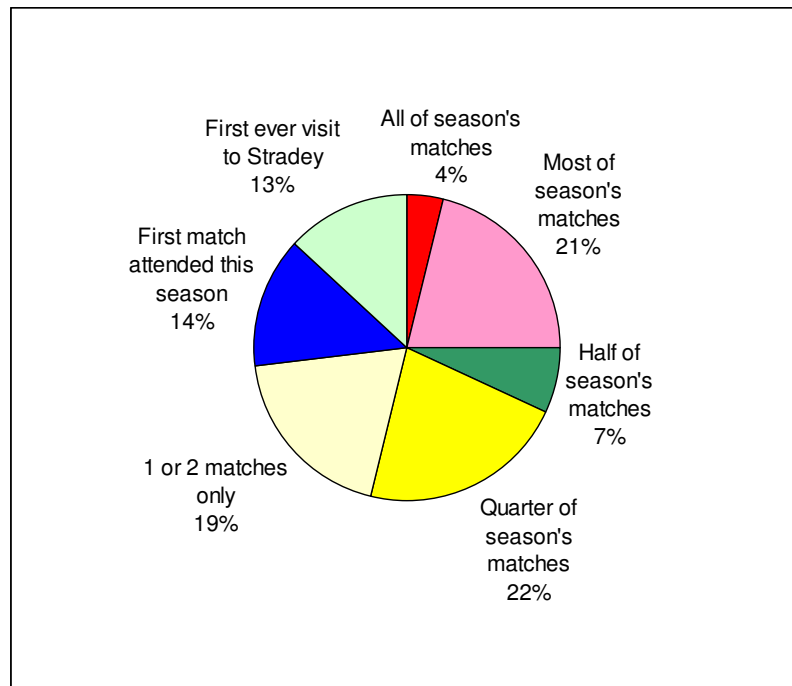


Scarlets Crowd Statistics

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Figure 1 shows the attendance patterns of a representative sample of the Scarlets crowd at an end-of season match against Ulster (2004).



The key point here is that this sample was taken at the very last match of the season and 46% of people there had been to 2 or less matches in the entire season, 14% were attending for the first time that season and 13% had never been to Stradey ever before!

A survey we did the following year of match day ticket holders showed that 41% had been to only 1 or 2 matches all season. The average was 3 matches in a season. We managed to get hold of some statistics from the English Premiership which suggested a very similar pattern in their best attended sides.

It's not a simple case either of a group of people who only turn out for the big matches. We had two capacity match games that season and only 50% of our sample had been to both games, i.e. we hadn't had 10,000 individuals attending two games but 15,000 individuals only 5,000 of whom attended both games.

Anyway, the other interesting statistic which we worked out was based on the Mori poll statistic that 38% of the Welsh population are interested in rugby. That amounts to 389,620 rugby-interested individuals in the entire Scarlets region. If every one of those individuals came to only one match each season, it would mean 28,000 at every match!

So, the interesting thought is how one might set about getting a much wider population of people to attend 1 match only. Now, one obviously hopes that some will convert into more regular attendees but the challenge is how to attract them to one match each.