



AND HE TAKES
THAT CHANCE

HUDDERSFIELD TOWN FEMALE FANS REPORT

THE SURVEY RESULTS FROM AND HE TAKES THAT CHANCE



Table of Contents

CONTENTS

01.

Introduction

02.

Fan Backgrounds

03.

Matchday Experience

04.

Online Experience

05.

Room For Improvement

01. INTRODUCTION

This is a survey from the Huddersfield Town fan podcast, And He Takes That Chance, that was set up to understand the experience of those who identify as female attending football games and being a Huddersfield Town fan.

In this survey, we wanted to understand a number of topics, from how female fans began following Huddersfield Town to what influences attendance, and fans' experience of sexism at games and online.

The survey was split into four different sections, which were:

- Fan Backgrounds
- Matchday Experience
- Online Experience
- Room For Improvement

Over the following pages, we present the findings.

Who completed the survey?

The Huddersfield Town Female Fans survey collated the experiences of 128 Terrier-supporting football fans. The survey ran between 24th February and 31st March 2023.

Of those who participated in the survey, 99.2% identified their gender as female and 0.8% preferred not to say. When it comes to female fans who follow the men's game, 85% are second ticket holders and 95.3% attend at least five games a season. Of those who said they support the women's team, 0.8% were season ticket holders and 11.7% had attended at least one Huddersfield Town Women's match.

MESSAGE FROM #HERGAMETOO

#HerGameToo ambassador and Huddersfield Town fan, Georgia Cook, had this to say regarding the survey results. She said:

"First of all, I'd like to say thank you for creating this survey for our female fans to fill in, it's definitely highlighted what I need to do as the Her Game Too Ambassador to reassure new and existing female fans that they are welcome at Huddersfield Town.

"Going forward, I want to try and make sure that all women can come to games and feel safe to share their opinions - both in the stands and online. This has motivated me, even more, to keep challenging any sexist behaviour and make football a safe space for all.

"If anyone has any concerns about something they have witnessed, I hope as your Huddersfield Town Ambassador you feel you can come to me to report it as there is no room for sexism at our club. We all need to remember, it's Her Game Too!"



"If anyone has any concerns about something they have witnessed, I hope as your Huddersfield Town Ambassador you feel you can come to me to report it as there is no room for sexism at our club.

"We all need to remember, it's Her Game Too!"

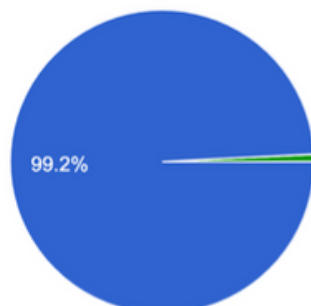
02. FAN BACKGROUNDS





Who do you identify your gender as?

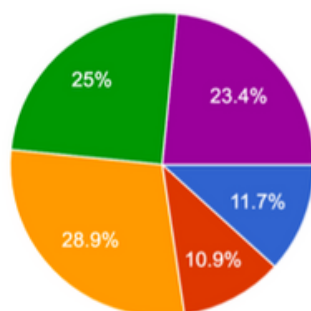
128 responses



- I identify as a woman
- I identify as non-binary
- I self-identify as another gender
- I'd prefer not to say

What is your age range?

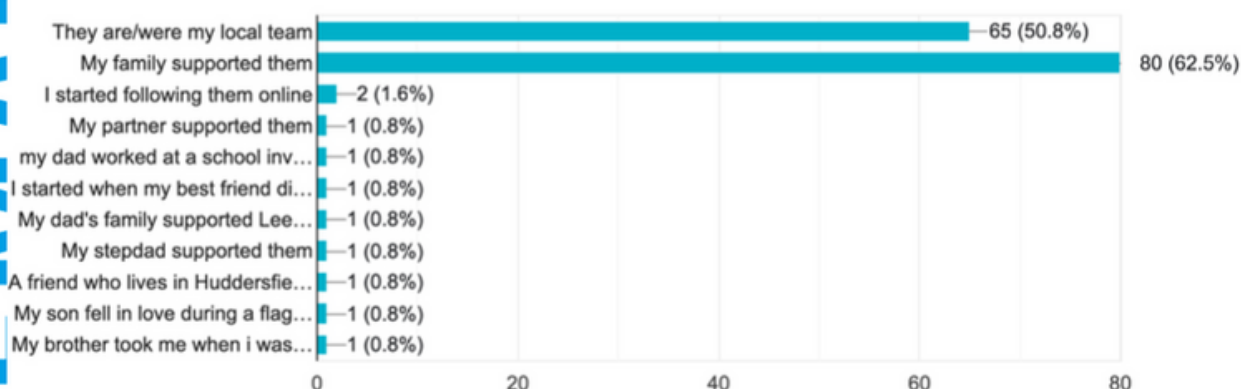
128 responses



- 25 and under
- 26-35
- 36-45
- 46-54
- 55+

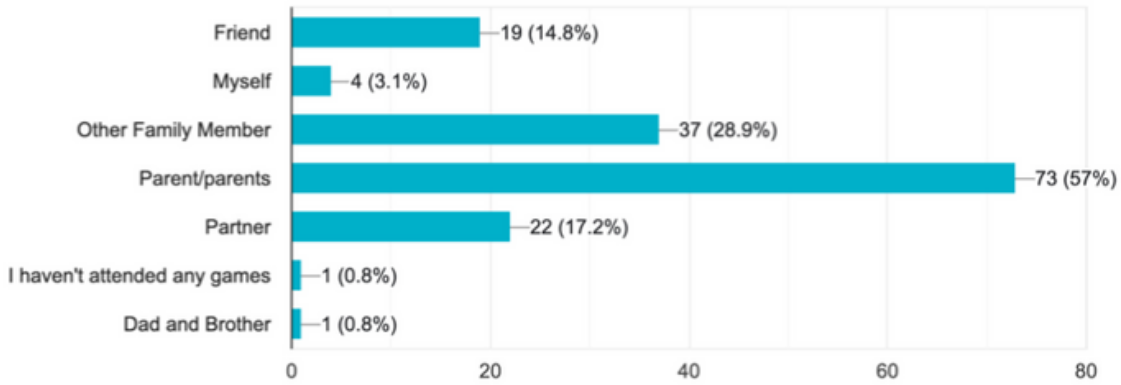
Why did you start supporting Huddersfield Town?

128 responses



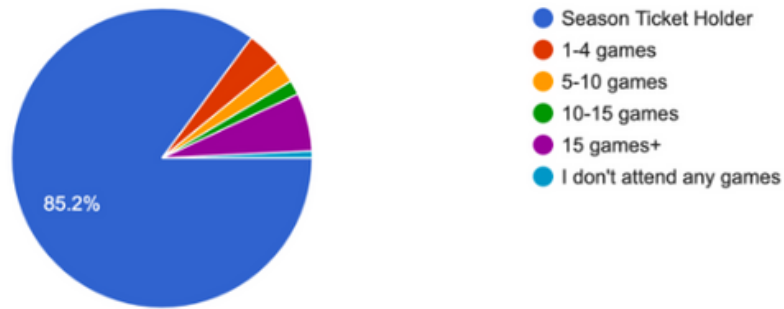
Who did you first go to watch the Huddersfield Town men's team with? (tick as many that apply)

128 responses



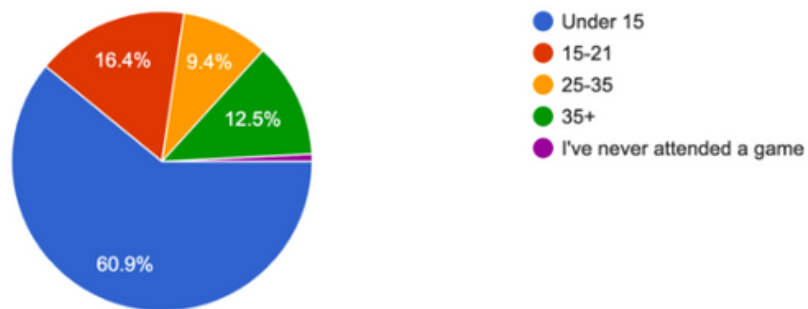
How many Huddersfield Town men's games do you go to?

128 responses



How old were you when first attended a Huddersfield Town men's game?

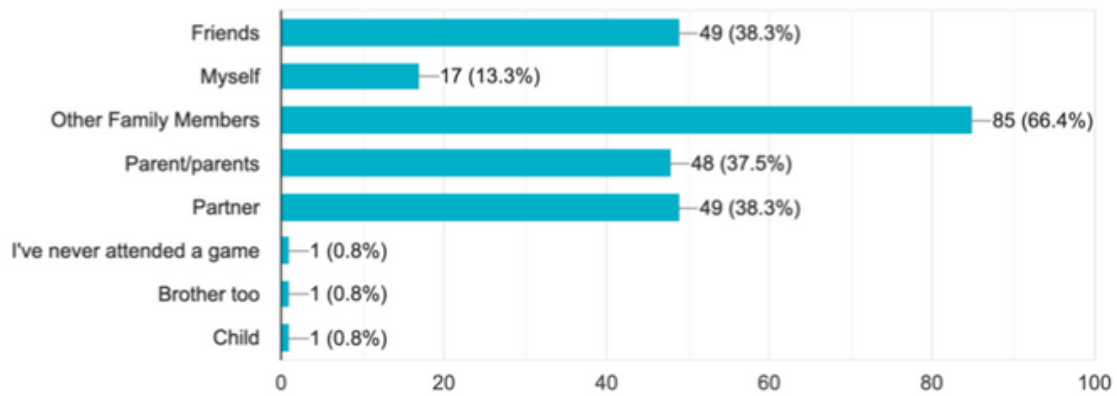
128 responses





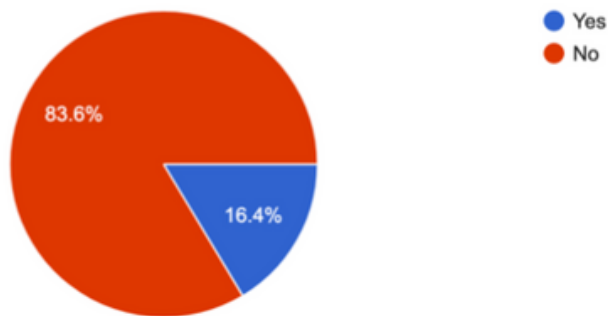
Who do you attend Huddersfield Town men's games with? (tick as many that apply)

128 responses



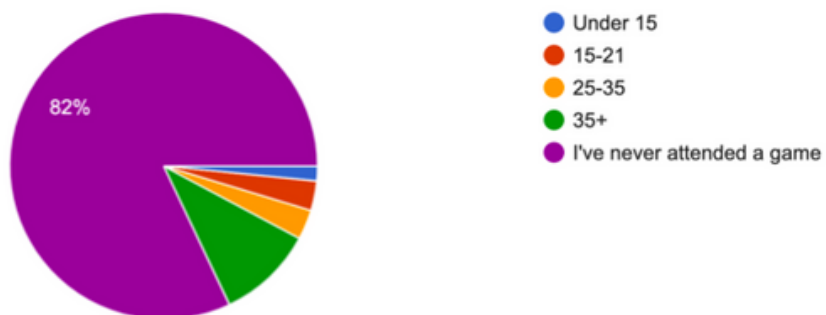
Have you attended a Huddersfield Town Women's game?

128 responses



How old were you when first attended a Huddersfield Town women's game?

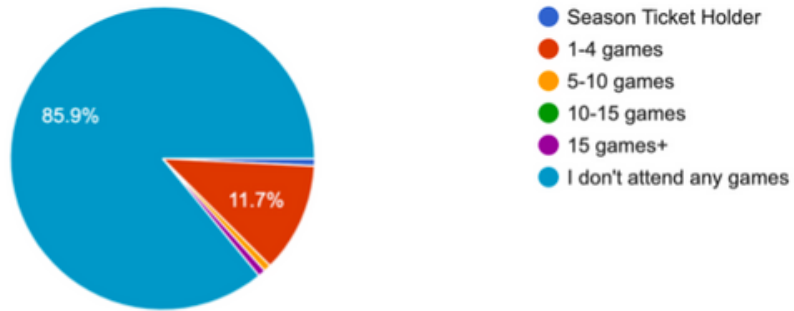
128 responses



FEMALE FAN INTERVIEW

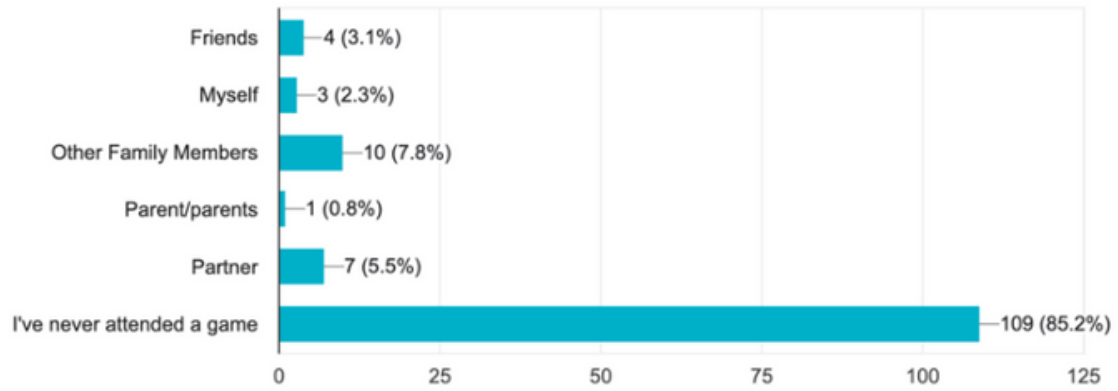
How many Huddersfield Town women's games do you go to?

128 responses



Who do you attend Huddersfield Town women's games with? (tick as many that apply)

128 responses

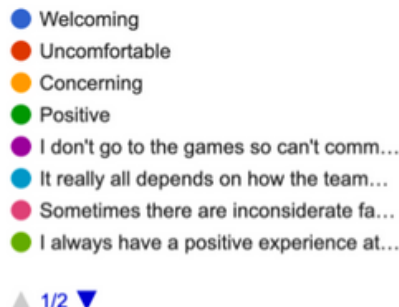
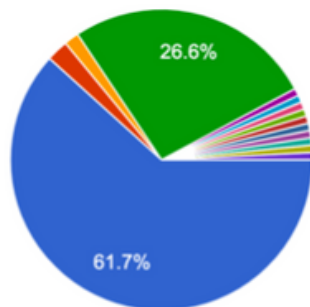


03. MATCHDAY EXPERIENCE



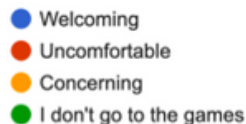
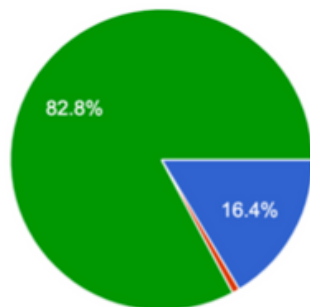
How would you describe the matchday experience at Huddersfield Town men's game?

128 responses



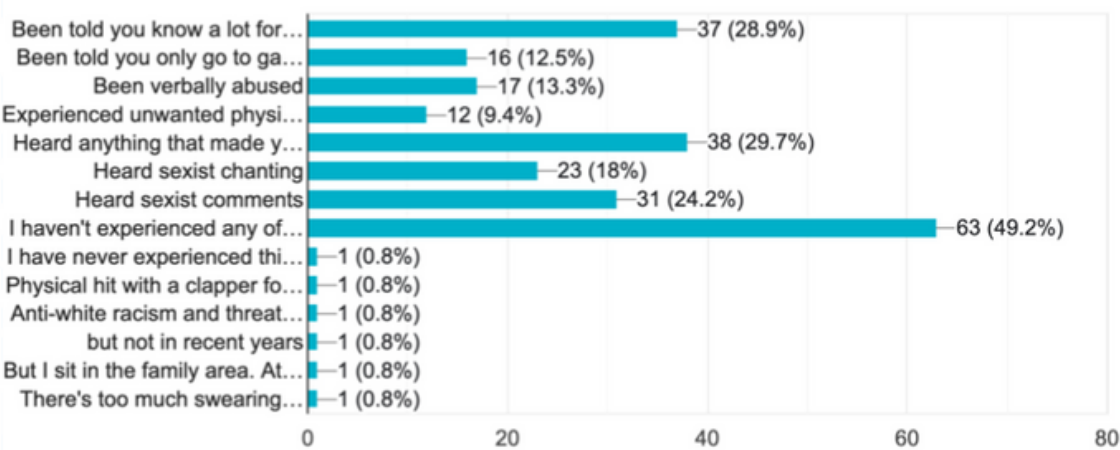
How would you describe the matchday experience at Huddersfield Town women's games?

128 responses



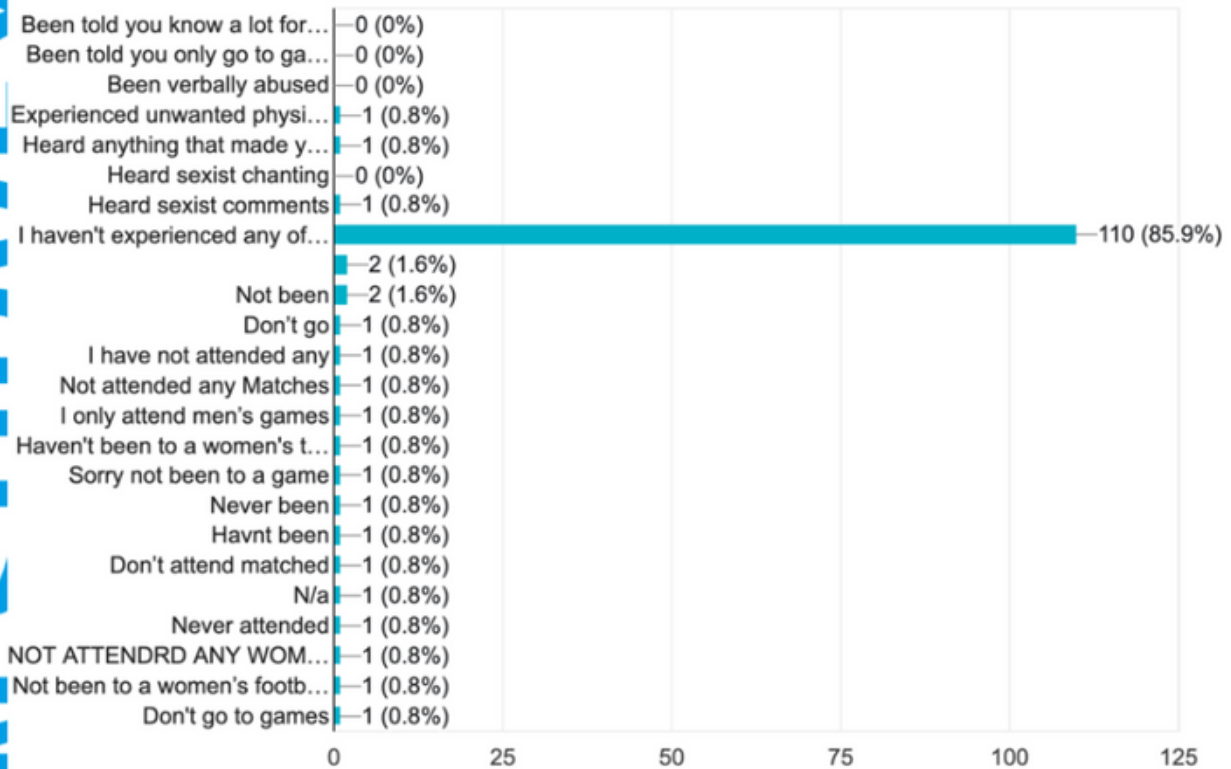
Have you experienced any of the following at a men's football game? (tick as many that apply)

128 responses



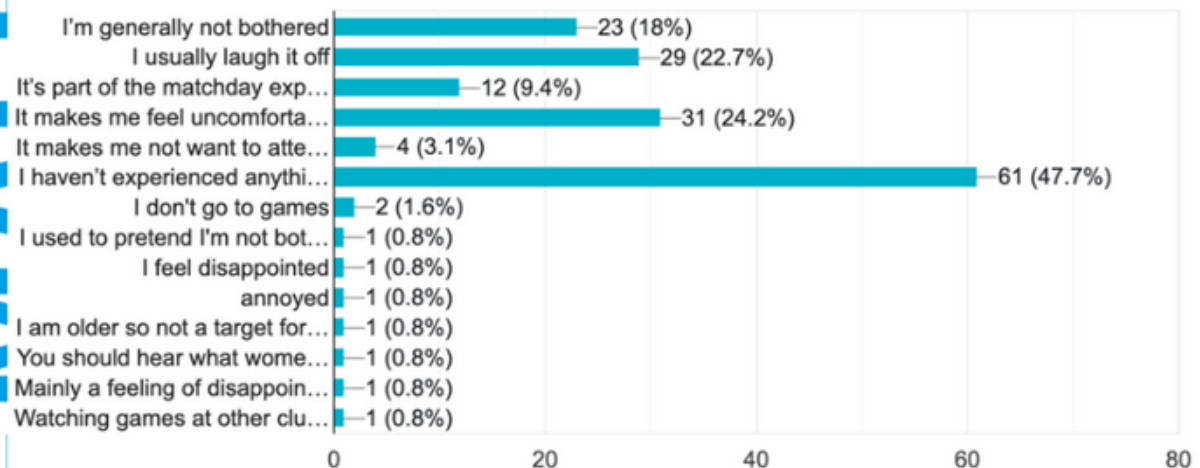
Have you experienced any of the following at a women's football game? (tick as many that apply)

128 responses



How does it make you feel to witness/experienced something sexist at the match? (tick as many as apply)

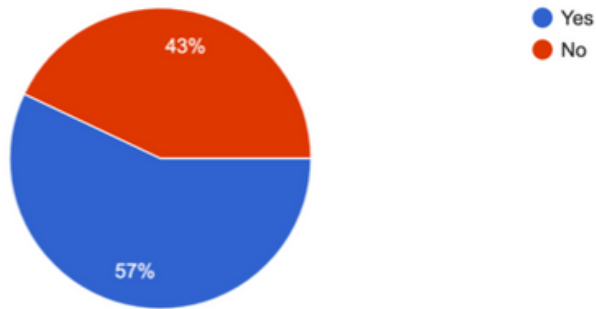
128 responses



FEMALE FAN SURVEY

If you witnessed/experienced something sexist at the match, would you feel comfortable challenging it yourselves?

128 responses

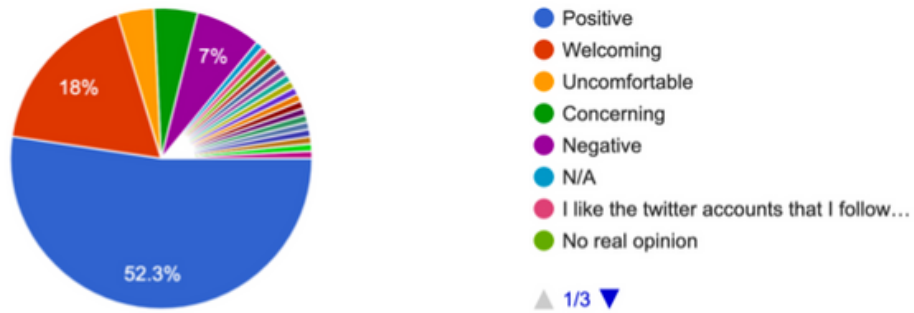


04. ONLINE EXPERIENCE



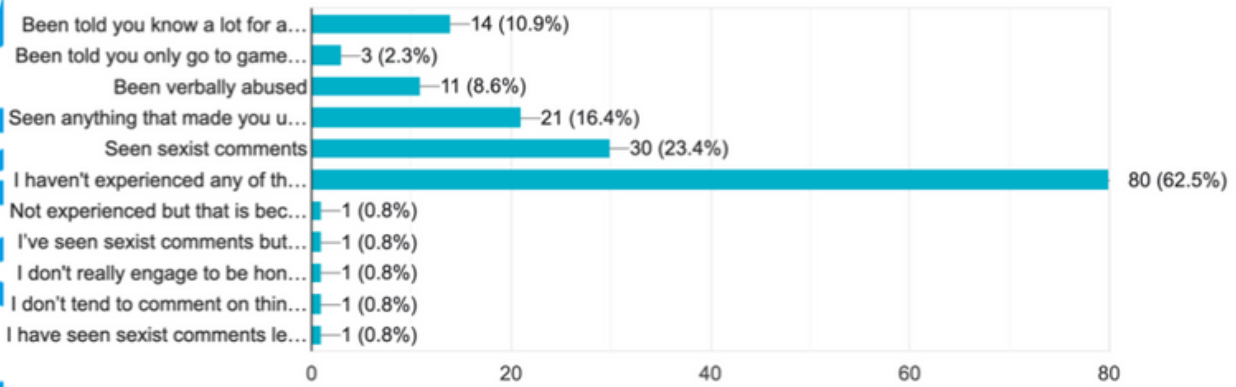
How would you describe the online experience as a Huddersfield Town fan?

128 responses



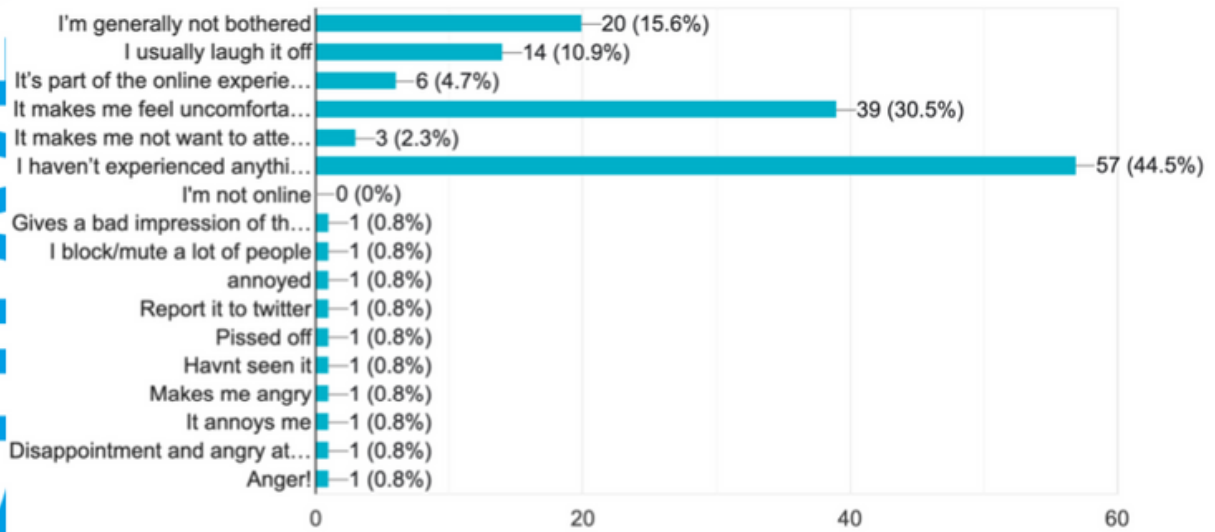
Have you experienced any of the following online as a fan? (tick as many that apply)

128 responses



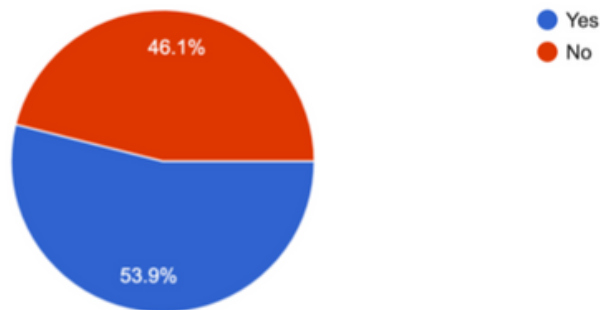
How does it make you feel to witness/experienced something sexist online? (tick as many as apply)

128 responses



If you witnessed/experienced something sexist online, would you feel comfortable challenging it yourselves?

128 responses

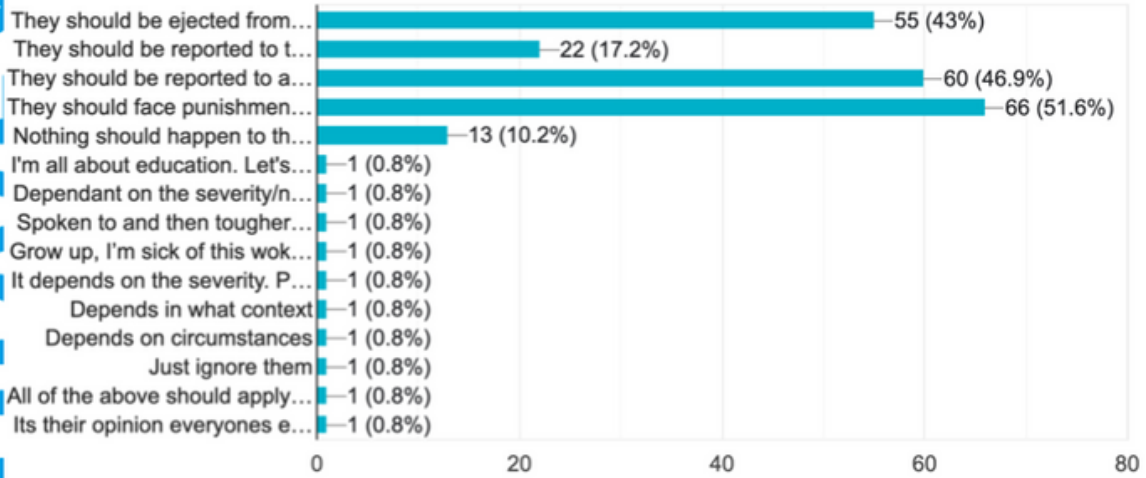


05. ROOM FOR IMPROVEMENT



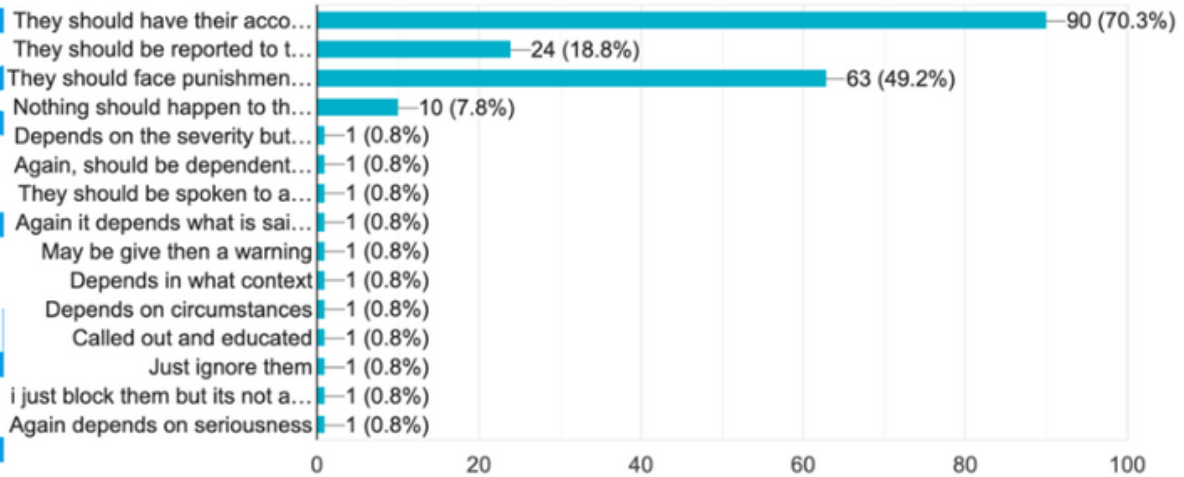
What do you think should happen to people who behave in a sexist way at matches?

128 responses



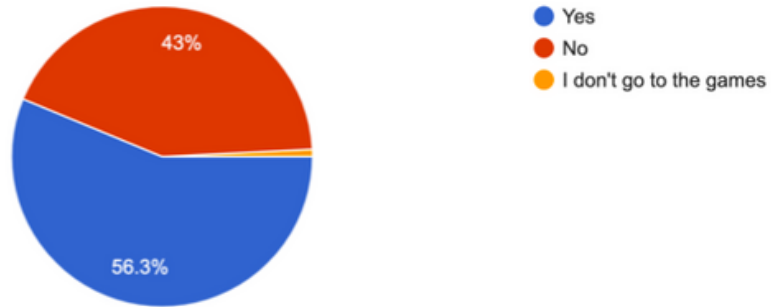
What do you think should happen to people who behave in a sexist way online?

128 responses



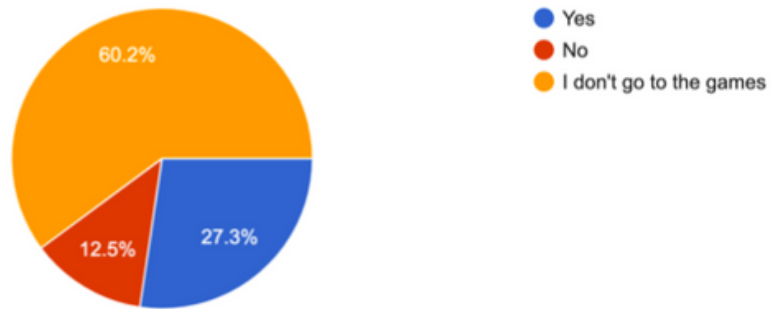
If you witnessed/experienced something sexist at a men's match, would you feel confident that the club would be able to deal with it?

128 responses



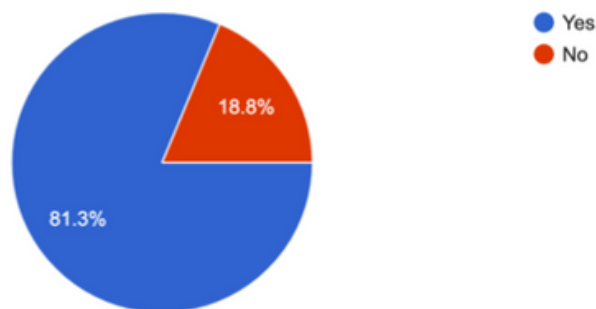
If you witnessed/experienced something sexist at a women's match, would you feel confident that the club would be able to deal with it?

128 responses



Do you know how to report a discrimination incident at the match?

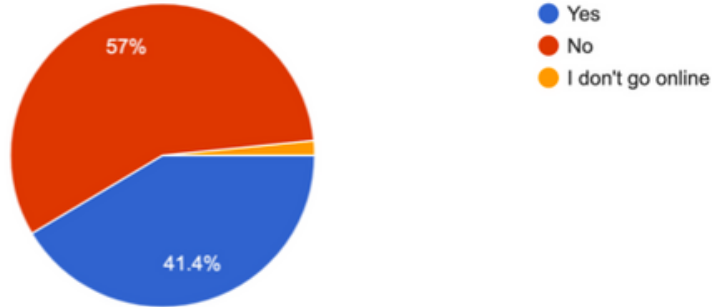
128 responses



FEMALE FAN SURVEY

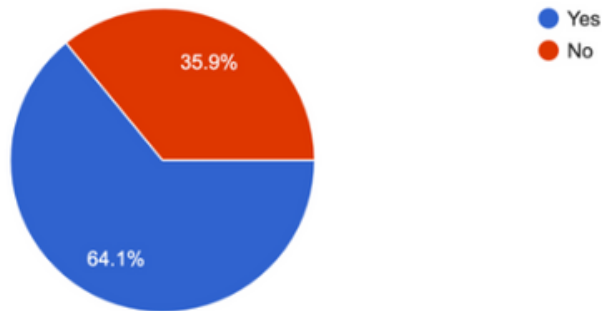
If you witnessed/experienced something sexist online, would you feel confident that the online platforms would be able to deal with it?

128 responses



Are you aware that Huddersfield Town has a partnership with #HerGameToo? (the campaign which aims to highlight and combat sexist abuse in football)

128 responses



ACKNOWLEDGEMENTS

And He Takes That Chance would like to offer a huge thank you to **Francine Gorman, Alice Broome** and **Georgia Cook** for their support in the creation, collation and comments on the survey.

We'd also like to thank:

- **Caz May**, founder of #HerGameToo
- **David Threlfall-Sykes**, Marketing & Communications Director at Huddersfield Town
- **Robyn Kennerdale**, Head of Supporter Services at Huddersfield Town
- All the survey respondents that took the time to fill in the survey and give answers

We thank you for your continued support in our efforts to contribute to the And He Takes That Chance podcast.

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