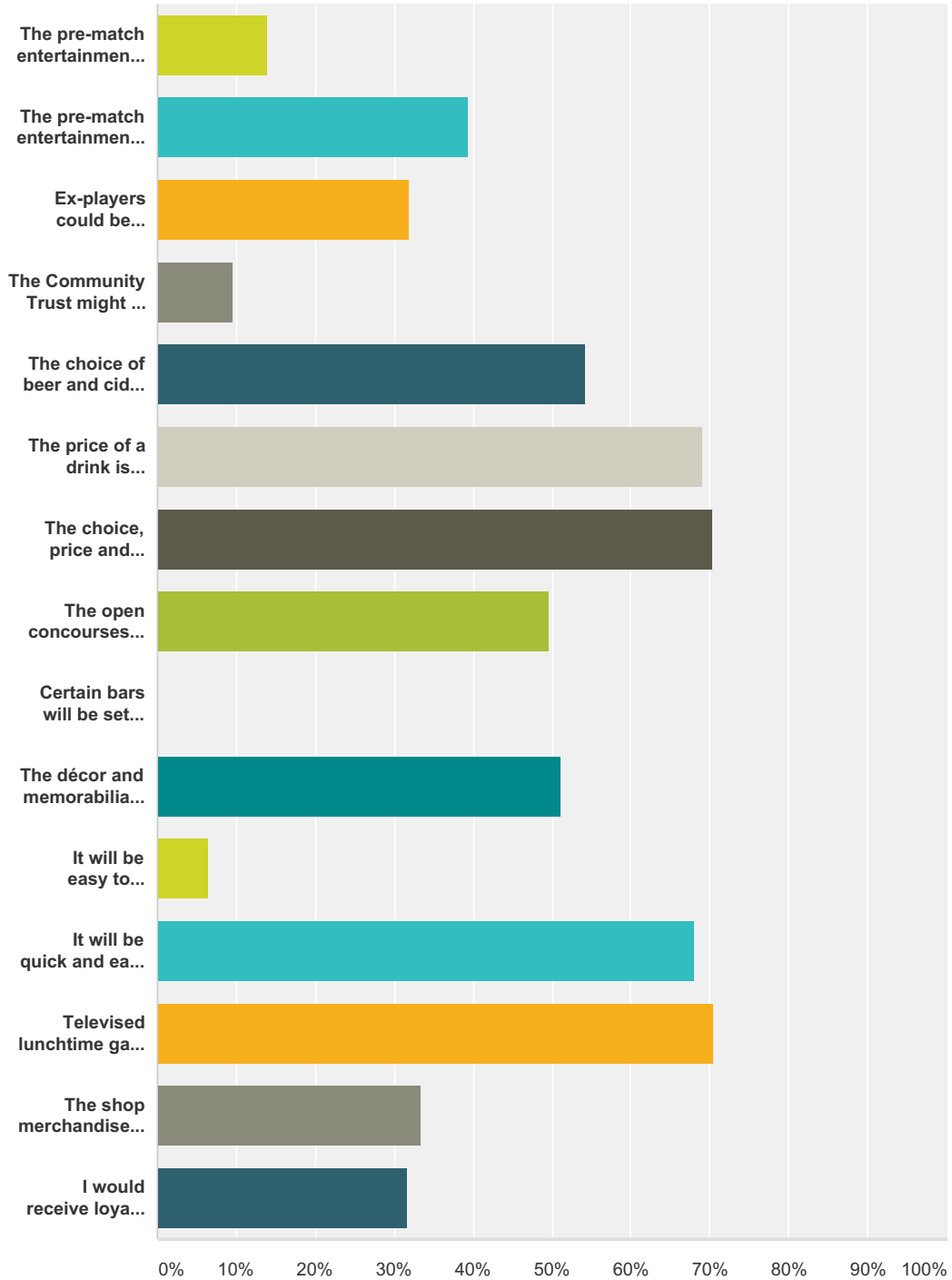


Stadium Engagement

Q1 When the stadium redevelopment is complete, I would be inclined to spend more time at the ground before the match if: (tick all that apply)

Answered: 2,102 Skipped: 54



Answer Choices	Responses
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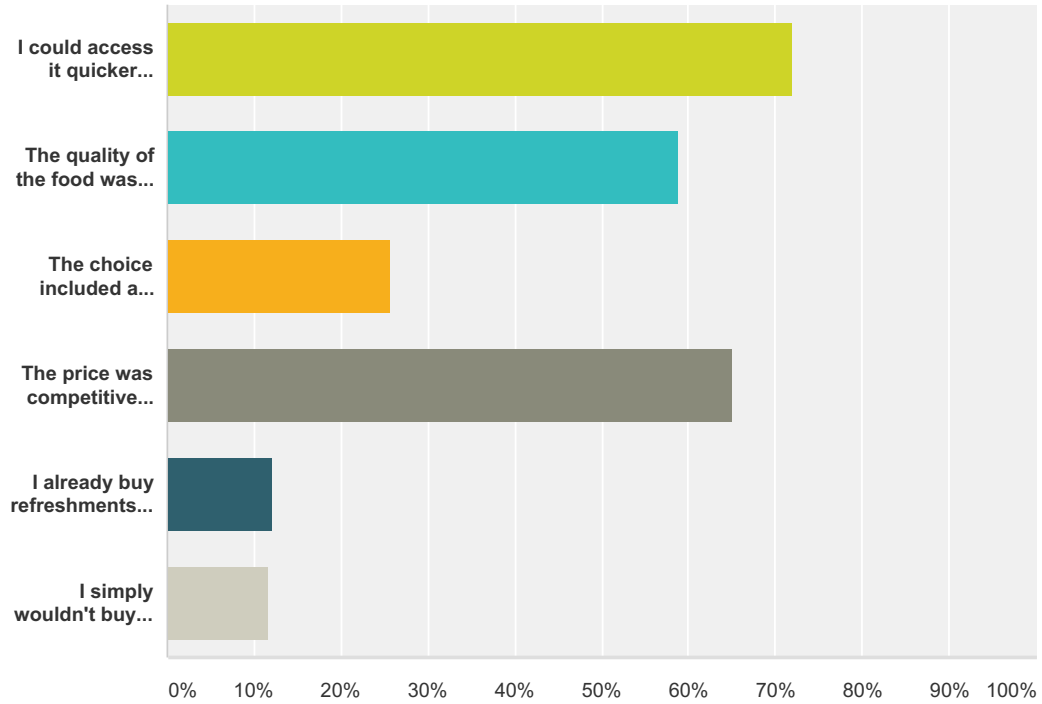
Stadium Engagement

The pre-match entertainment was really engaging for my kids	14.03%	295
The pre-match entertainment is really engaging for me	39.39%	828
Ex-players could be available on the concourses	31.97%	672
The Community Trust might be running initiatives that my family can get involved in	9.71%	204
The choice of beer and cider is as wide and varied as local pubs	54.19%	1,139
The price of a drink is comparable to other places I drink in Bristol	69.17%	1,454
The choice, price and quality of food would attract me in earlier	70.36%	1,479
The open concourses allows me to mix and chat with mates who sit in other stands	49.71%	1,045
Certain bars will be set aside for supporter groups	0.00%	0
The décor and memorabilia makes me feel like I am at a football stadium	51.24%	1,077
It will be easy to retrieve flags and pre-prepared fan displays and start them off well before kick off	6.47%	136
It will be quick and easy to gain access to the stadium, especially when wet	68.03%	1,430
Televised lunchtime games will be shown on the concourses	70.65%	1,485
The shop merchandise will be regularly updated and accessible	33.49%	704
I would receive loyalty points if I turn up at least 45 minutes before kick off	31.83%	669
Total Respondents: 2,102		

Stadium Engagement

Q2 I would be more likely to purchase refreshments at half-time if: (tick all that apply)

Answered: 2,110 Skipped: 46

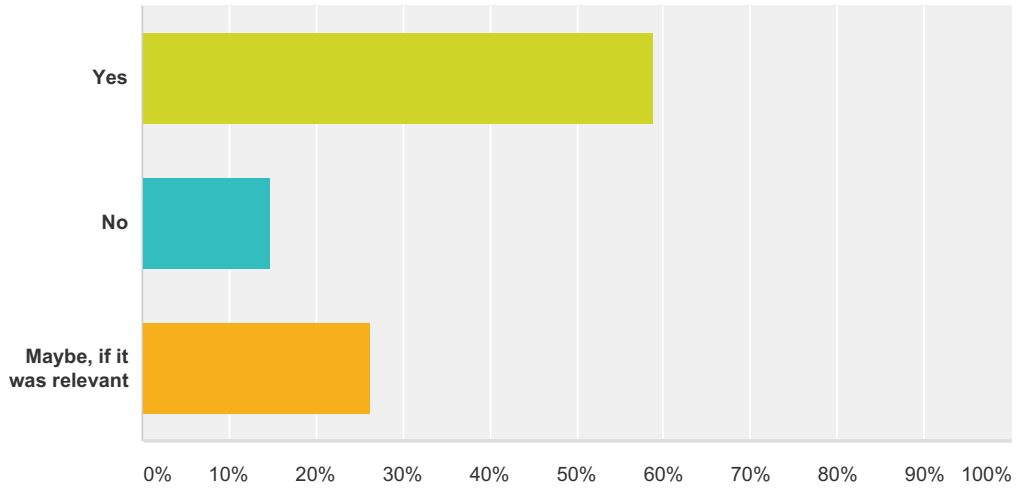


Answer Choices	Responses
I could access it quicker through shorter queues or pre-ordering	72.04% 1,520
The quality of the food was good	58.96% 1,244
The choice included a healthier option than traditional football fayre	25.64% 541
The price was competitive with outlets outside the ground, including meal deals	65.21% 1,376
I already buy refreshments at half-time	12.13% 256
I simply wouldn't buy refreshments regardless	11.75% 248
Total Respondents: 2,110	

Stadium Engagement

Q3 If an interactive mobile app were to be developed specifically for use in and around the stadium and the wifi/phone network access was robust, would you use it?

Answered: 2,099 Skipped: 57



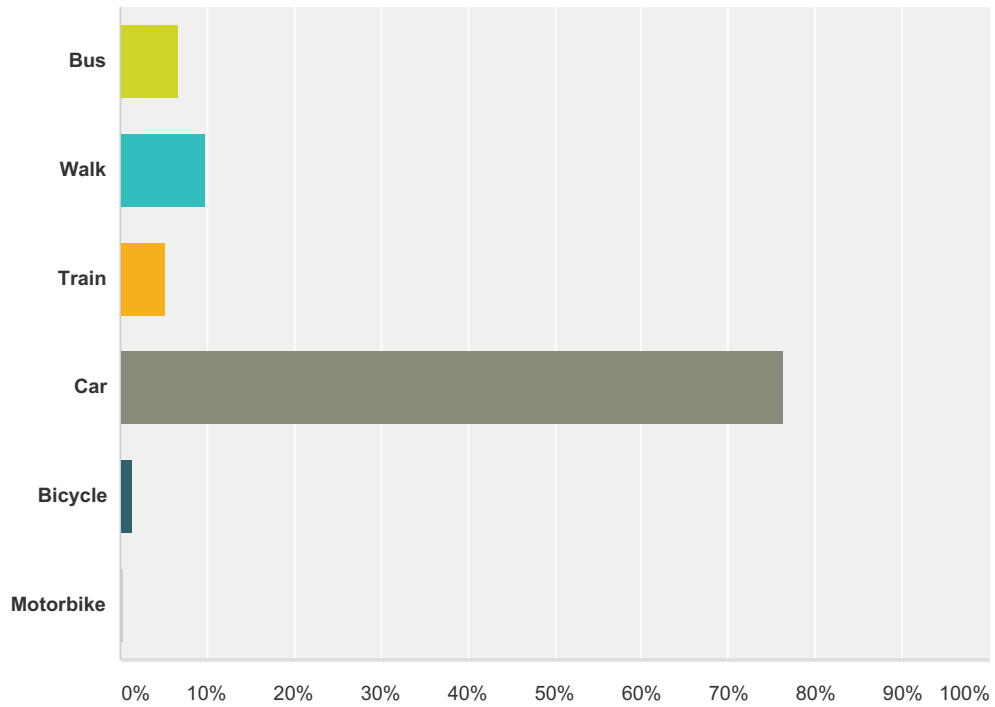
Answer Choices	Responses
Yes	58.93% 1,237
No	14.82% 311
Maybe, if it was relevant	26.25% 551
Total	2,099

Q4 What would you like to see developed as part of that mobile app?

Answered: 832 Skipped: 1,324

Q5 What is your current match day journey? (primary method)

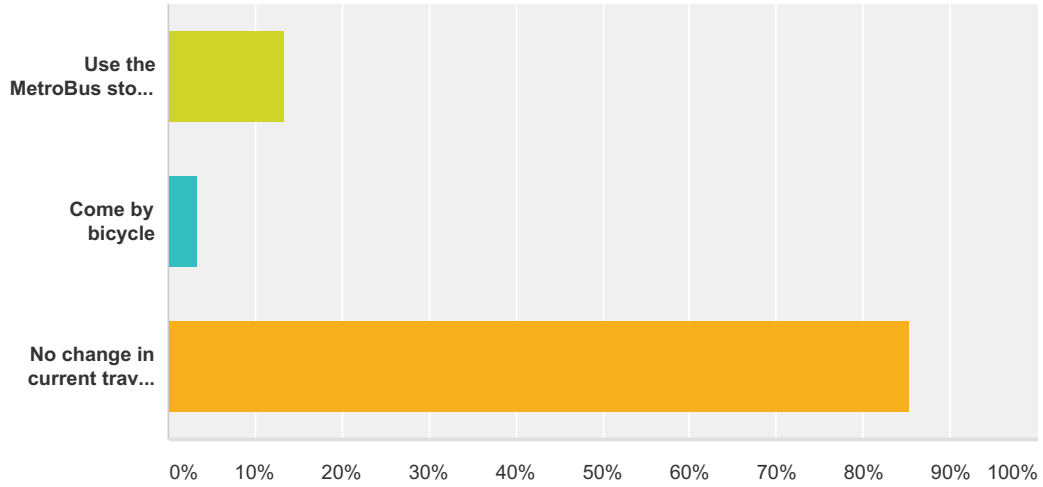
Answered: 2,105 Skipped: 51



Answer Choices	Responses
Bus	6.75% 142
Walk	9.88% 208
Train	5.18% 109
Car	76.34% 1,607
Bicycle	1.38% 29
Motorbike	0.48% 10
Total	2,105

Q6 The new MetroBus and cycle facilities will all become operational next to Ashton Gate in Autumn 2016. When that happens are you likely to

Answered: 2,088 Skipped: 68

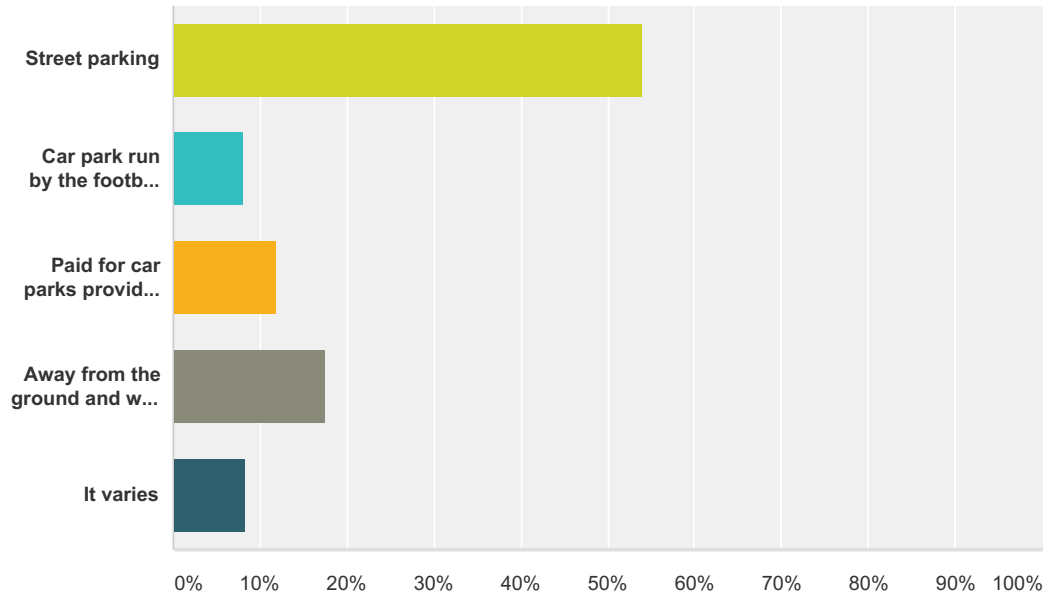


Answer Choices	Responses
Use the MetroBus stop planned for Ashton Vale Road	13.31% 278
Come by bicycle	3.30% 69
No change in current travel plans	85.44% 1,784
Total Respondents: 2,088	

Stadium Engagement

Q7 If I drive, I park.....

Answered: 1,917 Skipped: 239

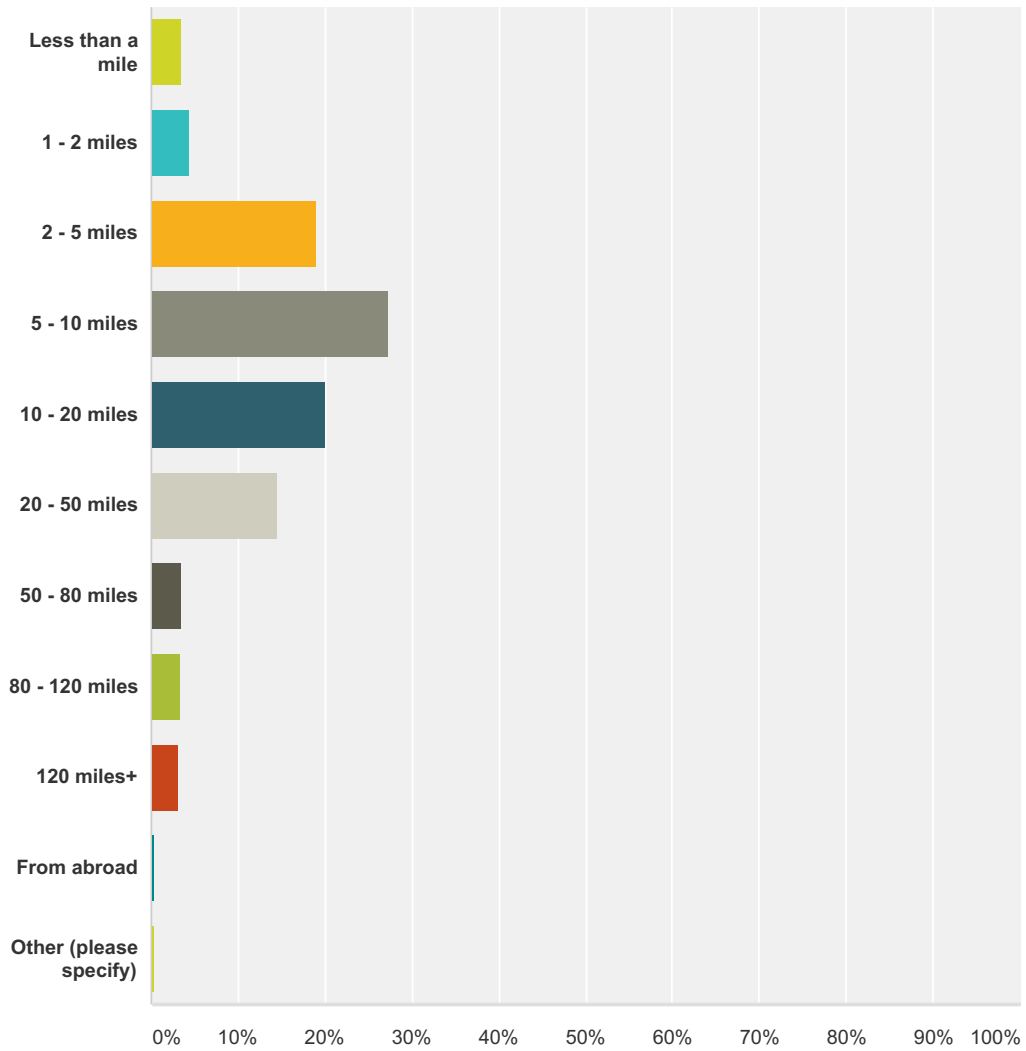


Answer Choices	Responses
Street parking	53.99% 1,035
Car park run by the football club	8.24% 158
Paid for car parks provided by third parties	11.89% 228
Away from the ground and walk or bus it in	17.58% 337
It varies	8.29% 159
Total	1,917

Stadium Engagement

Q8 The distance I travel to the stadium from my home is:

Answered: 2,099 Skipped: 57



Answer Choices	Responses	Count
Less than a mile	3.57%	75
1 - 2 miles	4.48%	94
2 - 5 miles	19.01%	399
5 - 10 miles	27.39%	575
10 - 20 miles	20.06%	421
20 - 50 miles	14.67%	308
50 - 80 miles	3.48%	73
80 - 120 miles	3.38%	71

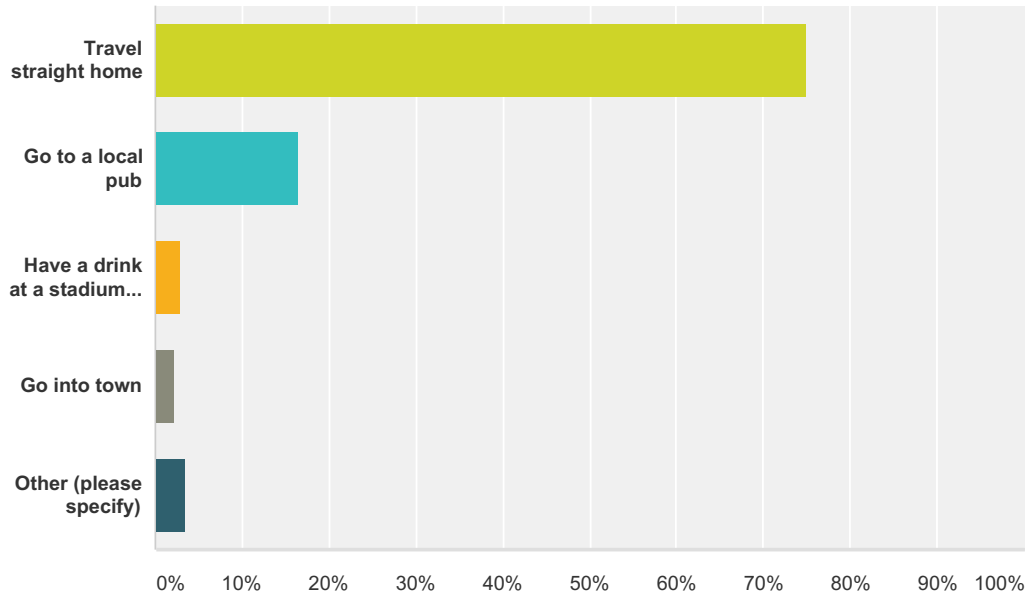
Stadium Engagement

120 miles+	3.14%	66
From abroad	0.43%	9
Other (please specify)	0.38%	8
Total		2,099

Stadium Engagement

Q9 What do you do straight after the game?

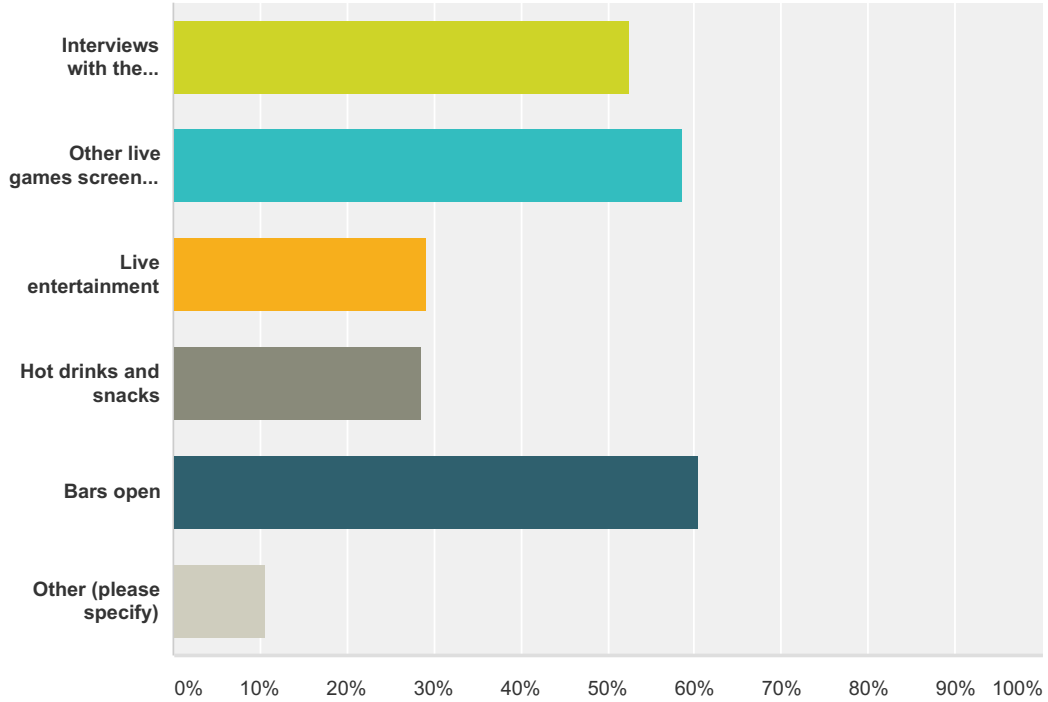
Answered: 2,102 Skipped: 54



Answer Choices	Responses
Travel straight home	74.88% 1,574
Go to a local pub	16.41% 345
Have a drink at a stadium bar	2.95% 62
Go into town	2.28% 48
Other (please specify)	3.47% 73
Total	2,102

Q10 What would encourage you to remain after the game in the redeveloped stadium? (tick all that apply)

Answered: 1,670 Skipped: 486

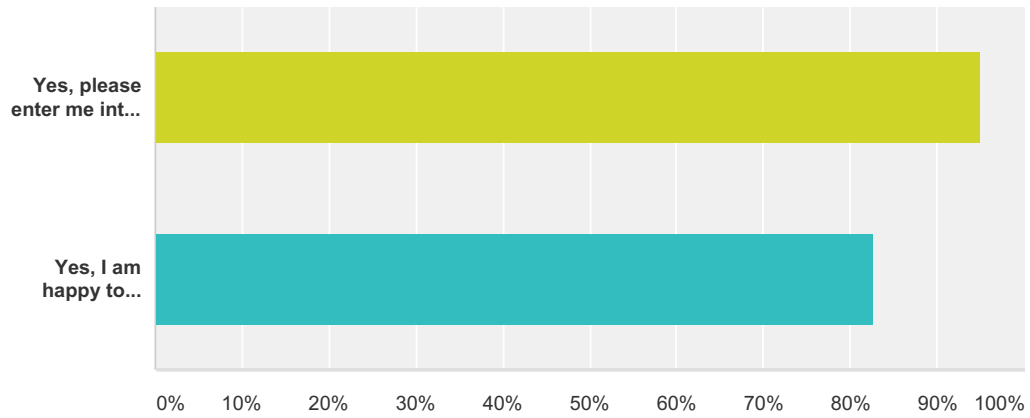


Answer Choices	Responses
Interviews with the players and manager	52.63% 879
Other live games screened in stadium bars	58.68% 980
Live entertainment	29.22% 488
Hot drinks and snacks	28.56% 477
Bars open	60.48% 1,010
Other (please specify)	10.72% 179
Total Respondents: 1,670	

Stadium Engagement

Q11 Please add your email address and tick the relevant box(es) below

Answered: 1,825 Skipped: 331



Answer Choices	Responses	
Yes, please enter me into a prize draw for a City shirt signed by the current squad	95.01%	1,734
Yes, I am happy to receive occasional newsletters and polls like this from the Supporters Club & Trust in the future	82.74%	1,510
Total Respondents: 1,825		