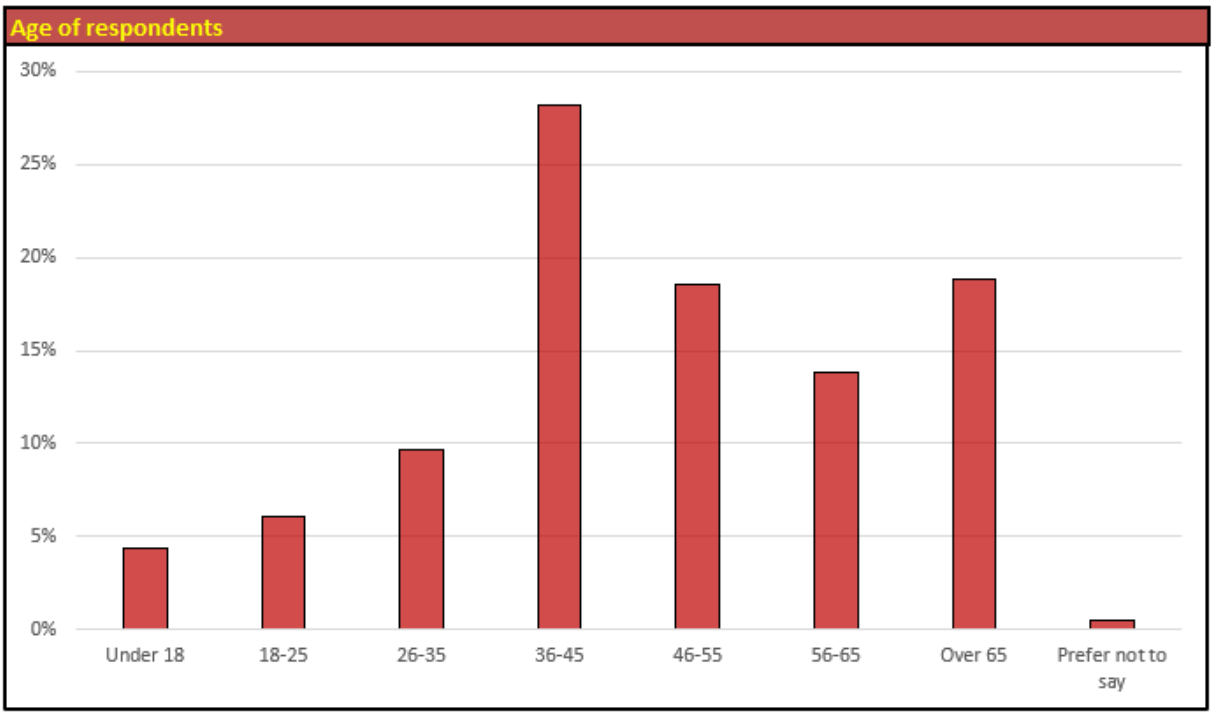
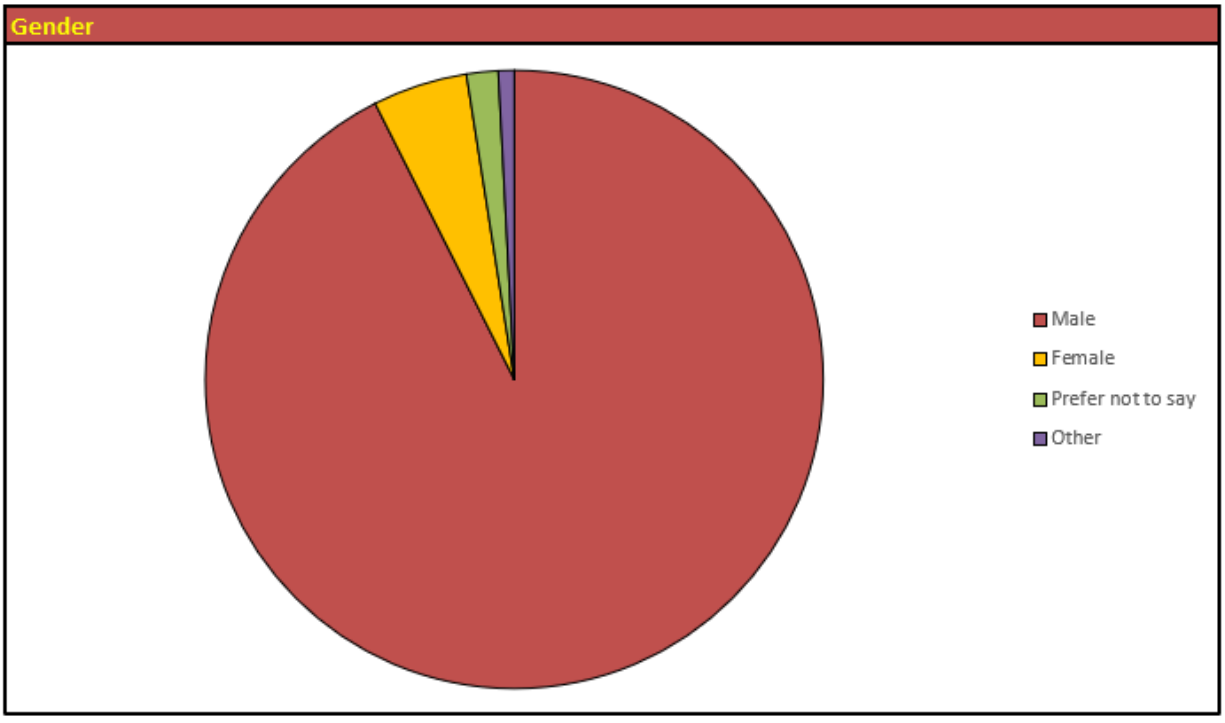
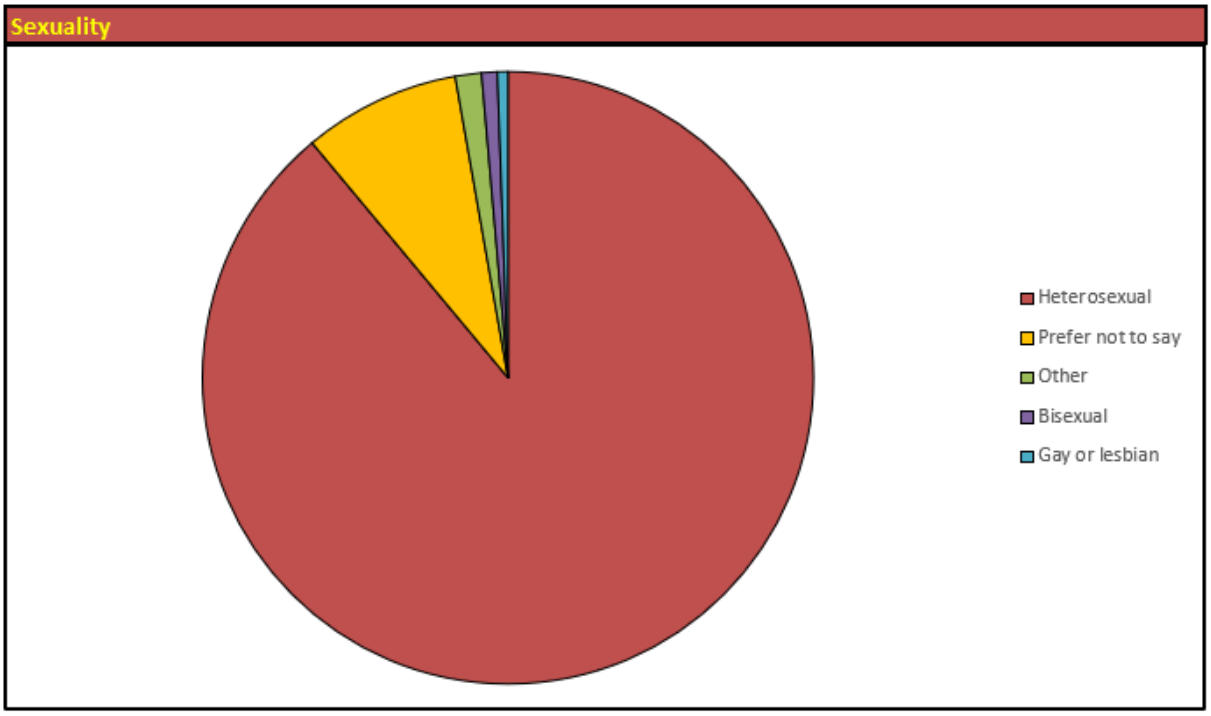
Gloucester City Supporters Trust Fan Survey 2023

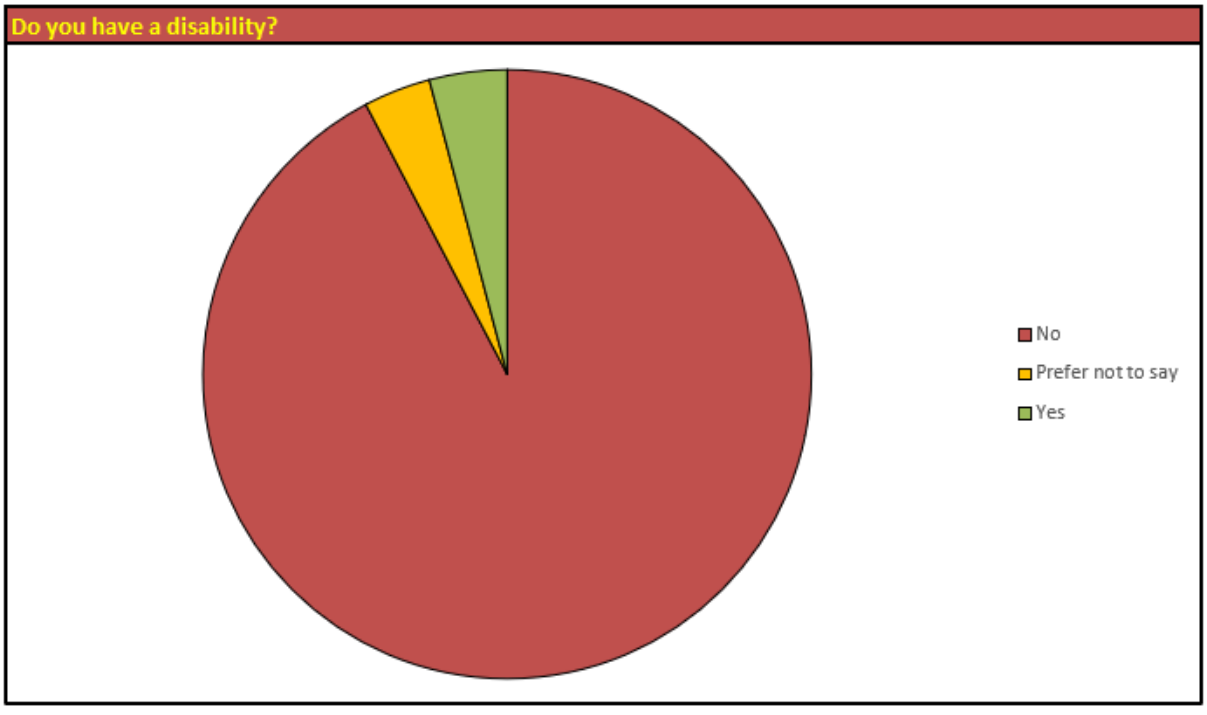
Number of responses: 367

Demographics

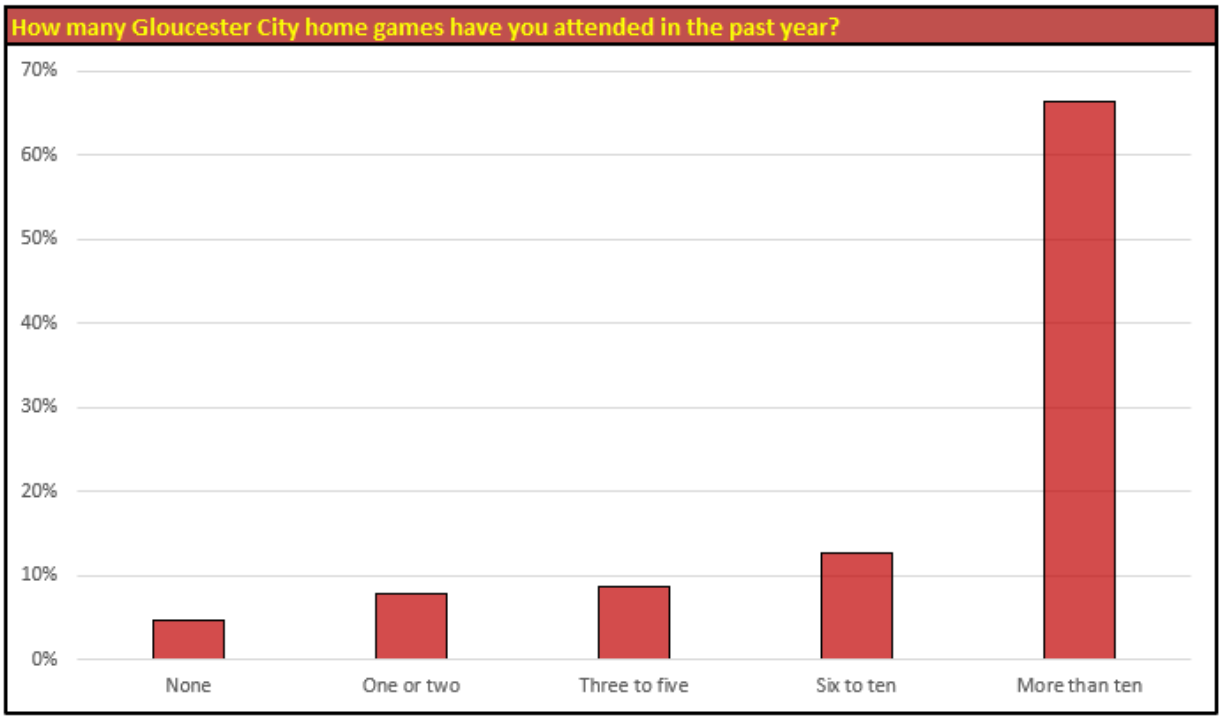


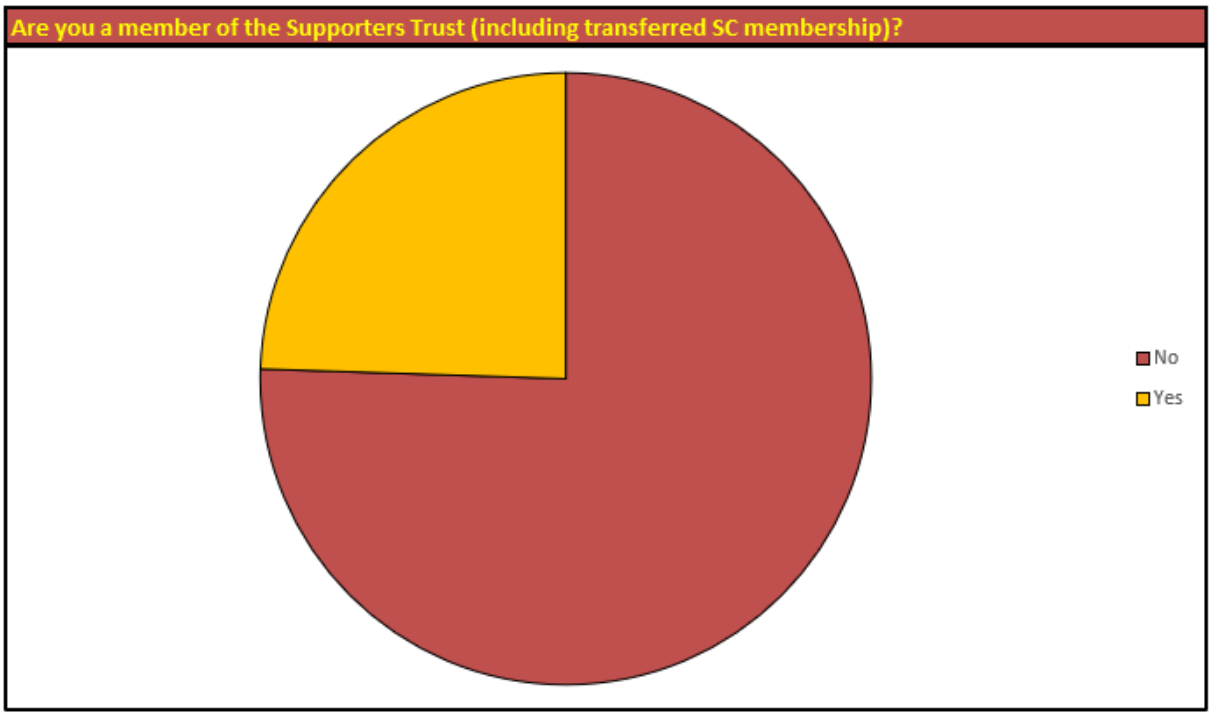


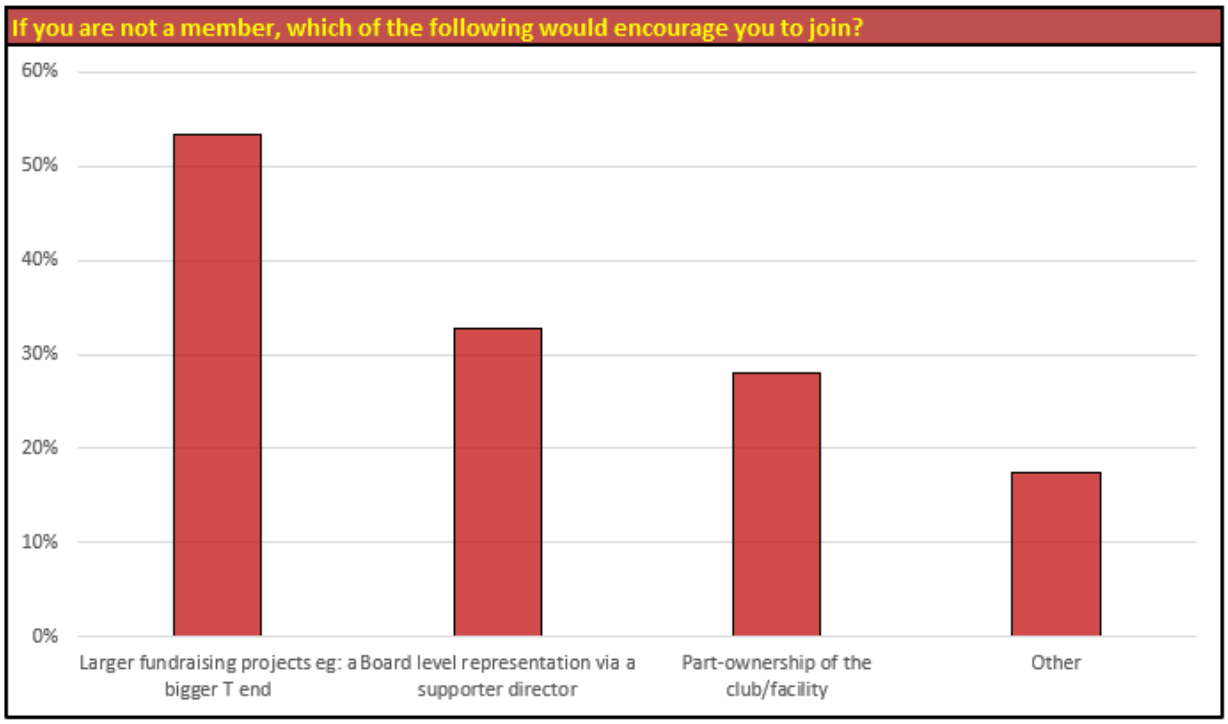

Sexuality
Heterosexual
Prefer not to say
Other
Bisexual
Gay or lesbian

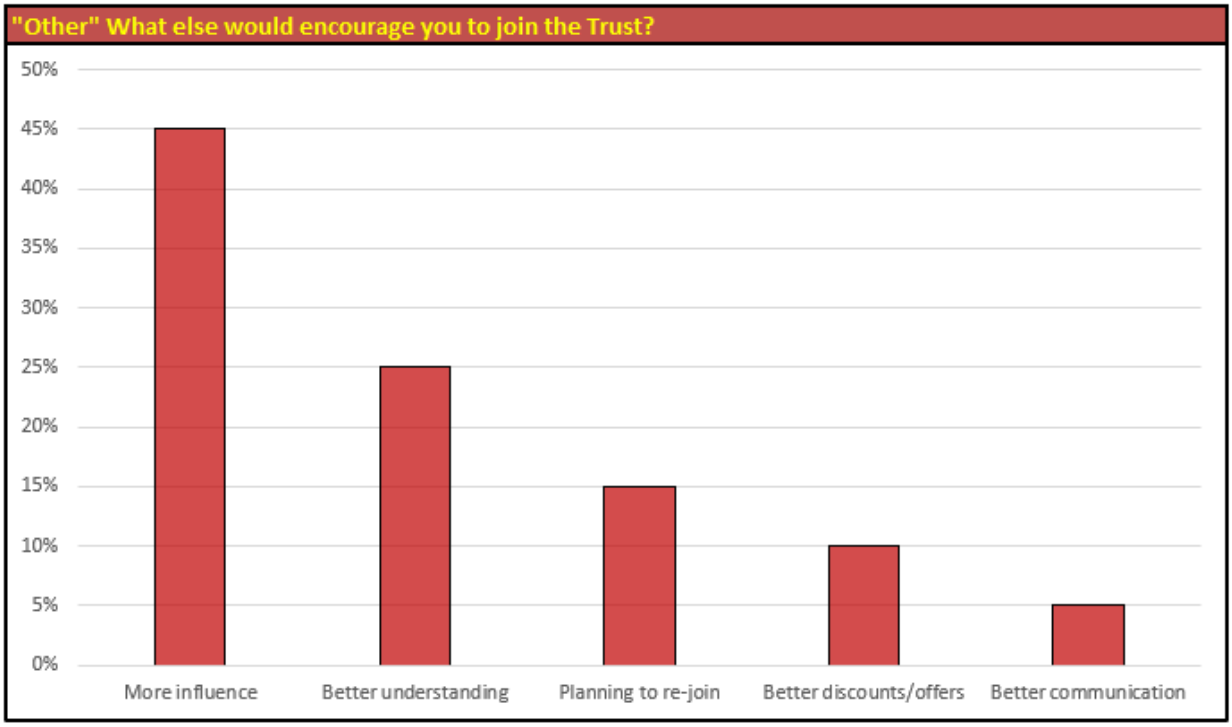

Do you have a disability?
No
Prefer not to say
Yes

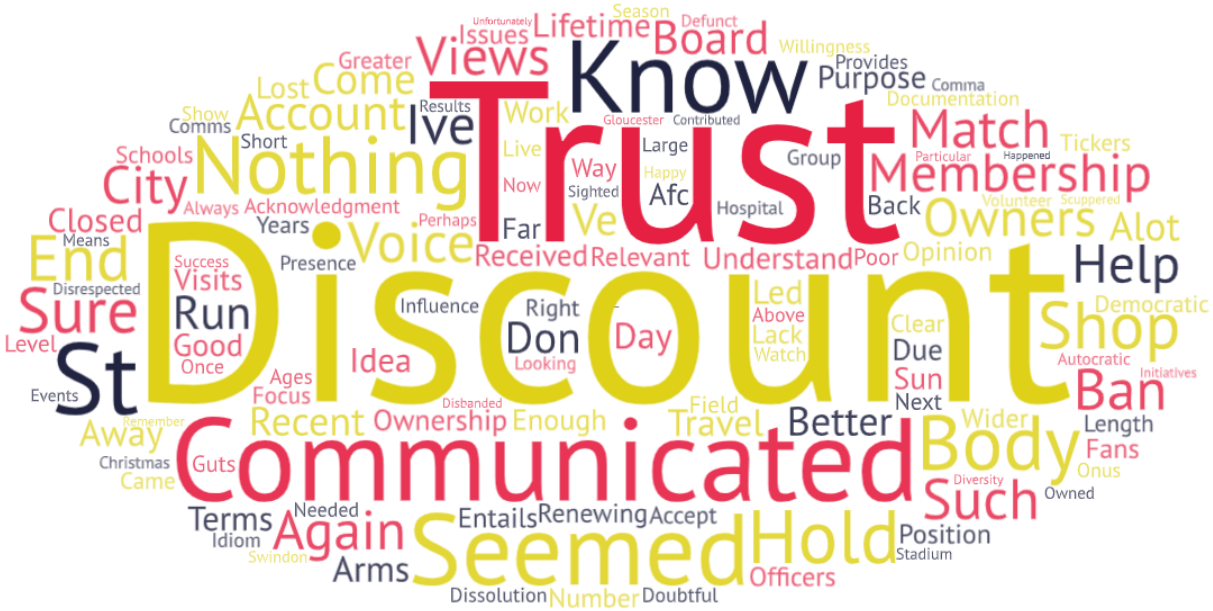
Attendance and membership habits

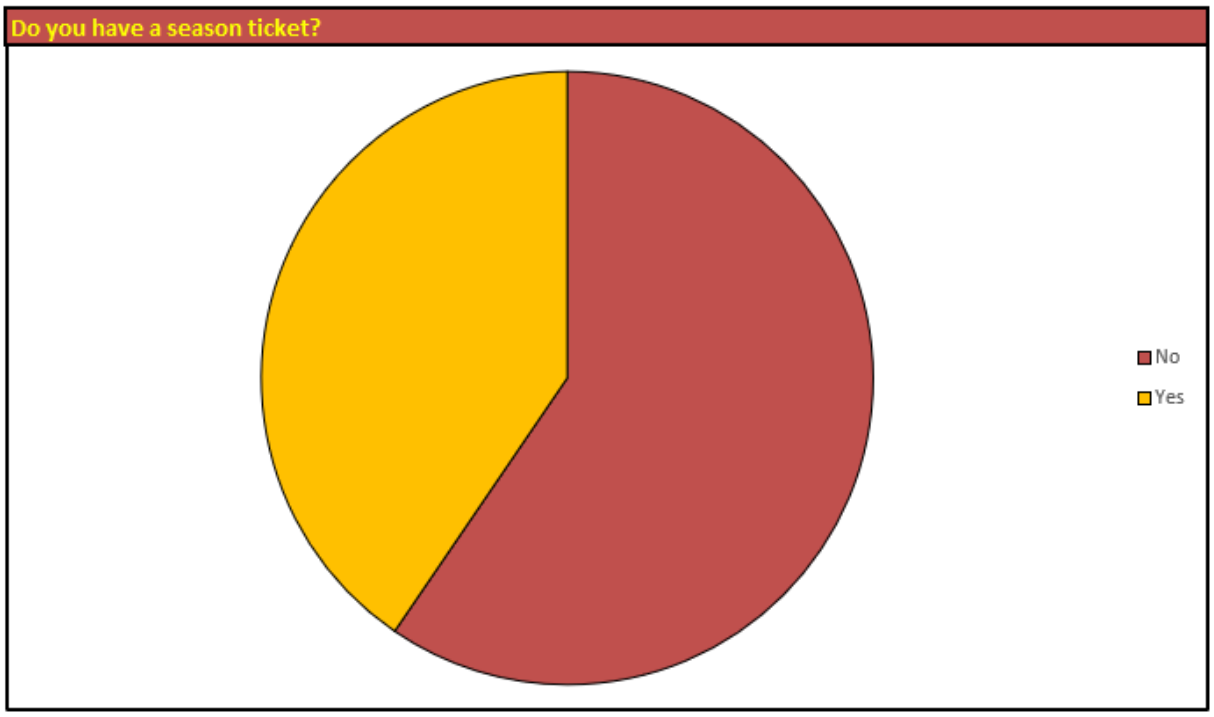




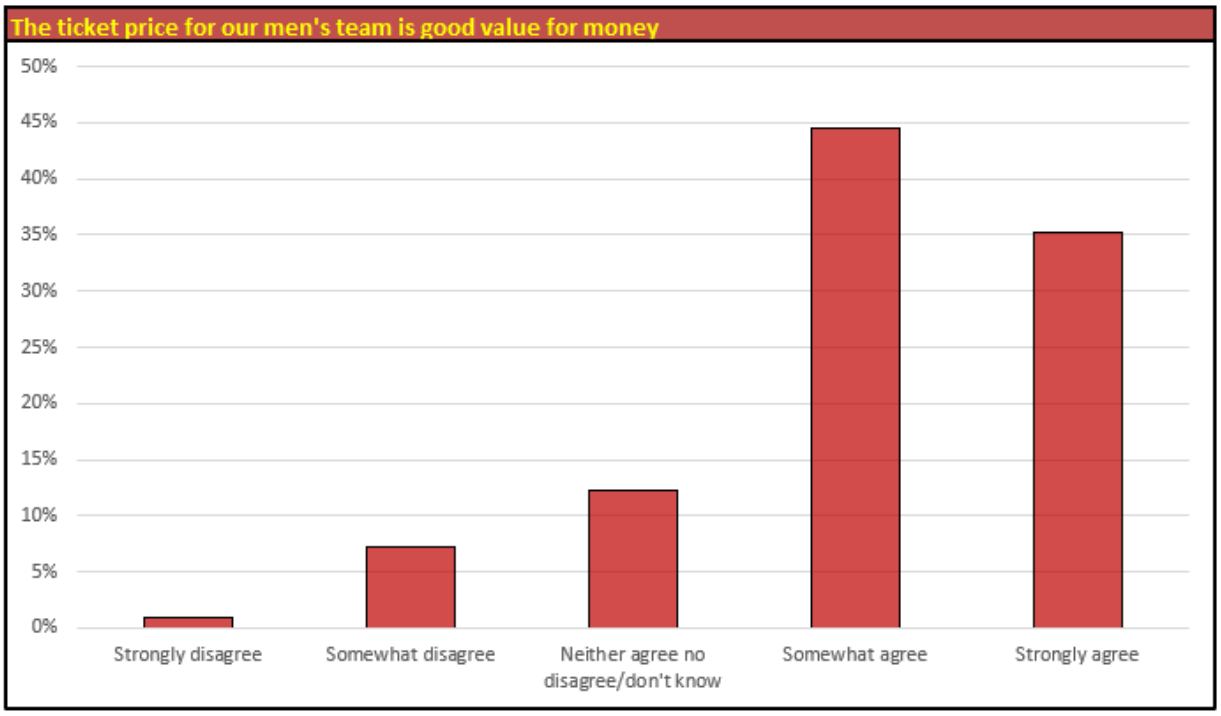

If you are not a member, which of the following would encourage you to join?
60%
50%
40%
30%
20%
10%
0%
Larger fundraising projects eg: a bigger T end
Board level representation via a supporter director
Part-ownership of the club/facility
Other

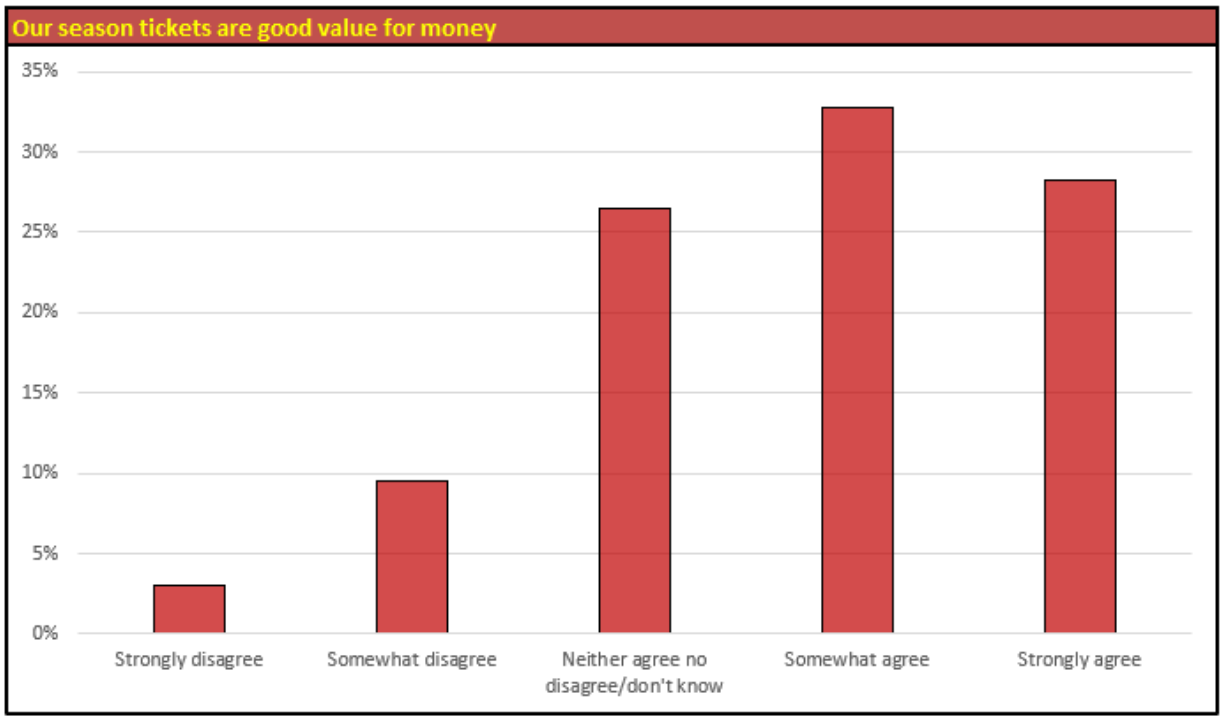

"Other" What else would encourage you to join the Trust?
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
More influence
Better understanding
Planning to re-join
Better discounts/offers
Better communication

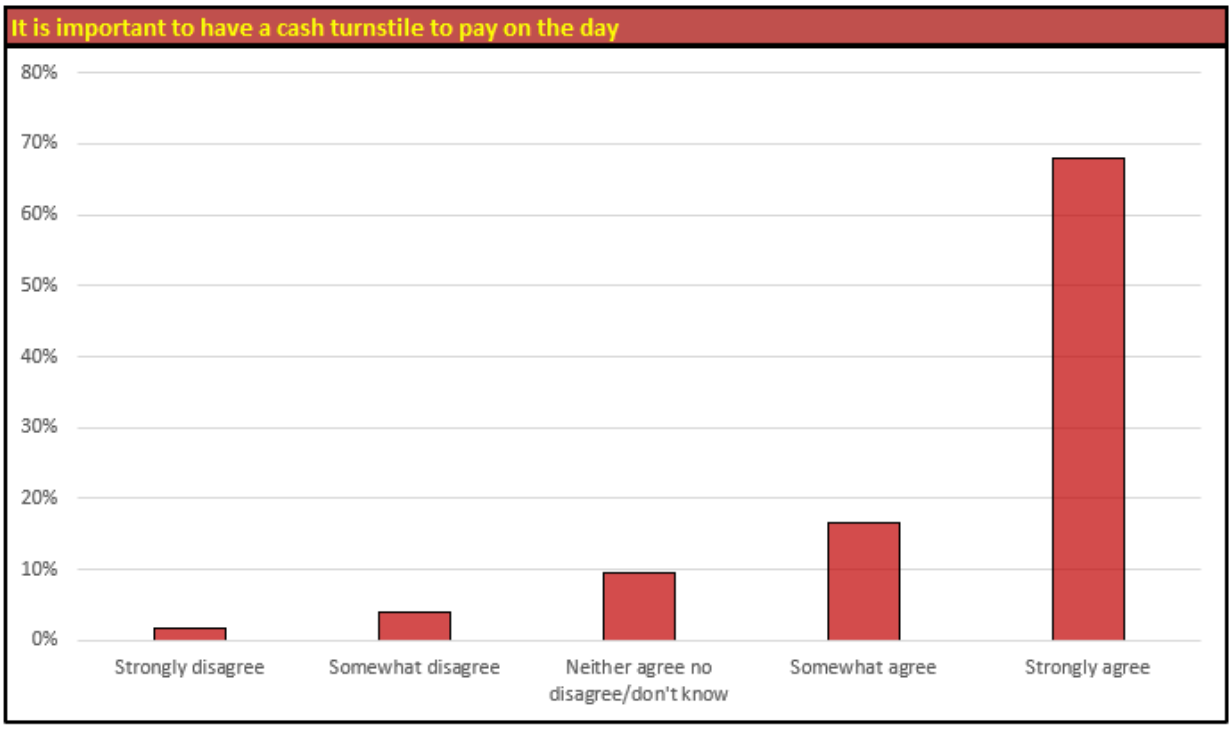

Unfortunately
Season
Defunct
Lifetime
Issues
Board
Willingness
Views
Know
Provides
Purpose
Comma
Documentation
Greater
Come
Lost
Account
Results
Work
Ive
Trust
Gloucester
Contributed
Match
Tickers
Show
Comms
Short
Schools
Nothing
Live
Large
Group
Particular
Happened
Membership
City
Way
Now
Sighted
Happy
Afc
Hospital
Back
Volunteer
Scuppered
Owners
Alot
Closed
Means
Always
Acknowledgment
Years
Perhaps
Far
Ve
Voice
Received
Relevant
Understand
Poor
Opinion
Help
End
Success
Presence
Visits
Disrespected
Influence
Right
Led
Above
Lack
Watch
Democratic
Sure
Run
Discount
Don
Day
Clear
Due
Shop
Level
Good
Once
Idea
Looking
Autocratic
Initiatives
St
Ages
Focus
Events
Disbanded
Sun
Next
Ban
Remember
Recent
Ownership
Enough
Field
Travel
Better
Wider
Length
Away
Fans
Christmas
Guts
Communicated
Body
Onus
Came
Diversity
Such
Owned
Needed
Terms
Again
Entails
Renewing
Accept
Hold
Position
Idiom
Swindon
Arms
Seemed
Stadium
Officers
Dissolution
Number
Doubtful

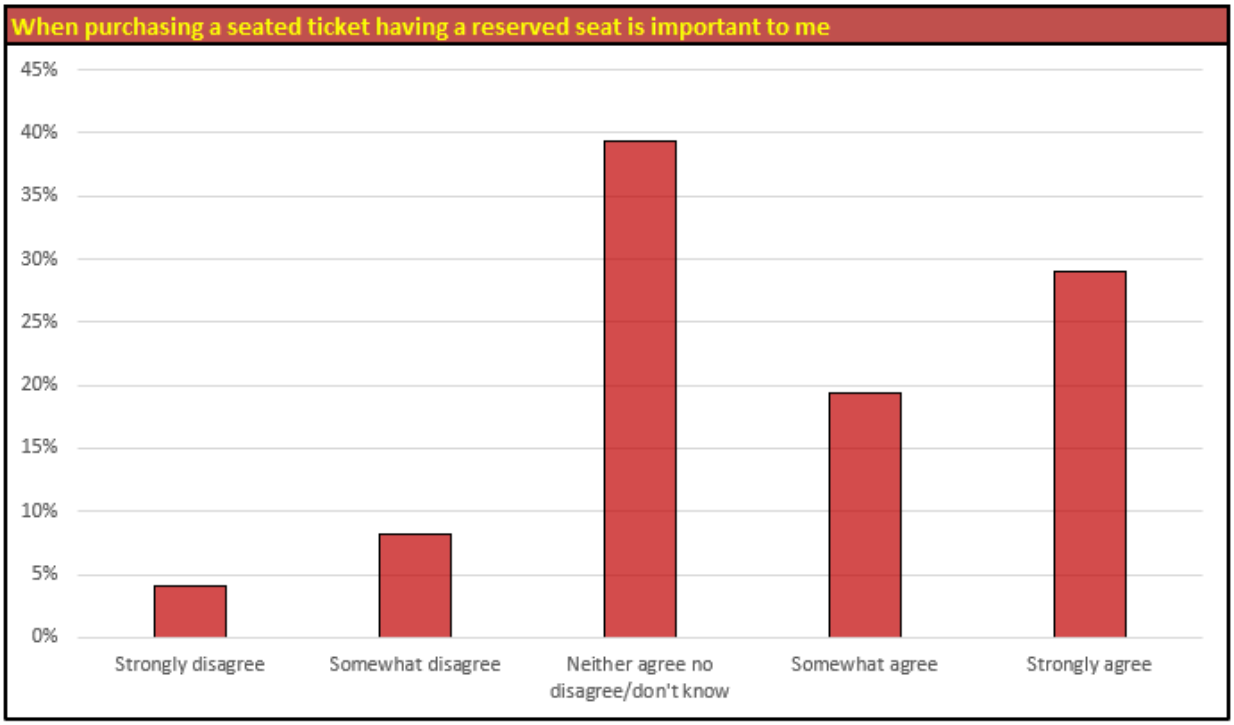

Do you have a season ticket?
No
Yes

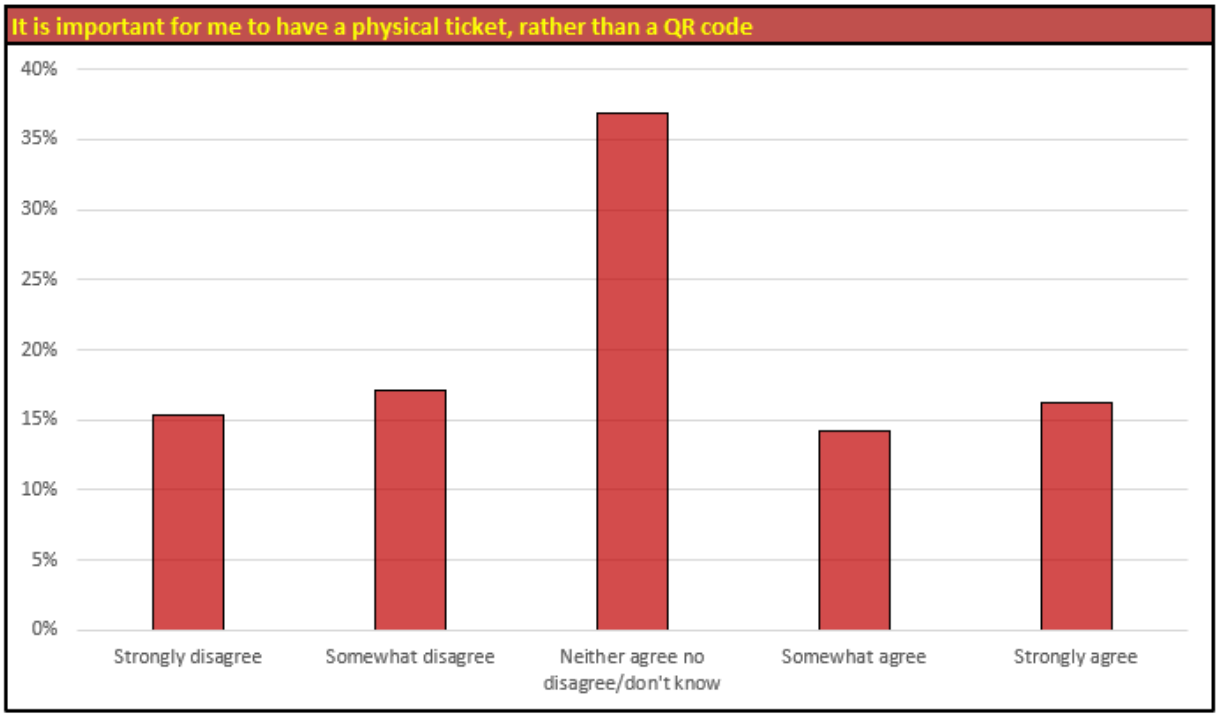
Ticket opinions

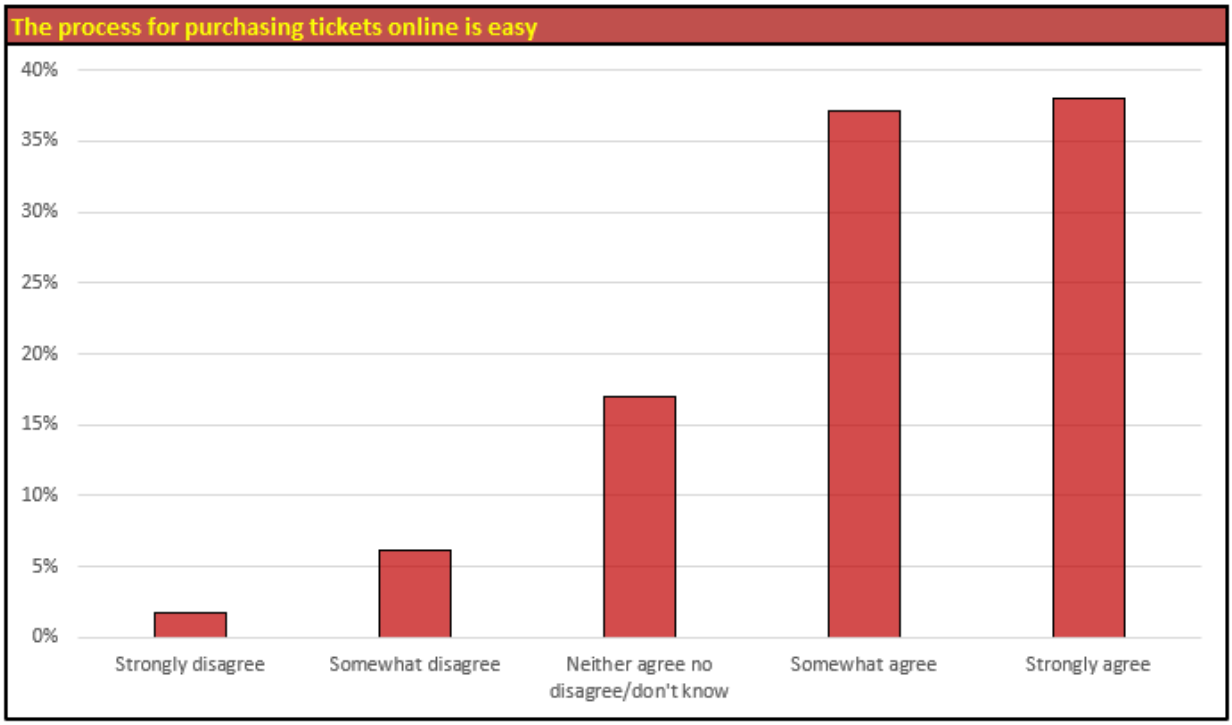




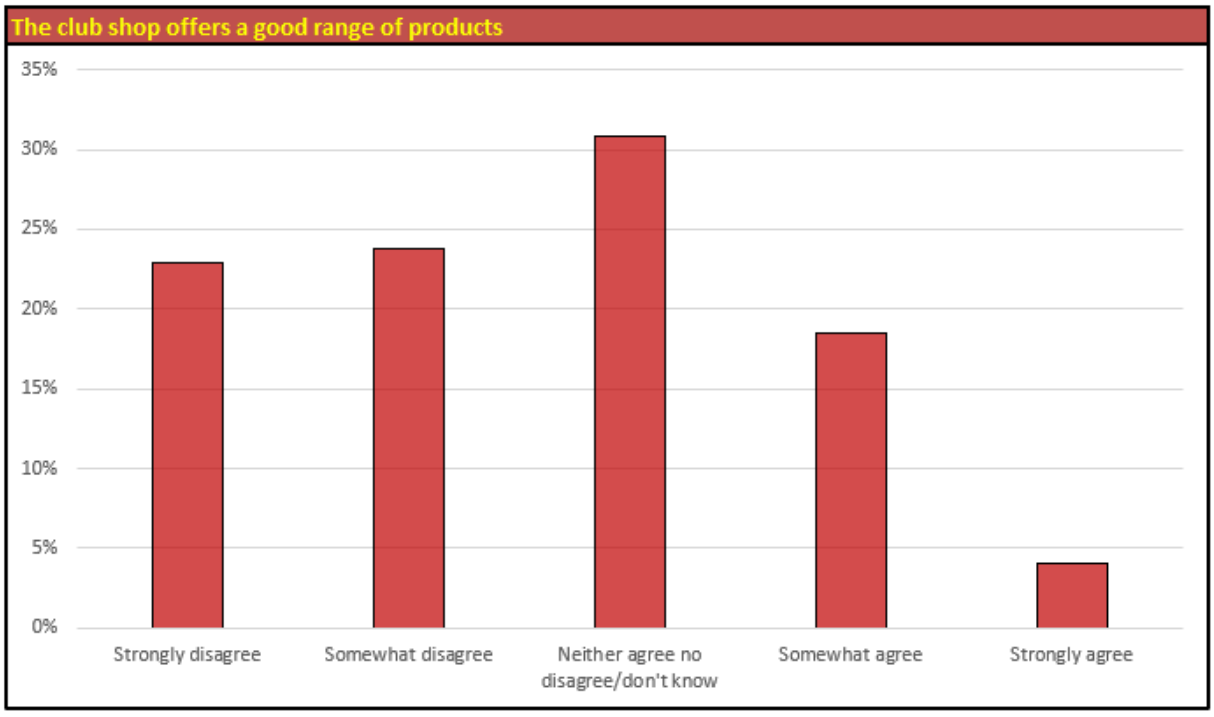

It is important to have a cash turnstile to pay on the day
80%
70%
60%
50%
40%
30%
20%
10%
0%
Strongly disagree
Somewhat disagree
Neither agree no disagree/don't know
Somewhat agree
Strongly agree

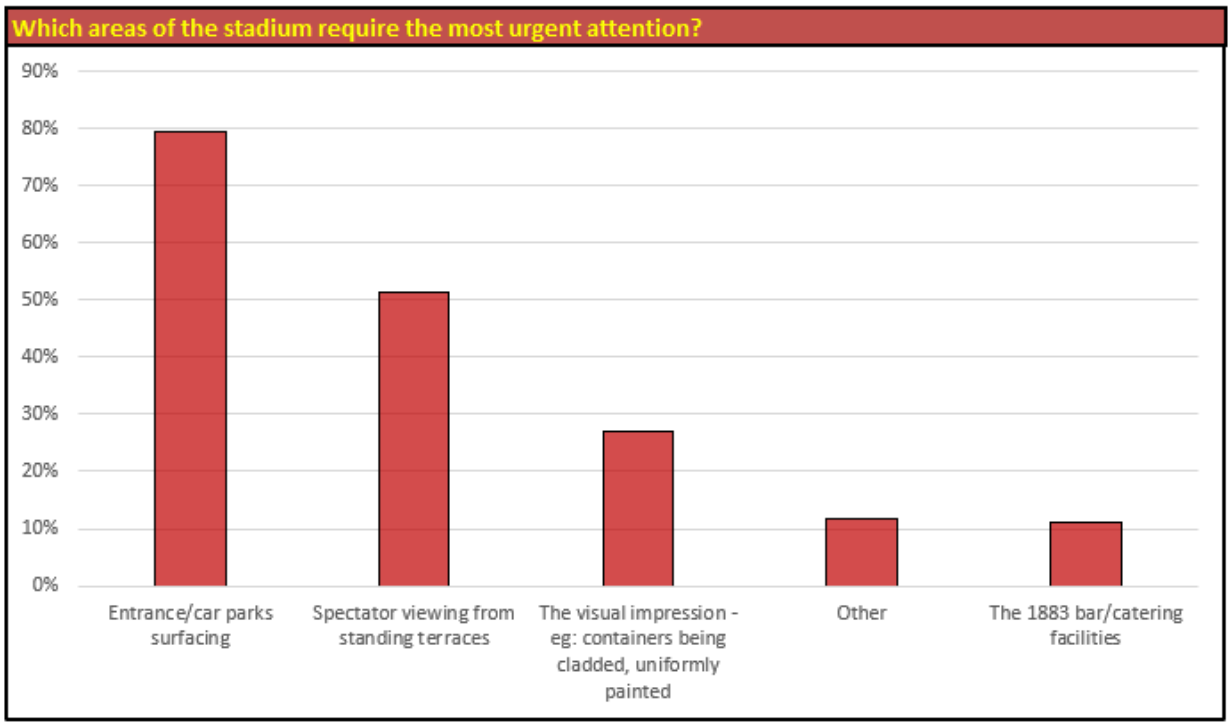

When purchasing a seated ticket having a reserved seat is important to me
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Strongly disagree
Somewhat disagree
Neither agree no disagree/don't know
Somewhat agree
Strongly agree

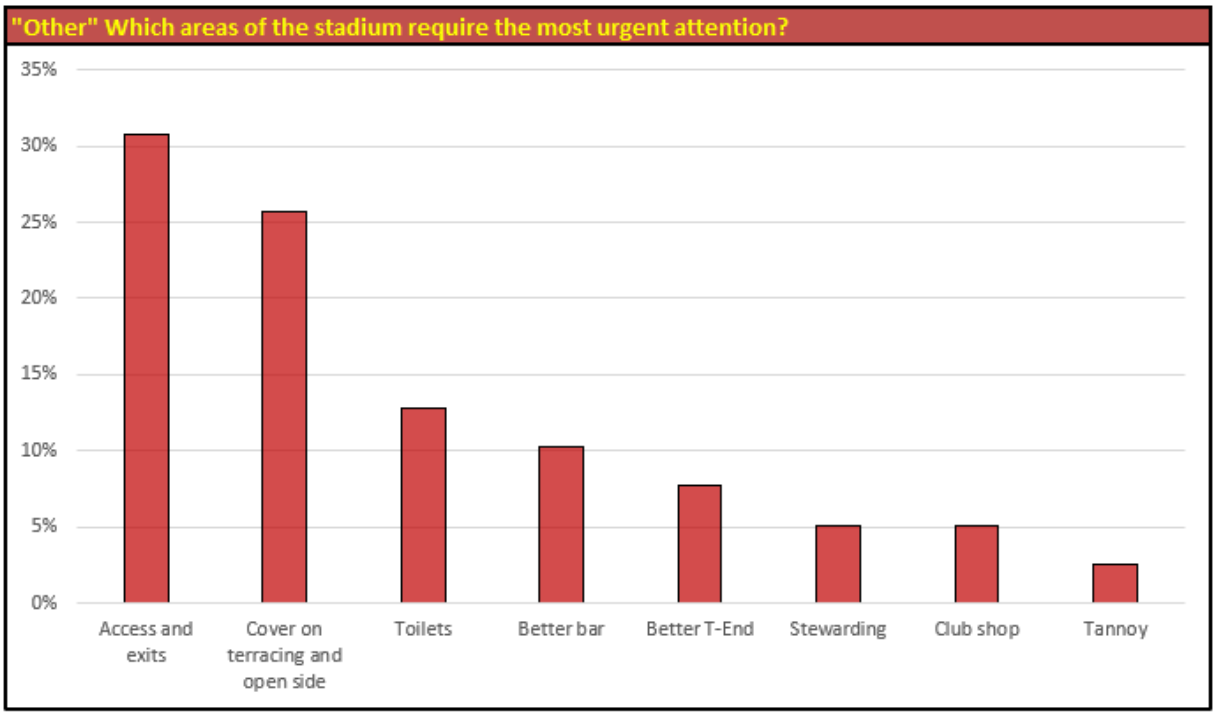

It is important for me to have a physical ticket, rather than a QR code
40%
35%
30%
25%
20%
15%
10%
5%
0%
Strongly disagree
Somewhat disagree
Neither agree no disagree/don't know
Somewhat agree
Strongly agree


The process for purchasing tickets online is easy
40%
35%
30%
25%
20%
15%
10%
5%
0%
Strongly disagree
Somewhat disagree
Neither agree no disagree/don't know
Somewhat agree
Strongly agree

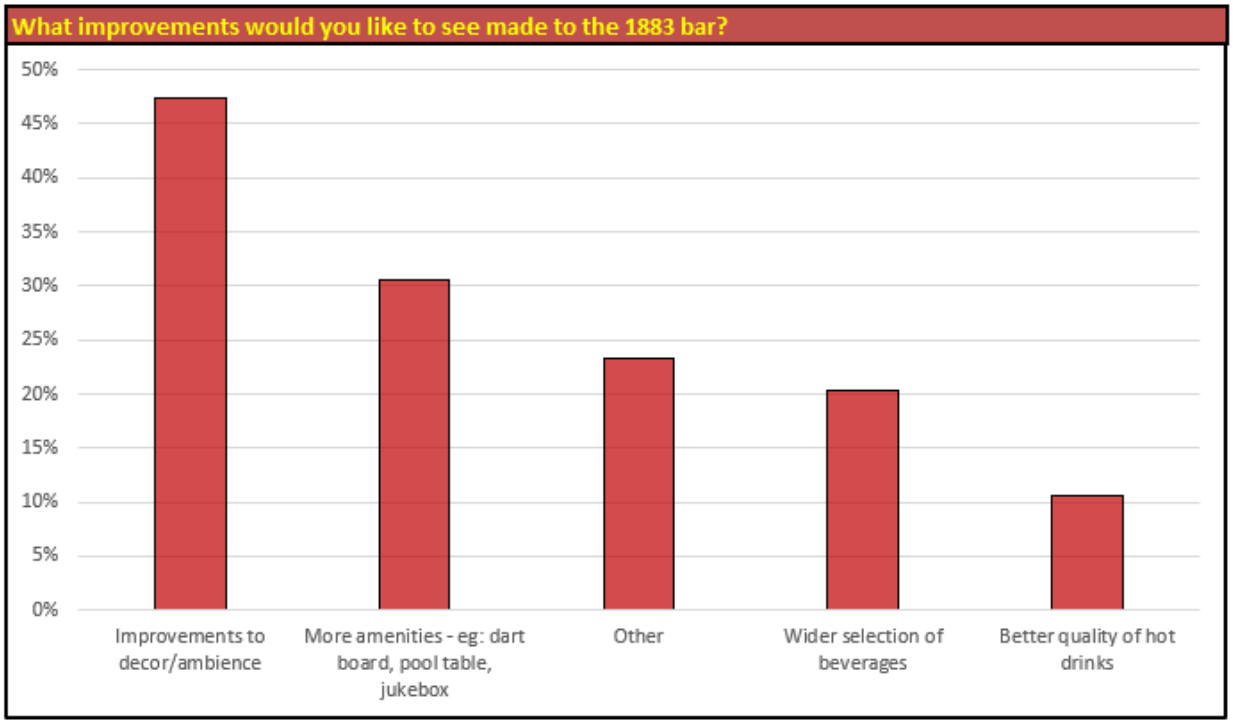
Stadium, facilities, and matchday experience






"Other" Which areas of the stadium require the most urgent attention?
35%
30%
25%
20%
15%
10%
5%
0%
Access and exits
Cover on terracing and open side
Toilets
Better bar
Better T-End
Stewarding
Club shop
Tannoy

Bar
Stand
Terrace
Ramp
Side
Steps
Exit
Needs
Cover
More
View
Toilet
Bigger
Block
Area
Club
Stadium
Pitch
Open
End
Around
Poor
Support
Team
Gates
Shop
Disabled
Access
Rails
Far
Useless
Season
Against
Bottom
Extra
Week
Opposite
Matchdays
Watch
Remove
Goals
Days
Footways
Point
Sit
Low
Enough
Match
Run
Much
Made
Next
Away
West
Main
Police
Vote
Even
One
Moving
Better
See
Gave
Long
Shirt
Believe
Noise
Seating
Trying
Future
Feel
Weather
Cleanliness
Concrete
Shelter
Dual
Rain
Work
Use
Top
Alley
Play
Drainage
Dangerous
Down
League
Twice
Doesnt
Robustly
Ticketing
Leaving
Shocking
Emergency
Behind
Attendance
Hoping
Year
Great
Stewarding
People
Older
Affects
Son
Hearing
Womens
Encourage
Summer
Especially
Higher
Belongs
Breyer
Spectator
Constantly
Water
Perfect
Ground
Canteen
Competition
Length
Annoyingly
Required
Clearly
Pa
Term
Walkers
Non
Up
Stocked
Safety
Half
Steeper
Bring
Option
Cramped
Wet
Skittle
Good
Hold
Protection
Really
Along
Acoustics
Games
Chicken
Container
Sorted
Throughout
Income
Paying
Increased
Allowed


What improvements would you like to see made to the 1883 bar?
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Improvements to decor/ambience
More amenities - eg: dart board, pool table, jukebox
Other
Wider selection of beverages
Better quality of hot drinks

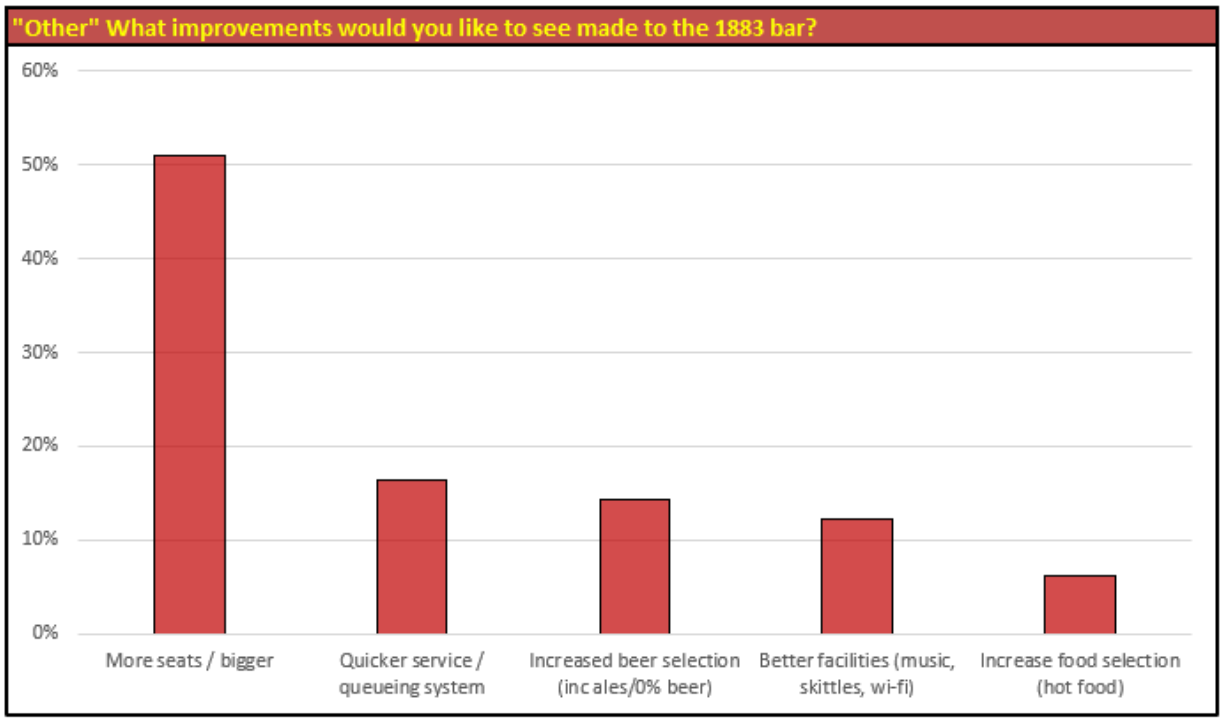
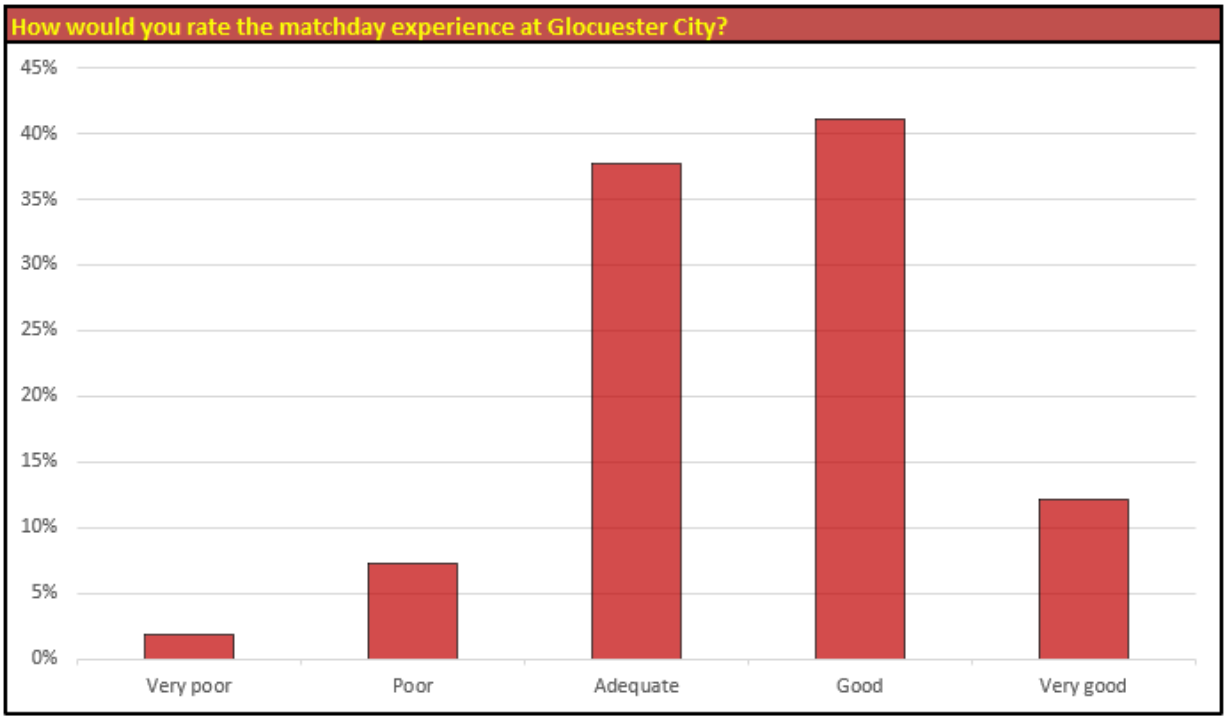
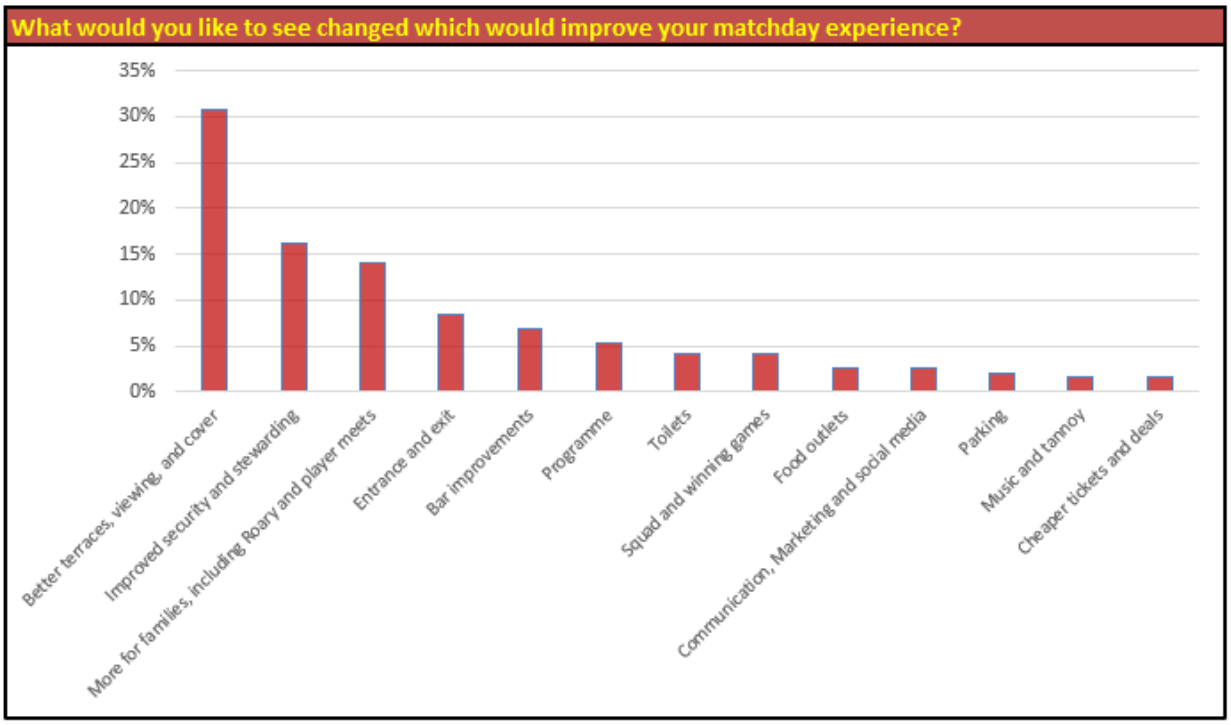
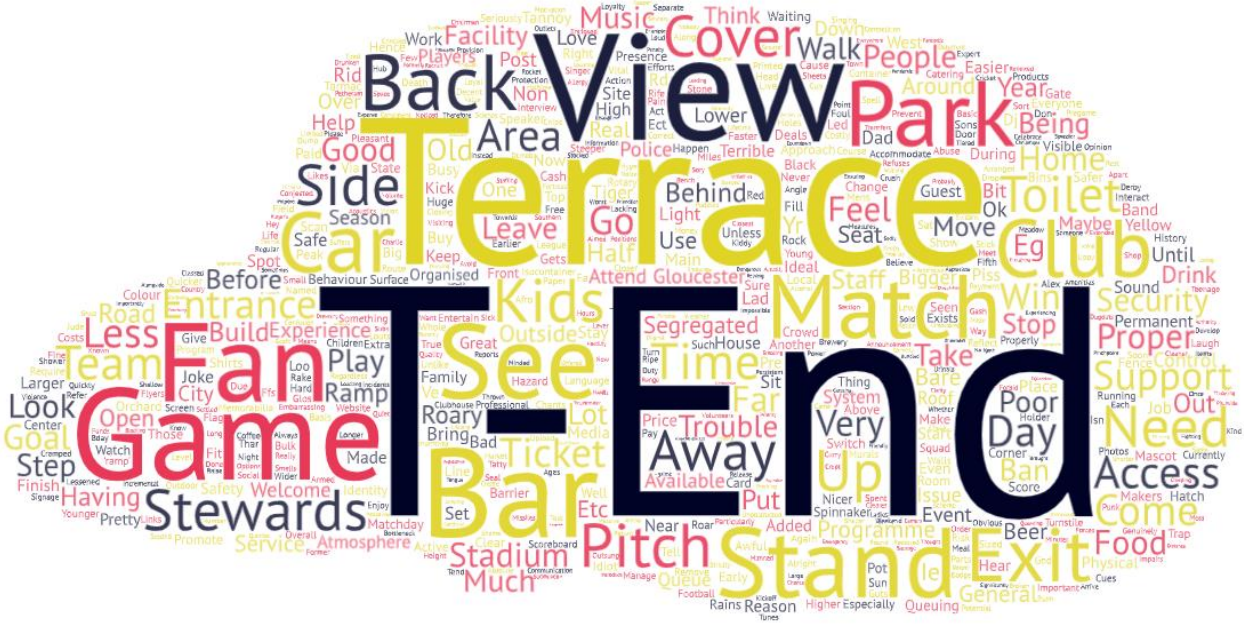

"Other" What improvements would you like to see made to the 1883 bar?
60%
50%
40%
30%
20%
10%
0%
More seats / bigger
Quicker service / queueing system
Increased beer selection (inc ales/0% beer)
Better facilities (music, skittles, wi-fi)
Increase food selection (hot food)

Table
Skittle
Afternoon
Even
Available
Pictures
Room
World
Shows
Up
Session
Scores
Pre
Never
Feel
Bigger
Tv
Brewery
Door
Sport
Struggle
Clubhouse
Efficiently
Quiet
Come
Co
Special
Levels
Watch
Lager
Music
Huge
Gluten
Photos
Size
Area
Real
Though
Generally
Facilities
Service
Staff
Stock
Increase
Maintained
One
Served
Larger
School
Enable
Food
Black
Queues
System
Explanation
Penants
Alley
Chaotic
Local
Especially
Suitable
Etc
Good
Live
Many
Back
Sky
Seat
Big
Latest
Ale
Cope
Free
Think
Proper
Alcoholic
Memorbilia
Cup
Kids
Yr
Club
Space
Sit
Around
Limit
Plastic
Half
Speed
Small
Horrible
Events
Tap
Non
Game
Flow
Fi
Wi
Rolls
Staffing
Eg
Glos
Possible
Pour
Easier
England
Out
Match
Offer
Shirts
Control
Make
Far
Quicker
Expansion
Hot
Enough
Saturday
Host
Rush
Decent
Less
Very
Still
Already
Bit
Ensure
Sure
Buying
Old
Needs
Beer
Solutions
Matchdays
Yellow
Start
Years
Maybe
Much
Point
Time
Queuing
Enlargement
Pints
Loud
Toilets
Mentioned
Sandwiches
Current
Reduce


How would you rate the matchday experience at Glocuester City?
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Very poor
Poor
Adequate
Good
Very good


What would you like to see changed which would improve your matchday experience?
35%
30%
25%
20%
15%
10%
5%
0%
Better terraces, viewing, and cover
Improved security and stewarding
More for families, including Roary and player meets
Entrance and exit
Bar improvements
Programme
Toilets
Squad and winning games
Food outlets
Communication, Marketing and social media
Parking
Music and tannoy
Cheaper tickets and deals


Back
View
Park
Terrace
Side
Bar
T-End
Fan
Game
Stewards
Stand
Pitch
Ticket
Match
Kids
See
Away
Very
Day
Poor
Access
Need
Food
Toilet
Club
Stop
Proper
Support
Security
Entrance
Team
Less
Ramp
Play
Open
Look
Step
Having
Welcome
Atmosphere
Stadium
Much
Cover
Facility
Music
Walk
People
Area
Leave
Feel
Behind
Segregated
Time
Trouble
Up
Put
Programme
Event
Beer
Exit
Come
Drink
Sound
Permanent
Maybe
Until
Being
Home
Guest
Move
Seat
Staff
Attend Gloucester
Outside
Roary
Family
Bring
Bad
Near
Added
Higher
Especially
Queuing
Reason
Rains
Before
Build
Experience
Give
Joke
City
Made
Safe
Season
Good
Old
Help
Use
Go
Half
Light
Police
Terrible
Dad
Lower
Work
Love
Presence
Site
High
Real
Non
Post
Players
Rid
Over
Left
Right
Ball
Ground
Pitch
Etc
Set
Barrier
Matchday
Service
Promote
Overall
Scoreboard
Queue
Football
Manage
Communication
Identity
Welcome
Finish
Pretty
Younger
Goal
Larger
Center
Watch
Ramp
Fit
Those
Orchard
Screen
Flyers
Costs
Road
Colour
Spot
Life
Behaviour
Surface
Organised
Front
Keep
Buy
Gets
Cash
Huge
Kick
One
Busy
Now
Top
Free
Visiting
Earlier
Big
Peak
Main
Ideal
Local
Sure
Lad
Crowd
Another
Great
Reports
Hazard
Clubhouse
Professional
Media
Lot
Price
Pay
Available
Card
Spinnaker
Nicer
Issue
Switch
Above
System
Thing
Sit
Pre
Turn
Ripe
Duty
Such
House
Entertain
Something
Children
Extra
Loo
Rake
Hard
Gloss
Embarrassing
Website
Longer
Made
Bulk
Really
Coffee
Night
Wider
Social
Fit
Dorset
Rose
Always
Thar
Overall
Former
Holgate
Active
Clear
Tend
Communication
Scoreboard
Outcry
Idiot
Manage
Early
Awful
Pot
Sun
Ale
Hear
General
Physical
Cues
Important
Arrive
Turnstile
Obvious
Beer
Corner
Holder
Score
Ban
Place
Bare
Poor
Day
Out
Job
Running
Each
Isn
Photos
Mascot
Currently
Makers
Hatch
Trap
Brewery
Sell
Stay
Lower
Deals
Approach
Accommodate
Refuses
Abuse
During
Visible
Opinion
Bit
Ok
Eg
Yellow
Band
History
Interact
Alex
Attention
Piss
Bigger
Seen
Exists
Properly
Take
Bare
Make
Squad
Even
Room
Ball
Ground
Pitch
Etc
Set
Barrier
Matchday
Service
Promote
Overall
Scoreboard
Queue
Football
Manage
Communication
Identity
Welcome
Finish
Pretty
Younger
Goal
Larger
Center
Watch
Ramp
Fit
Those
Orchard
Screen
Flyers
Costs
Road
Colour
Spot
Life
Behaviour
Surface
Organised
Front
Keep
Buy
Gets
Cash
Huge
Kick
One
Busy
Now
Top
Free
Visiting
Earlier
Big
Peak
Main
Ideal
Local
Sure
Lad
Crowd
Another
Great
Reports
Hazard
Clubhouse
Professional
Media
Lot
Price
Pay
Available
Card
Spinnaker
Nicer
Issue
Switch
Above
System
Thing
Sit
Pre
Turn
Ripe
Duty
Such
House
Entertain
Something
Children
Extra
Loo
Rake
Hard
Gloss
Embarrassing
Website
Longer
Made
Bulk
Really
Coffee
Night
Wider
Social
Fit
Dorset
Rose
Always
Thar
Overall
Former
Holgate
Active
Clear
Tend
Communication
Scoreboard
Outcry
Idiot
Manage
Early
Awful
Pot
Sun
Ale
Hear
General
Physical
Cues
Important
Arrive
Turnstile
Obvious
Beer
Corner
Holder
Score
Ban
Place
Bare
Poor
Day
Out
Job
Running
Each
Isn
Photos
Mascot
Currently
Makers
Hatch
Trap
Brewery
Sell
Stay
Lower
Deals
Approach
Accommodate
Refuses
Abuse
During
Visible
Opinion
Bit
Ok
Eg
Yellow
Band
History
Interact
Alex
Attention
Piss
Bigger
Seen
Exists
Properly
Take
Bare
Make
Squad
Even
Room
Ball
Ground
Pitch
Etc
Set
Barrier
Matchday
Service
Promote
Overall
Scoreboard
Queue
Football
Manage
Communication
Identity
Welcome
Finish
Pretty
Younger
Goal
Larger
Center
Watch
Ramp
Fit
Those
Orchard
Screen
Flyers
Costs
Road
Colour
Spot
Life
Behaviour
Surface
Organised
Front
Keep
Buy
Gets
Cash
Huge
Kick
One
Busy
Now
Top
Free
Visiting
Earlier
Big
Peak
Main
Ideal
Local
Sure
Lad
Crowd
Another
Great
Reports
Hazard
Clubhouse
Professional
Media
Lot
Price
Pay
Available
Card
Spinnaker
Nicer
Issue
Switch
Above
System
Thing
Sit
Pre
Turn
Ripe
Duty
Such
House
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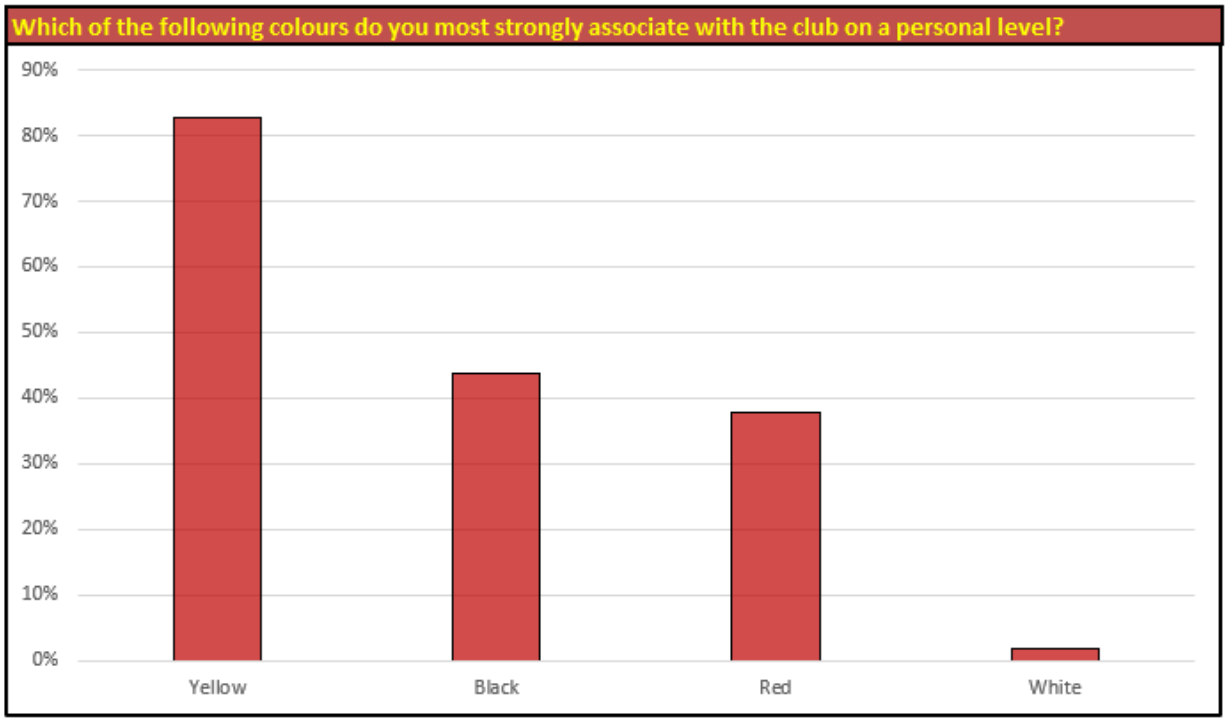
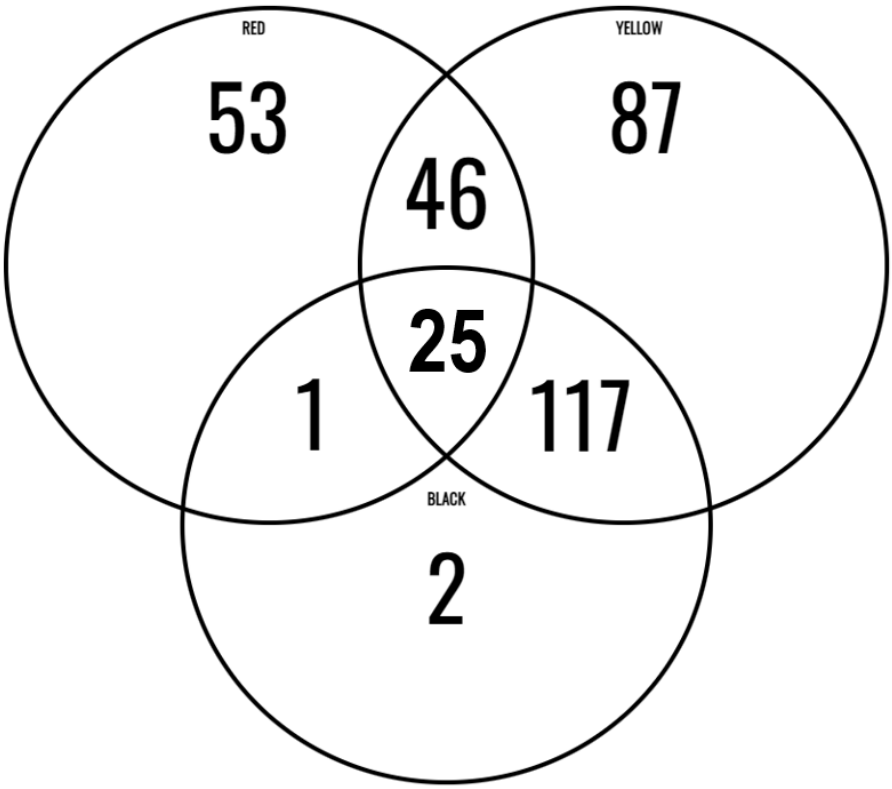
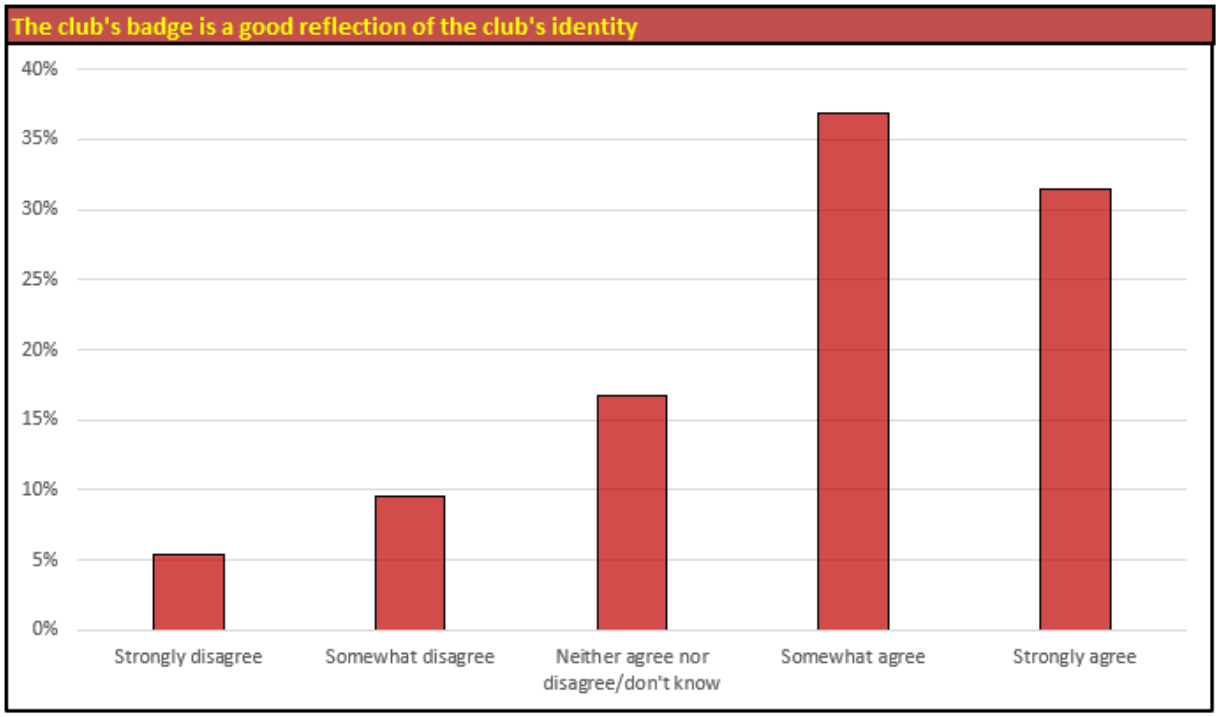
Hard
Gloss
Embarrassing
Website
Longer
Made
Bulk
Really
Coffee
Night
Wider
Social
Fit
Dorset
Rose
Always
Thar
Overall
Former
Holgate
Active
Clear
Tend
Communication
Scoreboard
Outcry
Idiot
Manage
Early
Awful
Pot
Sun
Ale
Hear
General
Physical
Cues
Important
Arrive
Turnstile
Obvious
Beer
Corner
Holder
Score
Ban
Place
Bare
Poor
Day
Out
Job
Running
Each
Isn
Photos
Mascot
Currently
Makers
Hatch
Trap
Brewery
Sell
Stay
Lower
Deals
Approach
Accommodate
Refuses
Abuse
During
Visible
Opinion
Bit
Ok
Eg
Yellow
Band
History
Interact
Alex
Attention
Piss
Bigger
Seen
Exists
Properly
Take
Bare
Make
Squad
Even
Room

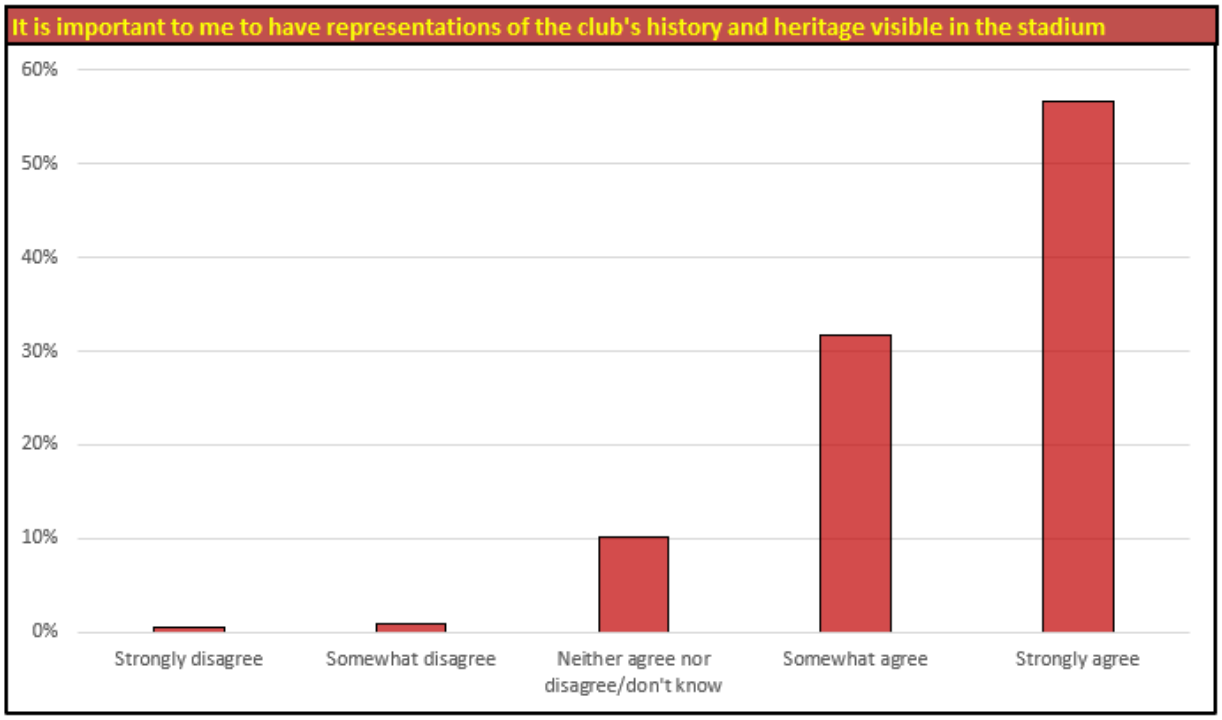
Club identity and branding

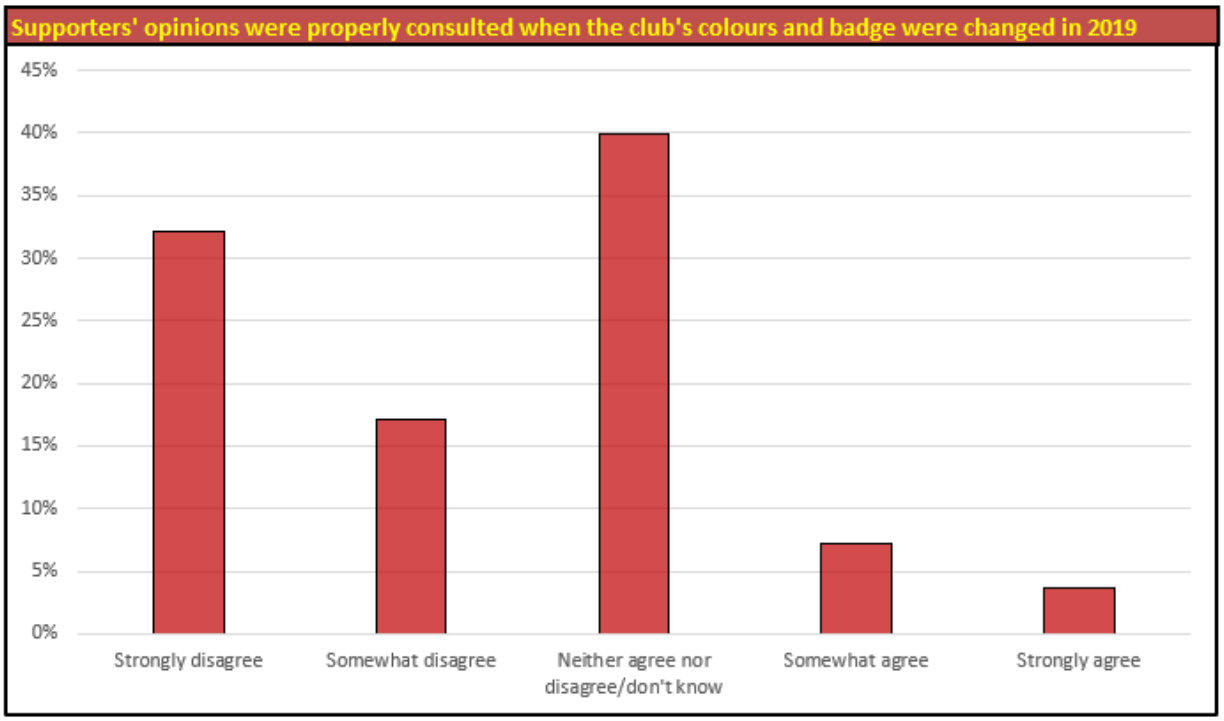




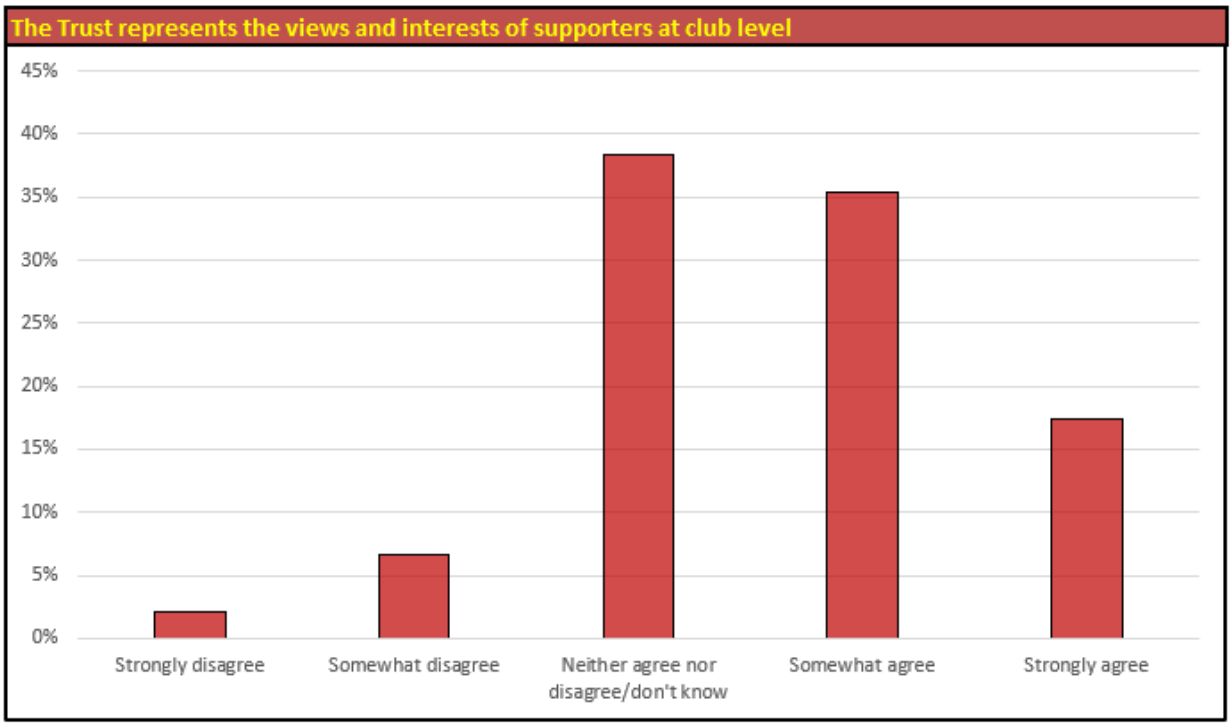
White excluded as it only received 6 votes

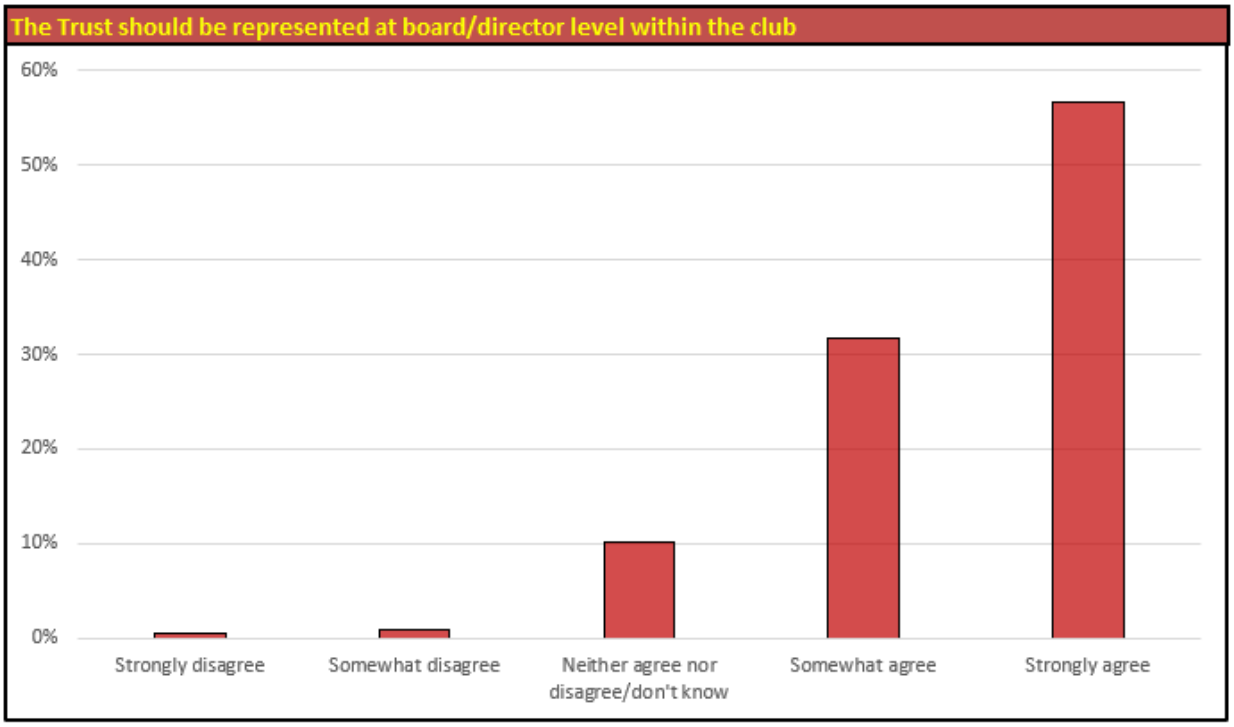

The club's badge is a good reflection of the club's identity
40%
35%
30%
25%
20%
15%
10%
5%
0%
Strongly disagree
Somewhat disagree
Neither agree nor disagree/don't know
Somewhat agree
Strongly agree

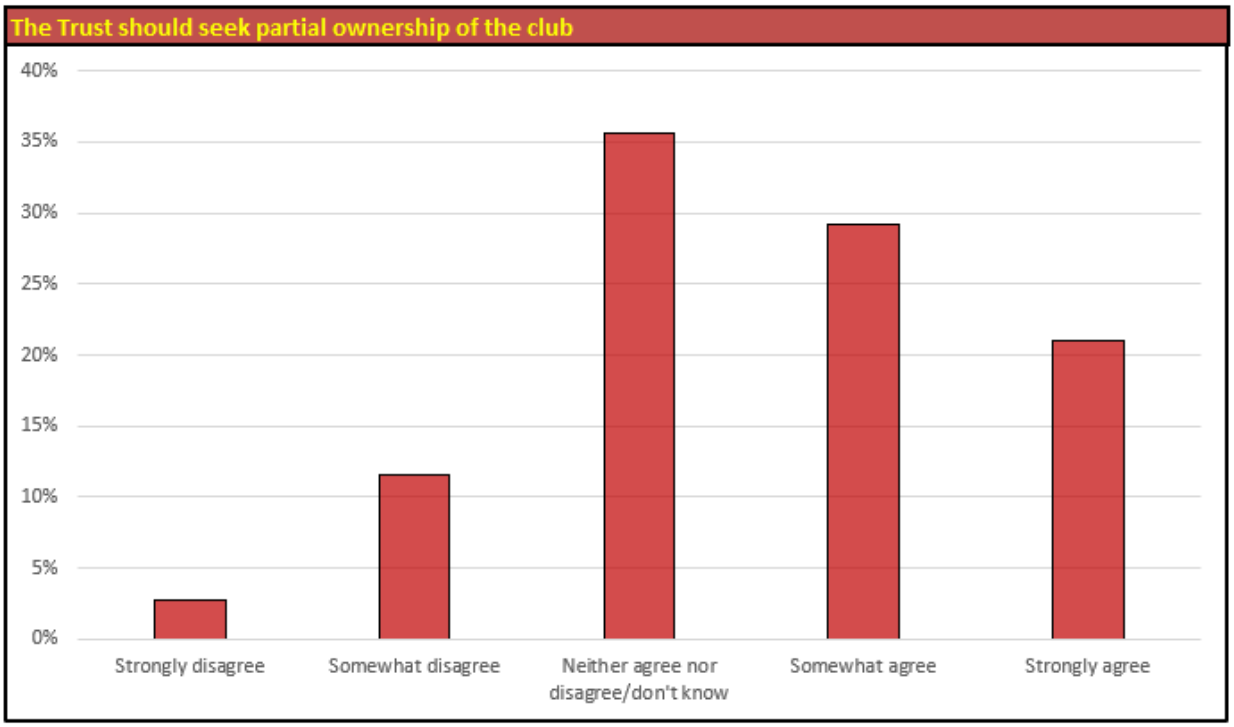

It is important to me to have representations of the club's history and heritage visible in the stadium
60%
50%
40%
30%
20%
10%
0%
Strongly disagree
Somewhat disagree
Neither agree nor disagree/don't know
Somewhat agree
Strongly agree

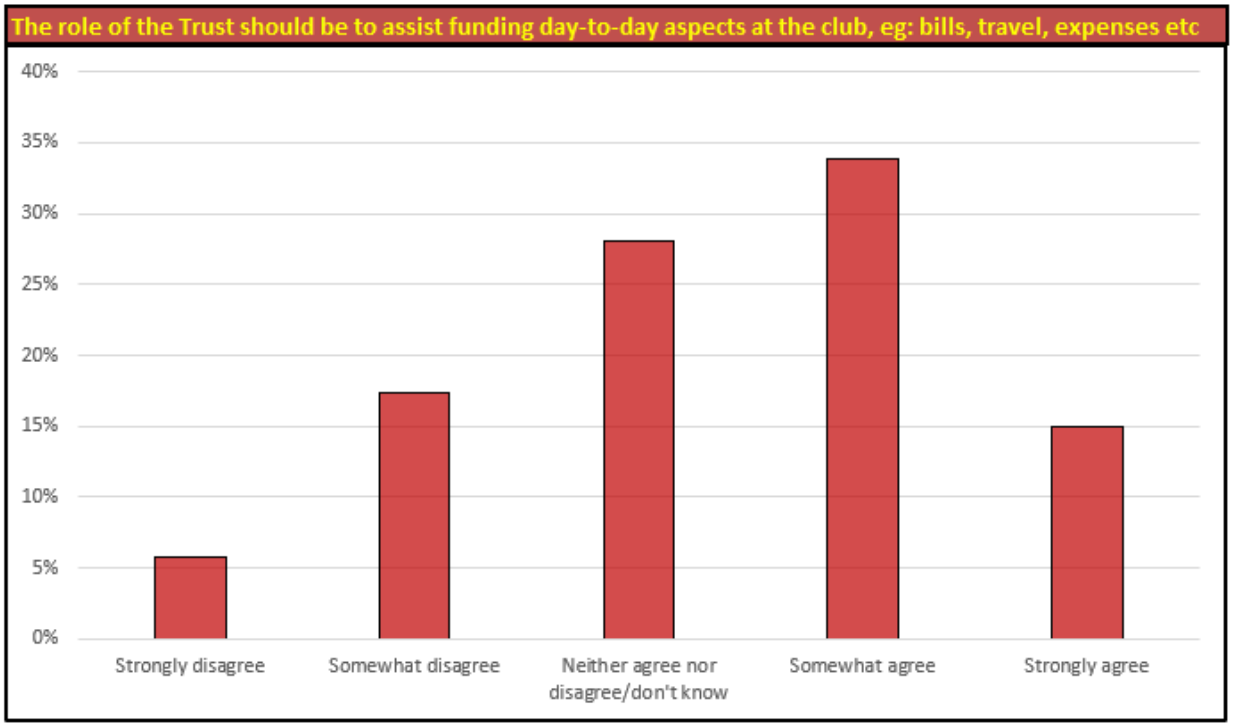

Supporters' opinions were properly consulted when the club's colours and badge were changed in 2019
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Strongly disagree
Somewhat disagree
Neither agree nor disagree/don't know
Somewhat agree
Strongly agree

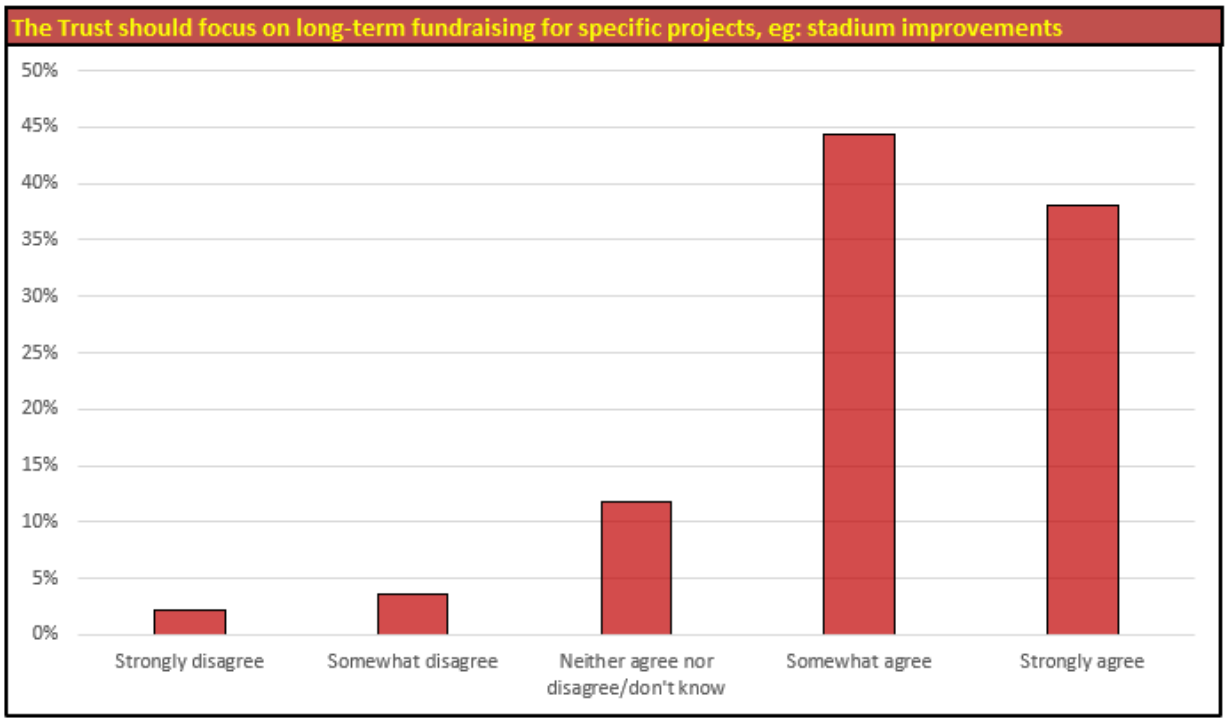
Supporters' Trust priorities and goals






The Trust should seek partial ownership of the club
40%
35%
30%
25%
20%
15%
10%
5%
0%
Strongly disagree
Somewhat disagree
Neither agree nor disagree/don't know
Somewhat agree
Strongly agree


The role of the Trust should be to assist funding day-to-day aspects at the club, eg: bills, travel, expenses etc
40%
35%
30%
25%
20%
15%
10%
5%
0%
Strongly disagree
Somewhat disagree
Neither agree nor disagree/don't know
Somewhat agree
Strongly agree


The Trust should focus on long-term fundraising for specific projects, eg: stadium improvements
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Strongly disagree
Somewhat disagree
Neither agree nor disagree/don't know
Somewhat agree
Strongly agree