



YORK CITY FC

End of Season Supporter Survey 2024/25
Results

Introduction

York City FC is committed to delivering outstanding match day experiences for all our supporters. In June 2025, we launched our End of 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 asked for a combination of yes/no responses or scores out of 5, which has given us some really useful insight which was simple to analyse. We also asked for further detail in some questions which gave you the opportunity to share ideas, suggestions and experiences in greater detail, providing us with a deeper insight into your opinions. The answers you have given us are incredibly helpful in informing our decision making on a number of matters to ensure that your voices are heard. The results of this survey are in the following pages and are inclusive of responses to key themes to demonstrate 'you said, we did' actions.

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

Number of Responses



709

-25 from Mid-Season Survey

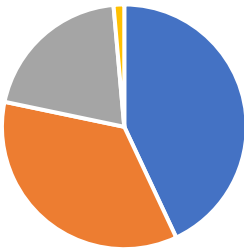


Gender



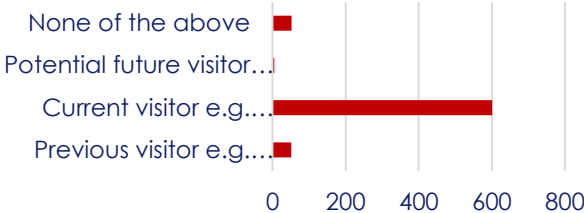
- Male
- Female
- Trans Male/Trans Man
- Trans Female/Trans Woman
- Genderqueer/Gender Non--Conforming
- Different Identity
- Prefer not to say

Which stand do you usually watch the match from?

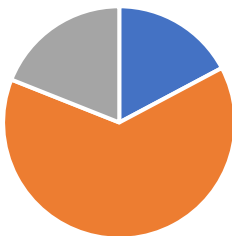


- East Stand
- South Stand
- West Stand
- N/A

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

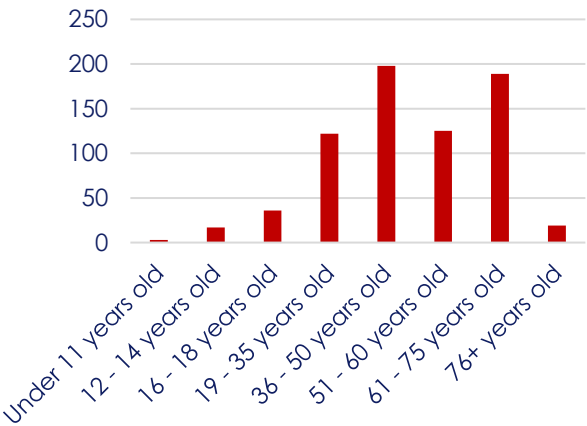


Do you usually attend matches

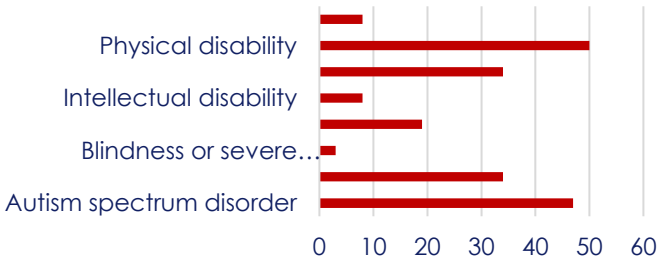


- By yourself
- With adults
- With children

Age

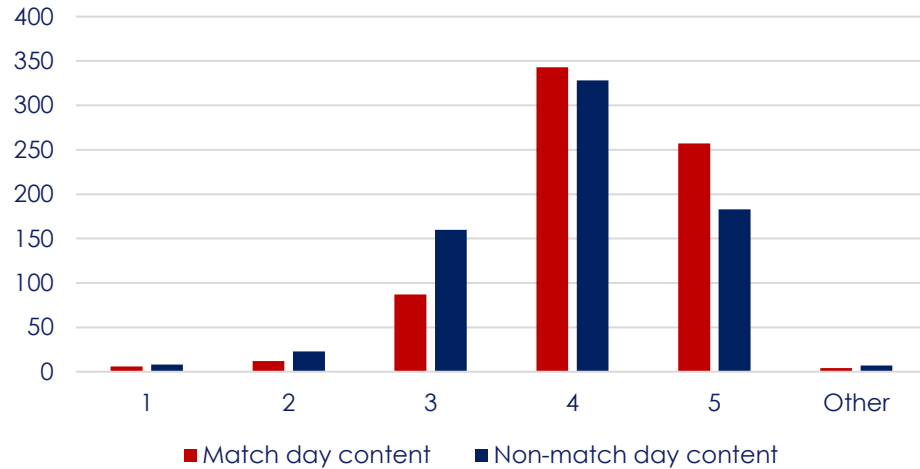


Do you or any members of the group you attend matches with have any visible or hidden disabilities?

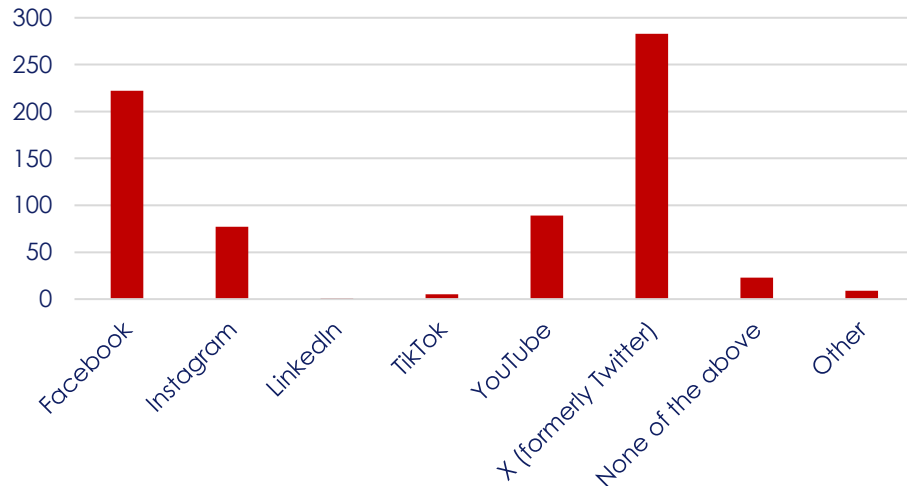


Media

Media Content



Which of the club's social media platforms do you follow the most?



Thank you to all those who have given up their time to praise or give constructive feedback to the media department on both matchdays and non-matchdays.

The biggest raised points regarding the website have already been our biggest ambition of change ever since the complications surrounding the play-off tickets, and we are already in discussions to make improvements from that side.

Last season, it was not planned to make too many media changes in and around the training ground in regard to more training content, as we didn't want to disrupt any routines mid-way through a season; however, this season, you can expect to see more content from the training pitch. We know how much supporters like and appreciate the 'Behind the Scenes' content that is put together on a matchday. This will be staying for the 25/26 season with a slight rebrand for the name.

Supporters may have noticed that in February, we switched the format of how our pre-match interviews are held, and this change will be staying for the 2025/26 season. Only interviews conducted by York City FC will be published on our channels. External interviews from the BBC, York Press, and more will all be available via their own channels.

Last season, as a club, we hit record numbers across all social media platforms. With that continuing to grow, we would like to thank all supporters who follow, engage, and stay with us as a club across all social media.

Communication

Club Shop (In Store)

606 responses
-51 from Mid-Season

3.91/5

+0.09 from Mid-Season

Commercial

404 responses
-111 from Mid-Season

3.73/5

-0.11 from Mid-Season

General Enquiries

484 responses
-24 from Mid-Season

3.71/5

-0.13 from Mid-Season

Hospitality

346 responses
+36 from Mid-Season

3.91/5

-0.12 from Mid-Season

Media

445 responses
+147 from Mid-Season

4.04/5

-0.8 from Mid-Season

Retail (Online Orders)

436 responses
N/A from Mid-Season

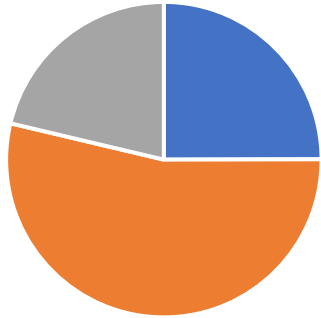
3.88/5

N/A from Mid-Season

Customer service is hugely important to us. We continue to strive to provide the best possible experience to our supporters and your feedback is incredibly helpful in driving this forward.

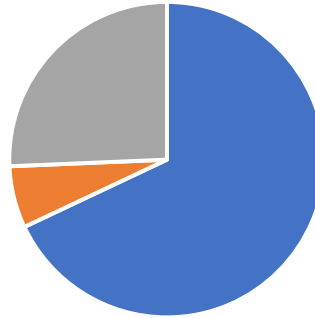
Match Day Programme

Do you currently purchase a printed programme when attending matches?



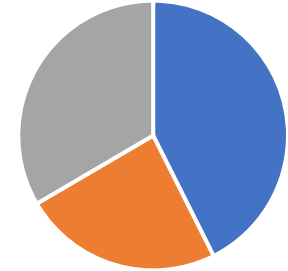
■ Yes ■ No ■ Sometimes

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



■ Yes ■ No ■ Maybe

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



■ Yes ■ No ■ Maybe

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

Again, there is a large disparity between the number of supporters who currently purchase a printed programme (n=177) and those who would like to see us continue to produce one (n=482).

A digital version would appear relatively popular (n=302) should a printed version not be available.

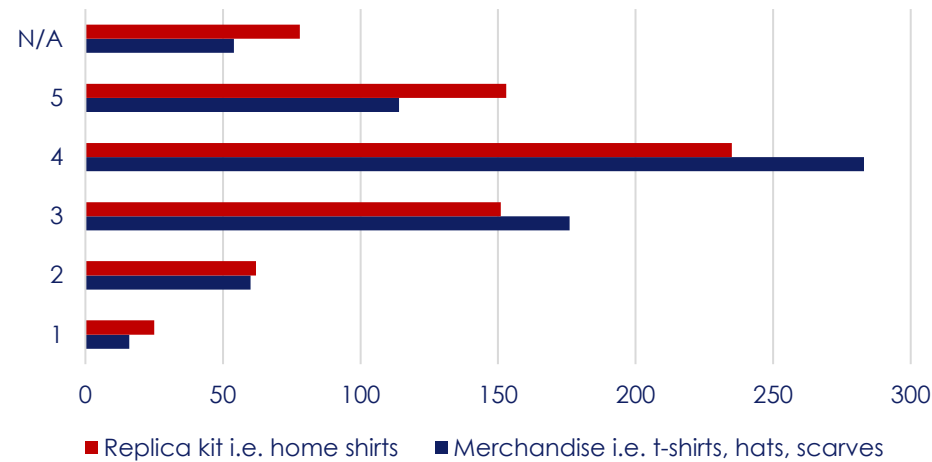
We appreciate how important this is to supporters and whether we produce one in a digital or print format, the content creation is the same.

Our sales figures have consistently broken even with a minimal margin either way i.e. slightly make or lose money by producing one, we are fully committed to continuing to produce a printed programme for the 2025/26 season.

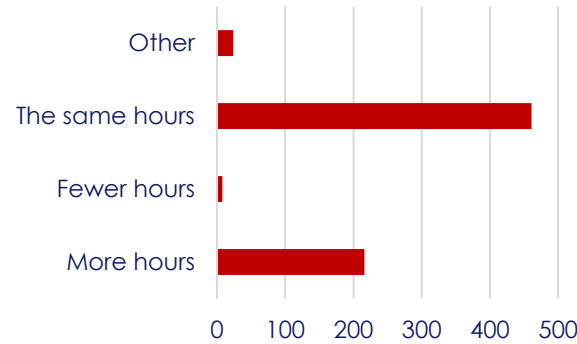


The Club Shop

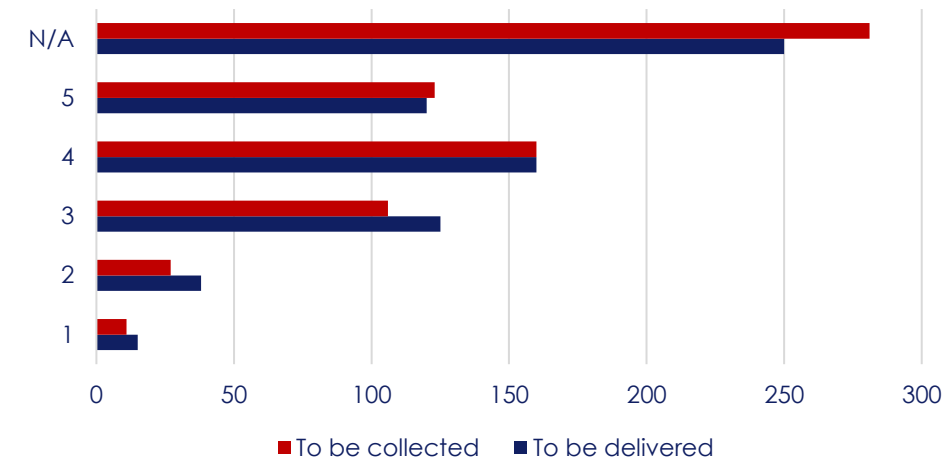
The available range of...



Should the main Club Shop inside the stadium be open:



Processing of orders e.g. speed of service



Pricing: despite increase in raw material costs from suppliers we have worked hard to maintain prices from last season across our whole range. Our replica kits this season are the same price in adult sizes and we have actually reduced the price in junior sizes and mini-kits as we continue to strive to offer value for money to our supporters.

Pricing Visibility In-Store: we are looking at solutions to give a clearer indication of pricing across our bricks and mortar store. The same applies with sizing where we rely on our kit supplier to help provide the correct information.

Opening Hours: we continue to review optimum opening hours and will endeavour to provide the best service we can to cater for supporters.

Range: we have already widened our range of products for this season and we are planning to do this further across the season with some exciting future projects planned across a wide range of products. We will always take supporter feedback on what they want to see in the club shop and if we see a suitable demand we will strive to stock that product.

Hospitality

Pre-match entertainment

3.51/5

Range of available menu choices

3.21/5

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

4.09/5

Post-match entertainment

3.30/5

We have reviewed our hospitality offering for the upcoming season. We have amended our Jorvik Lounge offer to give wider differentiation across packages and make this as accessible as possible for supporters by reducing the price to £65 per person inclusive of VAT.

We continue to look at the sound quality in the LNER Lounge as we appreciate that it is sometimes difficult to hear when busy. Unfortunately, we cannot compensate for people talking over any presentations, especially when there are up to 200 people in the room. That said, we will do everything we can to make it as audible as possible for all.

We are incredibly grateful to Club Ambassador Iain Dunn for all his work in arranging our guest speakers to date. We are currently finalising a service level agreement with the York Past Players Association so we can bring you even more individuals as our guest speakers at home matches.

Man of the Match presentation

3.74/5

Sound quality i.e. for music and interviews

3.00/5

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

3.63/5

Families and Young Supporters

What pre-match activities would you like to see for young supporters outside i.e. around the ground, on the mini-pitches etc of the stadium?

The responses here have given us some great insight, with some clear themes emerging:

Face painter: Last season, we had a face painter at 3 x fixtures, plus our open training session, and we will commit to at least this again in 2025/26 as it's so popular with our young supporters.

Kickabouts on the 3G pitches: This was available last season but only for our Foundation Fixtures. This season, we will offer this for every afternoon fixture (we can't offer this for evening fixtures due to existing pitch bookings), meaning free kickabouts for children aged 5-8, 9-12, and 13+.

Interaction with first team players: Those who are not part of the match day squad currently visit the Hospitality suites pre-match and we will add signing and photo opportunities outside the 3G pitches to this too, giving meet and greet opportunities to young supporters before kick off.

Anything else? Last season we introduced 'Lego in the Library', which also features trails, colouring, drawing and wordsearches. This, however, will be moving into the concourse for 2025/26.

What pre-match activities would you like to see for young supporters inside i.e. inside the concourse areas of the stadium?

This was also really enlightening and gave us more themes:

Family Section (concourse and stand): For the forthcoming season we have introduced a Family Section in the East Stand, which we are encouraging supporters with young children to sit in. In the concourse area underneath (accessed via turnstiles 7-9), we are introducing a Family Zone which will have a range of engaging activities, with all our Lego in the Library resources plus new exciting additions, for our young supporters. Our intention is to make this as attractive to families as possible and keep them entertained right up to kick off.

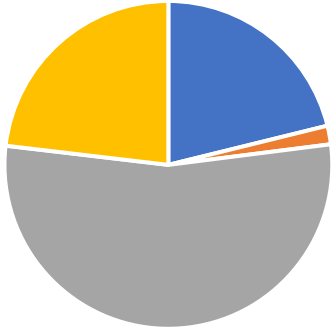
West Stand: Due to the stadium design, both in terms of access, storage, and the necessity for all assets to be set up and removed on match day, we are limited in what we can offer. We are continually expanding our match day resources but we won't be able to add anything for supporters in this stand this season unfortunately.

Meet Yorkie: Our Yorkies cover a lot of ground on match days but designated times/locations is under consideration so supporters will know when and where they can catch their favourite mascot!

Anything else? For health and safety reasons, due to the size of the concourse and our average attendance, we cannot add seats into the concourse area as it would reduce the space further and make it unsafe for supporters.

Volume

Is the volume of music from the bands in the Fan Zone stage:



■ Too loud ■ Too quiet ■ About right ■ N/A

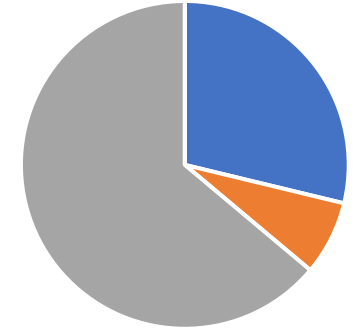
Fan Zone stage

The feedback has shown lots of positivity around giving opportunities to local artists, which we're really pleased with. There were requests for every type of music genre imaginable but, on the whole, it seems like we've got it about right here.

Stadium music

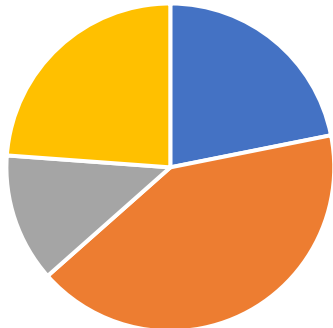
Feedback here was really mixed but it's clear that we need to mix it up a bit. Plans are already underway for new matchday playlists and incorporating the choices of players, supporters and Junior Reds. The microphone did get lots of mentions and that is something we are very aware of and are trying to resolve!

Is the volume of music in the stadium:



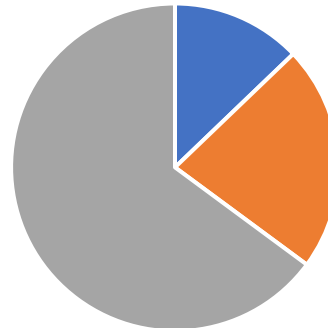
■ Too loud ■ Too quiet ■ About right ■ N/A

What type of music would you like to hear on the Fan Zone stage?



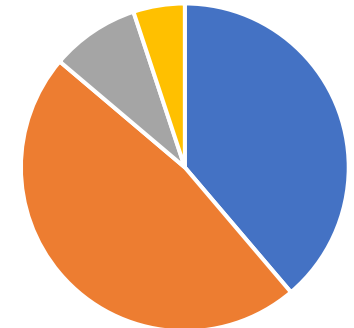
■ My type of music ■ No opinion ■ Not my type of music ■ N/A

Is the volume of announcements in the stadium:



■ Too loud ■ Too quiet ■ About right ■ N/A

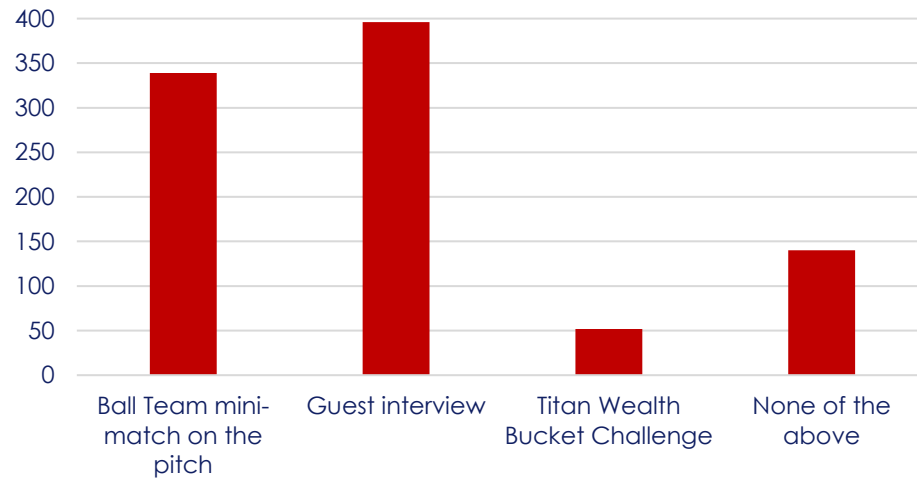
The type of music played in the stadium is:



■ My type of music ■ No opinion ■ Not my type of music ■ N/A

Half Time

What would you like to see at half-time?



What other ideas do you have that you think supporters would you like to see at half-time?

In our Mid-Season Survey, the majority of supporters wanted to see an update to The Minstermen Challenge. We were excited about the Bucket Challenge but it's clear that hasn't been popular with supporters so we are now working on another change to our half-time entertainment.

Lots of supporters suggested something in the goal mouth e.g. penalty shoot-outs, crossbar challenge etc but we are not able to use that area during half-time as the grounds staff are performing crucial work on the pitch during that period to ensure it remains in the best possible condition for the second half.

We'll have something new for the 2025/26 season, which we hope you'll enjoy.





Thank you for your responses

