



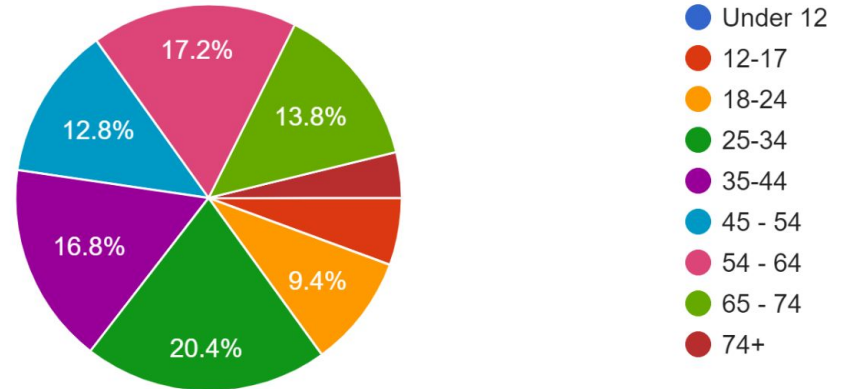
YeoGov

END OF SEASON SURVEY

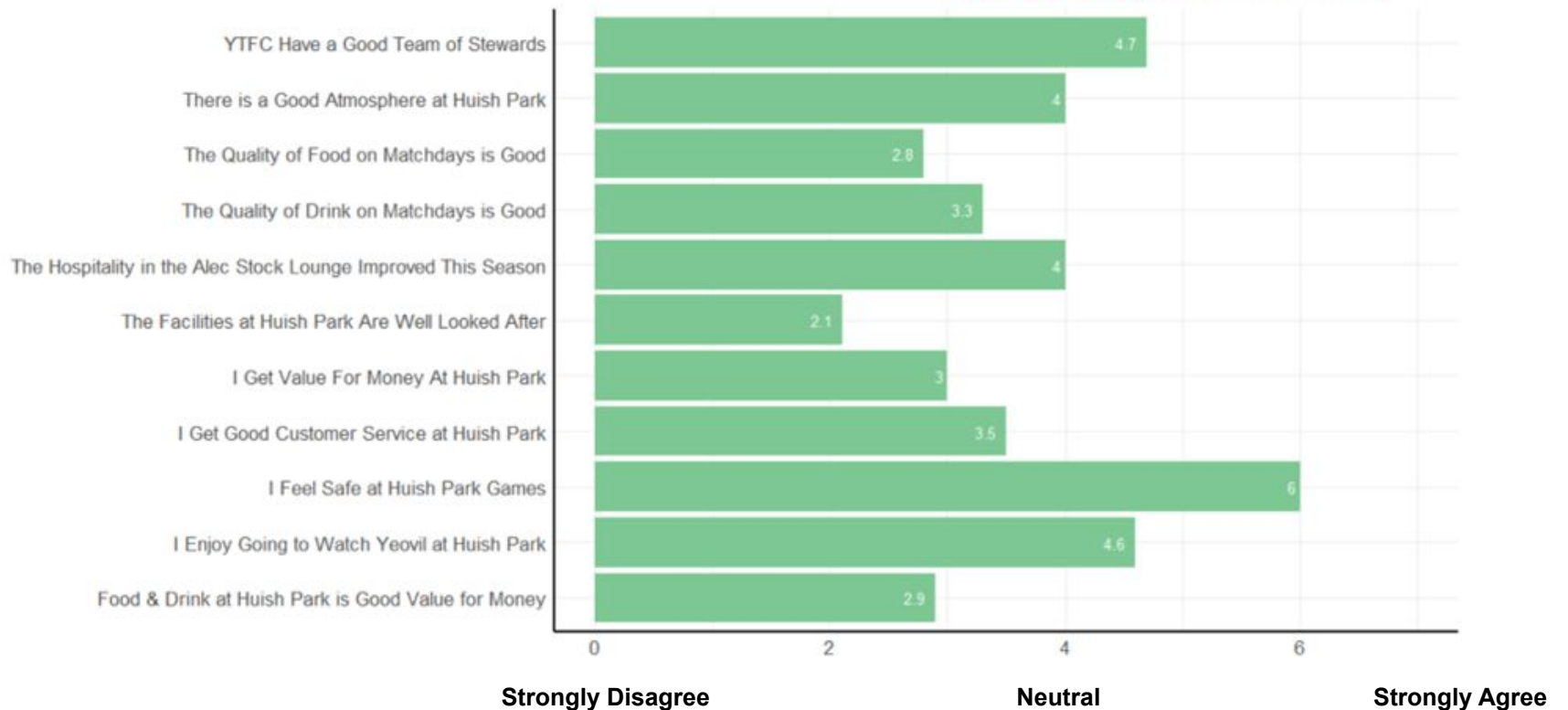
The Findings

At first glance...

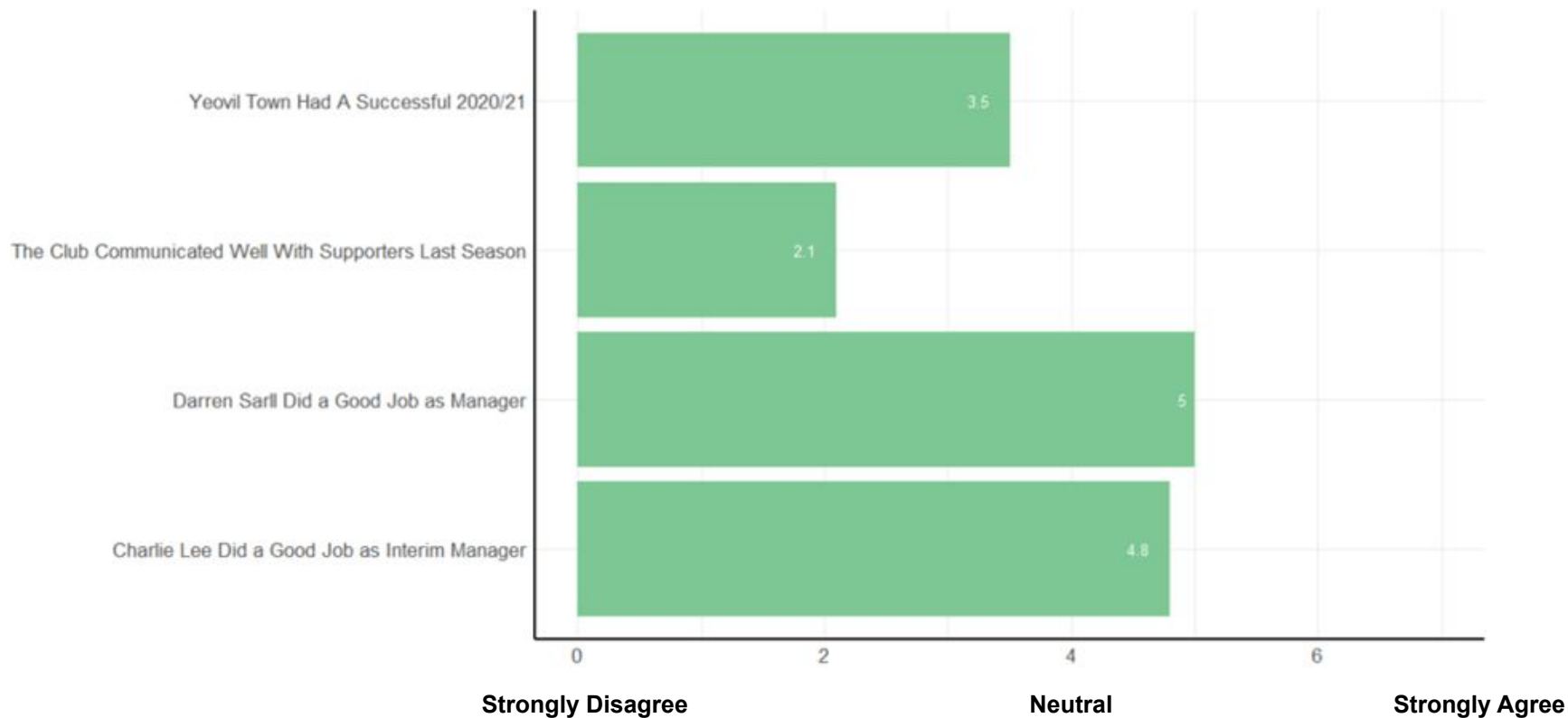
- We had **499** responses to the survey
- **91%** of respondents answered **Male**
- **71%** of are not part of a supporters group
- **38.1%** are season ticket holders
- There was a wide range of age of ages represented



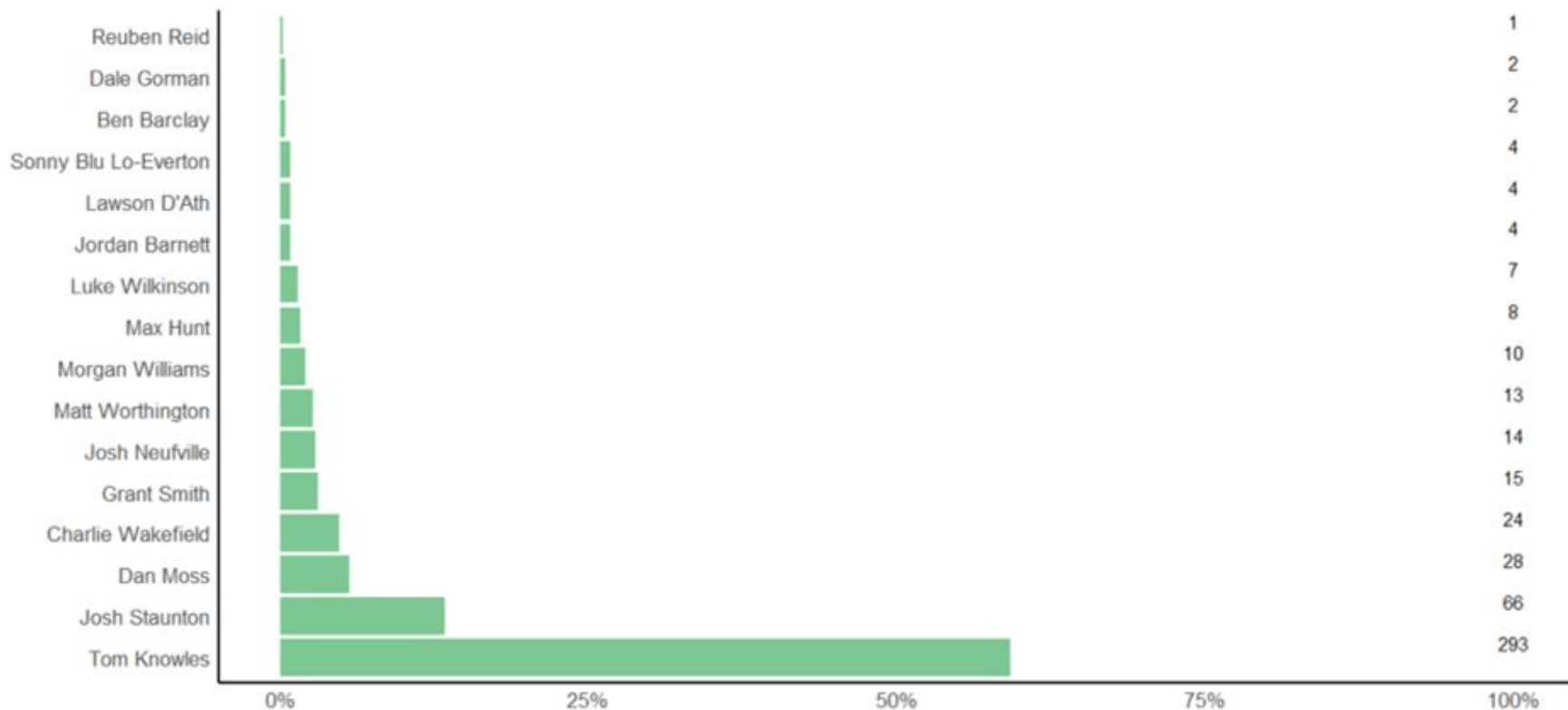
The Match Day Experience



Last Season



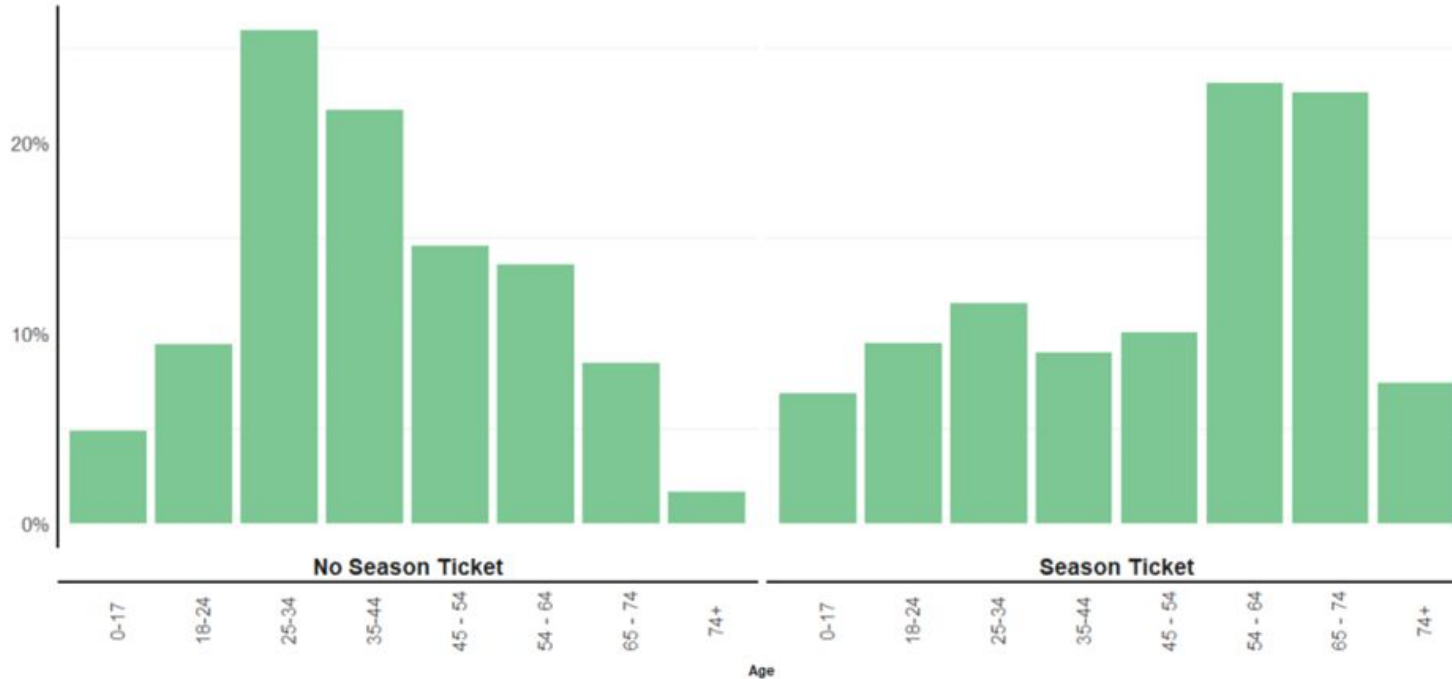
Who was our best player last season?



About Season Ticket Holders

Season ticket holders tend to be much older.

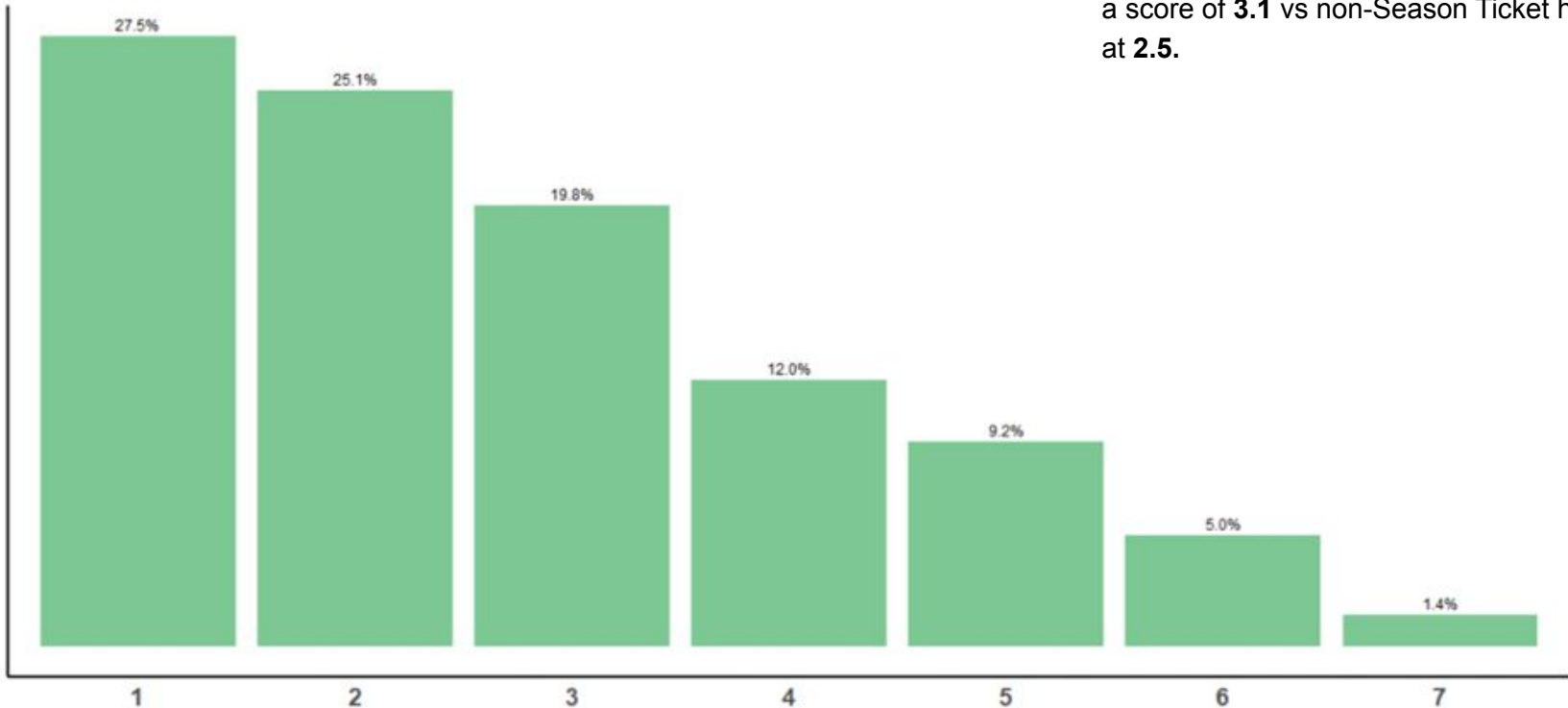
59.1% of people had a season ticket in the last 5 years. **40.9%** haven't. Shows season ticket sales have dropped off.



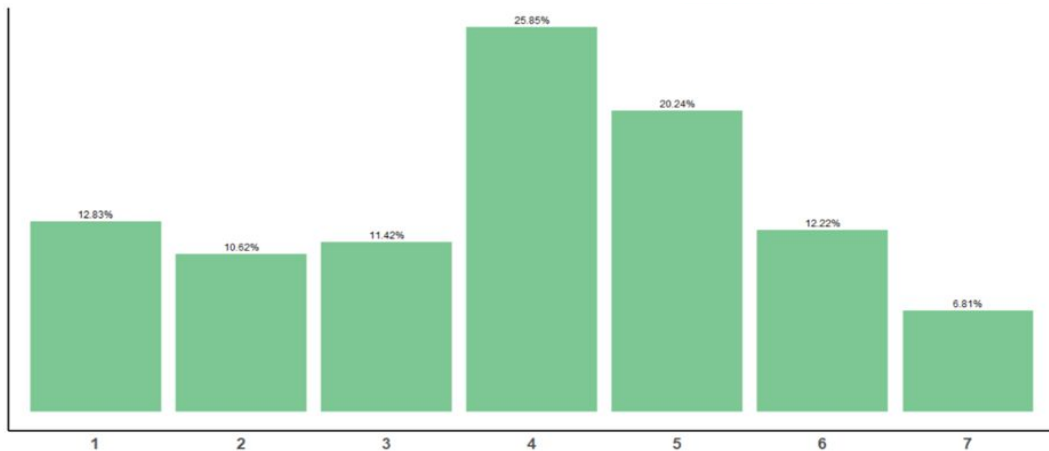
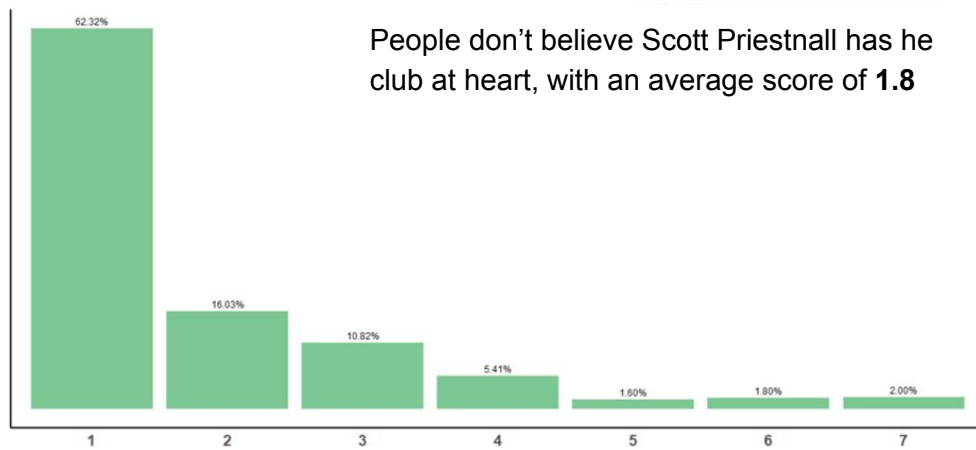
Supporters don't feel valued

With an average score of **2.7** out of 7, supporters of YTFC don't feel valued.

Season Ticket holders feel more valued with a score of **3.1** vs non-Season Ticket holders at **2.5**.



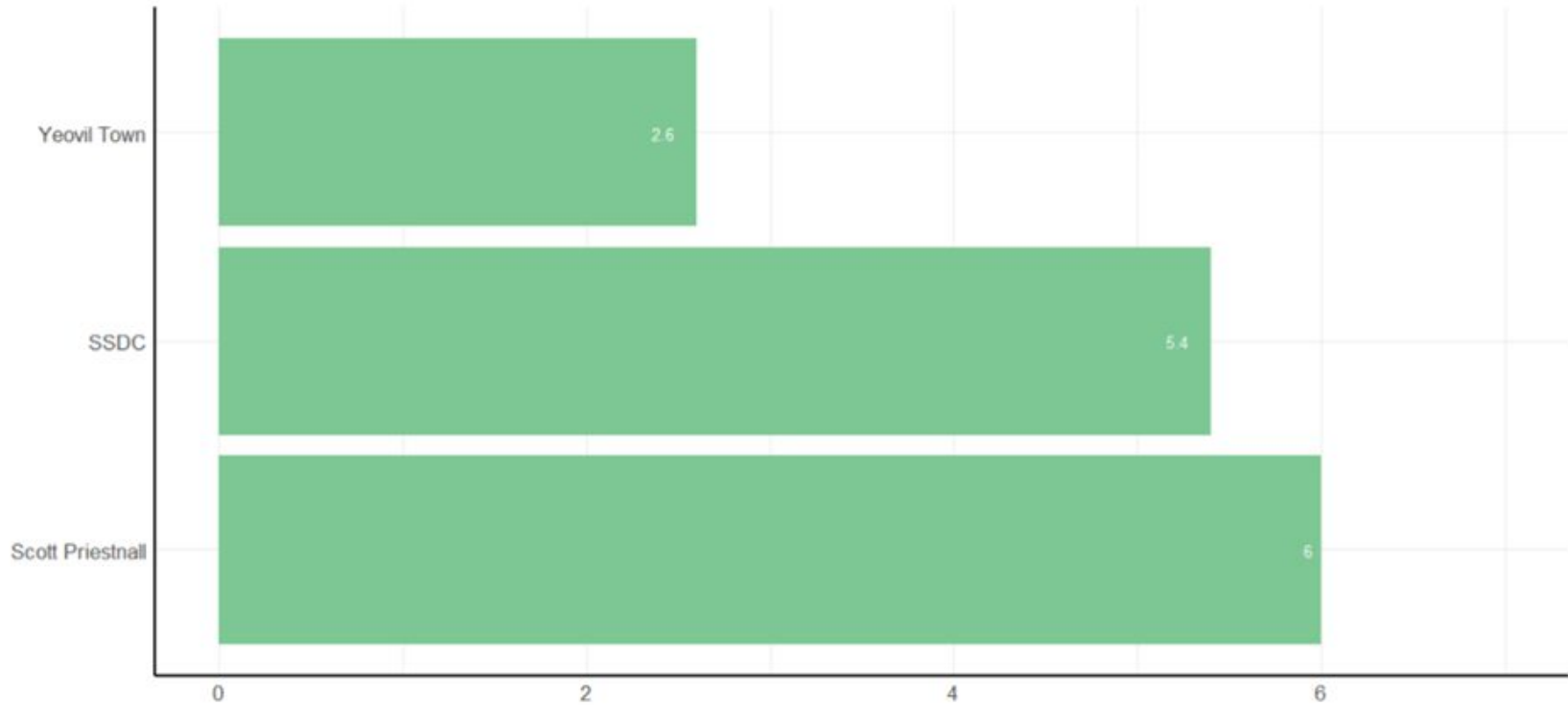
Off The Pitch



Opinions are divided on whether the assembly of a new board will be good for the club with an average score of **3.9**

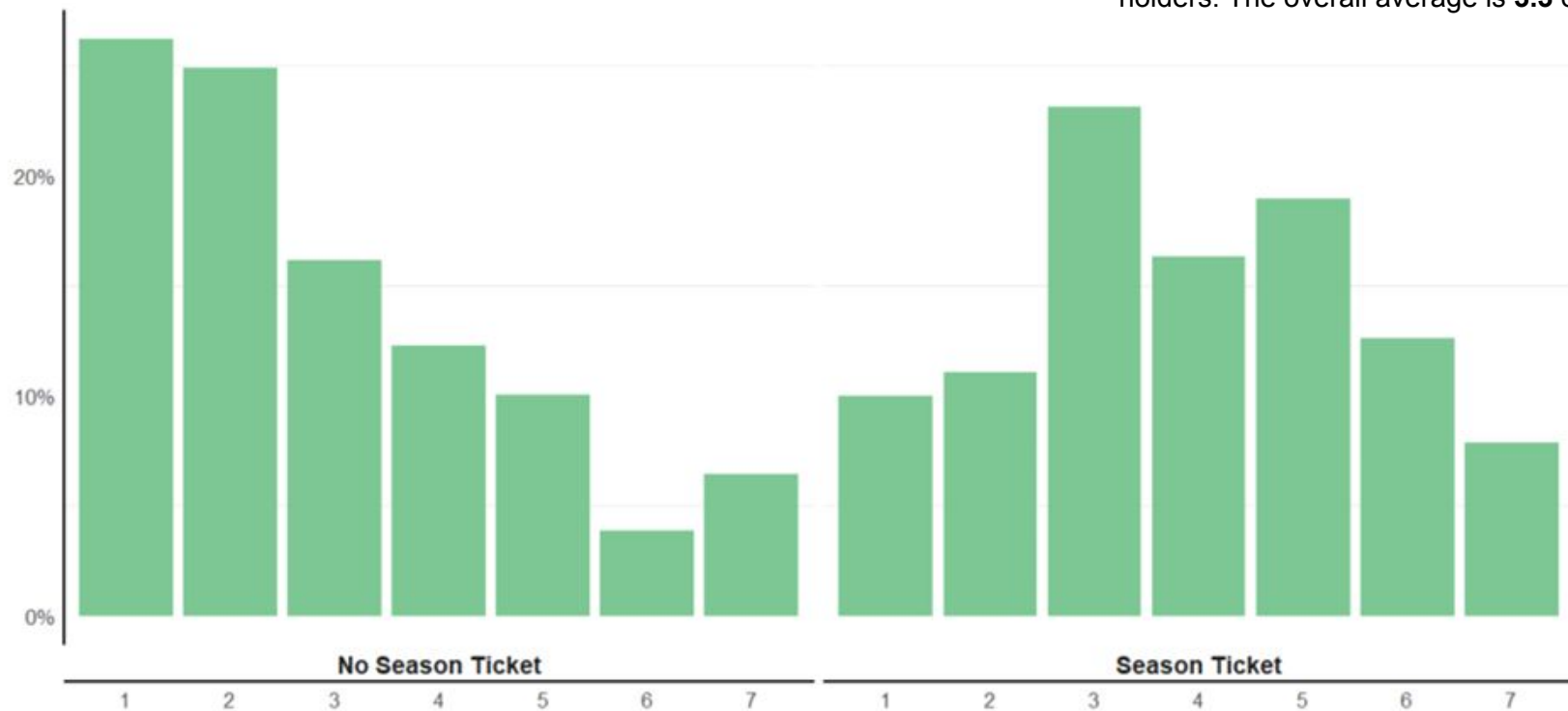
SSDC Deal

Respondents think YTFC will be the party that benefits the least from the SSDC transaction.



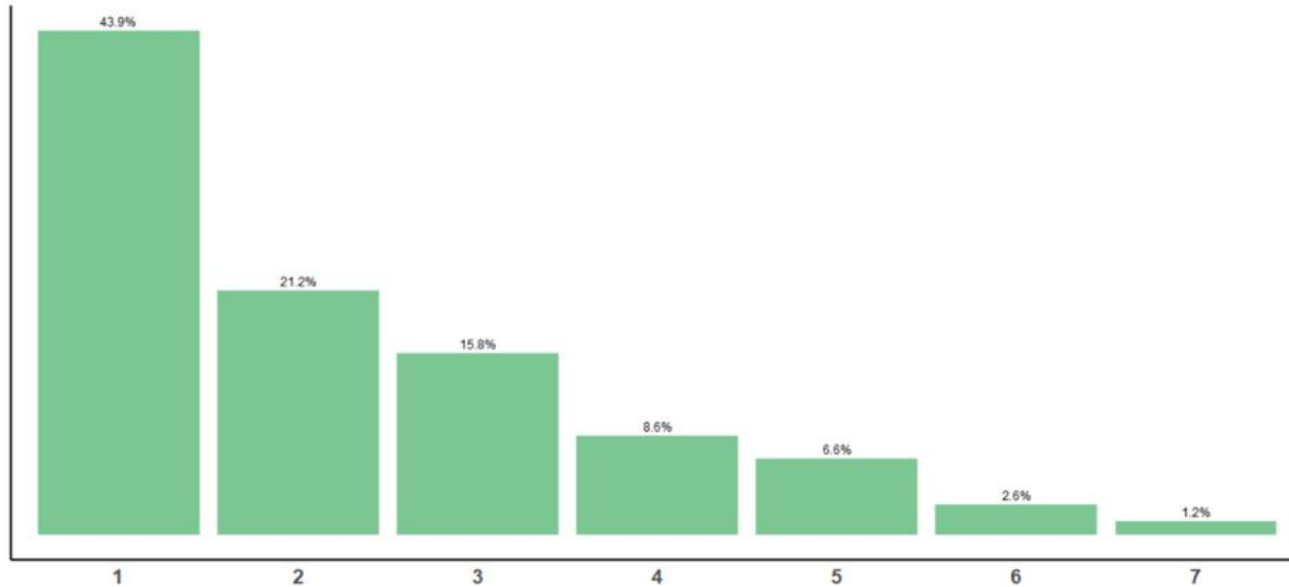
Is the future bright?

Season Ticket holders are much more optimistic about the future of the club with a score of **3.9** vs **2.9** for non Season Ticket holders. The overall average is **3.3** out of 7.

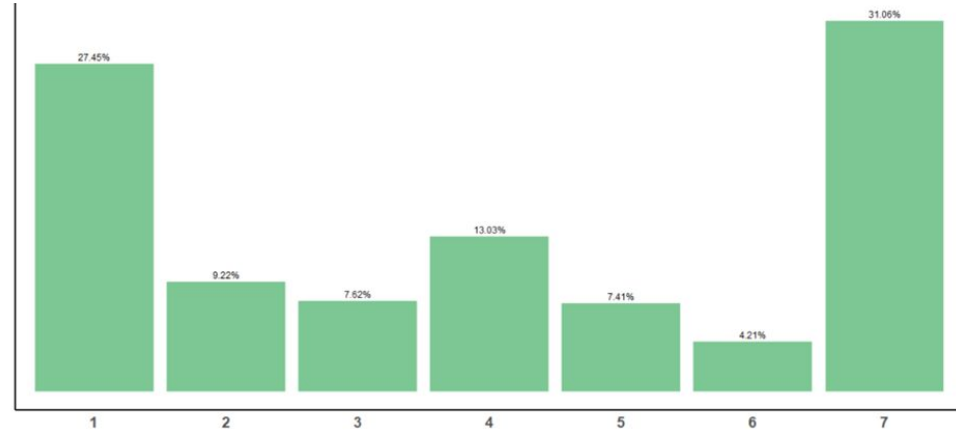


Do people think there's a plan?

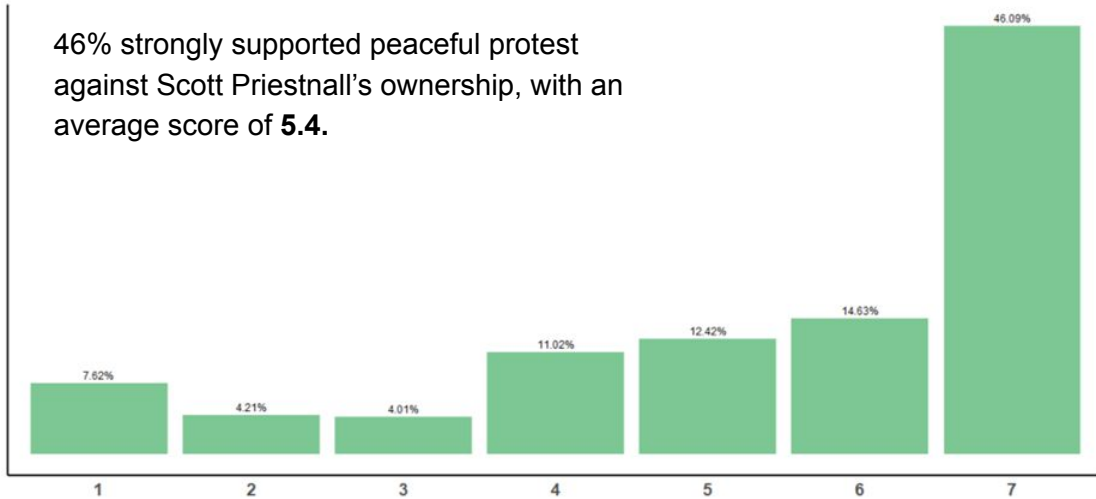
With an average score of **2.3** people don't think there's much of a plan for the future of the club.



Protests and Boycotts



46% strongly supported peaceful protest against Scott Priestnall's ownership, with an average score of **5.4**.



Boycotting season tickets is a deeply divisive topic with an average score of **4.0** and a split between strongly supporting it, and strongly against it.

People love watching YTFC, regardless of their age...

