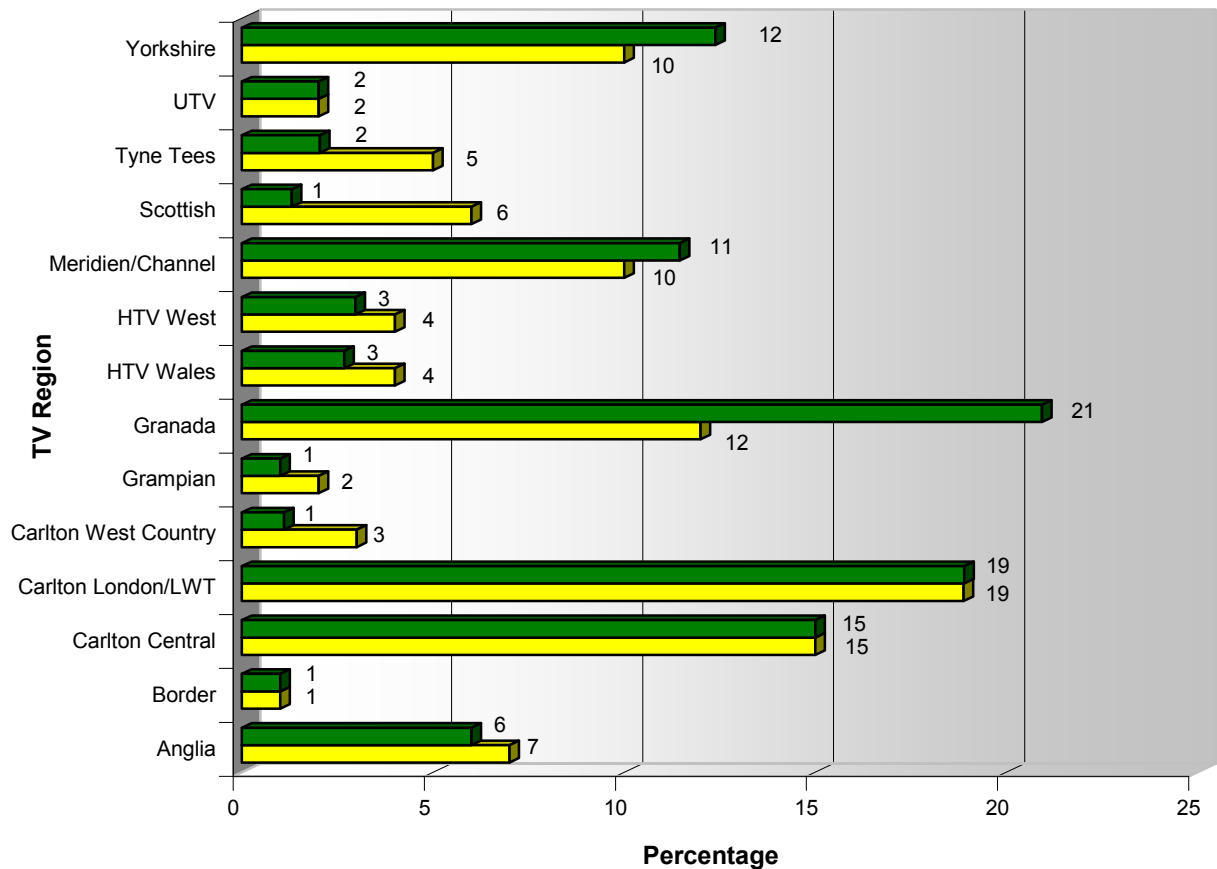


The survey gives an insight into football fans' attitudes towards fans attitudes towards safe-standing; the return of terracing to football stadiums – not the large, old-style open terraces but small, specially-designed areas utilising the latest engineering technology.

1. THE SURVEY SAMPLE

- The survey consists of the views of 1,720 on-line football fans - each age range between those 16 and 55 were well represented, the survey respondents were predominantly male and there was wide geographical participation with all TV regions in the UK supplying respondents.

Comparison of Survey Respondents and UK TV Households per region

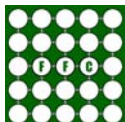


% of survey respondents living in that region

% of UK TV households in that region**

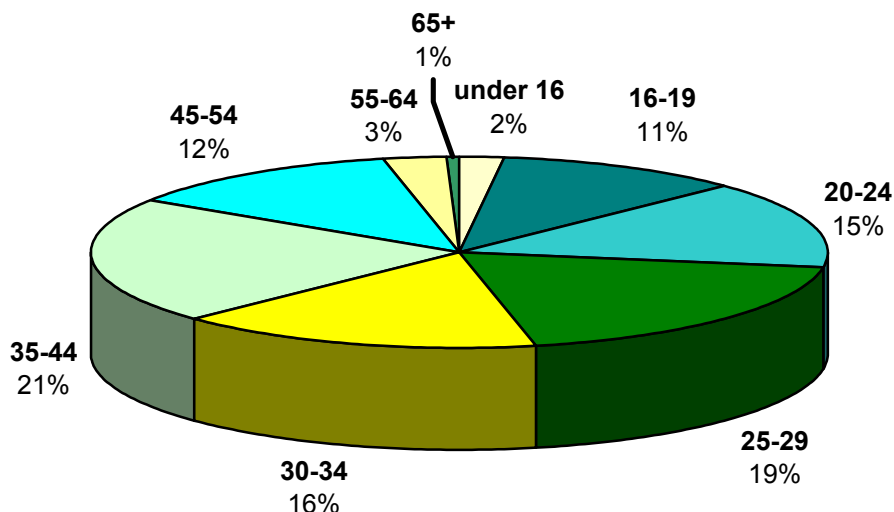
Base: 1658 respondents*

- The Granada region supplied most respondents (both overall and relative to its share of UK TV households) partly due to the large amount of Manchester United supporters participating in the survey. The club had well-publicised problems with the local council threatening to close parts of the stadium down if fans continued to stand in seated areas and their fans have been very vocal on the issue.



Executive Summary: Safe Standing

Age Ranges by Percentage

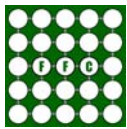


Base: all answering (1717)

- Respondents were predominantly those of Premiership and Division clubs where the vast majority of all-seater stadia exist, as the table below shows. In all fans of 105 clubs were represented.

PREMIERSHIP	DIVISION ONE	DIVISION TWO	DIVISION THREE		
Arsenal	Bradford City	Barnsley	Boston United		
Aston Villa	Brighton	Blackpool	Bournemouth		
Birmingham	Burnley	Brentford	Bristol Rovers		
Blackburn	Coventry City	Bristol City	Bury		
Bolton	Crystal Palace	Cardiff City	Cambridge United		
Charlton	Derby County	Cheltenham	Carlisle		
Chelsea	Gillingham	Chesterfield	Darlington		
Everton	Grimsby Town	Colchester	Exeter		
Fulham	Ipswich Town	Crewe	Hartlepool		
Leeds	Leicester City	Huddersfield Town	Hull		
Liverpool	Millwall	Luton Town	Kidderminster		
Man City	Norwich City	Mansfield	Leyton Orient		
Man Utd	Nottingham Forest	Northampton	Lincoln City		
Middlesbrough	Portsmouth	Notts County	Macclesfield		
Newcastle	Preston	Oldham	Oxford United		
Southampton	Reading	Peterborough	Rochdale		
Sunderland	Rotherham	Plymouth	Rushden & Diamonds		
Tottenham	Sheffield United	Port Vale	Scunthorpe		
West Brom	Sheffield Wednesday	QPR	Shrewsbury		
West Ham	Stoke City	Stockport	Southend		
<table border="1"> <tr> <td>All-seater</td> </tr> <tr> <td>Standing Areas</td> </tr> </table>	All-seater	Standing Areas	Walsall	Swindon	Swansea
	All-seater				
	Standing Areas				
	Watford	Tranmere Rovers	Torquay		
	Wimbledon	Wigan	Wrexham		
Wolves	Wycombe	York			

Table showing league clubs' grounds still containing standing areas



2.1 RESULTS OVERVIEW: THE KEY ISSUES

THE MATCH-DAY EXPERIENCE

- 80% felt the existence of safe-standing areas would make their overall match-day experience more enjoyable
- Over half of fans felt safe-standing would have no effect on crowd trouble or spectator safety
- Almost half of the respondents (48%) would buy a safe-standing ticket ALL the time when going to a match
- Only 1% of fans would go to fewer matches if safe-standing areas were introduced

THE DECISION-MAKING

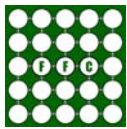
- Only 11% of fans felt the decision whether to have safe-standing inside grounds should rest with the government – as is currently the case
- 86% of fans felt the decision should be decentralised away from the government with 66% overall feeling it should be made by the local authorities or the clubs themselves instead
- 90% of respondents felt fans should be given the freedom to choose whether they stand in safe-standing areas
- 24% felt the inclusion of safe-standing in grounds should be mandatory
- 56% felt that more than 20% of a grounds capacity should be allocated to safe-standing areas

VOTING TRENDS

- Those supporters most greatly affected by all seater-stadia are the ones who have the strongest preference for the introduction of safe-standing and the benefits, they perceive, it would entail
- Those respondents with a higher degree of match attendance also tend to exhibit a stronger preference for the introduction of safe-standing
- There is a clear decline in preference for safe-standing and its implications as age increases. On one hand this could be seen as predictable – the oldest fans finding it less comfortable to stand for long periods of time – but on the other hand surprising as these fans would be more likely to have had longer ties with the seemingly popular tradition of standing

QUALITATIVE DATA – FANS COMMENTS

- Many fans take exception to the most common argument put forward by those against safe-standing - that seating is inherently safer. Respondents felt that whilst this might be the case in theory, in reality it is often the opposite.
- Respondents felt that in the certain circumstances standing is actually safer than seating. Some respondents felt in an emergency it is easier to escape to safety from a standing area. However others felt it is harder for the emergency services to reach those in trouble in a standing area.
- Many respondents also made the point about freedom of choice - why should it be only football matches where fans are forced to sit and not at other public gatherings such as rugby matches or pop concerts. In contrast to this, it was pointed out that people don't stand at the cinema or theatre.
- Respondents pointed out how the match-day experience is improved with standing areas – in terms of comfort, enjoyment and atmosphere inside the ground



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