

NUST MEMBER SURVEY NOVEMBER 2020





GIVING FANS A VOICE

In November 2020 the Newcastle United Supporters Trust looked to its members to provide opinion on the current state of Newcastle United. Please find below some of the feedback we received.

PROVIDING FEEDBACK WHERE IT MATTERS MOST

The Trust had been keen to provide Newcastle United with feedback from members on how they view the club currently - including how the club communicates with fans and how the club is progressing (or not) as a sporting entity.

The headlines are stark* - 89% of members do not think Newcastle United is a well run club. Fewer than 1% think the club communicates well with its supporters.

Newcastle United is at a cross roads - it appears for once we have a willing seller, a willing buyer and a fan base that are desperate for change. While we await a pathway to the takeover being completed it is vital that Newcastle United does not fall asleep at the wheel again.

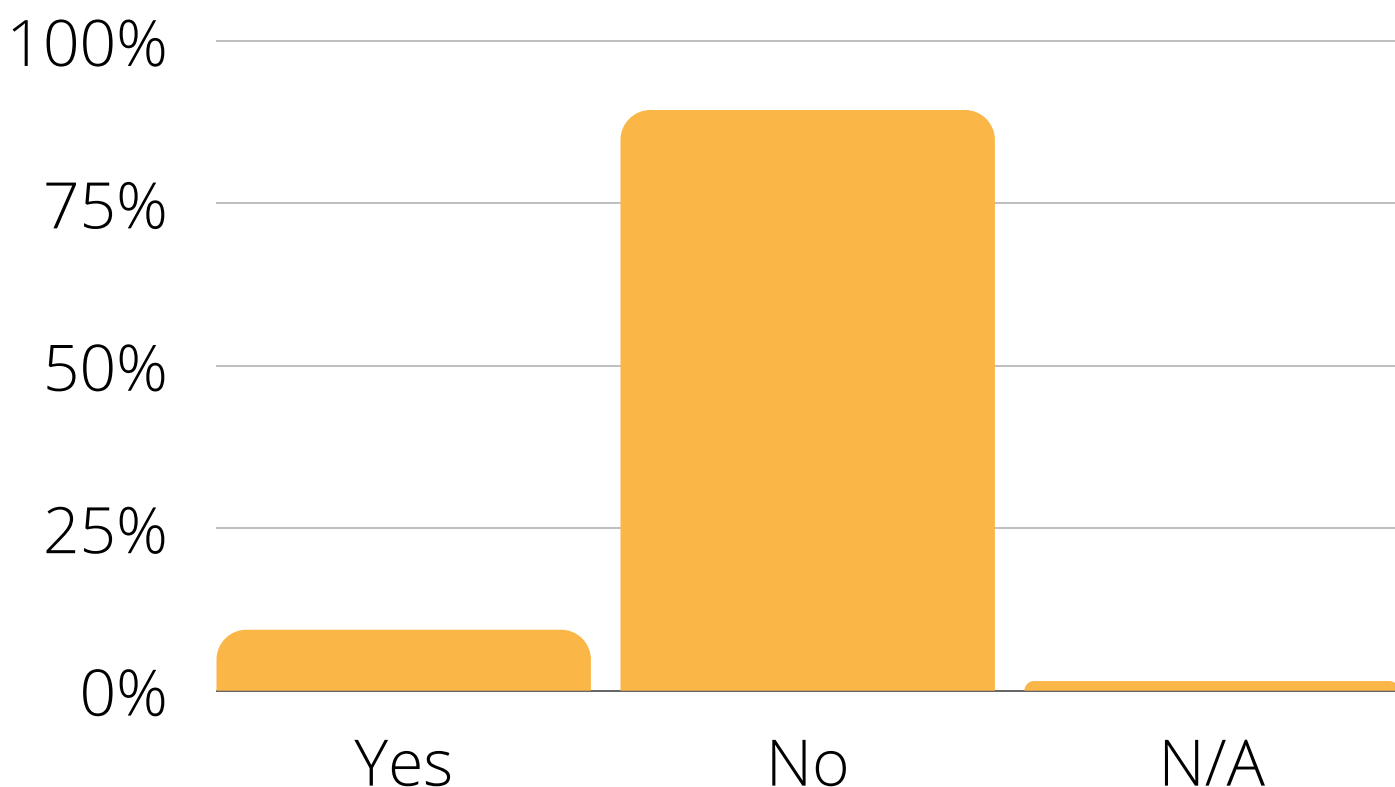
*based on a survey sample of 837 NUST members.

THE FINDINGS



QUESTION ONE:

Do you think Newcastle United is a well run club?



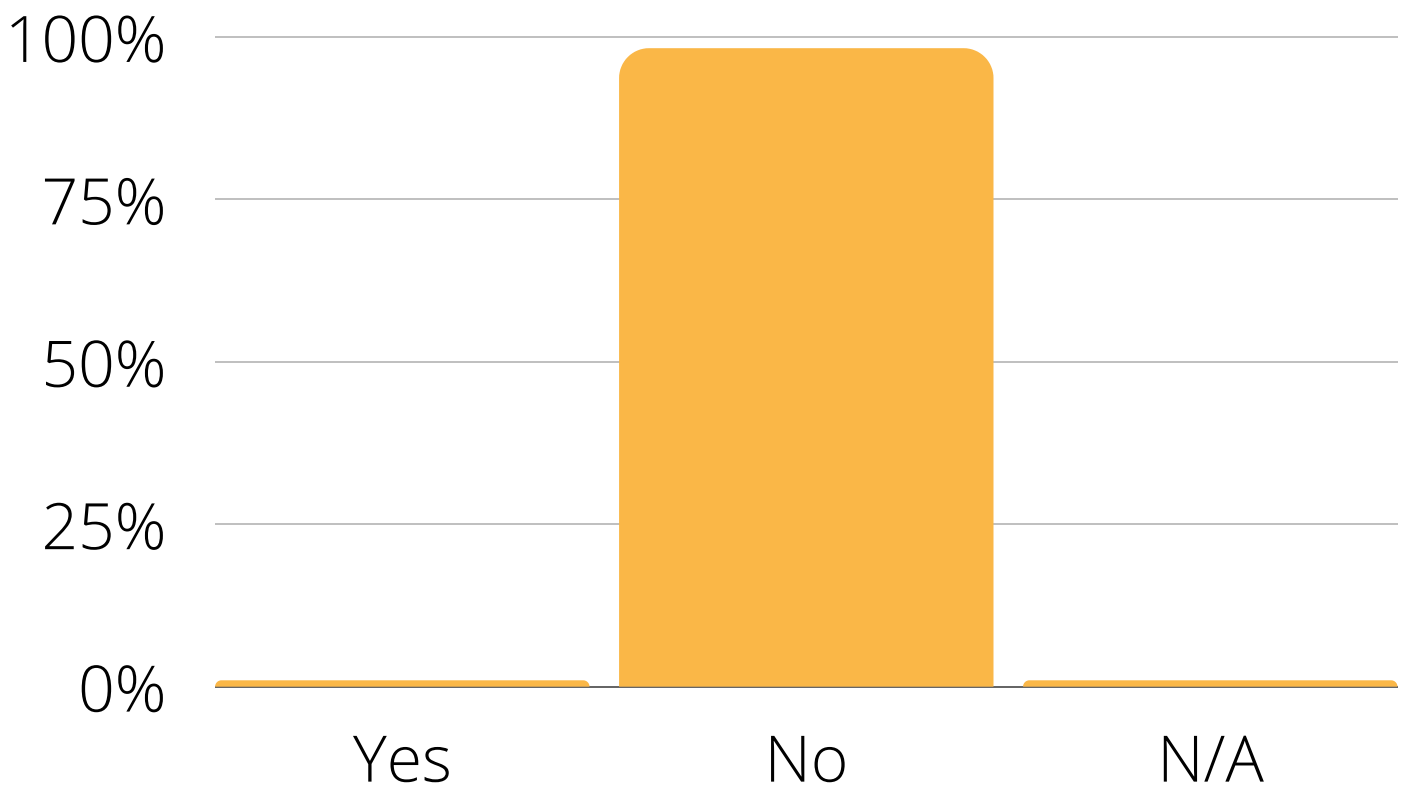
Yes: 9.3%

No: 89.3%

N/A: 1.4%

QUESTION TWO:

Do you think the club communicates well with its supporters?



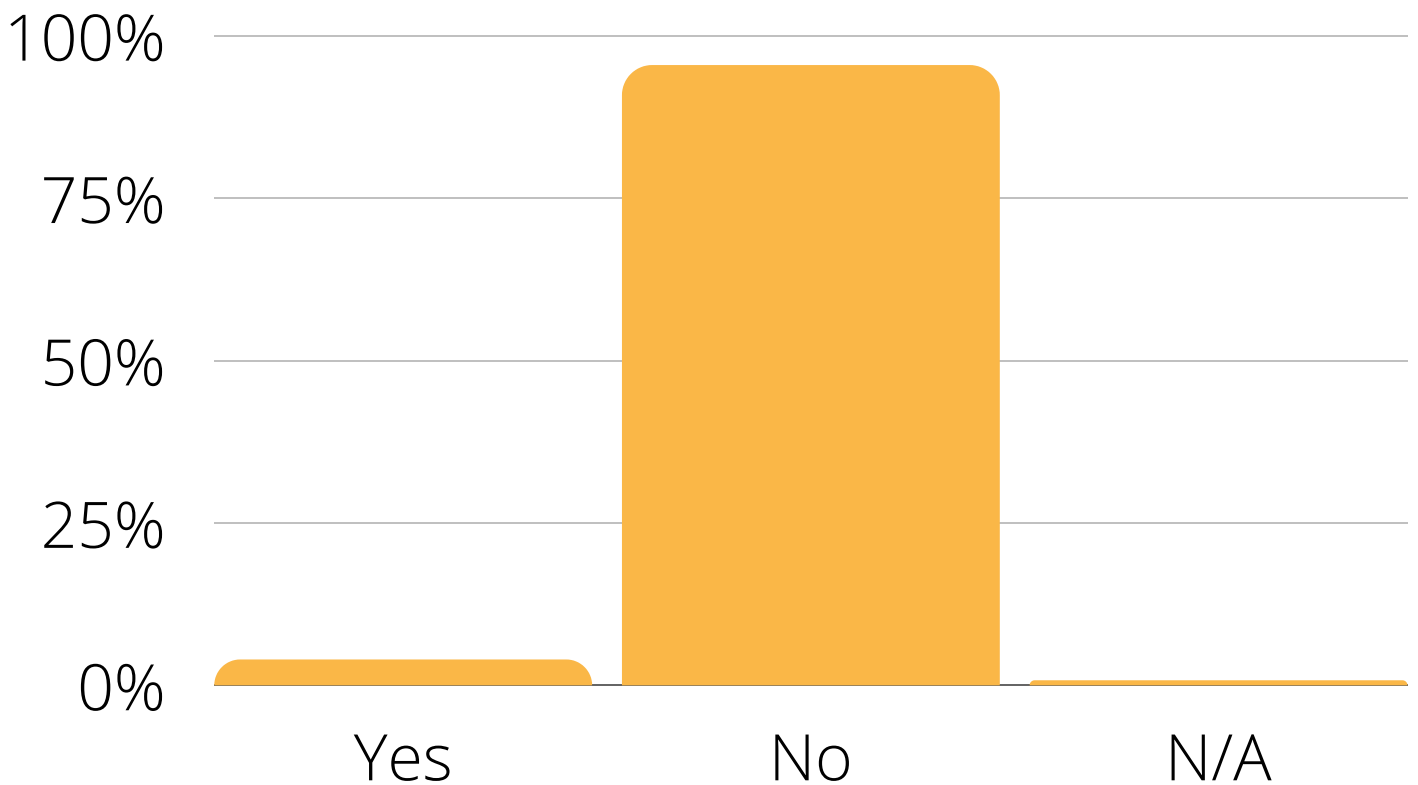
Yes: 0.9%

No: 98.2%

N/A: 1.4%

QUESTION THREE:

Are you satisfied that the current first team squad and management is making strides in taking Newcastle to the next level?



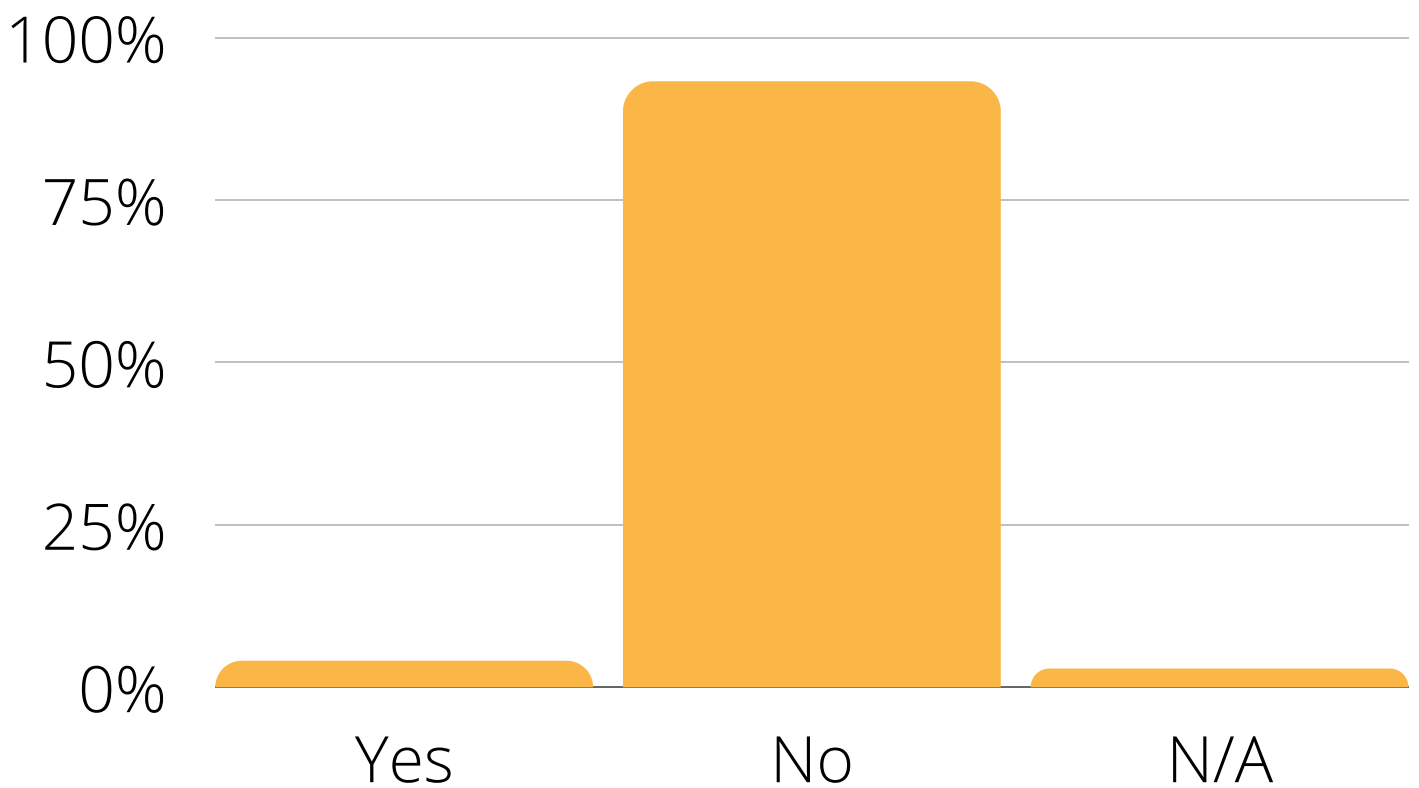
Yes: 3.9%

No: 95.4%

N/A: 0.7%

QUESTION FOUR:

Are you satisfied with the transparency about the future of our football club, following the latest possible takeover of NUFC?



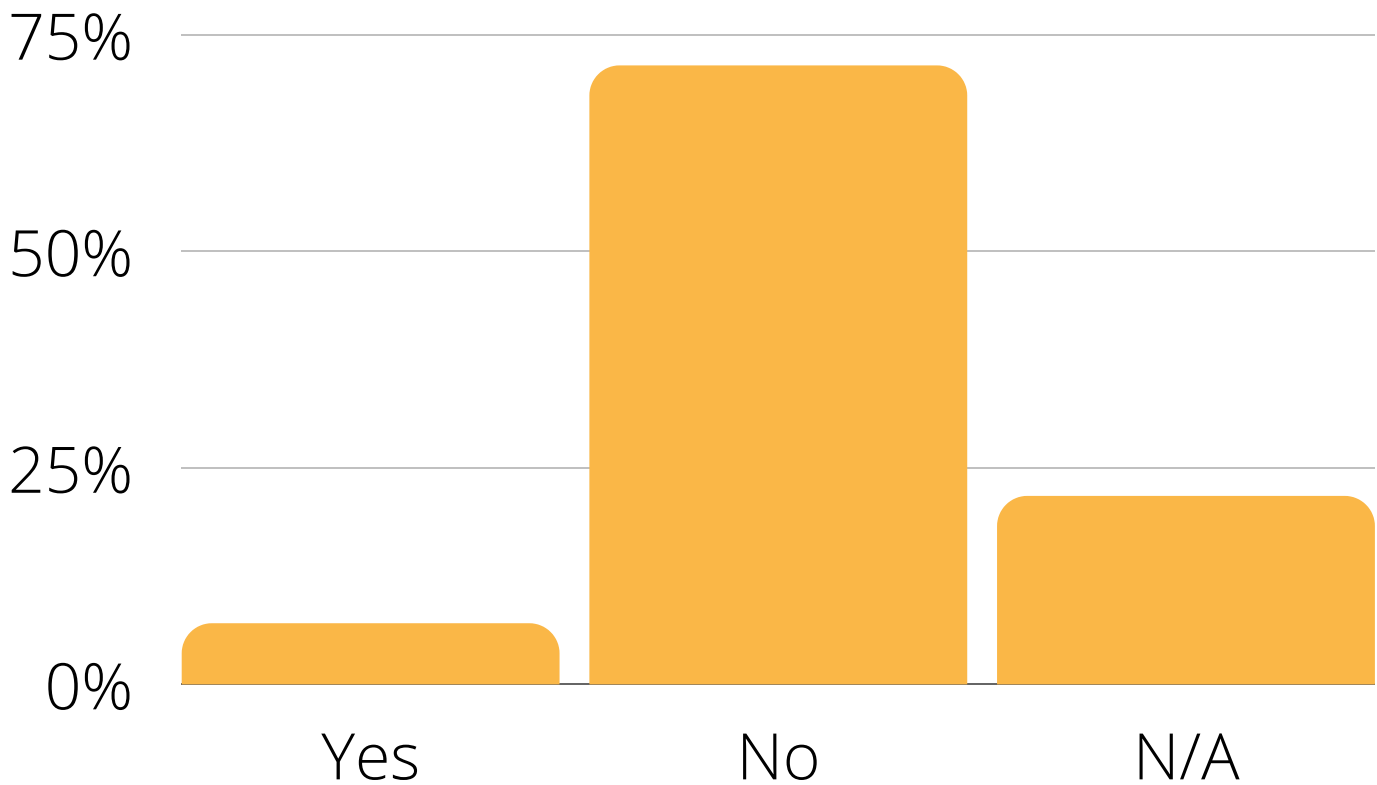
Yes: 4%

No: 93.2%

N/A: 2.8%

QUESTION FIVE:

Are you satisfied with the information that has been made available from Newcastle United about how returning to stadiums will look for supporters, when the time comes?



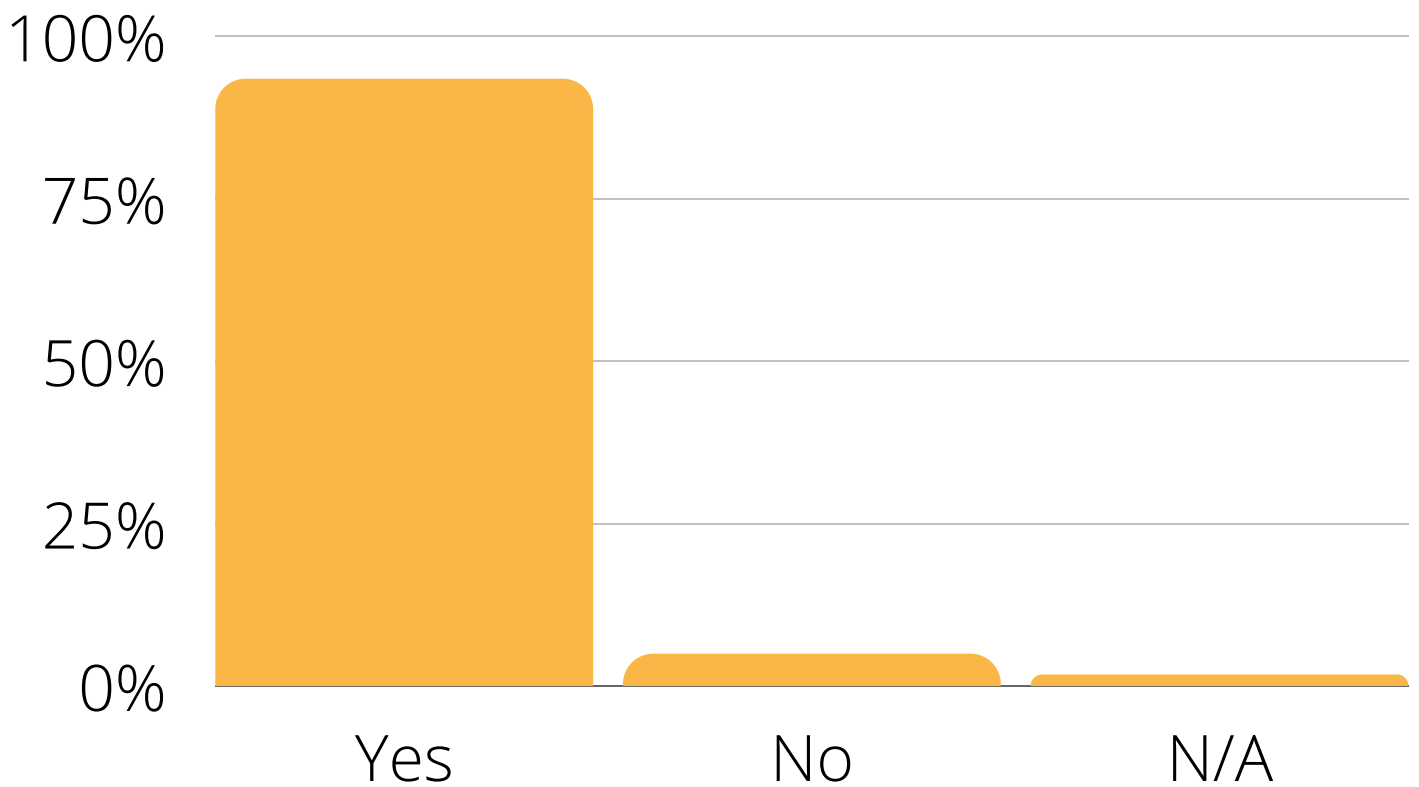
Yes: 7%

No: 71.4%

N/A: 21.7%

QUESTION SIX:

Are you concerned about the recent news of 'Project Big Picture' and the potential impact on Newcastle United and English Football?



Yes: 93.4%

No: 4.9%

N/A: 1.7%

SUMMARY

Thank you to the members who took the time to fill in this survey, the first using our new member portal survey function. It's full contents have been passed to Newcastle United. The Trust understands that Newcastle United is currently at a cross roads, and is in danger of damaging itself through self neglect. There is currently limited to no progress, and no clear pathway for the prospective takeover to be given the go ahead. We will continue to campaign for transparency from the Premier League and encourage all members and other groups to do the same. Newcastle United needs change.

Stand out feedback from members shows us:

- Nearly 90% think Newcastle United is not a well run football club
- Fewer than 1% think Newcastle United communicates well with supporters
- Over 90% are unhappy with the lack of transparency around the prospective takeover.

