



Nuneaton Town Fan Survey 2017



Intro

Spring 2017 saw the first ever Nuneaton Town Supporters' Co-operative Fan Survey. We collected 178 responses from the people of the town both, hand written and filled out online.

The key themes that have arisen from the data are laid out in the following document, which we have already presented to the club. The results also fed into our objective setting at our AGM earlier this year.

We now have a much stronger relationship with the club and they are keen to get more involved with the next iteration of the Fan Survey. We hope this will lead to more success stories as a result, similar to the ones we have seen so far with the name and kit changes.

Demographics

Ages of participants are spread evenly with around 20% falling within each of the specified age categories.



11% of participants are Female and 72% Male (17% blank).



61% of the participants attended during the 2016/17 season, 23% used to attend and 10% have never attended (6% blank).



Gender of current attendees 6% female, 83% Male (12% blank).



Back to the Borough

87% of respondents picked Nuneaton Borough as their preferred name.

This result has since been picked up by the Football Club who subsequently launched a fan consultation. We are now fundraising to aid the Club in making the change a reality.



Blue and White Stripes

90% of respondents chose blue and white stripes as their preferred kit design.

The Football Club have since introduced a blue and white striped kit design for the 2017/18 season.



Ticket Prices



53% of respondents claimed that ticket price was either likely or very likely to affect their attendance.

This varied across the different age groups, with it effecting Under 18s and 30-45 year olds the most (59%), and 46-60 year olds the least (46%).

Table 1. Price as likely or very likely to impact participants attendance X age group

| | |
|-----------|-----|
| Under 18s | 59% |
| 19 – 29 | 56% |
| 30 – 45 | 59% |
| 46 – 60 | 46% |
| Over 60s | 47% |

Concession prices have been a contentious issue in recent years. Despite this, our results show that that younger fans are more likely to be put off by price than the over 60s.

When asked what the tickets prices should be for different age groups, the average price for an adult ticket was £11.29, with student and OAP ticket price suggestions much lower at around £7.

Table 2. Average suggested ticket price of participants

| | |
|--------------|--------|
| Adult Ticket | £11.29 |
| Under 16 | £4.88 |
| Student | £6.91 |
| OAP | £7.09 |

The responses indicate that most participants thought that prices should be lower across the board.

Ranking Liberty Way

When asked to rank various aspects of Liberty Way, 'Average' was the most common answer for all aspects, with the exception of 'View' where the most common answers were good or very good.

Poor or very poor was the second most common opinion for 'Atmosphere', 'Food/Drink', 'Value for Money' and 'Condition'.

| Table 3. | Location | View | Atmos. | Food/Drink | Value for Money | Condition |
|-----------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Most common | Average (46%) | V.Good/good (68%) | Average (43%) | Average (48%) | Average (45%) | Average (42%) |
| 2 nd most common | V.Good/good (36%) | Average (26%) | Poor/v.poor (37%) | Poor/v.poor (33%) | Poor/v.poor (34%) | Poor/v.poor (36%) |



Opinion of NTFC

42% of respondents answered with positive or very positive when asked what their current opinion of the football club was (table 4).

For those who had attended during the 16/17 season this figure was higher, at 50% (table 5).

| Table 4. Participants Overall Opinion of NTFC | |
|---|-----|
| Positive/V. Positive | 42% |
| Neutral | 39% |
| Negative/V. Negative | 19% |

Table 5. Participants' Who Attended During 16/17 Season Opinion of NTFC

| | |
|----------------------|-----|
| Positive/V. Positive | 50% |
| Neutral | 32% |
| Negative/V. Negative | 17% |

However, among fans who used to attend, the figure was significantly lower at just 28%. 'Neutral' was the most common answer from these participants (46%) as can be seen in table 6.

Table 6. Participants' Who Have Previously Attended (Prior to 16/17) Opinion of NTFC

| | |
|----------------------|-----|
| Positive/V. Positive | 28% |
| Neutral | 46% |
| Negative/V. Negative | 26% |

Factors Affecting Attendance

The top five factors affecting attendance of participants that used to attend can be seen at Table 7. The joint most likely factors to impact attendance of previous attendees are, if friends are also attending and community ownership of the football club.

Table 7. Top Five Factors That Would Impact Attendance of Participants Who Have Previously Attended (Prior to 16/17)

(Based on responses of likely or very likely to impact attendance)

| | | |
|------------------------|-----|---|
| 1. Friends Attending | 61% |  |
| 2. Community Ownership | 61% |  |
| 3. Improved Atmosphere | 58% |  |
| 4. Special Offers | 57% |  |
| 5. Cost | 55% |  |

Community Ownership

One of NTSCs primary objectives is to safeguard the future of the football club. If, or when, the time comes that community ownership is needed to fulfil this objective, NTSC must ensure that we are capable of fulfilling this goal.

To this end, we asked participants the following questions.

| Table 8. Likelihood of Helping Community Ownership | |
|--|-----|
| Very Likely or Likely | 56% |
| Unsure | 37% |
| Unlikely or Very Unlikely | 7% |

Table 8. shows that just 7% of respondents would be unlikely or very unlikely to help fan ownership, while 56% responded with likely or very likely.

Table 9. depicts the average amounts towards fan ownership that participants would contribute. This was worked out as the number of responses in a category (e.g. £1 to £150) multiplied by the middle point of that category (e.g. £75.50) to reach the category average. The final figure is the sum of all category averages divided by the total number of responses to that question.

| | |
|---|------|
| Table 9. Avg Contribution of Participants | £190 |
|---|------|

As the data was collected in categories, rather than people stating a specific amount, the average figure gathered is not a particularly accurate one. However, it does show that people are prepared to back the idea, should there be a need to in the future.

However, the responses also show that 44% of respondents are either unsure or would not back community ownership. This shows that there is more work to do to generate the level of support required to achieve such a goal.

The Nuneaton Town Supporters' Co-operative Fan Survey will return as we continue to seek your input into the direction of the organisation.

To get involved with the work that the Co-op do or if you have any questions you would like to ask the football club, or us, you can contact us through Facebook, Twitter or our email address NuneatonSC@outlook.com.

