2024/25

Bairns Survey - Results

The Falkirk Supporters Society

2024/25

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Introduction

The ‘Bairns Survey’ ran throughout April, aiming to better understand the experiences of our supporters and gather collective views on a wide range of Club matters.

With responses saved from the same annual survey of the past two years, we’re able to track trends over time and identify areas for improvement. This year, 1,052 Bairns took the time to share their views, which is consistent with last year’s response rate of 1029, and is exactly the level of engagement we need to build a stronger, more connected Club. More than anything, the survey proves the strength of our support. It shows that when fans are invited to have a voice, they respond, and as the vehicle for the supporters’ voice, the FSS will look to ensure these views are brought directly into the room where decisions are made.

The FSS, in collaboration with Falkirk FC Board and staff, will use the results to shape our workplan for the year ahead. This survey gives us a clear snapshot of the fanbase’s priorities and provides a strong foundation for further consultation and engagement.

We believe it is our collective responsibility to address the issues raised. That’s why the FSS will follow up with more targeted engagement, including surveys, focus groups, and feedback sessions, to drive action and improvement where it's needed most.

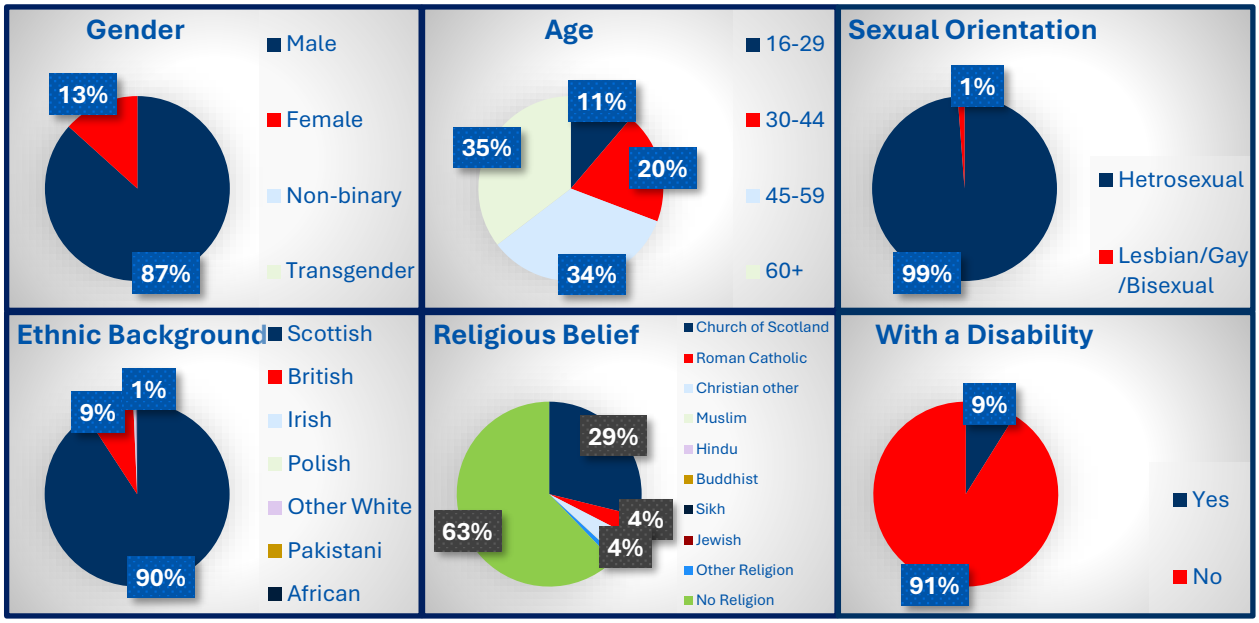
Together, we can ensure Falkirk Football Club continues to move forward, guided by the voices of its supporters.

The Falkirk Supporters Society Committee

About You

Diversity and Inclusion

The club are required to survey their members on Diversity every two years. These responses help ensure that the club meets this commitment and will have a direct impact on the amount of funding the club receives from the SFA. If any fans have any expertise in Diversity and Inclusion the club would like to hear from you. Please email Board@Falkirkfc.co.uk in the first instance.



The responses are broadly similar to those received in 2023/24.

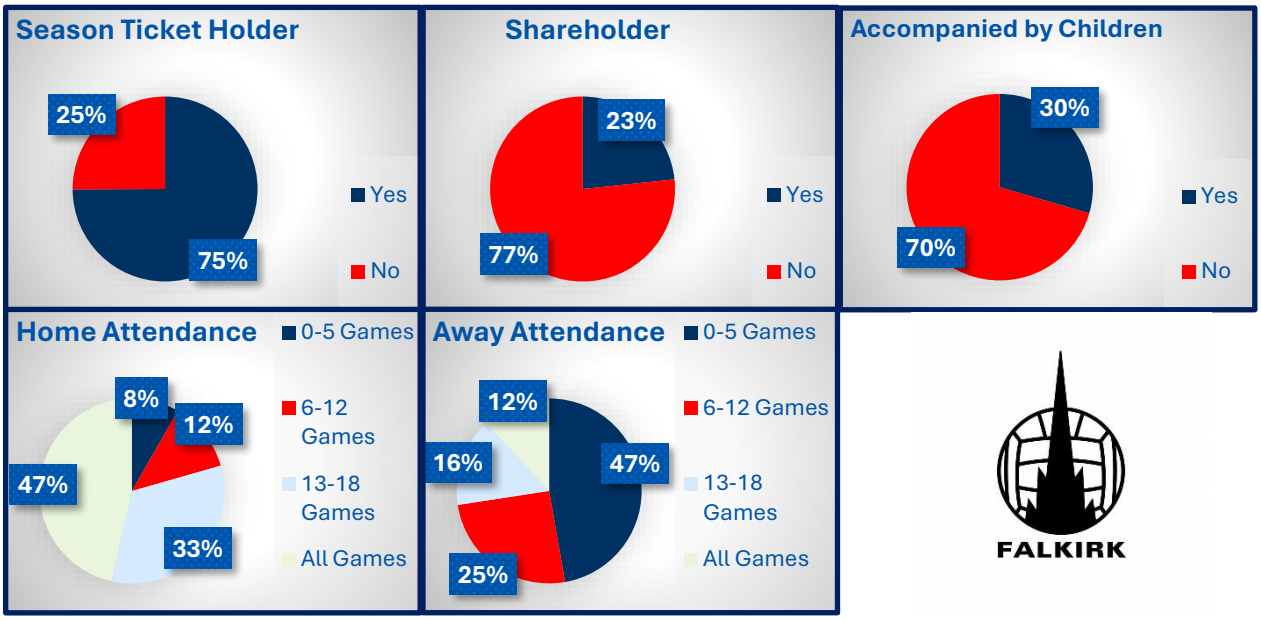
Regarding age, we see a relatively even split between those aged 60 and over, 45 - 60, and 44 and younger.

The majority of respondents identified as Scottish or British, with only 1% identifying as another ethnic background.

The majority of respondents held no religious beliefs.

87% of respondents identified as male, with 13% identifying as female.

You and the Club



Respondents were asked a series of questions relating to their interactions with the club and attendance at matches.

75% of respondents were season ticket holders. This represents a 14% increase compared to the respondents in 2023/24. The increasing attendance is also reflected in the number of home matches attended by respondents. 80% responded that they either attended all or more than half of all home matches in 2024/25. This is compared to 73% in 2023/24.

23% of respondents identified as shareholders in the club, down from 25% last year.

30% of respondents were accompanied by children when attending matches.

About the FSS

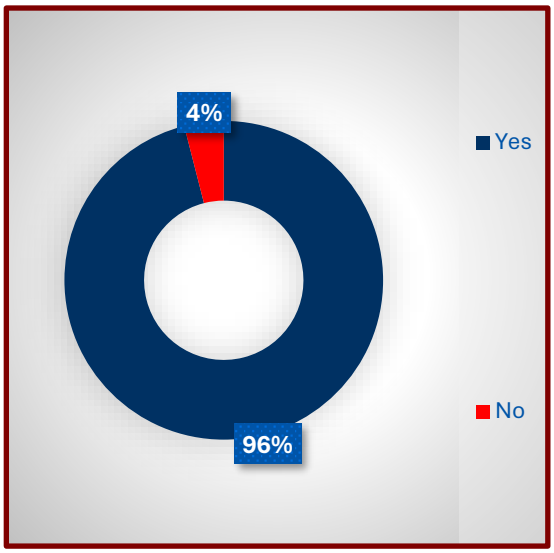
Visibility

Have you heard of the FSS?

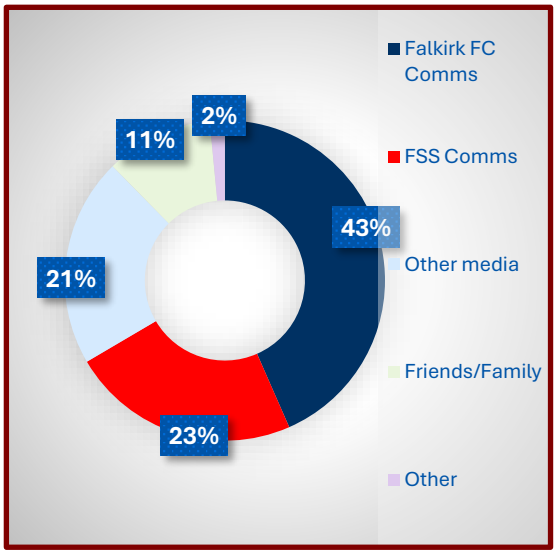
96% of respondents had heard of FSS and 4% had not.

This confirms that the messaging from the FSS is reaching the vast majority of our support and is recognisable to Bairns.

For those who had not heard of FSS, we would be keen to understand how you typically interact with the club to find out if there are any communications opportunities we are missing.



How did you first hear about FSS?



At 43% of responses Falkirk FC official channels remains the most common way that respondents first heard about FSS. 23% first heard via FSS channels.

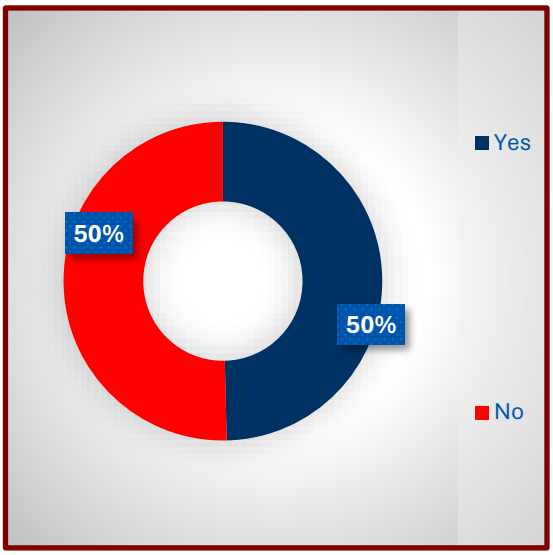
Social media makes up 21%, with friends and family making up 11%. This shows that word of mouth remains very important, and we would encourage all members to continue spreading the word about FSS.

Membership

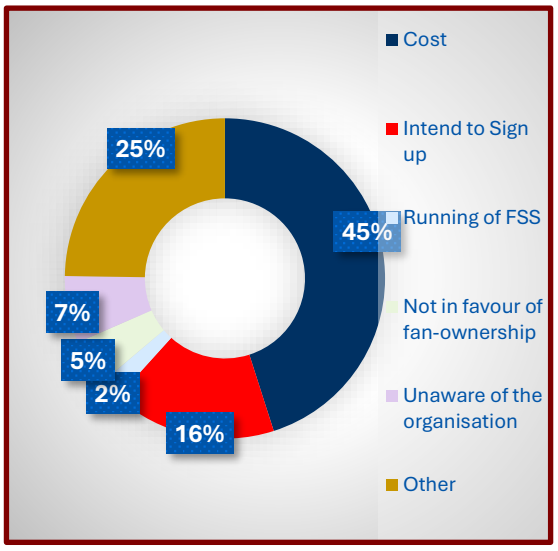
Are you a member of the FSS?

There was an even split of respondents who were and were not FSS members.

This is a marginal increase in last year's figures where 45% of respondents were members.



Reason for not joining?



Of respondents who were not members, 45% indicated that the cost of membership had put them off.

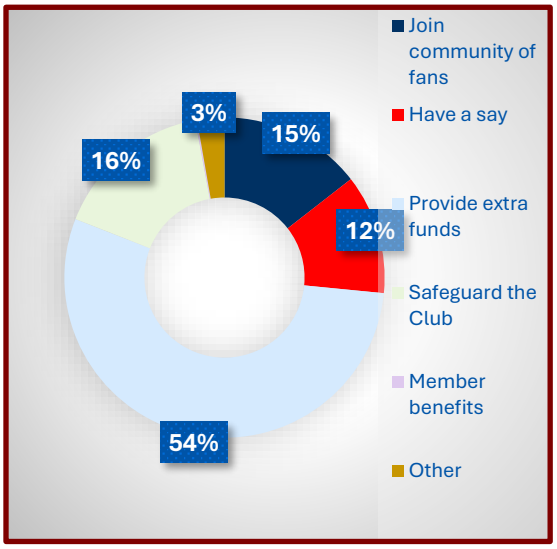
Following last year's results the option of "Intend to sign up" was added. This was selected by 16% of respondents.

We are grateful for all those non-members who have provided feedback which can be considered by the FSS going forward.

Reason for joining?

Of respondents who indicated that they were members, over half (54%) indicated that they joined to provide extra funds to the club. 16% joined to safeguard the club, 15% to join a community of fans and 12% to have a say.

This reflects the FSS goals of Fund, Safeguard and Have Your Say

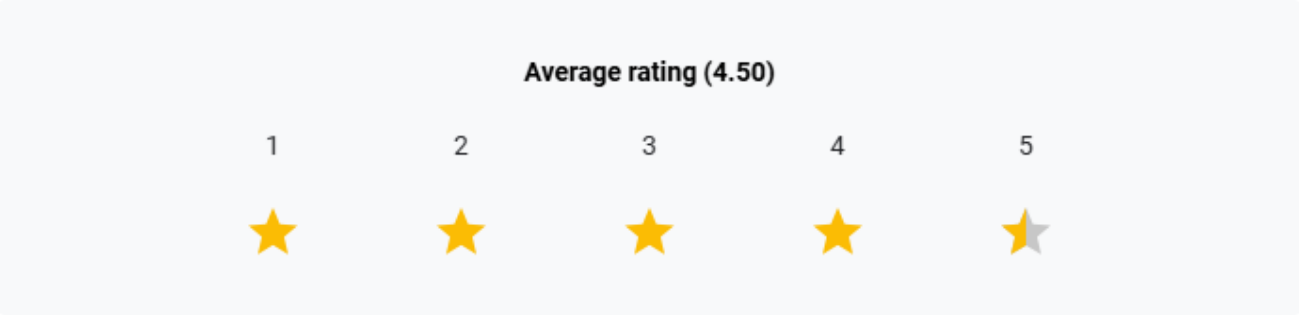


Club Performance

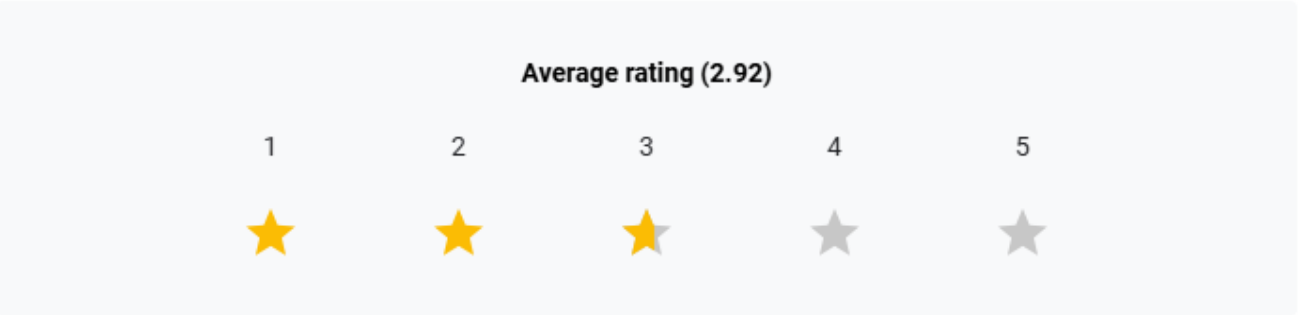
Respondents answered questions on a range of Club-related matters. They were asked to rate certain aspects of the Club, rank areas of improvement and state a level of agreement with specific statements.

Club Ratings

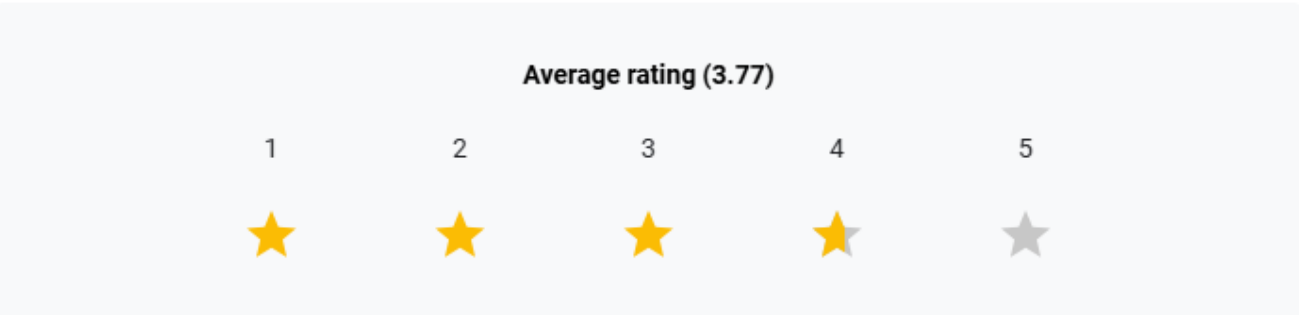
Match Atmosphere



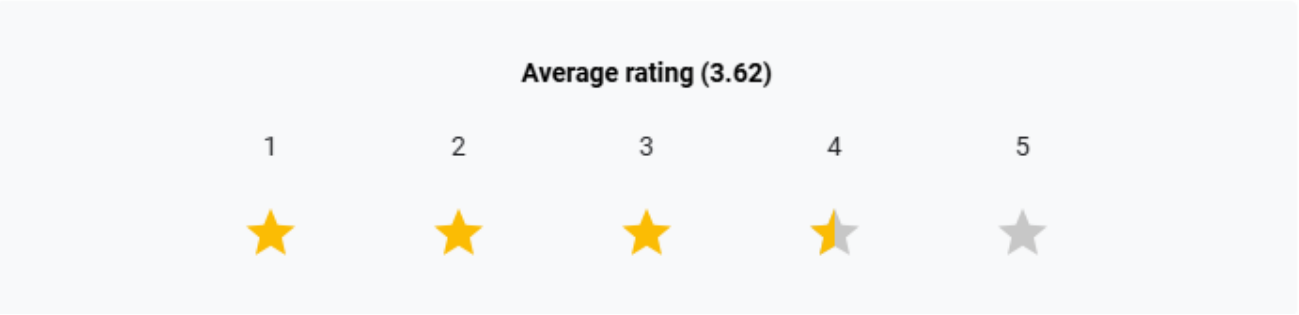
Car Parking



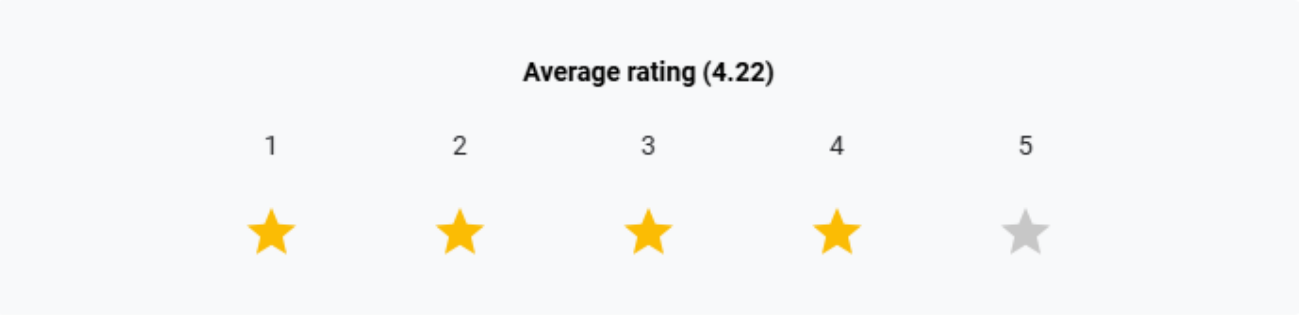
Stadium Cleanliness



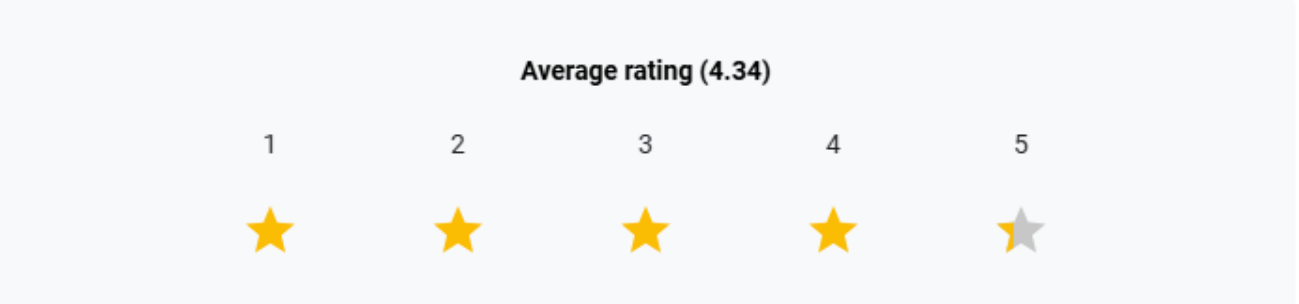
Stewarding



PA System



Fan Safety

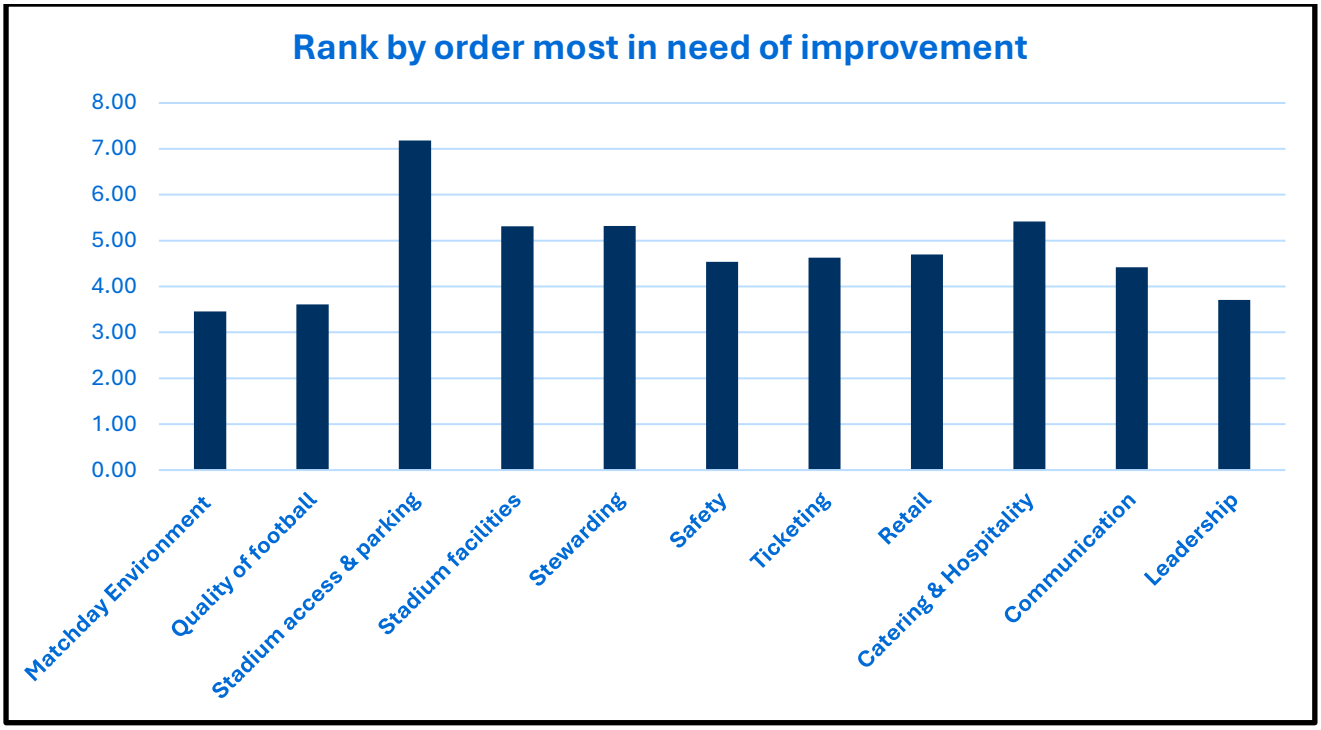


This year we have asked respondents to score the club's performance in certain areas out of 5.

The poorest performing area was Car Parking. We understand that there remain ongoing issues relating to access to and egress from the stadium. The FSS have also been liaising with the club regarding making improvements to the car park.

The club rated strongly in Match Atmosphere, Fan Safety and PA System. It is encouraging to see supporters rating these areas highly with all scoring at least 4 out of 5.

Areas for Improvement



Supporters were asked to rank the areas by what they felt was most in need of improvement (0 being the least in need, 10 being the most in need). The above graph shows the average each area scored.

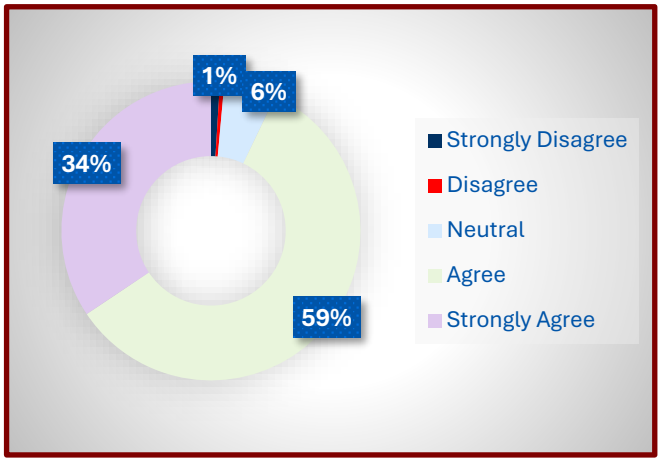
The area highlighted as most in need of improvement was Stadium Access & Parking. The ongoing access issues to the stadium have been raised by the FSS with the club and they have sought to communicate with supporters regarding safe access to the stadium.

Matchday Experience

The Club offers a good match-day experience.

93% of respondents agreed that the club offers a good matchday experience. This has increased every year since 2021/22.

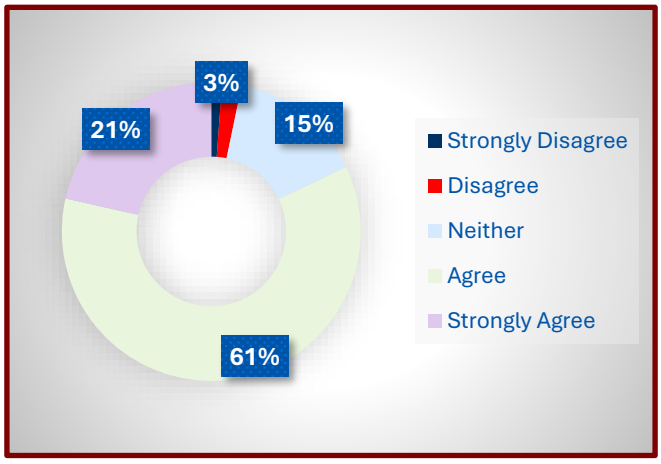
In line with 2023/24, only 1% of respondents disagreed. This remains significantly down on the 18% of 2021/22.



	22/23	23/24	24/25
Disagree	7%	1%	1%
Neither	20%	12%	6%
Agree	73%	87%	93%

The matchday environment is suitable for children.

82% of respondents agreed that the matchday environment is suitable for children. This has also been on a continuing upward trend from 2021/22.



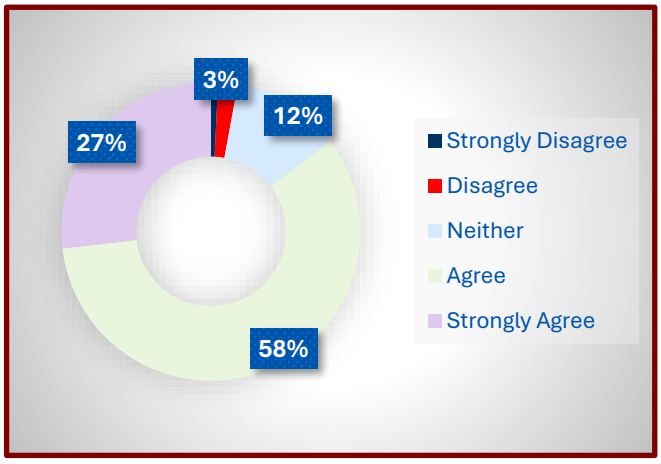
	22/23	23/24	24/25
Disagree	5%	3%	3%
Neither	23%	18%	15%
Agree	72%	79%	82%

Ticketing

The ticketing operation is well organised.

85% of respondents agreed that the ticketing operation is well organised. This is a slight improvement from 83% in 2023/24.

This is a positive development especially given the high number of sell out matches seen during 2024/25.

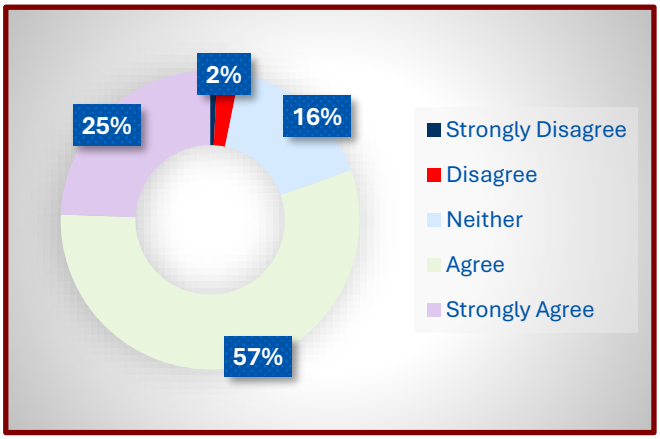


	22/23	23/24	24/25
Disagree	6%	5%	3%
Neither	13%	12%	12%
Agree	81%	83%	85%

There is a good range of ticket options available to meet my needs.

The results are broadly in line with 2023/24 though show a slight improvement.

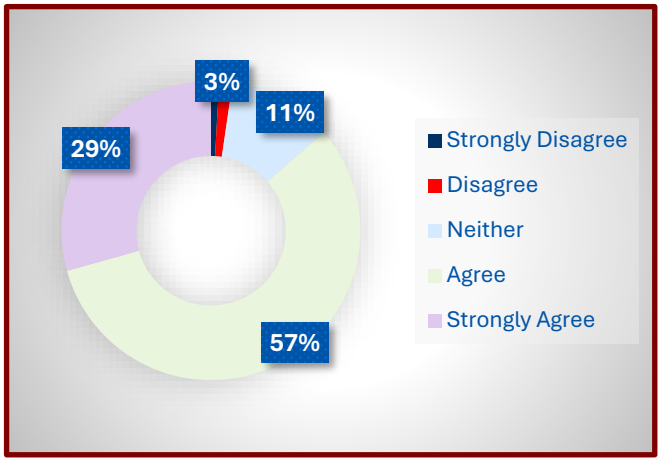
82% of respondents agreed that the club offers a good range of ticket options to meet their needs. This is considerably higher from the 69% figure of 2022/23.



	22/23	23/24	24/25
Disagree	13%	2%	2%
Neither	18%	17%	16%
Agree	69%	81%	82%

Ticket prices offer good value for money.

86% of respondents agreed that ticket prices offer good value for money with only 3% disagreeing. This shows another improvement from 2023/24 and is encouraging to see that supporters continue to feel during a challenging financial climate.



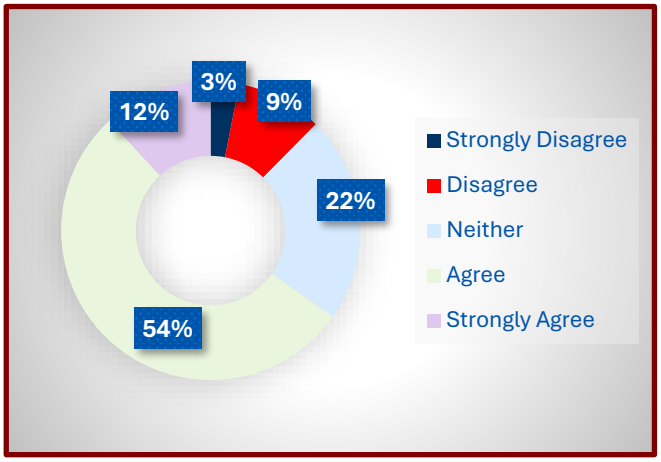
	22/23	23/24	24/25
Disagree	5%	4%	3%
Neither	16%	15%	11%
Agree	80%	81%	86%

Facilities

The toilet facilities at the stadium are good.

This is the first year we have comparative figures for this question. The figures are broadly similar to 2023/24, though show a slight decline in those who agree the facilities are good.

If any supporters have concerns regarding toilet facilities, please do not hesitate to contact us.

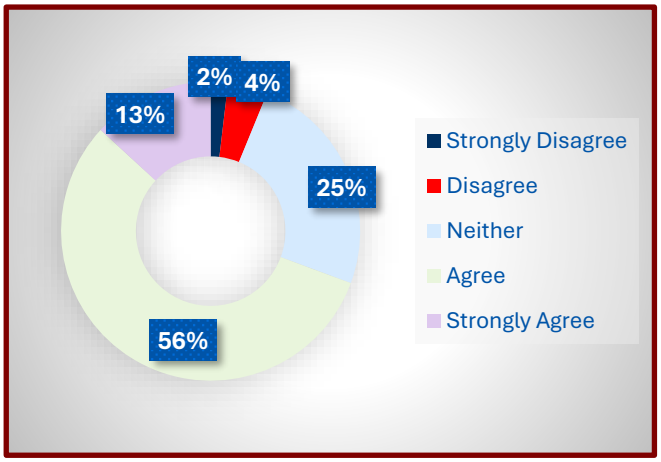


	22/23	23/24	24/25
Disagree	N/A	10%	12%
Neither	N/A	22%	22%
Agree	N/A	68%	66%

The kiosk catering at the stadium is well organised.

69% of respondents agreed that the kiosk catering at the stadium is well organised. This is a significant improvement from 2023/24.

This is good to see for the first year of Pie Sports as the provider in the kiosks.

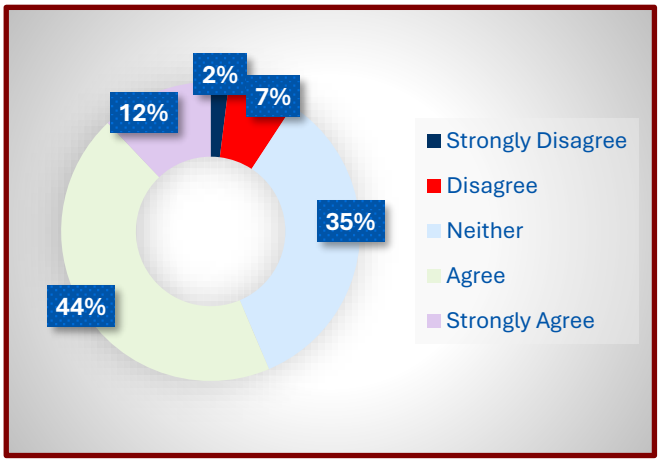


	22/23	23/24	24/25
Disagree	24%	18%	6%
Neither	29%	27%	25%
Agree	48%	55%	69%

The quality of the kiosk catering is of a high standard.

As above, this marks a significant positive improvement regarding the standard of the kiosk catering. 68% of respondents agreed that the quality is of a high standard (only 44% agreed in 2023/24).

The percentage of respondents disagreeing has also halved (18% down to 9%).

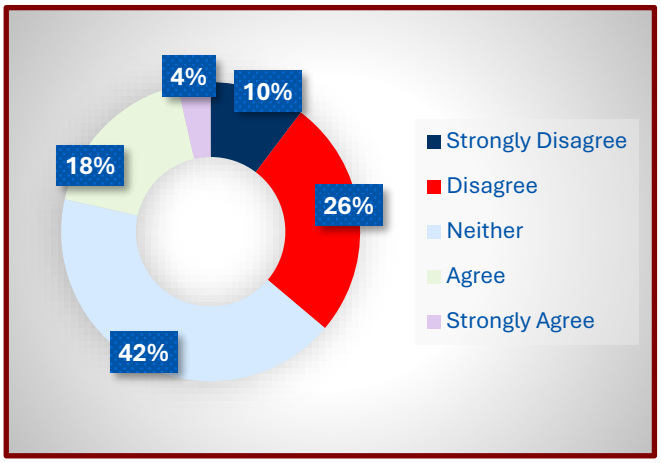


	22/23	23/24	24/25
Disagree	25%	18%	9%
Neither	37%	38%	35%
Agree	39%	44%	68%

The kiosk catering offers good value for money.

There has been a decline in the share of respondents considering the kiosk offering good value for money (36% down to 22%).

This marks an area for improvement. However, this must be balanced with the increased satisfaction with organisation and quality.



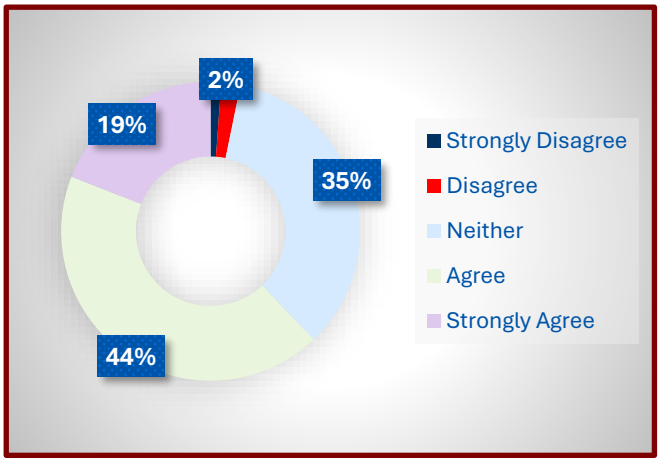
	22/23	23/24	24/25
Disagree	32%	26%	36%
Neither	38%	38%	42%
Agree	29%	36%	22%

Hospitality

The stadium hospitality is well organised.

63% of respondents agreed that hospitality is well organised, with only 2% disagreeing. This is an improvement on the percentage agreeing in 2023/24 (up from 58%).

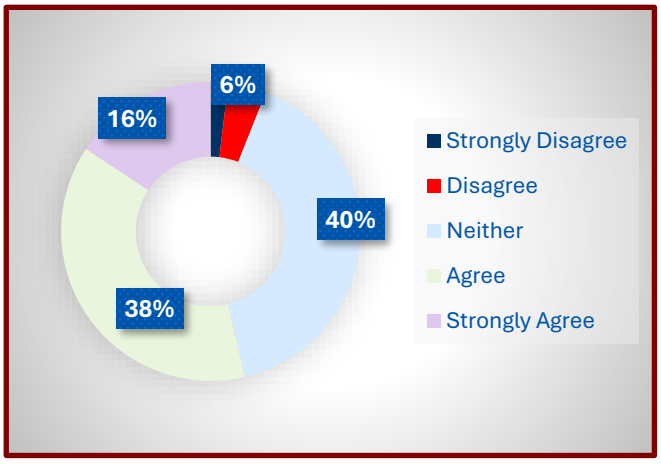
If supporters have not previously attended hospitality, we would be keen to understand what has prevented them doing so if they wanted to.



	22/23	23/24	24/25
Disagree	4%	2%	2%
Neither	45%	40%	35%
Agree	51%	58%	63%

The stadium hospitality is of a high standard.

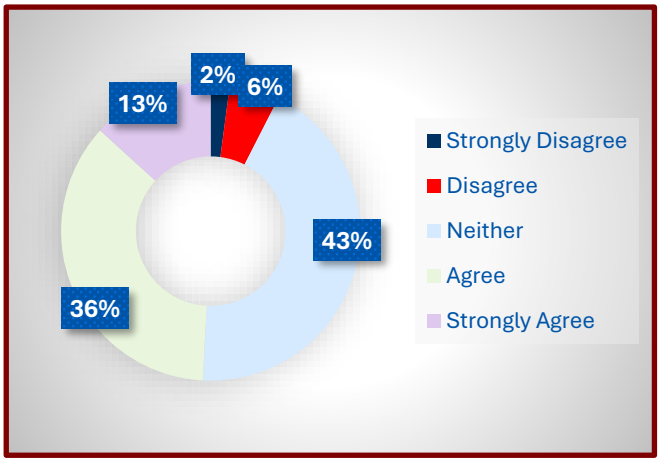
This area shows a positive trend with 54% agreeing that hospitality was of a high standard. Since 2021/22, this is the first time where more than half of respondents have agreed.



	22/23	23/24	24/25
Disagree	7%	6%	6%
Neither	49%	47%	40%
Agree	44%	47%	54%

The stadium hospitality offers good value for money.

These percentages are broadly in line with 2023/24. This marks a significant improvement from 38% in 2022/23.



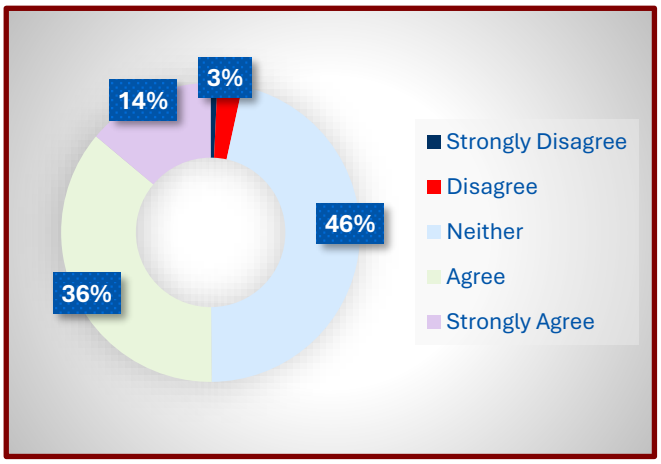
	22/23	23/24	24/25
Disagree	12%	8%	8%
Neither	51%	42%	43%
Agree	38%	50%	49%

Match Programme

The quality of the matchday programme is of a high standard.

50% of respondents agreed that the matchday programme is of a high standard. This is a good increase from 43% last season.

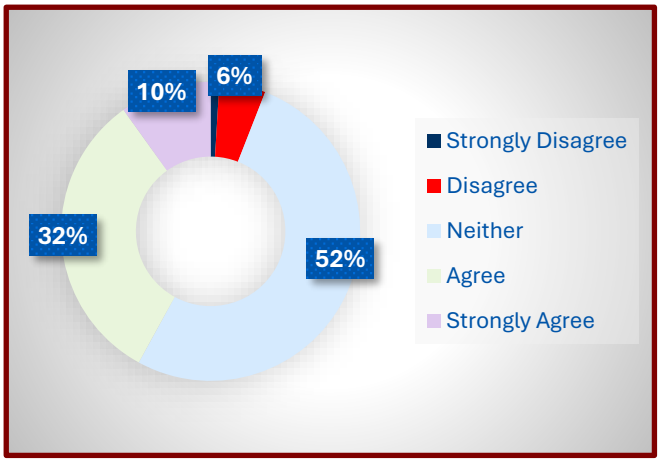
47% of respondents answered Neither which may indicate that a portion of supporters do not currently purchase a matchday programme. We would be keen to understand why supporters may choose not to purchase a programme.



	22/23	23/24	24/25
Disagree	6%	3%	3%
Neither	53%	54%	47%
Agree	41%	43%	50%

The match programme offers good value for money.

We are seeing a continuing positive trend in people agreeing that the programme offers good value for money with 42% agreeing this year.

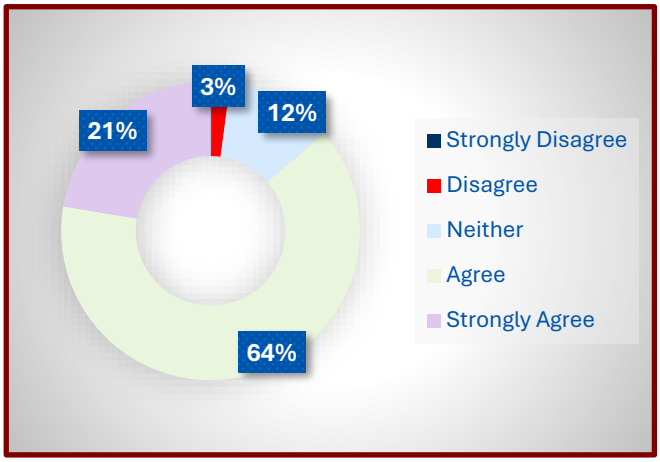


	22/23	23/24	24/25
Disagree	7%	6%	6%
Neither	58%	58%	52%
Agree	35%	36%	42%

Retail

The club's retail operation is well organised.

We have maintained and slightly improved the number of respondents agreeing that the club's retail operation is well organized, with 85% agreeing with this statement.

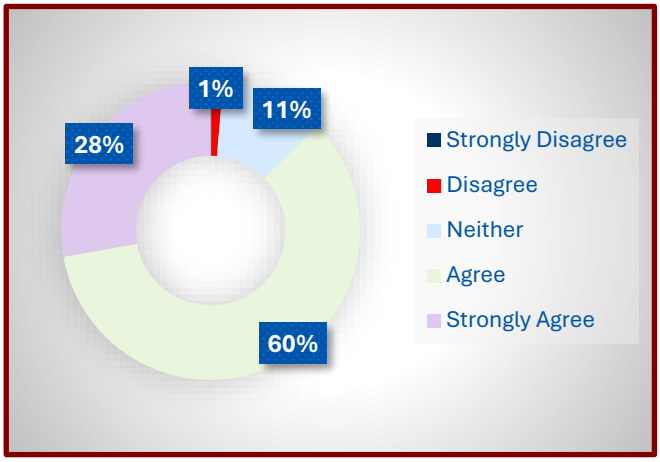


	22/23	23/24	24/25
Disagree	10%	3%	3%
Neither	23%	14%	12%
Agree	67%	83%	85%

The quality of products and merchandise is of a high standard.

88% of respondents agreed that the quality of products is of a high standard, with only 1% disagreeing.

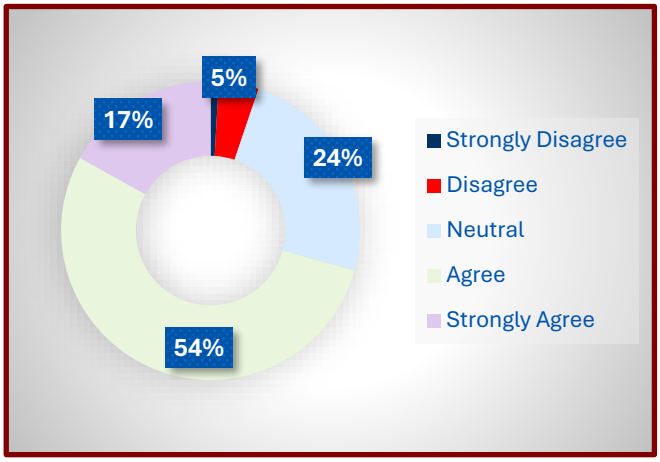
It is good to see continuing improvement in these metrics as we continue our new relationship with O'Neills.



	22/23	23/24	24/25
Disagree	8%	2%	1%
Neither	25%	13%	11%
Agree	67%	85%	88%

The club’s retail operation offers good value for money.

71% of respondents agreed that the club's retail operation offers good value for money. This is another metric where we have seen a positive trend over previous seasons.

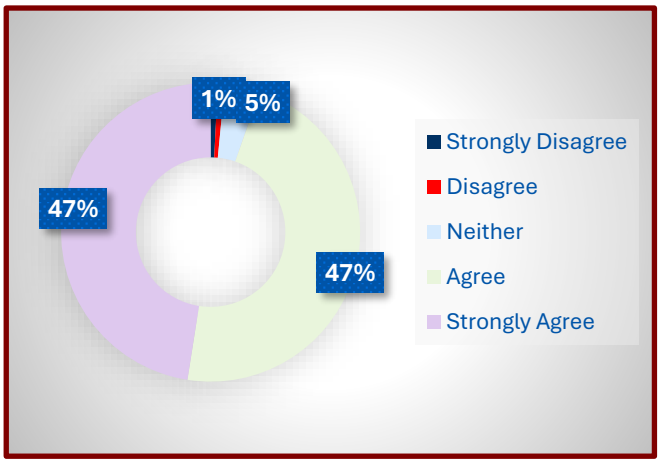


	22/23	23/24	24/25
Disagree	15%	7%	5%
Neutral	34%	27%	24%
Agree	52%	66%	71%

Fan Engagement

The club has a strong orientation towards supporters.

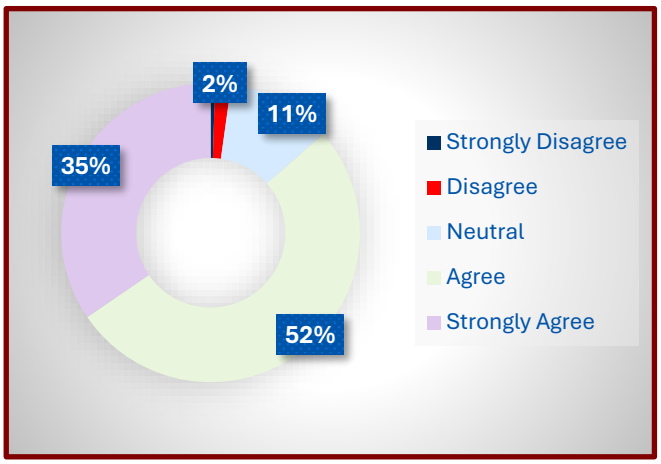
A whopping 94% of respondents agreed that the club has a strong orientation towards its supporters. This has been on a continuing positive trend and coincides with the progress to fan ownership across the previous 3.5 years.



	22/23	23/24	24/25
Disagree	11%	2%	1%
Neither	17%	7%	5%
Agree	73%	91%	94%

The club listens to and understands the needs of its fans.

87% of respondents agreed that the club listens to and understands the needs of its fans, with only 2% disagreeing. This is another area where we have seen continual improvement.

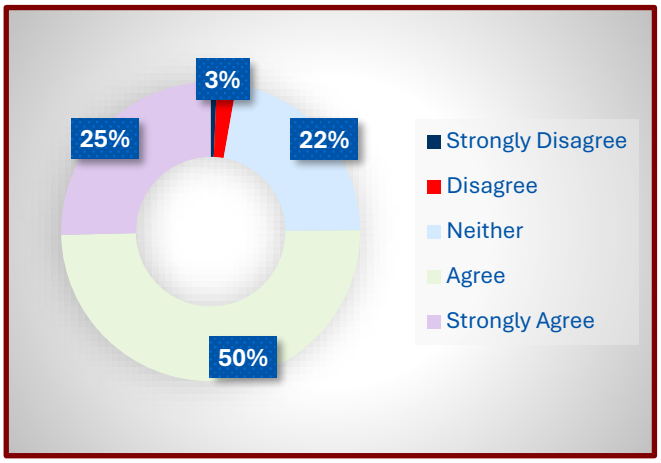


	22/23	23/24	24/25
Disagree	13%	3%	2%
Neither	30%	16%	11%
Agree	58%	81%	87%

The fans have a strong influence on how the club is operated.

75% of respondents agreed that fans have a strong influence on how the club is operated. This is a drastic improvement from 42% in 2022/23.

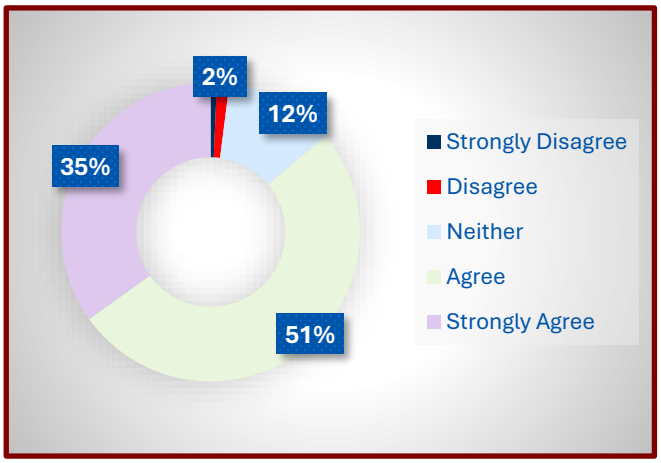
This season FSS launched Project 1876 which aims to further engagement between our members and the club.



	22/23	23/24	24/25
Disagree	18%	5%	3%
Neither	40%	24%	22%
Agree	42%	71%	75%

The club recognises and values my support.

It is encouraging that 86% of respondents agreed that the club recognises and values their support, with only 2% disagreeing.



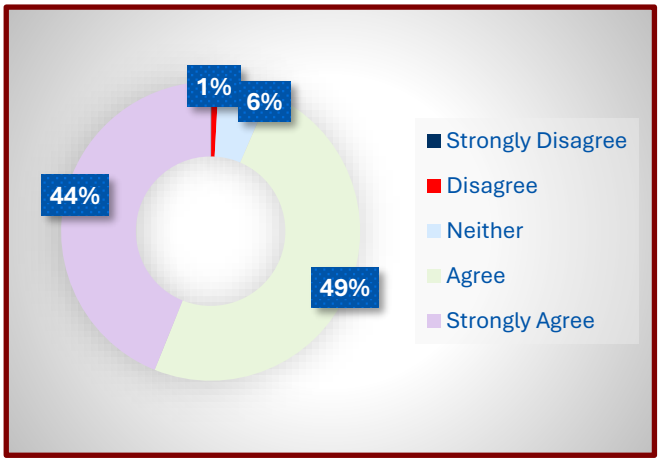
	22/23	23/24	24/25
Disagree	13%	4%	2%
Neither	27%	14%	12%
Agree	60%	82%	86%

The Future

The club has clear objectives and goals.

93% of respondents agreed that the club has clear objectives and goals, with only 1% disagreeing. This is a slight improvement on last season and shows a consistent improvement from 2022/23.

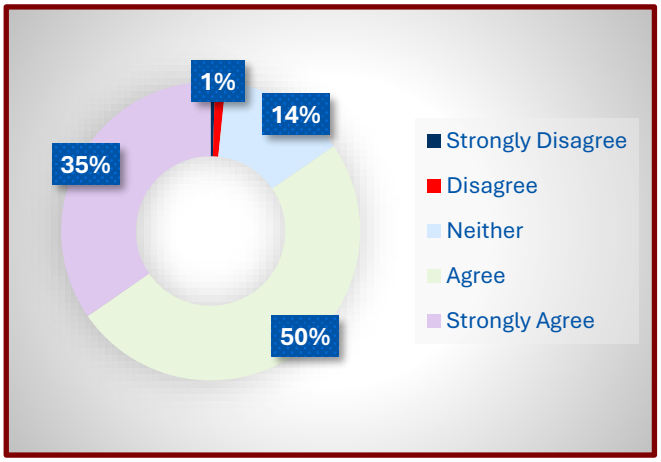
From these figures, it is evident that supporters agree that the club has set out clear objectives and goals.



	22/23	23/24	24/25
Disagree	7%	1%	1%
Neither	15%	7%	6%
Agree	78%	92%	93%

The club has a good strategy for meeting its objectives.

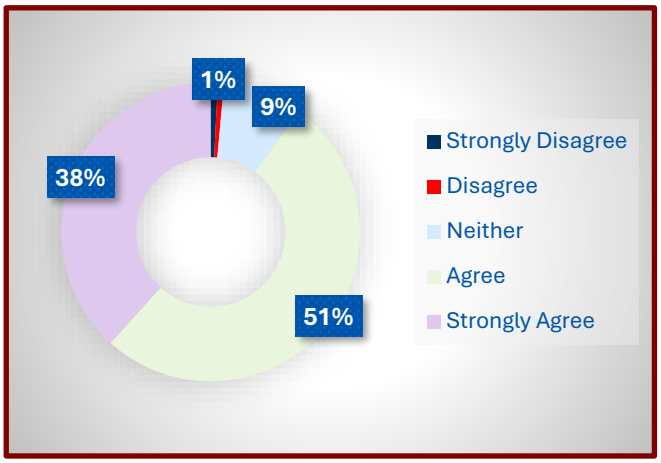
85% of respondents agreed that the club has a good strategy for meeting its objectives. This is a good improvement from 2023/24 where 78% agreed. Further, only 1% disagreed with the statement.



	22/23	23/24	24/25
Disagree	13%	2%	1%
Neither	35%	20%	14%
Agree	52%	78%	85%

The club is forward thinking and progressive.

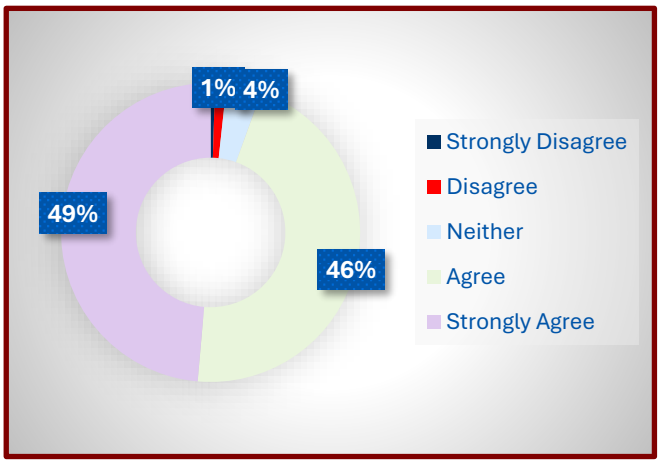
89% of respondents agreed that the club is forward thinking and progressive. This compares to 83% in 2023/24 and 59% in 2022/23, showing a solid positive trend.



	22/23	23/24	24/25
Disagree	13%	3%	1%
Neither	28%	14%	9%
Agree	59%	83%	89%

I am optimistic about the future of the club.

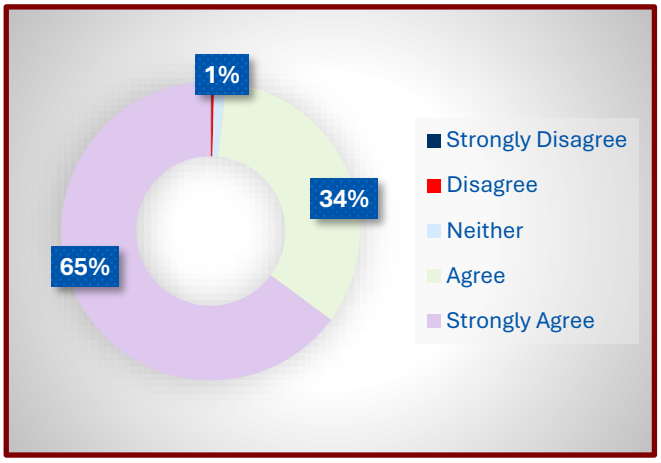
A massive 95% of respondents agreed that they felt optimistic about the future of the club, with only 1% disagreeing. We continue to see an upward trend in this feeling amongst supporters.



	22/23	23/24	24/25
Disagree	14%	1%	1%
Neither	19%	6%	4%
Agree	66%	93%	95%

The club has a strong desire to be successful.

An impressive 99% of respondents agreed that the club has a strong desire to be successful. Less than 1% disagreed.

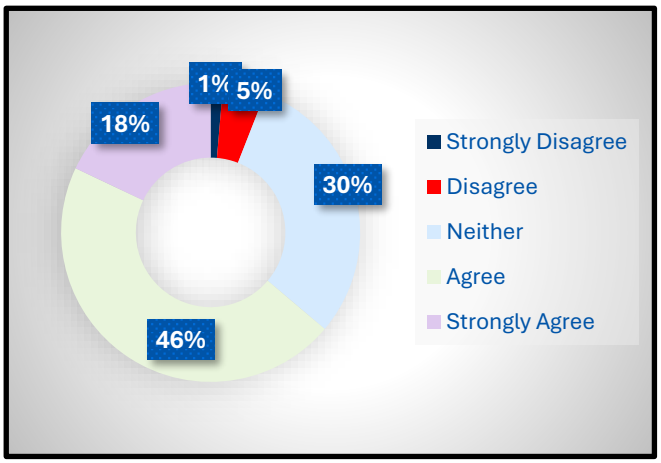


	22/23	23/24	24/25
Disagree	6%	1%	<1%
Neither	7%	2%	<1%
Agree	87%	97%	99%

Leadership

The board of directors are visible and communicate well.

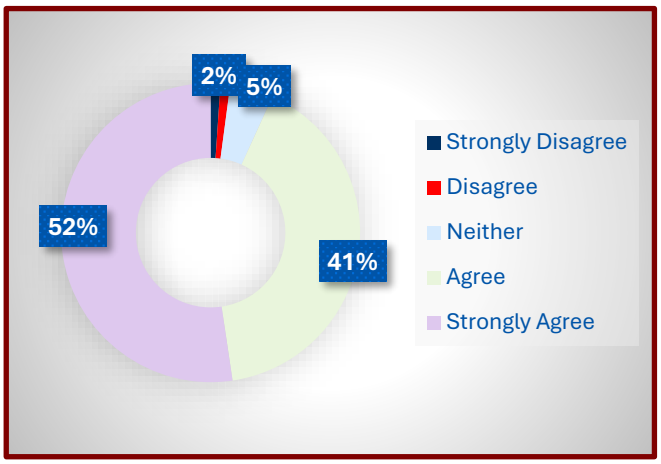
64% of respondents agreed that the board of directors are visible and communicate well, with only 6% disagreeing. The results show a positive trend in those agreeing.



	22/23	23/24	24/25
Disagree	22%	9%	6%
Neither	39%	39%	30%
Agree	39%	52%	64%

I have confidence in the leadership of the club.

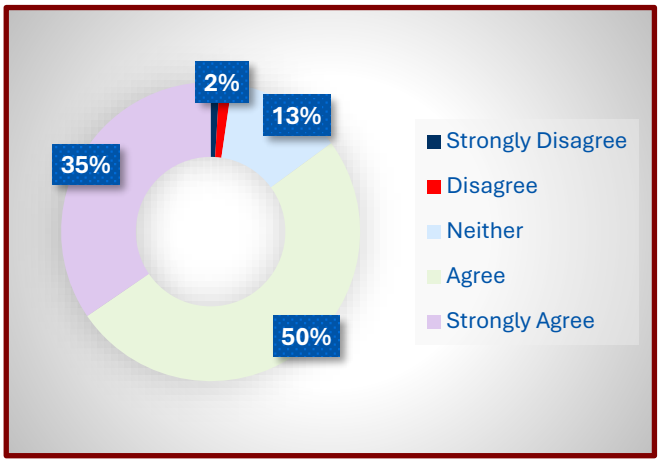
93% of respondents agreed that they have confidence in the leadership of the club, with only 2% disagreeing. These figures have been improving year on year which is encouraging to see.



	22/23	23/24	24/25
Disagree	12%	2%	2%
Neither	24%	12%	5%
Agree	64%	86%	93%

The club is operated in an open and transparent way.

85% of respondents agreed that the club is operated in an open and transparent way. This is a good increase from 77% in 2023/24 and continues to increase from previous years.

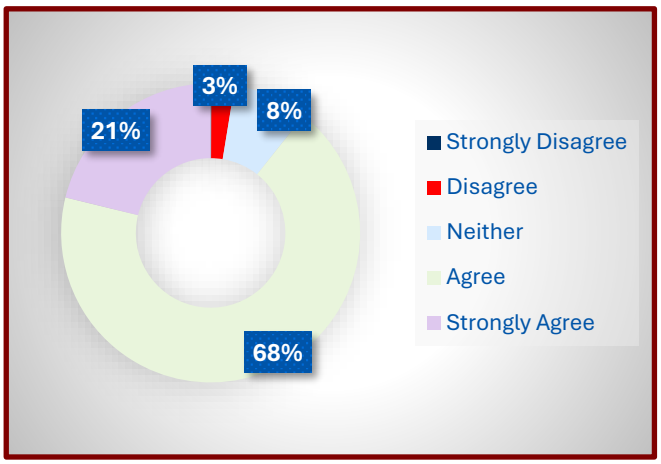


	22/23	23/24	24/25
Disagree	12%	4%	2%
Neither	31%	19%	13%
Agree	56%	77%	85%

Communication

The frequency of communication is about right.

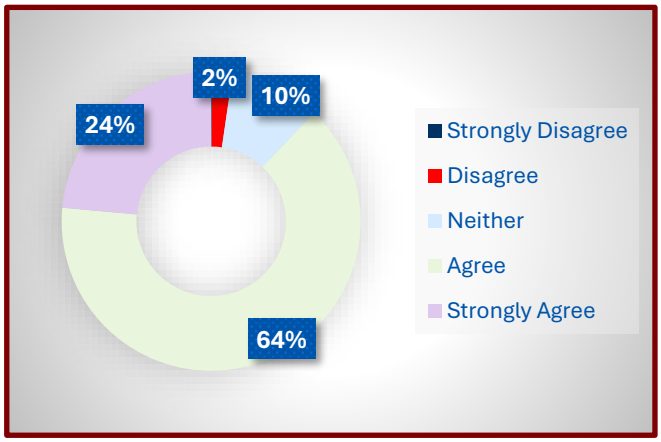
89% of respondents felt that the frequency of communication is about right. This represents continued progress on this matter. A slightly higher portion (3%) disagreed. We would be keen to understand from those whether they felt that communication was too frequent or infrequent.



	22/23	23/24	24/25
Disagree	8%	2%	3%
Neither	13%	12%	8%
Agree	79%	86%	89%

The club regularly communicates about the things I want to hear about

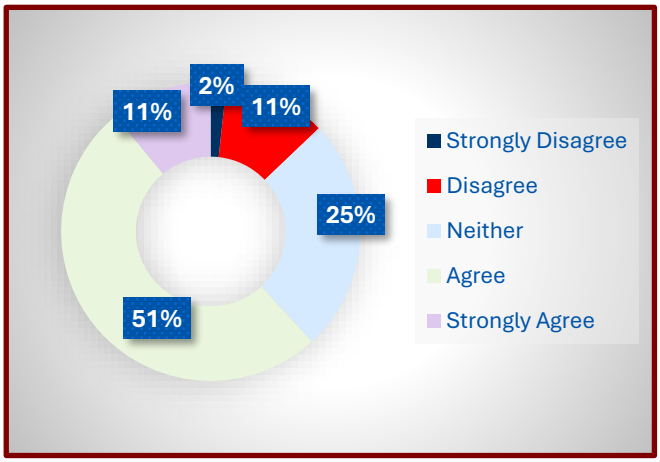
We have seen continued increasing agreement with this statement. 88% of respondents agreed this year compared to 83% in 2023/24 and 74% in 2022/23.



	22/23	23/24	24/25
Disagree	11%	3%	2%
Neither	16%	14%	10%
Agree	74%	83%	88%

The quality of the club website is of a high standard.

62% of respondents agreed that the club website is of a high standard. This has continually improved since 2022/23.

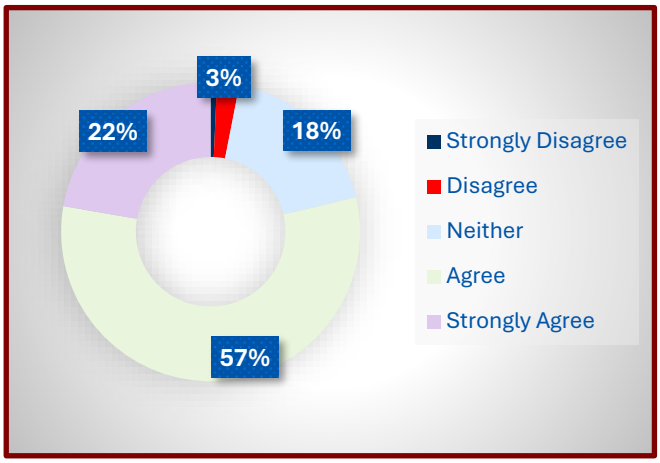


	22/23	23/24	24/25
Disagree	21%	13%	13%
Neither	24%	29%	25%
Agree	54%	58%	62%

The club's social media output is good.

79% of respondents agreed with only 3% disagreeing.

This represents a continuing improvement in responses.

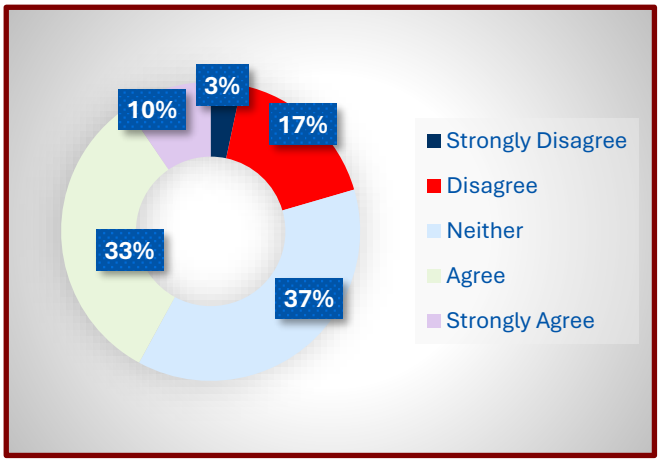


	22/23	23/24	24/25
Disagree	7%	3%	3%
Neither	23%	21%	18%
Agree	71%	76%	79%

Falkirk TV is a quality service.

We have seen a further reduction in those who agree with this statement to 43%, with 20% disagreeing.

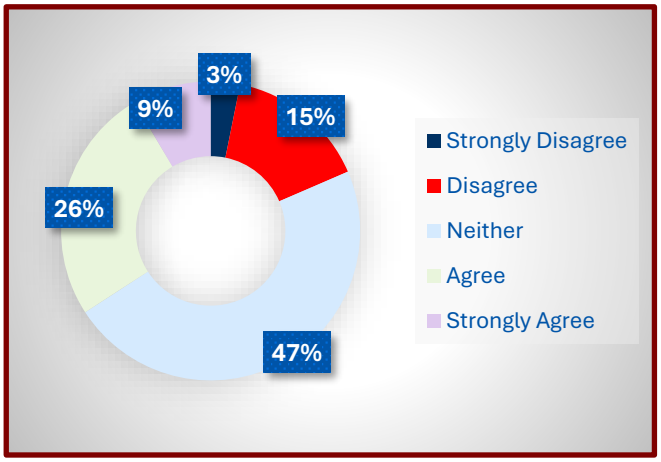
The club would be keen to understand supporters' views regarding the service provided and any suggested improvements.



	22/23	23/24	24/25
Disagree	13%	15%	20%
Neither	28%	38%	37%
Agree	59%	47%	43%

Falkirk TV is value for money.

The percentage of respondents agreeing has remained steady from 2023/24. However, we have seen an increase in those disagreeing.



	22/23	23/24	24/25
Disagree	13%	14%	18%
Neither	39%	51%	47%
Agree	48%	35%	35%

Conclusions

About You

The results of this survey have demonstrated that supporters remain committed to fan ownership with 77% identifying as shareholders in the club. Further, the results showed that supporters are – on average – attending more matches each season. This shows the impressive dedication of our support.

About FSS

The survey confirms that FSS is well known to Falkirk FC fans. However, the FSS is committed to growth so we will be exploring new ways to reach the 4% of respondents who have not heard of FSS.

It was very helpful to hear from the 50% of respondents who are not currently FSS members. This gave us a good insight into their reasons for not signing up. Of those who are not members 45% have answered this is due to cost, with 16% indicating that they intend to sign up (and we are excited to welcome them!).

It was also useful to understand why members have signed up to help us understand what matters to our members. It was good to see that members' reasoning aligns with the FSS goals of Fund, Safeguard and Have Your Say.

Club Performance

The comparative responses regarding club performance have been overwhelmingly positive. This is great to see coming off the back of a positive set of results for 2023/24. Being able to see and compare data across seasons is helping us to identify trends and areas for improvement.

From the data it is clear that supporters overall feel very positive about the club's current position and its future.

Whilst there will always be room for improvement, it is great to see continuing improvement in many areas.

Next steps

From the outset, and as part of our commitment to greater consultation in Project 1876, the FSS made clear that the findings of this year's Bairns Survey would directly shape our workplan for the season ahead. As highlighted throughout the Club Performance section, and reinforced in the report's conclusions, the overall trends from the past three years point strongly in the right direction.

This is a hugely encouraging sign of progress in our fan ownership journey. It's something we should all celebrate – a reflection of what can be achieved when supporters are given both a voice and influence.

That said, the job is never finished.

While the feedback has been overwhelmingly positive, it's also clear that fans see room for further improvement – and importantly, we want to be part of shaping what that improvement looks like.

A number of key areas emerged as priorities for continued development:

- Stadium access and parking
- Falkirk TV
- Toilets and stadium facilities
- Kiosk catering (with a focus on value for money)

The FSS believes this is an opportunity to take the next step in supporter engagement. We want to explore these topics in more detail, and equally, to highlight and learn from the areas where fans feel the Club is performing well.

To do this, we're looking at a range of tried-and-tested methods for deeper consultation. These could include Listening Events, Targeted Surveys, Focus Groups, or smaller Development Panels – each designed to give fans more meaningful ways to contribute. Of course, these approaches will only succeed with your continued support and involvement.

Discussions between the Club and the FSS have already started to make this next phase of engagement a reality, and it will be another vital step as we continue to push forward as a fan-owned club and our commitment to Project 1876.

The Falkirk Supporters Society Committee