



Is there value in backing or laying sides based on Region?

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English Premier League

Premier League (south coast sides)

South coast sides haven't typically proven profitable on their travels. Going back as far as 1998/99 we have 557 such matches with odds in our database, and though backing the home side would only have only yielded a marginal 0.72% profit, this has been on the up in recent times. Since the 2009/10 season a 2.37% gain was to be had from 310 matches, 6.33% since 2014/15 (253 games) and a healthy 12.4% since 2018/19 (101 games).

Since	Matches	H Win %	Draw %	A Win %	HW ROI %	D. ROI %	AW ROI %
1998/99	557	54.22%	24.42%	21.36%	0.72%	-13.10%	-25.60%
2009/10	310	52.58%	23.87%	23.55%	2.37%	-13.00%	-19.60%
2014/15	253	52.96%	22.92%	24.11%	6.33%	-16.21%	-15.92%
2018/19	101	60.40%	16.03%	22.77%	12.40%	-35.21%	-8.25%

* Southampton away against all teams

Some areas have proven more difficult for south coast teams to visit than others though, with the north west of England proving trickiest. Their hosts on these occasions have proven great value to come out on top over a sustained period of time, with a substantial increase in return the driving force behind the overall increase against anyone.

Since	Matches	H Win %	Draw %	A Win %	HW ROI %	D. ROI %	AW ROI %
1998/99	153	69.28%	18.30%	12.42%	15.55%	-30.18%	-49.97%
2009/10	79	74.68%	18.99%	6.33%	25.10%	-24.51%	-73.52%
2014/15	62	77.42%	17.74%	4.84%	34.66%	-28.50%	-81.03%
2018/19	24	95.83%	4.17%	0.00%	52.13%	-86.33%	-100.00%

* Southampton away against teams from the north west

Premier League (north west hosting London)

London sides have also been receiving a steadily frosty reception from teams in the north west. Going back to 1998/99, putting money on the hosts has consistently turned a profit, with the last three and a half seasons witnessing this trend really ramp up.

Since	Matches	H Win %	Draw %	A Win %	HW ROI %	D. ROI %	AW ROI %
1998/99	665	50.53%	22.41%	27.07%	1.92%	-19.02%	-18.68%
2009/10	320	53.13%	21.56%	25.31%	7.99%	-16.71%	-14.30%
2016/17	101	57.43%	21.78%	20.79%	11.24%	-7.36%	-24.15%
2017/18	76	61.84%	18.42%	19.74%	14.25%	-20.13%	-23.47%
2018/19	51	60.78%	19.61%	19.61%	18.04%	-9.35%	-3.33%
2019/20	30	66.67%	10.00%	23.33%	33.60%	-62.43%	14.90%

* North west sides hosting teams from London

Italian Serie A

In Italy the north is massively over represented as far as top-flight football teams are concerned. However, while Lombardy and further west can boast the two giants of Milan and Juventus, the north east lacks a European heavyweight. Indeed, Parma are the only one of 14 teams from the region sides to have made a dent at the sharp end of Italian football anytime over the time period we're concerned with.

When teams from this region face each other, backing the home side has been an increasingly poor strategy. However, both the stalemate and the away win have made steady games in recent times, with the latter becoming increasingly profitable.

Since	Matches	H Win %	Draw %	A Win %	HW ROI %	D. ROI %	AW ROI %
1998/99	461	40.13%	31.02%	28.82%	-14.84%	-0.91%	-0.43%
2002/03	309	36.25%	32.69%	31.07%	-21.60%	3.74%	4.27%
2009/10	249	34.14%	33.73%	32.13%	-26.21%	8.58%	7.02%
2014/15	155	31.61%	32.90%	35.48%	-27.89%	7.94%	17.56%

* North east hosting north east in Serie A

German Bundesliga

Although the west of Germany wins hands down for the sheer number of top-flight teams it produces, the southern states of Baden-Württemberg and Bavaria have served up many Bundesliga encounters themselves. Although there's been a profit to be made going back all the way to 1998/99 backing the away team when southerners face off, the last 15 years have seen good returns, while the last couple have oozed value in particular. Indeed, simply opposing a home win has been extremely successful in recent seasons.

Since	Matches	H Win %	Draw %	A Win %	HW ROI %	D. ROI %	AW ROI %
1998/99	424	45.52%	21.46%	33.02%	-10.65%	-16.29%	1.65%
2009/10	262	41.98%	23.66%	34.35%	-18.47%	-1.95%	2.23%
2014/15	120	42.50%	22.50%	35.00%	-14.10%	3.62%	13.77%
2017/18	60	40.00%	26.67%	33.33%	-20.97%	34.95%	30.02%

* South hosting south in Bundesliga

Clashes between teams from the north east have seen even better value with a 40.76% ROI since 1998/99 when backing the visitors. However, this time span of over 20 years encompasses just 46 games, with none at all between 2009/10 and 2015/16. Since 2016/17, only 10 such games have been played and although they yielded a highly impressive 71.78% profit backing the visitors, such a paltry sample size leaves us convinced.

Spanish La Liga

Over in Spain it's the Catalonian sides that catch the eye when taking on teams from the Community of Madrid. They've been collectively profitable for a while both home or away, producing a solid 5.56% return since 1998/99, though it's the sheer consistency they've displayed since 2009/10 that's really jaw dropping. Going back just over a decade now they've been able to maintain a minimum 20% ROI, with the recent peak of 52.97% establishes Catalan supremacy in these fixtures beyond doubt.

Since	Matches	Catalan Win %	Draw %	Madrid Win %	Catalan ROI %	D. ROI %	Madrid ROI %
1998/99	303	44.55%	22.72%	32.67%	5.56%	-10.43%	-13.71%
2009/10	181	51.93%	18.78%	29.28%	20.34%	-16.83%	-28.13%
2010/11	169	52.07%	19.53%	28.40%	22.49%	-12.94%	-30.63%
2011/12	157	50.96%	19.75%	29.30%	22.06%	-11.71%	-27.11%
2012/13	141	49.65%	21.28%	29.08%	22.12%	-3.99%	-35.01%
2013/14	125	49.60%	21.60%	28.80%	27.28%	-5.86%	-36.12%
2014/15	109	40.46%	20.18%	29.36%	30.36%	-18.05%	-35.46%
2015/16	93	50.54%	20.43%	29.03%	38.22%	-18.48%	-33.91%
2016/17	77	49.35%	24.68%	25.97%	47.04%	-1.55%	-39.96%
2017/18	65	49.23%	24.62%	26.15%	52.97%	-5.03%	-35.55%
2018/19	41	48.78%	21.95%	29.27%	33.90%	-28.34%	-25.41%

* Catalan versus Community of Madrid sides (all venues)

The Community of Madrid area clubs have however enjoyed more success and profitability when facing Andalusia, and especially when at home. They've turned a profit in both cases, though there are some warning signs the Madrid clubs will fail to continue in the same light, though Betis' ~25/1 victory at the Bernabeu in 2017/18 greatly boosted the returns for the Andalusians.

Since	Matches	Madrid Win %	Draw %	Andalusia Win %	Madrid ROI %	D. ROI %	Andalusia ROI %
1998/99	493	52.54%	21.30%	26.17%	3.74%	-23.49%	-13.82%
2009/10	305	55.41%	18.03%	26.56%	8.62%	-30.49%	-9.72%
2014/15	159	54.72%	8.87%	26.42%	4.51%	-29.48%	-13.25%
2017/18	63	49.21%	20.63%	30.16%	18.21%	-26.62%	19.18%
2018/19	39	41.03%	25.64%	33.33%	16.59%	-10.05%	-3.16%

* Community of Madrid teams versus Andalusian sides (all venues)

Since	Matches	H Win %	Draw %	A Win %	HW ROI %	D. ROI %	AW ROI %
1998/99	246	65.45%	19.51%	15.04%	10.42%	-27.13%	-26.85%
2009/10	152	67.76%	17.11%	15.13%	14.25%	-30.48%	-24.56%
2014/15	79	67.09%	16.46%	16.46%	13.71%	-34.87%	-13.24%
2017/18	31	58.06%	22.58%	19.35%	14.50%	-18.90%	45.47%
2018/19	19	52.63%	31.58%	15.79%	5.39%	13.61%	-30.61%

* Community of Madrid teams hosting Andalusian sides

Key takeaways:

- Lay south coast sides on their travels in the Premier League, especially to the north west
- Back sides in the north west of England to triumph at home against London clubs
- Get behind the away team in clashes between Italian sides in the north east
- Back the visitors in south v south encounters in Germany
- Catalan teams have a very good profit margin against Madrid-based sides
- Those same Madrid-based sides have enjoyed themselves against those from Andalusia, especially on home turf