

FAN SURVEY

LIVESCORE'S MISSION IS TO:

**FUEL
FANS'
PASSION
FOR
SPORT**

Events of recent years, such as the empty stadiums during the Covid-19 pandemic and the widespread backlash to the proposed European Super League, has reinforced the vital role fans play at the heart of the game.

Yet, despite this, frustration continues to grow over the direction modern football is taking. Today's fans engage with the game in countless ways, from attending matches to following live scores on apps, joining conversations on social media, or gathering in pubs with friends. Their connection to football extends far beyond the stadium, and their frustrations reflect challenges across all these touchpoints.

This YouGov survey, commissioned by LiveScore, sheds light on the key pressure points driving fan disillusionment and highlights where clubs, governing bodies, and broadcasters must do more to protect and prioritise the fan experience.

METHODOLOGY

The YouGov Fan Survey, commissioned by LiveScore, captures the views of over **3,000 UK football fans** on their experiences of the game in 2025.

The survey aims to identify the key factors affecting fan enjoyment of football today, with the goal of sparking meaningful change across the sport.

Respondents were UK-based men and women, **aged 18-55+**.

The data was gathered in April 2025.

3,000
UK
FOOTBALL
FANS

DIFFERENT MOTIVATIONS, SAME PASSION

It's important to recognise that not all UK football fans are the same. What motivates, inspires, and excites a Premier League fan from the northeast may differ significantly from what drives an EFL League One supporter on the south coast. Fans' perspectives on their own fandom are shaped by a range of factors.

77% OF EFL LEAGUE TWO FANS
SUPPORT THE CLUB MOST
LOCAL TO THEM.

THIS FIGURE DROPS TO **30%**
AMONG PREMIER LEAGUE
FANS WHO ARE MOSTLY
INFLUENCED BY FAMILY TIES
(**45%**) IN DETERMINING WHERE
THEIR SUPPORT LIES.



There is a clear divide in the roots of fandom. In the lower leagues, support is often grounded in local identity, with fans backing their hometown clubs. In contrast, top-tier allegiance is more commonly shaped by family ties or tradition.

This distinction has real implications for how the game is structured, scheduled, from the way it's governed, to how connection and identity are sustained across generations.

68% OF ALL FOOTBALL FANS IDENTIFY AS A 'PASSIONATE' OR 'CORE' FAN, MEANING THEY EITHER ATTEND MATCHES OR WATCH FOOTBALL ON TV, OR BOTH, REGULARLY.

WHILE **67%** OF UK FOOTBALL FANS SUPPORT PREMIER LEAGUE CLUBS, **57%** OF THEM ALSO FOLLOW AT LEAST ONE OTHER TEAM TO SOME DEGREE.

What unites all fans, especially in this country, is the passion for the game. The number of fans supporting multiple clubs also underlines the complexity of modern fandom.

MONEY, MONEY, MONEY

Modern football is increasingly shaped by money.

While investment has arguably improved the quality on the pitch, it has also driven up ticket prices, increased the cost of TV subscriptions, and given broadcasters the power to regularly shift kick-off times. Even the most loyal fans are beginning to lose patience.

53% OVER HALF OF ALL FOOTBALL FANS BELIEVE THAT HIGH TICKET PRICES ARE DIMINISHING THEIR ENJOYMENT OF THE SPORT.

81% OF FANS DON'T CONSIDER TICKETS TO MATCHES AS GOOD VALUE FOR MONEY.

The likes of Arsenal, Chelsea, and Manchester United all announced ticket price increases heading into the 2025/26 season. Ticket prices have risen **800%** since 1990.

1 IN 10 RELY ON FREE
HIGHLIGHTS OR ILLEGAL
STREAMS TO WATCH FOOTBALL.

 **37%** OF FANS MISS
MATCHES ENTIRELY
DUE TO LACK OF
RELEVANT TV
SUBSCRIPTIONS.

This upcoming season it will cost Premier League fans, on average, **£966.38** to watch their team on TV.

The commercialisation of the Premier League is a key reason for driving up the price of football in the UK.

TIME TO TALK KICK OFF TIME

The long-standing **3pm live broadcast blackout**, in place in the UK since the 1960s, is facing renewed scrutiny, with increasing debate over its relevance in today's game.

Originally introduced to prevent televised matches from discouraging in-person attendance, the rule is now being questioned in light of changing fan habits and viewing preferences.

At the same time, access to match tickets has become increasingly difficult, with high prices, limited availability and demand often outweighing supply.

THE SATURDAY 3PM KICK-OFF IS A FIRM FAVOURITE ACROSS FOOTBALL FANS, WITH 58% CHOOSING IT AS THEIR TOP PREFERENCE OF MATCH TIME.

THIS RISES TO 60% IN THE 35-54 AGE GROUP, AND 75% FOR 55+.



JUST **21%** OF PREMIER LEAGUE FANS EXPERIENCE EASY ACCESS TO TICKETS.

The continued enforcement of the **3pm blackout** has led broadcasters to schedule more matches at non-traditional kick-off times – a trend driven by the substantial sums invested in broadcasting rights. Sky Sports' record-breaking exclusivity deal for the 2025/26 Premier League season will increase its live match coverage from **128 games in 2024/25 to 215**. Many of these additional fixtures are expected to be scheduled for Friday nights, Sundays, and Monday nights.

This includes broadcasting multiple 2pm Sunday matches, which will often feature clubs participating in the Europa League and Conference League.

THE MOST AGILE AGE GROUP WHEN IT COMES TO ACCEPTING UNTRADITIONAL KICK-OFF TIMES WAS **18-34**, BUT EVEN THEN, JUST **31%** RESPONDED WITH NON-SATURDAY KICK-OFFS AS THEIR PREFERENCE.

THIS REDUCES TO **17% (35-54)** AND **13% (55+)** IN OLDER AGE CATEGORY RESPONDENTS.



050%

95% OF **18-34** YEAR-OLDS
OVERLOOKED
SUNDAY 2PM AS
THEIR PREFERRED
KICK-OFF TIME.

060%

**96%**

THE FIGURE RISES TO 96% FOR
THOSE AGED **55 AND OVER.**

070%

**97%**

AND TO 97% FOR
THOSE AGED **35-54.**

The blackout disproportionately impacts Premier League fans, who rely heavily on televised coverage. For them, the 3pm blackout blocks access to the most in-demand kick-off time, making it one of the biggest barriers to following the game.

www

1 IN 3

FOOTBALL FANS DON'T ATTEND MATCHES AT ALL.

JUST 34% SAY THEY ARE SATISFIED WITH HOW MANY GAMES THEY'RE ABLE TO SEE LIVE.

While fans strongly favour Saturday 3pm, not all are in the stadium. For these supporters, especially those priced out or unable to get tickets, access to televised matches is essential.

At the centre of this tension is the UK's 3pm broadcast blackout, introduced in the 1960s to protect in-person attendances, particularly in the lower leagues. The rule remains in place despite growing questions about its relevance in today's game.

The concern remains that lifting the 3pm blackout, while serving Premier League fans, would be to the detriment of lower league attendances where gate receipts remain crucial to lower league club incomes.

Would local fans turn their backs on lower league turnstiles on Saturdays at 3pm in favour of watching the topflight, or indeed their own club, on TV?

TRADITION OR BARRIER?

For generations, going to matches has been at the heart of football fandom. But for many supporters today, particularly at the top end of the pyramid, the ability to attend in person is becoming increasingly difficult.

As habits evolve and access to televised matches becomes more central to how people follow the game, the question is whether long-standing rules like the 3pm blackout still serve their original purpose, or risk leaving modern fans behind.

**TICKET PRICES AND TICKET
AVAILABILITY WERE CITED AS
THE TWO MAIN REASONS FOR
NOT ATTENDING MATCHES,
ACCOUNTING FOR 81% OF ALL
RESPONSES.**

HOWEVER, 61% OF EFL LEAGUE ONE FANS AND 78% OF EFL LEAGUE TWO FANS SAID THEY CAN EASILY GET TICKETS.



THIS FIGURE REDUCES SLIGHTLY TO 68% OF NATIONAL LEAGUE FANS WHILE RISING AGAIN TO 79% OF THOSE SUPPORTING CLUBS BELOW THAT.

BY CONTRAST, THE SURVEY RESULTS SHOW JUST 39% OF EFL CHAMPIONSHIP FANS AND AS LOW AS 21% OF PREMIER LEAGUE FANS EXPERIENCE EASY ACCESS TO TICKETS.

The key question for decision makers is, therefore, whether the 3pm blackout still serves its purpose of protecting attendances across the entirety of the football pyramid, or if lower league fans' match-going commitment is irrelevant to it.

For the majority (82% of fans support clubs in the top two divisions in England per the survey results), the 3pm blackout cuts off access to the most in-demand kick-off time, making it one of the biggest barriers to how they follow the game.

As broadcast coverage grows and modern fan habits continue to shift, the 3pm blackout may come under fresh scrutiny. The data suggests it's time to re-examine how the rule aligns with today's fan experience, while still respecting the importance of tradition and protection of lower-league clubs.

REGIONS DRIVING FAN ENGAGEMENT

Fan engagement varies significantly across the UK, influenced by factors such as ticket availability and local club support.

Understanding these regional differences sheds light on where football thrives and what challenges remain in connecting supporters with live games and digital content.

41%

OF FANS IN LONDON RESPONDED THAT THEY ATTEND LIVE GAMES WEEKLY. THAT'S MORE THAN DOUBLE THE NATIONAL AVERAGE OF 18%.

57%

OF THE SUPPORTERS IN THE CAPITAL ARE ALSO SATISFIED WITH HOW OFTEN THEY ATTEND MATCHES, COMPARED TO 34% OF FANS OVERALL.

There are a staggering 17 professional football clubs in London, including 7 in the Premier League. England's second city, Birmingham, has two (Aston Villa and Birmingham City, plus West Bromwich Albion just outside), while other major cities Manchester, Liverpool, and Bristol also have just two professional clubs.

With more match-going options and London boasting the strongest and most convenient public transport system, this may suggest why London fans are enjoying greater accessibility to live matches.

AROUND 50% OF CHELSEA FANS REPORTED ATTENDING LIVE MATCHES WEEKLY, NOTICEABLY HIGHER THAN THE 18% AVERAGE.

NEARLY HALF OF CHELSEA FANS (49%) SAY IT'S EASY TO GET TICKETS, WELL ABOVE THE 30% NATIONAL AVERAGE.

Despite high levels of ticket accessibility, Chelsea's Stamford Bridge is the smallest of the 'big six' stadiums, with a capacity of 40,000, with London rivals Arsenal and Tottenham both having stadium capacities above 60,000.

This points to a more complex reality behind ticket availability so, while easier said than done, these findings suggest that improving ticket availability is key to boosting fan attendance across other regions as well.

In the northwest, Premier League champions Liverpool recently revealed 1 in 5 tickets at Anfield next season are reserved for hospitality or corporate packages, highlighting how the biggest clubs continue to prioritise profitability over accessibility for core fans.

REFUELING FANS' PASSION FOR SPORT

The survey results reveal key pressure points affecting UK football fans' enjoyment of the national sport in 2025. Moments such as the empty stadiums during the Covid-19 pandemic and the widespread backlash to the proposed European Super League has underlined the enduring power and importance of fans at the heart of the game.

Whether in stadiums or on screens, in pubs or on social feeds, fans are the constant. Across the tiers, they bring football to life through their passion and the countless ways they engage both on and off the pitch. Yet the data reveals a deep and ongoing sense of frustration and disillusionment with the direction modern football is taking.

LiveScore urges clubs, governing bodies, and broadcasters to work together to protect the fan experience. By making thoughtful, data-driven decisions, with supporters placed at the centre, the industry can reignite fans' passion and safeguard the future of our beautiful game.