

NUST SUPPORTERS SURVEY 'THE RETURN TO FOOTBALL'

SEPTEMBER 2020





GIVING FANS A VOICE

At the end of August the Newcastle United Supporters Trust looked to its members to provide opinion on the proposed 'return to football'.

PROVIDING FEEDBACK WHERE IT MATTERS MOST

The Trust had been keen to provide Newcastle United with feedback from members as the club put together its plans for allowing fans back into St James' Park.

The Trust was keen to provide meaningful member feedback to NUFC on this important matter and in advance of this - prepared a survey to canvas member opinion to enable constructive feedback to the football club.

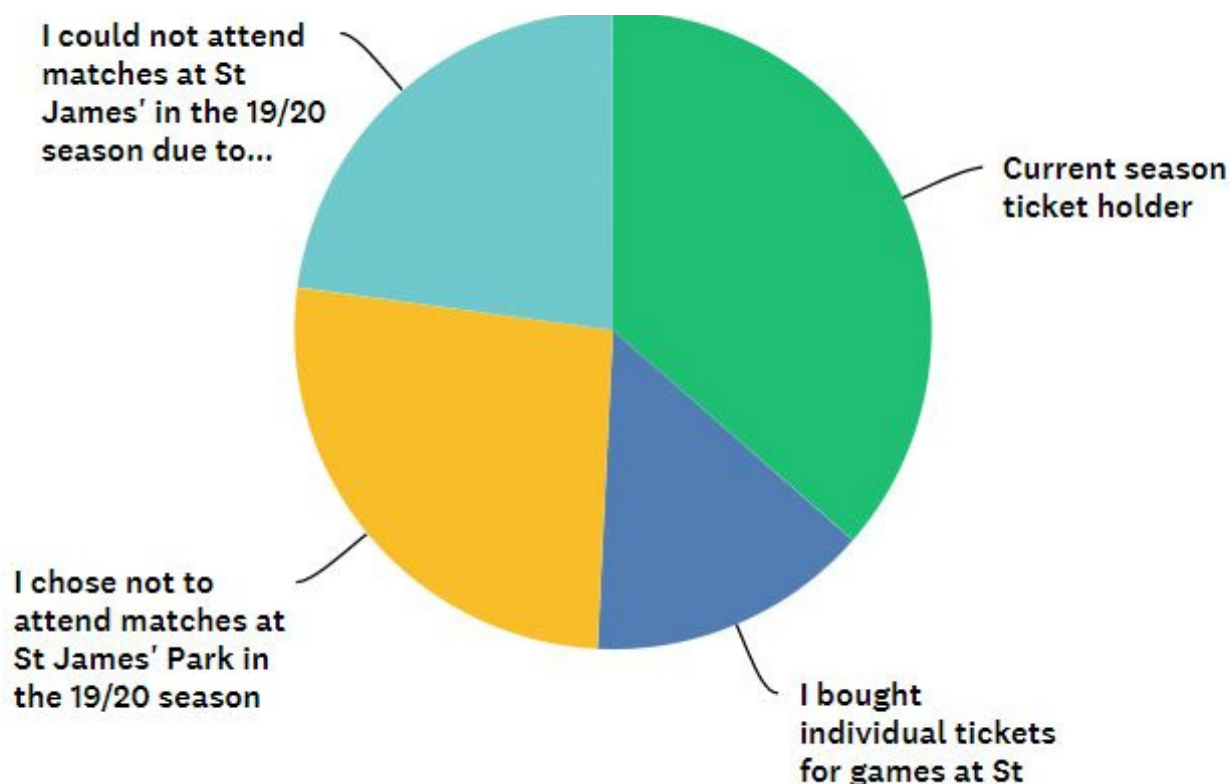
The Trust attended a virtual meeting with Newcastle United at the beginning of September and delivered these results to our football club.

THE FINDINGS



QUESTION ONE:

What is your current ticket holder/match attendance status?

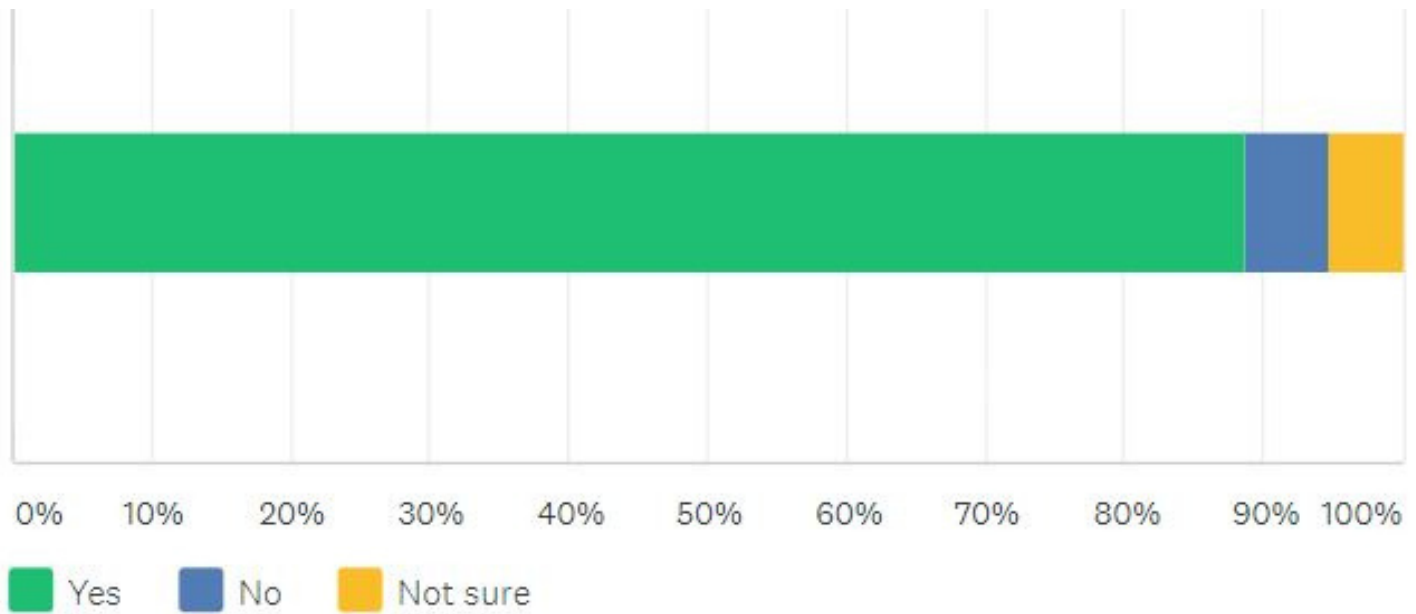


- Current season ticket holder **36.45%**
- I bought individual tickets for games at St James' Park in the 19/20 season or had a season ticket in 19/20 that I have not renewed **14.34%**
- I chose not to attend matches at St James' Park in the 19/20 season **26.36%**
- I could not attend matches at St James' in the 19/20 season due to geography, finances or other factors. but would have liked to **22.85%**

TOTAL Responses **3,243**

QUESTION TWO:

Clubs will only be allowed to admit a reduced number of supporters from the planned 'return for to football' in October. If NUFC follow the lead of other PL clubs, and existing season ticket holders will be given priority on attendance over fans without season tickets, do you agree this the right approach?

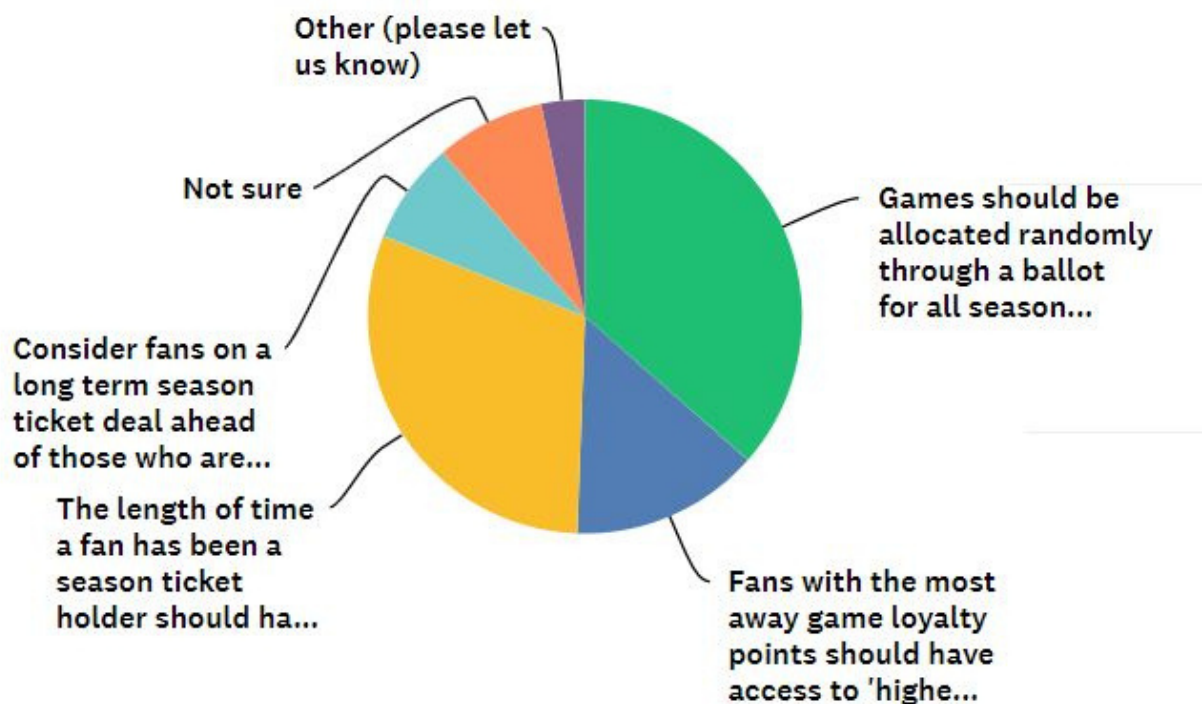


- Yes 88.84%
- No 5.91%
- Not sure 5.25%

TOTAL Responses **3,217**

QUESTION Three:

Some Premier League clubs are considering a 'loyalty' process so season ticket holders who meet a specific criteria will gain access to 'preferred' fixtures. Do you think:



Games should be allocated randomly through a ballot for all season ticket holders **36.51%**

Fans with the most away game loyalty points should have access to 'higher category' fixtures **14.06%**

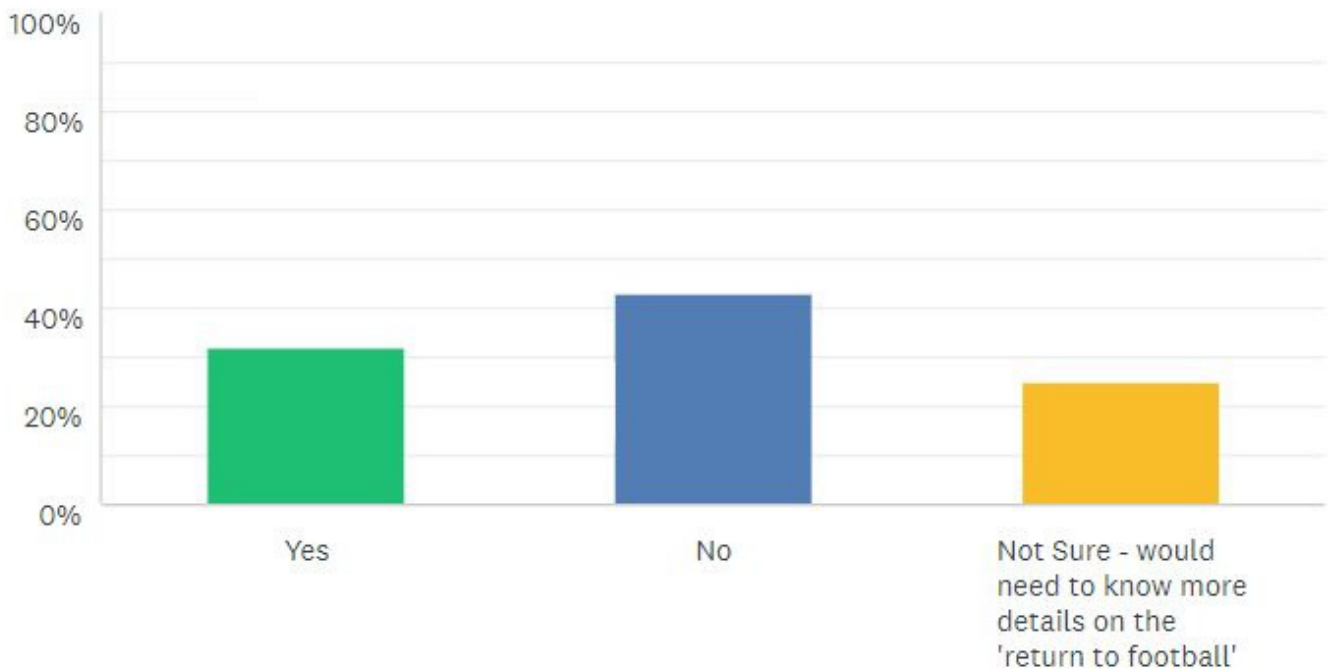
The length of time a fan has been a season ticket holder should have access to 'higher category' fixtures **30.48%**

Consider fans on a long term season ticket deal ahead of those who are not, for 'higher category' fixtures **7.59%**

TOTAL Responses **3,150**

QUESTION Four:

It has been reported that away fans will not be permitted entry into games this season while current social distance measures are in place. Do you think away fans should still be admitted into games at St James' Park?



Yes **31.93%**

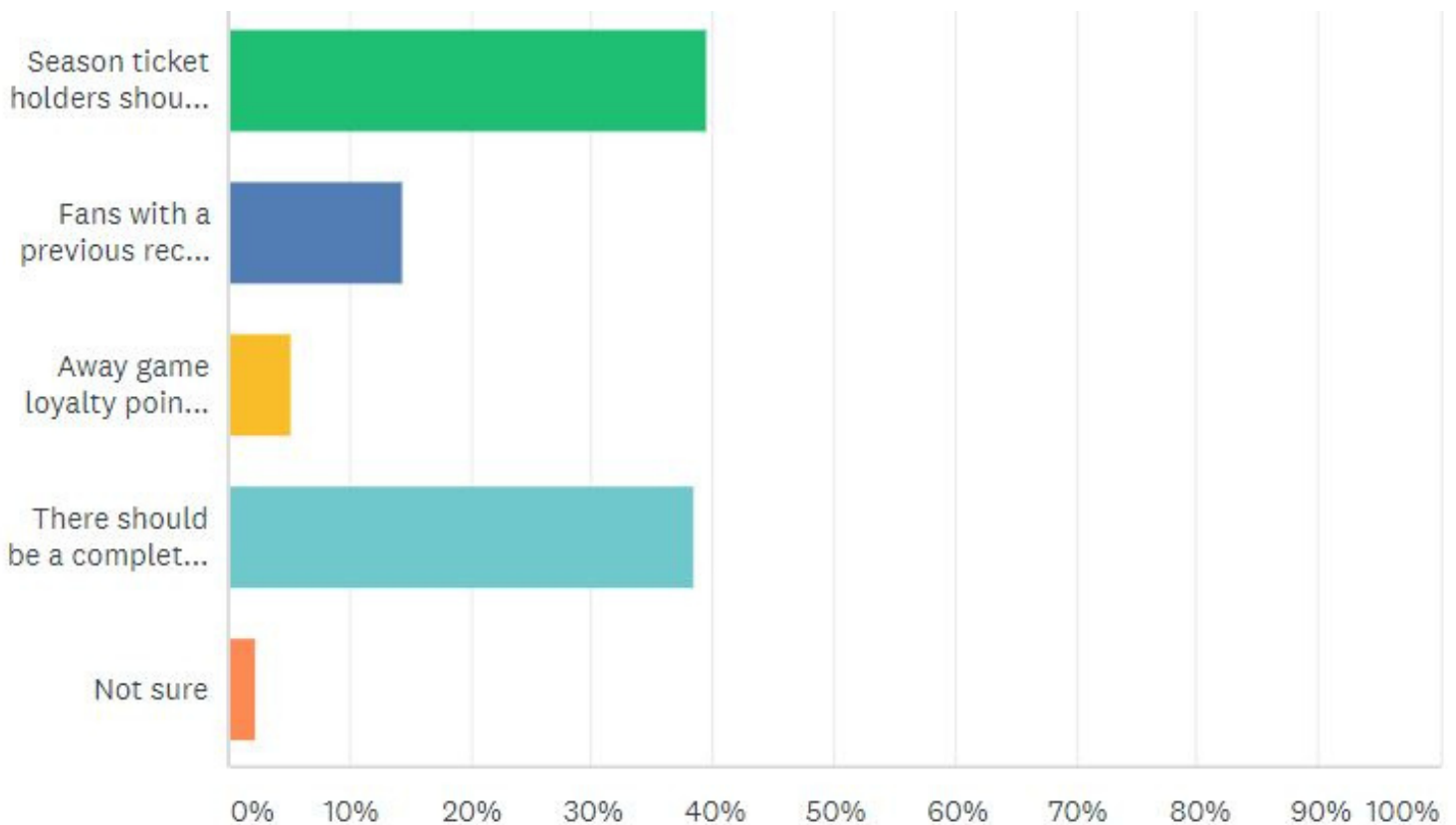
No **43.12%**

Not Sure - would need to know more details on the 'return to football' **24.95%**

TOTAL Responses **3,138**

QUESTION Five:

How do you think attendance for any home cup games should be allocated to supporters?



Season ticket holders should be given priority for cup games **39.58%**

Fans with a previous recent 'cup game' purchase history for these games should be given priority for cup games **14.50%**

Away game loyalty points should determine entry to home cup games **5.18%**

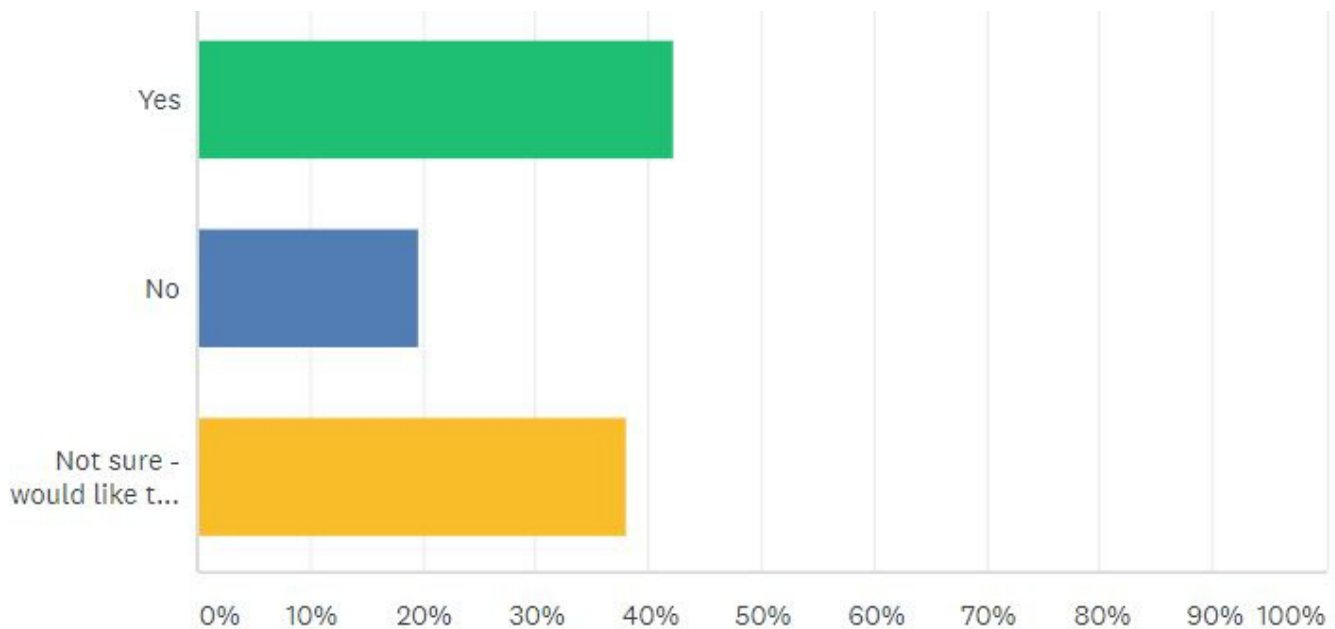
There should be a completely open public ballot for cup games **38.47%**

Not sure **2.27%**

QUESTION Six:

Do you feel currently confident as a supporter that it is safe to return to football from the provisional date set by authorities of October this year?

*Only supporters who planned to attend or wanted to attend football at St James' Park this season were asked this question**



Yes **42.36%**

No **19.66%**

Not sure - would like to hear more about 'the return to football' **37.97%**

TOTAL Responses **1,185**

SUMMARY

Thank you to the 3,000 + members who took the time to fill in this survey. It's full contents have been passed to Newcastle United.

The Trust understands this is a mammoth task for NUFC and all football clubs trying to facilitate a safe return for fans in line with government and local authority safety regulation.

Stand out feedback from members shows us:

- There is a clear consensus that season ticket holders be given priority for tickets for the new season
 - There is no clear majority on how to allocate those games amongst season ticket holders
- Only a slight minority of members would like to see away fans removed from football this season
- Less than 20% of match-going members feel definitively 'unsafe' regarding the return to football. The majority feel the time is right or would like to hear more on what safety protocols will be in place
- Members are split about the fairest way to allocate tickets for home cup ties

