

Survey Results

Jan 2015

Friday, January 30, 2015



3081

Total Responses

Date Opened: Tuesday, January 20, 2015

Date Closed: Thursday, January 29, 2015





SECTION ONE

HEADLINE RESULTS

Headline results

- 82% hope that “the East End’s informal atmosphere can be recreated”
- 79% want a singing section
- 84% want at least one area of unreserved seating
- 84% want a pragmatic approach taken to standing in a singing section



Singing section

- 79% of respondents want one
- 91% agree that a singing section will be key to generating a good overall atmosphere
- For next season, 53% want it in the South Stand, preferably at the back (40%)
- For 2016 onwards, those figures rise to 61% and 45% respectively
- 51% would definitely or probably get a ticket for a singing section offering a pragmatic approach to standing
- 96% of those who want to go in a singing section would expect tickets there to be the cheapest in the ground or to cost no more than others in the same stand
- 89% of those who want to go in a singing section would like the option to pay on the day



Unreserved seating

- 84% of respondents think there should be at least one area of unreserved seating
- 44% would prefer their own ticket to be for such an area
- Favoured locations for unreserved seating next season are Back of the South Stand (44%), Front of the South Stand (29%) and Block A of the Dolman (19%)
- Favoured locations for unreserved seating from 2016 onwards are Back of the South Stand (47%), Front of the South Stand (31%) and Block A of the Dolman (22%)



Industrial language

- 83% of respondents enjoy or are unbothered by songs containing industrial language
- Songs containing industrial language were rated the least likely to get all fans joining in

Flags, street art etc.

- 77% would like a designated area in a singing section where flags can be hung up or laid out
- 75% would like a big flag surfed across a singing section
- 60% would like a designated area in a singing section for street art created by fans
- 58% would like to see lots of big flags on long poles
- Only 26% would like the club to provide fans in a singing section with small flags to wave



Approach to standing

- 84% want a pragmatic approach taken to standing
- Of the 51% who would definitely or probably get a ticket for a singing section offering a pragmatic approach to standing, nearly half would not do so if zero tolerance was announced
- 69% of respondents think zero tolerance elsewhere is fair as long a pragmatic approach to standing is taken in one area
- 50% want to stand in any future area fitted with rail seats; a further 22% are undecided

Impact of no singing section / unreserved seating / pragmatic approach to standing

- 60% of respondents would come to fewer games / find their visits less enjoyable if there was no singing section, no unreserved seating and no tolerance of standing





SECTION TWO

QUESTION BY QUESTION RESULTS

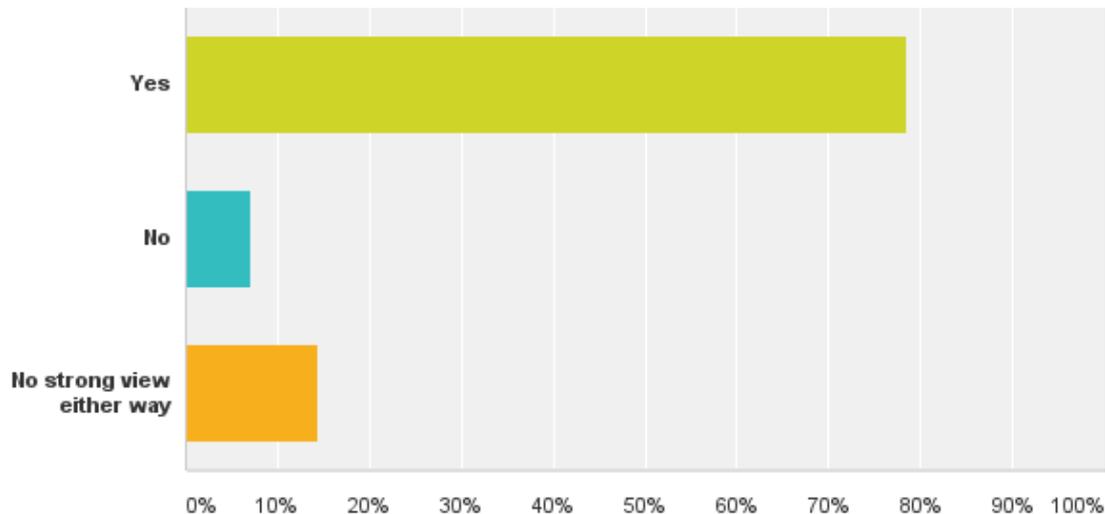
Q1: Some would maintain that In the era before all-seater stadia, going to football was more sociable than it is today. All members of quite loosely composed groups of friends were able to gather together in the same spot on the terrace regardless of whether they personally attended every game, missed a few here and there or only went now and then. Every member would know where ‘their group’ gathered and would meet up there at every match they personally attended. The composition of the group would be in a state of constant flux. Members would bring along visiting relatives and new friends. Some would become new regulars in the group. Others might find themselves working away for several months, but would be able on their return to slip straight back into the old routine and meet up with their group in ‘their’ spot. Some City fans would maintain that in recent years the East End, with unreserved seating and a pragmatic approach taken to standing, provided a similar sense of community and an informal feel that they now fear losing in what they worry will be a more regimented environment in the redeveloped stadium. **In this context, which of the following statements comes closest to your own view:**

Answered: 3,061 Skipped: 20

Answer Choices	Responses
I hope the East End's informal atmosphere can be recreated in at least part of the ground	82.16% 2,515
It's naïve to hanker after the past. I look forward to a modern, comfortable stadium	17.84% 546
Total	3,061

Q2: Looking ahead to next season 2015/16 and beyond, do you think one specific area in the ground should be identified as an area for more vocal fans to gather (i.e. should there be what is sometimes called a 'singing section')?

Answered: 2,881 Skipped: 200



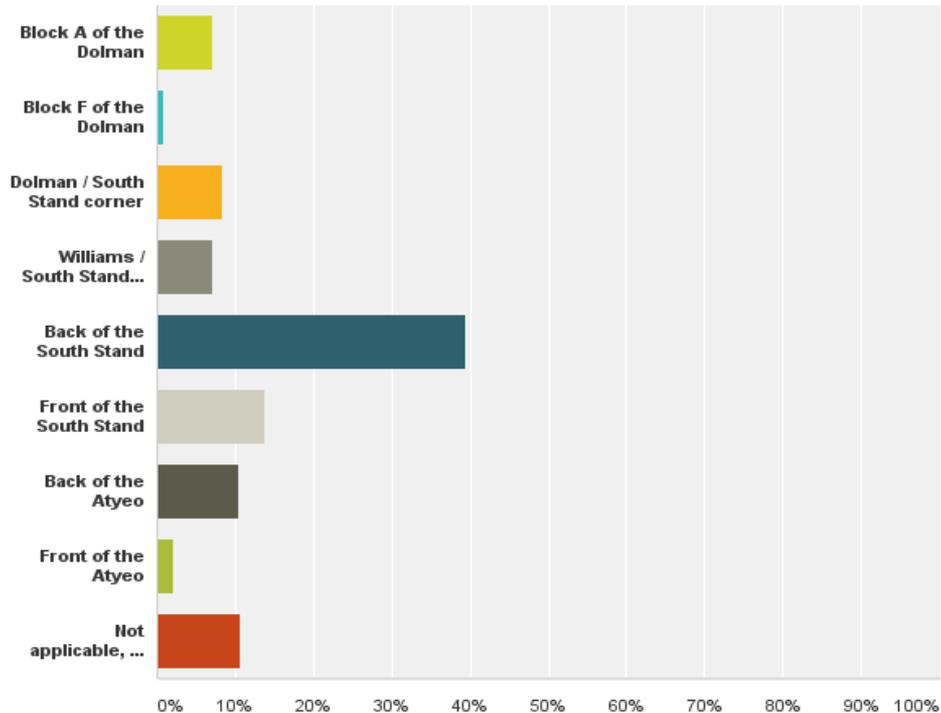
Q2: Looking ahead to next season 2015/16 and beyond, do you think one specific area in the ground should be identified as an area for more vocal fans to gather (i.e. should there be what is sometimes called a 'singing section')?

Answered: 2,881 Skipped: 200

Answer Choices	Responses
Yes	78.51% 2,262
No	7.12% 205
No strong view either way	14.37% 414
Total	2,881

Q3: If you would like an area designated as a singing section, where do you think this should be next season 2015/16? (Note: 'South Stand' is used here to denote the new stand currently being built)

Answered: 2,853 Skipped: 228



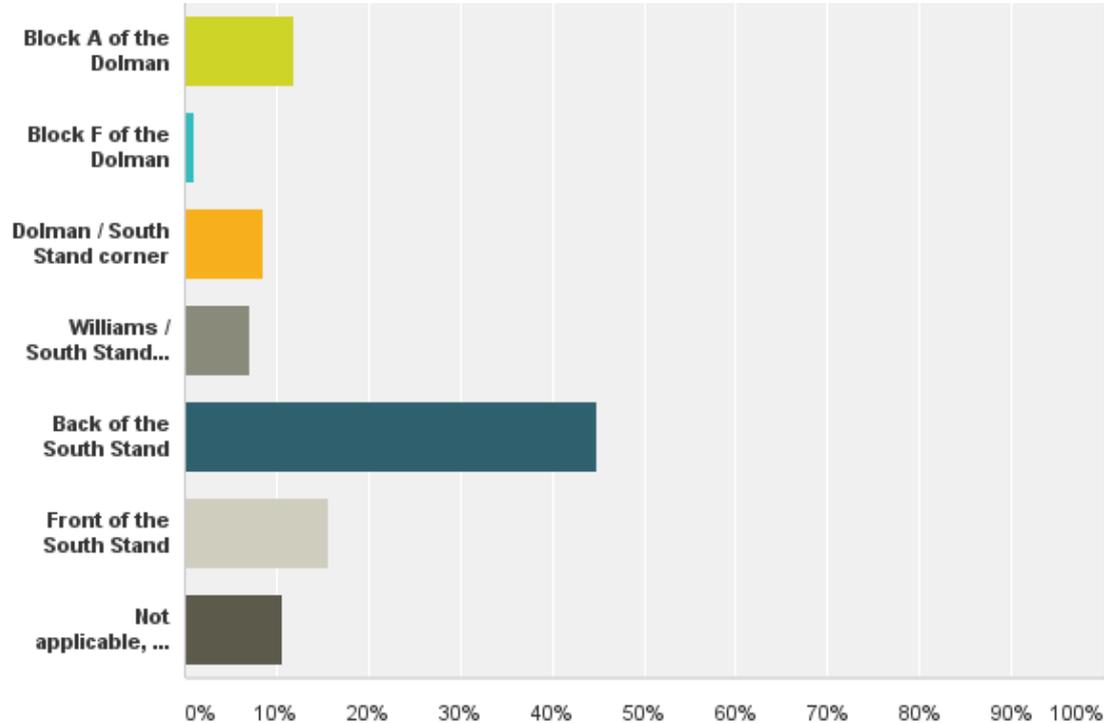
Q3: If you would like an area designated as a singing section, where do you think this should be next season 2015/16? (Note: 'South Stand' is used here to denote the new stand currently being built)

Answered: 2,853 Skipped: 228

Answer Choices	Responses	
Block A of the Dolman	7.19%	205
Block F of the Dolman	0.91%	26
Dolman / South Stand corner	8.31%	237
Williams / South Stand corner	7.12%	203
Back of the South Stand	39.50%	1,127
Front of the South Stand	13.77%	393
Back of the Atyeo	10.52%	300
Front of the Atyeo	2.00%	57
Not applicable, I don't think there should be a singing section	10.69%	305
Total		2,853

Q4: If you would like an area designated as a singing section, where do you think this should be once the redevelopment is complete and the Atyeo becomes away fans only?

Answered: 2,848 Skipped: 233



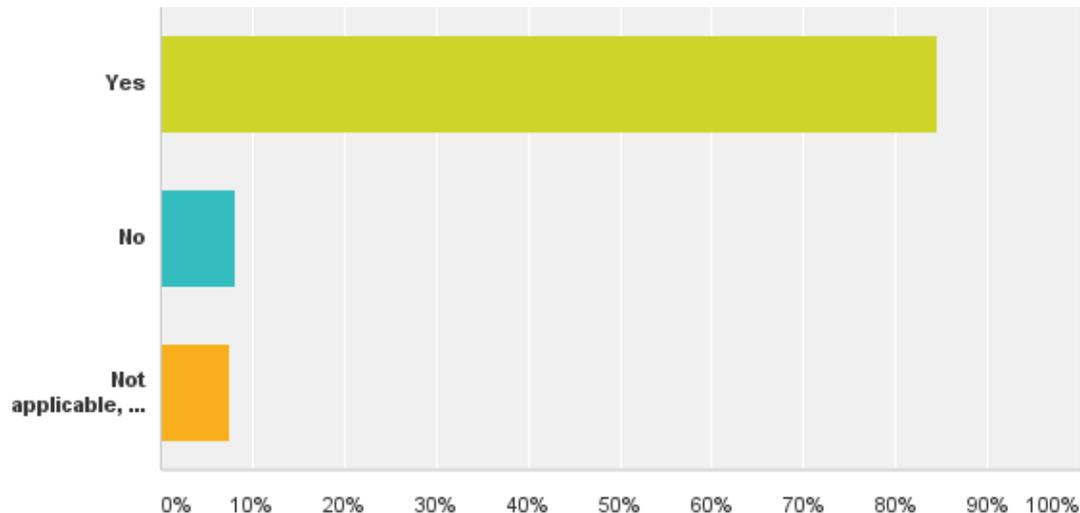
Q4: If you would like an area designated as a singing section, where do you think this should be once the redevelopment is complete and the Atyeo becomes away fans only?

Answered: 2,848 Skipped: 233

Answer Choices	Responses	
Block A of the Dolman	11.94%	340
Block F of the Dolman	1.05%	30
Dolman / South Stand corner	8.64%	246
Williams / South Stand corner	7.20%	205
Back of the South Stand	44.94%	1,280
Front of the South Stand	15.63%	445
Not applicable, I don't think there should be a singing section	10.60%	302
Total		2,848

Q5: Over the last few years, the club has taken a pragmatic approach to persistent standing in the East End and now in the 'singing section' in E block of the Williams. Would you like the club to continue to take such an approach in a designated 'singing section' of the redeveloped ground?

Answered: 2,713 Skipped: 368



Q5: Over the last few years, the club has taken a pragmatic approach to persistent standing in the East End and now in the 'singing section' in E block of the Williams. Would you like the club to continue to take such an approach in a designated 'singing section' of the redeveloped ground?

Answered: 2,713 Skipped: 368

Answer Choices	Responses	
Yes	84.48%	2,292
No	8.07%	219
Not applicable, I don't think there should be a singing section	7.45%	202
Total		2,713

Q6: If the club provided a designated 'singing section' in the redeveloped stadium and indicated that a pragmatic approach to persistent standing would be taken there, which of the following statements would best reflect your view?

Answered: 2,714 Skipped: 367

Answer Choices	Responses	
I'd definitely want to get a ticket in that area	28.19%	765
I'd probably get a ticket in that area	22.62%	614
I'd probably get a ticket somewhere else	23.99%	651
I'd definitely get a ticket somewhere else	24.54%	666
I'd probably stop coming	0.66%	18
Total		2,714

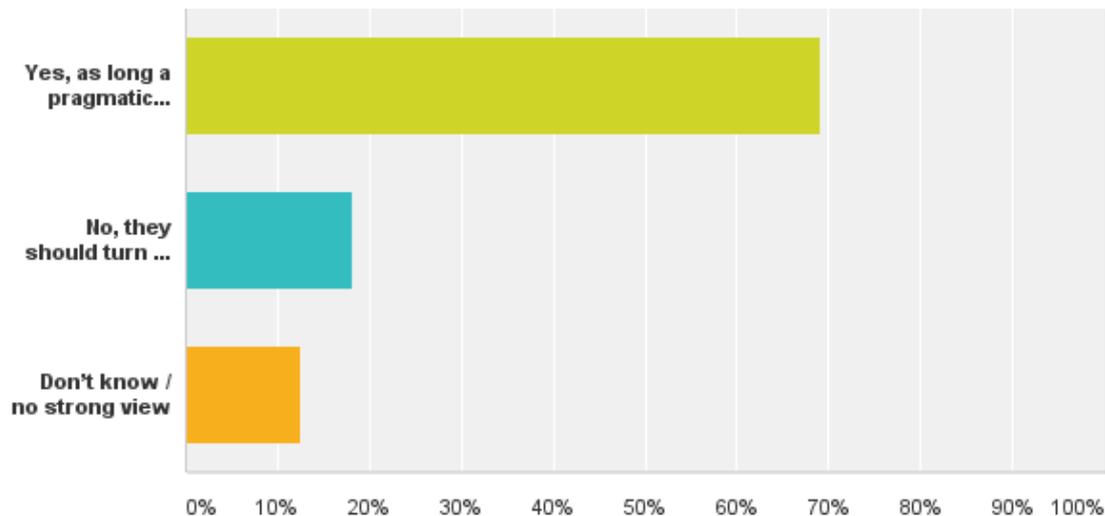
Q7: If the club provided a designated 'singing section' in the redeveloped stadium, but indicated that a zero tolerance approach to persistent standing would be taken in that and all other areas of the ground, which of the following statements would best reflect your view?

Answered: 2,709 Skipped: 372

Answer Choices	Responses	
I'd still definitely want to get a ticket in that area	7.49%	203
I'd still probably get a ticket in that area	19.90%	539
I'd still probably get a ticket somewhere else	35.07%	950
I'd still definitely get a ticket somewhere else	27.24%	738
I'd still probably stop coming	10.30%	279
Total		2,709

Q8: If the club provided a designated 'singing section' in the redeveloped stadium and indicated that a pragmatic approach to persistent standing would be taken in the area, do you think it would be reasonable for the club to take a zero tolerance approach to persistent standing elsewhere?

Answered: 2,710 Skipped: 371



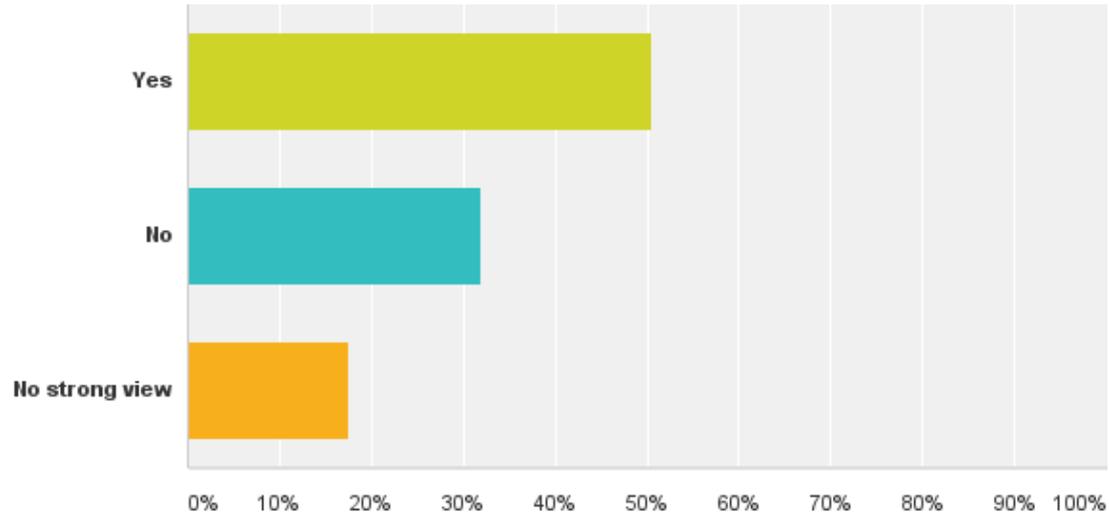
Q8: If the club provided a designated 'singing section' in the redeveloped stadium and indicated that a pragmatic approach to persistent standing would be taken in the area, do you think it would be reasonable for the club to take a zero tolerance approach to persistent standing elsewhere?

Answered: 2,710 Skipped: 371

Answer Choices	Responses
Yes, as long a pragmatic approach is taken in one area, zero tolerance elsewhere is fair enough	69.11% 1,873
No, they should turn a blind eye and allow persistent standing in every part of the ground	18.27% 495
Don't know / no strong view	12.62% 342
Total	2,710

Q9: Would you like your ticket to be for a specific seat, requiring you to occupy the same position for every game?

Answered: 2,549 Skipped: 532



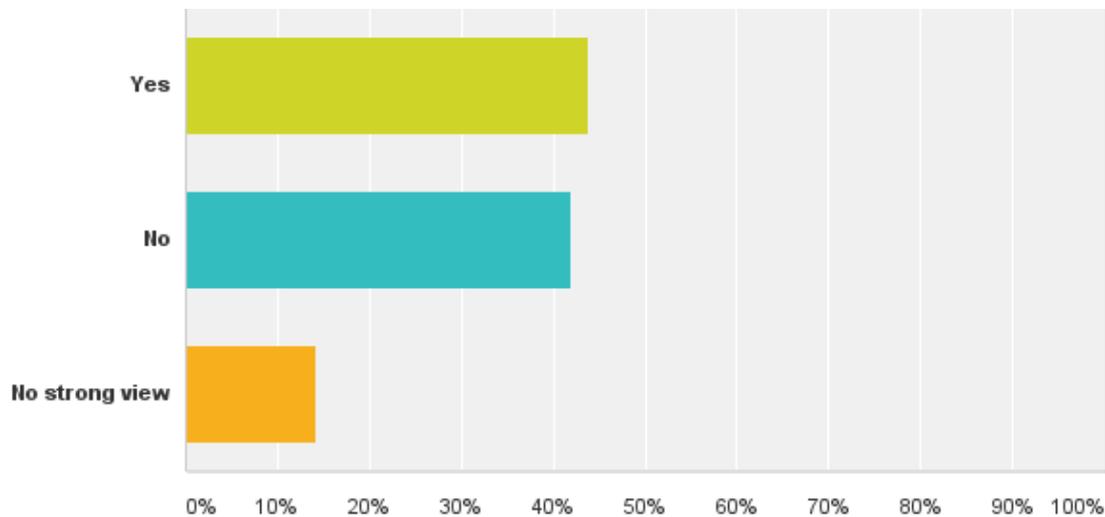
Q9: Would you like your ticket to be for a specific seat, requiring you to occupy the same position for every game?

Answered: 2,549 Skipped: 532

Answer Choices	Responses
Yes	50.53% 1,288
No	31.97% 815
No strong view	17.50% 446
Total	2,549

Q10: Would you like your ticket to provide general admission to your stand or block, allowing you then to choose your own position within it from which you watch the match?

Answered: 2,547 Skipped: 534



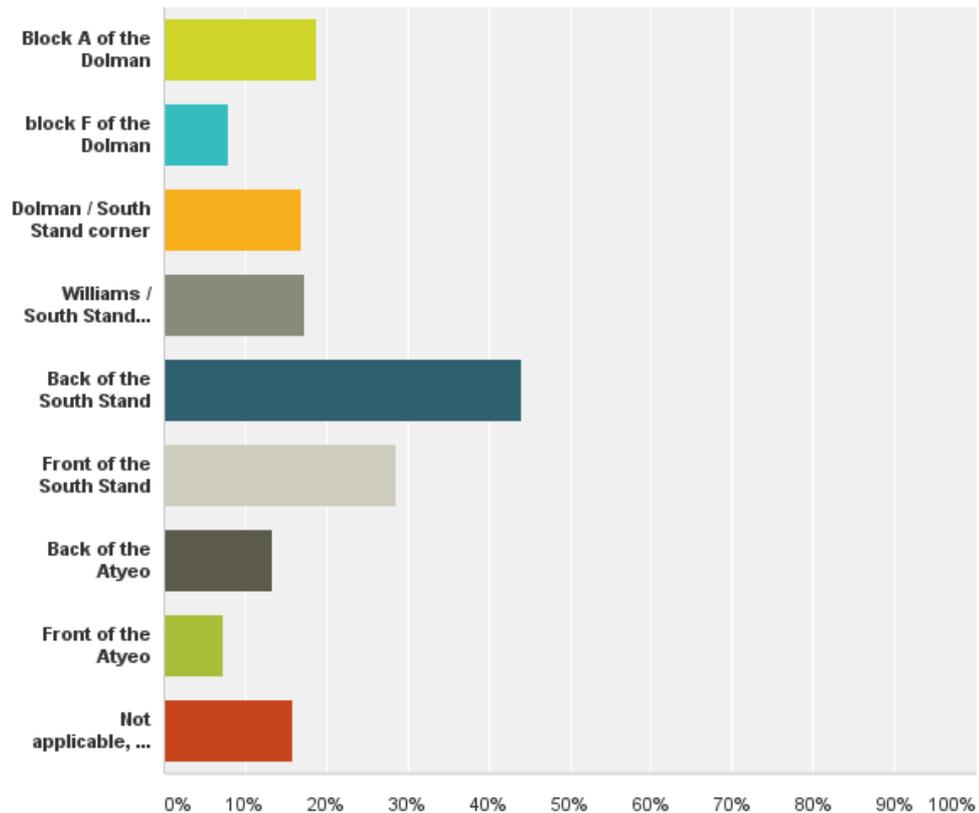
Q10: Would you like your ticket to provide general admission to your stand or block, allowing you then to choose your own position within it from which you watch the match?

Answered: 2,547 Skipped: 534

Answer Choices	Responses	
Yes	43.93%	1,119
No	41.89%	1,067
No strong view	14.17%	361
Total		2,547

Q11: If there was one or more area with unreserved seating, where would you like that to be next season (multiple selection allowed):

Answered: 2,534 Skipped: 547



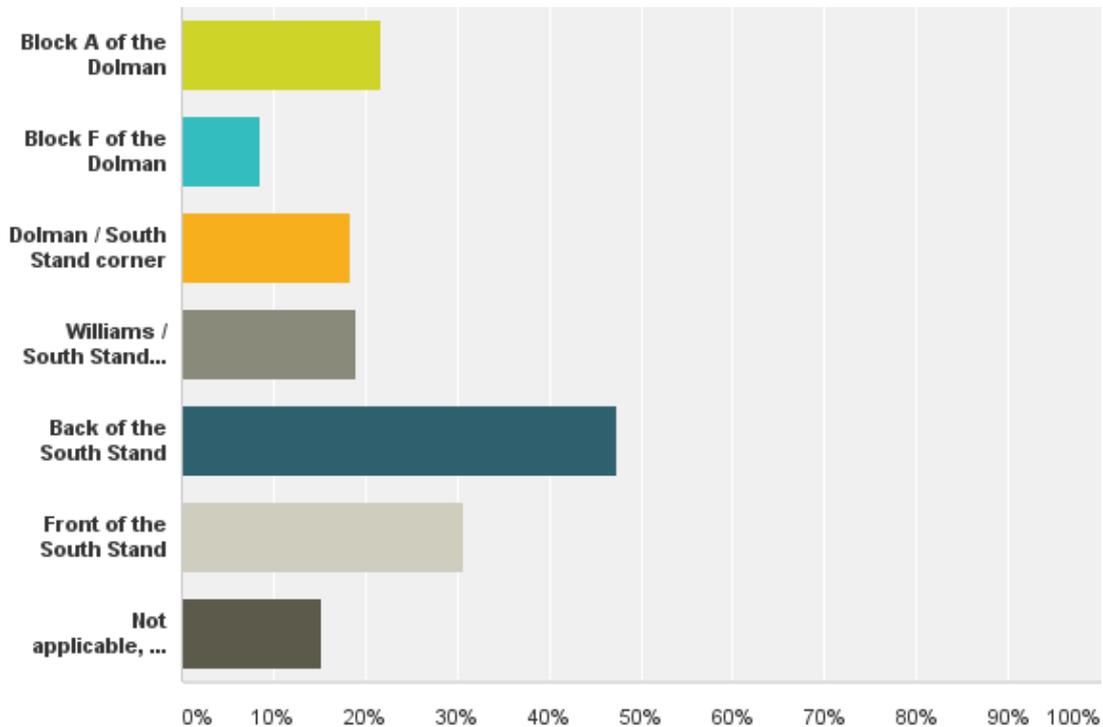
Q11: If there was one or more area with unreserved seating, where would you like that to be next season (multiple selection allowed):

Answered: 2,534 Skipped: 547

Answer Choices	Responses
Block A of the Dolman	18.78% 476
block F of the Dolman	8.01% 203
Dolman / South Stand corner	16.81% 426
Williams / South Stand corner	17.40% 441
Back of the South Stand	44.00% 1,115
Front of the South Stand	28.61% 725
Back of the Atyeo	13.26% 336
Front of the Atyeo	7.34% 186
Not applicable, I don't think there should be any unreserved seating	15.82% 401
Total Respondents: 2,534	

Q12: If there was one or more area with unreserved seating, where would you like that to be once the redevelopment is completed and the Atyeo becomes away fans only (multiple selection allowed):

Answered: 2,529 Skipped: 552



Q12: If there was one or more area with unreserved seating, where would you like that to be once the redevelopment is completed and the Atyeo becomes away fans only (multiple selection allowed):

Answered: 2,529 Skipped: 552

Answer Choices	Responses	
Block A of the Dolman	21.71%	549
Block F of the Dolman	8.62%	218
Dolman / South Stand corner	18.47%	467
Williams / South Stand corner	18.94%	479
Back of the South Stand	47.41%	1,199
Front of the South Stand	30.64%	775
Not applicable, I don't think there should be any unreserved seating	15.30%	387
Total Respondents: 2,529		

Q13: Thinking of how things are currently, if you already had a ticket for a game for an area of reserved seating (a season ticket or a single match ticket that you'd bought in advance) and then an opportunity arose to take 3 friends or relatives along with you, which of the following statements would best reflect your view?

Answered: 2,551 Skipped: 530

Answer Choices	Responses
It would be impossible to get four together, so we'd sit apart	20.11% 513
It would be impossible to get four together, so I'd not invite them along	14.82% 378
I know I could transfer my ticket and find four together, so that's what we'd do	27.36% 698
I have no idea what options would be open to me	28.38% 724
Not applicable – I hope I'll always be in an area of unreserved seating	9.33% 238
Total	2,551

Q14: In the future, if the above scenario arose and there was a simple way of transferring your own ticket to a comparable area within the same stand, enabling you to get four tickets together, which of the following statements would best reflect your view?

Answered: 2,547 Skipped: 534

Answer Choices	Responses
In that scenario, I'd definitely invite them along and we'd all watch the game together	80.29% 2,045
In that scenario, I'd still not want to move, so we'd watch the game apart	7.03% 179
In that scenario, I'd still not want to move, so I'd not invite them along	3.26% 83
Not applicable – I hope I'll always be in an area of unreserved seating	9.42% 240
Total	2,547

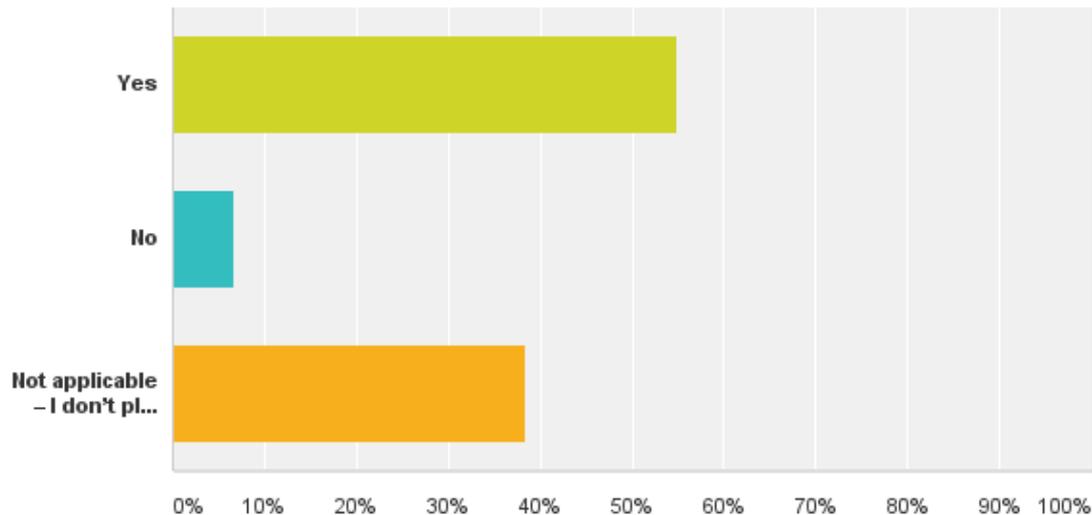
Q15: If you would personally want to be in a singing section, which of the following statements would best reflect your view?

Answered: 2,519 Skipped: 562

Answer Choices	Responses
I'd expect singing section tickets to be the cheapest in the ground	13.82% 348
I'd expect singing section tickets to cost no more than others in that stand	46.96% 1,183
I'd be prepared to pay slightly more to be in the singing section	2.42% 61
Not applicable - I don't plan to go in the singing section	36.80% 927
Total	2,519

Q16: If you would personally want to be in a singing section, would you like there to be the option to pay on the day?

Answered: 2,518 Skipped: 563



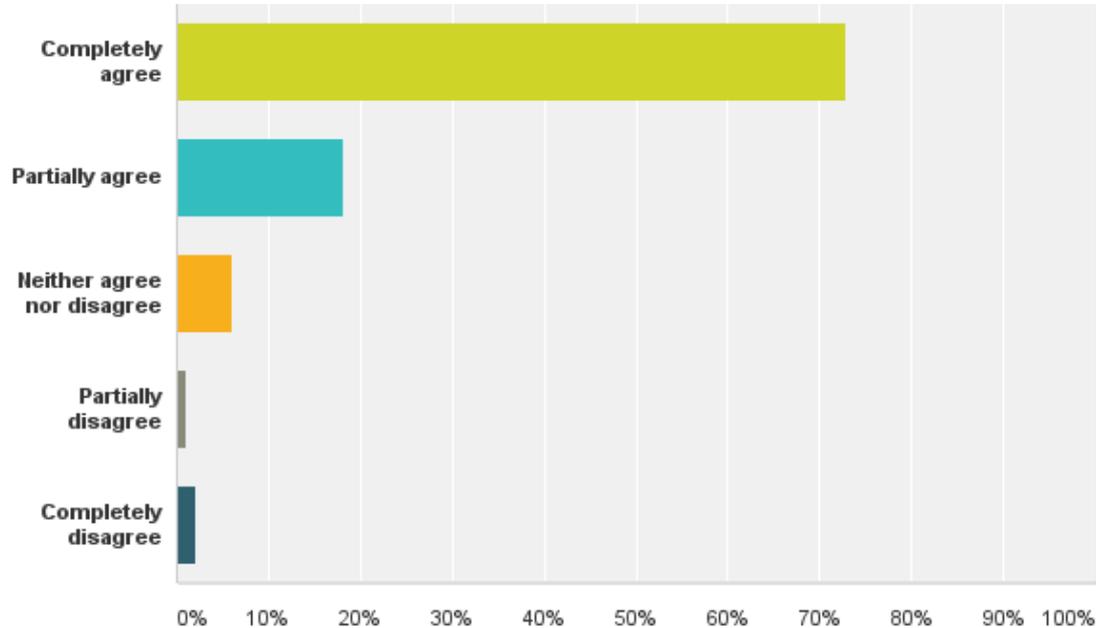
Q16: If you would personally want to be in a singing section, would you like there to be the option to pay on the day?

Answered: 2,518 Skipped: 563

Answer Choices	Responses	
Yes	54.96%	1,384
No	6.63%	167
Not applicable – I don't plan to go in the singing section	38.40%	967
Total		2,518

Q17: To what extent do you agree that a singing section in the redeveloped Ashton Gate will play a key role in generating a good overall atmosphere?

Answered: 2,486 Skipped: 595



Q17: To what extent do you agree that a singing section in the redeveloped Ashton Gate will play a key role in generating a good overall atmosphere?

Answered: 2,486 Skipped: 595

Answer Choices	Responses	
Completely agree	72.93%	1,813
Partially agree	18.06%	449
Neither agree nor disagree	5.95%	148
Partially disagree	1.05%	26
Completely disagree	2.01%	50
Total		2,486

Q18: Which of the following City songs and chants do you think are most likely to get every man, woman and child joining in?

Answered: 2,476

Skipped: 605

	Everyone is likely to join in	Most likely to join in	Some likely to join in	A few likely to join in	Nobody likely to join in	Total	Weighted Average
Keep the red flag flying high	33.89% 809	41.35% 987	20.65% 493	3.35% 80	0.75% 18	2,387	1.96
Drink up thee cider	46.07% 1,121	39.17% 953	13.07% 318	1.40% 34	0.29% 7	2,433	1.71
My old man said be a Rovers fan	7.10% 164	13.60% 314	43.27% 999	29.32% 677	6.71% 155	2,309	3.15
Bristol City FC, we're by far the greatest team the world has ever seen	30.75% 729	38.17% 905	24.50% 581	5.44% 129	1.14% 27	2,371	2.08
Ee-aye, ee-aye, ee-aye, oh, up the Football League we go	32.98% 781	36.36% 861	23.52% 557	6.33% 150	0.80% 19	2,368	2.06
I'm City till I die	36.41% 865	38.34% 911	21.04% 500	3.83% 91	0.38% 9	2,376	1.93
Darrell Clarke's mother is a ...	6.37% 147	10.93% 252	34.30% 791	35.82% 826	12.58% 290	2,306	3.37
Come on you reds	73.10% 1,772	21.62% 524	4.41% 107	0.58% 14	0.29% 7	2,424	1.33

Q19: Which of the following statements best reflects your view of songs like "Darrell Clarke's mother is a ..." and "My old man said be a Rovers fan ..."?

Answered: 2,481 Skipped: 600

Answer Choices	Responses	
They're a great laugh. It's what football is all about. Banter and letting off steam. I join in	40.06%	994
It's part and parcel of football. I choose not to join in, but they don't bother me	42.44%	1,053
I know they're always going to be sung, but I'd rather they weren't	12.94%	321
I think the club should make a greater effort to stamp out such language in the ground	4.55%	113
Total		2,481

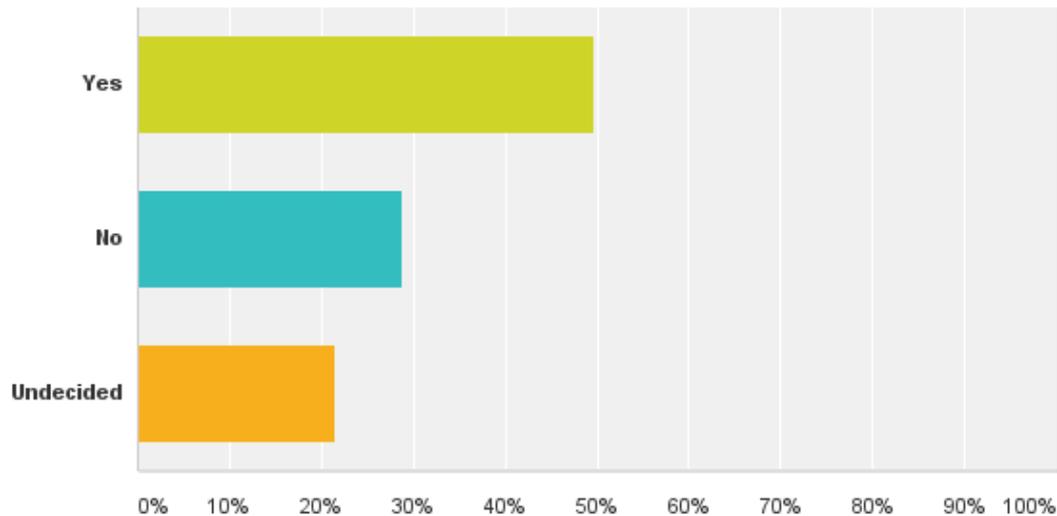
Q20: A feature of the East End in recent years was the flags - both laid out on spare seats and waved around at the front - and street art along the walls at the back. Thinking about this and a potential new singing section, to what extent do you agree or disagree with the following statements?

Answered: 2,473 Skipped: 608

	Strongly agree	Agree	Not bothered	Disagree	Strongly disagree	Total
I'd like to see a big flag surfed across it before each game, like at Chelsea	43.13% 1,057	31.86% 781	20.97% 514	2.90% 71	1.14% 28	2,451
I'd like the club to provide everyone there with small flags to wave	10.28% 247	15.90% 382	37.54% 902	19.56% 470	16.73% 402	2,403
I'd like to see lots of big flags on long poles there, like they have abroad and at Crystal Palace	25.59% 620	32.81% 795	28.44% 689	9.29% 225	3.88% 94	2,423
I'd like the club to designate areas in it where flags can be laid out or hung up	37.66% 916	39.64% 964	18.59% 452	2.51% 61	1.60% 39	2,432
I'd like the club to designate areas in it for street art created by the fans	31.25% 756	28.94% 700	25.63% 620	7.85% 190	6.32% 153	2,419

Q21: If standing in areas fitted with rail seats is allowed in years to come and such an area is provided at Ashton Gate (as Bristol Sport have promised it will be), would you want to stand in that area?

Answered: 2,472 Skipped: 609



Q21: If standing in areas fitted with rail seats is allowed in years to come and such an area is provided at Ashton Gate (as Bristol Sport have promised it will be), would you want to stand in that area?

Answered: 2,472 Skipped: 609

Answer Choices	Responses
Yes	49.72% 1,229
No	28.80% 712
Undecided	21.48% 531
Total	2,472

Q22: If there was no singing section, no unreserved seating and the club indicated that it would be taking a zero tolerance approach to persistent standing in all areas of the ground, which of the following statements would best reflect your view?

Answered: 2,461 Skipped: 620

Answer Choices	Responses
I'd come to more games. It would enhance my matchday experience	2.19% 54
I'd come to the same number of games. It would enhance my matchday experience	5.69% 140
I'd come to the same number of games. My matchday experience wouldn't change.	32.14% 791
I'd come to the same number of games, but my matchday experience wouldn't be as good	38.07% 937
I'd come to fewer games	15.20% 374
I'd stop coming altogether	6.70% 165
Total	2,461

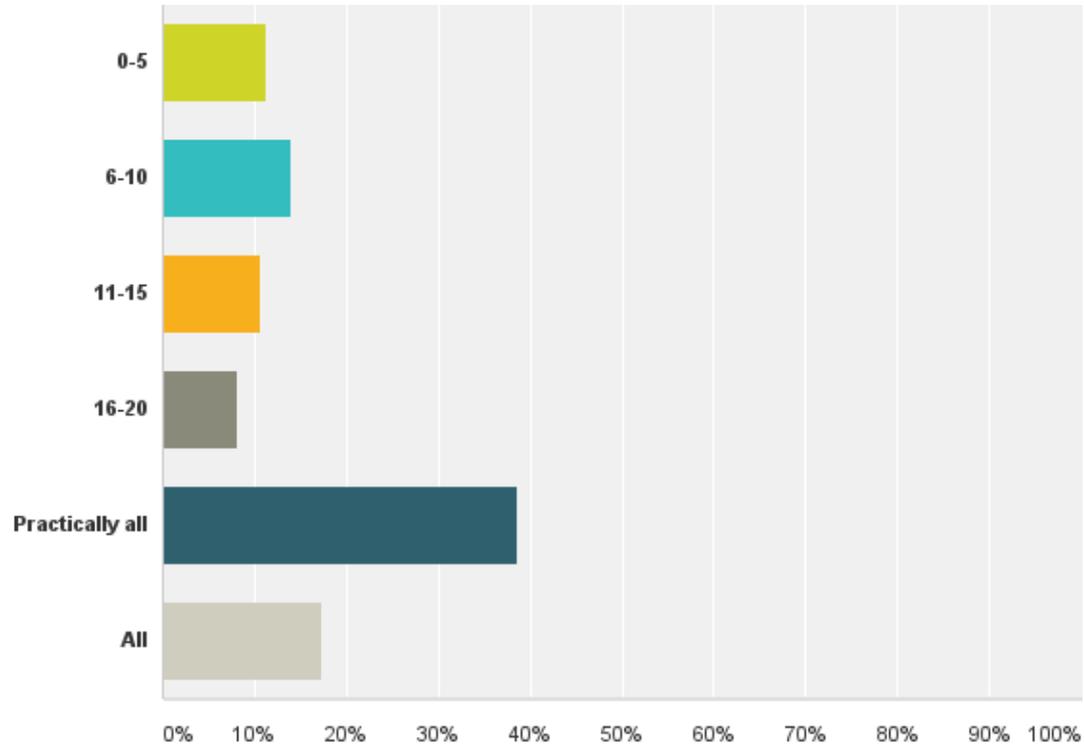
Q23: Are you a season ticket holder and, if so, how do you generally buy/renew it?

Answered: 2,433 Skipped: 648

Answer Choices	Responses	
Yes - I generally buy/renew online	22.44%	546
Yes - I generally buy/renew by phone	17.80%	433
Yes- I generally buy/renew in person	19.93%	485
Yes - I generally buy/renew by post	0.74%	18
No, I'm not a season ticket holder this season	39.09%	951
Total		2,433

Q24: Roughly how many home games do you get to a season?

Answered: 2,438 Skipped: 643



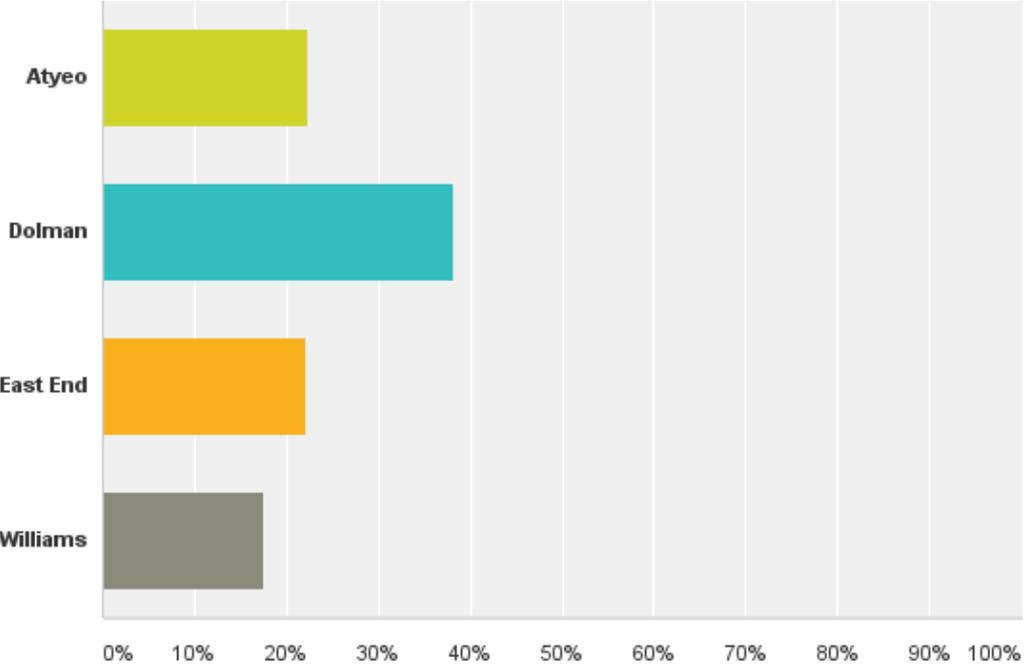
Q24: Roughly how many home games do you get to a season?

Answered: 2,438 Skipped: 643

Answer Choices	Responses
0-5	11.28% 275
6-10	14.07% 343
11-15	10.58% 258
16-20	8.16% 199
Practically all	38.68% 943
All	17.23% 420
Total	2,438

Q25: Prior to this season, which stand have you generally occupied?

Answered: 2,438 Skipped: 643



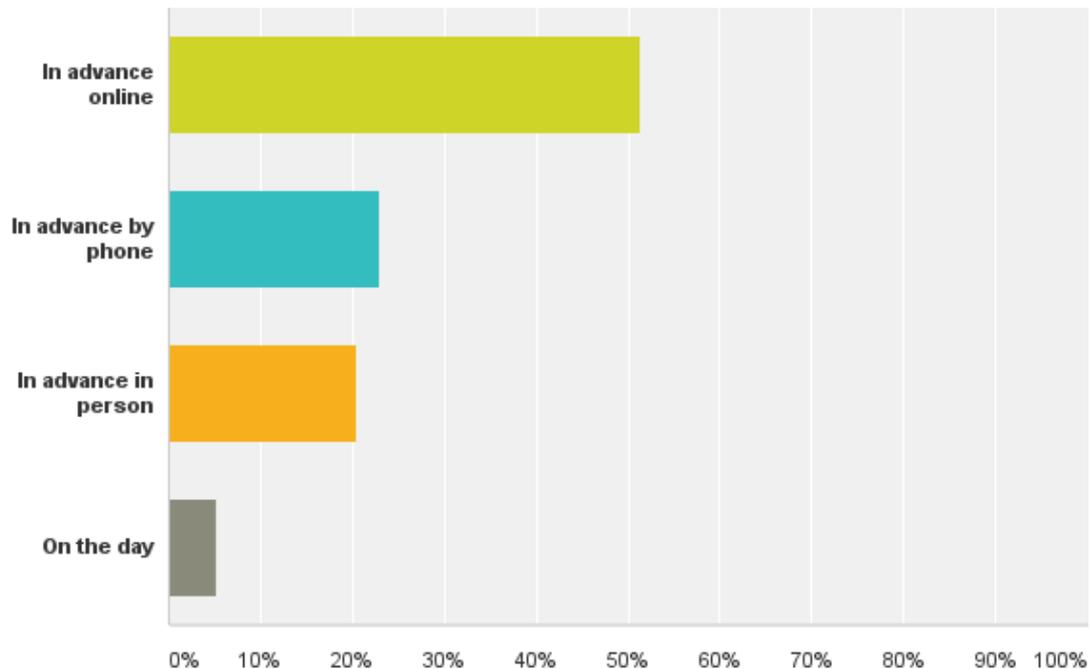
Q25: Prior to this season, which stand have you generally occupied?

Answered: 2,438 Skipped: 643

Answer Choices	Responses
Atyeo	22.27% 543
Dolman	38.15% 930
East End	22.03% 537
Williams	17.56% 428
Total	2,438

Q26: How do you generally buy single match tickets, e.g. home cup games or away games?

Answered: 2,431 Skipped: 650



Q26: How do you generally buy single match tickets, e.g. home cup games or away games?

Answered: 2,431 Skipped: 650

Answer Choices	Responses
In advance online	51.42% 1,250
In advance by phone	23.04% 560
In advance in person	20.40% 496
On the day	5.14% 125
Total	2,431

Q27: If you never have or generally don't buy tickets online, please explain why..

Answered: 2,313 Skipped: 768

Answer Choices	Responses
I don't understand the process	1.69% 39
I'm not registered with the online ticket shop	8.82% 204
I find the process too difficult	10.29% 238
Not applicable - I do buy tickets online	62.04% 1,435
Other (please specify)	17.16% 397
Total	2,313

To read the 'Other' comments, click [here](#)

Q28: If you frequently pay on the day, why do you choose to buy your ticket that way?

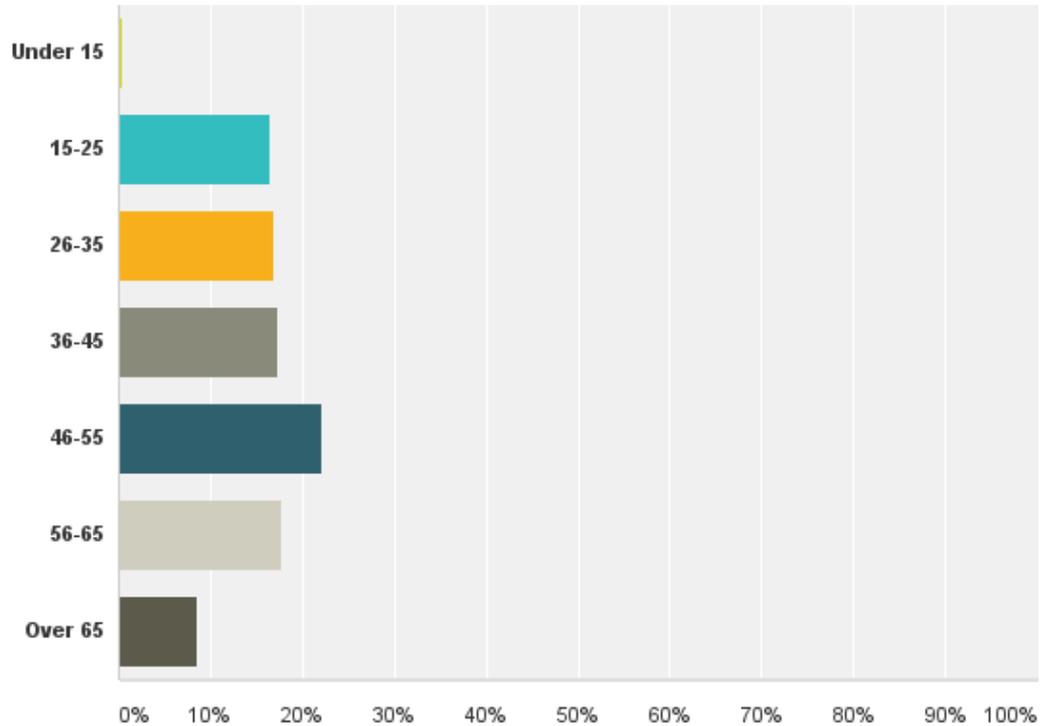
Answered: 2,346 Skipped: 735

Answer Choices	Responses	
I like deciding on the spur of the moment whether to go or not	4.77%	112
Work commitments mean I often don't know in advance if I'll be able to go or not	6.27%	147
Family commitments mean I often don't know in advance if I'll be able to go or not	4.09%	96
Not applicable - I seldom pay on the day	82.35%	1,932
Other (please specify)	2.51%	59
Total		2,346

To read the 'Other' comments, click [here](#)

Q29: What age are you?

Answered: 2,442 Skipped: 639



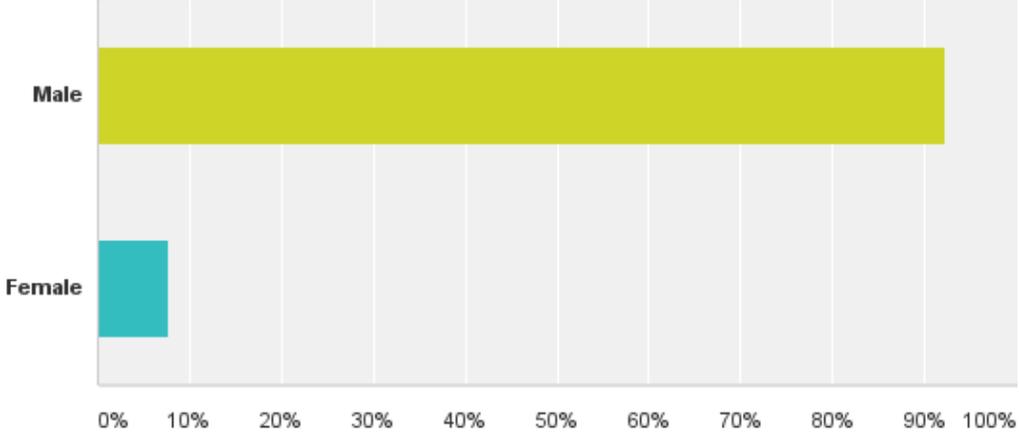
Q29: What age are you?

Answered: 2,442 Skipped: 639

Answer Choices	Responses
Under 15	0.49% 12
15-25	16.58% 405
26-35	16.95% 414
36-45	17.40% 425
46-55	22.19% 542
56-65	17.73% 433
Over 65	8.64% 211
Total	2,442

Q30: Are you male or female?

Answered: 2,435 Skipped: 646



Q30: Are you male or female?

Answered: 2,435 Skipped: 646

Answer Choices	Responses
Male	92.28% 2,247
Female	7.72% 188
Total	2,435

Final Question

The survey concluded by asking respondents if they would like to make any further comments or suggestions. Over 560 did. You can read those comments by clicking [here](#).

Survey Results

Jan 2015

Thank you for reading these survey results. We hope you found them interesting.

To find out more about the Bristol City Supporters Club & Trust please visit our website at bristolcitysupporters.org

