohol companies widened to include men's football?

	%
Yes	40
No	60

(Figures exclude those who stated 'Don't know')

- Around four in ten respondents would like to see the decision of Scottish Women's Football not to accept sponsorship from alcohol companies widened to include men's football (40%).
- However, the majority stated that they would not welcome such a move (60%).
- A majority of those who don't drink alcohol would like to see the decision widened to the men's game (54% v 38% amongst those who drink).

Would you support or oppose a ban on alcohol sponsorship in sport to help protect the health of people in Scotland?

	%
Strongly support	22
Support	17
Neither support nor oppose	20
Oppose	19
Strongly oppose	22

- Around four in ten respondents would support a ban on alcohol sponsorship in sport to help protect the health of people in Scotland (39%).
- A marginally higher number would oppose such a move (41%).
- A fifth of respondents would neither support nor oppose a ban on alcohol sponsorship in sport (20%).
- There was majority support for a ban amongst those who do not drink alcohol (54% support v 30% oppose).

Do you think the Scottish Government should prohibit alcohol sports sponsorship in Scotland?

	%
Yes	32
No	68

(Figures exclude those who stated 'Don't know')

- A majority believe that the Scottish Government should not prohibit alcohol sports sponsorship in Scotland (68%). However, a significant minority would be supportive of such a move (32%)
- A majority of those who don't drink alcohol would like to see alcohol sports sponsorship prohibited in Scotland (54%).

## **ATTITUDE STATEMENTS**

Please can you tell me whether you agree or disagree with the following statements?

	Strongly agree (%)	Agree (%)	Neither (%)	Disagree (%)	Strongly disagree (%)
An association of alcohol with football sends the wrong message to our young people	21	19	20	23	17
Football should not be used as a marketing tool for harmful products such as alcohol	22	21	17	24	16
Alcohol sponsorship in football is harmful to people currently in recovery from alcohol problems	20	17	23	19	20
I would like to see greater regulation around alcohol marketing in football	21	19	13	22	25

Opinion was evenly split on many of the attitude statements presented to respondents.

- 40% agreed that an association of alcohol with football sends the wrong message to our young people, with an identical number disagreeing. (The remaining 20% stated that they neither agreed nor disagreed)
- 43% agreed that football should not be used as a marketing tool for harmful products such as alcohol, with 40% disagreeing with this statement.
- 37% agreed that alcohol sponsorship in football is harmful to people currently in recovery from alcohol problems, with 39% disagreeing with this statement.
- 40% stated that they would like to see greater regulation around alcohol marketing in football, whilst 47% disagreed.
- The proportion of people would like to see greater regulation around alcohol marketing in football rose to 50% for those who do not drink.