



Swindon Town Fan Survey Report 2023/2024

Neil Hutchings, Chair

Dear Supporters,

Welcome to our first Fans Survey, where we are measuring views and opinions across a full cross section of the Swindon Town community.

When we launched the survey, we set ourselves a target of 1,000 responses to fully reflect our broad supporter base, so I'm delighted that we received over 2,000 responses which we believe to be the largest for any survey undertaken on Swindon Town Football Club.

Thank you to all those who took the time to respond. This level of interaction clearly demonstrates a significant portion of the sentiments within the fanbase and reinforces the actions which the Club need to take. This survey would not have been possible without the hard work of the Trust Board and our friends at the Official Supporters Club, who helped get the survey link to as many people as possible.

Although delighted with the response, we have learnt a few things along the way. Not all Swindon fans are based in the UK and we should have considered our overseas supporters when pulling the questions together. Not everyone felt they had enough knowledge to answer every question either – a N/A box would have been a useful addition. Thanks to those who have offered feedback and constructive criticism – we'll take it all into account in our survey.

So, what have we learnt? In the pages which follow, we have deliberately avoided casting judgement and opinion – we think that the numbers speak for themselves. In the days and weeks ahead, we'll be communicating with members and the wider supporter base, sharing our thoughts on how the Club should move forward.

What is clear though, is that across all supporters there is growing discontent with the current ownership, leadership and overall Club strategy. At recent Advisory Board meetings, the Club have reflected on a noisy minority of social media



Neil Hutchings, Chair

accounts sharing their frustrations, not believing that there was a bigger issue at hand. The results of this survey show that these frustrations are widely shared.

Given the current cash position of the Club, one of the most concerning statistics is the number of supporters who have already decided not to renew their season tickets. Together with the “undecided’s”, these groups represent a real impact to the Club’s revenues at a time when little other cash is coming through the door.

On May 2nd we presented a draft summary of the survey results to the Chairman and CEO at the Advisory Board, setting out the five top and bottom satisfaction results, together with season ticket intentions. Today we have shared the full report with the Club and call on them to reflect on the discussion which took place at the Advisory Board, particularly around strategy, confidence in the leadership team and performances on the pitch. Promises are no longer enough, actions are required and quickly.

It has been a tough season for all of us and the clock is ticking on preparations for next season. The Trust has always said that we want a financially stable and well-run club, regardless of who the owner is.

If the current ownership and leadership team are unable (or unwilling) to provide a demonstrable path to achieve this, the results of this survey suggest that Swindon supporters are no longer prepared to provide their unconditional support and are looking for change. We at the Trust will play our part in bringing that change about.

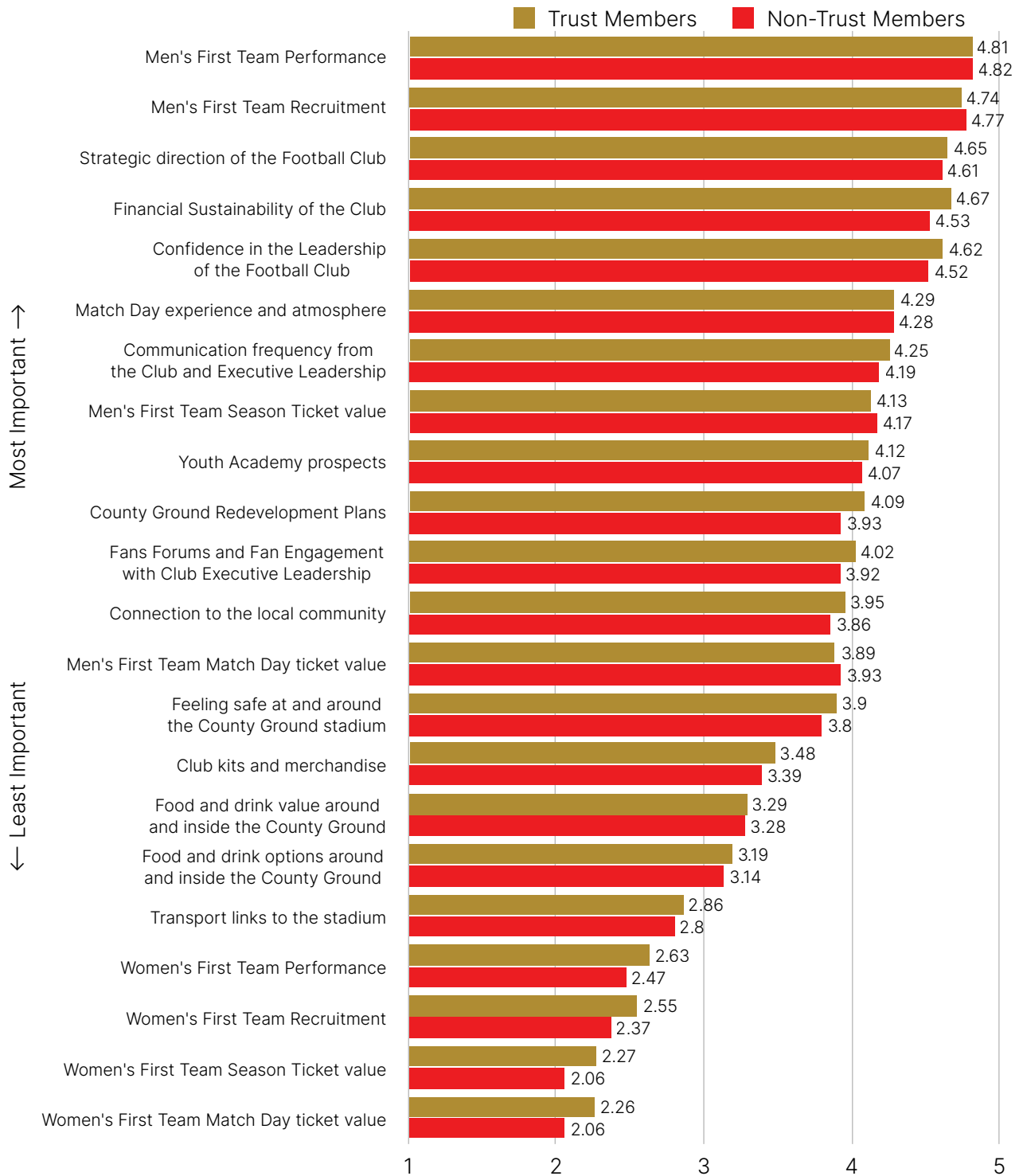
Neil Hutchings
TrustSTFC Chairman



The Results - 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'.

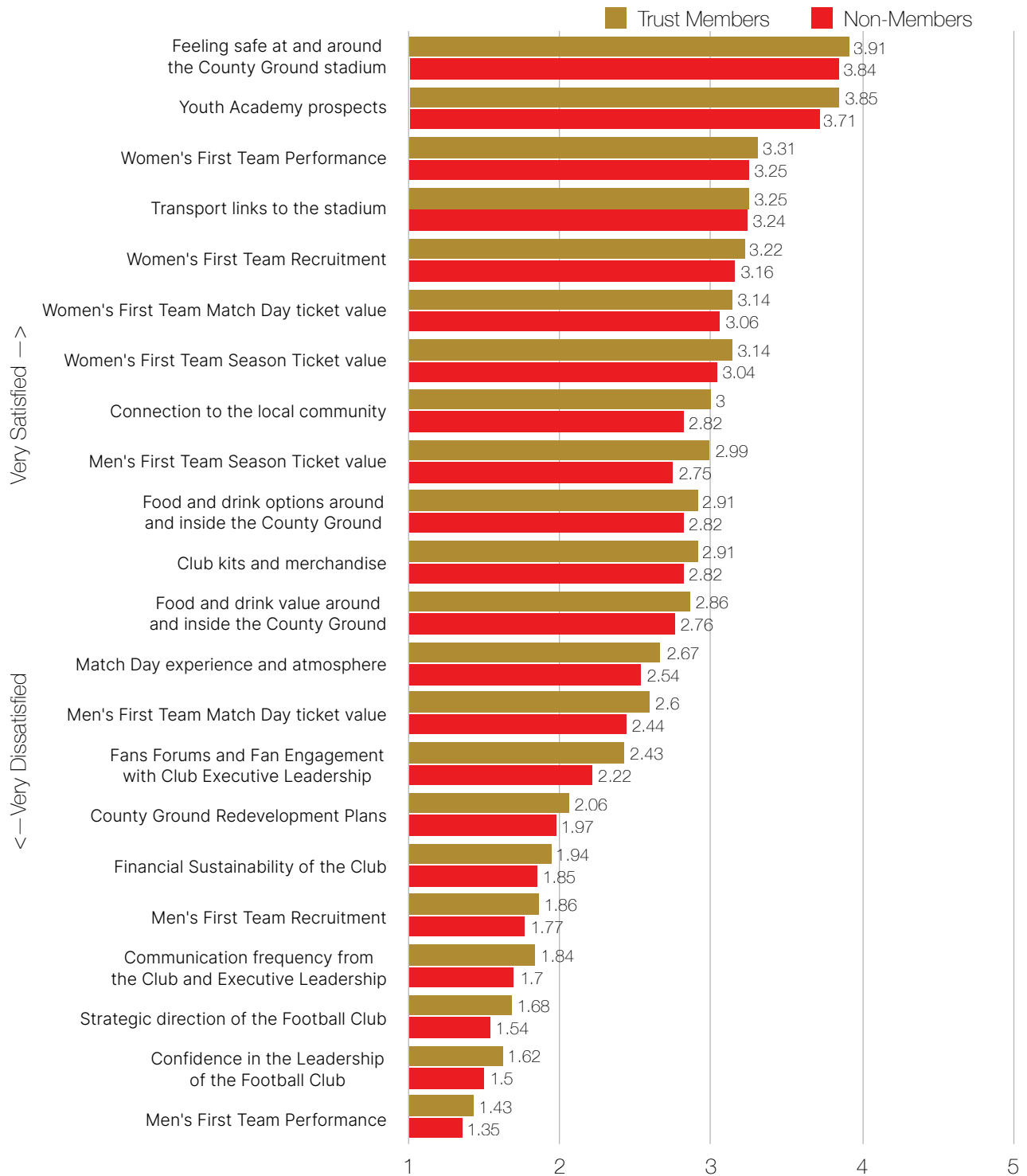
We had over 2,000 responses to this question and here are the results ranked by most important, broken down between Trust Members and non-Trust Members.



The Results - Satisfaction

We asked fans to tell us their levels of satisfaction of the same 22 aspects.

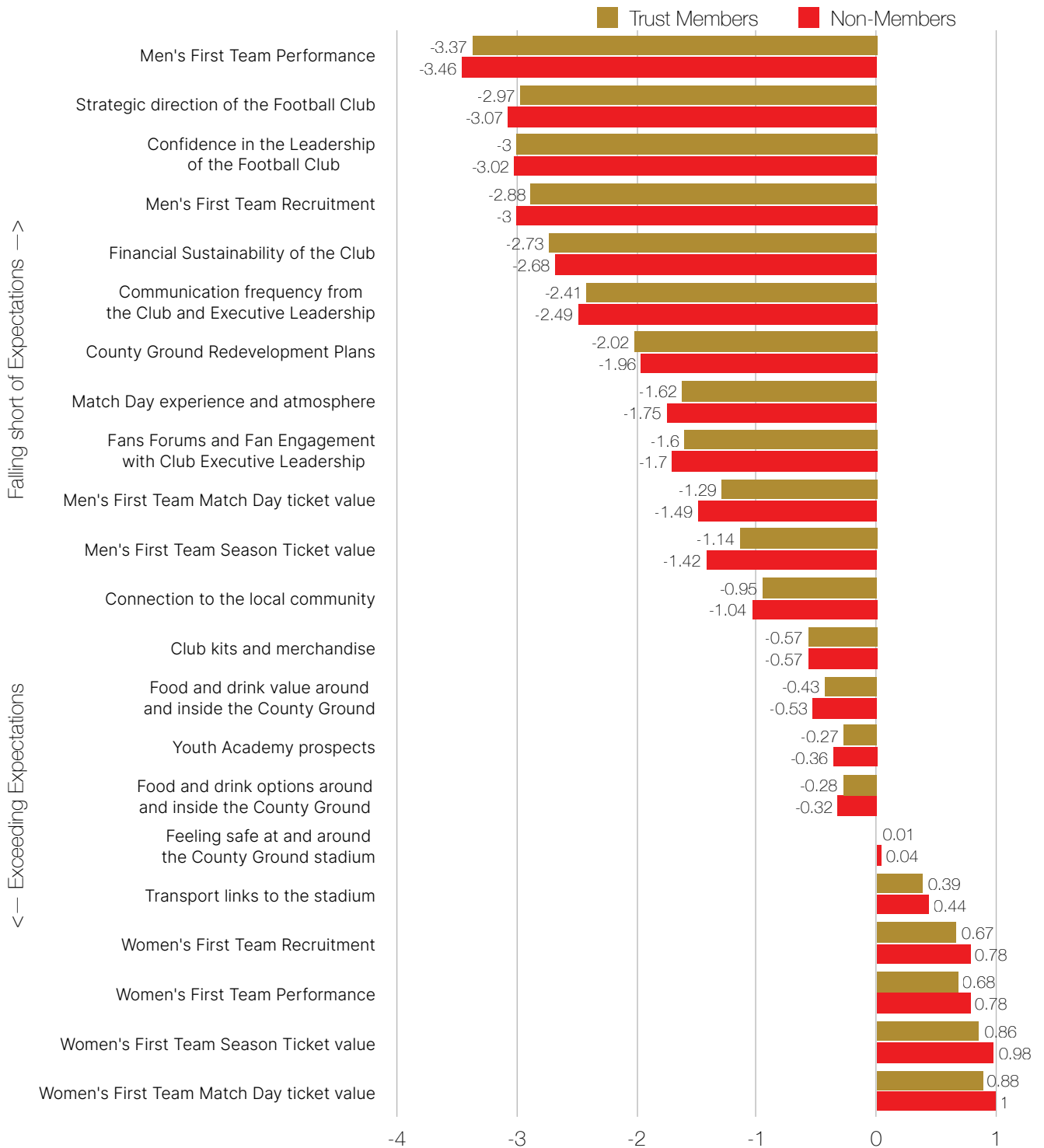
We received over 2,000 responses to this question with a score of 1 being the 'very dissatisfied', and a score of 5 being the 'very satisfied', broken down between Trust Members and non-Trust Members.



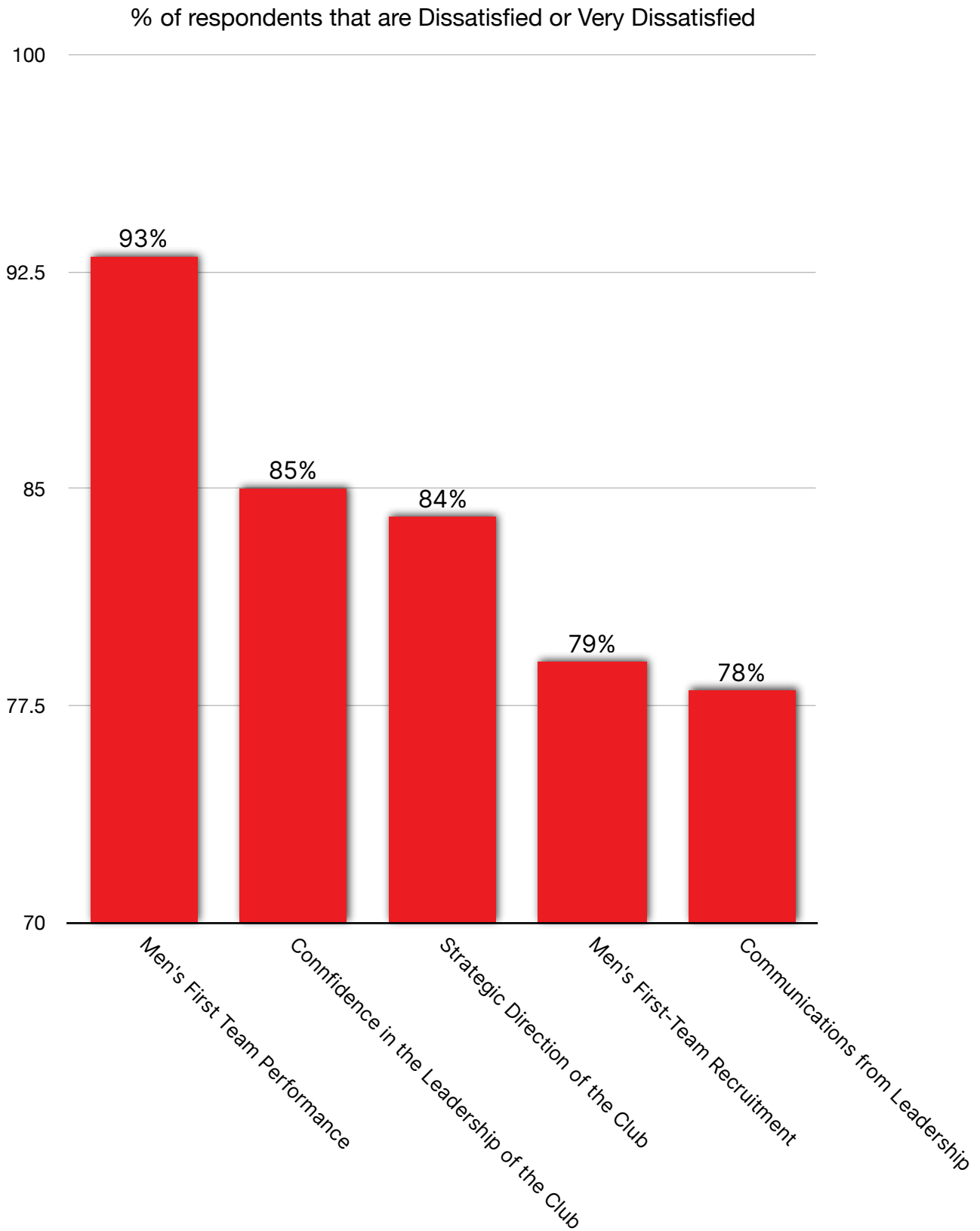
The Results - Satisfaction vs Importance

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.

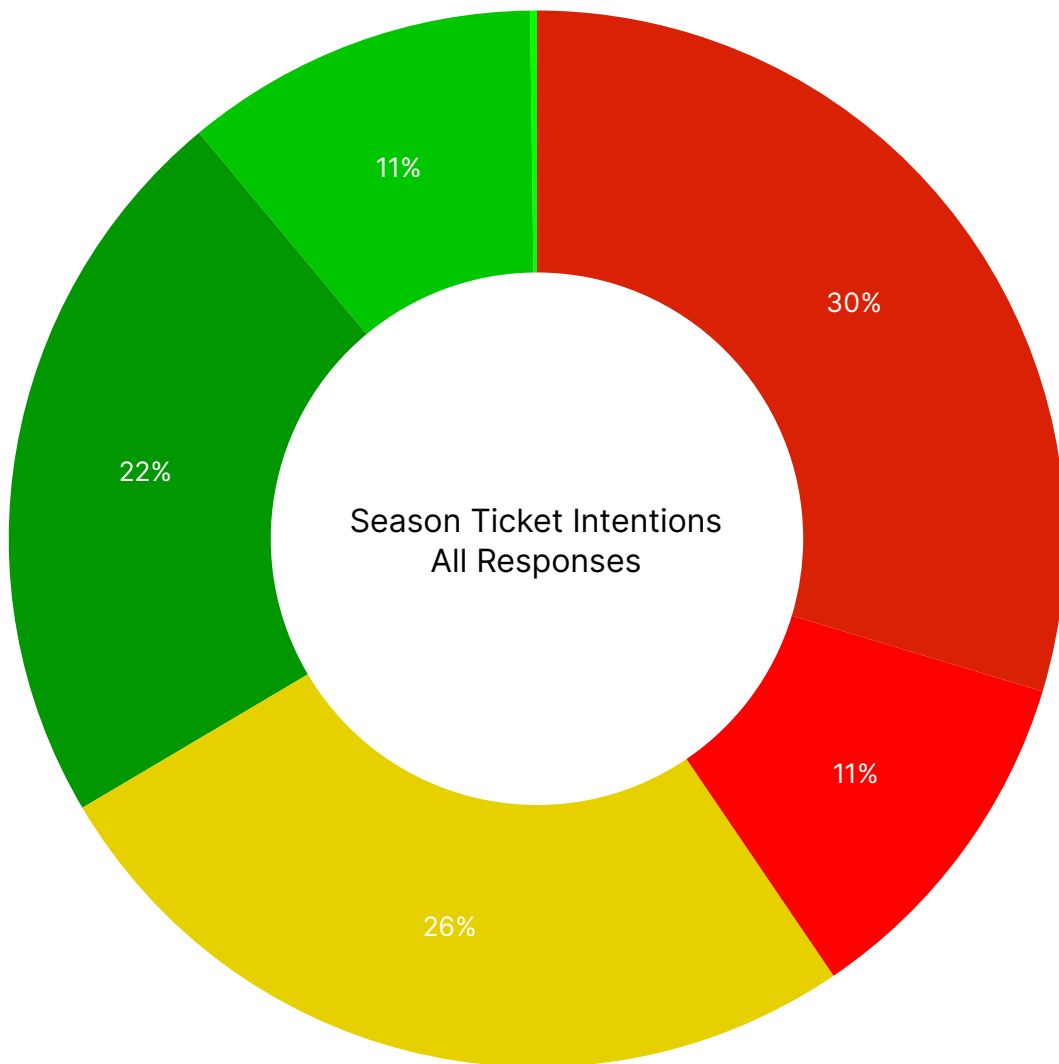
The results are ordered by the greatest difference when subtracting importance from satisfaction, signifying the fans pressing concerns.



The Results - Reflection



The Results - Next Season



More than 2,000 fans shared with us their intention towards next season. The pie chart above is a combination of all responses.

All Responses:

Undecided - 26%

Will not be renewing my Season Ticket - 11%

No Season Ticket this or next season - 30%

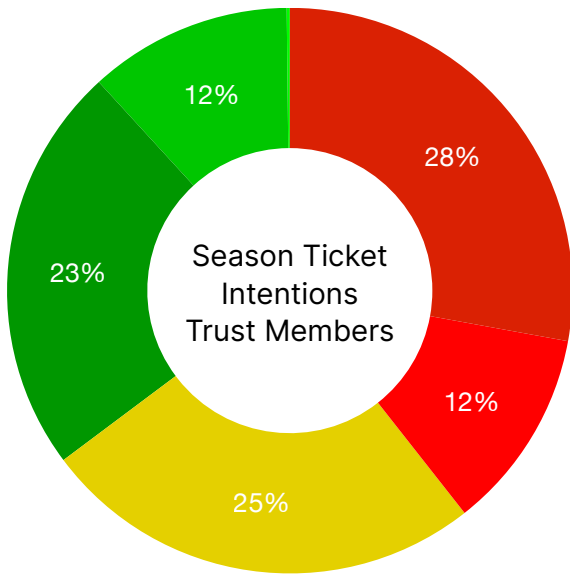
Not yet but I intend to - 22%

Yes, I have renewed by Season Ticket - 11%

- No, Season Ticket this season or next season
- No, I will not be renewing my Season Ticket
- Undecided
- Not yet but I intend to
- Yes, I have renewed my Season Ticket
- Yes, I have bought a new Season Ticket



The Results - Next Season



Trust Members Responses:

Undecided - 25%

Will not be renewing Season Ticket - 12%

No Season Ticket this or next season - 28%

Not yet but I intend to - 23%

Yes, I have renewed my Season Ticket - 12%

- No, Season Ticket this or next season
- Will not be renewing my Season Ticket
- Undecided
- Not yet but I intend to
- Yes, I have renewed my Season Ticket
- Yes, I have bought a new Season Ticket

Non-Member Responses:

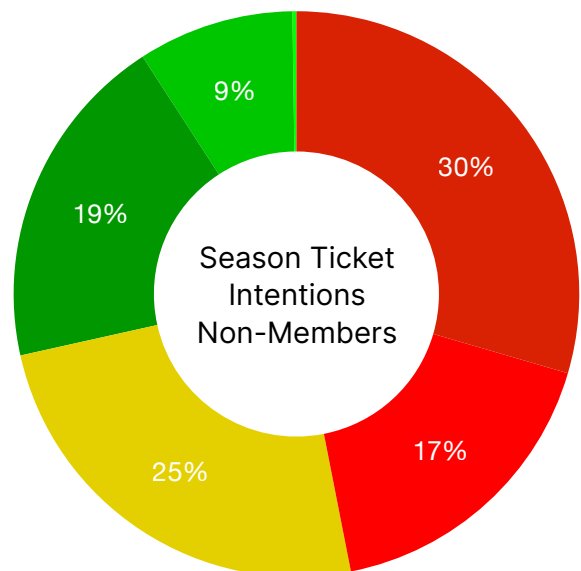
Undecided - 25%

Will not be renewing Season Ticket - 17%

No Season Ticket this or next season - 30%

Not yet but I intend to - 19%

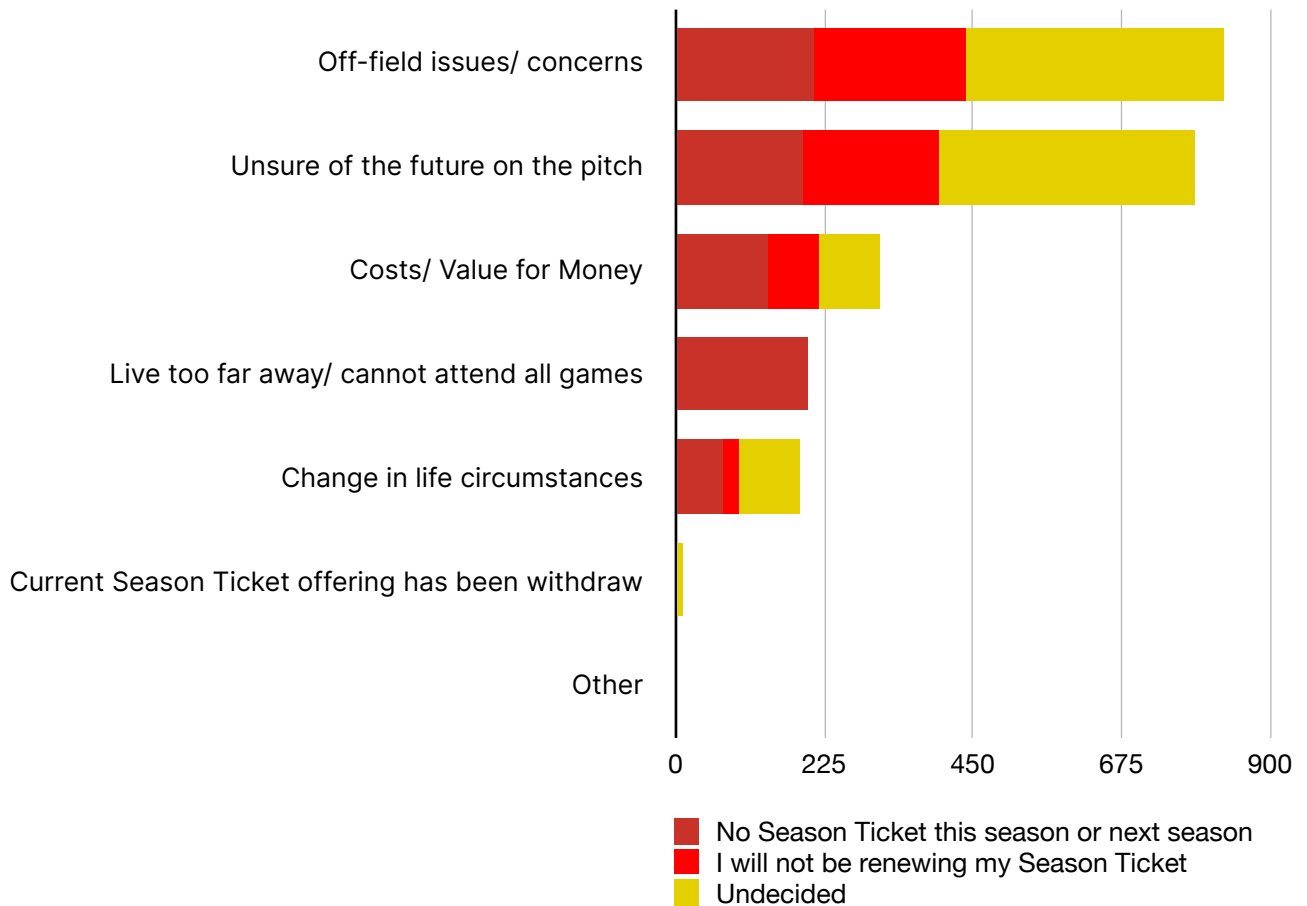
Yes, I have renewed my Season Ticket - 9%



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.



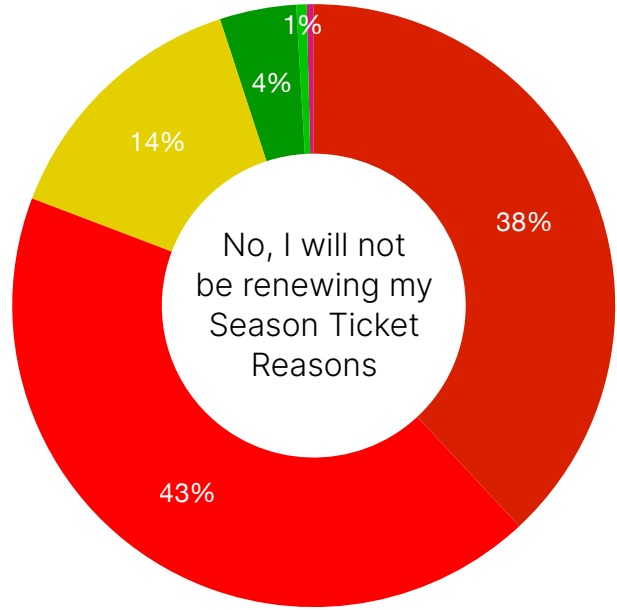
61.25% of responses cited off-field issues/concerns as a reason why they would not be buying a Season Ticket for the 2024/2025 campaign



The Results - Next Season

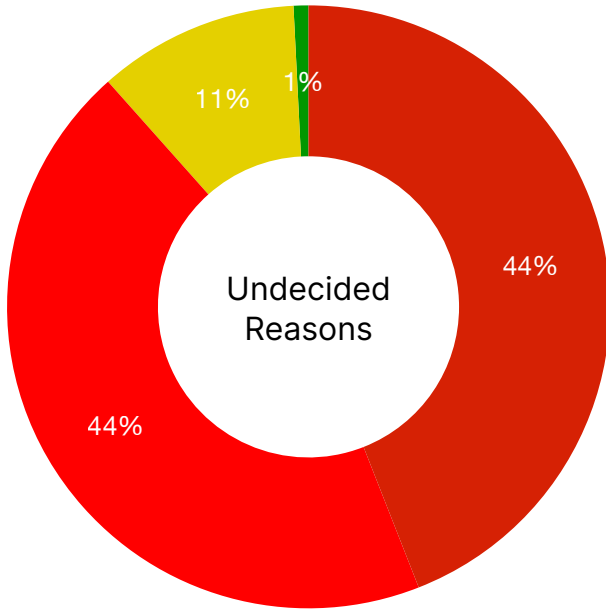
No, I will not be renewing my Season Ticket:

Unsure of the future on the pitch - 38%/ 204
 Off-field issues/ concerns - 43%/ 229
 Costs/ Value for Money - 14%/ 76
 Change in life circumstances - 4%/ 22
 Current Season Ticket offering has been withdrawn - 1%/ 3
 Other - Nominal/ 1



Undecided:

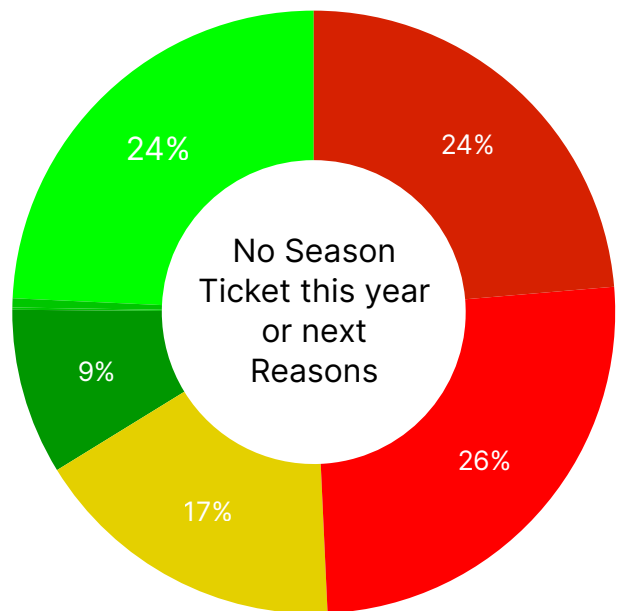
Unsure of the future on the pitch - 44%/ 388
 Off-field issues/ concerns - 44%/ 391
 Costs/ Value for Money 11%/ 96
 Change in life circumstances - 11%/ 95
 Current Season Ticket offering has been withdrawn - 1%/ 7



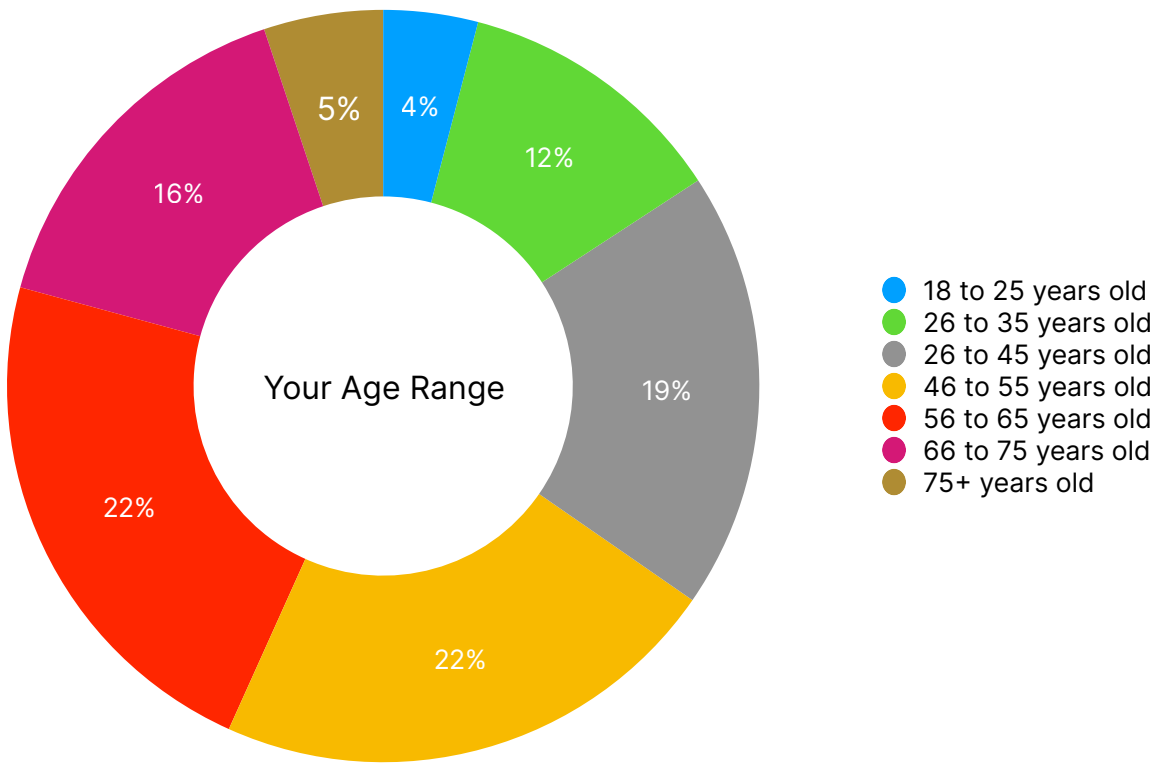
- Unsure of future on the pitch
- Off-field issues/ concerns
- Costs/ Value for Money
- Change in life circumstances
- Current Season Ticket offering has been withdraw
- Other
- Live too far away/ cannot attend all games

No Season Ticket this year or next year:

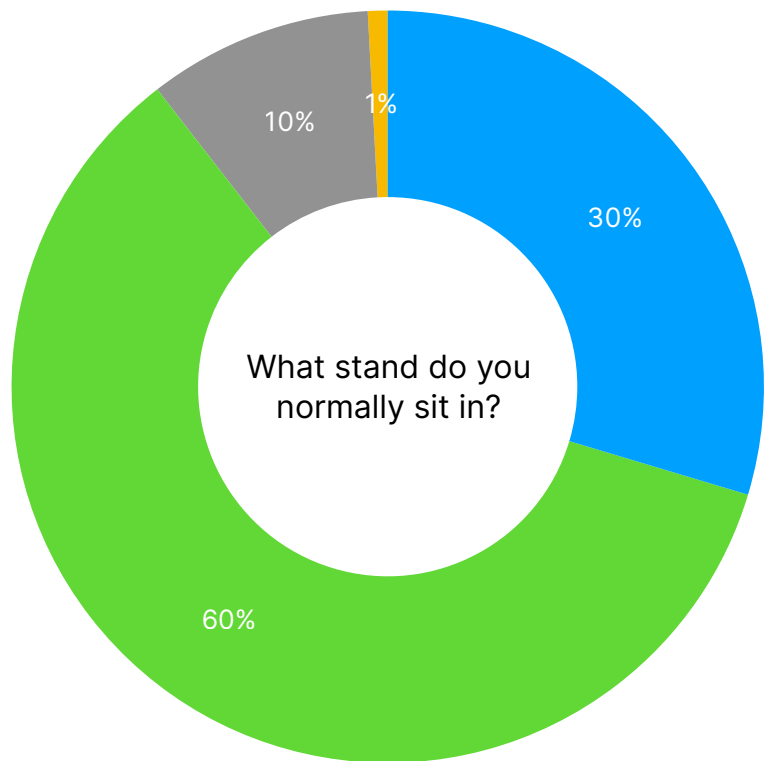
Unsure of the future on the pitch - 24%/ 194
 Off-field issues/ concerns - 26%/ 210
 Cost/ Value for Money - 17%/ 139
 Change in life circumstances - 9%/ 73
 Live too far away/ cannot attend all games - 24%/ 199
 Other - Nominal/ 4



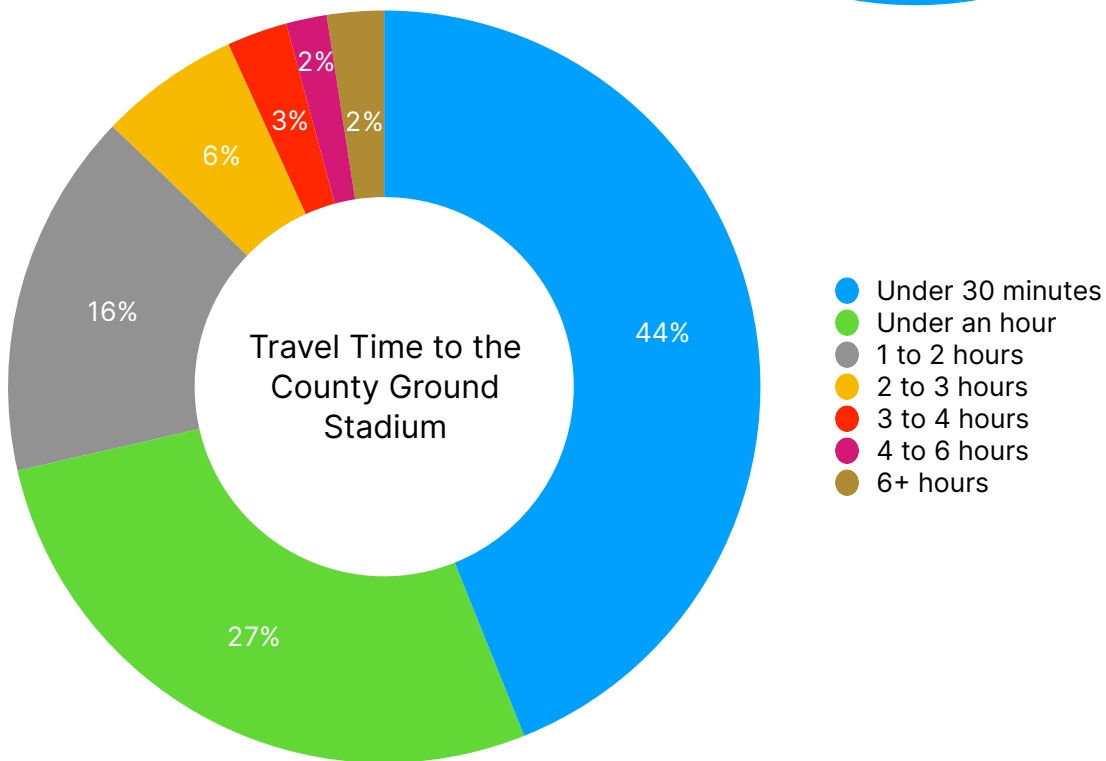
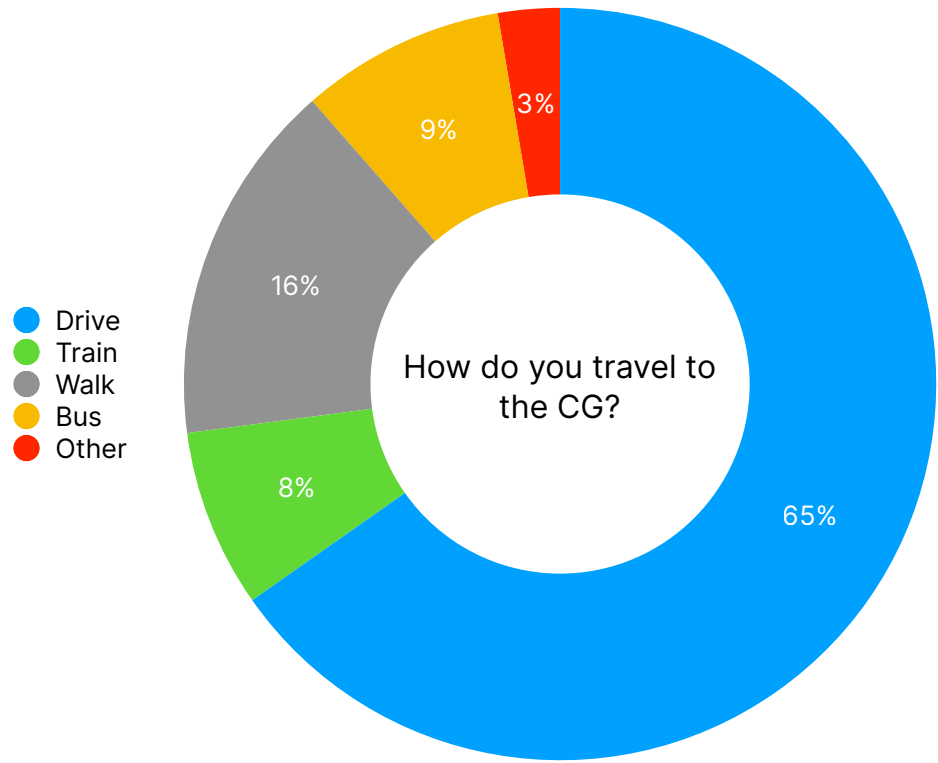
The Results - Demographics



- Arkells Stand
- Don Rogers
- Town End
- Executive Seats



The Results - Demographic





This report was published on the 7th May 2024
by Swindon Town Community Mutual (the
Swindon Town Supporters Trust).

<http://www.truststfc.com>
info@truststfc.com

