

MY
BIG RED
SURVEY 2016



Wrexham Supporters Trust



My Big Red Survey 2016

Dear Supporter. Thank you for taking the time to complete this survey, your input is much valued and appreciated by the Trust and Football Club Boards.



Wrexham Supporters Trust

Wrexham Supporters Trust was established in 2002 and has been committed to ensuring the long-term survival of Wrexham AFC.

On 30th November 2011, after years of fundraising and donating, and despite many challenges, the supporters finally assumed ownership of the club we all love. Since then the club has been run on a sustainable basis whilst striving to achieve our principal aim of securing a return to the Football League. We recorded a net profit in 2014/15, the 150th anniversary season, which was the first time the club has posted an operating profit in 15 years

We now want to build on the achievements of the last four years, and with this in mind, we want to provide all fans (Trust members or not) with the opportunity to voice

their opinion on key issues by compiling another "Big Red Survey". As we did in 2010 under the previous ownership, we have developed this survey to find out how you think the club is being run and to explore ways of doing things better.

We would ask you to complete this survey honestly and return it by the Braintree Town home game on Saturday 23rd April by dropping it into the WST Shop on Mold Road, at the main Ticket Office or any of the other collection points around the stadium. Alternatively, you can pop it in an envelope and send it to Wrexham Supporters Trust, FREEPOST WST (no stamp required).

The fans are the lifeblood of the club. Your views are vitally important to us.

To make them count, please take a few minutes to answer the following questions.

Wrexham Supporters Trust

Section 1: About You

Your Name:

Email:

Address 1:

Address 2:

Town / City: County:

Postcode: Telephone:

Are you: Male Female

Do children accompany you to the Racecourse?: Yes No

Your Age: u21 21-30 31-40 41-50 51-60 61-70 71+

Tick the following that you regularly use to stay in touch with Wrexham AFC?

- | | |
|---|--|
| <input type="checkbox"/> Calon FM (Dragonheart) | <input type="checkbox"/> Radio Wales |
| <input type="checkbox"/> www.wrexhamafc.co.uk | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> WST website (www.wst.org.uk) | <input type="checkbox"/> Platforms |
| <input type="checkbox"/> Daily Post | <input type="checkbox"/> Wrexham Player HD |
| <input type="checkbox"/> Evening Leader | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> Online Forums | <input type="checkbox"/> Other |

If you are a member of a Supporters group, please tick the box of the group(s) you are a member of:

- | | |
|--|---|
| <input type="checkbox"/> Buckley & District Reds | <input type="checkbox"/> Manchester Reds |
| <input type="checkbox"/> Disabled Supporters Association | <input type="checkbox"/> Mold & District Reds |
| <input type="checkbox"/> Gresford & District Reds | <input type="checkbox"/> Rhos & District Reds |
| <input type="checkbox"/> Gwersyllt & District Reds | <input type="checkbox"/> Shropshire Reds |
| <input type="checkbox"/> Kings Mills Reds | <input type="checkbox"/> Wrexham Supporters Association |
| <input type="checkbox"/> London Reds | |

If you are not a member of any of the Supporters Groups above, and would you like more information, please indicate which you would like to know more about.

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Section 2: You & Wrexham AFC

How long have you been supporting Wrexham AFC?

- | | |
|---|--|
| <input type="checkbox"/> Less than 1 Year | <input type="checkbox"/> 26-35 Years |
| <input type="checkbox"/> 1-5 Years | <input type="checkbox"/> 36-45 Years |
| <input type="checkbox"/> 6-15 Years | <input type="checkbox"/> Over 45 Years |
| <input type="checkbox"/> 16-25 Years | |

How often do you attend home games in a season?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> None | <input type="checkbox"/> 15-20 Games |
| <input type="checkbox"/> 1-5 Games | <input type="checkbox"/> 21-23 Games |
| <input type="checkbox"/> 6-10 Games | <input type="checkbox"/> All Games Including Cup Matches |
| <input type="checkbox"/> 11-14 Games | |

Do you feel that you have attended more or less games than last season?

- | | |
|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Much more | <input type="checkbox"/> Less |
| <input type="checkbox"/> More | <input type="checkbox"/> Much Less |
| <input type="checkbox"/> Same amount | |

If you answered "Less" or "Much Less", why is this?

- Unable to attend for non-footballing reasons
- Ticket prices
- Team performance
- Prefer not to say
- Other (Please Comment below)

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How often do you attend away games?

- | | | | |
|--------------------------|-------------|--------------------------|---------------------------------|
| <input type="checkbox"/> | None | <input type="checkbox"/> | 15-20 Games |
| <input type="checkbox"/> | 1-5 Games | <input type="checkbox"/> | 21-23 Games |
| <input type="checkbox"/> | 6-10 Games | <input type="checkbox"/> | All Games Including Cup Matches |
| <input type="checkbox"/> | 11-14 Games | | |

Are you a season ticket holder?

- Yes
 No

If you answered yes to the above question, how long have you been a season ticket holder?

- | | | | |
|--------------------------|------------------|--------------------------|---------------|
| <input type="checkbox"/> | Less than 1 Year | <input type="checkbox"/> | 16-25 Years |
| <input type="checkbox"/> | 1-5 Years | <input type="checkbox"/> | 26-35 Years |
| <input type="checkbox"/> | 6-15 Years | <input type="checkbox"/> | Over 45 Years |

Section 3: Matchday Experience

In which stand at the Racecourse do you normally sit?

- Mold Road
- Yale Stand
- Glyndwr University Stand

How would you rate the following at the Racecourse Ground?

Please Check One Item in Each Row.

- | | | | | | | | | | | |
|---------------------------|-----------|--------------------------|------|--------------------------|---------|--------------------------|------|--------------------------|-----------|--------------------------|
| Car Parking: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Fan Safety: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Atmosphere: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| PA System: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Scoreboard: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Seats: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Stewarding: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Cleanliness: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Toilet Facilities: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |

Which facilities at the Racecourse are in most need of improvement?

Please rate the following 1-9, with 1 being the least important and 9 the most.

- Car Parking
- Fan Safety
- Match Atmosphere
- PA System
- Scoreboard
- Seats
- Stewarding
- Stadium Cleanliness
- Toilet Facilities

Which facilities at the Racecourse are in most need of improvement?

Please rate the following 1-9, with 1 being the least important and 9 the most.

- Car Parking
- Fan Safety
- Match Atmosphere
- PA System
- Scoreboard
- Seats
- Stewarding
- Stadium Cleanliness
- Toilet Facilities

How would you compare the atmosphere at home games to away games?

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Much better | <input type="checkbox"/> Worse |
| <input type="checkbox"/> Better | <input type="checkbox"/> Much Worse |
| <input type="checkbox"/> No strong feelings | |

Have you attended the recent themed match days (Barroween, Flag Day)?

- Yes
- No

Would you like to see more themed matches to help enhance the Matchday Experience?

- Yes
- No

Please provide comments to support your answer.

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What do you think of the Bilingual Matchday announcements?

Please tick the box that best describes your opinion.

- I am a Welsh speaker and support Bilingual announcements
- I am a Welsh speaker but do not support bilingual announcements
- I am not a Welsh speaker but support Bilingual announcements
- I am not a Welsh speaker but do not support bilingual announcements

Do you have any further comments on Bilingual announcements?

- Yes (Please provide comments to support your answer)
- No

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Section 4: Ticketing

How would you rate the following with regards to ticketing?

Please Check One Item in Each Row.

Ticket Prices:

Very Good Good Average Poor Very Poor

Ease of purchasing:

Very Good Good Average Poor Very Poor

Ease of obtaining ticketing information:

Very Good Good Average Poor Very Poor

Purchasing online discounted tickets:

Very Good Good Average Poor Very Poor

Do you think season tickets are reasonably priced?

- Yes
- No
- No Strong Feelings

If you are a season ticket holder, why do you purchase a season ticket?

Please rate the following 1-4, with 1 being the least important and 4 the most.

- Cost Saving
- Reserved Seat
- Tickets for Big games
- To Support Wrexham AFC

If you are not a season ticket holder, what is the main reason why?

- Work commitments
- Family commitments
- Cannot afford the up-front costs

If you are not a season ticket holder, what would be the optimum number of tickets you would purchase as part of a discounted package?

- Three tickets
- Five tickets
- Ten tickets

Do you buy tickets in advance for a discount?

- Every game
- Some games
- Never

If you answered No to the previous question, what is the main reason?

- Not much of a saving
- Not aware of discount on advance tickets
- Too difficult to obtain advanced tickets

If you are a season ticket holder, do you prefer the new season ticket cards?

- Yes
- No
- No strong feelings

Do you buy match tickets online in advance for a discount?

- Every game
- Some games
- Never

If you answered No to the previous question, what is the main reason?

- Not much of a saving
- Not aware of discount on advance tickets
- Too difficult to obtain advanced tickets

Are you aware that you can purchase family tickets?

- Yes
- No

Do you know that a Family Under 11 ticket can be purchased for £1 in all home stands?

- Yes
- No

Have you purchased family tickets?

- Yes
- No
- Not Applicable

Have you purchased tickets online this season?

- Yes
- No

If you answered Yes to the previous question, how would you rate the following with regards to online ticket purchases?

Delivery Times:

Very Good Good Average Poor Very Poor

Collecting pre-purchased tickets at the club shop:

Very Good Good Average Poor Very Poor

Printing tickets at home:

Very Good Good Average Poor Very Poor

Ease of Use:

Very Good Good Average Poor Very Poor

Are you aware that you can purchase discounted tickets online that can be printed at home?

- Yes
- No

Section 5: Matchday Catering

Have you purchased food at the Racecourse?

- Yes
- No

If you answered yes to the previous question, how would you rate the following?

- | | | | | | | | | | | |
|---------------------------|-----------|--------------------------|------|--------------------------|---------|--------------------------|------|--------------------------|-----------|--------------------------|
| Range of Food: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Price of Food: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Quality of Food: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Range of Drinks: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Price of Drinks: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Quality of Drinks: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Length of Queues: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |
| Service Level: | Very Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Average | <input type="checkbox"/> | Poor | <input type="checkbox"/> | Very Poor | <input type="checkbox"/> |

If you answered no to the opening question in this section, what is your main reason why you don't purchase food or drink?

- Cost
- Quality
- Queue Length
- Poor Service

Overall, do you rate the food and drinks sold as value for money?

- Yes
- No
- No strong feelings

Do you ever purchase alcoholic drinks from any of the following areas at the Racecourse?

- Centenary Club
- Mold Road Stand Concourse
- 1873 Suite (Mold Road Stand)
- Bamfords Suite
- Other

If you ticked 'Other', please state where:

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If you answered No to all the previous options, please advise why you do not purchase alcohol at the Racecourse?

- Price of Drinks
- Selection of Drinks
- Bars are not accessible to me
- Proceeds do not go to the Club
- Other (Please state)

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Section 6: Merchandise

Will you be purchasing a replica shirt for next season?

- Yes
- No

If you answered no to the previous question, what is the main reason for not purchasing next season's replica shirt?

- Cost
- Do Not Like Design
- Quality
- Not interested in replica shirts
- Kits are released too often
- Other (Please state)

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Were you aware that Club Members can vote to select the team's shirt for the next season?

- Yes
- No

If you answered Yes to the previous question, do you think this is a good idea?

- Yes
- No

Have you purchased any merchandise from the Club this season?

- Yes
- No

If you answered Yes to the previous question, how would you rate the following?

Cost of Merchandise:

Very Good Good Average Poor Very Poor

Customer Service:

Very Good Good Average Poor Very Poor

Design of Merchandise:

Very Good Good Average Poor Very Poor

Quality of Merchandise:

Very Good Good Average Poor Very Poor

Range of Merchandise:

Very Good Good Average Poor Very Poor

Are there any items you would like to see on sale in the Club Shop?

Yes

No

If you answered Yes to the previous question, please advise what additional items you would like to see sold in the Club Shop?

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Would you purchase merchandise if the club had a permanent retail outlet within Wrexham town centre?

Yes

No

If you answered Yes to the previous question, which area of Wrexham Town Centre would you like a retail outlet to be situated?

- Eagles Meadow
- High Street
- Lord Street

- King Street
- Other (Please state)

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Have you purchased any merchandise from the Online Shop?

- Yes
- No

If you answered yes to the previous question, how would you rate the following with regards to the Online Shop?

Accuracy of Order:

- Very Good Good Average Poor Very Poor

Delivery Times:

- Very Good Good Average Poor Very Poor

Ease of Use:

- Very Good Good Average Poor Very Poor

Quality of Packaging:

- Very Good Good Average Poor Very Poor

If you had problems using the Online Shop, were they resolved for you?

- Yes
- No

If you answered 'No' to the previous question, can you detail your problem?

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Do you have any suggestions on improving the Online shop

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Section 7: Matchday Programme

Do you purchase the matchday programme?

- Yes
- No

If you answered yes to the previous question, do you think the matchday programme is value for money?

- Yes
- No

If you answered no to the opening question in this section, what is your main reason why you don't purchase the programme? **Please tick one box.**

- Cost
- Quality
- Not interested in Programmes

Would you consider purchasing an online or digital version of the matchday programme?

- Yes
- No
- No strong feelings

Section 8: **The Club & Communications**

Overall, do you think the Club are good in communicating with supporters?

- Yes
- No

Are you aware that Club Members receive first news of anything happening at the club, such as Player transfers?

- Yes
- No

Do you receive emails from the Football Club and WST?

- Yes
- No

If you answered No to the previous question, please advise why you are not receiving emails.

- I am not a club member
- I have never provided my email address
- I have provided my email address but am still not receiving emails
- I do not want to receive emails from the club
- Other (Please state)

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Do you use the Football Club Website?

- Yes
- No

If you answered yes to the previous questions, how would you rate the website in the following areas?

Ease of Use:

Very Good Good Average Poor Very Poor

Match Reports:

Very Good Good Average Poor Very Poor

Update Frequency:

Very Good Good Average Poor Very Poor

Variety of Articles:

Very Good Good Average Poor Very Poor

General Information:

Very Good Good Average Poor Very Poor

Do you use the Wrexham Supporters Trust website?

Yes

No

If you answered yes to the previous questions, how would you rate the website in the following areas?

Ease of Use:

Very Good Good Average Poor Very Poor

Update Frequency:

Very Good Good Average Poor Very Poor

Variety of Articles:

Very Good Good Average Poor Very Poor

General Information:

Very Good Good Average Poor Very Poor

Do you subscribe to the new Wrexham Player HD?

Yes

No

Do you follow any of the Club social media accounts?

- Yes
- No

If you answered yes to either of the previous questions, how would you rate the running of social media in the following areas?

Wrexham Player HD:

Very Good Good Average Poor Very Poor Do Not Use

Facebook:

Very Good Good Average Poor Very Poor Do Not Use

Twitter:

Very Good Good Average Poor Very Poor Do Not Use

Youtube:

Very Good Good Average Poor Very Poor Do Not Use

Periscope:

Very Good Good Average Poor Very Poor Do Not Use

Snapchat:

Very Good Good Average Poor Very Poor Do Not Use

Instagram:

Very Good Good Average Poor Very Poor Do Not Use

Vine:

Very Good Good Average Poor Very Poor Do Not Use

Section 9: Fans Ownership

Do you understand the concept of Fans Ownership?

- Yes
- No

Do you think Fans Ownership works for Wrexham AFC?

- Yes
- No

Please provide comments to support your answer.

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Are you a Wrexham AFC club member?

- Yes
- No

If you answered no to the previous question, what is the main reason why you have you not become a member?

- I have never been asked to join
- Cost
- I don't see any benefit of being a member of the club
- Other (Please state)

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Are you aware of the benefits available as a member of Wrexham AFC?

- Yes
- No

Would you encourage others to become members of Wrexham AFC?

- Yes
- No

As a Club and WST member, do you take part in the Wrexham Supporters Trust elections or vote on WST resolutions including at the Annual General Meeting.

- I am not a Member
- I am not aware of these elections
- They do not affect me
- Other (Please state)

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What could WST do to improve member's participation in Board elections, resolutions and meetings?

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Section 10: Community

Are you aware of the work the Supporters Trust is doing in the Community in the following areas:

- | | | | |
|--------------------------|---------------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | Disabled Supporters Association | <input type="checkbox"/> | Dementia Friends |
| <input type="checkbox"/> | Vintage Reds | <input type="checkbox"/> | Kick It Out |
| <input type="checkbox"/> | Junior Dragons | <input type="checkbox"/> | Football v Homophobia |
| <input type="checkbox"/> | Youth Dragons | <input type="checkbox"/> | Local Charity Partners |

Have you ever participated in events around these areas of the Community

- | | | | |
|--------------------------|---------------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | Disabled Supporters Association | <input type="checkbox"/> | Dementia Friends |
| <input type="checkbox"/> | Vintage Reds | <input type="checkbox"/> | Kick It Out |
| <input type="checkbox"/> | Junior Dragons | <input type="checkbox"/> | Football v Homophobia |
| <input type="checkbox"/> | Youth Dragons | <input type="checkbox"/> | Local Charity Partners |

Are you aware that the Racecourse Community Foundation is the official charity arm of Wrexham AFC?

- Yes
 No

Do you know the RCF offices are based at the stadium in the Glyndwr University Stand?

- Yes
 No

Have your children been on any of the RCF run courses in or out of school?

- Yes
 No

Has your child been involved in a match day experience playing on the pitch at half time?

- Yes
 No

Do you or follow the RCF on Social Media?

- Facebook
- Twitter
- I don't follow the RC

Do you read the RCF work reviews in the match day programme?

- Yes
- No

Has your child been on a tour of the ground?

- Yes
- No

The RCF currently runs programmes such as after school clubs, futsal, PE lessons and Education through football. Are there any other courses you would like the RCF to look at putting on in the future?

- Yes (Please provide comments to support your answer)
- No

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Section 11: WST Fundraising

Have you attended any WST fundraising events?

- Yes
- No

If you answered No to the previous question, please let us know the reason?

- Live too far away
 - I was not aware of the events
 - I am not interested
 - Other (Please state)
-
-

What types of fundraising events interest you?

- Quiz Nights
 - Race Nights
 - WST Meetings (Raffle)
 - Player of the Season Dinner
 - Other (Please state)
-
-

Have you participated in the WST Christmas Raffle?

- I've bought tickets
 - I've sold tickets
 - I've bought and sold tickets
 - I've not participated
-
-

If you have not participated, what is the reason?

- Cost
 - Prizes on Offer
 - Not interested
 - Other (Please state)
-
-

Section 12: **Volunteering**

Would you ever consider volunteering to help the football club in any capacity?

- Yes
- No

If Yes, which areas of the club would you be interested in volunteering for?

- Fundraising
- Membership
- Community
- Match day Activities

Do you have skills or a trade that the club could utilise in maintaining the stadium?

- Yes
- No

If Yes, please state your trade

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Wrexham Supporters Trust