
Raith Rovers Supporter Survey 2009

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Objectives

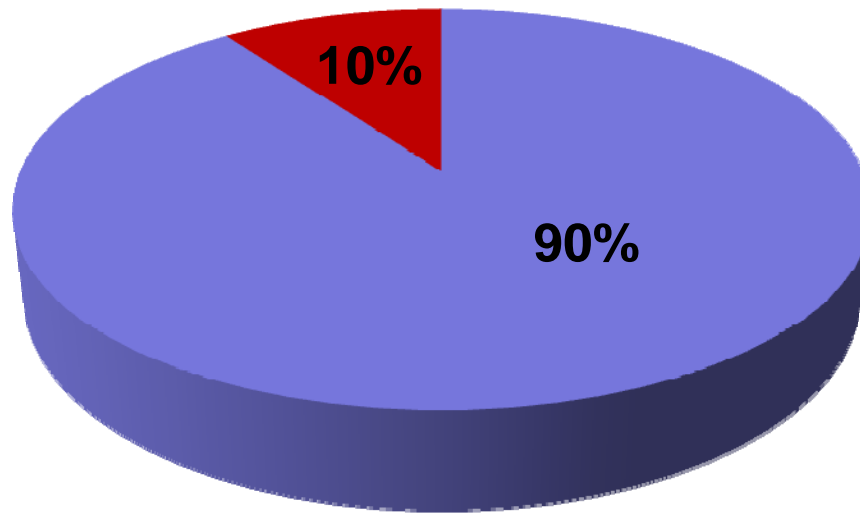
- To profile the Raith support
- To measure satisfaction with all aspects of the club
- To assess views on the Raith Trust
- To explore attitudes towards long term issues facing RRFC

Method

- Self completion questionnaire distributed at Raith Rovers v Dunfermline game on 7/11/09
- Online completion via the Raith Trust website
- 321 total response
 - 231 questionnaires returned
 - 90 completed online

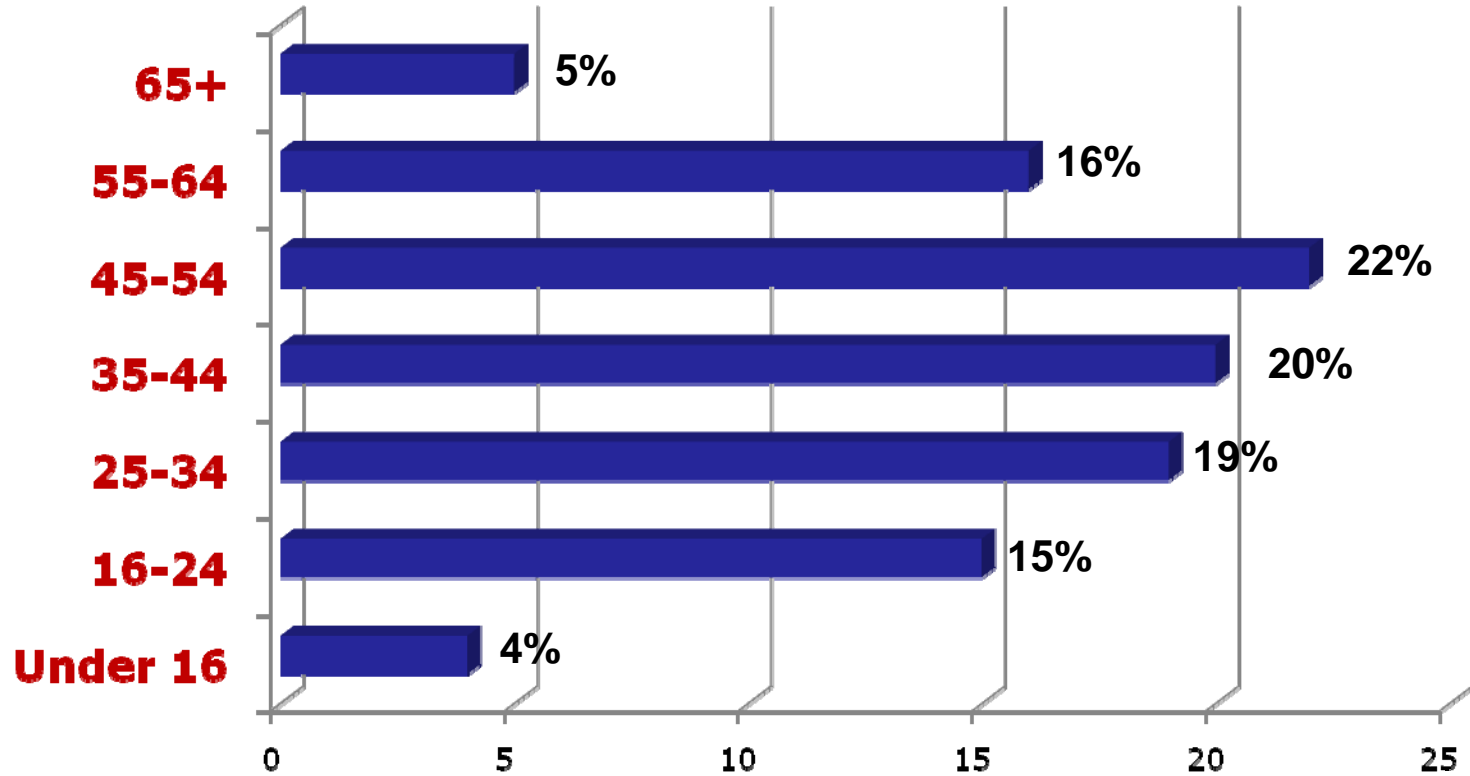
Profile of Supporters

Gender

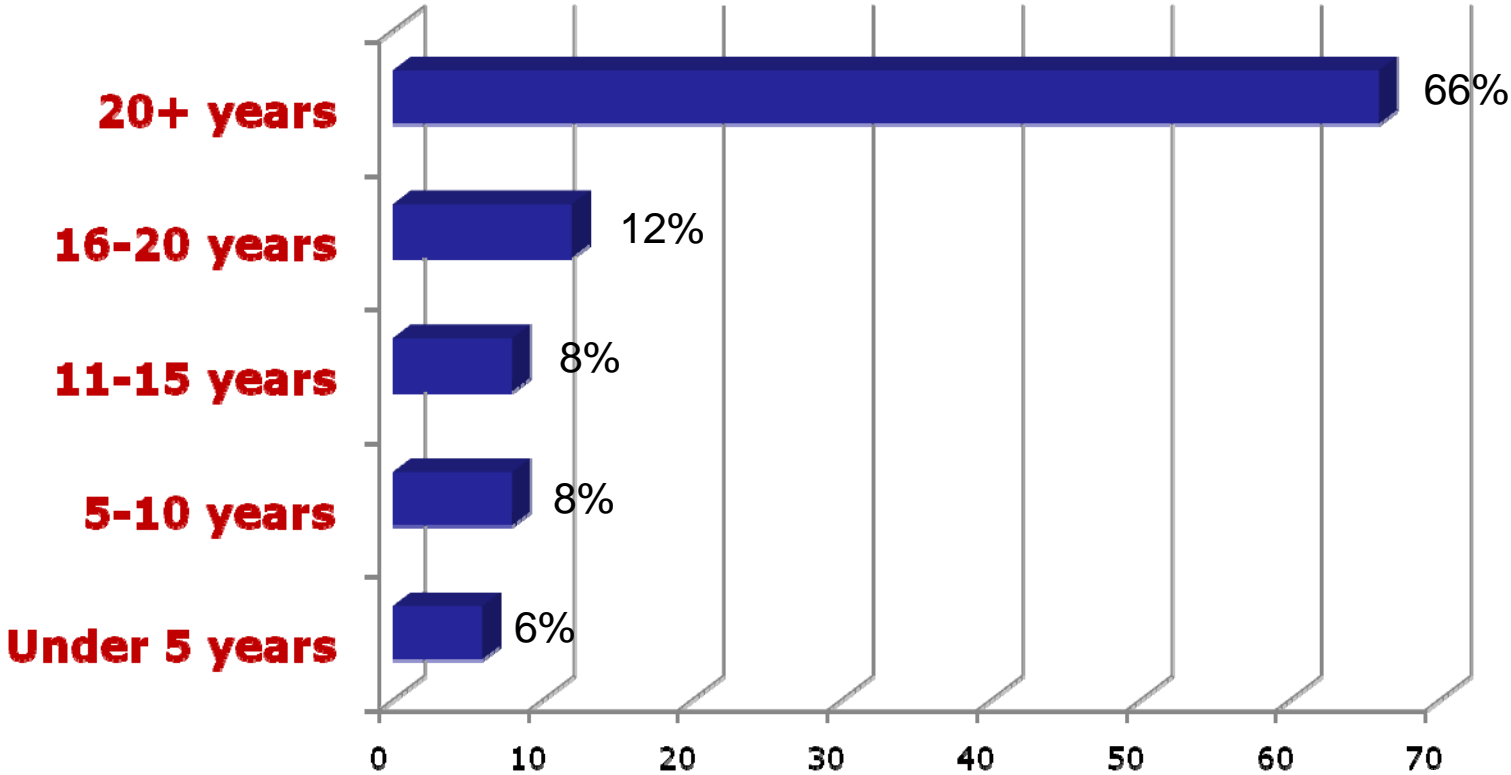


■ Male ■ Female

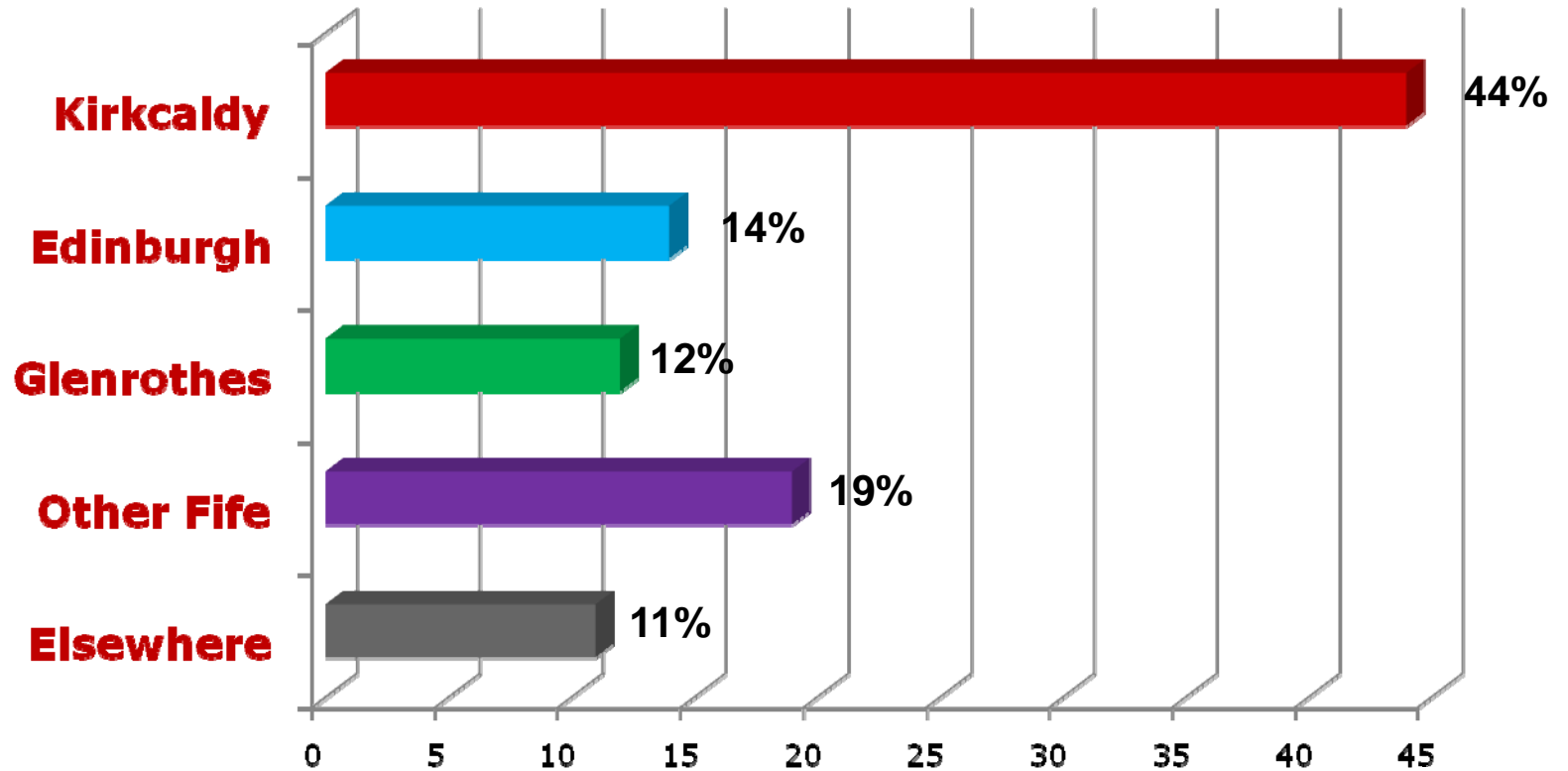
Age



How long been a Raith fan

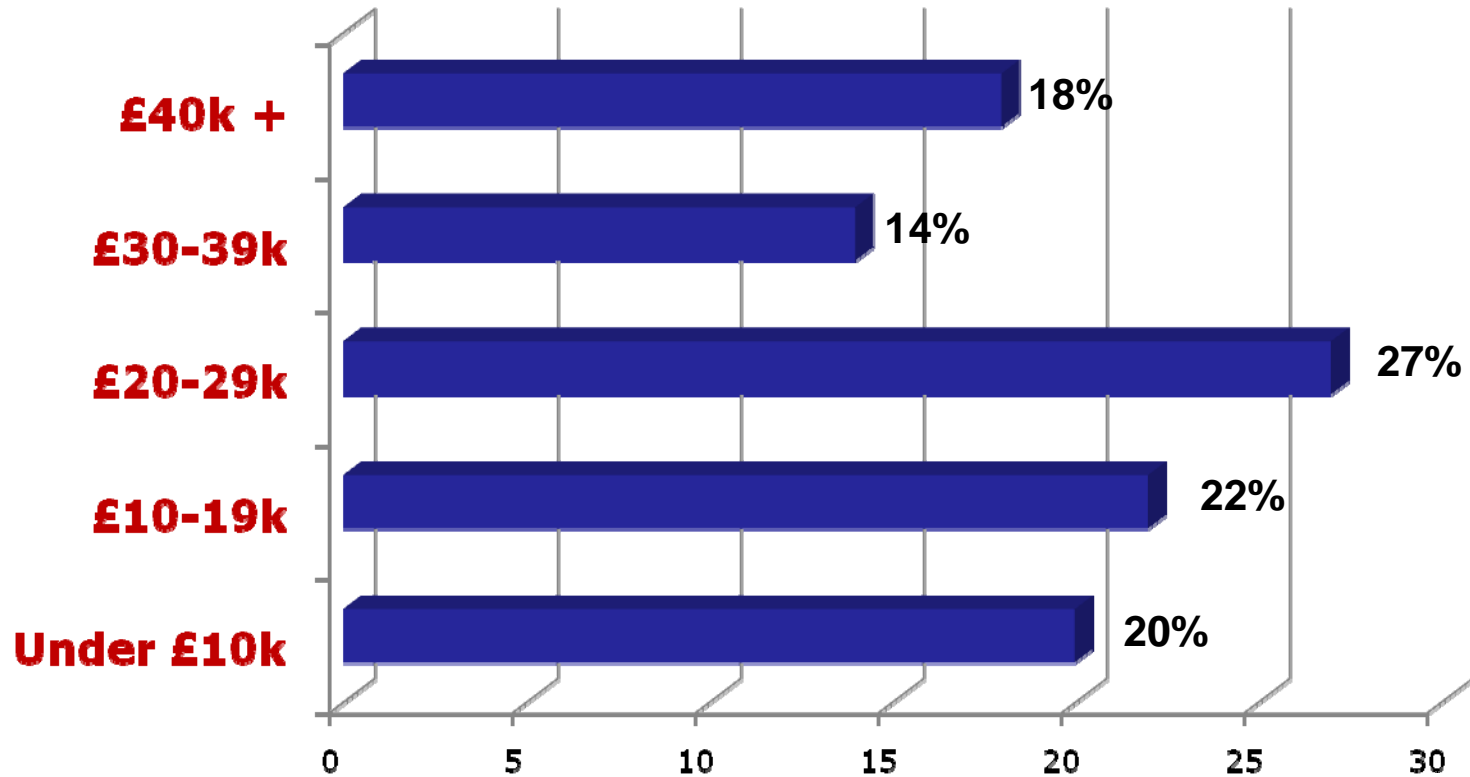


Where Fans live



74% Owner occupiers

Employment and Income



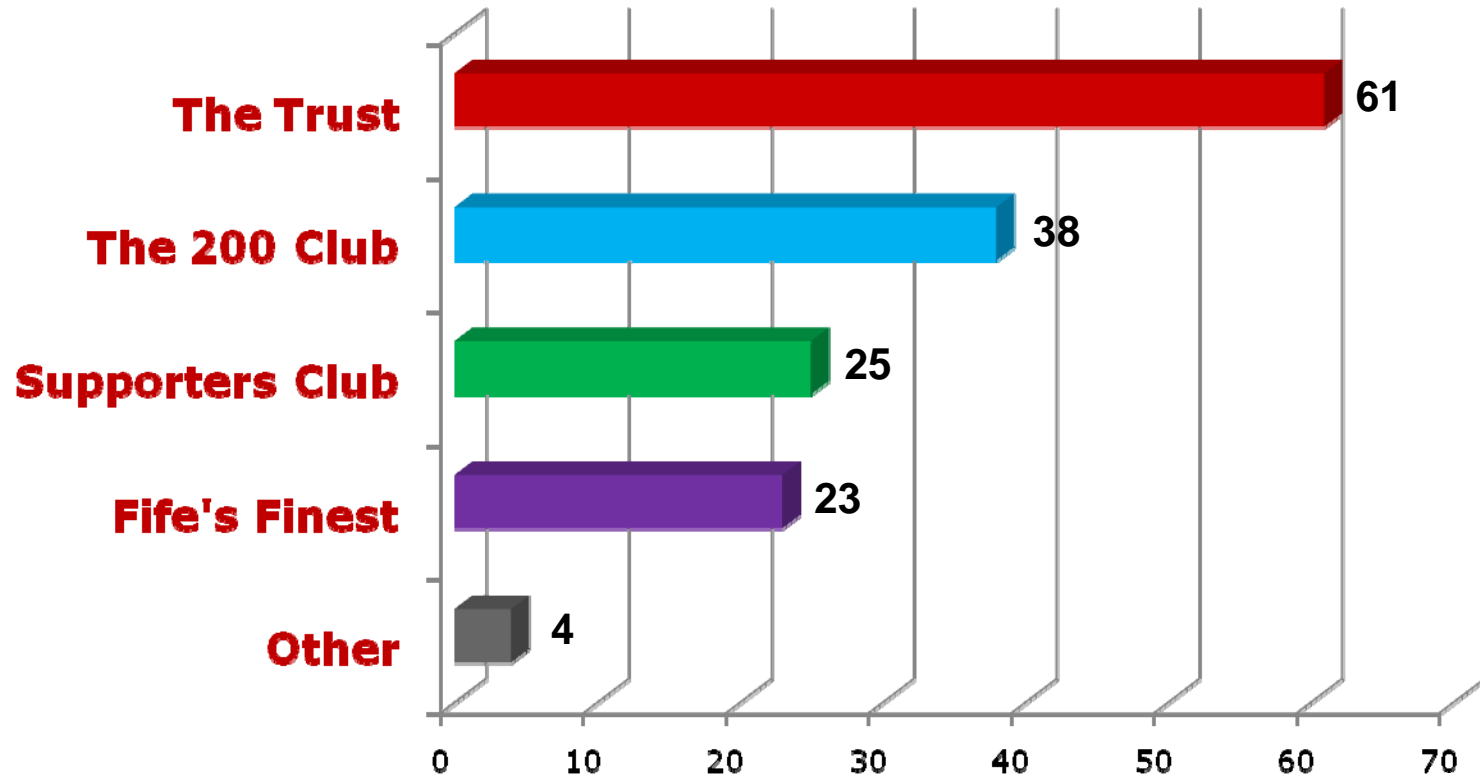
73% Working

5% Unemployed

12% Retired

10% Student/School

Membership of Fan Groups



62% of fans are not in any club

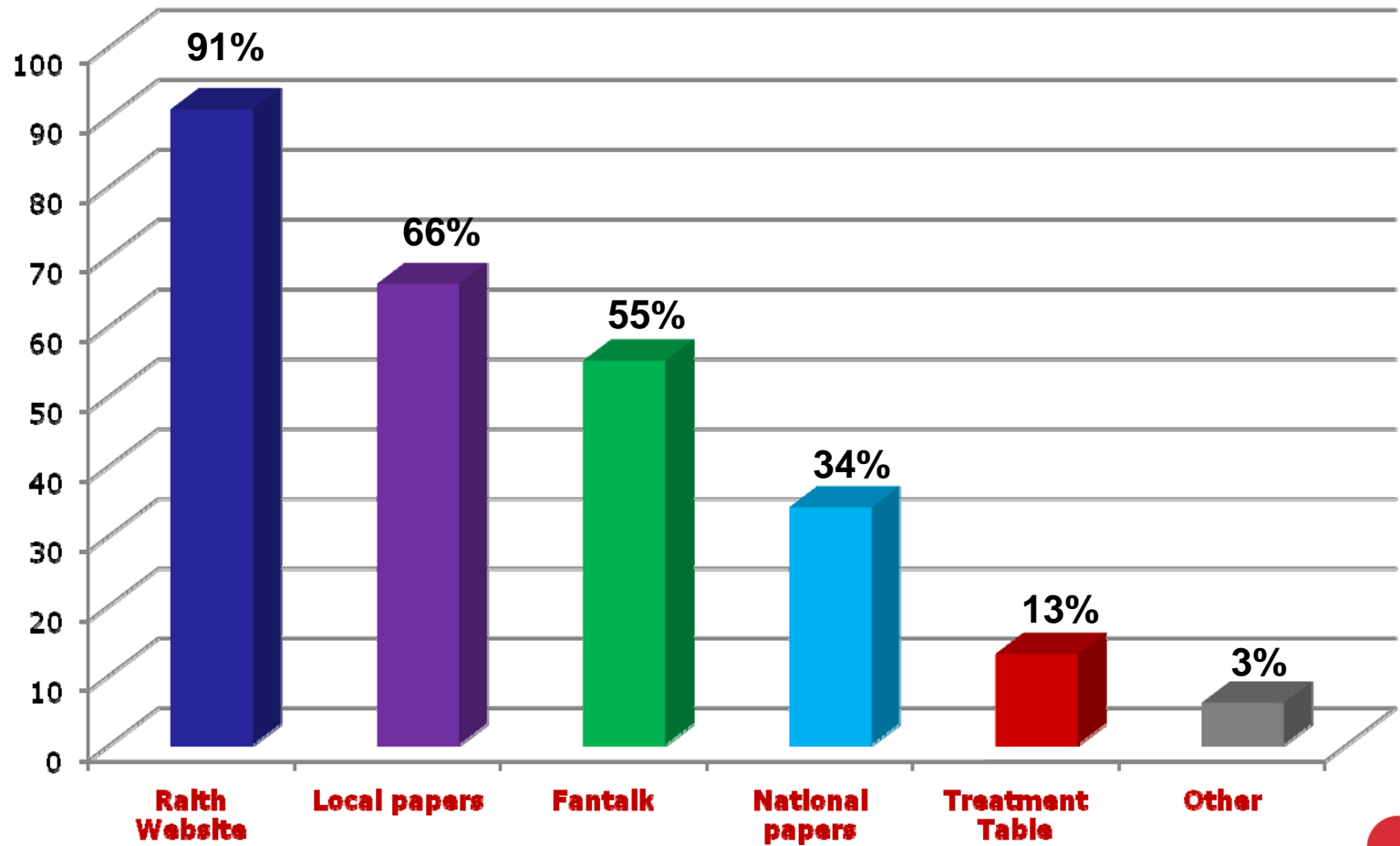
Attendance – the core support

- Two-thirds of fans go to 16+ home games a season (67%)
- 81% of fans say they like to attend as 'many Rovers home games as possible'
- 82% of fans travel to away games
- 33% have season tickets

Attendance – the more casual supporter

- 67% don't have season tickets
- 18% of fans attend less than 10 games a season
- 14% say they 'might choose to miss some games'
- 5% only go along when there is 'a big game or interesting opponents'
- 18% don't travel to away games

Sources of Information

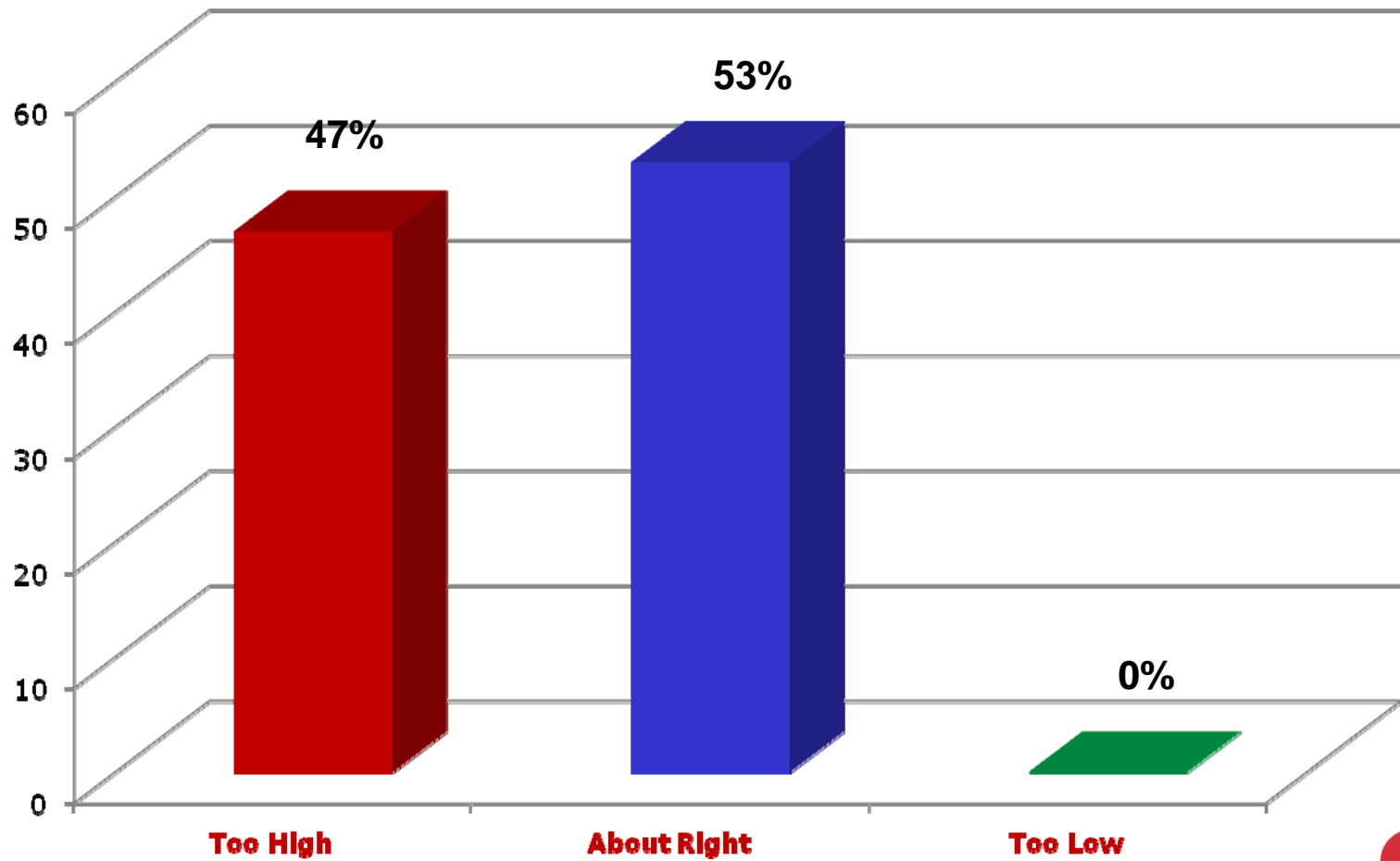


The Match Day Experience

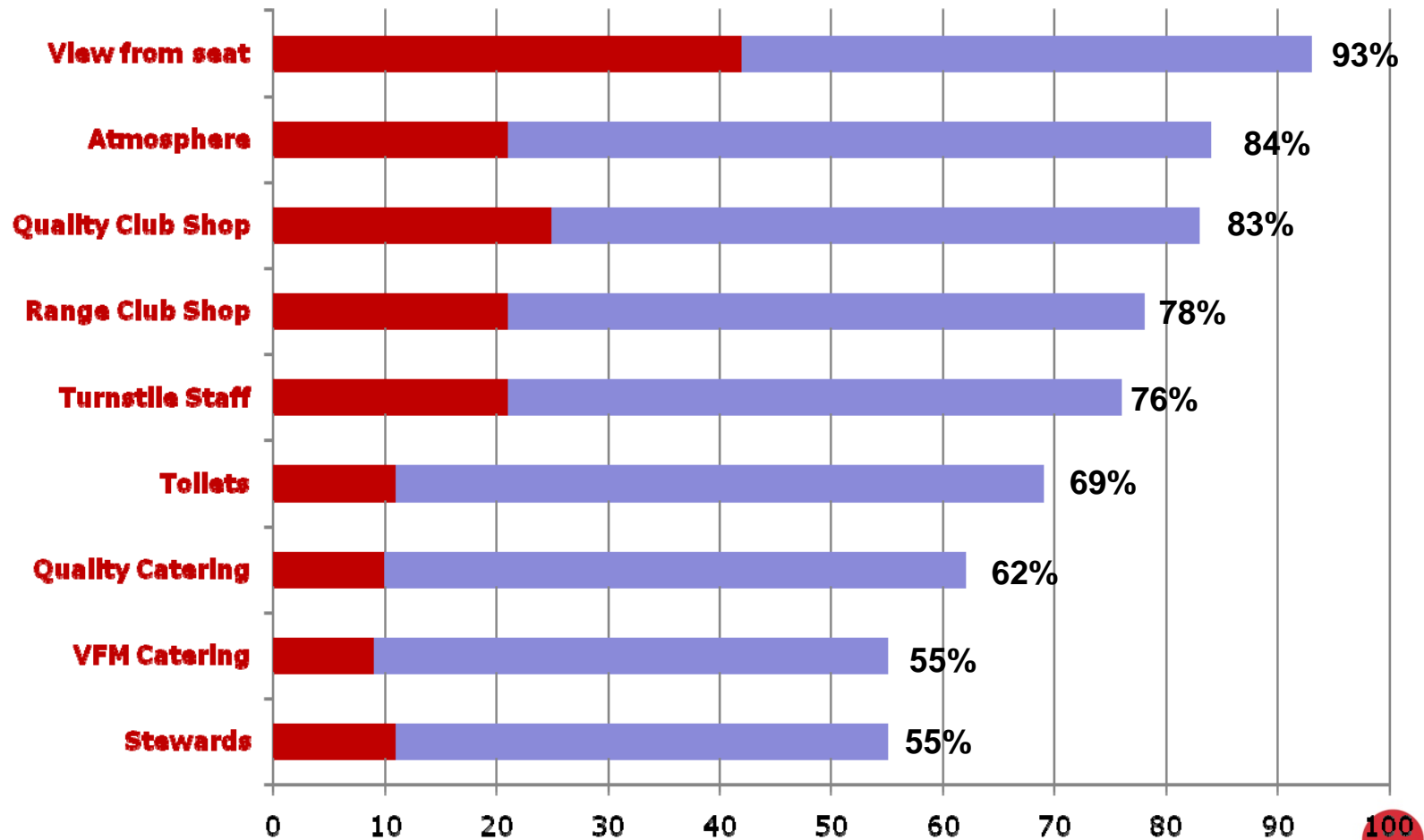
Buying Behaviour

- 40% always buy a 50:50 ticket
- 24% always buy a match programme
- 21% always buy a Roary's Lotto ticket
- Greatest potential is from Roary's Lotto tickets (54% never buy them)

Admission Prices

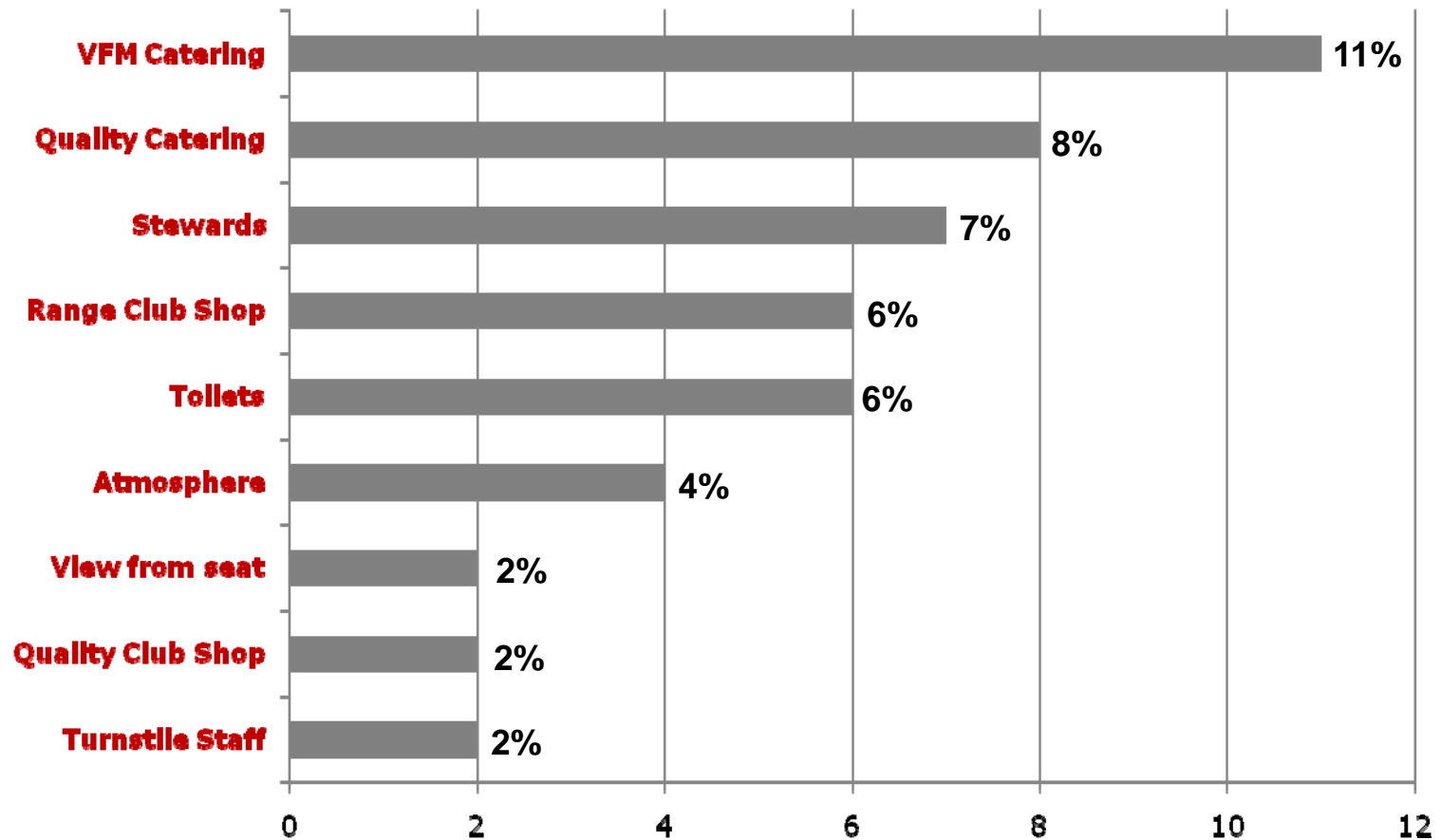


Match Day



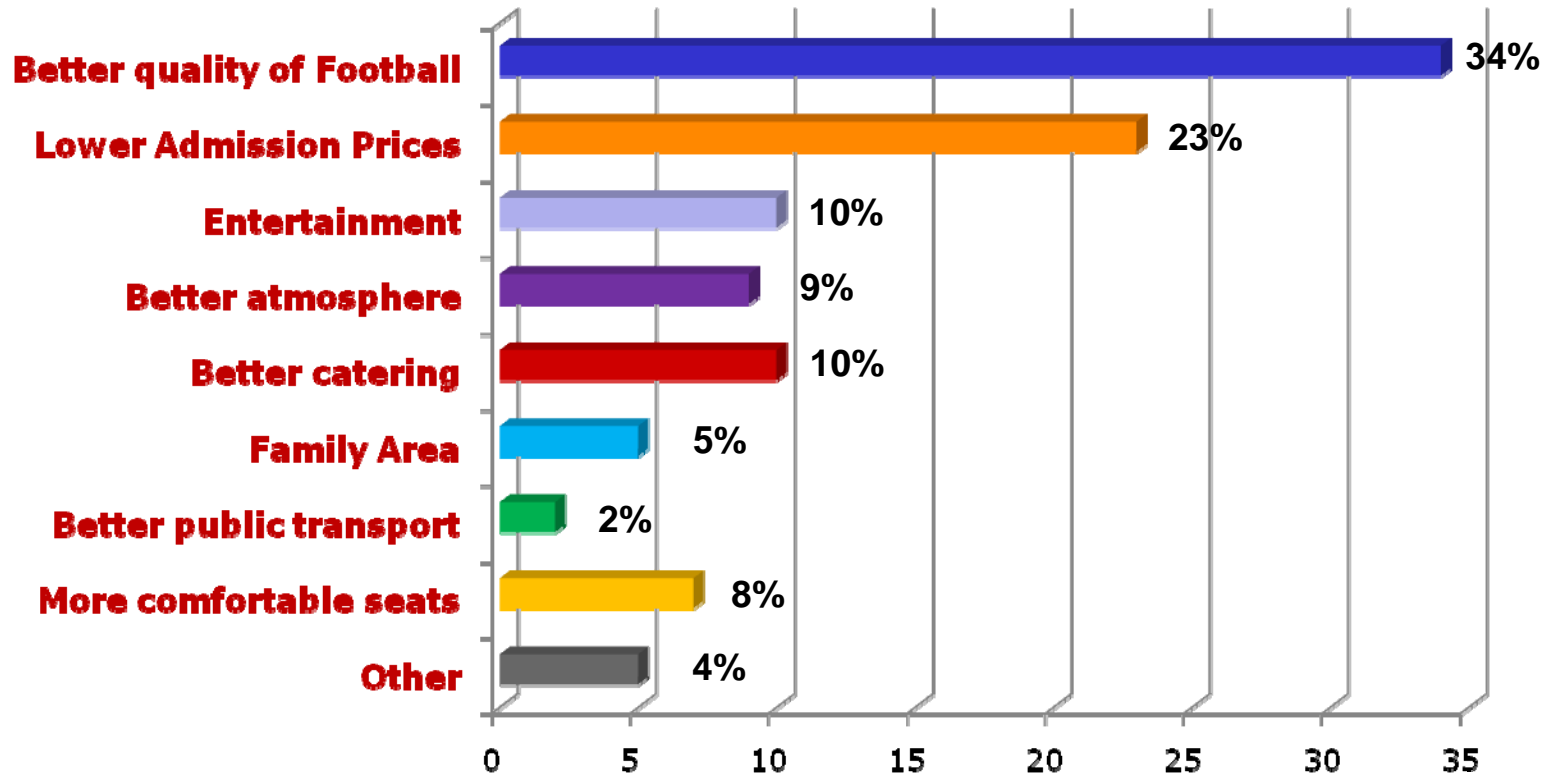
% Very good (red) or good (blue)

Match Day - Dissatisfaction



% Bad or Very Bad

What would improve your match day



Raith Rovers as a club

Performance of the Club

99% of fans think
that Raith as a club
are heading in the
right direction

Why the Right Direction?

Finally the club is living within its means and being run properly!

Keeping to budget and trying to develop the community aspects

We are improving on the park and are not in a money threatening situation

There is the old family atmosphere back at the club

Performance of the Club

- 96% rate the performance of the management team positively (56% very good)
- 94% rate the performance of the team positively (35% very good)
- 78% rate the performance of the RRFC Board positively (19% very good)
- 61% rate the financial performance of the club positively (10% very good)

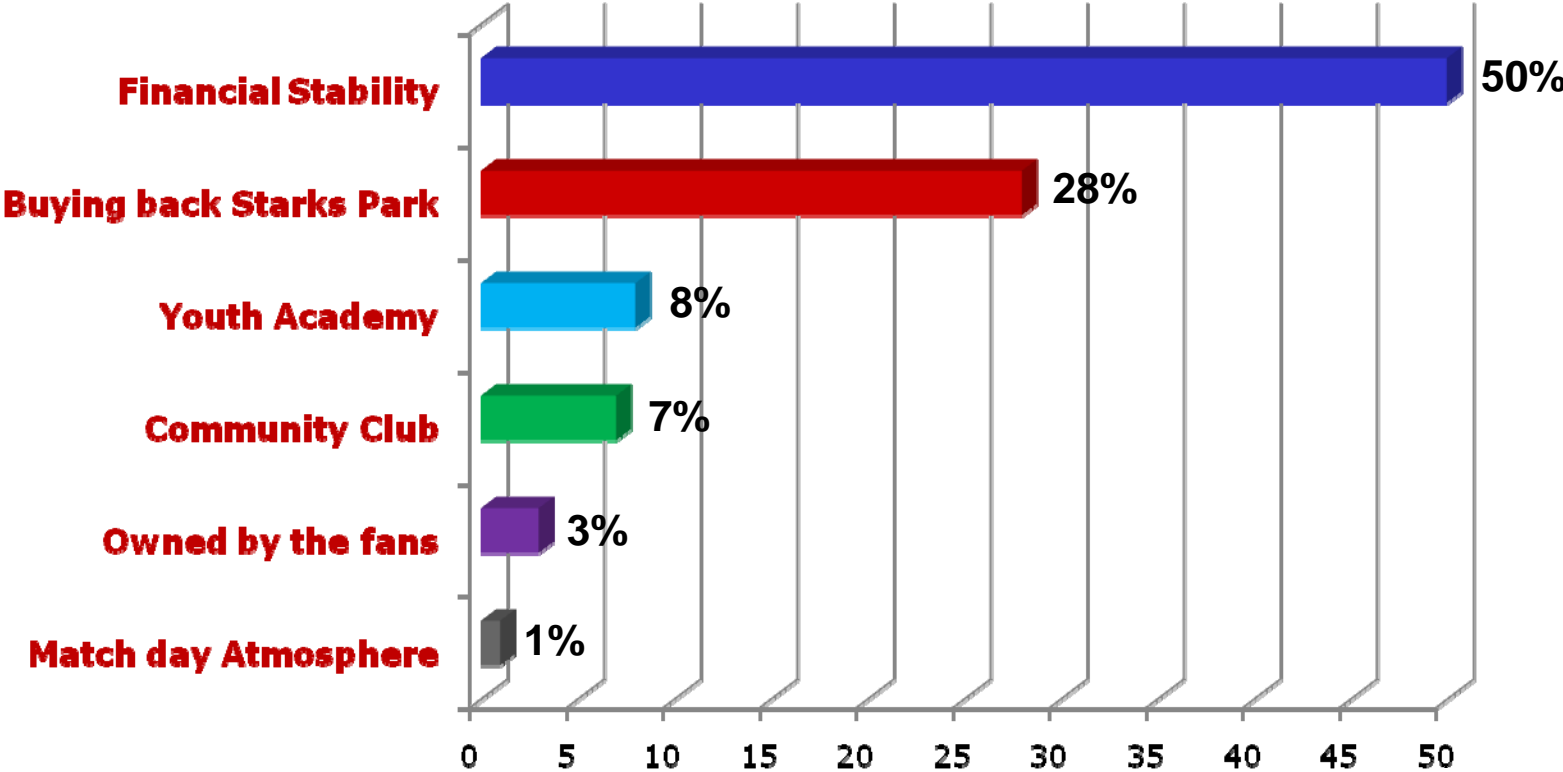
Attitudes towards Directors

	<u>2003</u>	<u>Now</u>	
They have put in place a business plan to secure future of the club	47%	72%	+25
They should be supported for efforts to stabilise the club	66%	87%	+21
They have explained their aims and objectives for future of the club	36%	52%	+16
Communication between fans and directors is good	28%	48%	+20
The Club has good relations With the wider community	23%	65%	+42
The Club has good relations with local business	25%	62%	+37

Future of the Club

- 85% believe the club should develop a football academy
- 74% think there should be a safe standing area at Starks park
- 71% think there should be a dedicated family area
- 57% think they should let under 16s in for free (23% disagree)

Biggest Challenge facing RRFC

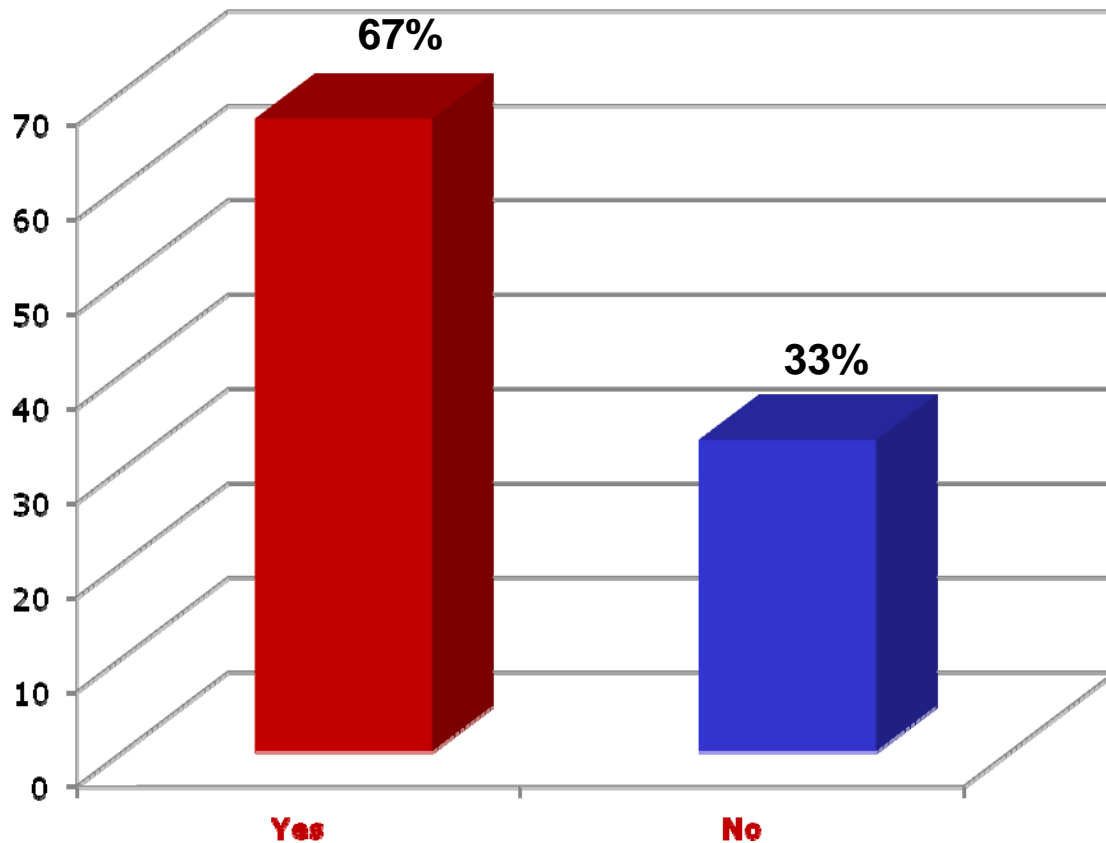


The Raith Trust

The Raith Trust

- 58% believe the Trust should play a greater role in running the club
- 84% think it is a good thing that there is a fans rep on the Board of RRFC
- The main challenge is communication
 - Only 45% of fans feel well informed about the Trust
 - Only 39% feel the Trust makes its aims clear to non members
 - Between a third and a half of fans have no opinion about the Trust

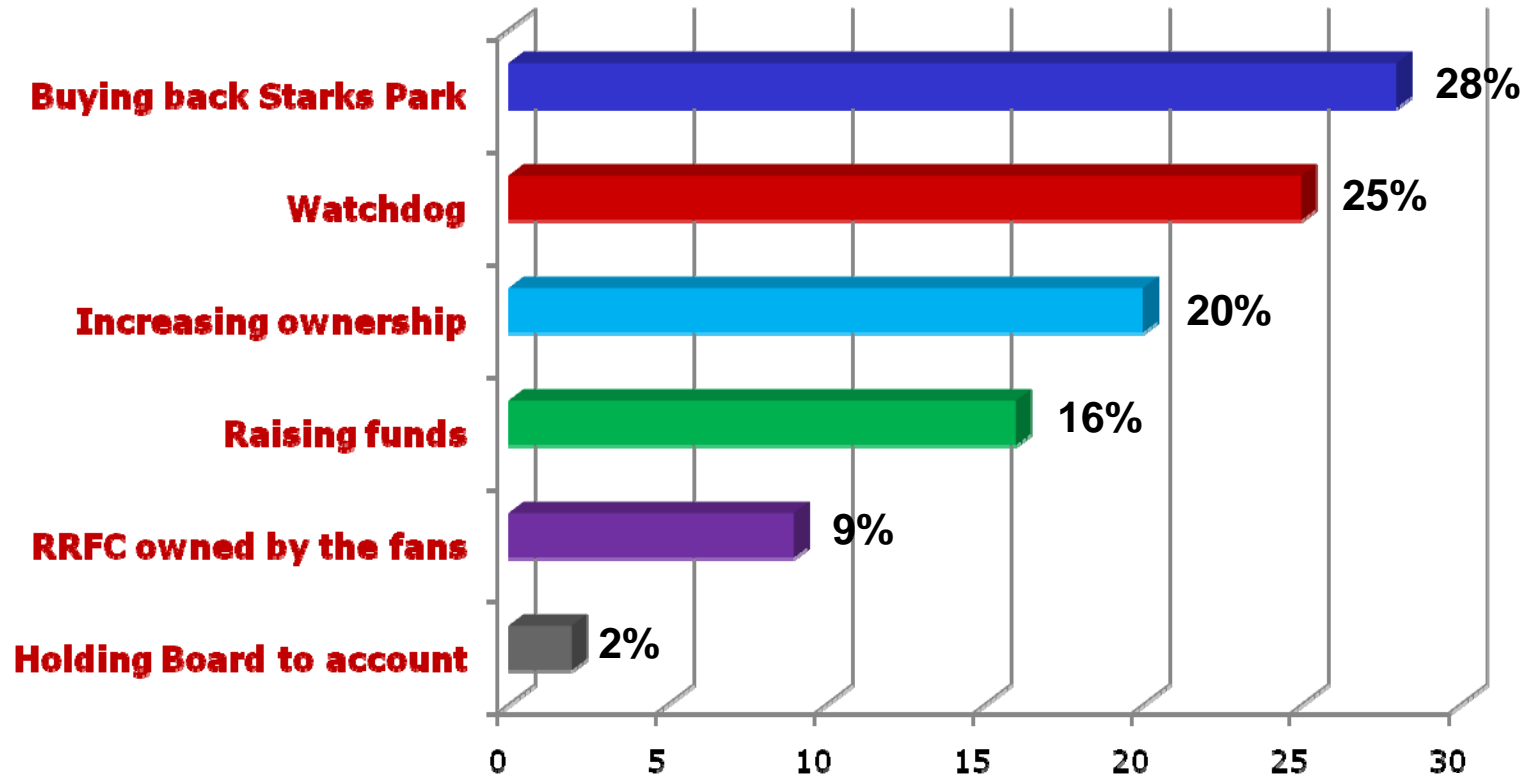
In Favour of Trust Owning RRFC



Why Not?

- Lack of Finance
- Lack of experience
- No one group should own RRFC
- Don't know enough about the Trust
- Wouldn't work
- Fans couldn't agree
- Better as it is

Main focus of Trust in next 2-3 years



Conclusions

- Reclaim the Rovers has made a tremendous impact on the mood of the support
- Strong backing in principle for the direction the club is going and the directors
- Areas to consider
 - Pricing / Under 16s
 - Catering
 - Safe standing
 - Family area
 - Communication

Final Thought

The club is heading
in the right direction
but we should always
live within our means
and ensure financial
stability

