



YORK CITY FC

Mid-Season Supporter Survey 2024/25

Results

Introduction

York City FC is committed to delivering outstanding match day experiences for all our supporters. In December 2024, we launched our Mid-Season Supporter Survey and in doing so, we hoped that the results would:

- **Help us gain a better level of understanding about our supporters.**
- **Provide an opportunity for supporters to share their experiences with us.**
- **Identify areas in which we can improve our processes and practices to provide a better service.**

This survey mainly asked for yes/no responses or scores out of 5, which has given us some really useful insight that was simple to analyse. The key results are displayed in the following pages and we hope that you will be pleased to see a number of actions taken in the remainder of the 2024/25 season, thanks to your input.

As previously stated, we are committed to conducting an end of season survey which will give opportunities for supporters to share ideas, suggestions and experiences in greater detail.

Thank you for taking the time to share your thoughts with us and to help shape our future together.

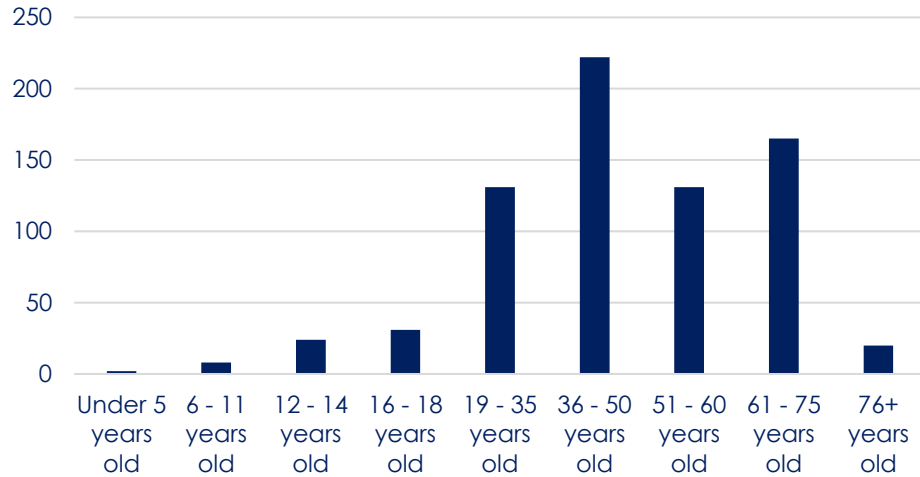
Best wishes,

York City FC



Headline Figures

Age

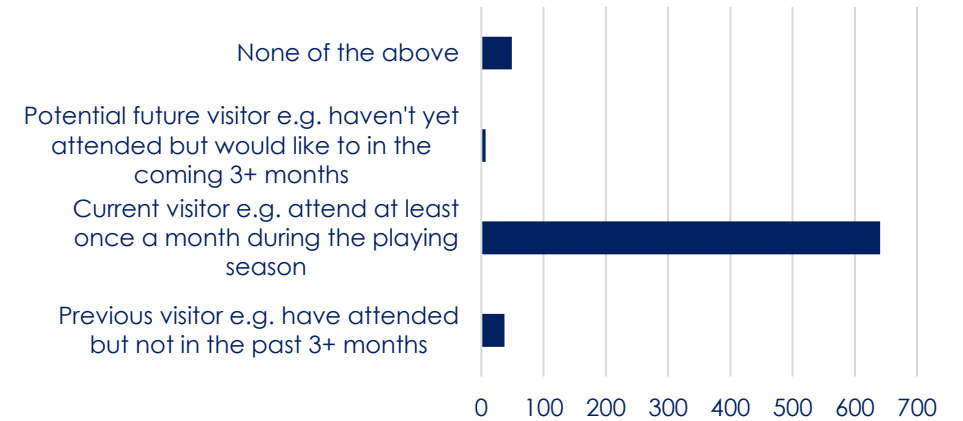


Number of Responses

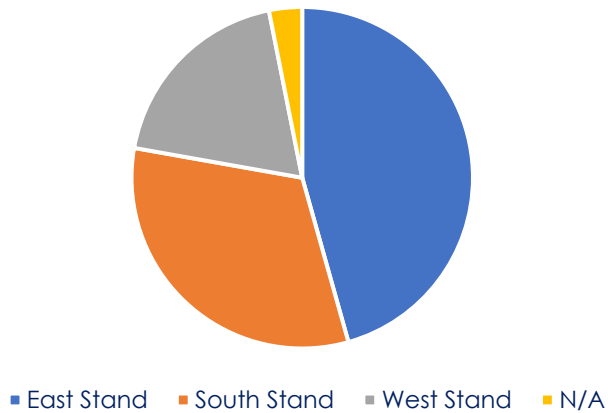


734

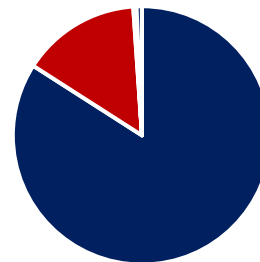
Which of the following best describes you as a visitor of LNER Community Stadium?



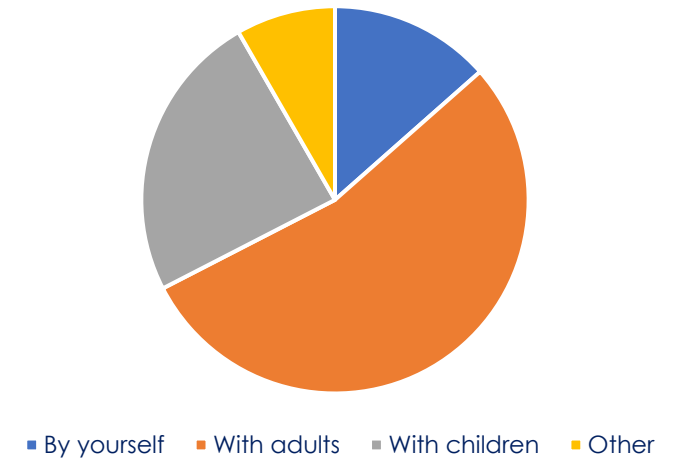
Which stand do you usually watch the match from?



Gender

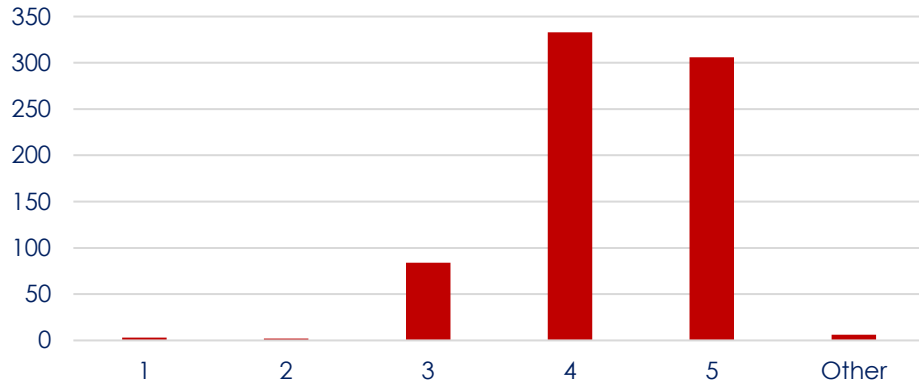


Do you usually attend matches

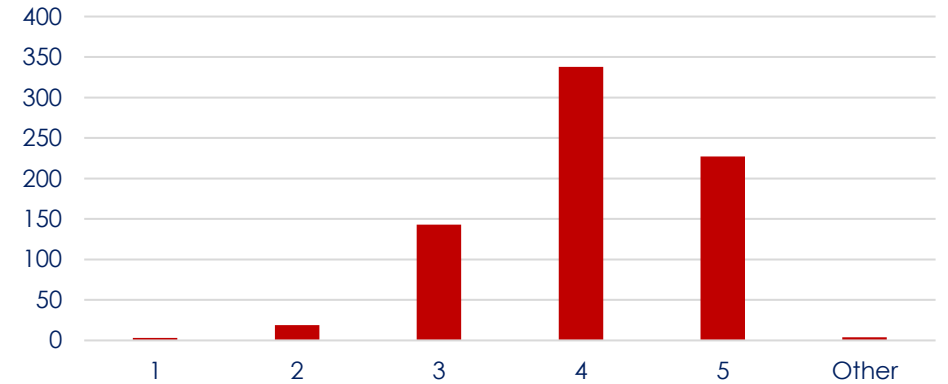


Media

Match day content i.e. social media posts, interviews, highlights, Access All Areas



Non-match day content i.e. social media posts, website articles, general information



Every bit of supporter feedback is valued immensely, and we will always take this on board and look to take action where feasible.

During the season so far, we have strived to improve constantly and provide supporters with the best communication and content possible, and from these results we believe we are hitting some our targets and achieving that.

Still with room for improvement though, we have a whole lot more exciting ideas in the pipeline that are still to come!



Communication

Club Shop/Retail

657 responses

3.82/5

Commercial

515 responses

3.82/5

General Enquiries

460 responses

3.84/5

Hospitality

310 responses

4.03/5

We are determined to provide the best customer service possible to our supporters. These scores show that there is work to do here but this is something of huge importance to us and we will continually strive to improve.

Media

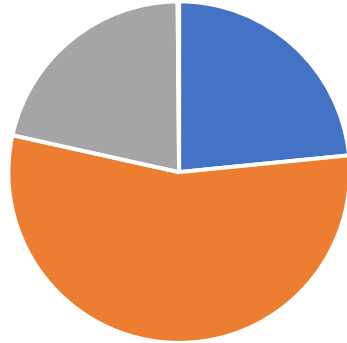
298 responses

4.12/5



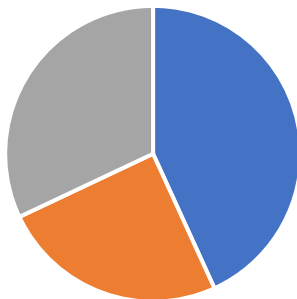
Match Day Programme

Do you currently purchase a printed programme when attending matches?



■ Yes ■ No ■ Sometimes ■ Other

If a printed programme was not available, would you like to see a digital version produced in the club app?

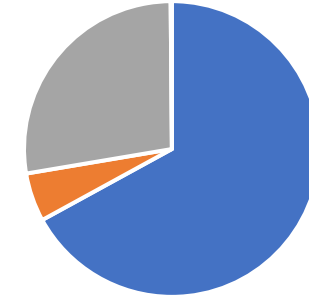


■ Yes ■ No ■ Maybe

Demographic of Responses	Currently purchase a printed programme = Yes	Should the club continue a printed programme for the 2025/26 season = Yes	If a printed programme was not available, would like to see a digital version produced in the club app = Yes
Under 5 years old	1	2	1
6 - 11 years old	6	7	8
12 - 14 years old	8	22	12
16 - 18 years old	8	28	19
19 - 35 years old	16	98	60
36 - 50 years old	57	139	96
51 - 60 years old	28	81	52
61 - 75 years old	42	102	62
76+ years old	5	13	7
Total	171	492	317



For the 2025/26 season, should the club continue to produce a printed programme?



■ Yes ■ No ■ Maybe ■ Other

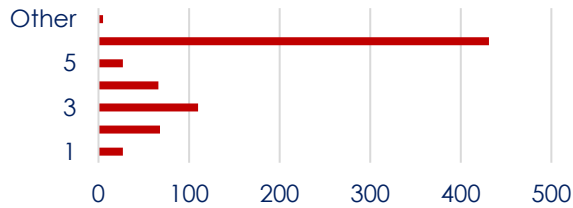
It is important to state that no decision has been made on this, and the purpose of these questions is to ascertain need.

Interestingly, there is a big difference between the number of supporters who currently purchase a printed programme (n=171) and those who would like to see us continue to produce one (n=492).

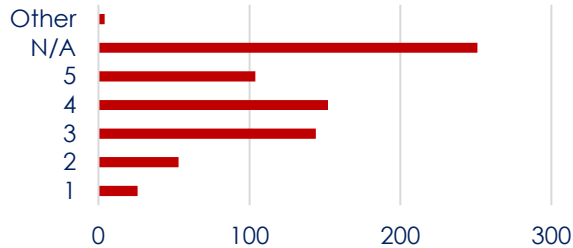
The printed programme is certainly here to stay for the remainder of the 2024/25 season but we will be asking for more feedback in our End of Season Survey which will help inform our decision making on this for the 2025/26 season.

The Club Shop

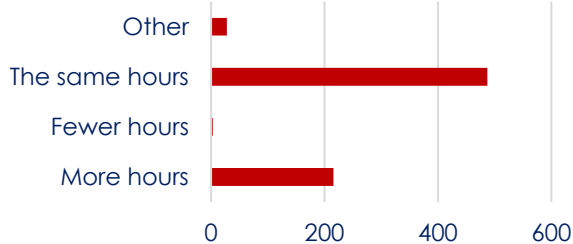
The available range of womenswear i.e. items specifically for female supporters



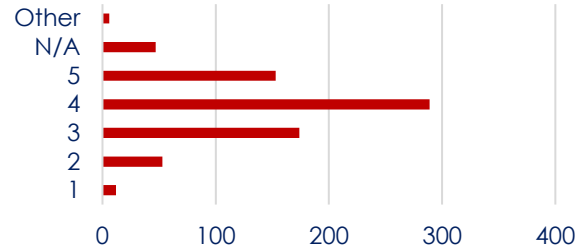
Processing of orders to be delivered e.g. speed of service



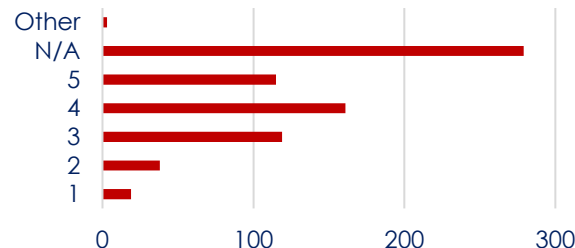
Should the main Club Shop inside the stadium be open:



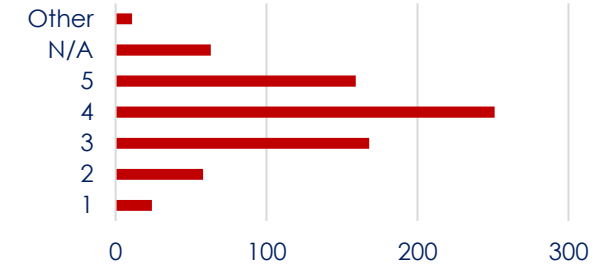
The available range of merchandise i.e. t-shirts, hats, scarves



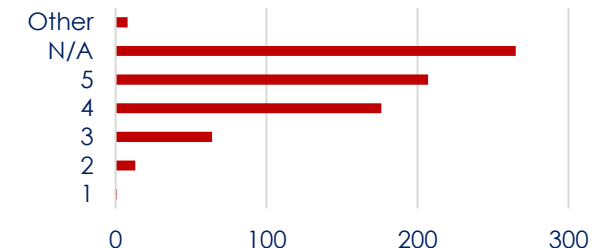
Processing of orders to be collected e.g. speed of service



The available range of replica kit i.e. home shirts



The Pop-Up Club Shop outside turnstiles 1-6 on match days

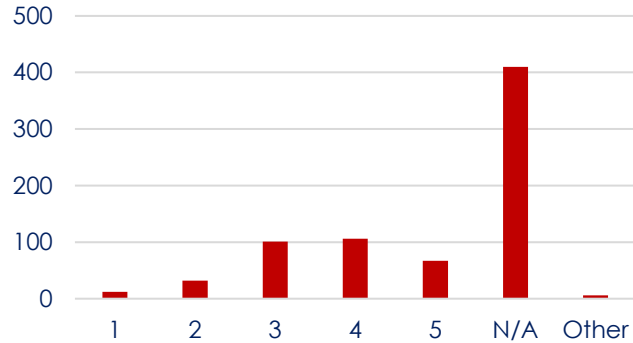


Your insights about our merchandise and order processes are incredibly valuable to us. We're committed to continually improving your shopping experience, and your input helps us get there.

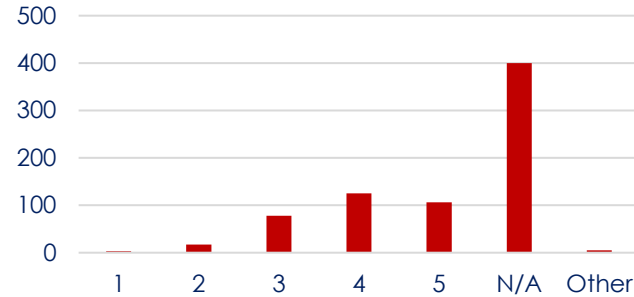
A notable change you will see because of your feedback is that any supporter making an order for collection will now be notified via e-mail when it is ready.

Hospitality

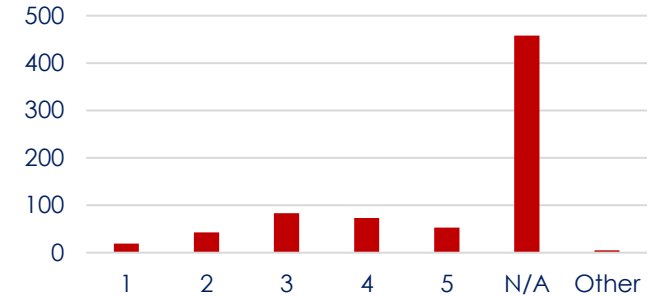
Post-match entertainment



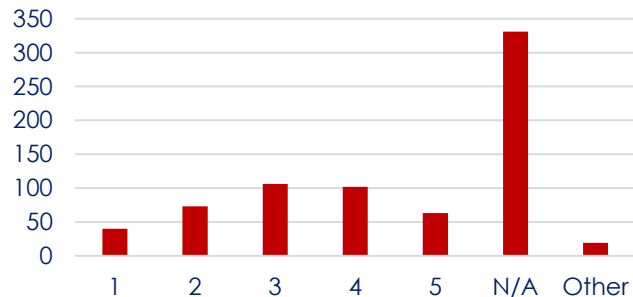
Man of the Match presentation



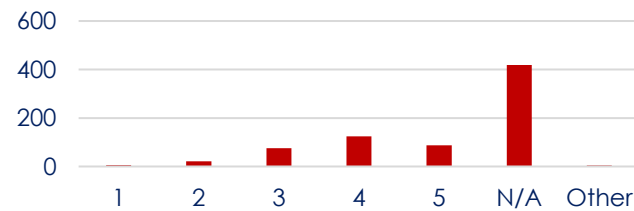
Range of available menu choices



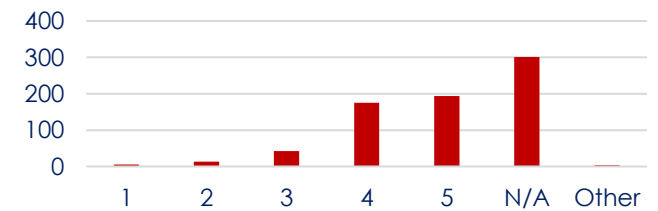
Sound quality i.e. for music and interviews



Booking process e.g. ease of purchasing Hospitality packages, clarity of information received etc



Ease of gaining access on a match day i.e. speed of queue, scanning tickets, obtaining wristbands



We have made several alterations to our Hospitality offer this season, from streamlining the entry process to the addition of post-match live music and more.

We know transitions can sometimes bring challenges, and your support has been invaluable in helping us make these changes.

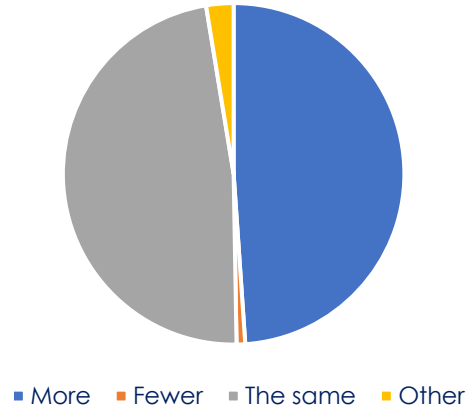


We are confident that these new additions, along with our broader improvements, will enrich your experience and bring even greater enjoyment to your time with us.

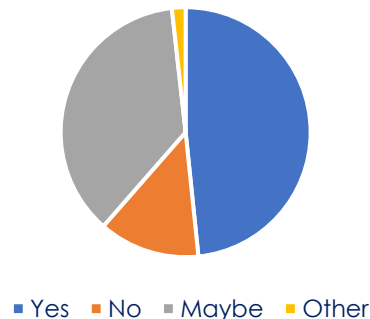
Thank you for being a vital part of our journey.

Families and Young Supporters

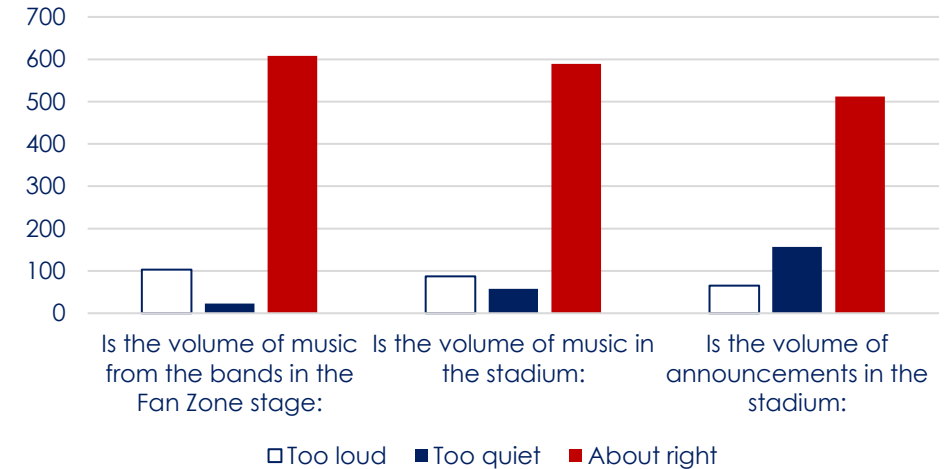
Pre-match activities for young supporters - would you like to see:



For the 2025/26 season, would you like the club to introduce a Family Area in which those attending with children are encouraged to watch the match from?



Volume



It seems that we have got the volume across the stadium about right, which is really pleasing. Please be assured that we are aware of the microphone situation and have shared this with stadium stakeholders to resolve it.

There are more pre-match activities planned which you will see come to life this season. We also have discussions planned with key partners regarding further additions in this area for next season.

We will be asking more about the introduction of a Family Area for the 2025/26 season in our End of Season Survey to further inform our decision making.

Half Time

What would you like to see from our half-time entertainment, The Minstermen Challenge?

A new challenge

384

The same challenge

287

No challenge

54

Other comment

45

Would you like us to continue to interview guests at half-time?

Yes

589

No

98

Other comment

47

Thanks to your feedback, we are developing a new half-time challenge with one of the club's partners. This will launch soon and we hope it's something all supporters enjoy being part of – either cheering on from the stands or taking part!



We love having our special guests with us each week and giving supporters the opportunity to hear their experiences. This is a valuable part of our half-time entertainment and we are delighted that you want this to continue.



Thank you for your responses

