# York City FC

## Mid-Season Supporter Survey 2025/26 Results

# Introduction

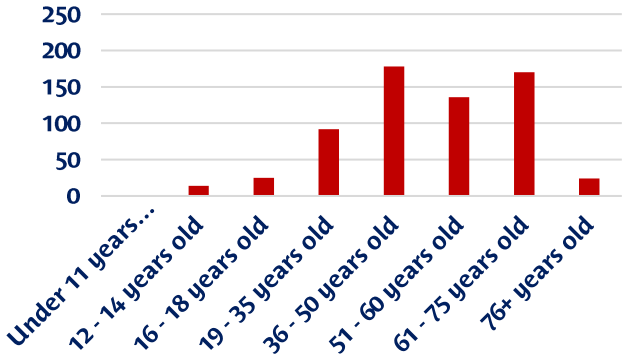
York City FC is committed to delivering outstanding match day experiences for all our supporters. In December 2025, we issued our Mid-Season Supporter Survey with the following aims:

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

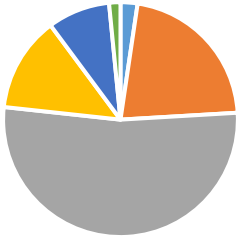
This survey mainly asked for yes/no responses or scores out of 5, which gave us some really useful insight which was simple to analyse. We will be asking questions which need supporters to provide further detail in our End of Season 2025/26 survey where you will have the opportunity to share ideas, suggestions and experiences in greater detail, providing us with a deeper insight into your opinions.

The results of this Mid-Season Supporter Survey are in the following pages and we thank each of you who did so for taking the time to respond.

## Age

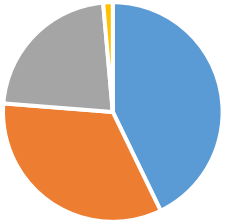



## How do you normally travel to home matches?



- Bike
- Car - parking in the Park and Ride
- Car - parking elsewhere
- Public transport
- Walk
- N/A

## Which stand do you usually watch the match from?



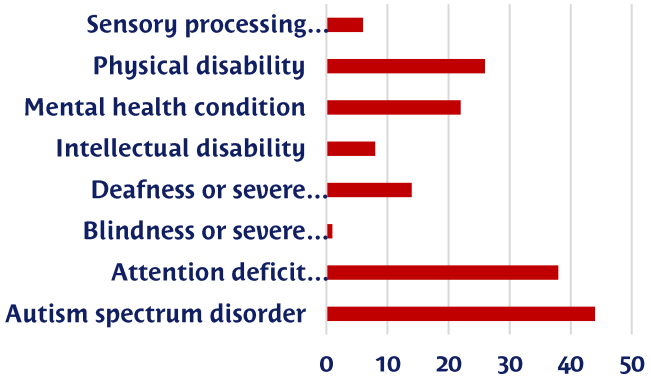
- East Stand
- South Stand
- West Stand
- N/A

## Number of Responses

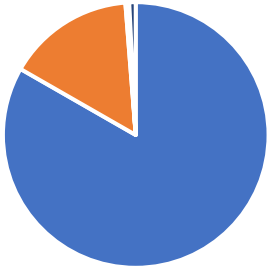
640

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

## Supporters with visible or hidden disabilities

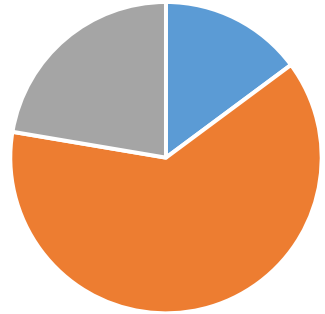



## Gender



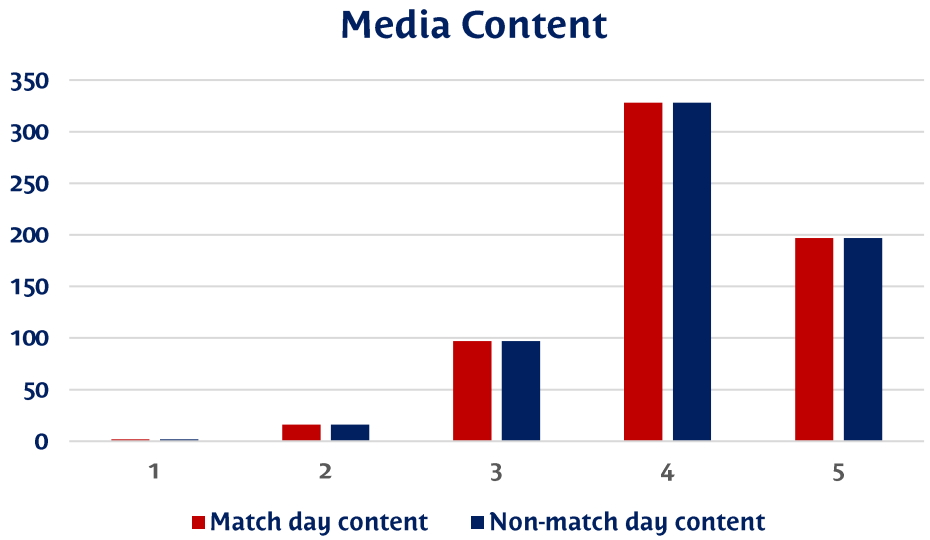
- Male
- Female
- Trans Male/Trans Man
- Trans Female/Trans Woman
- Genderqueer/Gender Non-Conforming
- Different Identity
- Prefer not to say

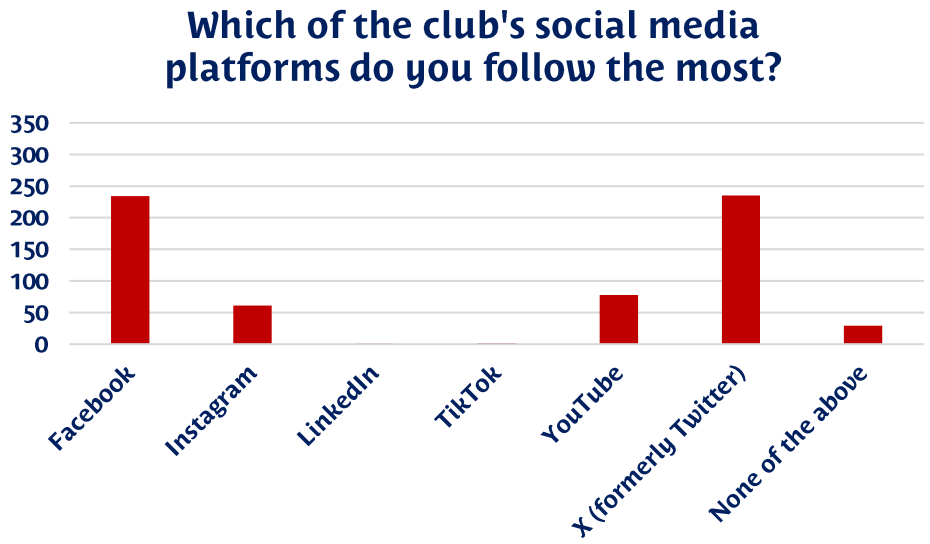
## Do you usually attend matches

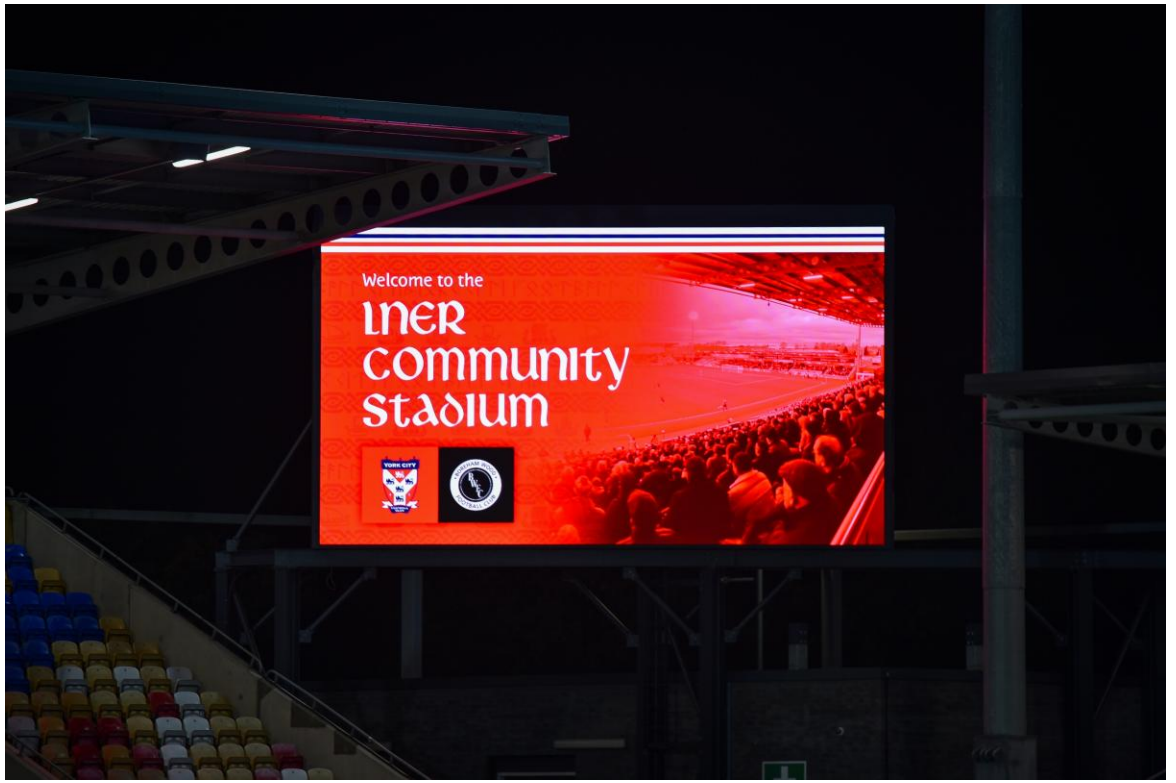


- By yourself
- With adults
- With children

# Media




Scores are rated out of 5
(1 = terrible/3 = average/5 = outstanding)

# Communication

**Club Shop (In Store)**
4.13/5

**Commercial**
3.89/5

**General Enquiries**
3.89/5

**Hospitality**
4.00/5

**Media**
4.24/5

**Retail (Online Orders)**
3.82/5

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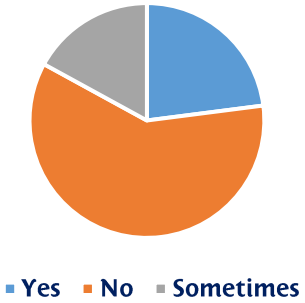
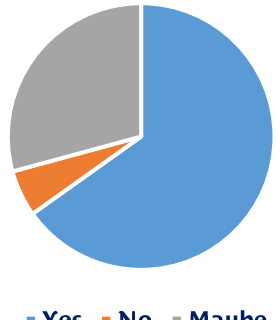
# Match Day Programme

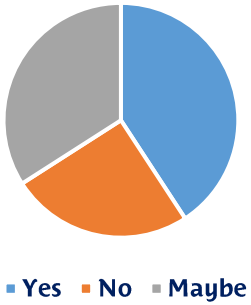
## Do you currently purchase a printed programme when attending matches?



## For the 2026/27 season, should the club continue to produce a printed programme?




## If a printed programme was not available, would you like to see a digital version produced?



# The Club Shop

Scores are rated out of 5
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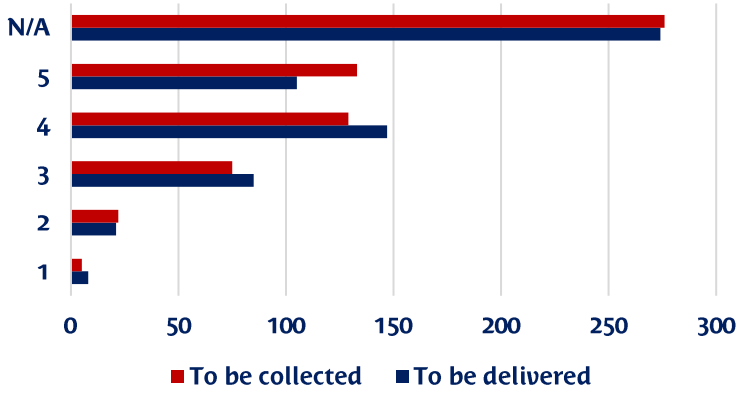
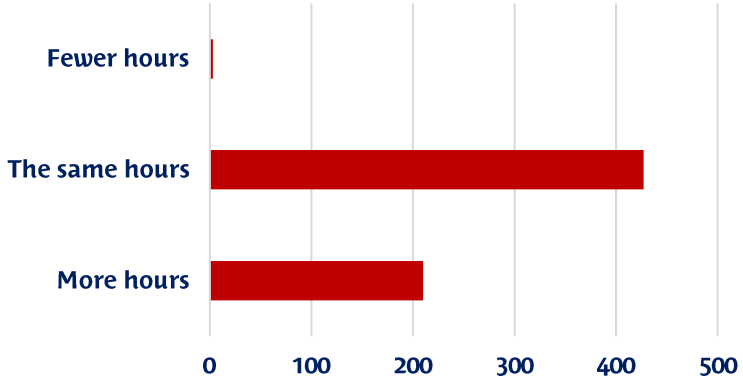
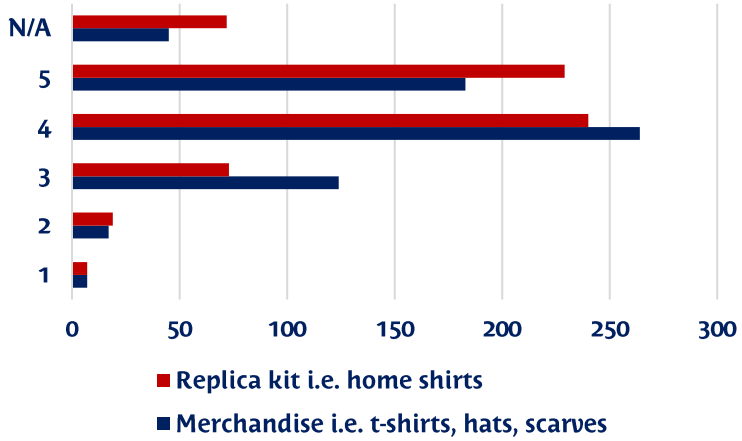
## Processing of orders e.g. speed of service




## Should the main Club Shop inside the stadium be open




## The available range of...



# The Club Shop

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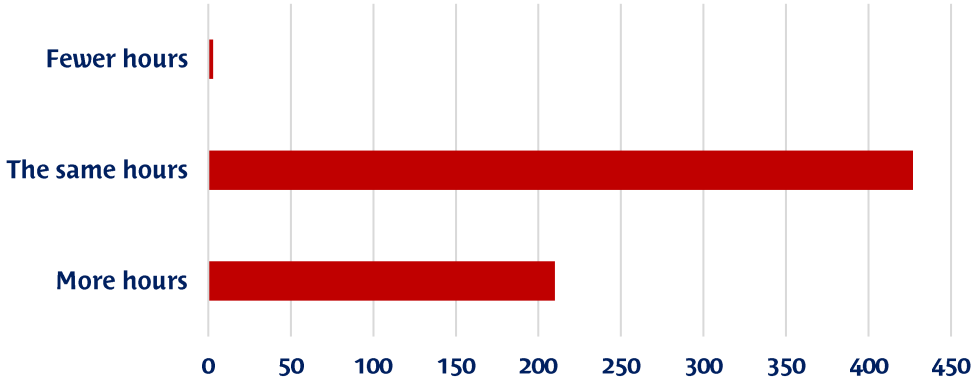


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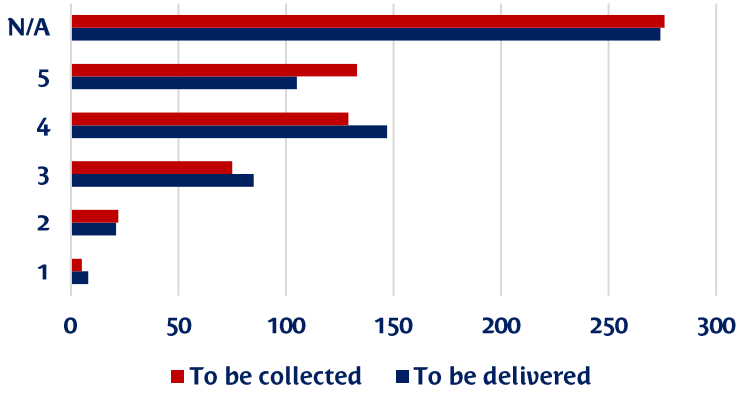


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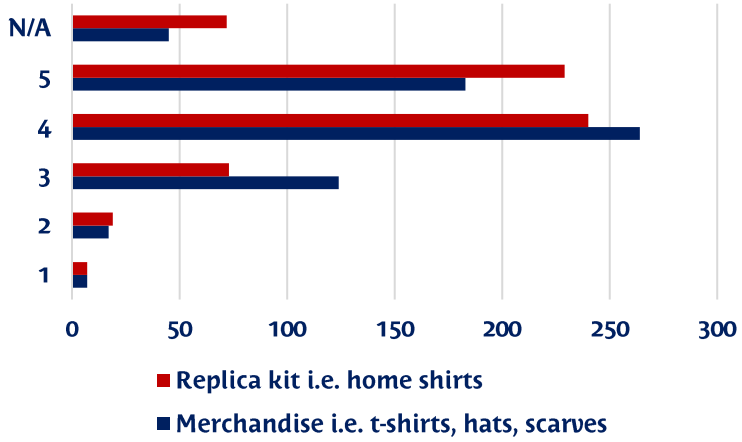


**Scores are rated out of 5**
**(1 = terrible/3 = average/5 = outstanding)**

# Hospitality

**Pre-match entertainment**

**3.43/5**

**Post-match entertainment**

**3.07/5**

**MotM presentation**

**3.59/5**

**Ease of gaining access**

**4.17/5**

**Booking process**

**3.67/5**

**Sound quality**

**3.14/5**

**Range of available menu choices**

**3.01/5**

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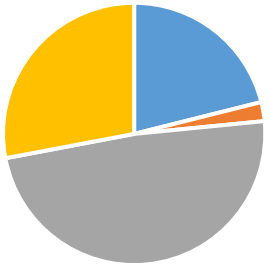
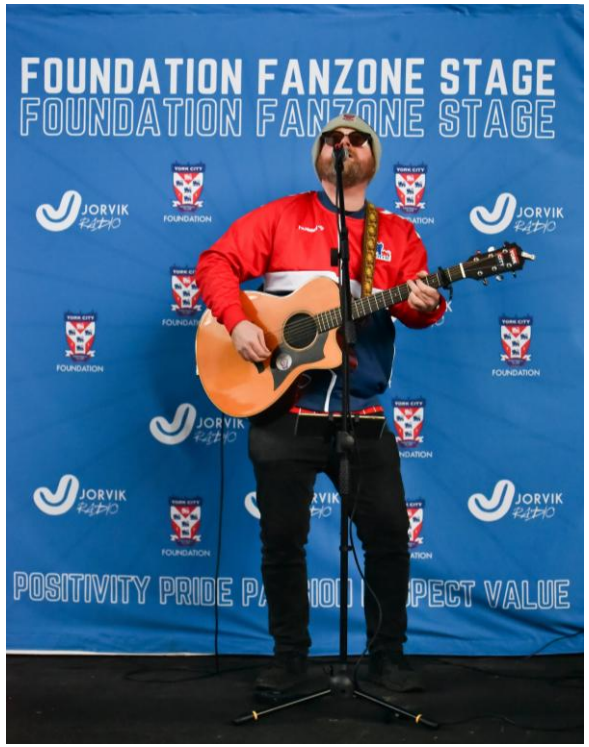
# Volume

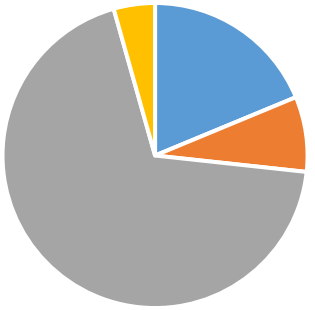
## Is the volume of music from the bands in the Fan Zone stage:



Too loud Too quiet About right N/A




## Is the volume of music in the stadium:



Too loud Too quiet About right N/A

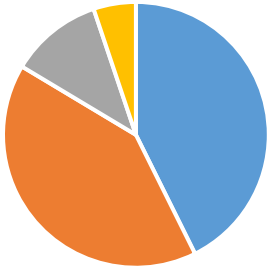
## The type of music played by bands in the Fan Zone stage is:

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

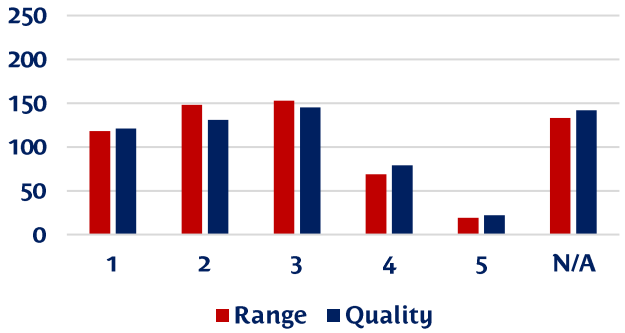
## The type of music played in the stadium is:



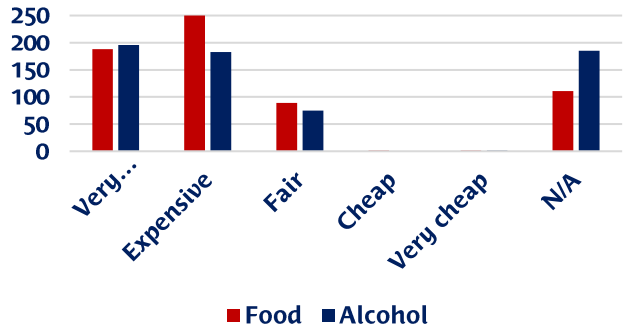
My type of music No opinion
Not my type of music N/A

# Food and Beverages

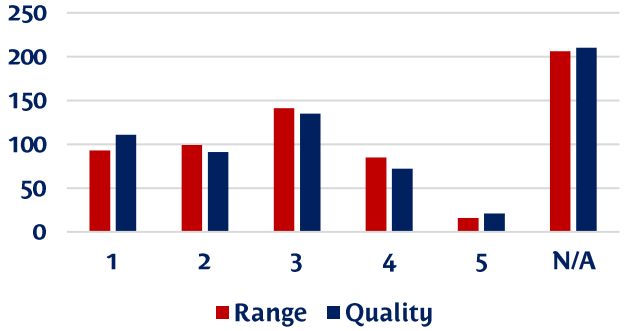
## Food



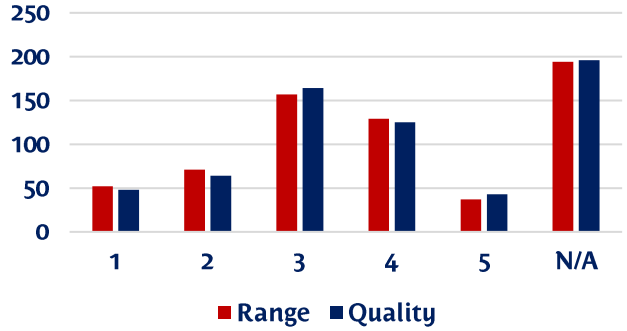
## The price of...




## Alcoholic Beverages




## Non-Alcoholic Beverages

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# Half-Time

**Speed Quizzing (non-interactive)**

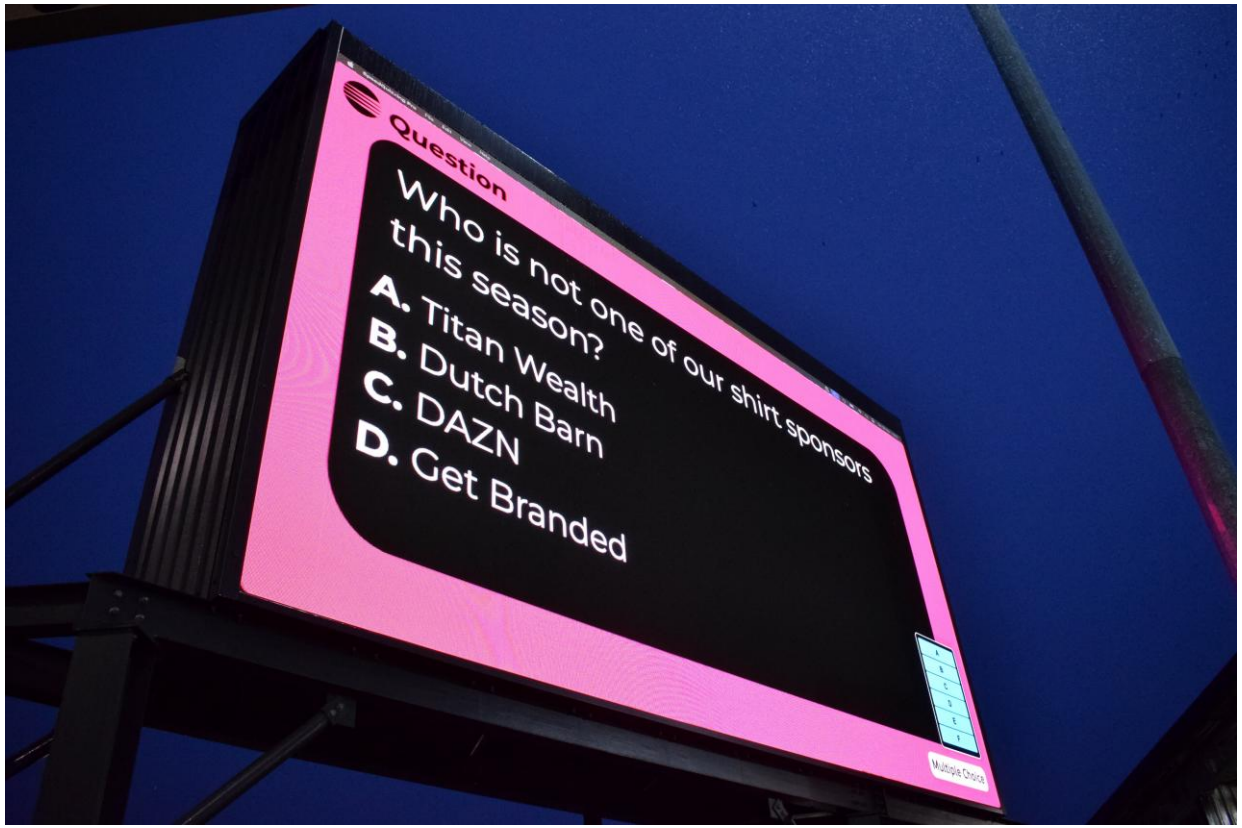
## 3.12/5

**Speed Quizzing (interactive)**

## 3.63/5

**Guest Interview**

## 3.66/5

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# Thank you for your responses

YORK CITY
FOOTBALL
CLUB