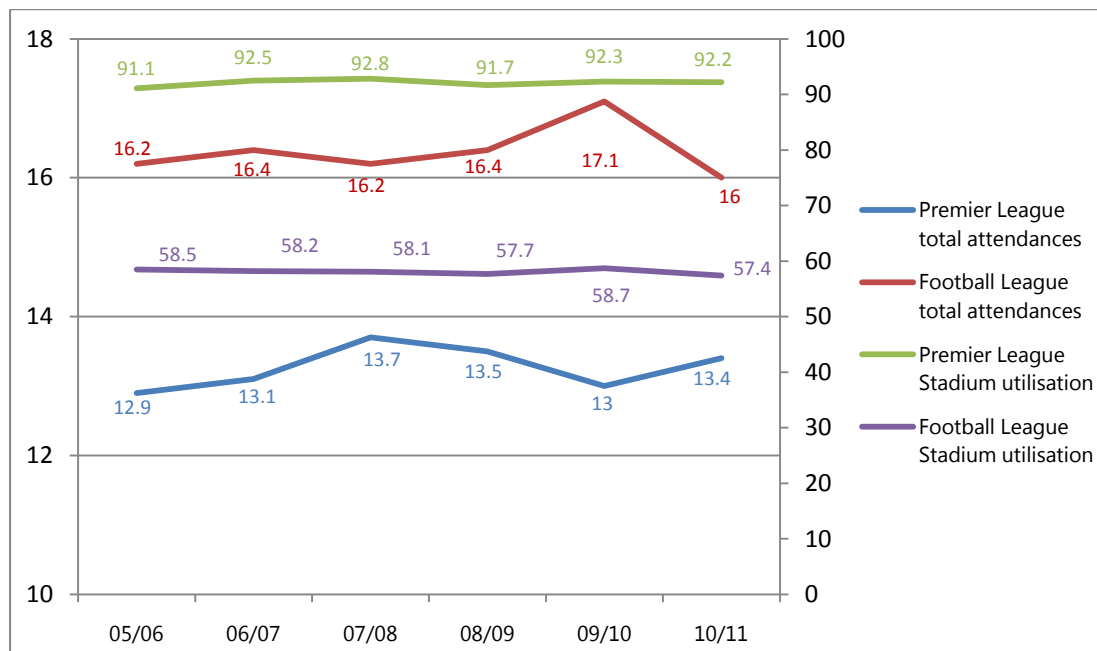




## Football attendance levels in England and the major European leagues for the 2010/11 season

### England

**Chart 1 : Total attendances (millions) and Stadium Utilisation (%) for Premier League and Football League 2005/06 to 2010/11**



Source : Premier League, Football League

### Premier League

Premier League attendance levels for the 2010/11 season increased in aggregate terms from the 2009/10 season by almost 500,000 to reach 13.4m with the stadium utilisation rate remaining almost constant at 92.2%.

Twelve of the twenty Premier League clubs achieved stadium utilisation rates of over 90% and this is the fourteenth season that the rate for the Premier League as a whole has exceeded 90%, demonstrating the continued appeal of the Premier League as a live event destination.



In addition, the average attendance for 2010/11 of 34,363 for the Premier League, shows a 3.4% increase on the 2009/10 season, though it must be noted that the aggregate capacity of the relegated clubs (c.69,000) was lower than those who were promoted for 2010/11 (c.95,000).

Eleven clubs showed an increase in their average attendance levels for 2010/11, though for five of these it was for less than 1%, with the three promoted clubs, Blackpool, Newcastle United and West Bromwich Albion, recording the largest increases with 83.3%, 10.0% and 11.2% respectively.

Nine clubs experienced a fall in their average attendance for 2010/11, though for three of these the drop was less than 1%, and West Ham United showed the largest decline at 13.3%, but not entirely surprising given their on-field problems and eventual relegation.

**Table 1 : Premier League Aggregate Capacity, Aggregate attendance and Utilisation for 2010/11**

	Aggregate capacity	Aggregate attendance	Utilisation (%)
Premier League	14,568,687	13,437,946	92.2

Source : Premier League

### Football League

While Football League clubs saw aggregate attendances for the 2010/11 season fall back from the previous season's record high since the formation of the Premier League, to just over 16.0m, this was the seventh consecutive season with aggregate attendances in excess of 16.0m. The drop was not wholly unexpected as the aggregate capacity for the Football League dropped by over 1.0m to 27.9m due to promotion and relegation to and from the Premier League and the Conference.

**Table 2 : Football League Aggregate Capacity, Aggregate attendance and Utilisation for 2010/11**

	Aggregate capacity	Aggregate attendance	Utilisation (%)
Championship	13,978,526	9,594,473	68.6
League 1	8,622,378	4,155,364	48.2
League 2	5,346,902	2,294,802	42.9
<b>Total</b>	<b>27,947,806</b>	<b>16,044,639</b>	<b>57.4</b>

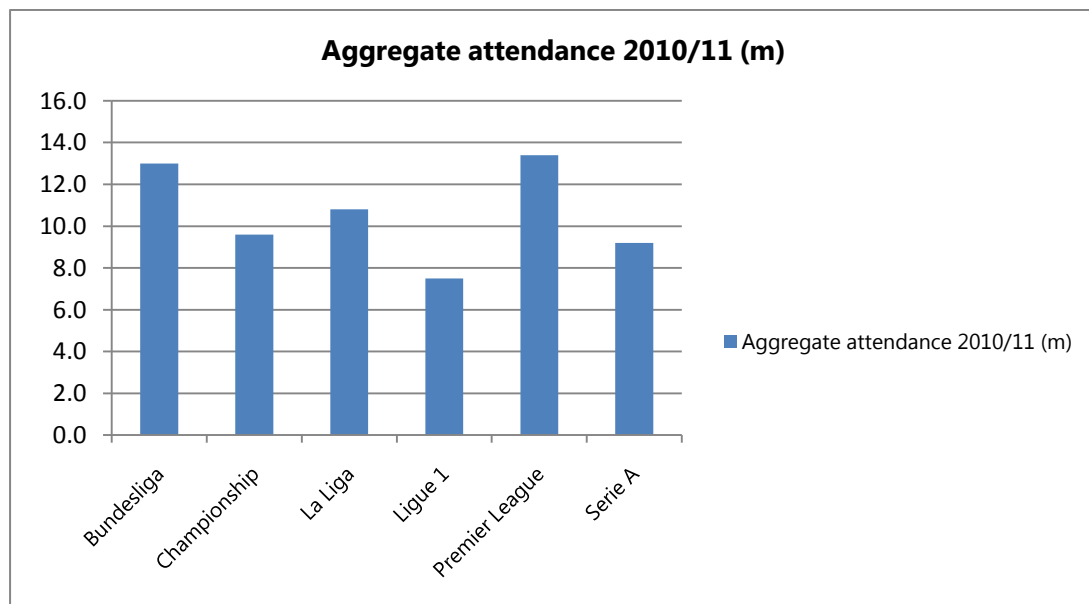
Source : Football League

The overall stadium utilisation rate of 57.4% again, while showing a small decline, reinforces the on-going demand of the Football League as a spectator event and continues to show the strength of English football in spectator terms during the extremely difficult economic times of the last three years.



The Championship maintained its position as the fourth highest in aggregate attendance levels at 9.6m of the European leagues, once again beating Serie A in Italy and Ligue 1 in France and showing the depth of interest and support in English football.

**Chart 2 : Aggregate attendance for major European leagues for 2010/11**



Source : Bundesliga, Football League, La Liga, Ligue 1, Premier League, Serie A

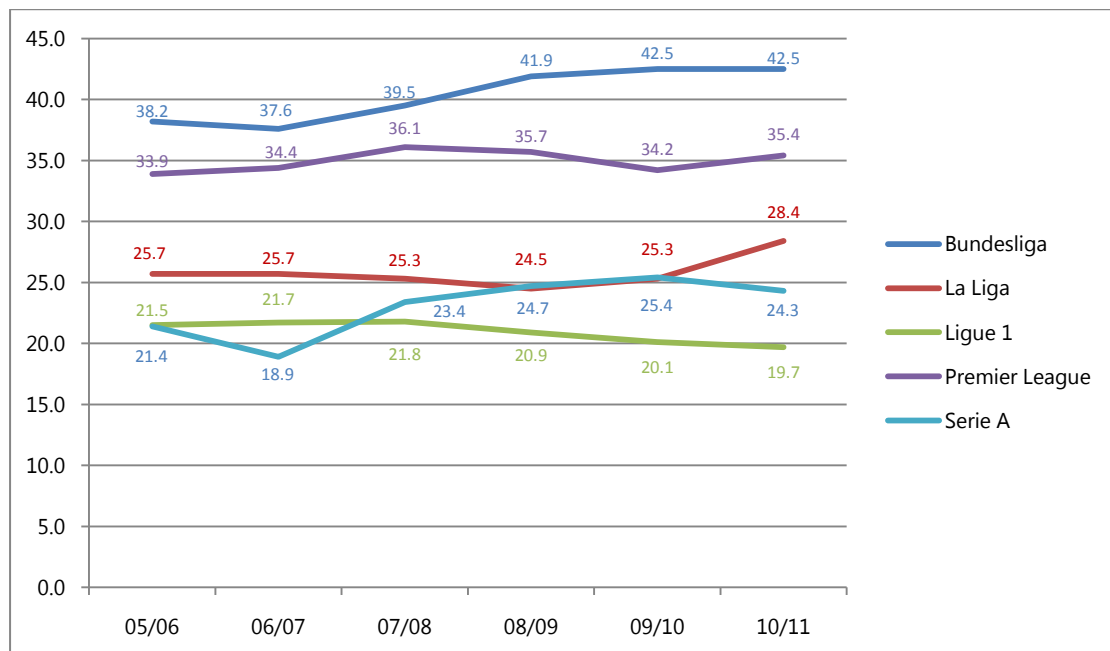
## Europe

Of the 'big five' European leagues, the German Bundesliga continued to maintain its position at the head of the average attendance charts for the 2010/11 season with a level of 42,500, matching the previous record from the 2009/10 season.

The Premier League was again in second place with 35,400, an increase of 3.4%, while Spain's La Liga recorded an impressive 12.0% increase to 28,400. Both Serie A in Italy and Ligue 1 in France suffered declines of 4.4% and 1.8% to 24,300 and 19,800 respectively.



**Chart 3 : Average attendance for major European leagues for 2005/06 to 2010/11 (000's)**



Source : Bundesliga, La Liga, Ligue 1, Premier League, Serie A

However, when looked at in overall terms against what have been some of the severest economic times for Europe of recent years, average attendances have held up remarkably well, reinforcing the view that football is particularly resilient to economic downturns and continues to be one of the last things fans will give up.

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