



AMBITION
&TRADITION
HULL CITY SUPPORTERS' TRUST

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Hull City Supporters Trust Fans Survey

March 2022



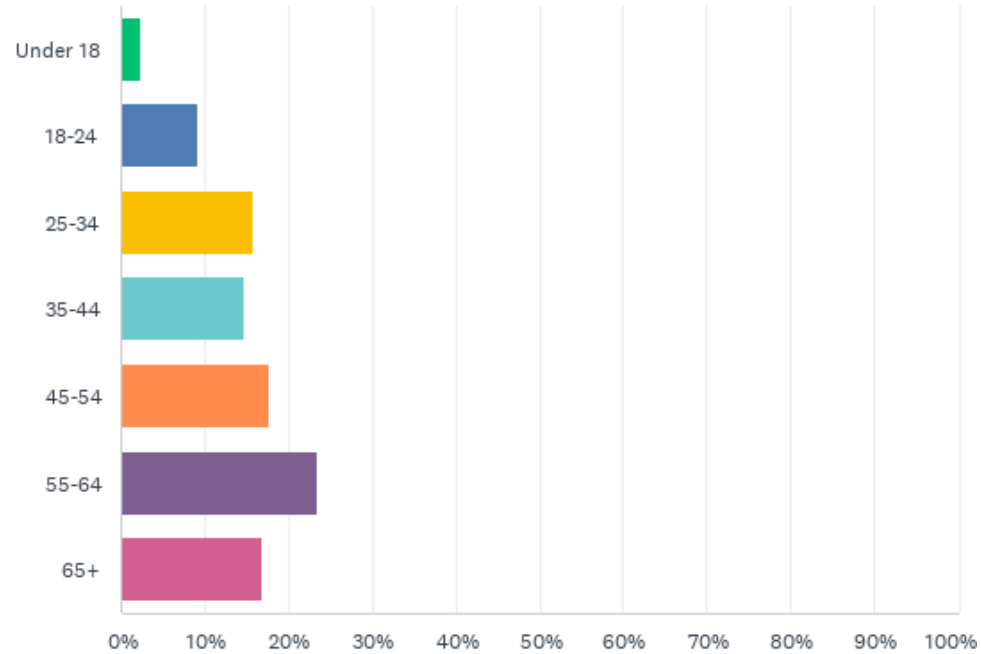
Total Responses 957

Date Created: Tuesday, February 15, 2022

Complete Responses: 957

Q1: What is your age?

Answered: 956 Skipped: 1



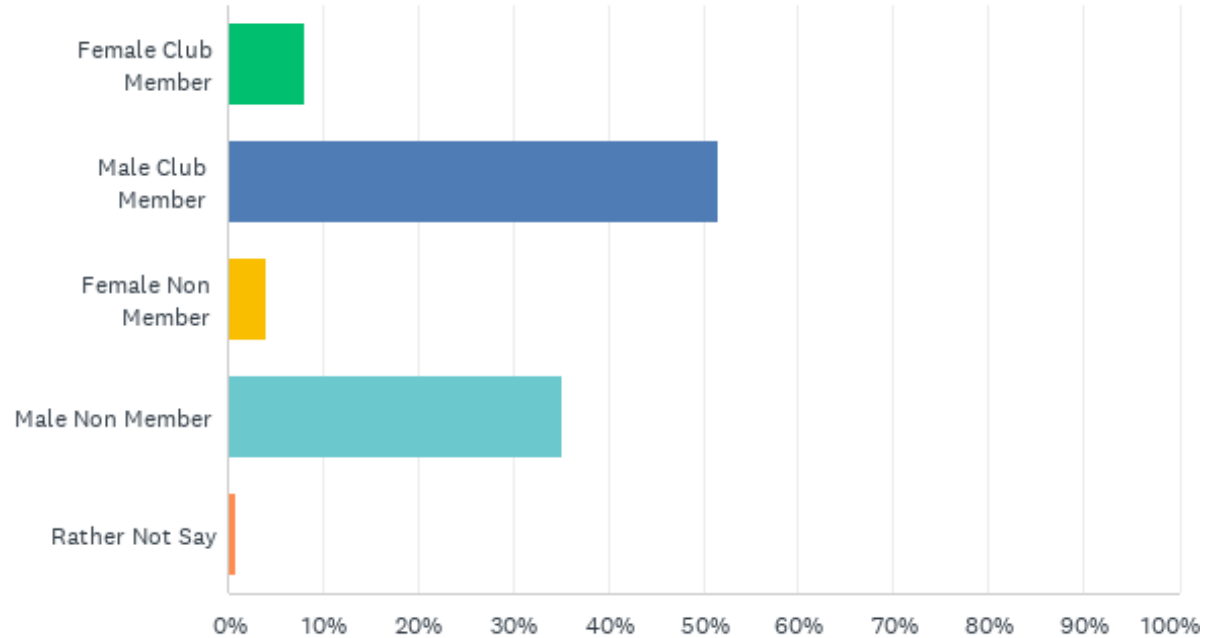
Q1: What is your age?

Answered: 956 Skipped: 1

ANSWER CHOICES	RESPONSES	
Under 18	2.41%	23
18-24	9.21%	88
25-34	15.69%	150
35-44	14.64%	140
45-54	17.68%	169
55-64	23.54%	225
65+	16.84%	161
TOTAL		956

Q2: What is your gender and member status?

Answered: 954 Skipped: 3



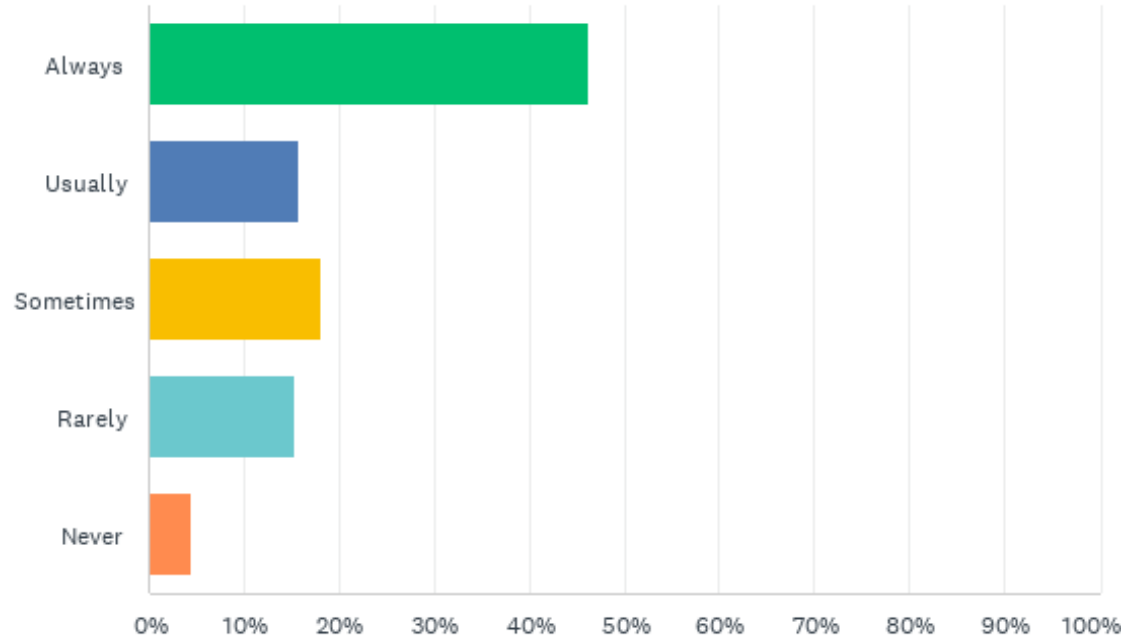
Q2: What is your gender and member status?

Answered: 954 Skipped: 3

ANSWER CHOICES	RESPONSES	
Female Club Member	8.18%	78
Male Club Member	51.68%	493
Female Non Member	4.09%	39
Male Non Member	35.12%	335
Rather Not Say	0.94%	9
TOTAL		954

Q3: How often do you attend Hull City home matches?

Answered: 954 Skipped: 3



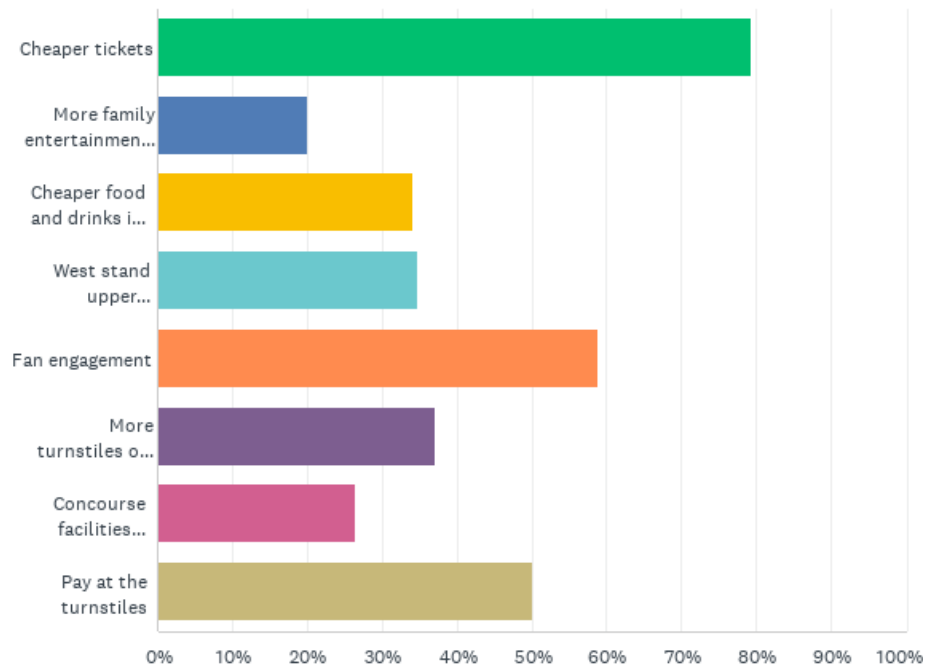
Q3: How often do you attend Hull City home matches?

Answered: 954 Skipped: 3

ANSWER CHOICES	RESPONSES	
Always	46.33%	442
Usually	15.72%	150
Sometimes	18.03%	172
Rarely	15.41%	147
Never	4.51%	43
TOTAL		954

Q4: What will encourage fans to return to watch Hull City AFC? (Please tick all that apply)

Answered: 919 Skipped: 38



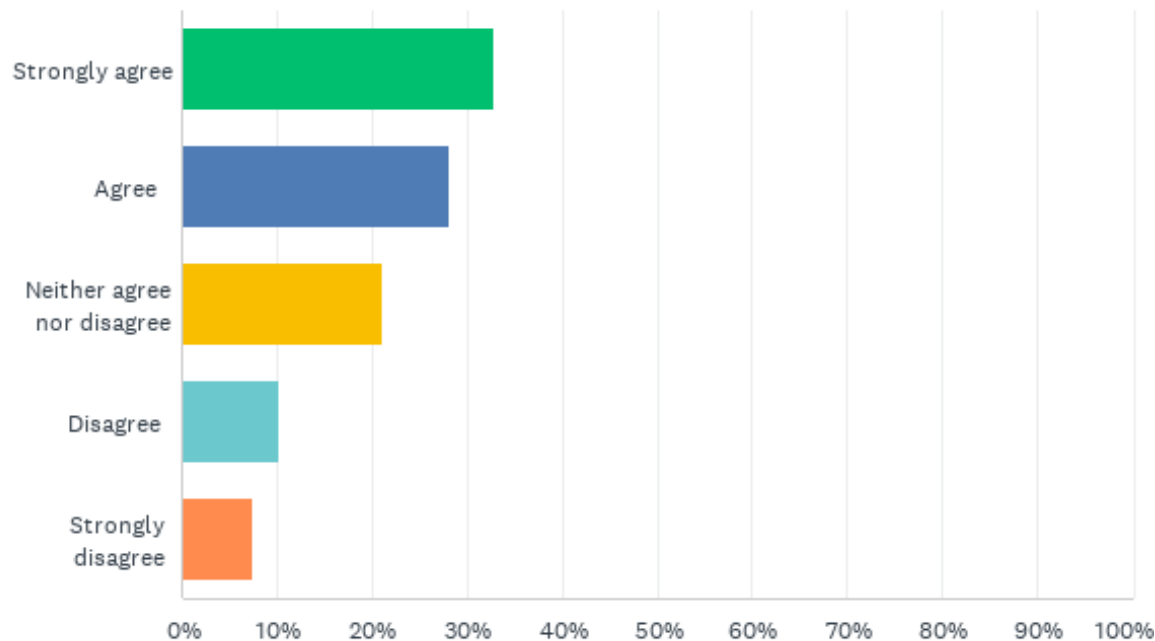
Q4: What will encourage fans to return to watch Hull City AFC? (Please tick all that apply)

Answered: 919 Skipped: 38

ANSWER CHOICES	RESPONSES	
Cheaper tickets	79.22%	728
More family entertainment and fan zones	20.02%	184
Cheaper food and drinks in and around the stadium	34.17%	314
West stand upper re-opening	34.71%	319
Fan engagement	58.76%	540
More turnstiles open / Better stadium access	37.11%	341
Concourse facilities incl. better toilet facilities	26.44%	243
Pay at the turnstiles	50.05%	460
Total Respondents: 919		

Q5: Regarding the stadium, to enhance atmosphere, should away fans be re-located back to the NE Corner and the North stand be used for home fans?

Answered: 940 Skipped: 17



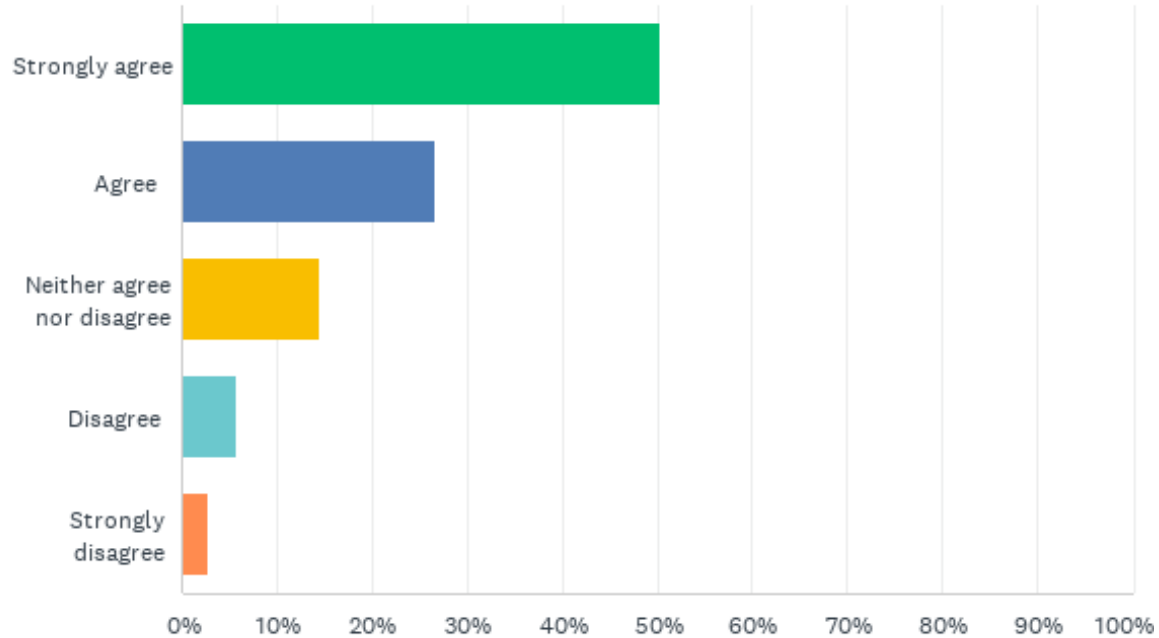
Q5: Regarding the stadium, to enhance atmosphere, should away fans be re-located back to the NE Corner and the North stand be used for home fans?

Answered: 940 Skipped: 17

ANSWER CHOICES	RESPONSES	
Strongly agree	32.87%	309
Agree	28.19%	265
Neither agree nor disagree	21.06%	198
Disagree	10.32%	97
Strongly disagree	7.55%	71
TOTAL		940

Q6: I support the introduction of safe standing at the MKM Stadium

Answered: 952 Skipped: 5



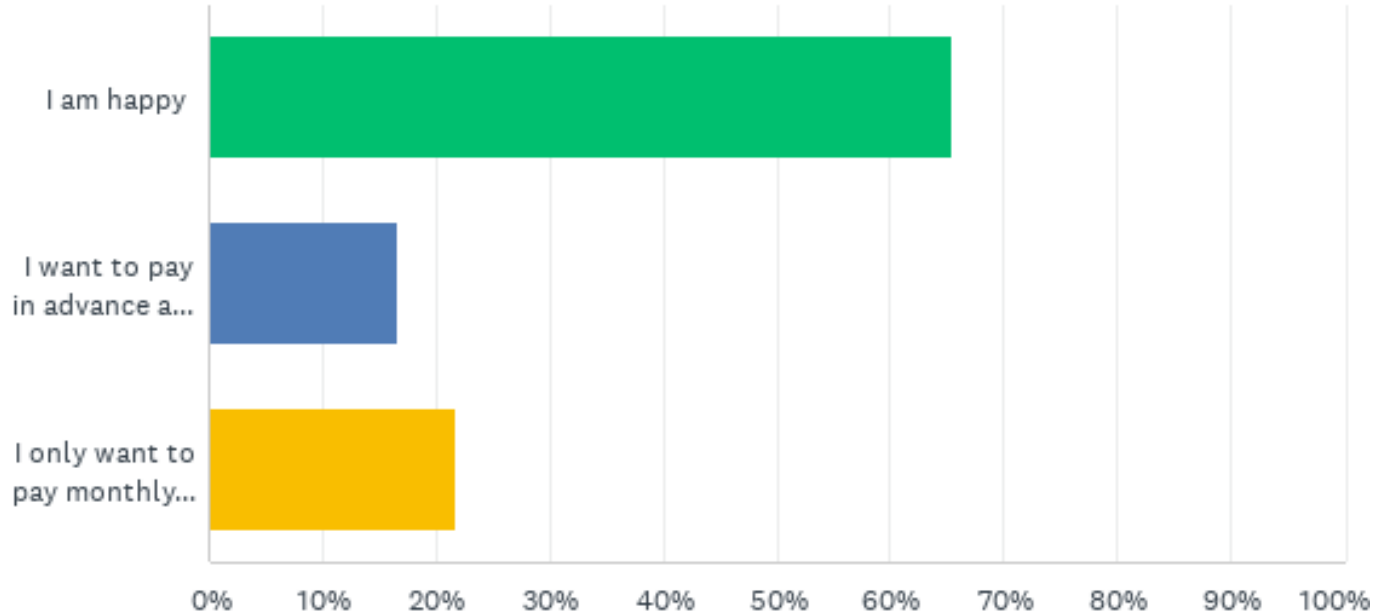
Q6: I support the introduction of safe standing at the MKM Stadium

Answered: 952 Skipped: 5

ANSWER CHOICES	RESPONSES	
Strongly agree	50.42%	480
Agree	26.58%	253
Neither agree nor disagree	14.60%	139
Disagree	5.67%	54
Strongly disagree	2.73%	26
TOTAL		952

Q7: What's your thoughts on the current membership scheme?

Answered: 849 Skipped: 108



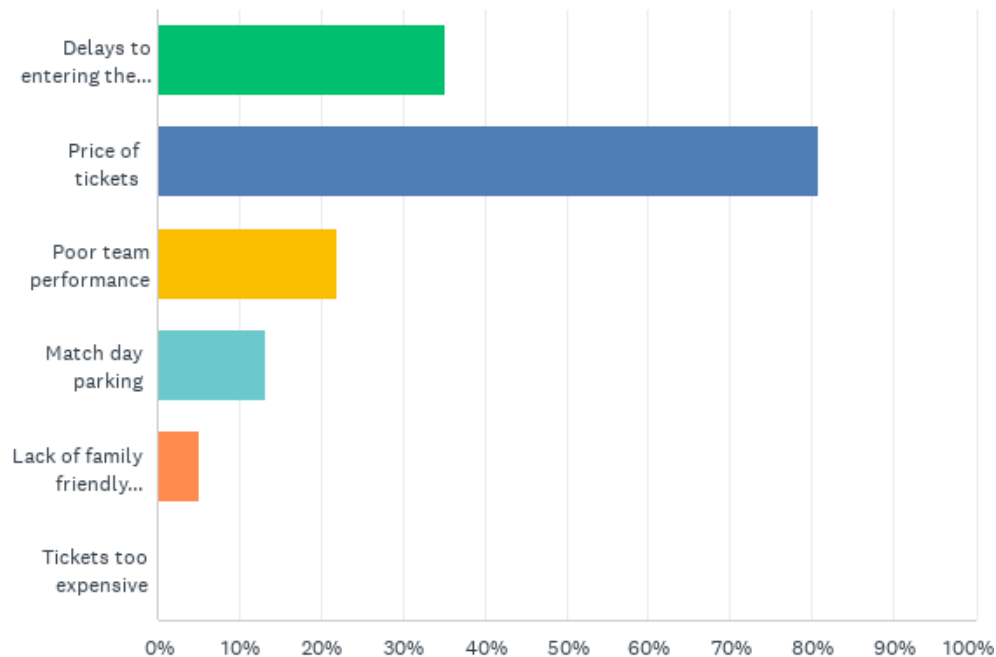
Q7: What's your thoughts on the current membership scheme?

Answered: 849 Skipped: 108

ANSWER CHOICES	RESPONSES	
I am happy	65.49%	556
I want to pay in advance as before	16.73%	142
I only want to pay monthly during the course of the season	21.79%	185
Total Respondents: 849		

Q8: Which of the following would stop you attending matches? (Please tick all that apply)

Answered: 750 Skipped: 207



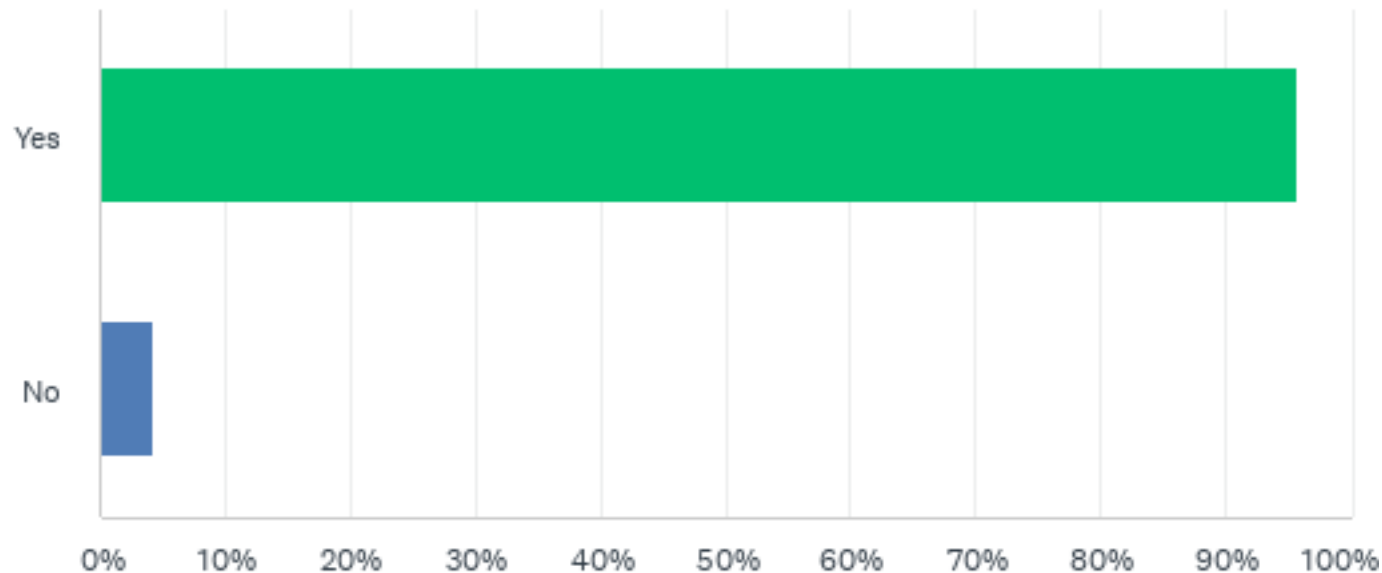
Q8: Which of the following would stop you attending matches? (Please tick all that apply)

Answered: 750 Skipped: 207

ANSWER CHOICES	RESPONSES	
Delays to entering the stadium	35.20%	264
Price of tickets	80.80%	606
Poor team performance	22.00%	165
Match day parking	13.20%	99
Lack of family friendly activities	5.20%	39
Tickets too expensive	0.00%	0
Total Respondents: 750		

Q9: Would you like to see the supporter committee meetings return with representatives from all fans groups attend?

Answered: 919 Skipped: 38



Q9: Would you like to see the supporter committee meetings return with representatives from all fans groups attend?

Answered: 919 Skipped: 38

ANSWER CHOICES	RESPONSES	
Yes	95.65%	879
No	4.35%	40
TOTAL		919