



Swindon Town Fan Survey Report 2025/2026



Summary

Dear supporters,

Welcome to our second Fan Survey, where we are measuring views and opinions of both members of TrustSTFC and the wider STFC fanbase.

A great deal has happened since our first survey. We had meetings with the club and other fan groups to discuss the findings and agreed a path forward, we hosted an unsuccessful redevelopment vote and the club fell just short of getting promotion to League One.

This year, we received just under 1,200 responses. While this is lower than the 2,000-plus responses received in 2024, it remains a statistically significant sample of the fanbase. To allow meaningful comparison with 2024's results, we have kept most questions unchanged.

The results show that supporters consider the performance of the men's first team to be the club's most important area, closely followed by financial sustainability. However, financial sustainability also ranked among the three lowest-scoring areas for satisfaction, suggesting it remains a significant concern for supporters.

Off-field issues continue to feature prominently when comparing importance against satisfaction. The three largest gaps remain Financial Sustainability, Strategic Direction, and Confidence in the Leadership of the Football Club. All three areas are significantly "in the red" among both Trust members and non-members.

By contrast, the satisfaction ratings for the women's team were exceptionally strong. Although these areas were generally rated as less important by respondents, the results reflect what was clearly a highly successful season for STWFC.

On the pitch, supporters reported a marked improvement in both recruitment and the performance of the men's first team compared with 2024. Beyond these areas, most measures changed by less than one point when comparing importance and satisfaction scores, suggesting that overall fan sentiment has remained broadly consistent over the past two years.

Summary

New for this year is a more detailed review of the free-text responses. This section was optional, yet more than 500 supporters took the time to provide written anonymous feedback, which we have published on our website [here](#) and aim to discuss the findings with the club.

As individual comments often touched on multiple subjects, responses have been grouped by theme and will not add up to 100%.

The below is the top 10 themes, regrettably all are mentioned in a negative light.

Rank	Theme	Mentions	% of Responses
1	Ownership / Trust in Leadership	218	43.4%
2	Football Performance & Playing Style	196	39.0%
3	Stadium / Ground Redevelopment & Facilities	136	27.1%
4	Fan Communication & Engagement	92	18.3%
5	Calls for Leadership Change	87	17.3%
6	Matchday Atmosphere & Experience	82	16.3%
7	Community & Local Identity	81	16.1%
8	Club Direction & Future Vision	78	15.5%
9	Financial Management & Investment	70	13.9%
10	Ticketing & Pricing	62	12.4%

Two years ago, we stated that if the current leadership could not provide a demonstrable path forward, supporters would begin to look for change.

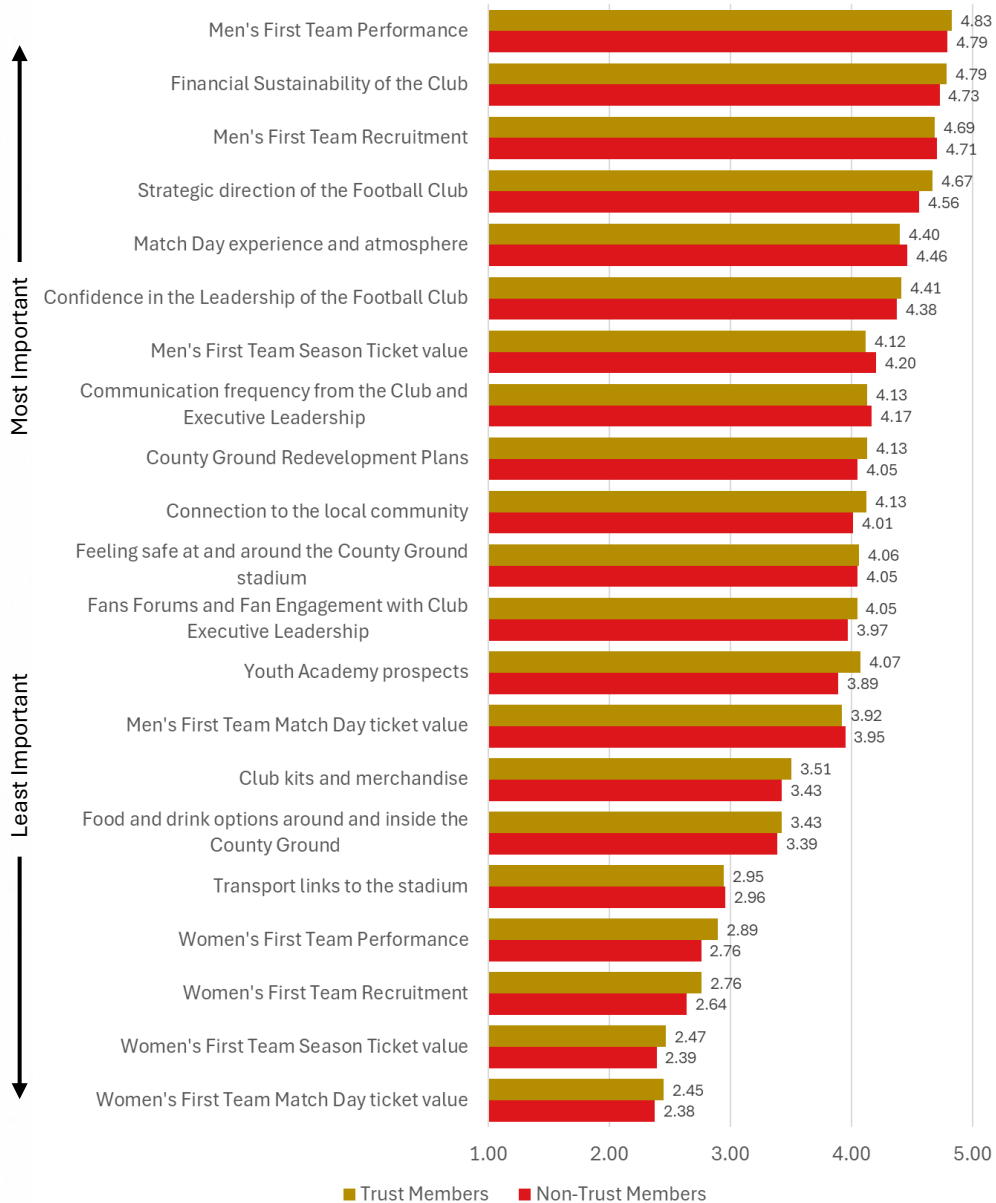
The findings presented in this report suggest that many supporters now believe that point has been reached.

We will leave you to review the themes and findings in detail.

The Board of TrustSTFC

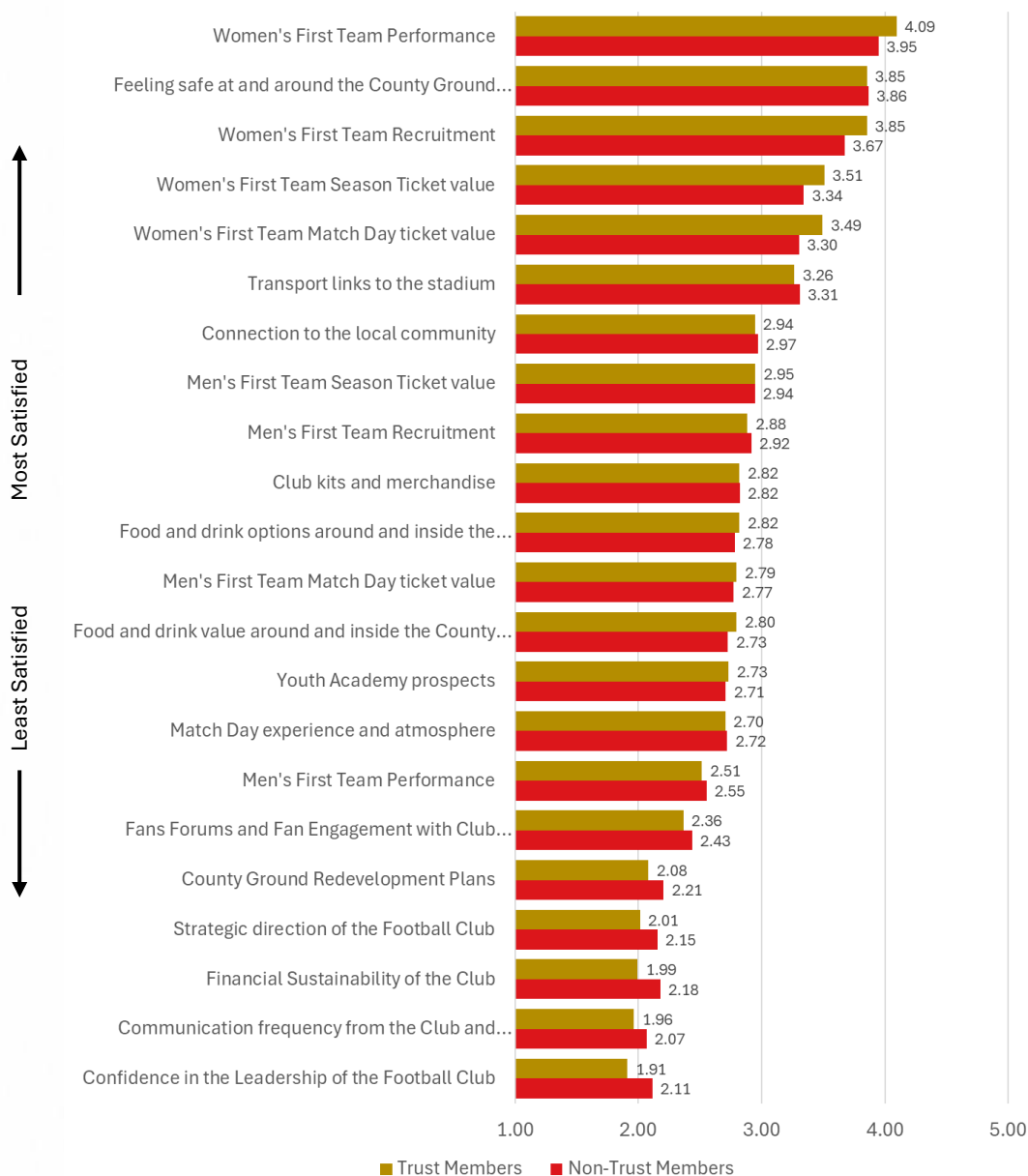
Importance

We asked fans to tell us how important 22 aspects of Swindon Town Football Club are to them on a scale of 1 being the 'least important' and 5 being the 'most important'.



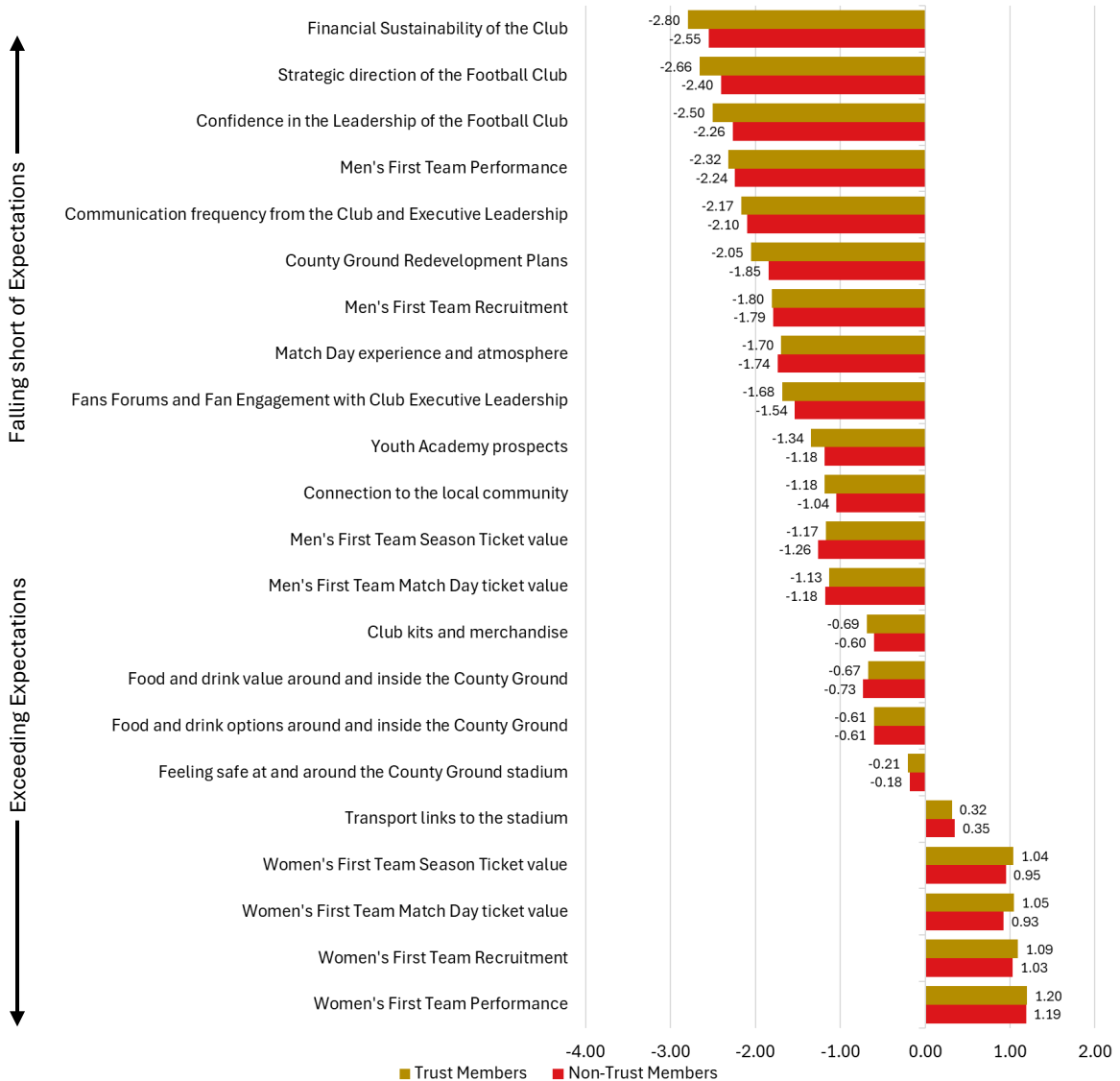
Satisfaction

We asked fans to tell us their levels of satisfaction of the same 22 aspects. A score of 1 being the 'very dissatisfied', and a score of 5 being the 'very satisfied', broken down between Trust Members and non-Trust Members.



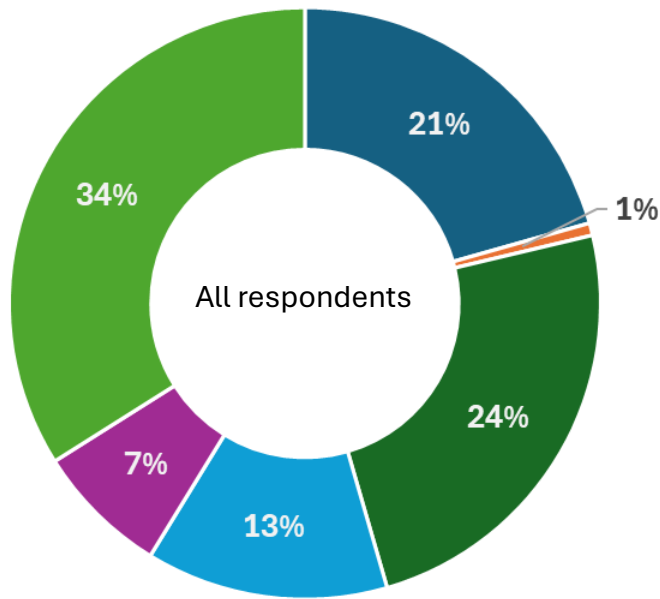
Satisfaction vs Importance

From the responses to our survey, we were able to determine the issues concerning the fan base and which aspects are meeting or exceeding fan expectations by subtracting the importance score from the satisfaction score. The results are ordered by the greatest difference when subtracting importance from satisfaction, signifying the fans pressing concerns.



Season Ticket Intentions

More than 1,100 fans shared with us their intention towards next season. The pie chart above is a combination of all responses.

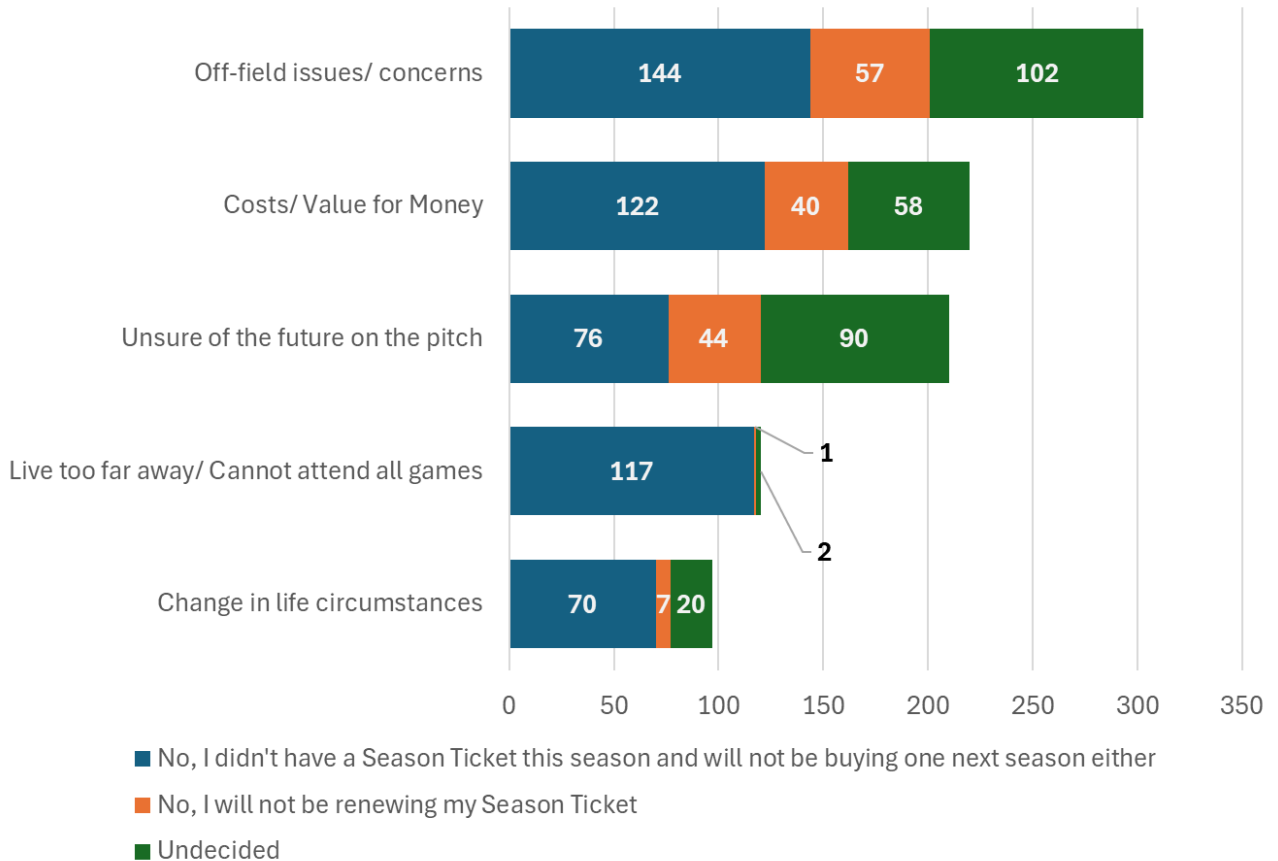


- Yes, I have renewed my Season Ticket
- Yes, I have bought a new Season Ticket
- Not yet but I intend to
- Undecided
- No, I will not be renewing my Season Ticket
- No, I didn't have a Season Ticket this season and will not be buying one next season either

NB – the survey closed before the early bird window shut.

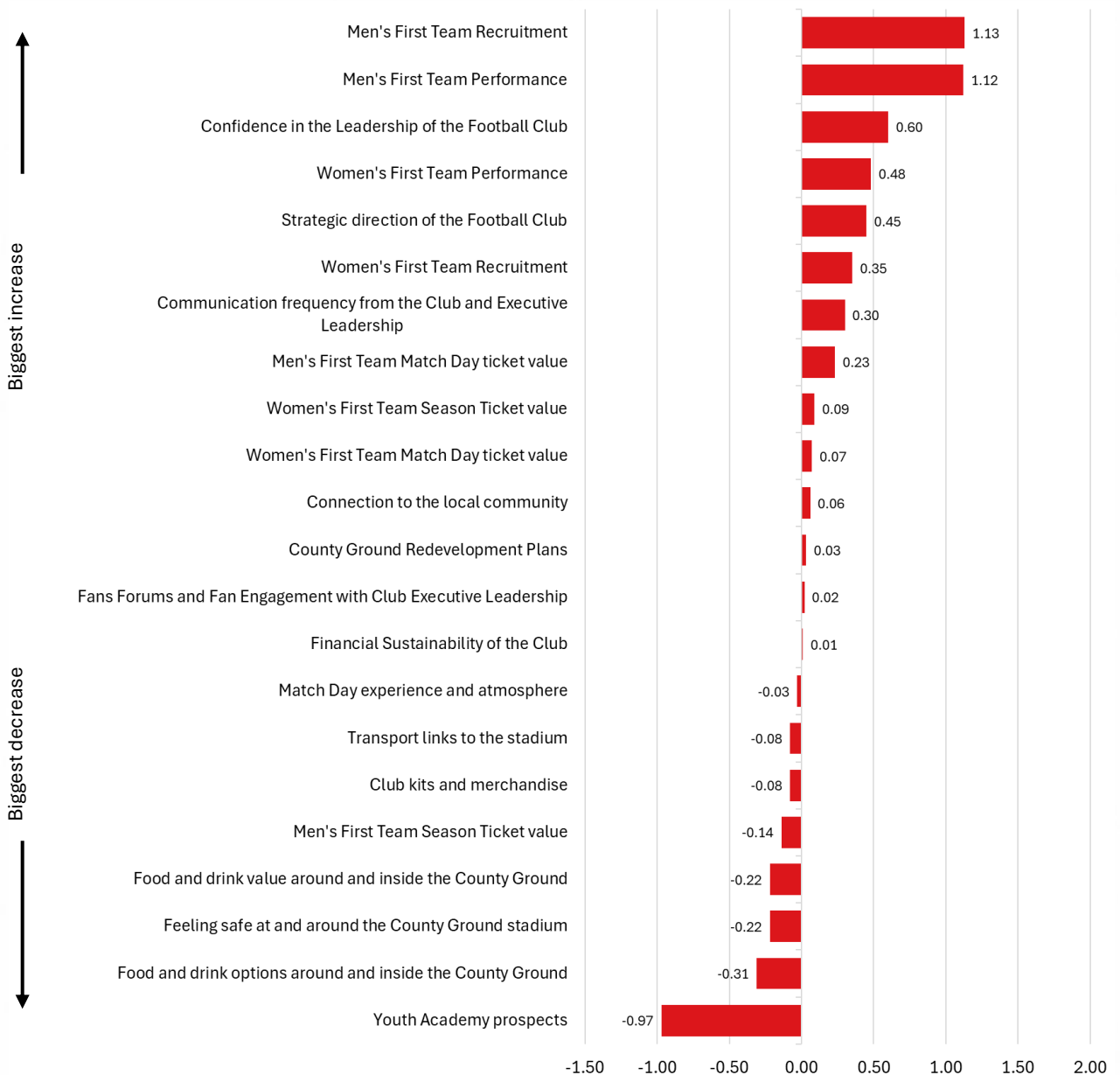
The Results – Next Season

Those that indicated that they were either ‘Undecided’, ‘Not Renewing’, or ‘No Season Ticket this season or next season’, were asked for a reason for their decision. Survey participants were able to select more than one option



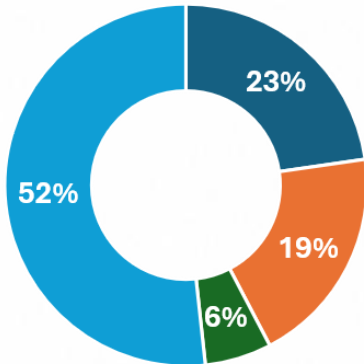
The Results – 2026 vs 2024

We expanded the *Satisfaction minus Importance* metric to see how people’s opinions have changed between the two surveys. This chart shows the change from 2024 to 2026.



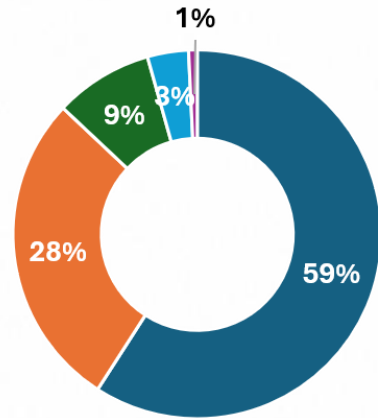
Demographics

Which of these statements is true?

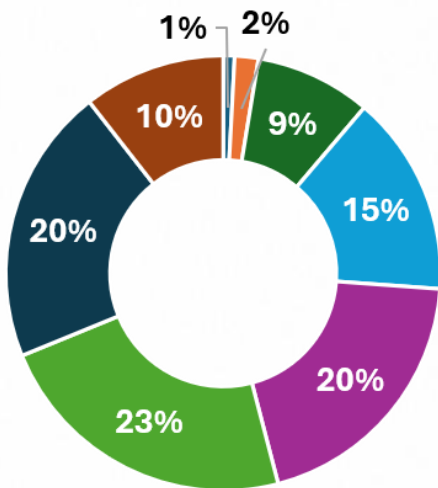


- I attend less games than I did in 2024/5
- I attend more games than I did in 2024/5
- N/A
- The same

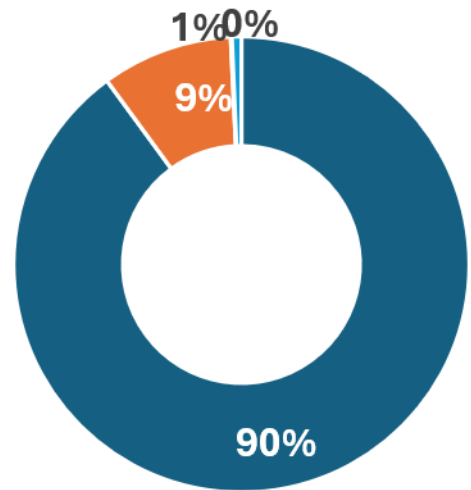
What stand do you normally sit in?



- The Don Rogers Stand
- The John Trollope Arkells Stand
- Alan McLoughlin Town End
- n/a
- Executive Seats



- Under 18
- 18 to 25 years old
- 26 to 35 years old
- 36 to 45 years old
- 46 to 55 years old
- 56 to 65 years old
- 66 to 75 years old
- 75+ years old



- Male
- Female
- Non-binary
- Prefer not to say