



YeoGov

END OF SEASON SURVEY

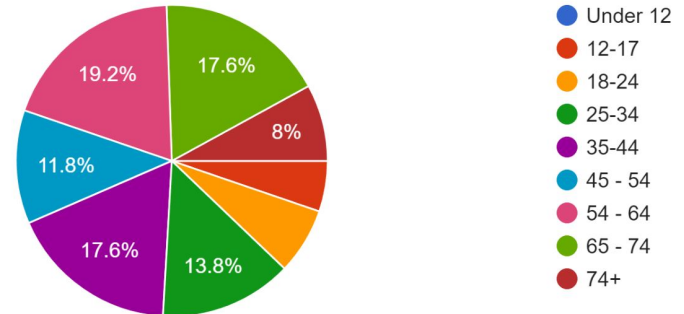
The Findings

GLOVERSCAST
INDEPENDENT YEOVIL TOWN FC NEWS & VIEWS

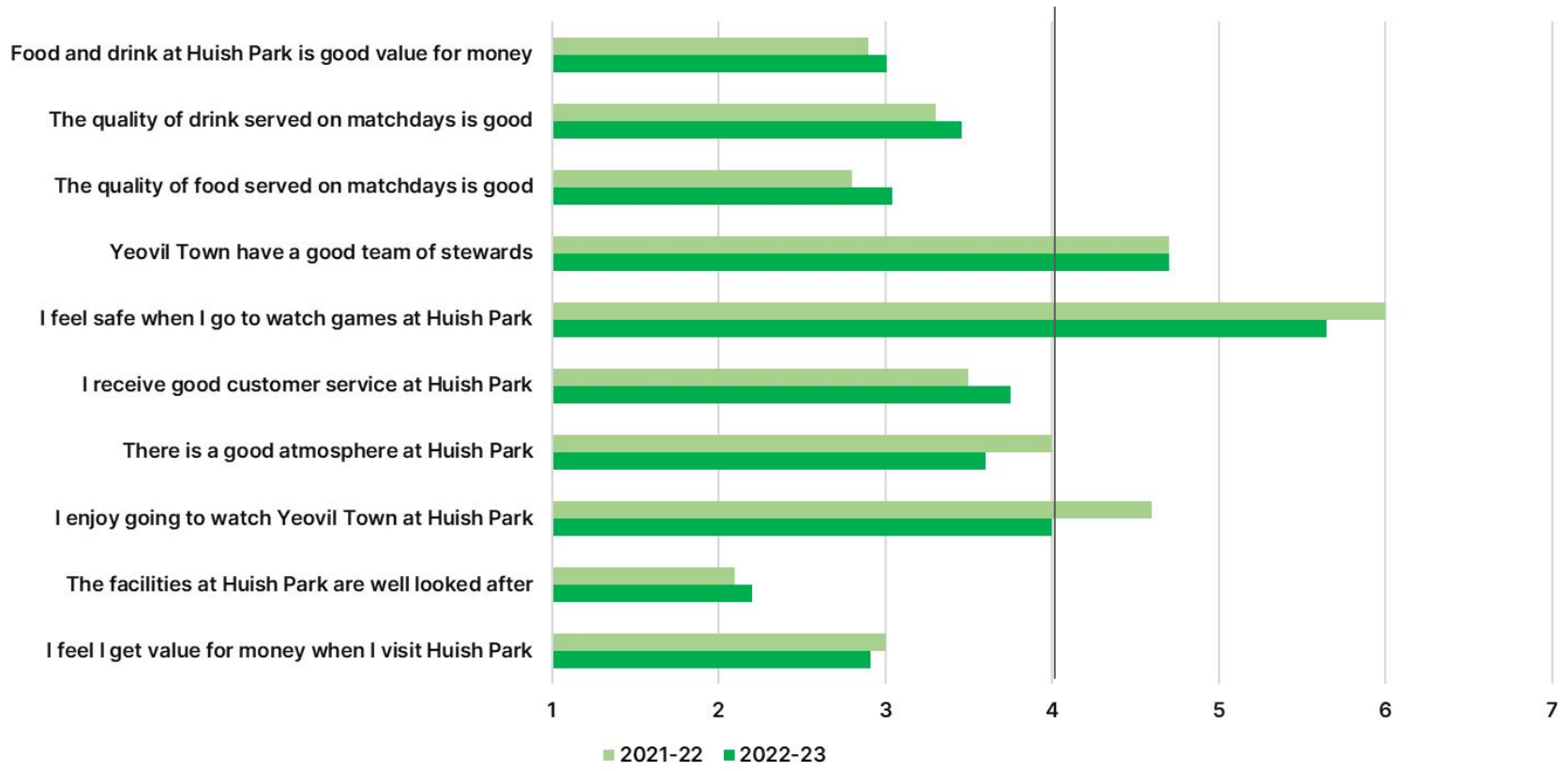
AT FIRST GLANCE

- We had **552** responses to the survey
- More than **89%** of respondents answered **Male**
- **75%** of are not part of a supporters group
- **39.7%** are season ticket holders
- There was a wide range of age of ages represented

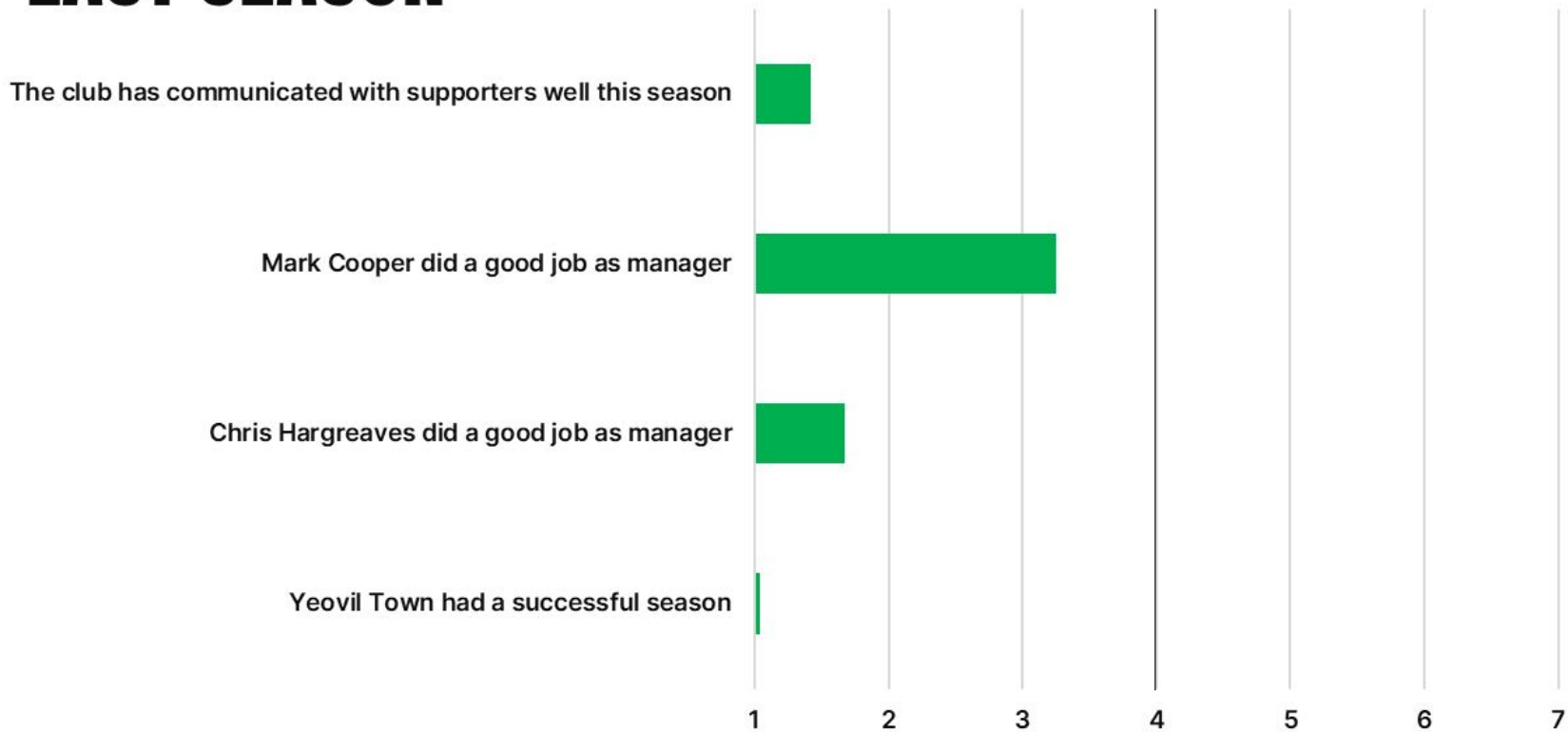
How old are you?
552 responses



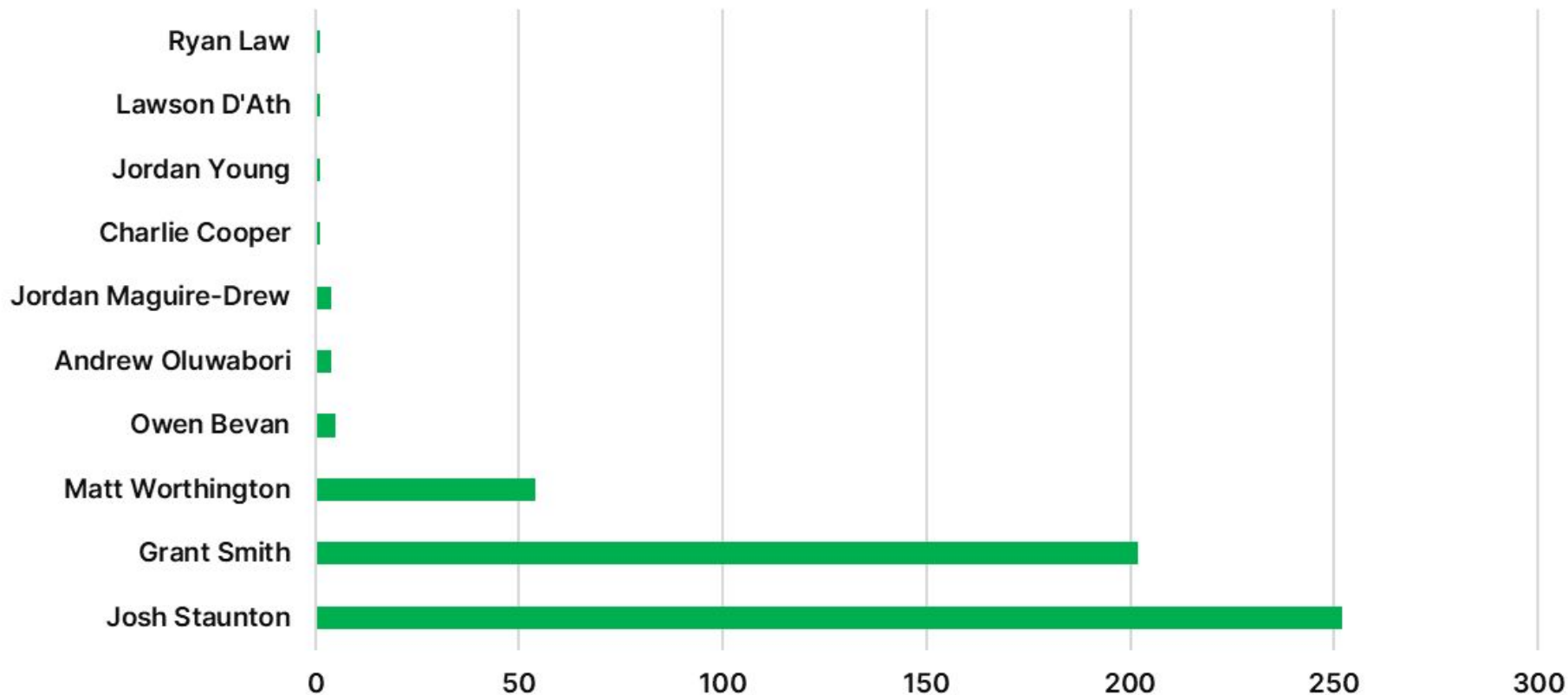
MATCH DAY EXPERIENCE



LAST SEASON



WHO WAS OUR BEST PLAYER LAST SEASON?



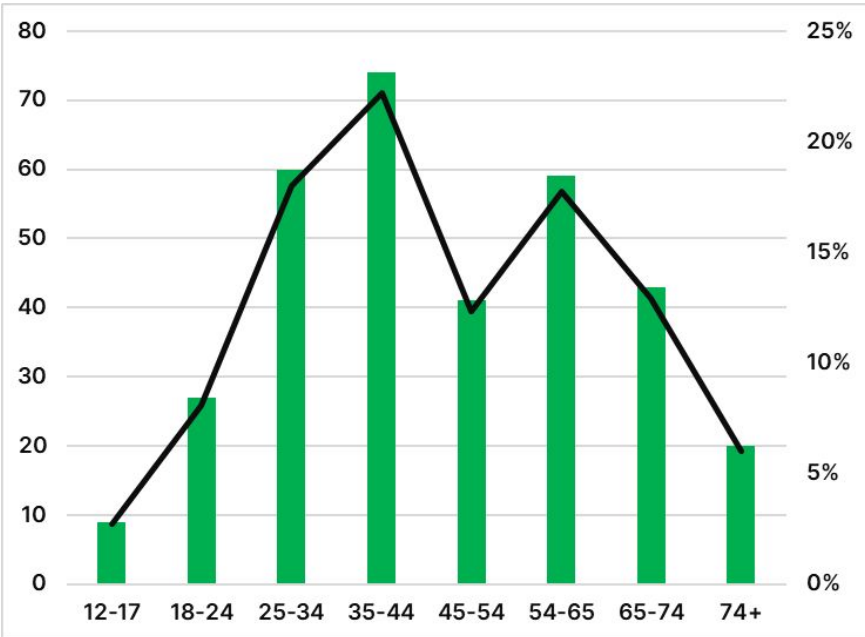
ABOUT SEASON TICKET HOLDERS



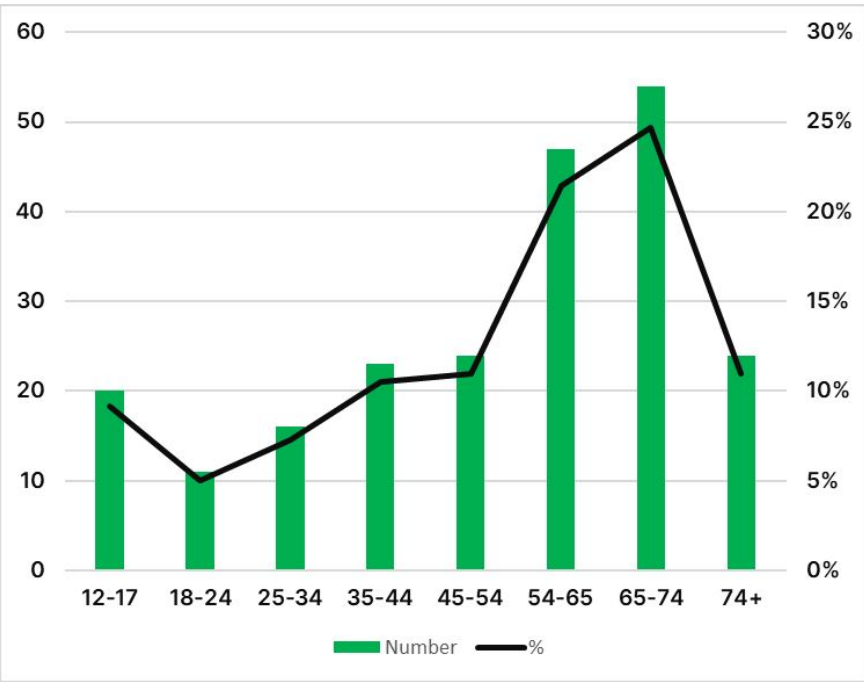
Season ticket holders tend to be older.

37.9% of respondents are season ticket holders. A quarter of respondents cited cost/value for money as the biggest factor.

Non-ST Holders

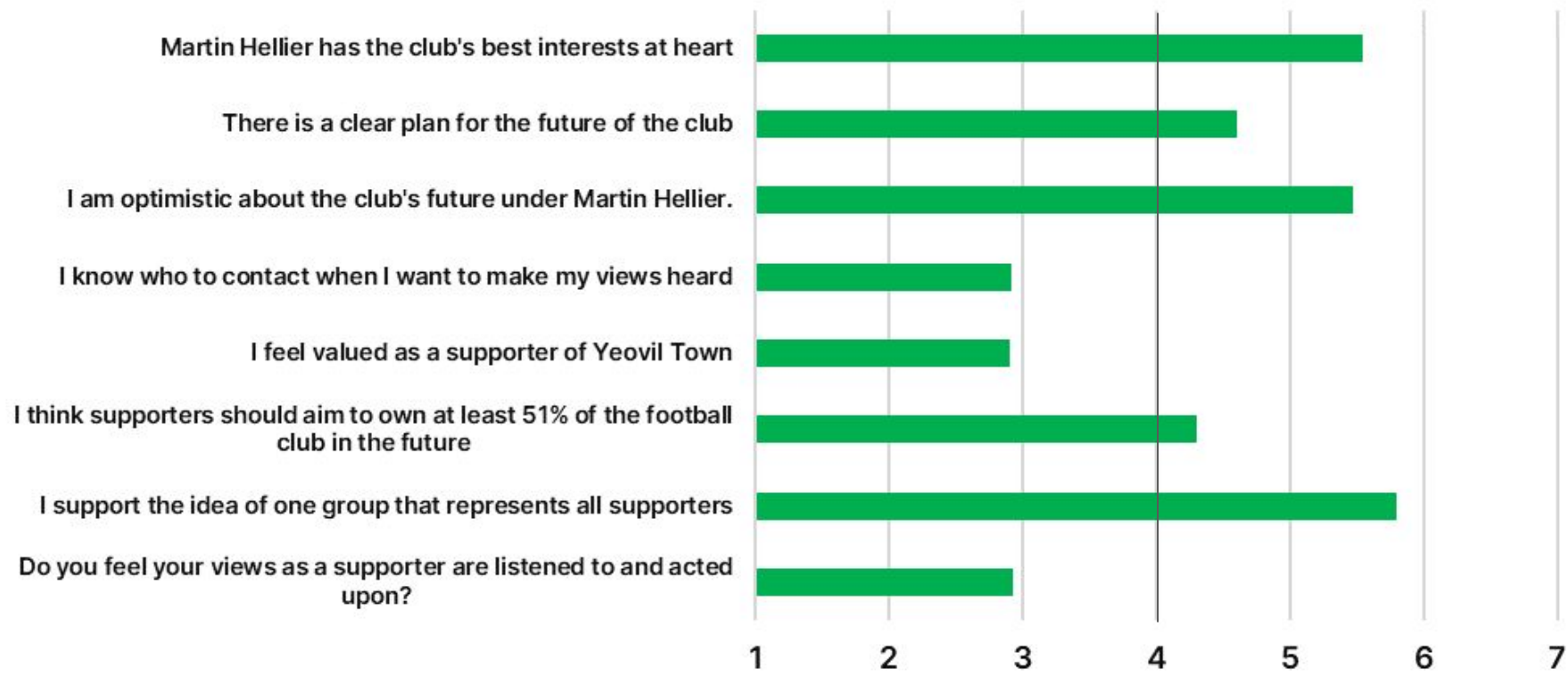


ST Holders

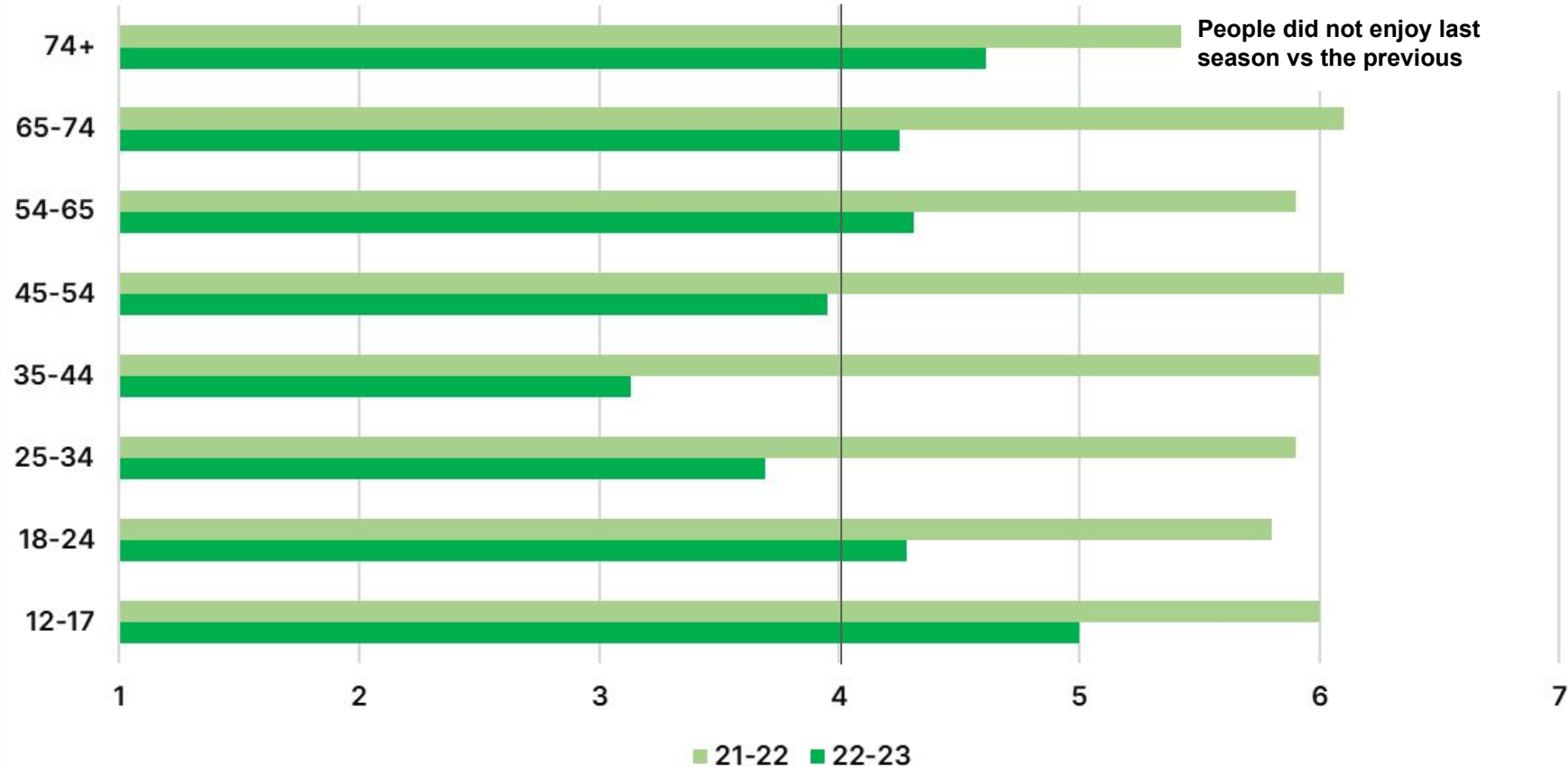


HOW ARE SUPPORTERS FEELING?

There is positivity following the takeover, but still work to do around communication for supporters around who to contact, and that their views will be listened to and actioned. With a score of **5.8** there is backing for formation of one group that represents supporters.



I enjoy going to watch Yeovil Town at Huish Park



ABOUT THE GLOVERSCAST

