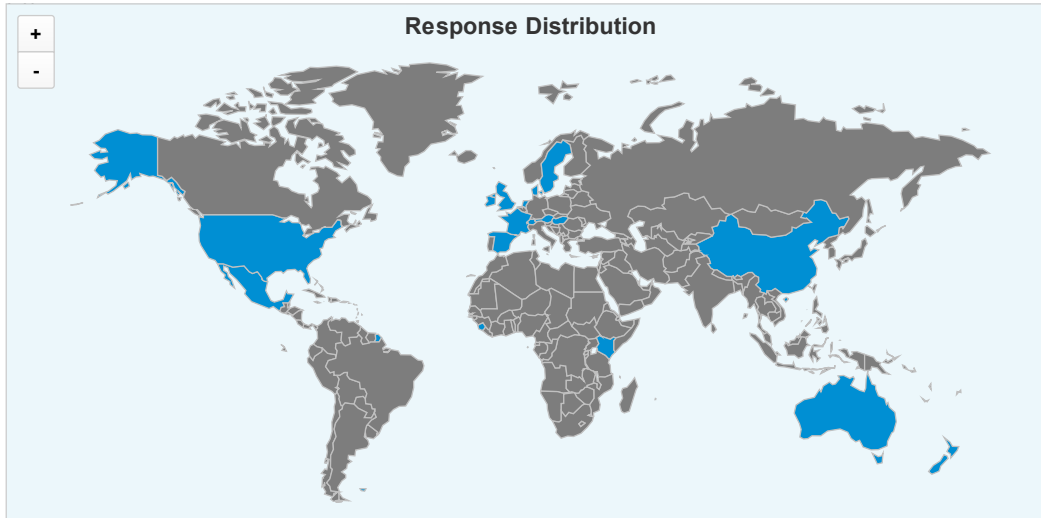

















Infographic report, showing results of HUST Fans Survey

VIEWED  1518	STARTED  728	COMPLETED  506	COMPLETION RATE  69.51%	DROP OUTS  222	TIME TO COMPLETE  8 mins
---------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------

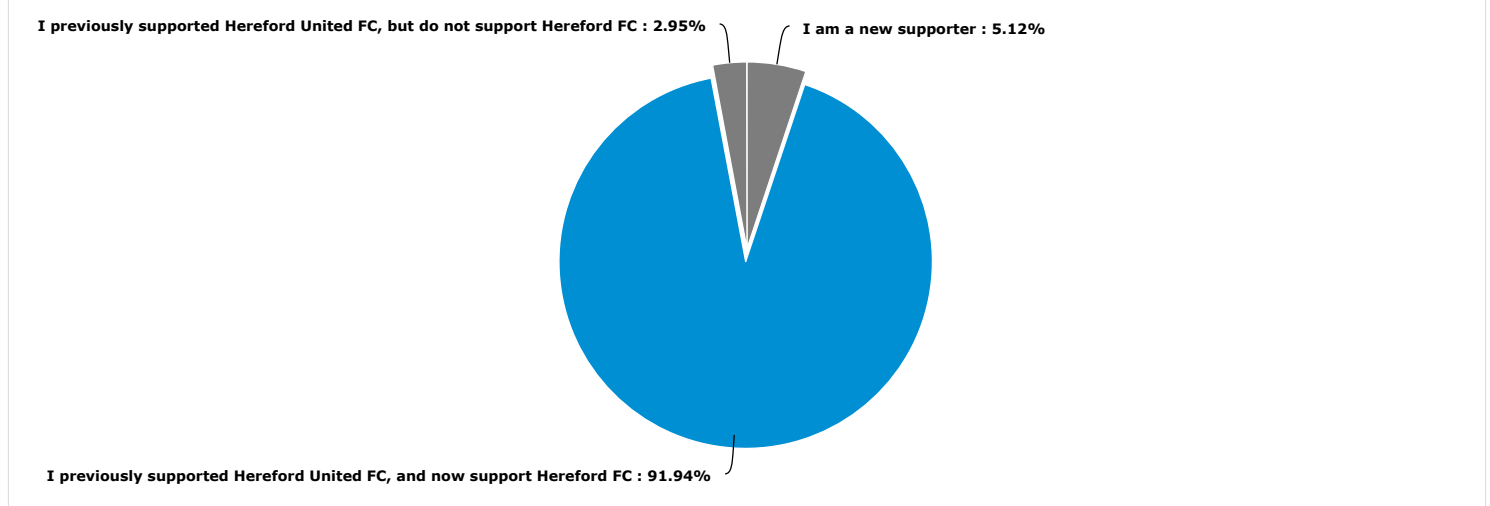




Countries	Responses
GB	93.54%
US	1.37%
Unknown	1.24%
ES	0.82%
CN	0.27%
NZ	0.27%
EU	0.27%
IE	0.27%
SE	0.27%

 44% DESKTOP LAPTOP	 39% Windows 8	 3% Mac	 0% Windows (other)	 1% Other
 34% SMARTPHONES	 13% Android	 19% iPhone	 1% Windows 8	 0% Other
 22% TABLETS	 15% iPad	 8% Android	 0% Windows 8	 0% Other

You are invited to participate in Hereford United Supporters Trust's Fans Survey, In order to develop more of a relationship with supporters, and to enable HUST to gain a greater understanding of the views that supporters have, we are launching an annual Fans Survey. It is hoped that this will help guide the direction in which HUST will go over the coming season, and into the future. This survey is open to both HUST members and the wider supporter Bulls fanbase, to enable us to understand the whole picture of how supporters feel about HUST and our football club.

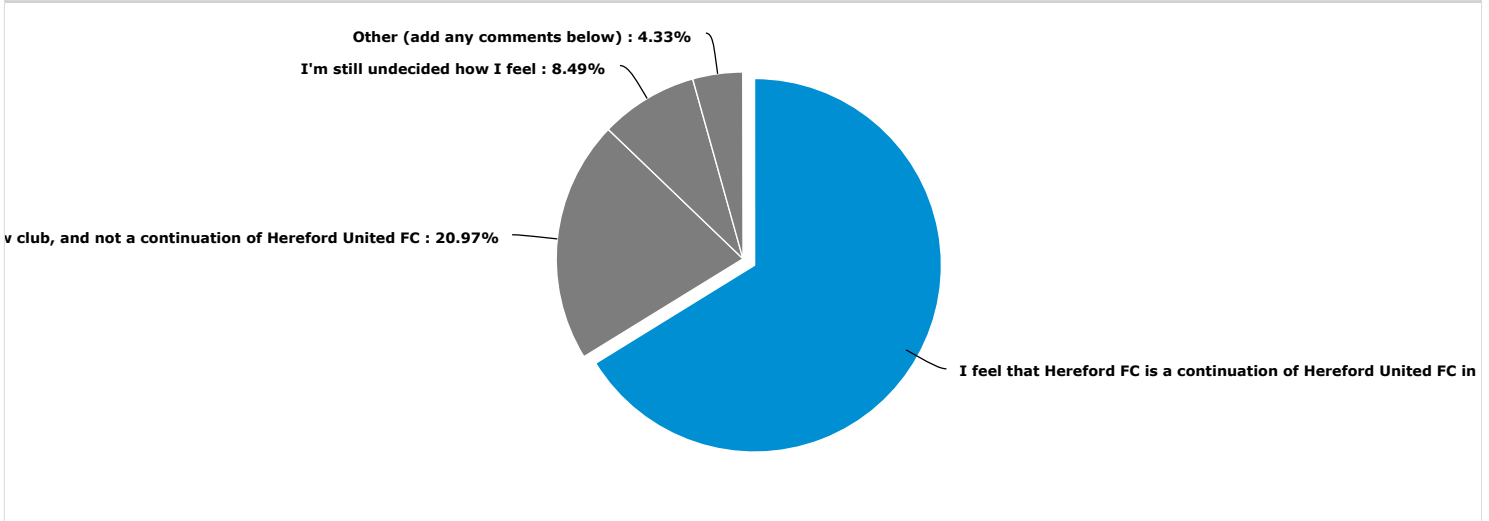
It is widely assumed that the majority of HFC supporters were supporters of Hereford United FC. Is this the case with yourself?



Answer	Count	Percent	20%	40%	60%	80%	100%
I am a new supporter	33	5.12%					
I previously supported Hereford United FC, and now support Hereford FC	593	91.94%					

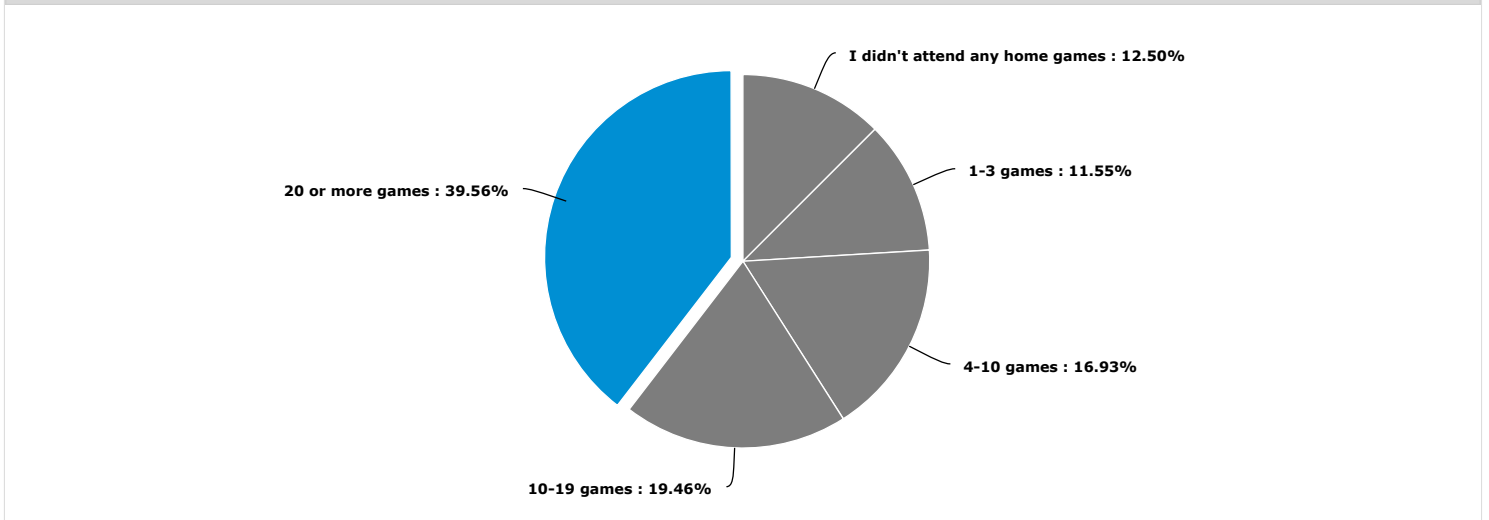
I previously supported Hereford United FC, but do not support Hereford FC	19	2.95%	■
Total	645	100 %	
Mean: 1.978	Variance: 0.080	Standard Deviation: 0.283	Standard Error: 0.011 Confidence Interval: [1.956 - 2.000]

If you previously supported Hereford United FC, what are your feelings regarding Hereford FC?



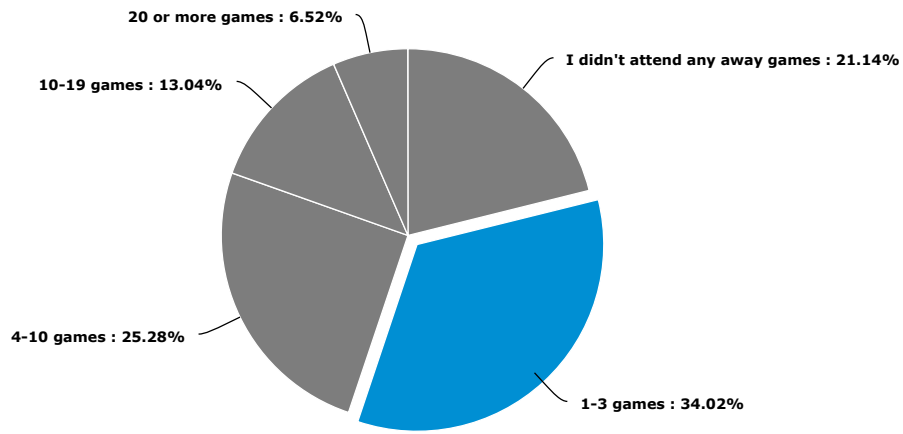
Answer	Count	Percent	20%	40%	60%	80%	100%
I feel that Hereford FC is a continuation of Hereford United FC in all but name	398	66.22%	<div style="width: 66.22%;"></div>				
I feel that Hereford FC is a completely new club, and not a continuation of Hereford United FC	126	20.97%	<div style="width: 20.97%;"></div>				
I'm still undecided how I feel	51	8.49%	<div style="width: 8.49%;"></div>				
Other (add any comments below)	26	4.33%	<div style="width: 4.33%;"></div>				
Total	601	100 %					
Mean: 1.509	Variance: 0.680	Standard Deviation: 0.825	Standard Error: 0.034	Confidence Interval: [1.443 - 1.575]			

How many HOME games did you attend during Hereford FC's maiden season?



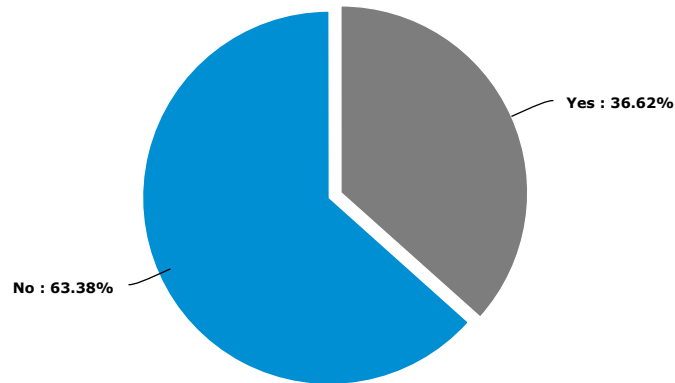
Answer	Count	Percent	20%	40%	60%	80%	100%
I didn't attend any home games	79	12.5%	<div style="width: 12.5%;"></div>				
1-3 games	73	11.55%	<div style="width: 11.55%;"></div>				
4-10 games	107	16.93%	<div style="width: 16.93%;"></div>				
10-19 games	123	19.46%	<div style="width: 19.46%;"></div>				
20 or more games	250	39.56%	<div style="width: 39.56%;"></div>				
Total	632	100 %					
Mean: 3.620	Variance: 2.011	Standard Deviation: 1.418	Standard Error: 0.056	Confidence Interval: [3.510 - 3.731]			

How many AWAY games did you attend?



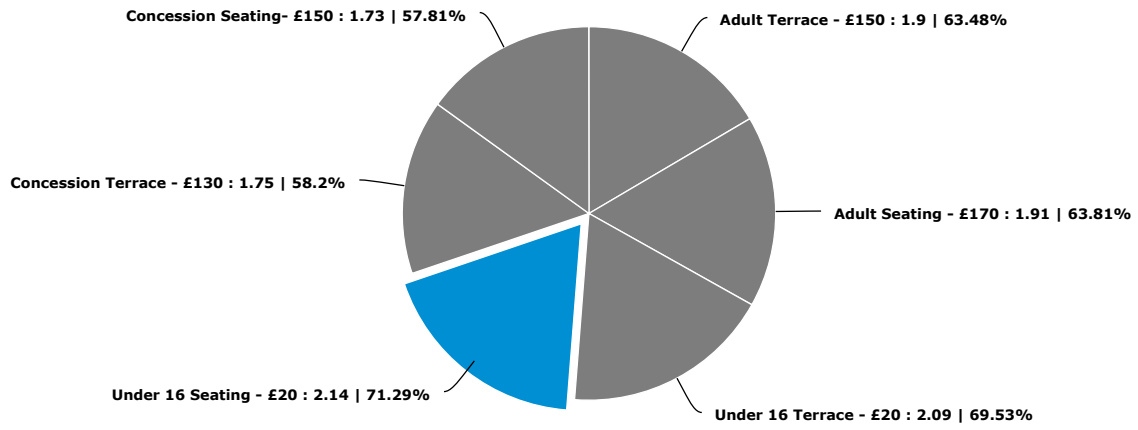
Answer	Count	Percent	20%	40%	60%	80%	100%
I didn't attend any away games	133	21.14%	<div style="width: 21.14%;"></div>				
1-3 games	214	34.02%	<div style="width: 34.02%;"></div>				
4-10 games	159	25.28%	<div style="width: 25.28%;"></div>				
10-19 games	82	13.04%	<div style="width: 13.04%;"></div>				
20 or more games	41	6.52%	<div style="width: 6.52%;"></div>				
Total	629	100 %					
Mean: 2.498		Variance: 1.327	Standard Deviation: 1.152		Standard Error: 0.046		Confidence Interval: [2.408 - 2.588]

Did you have a season ticket for the 2015/16 season?



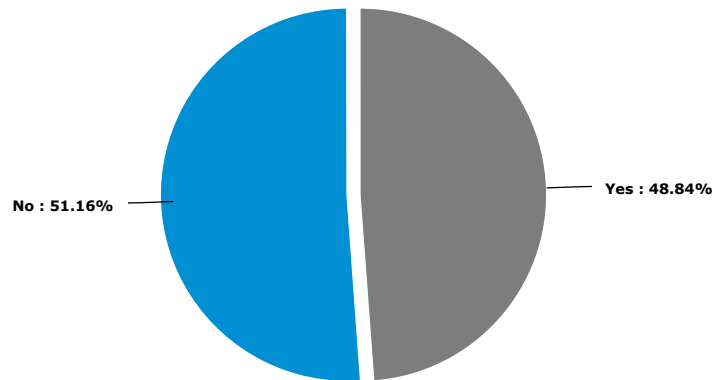
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	230	36.62%	<div style="width: 36.62%;"></div>				
No	398	63.38%	<div style="width: 63.38%;"></div>				
Total	628	100 %					
Mean: 1.634		Variance: 0.232	Standard Deviation: 0.482		Standard Error: 0.019		Confidence Interval: [1.596 - 1.671]

What are your feelings regarding 2016/17 season ticket prices?



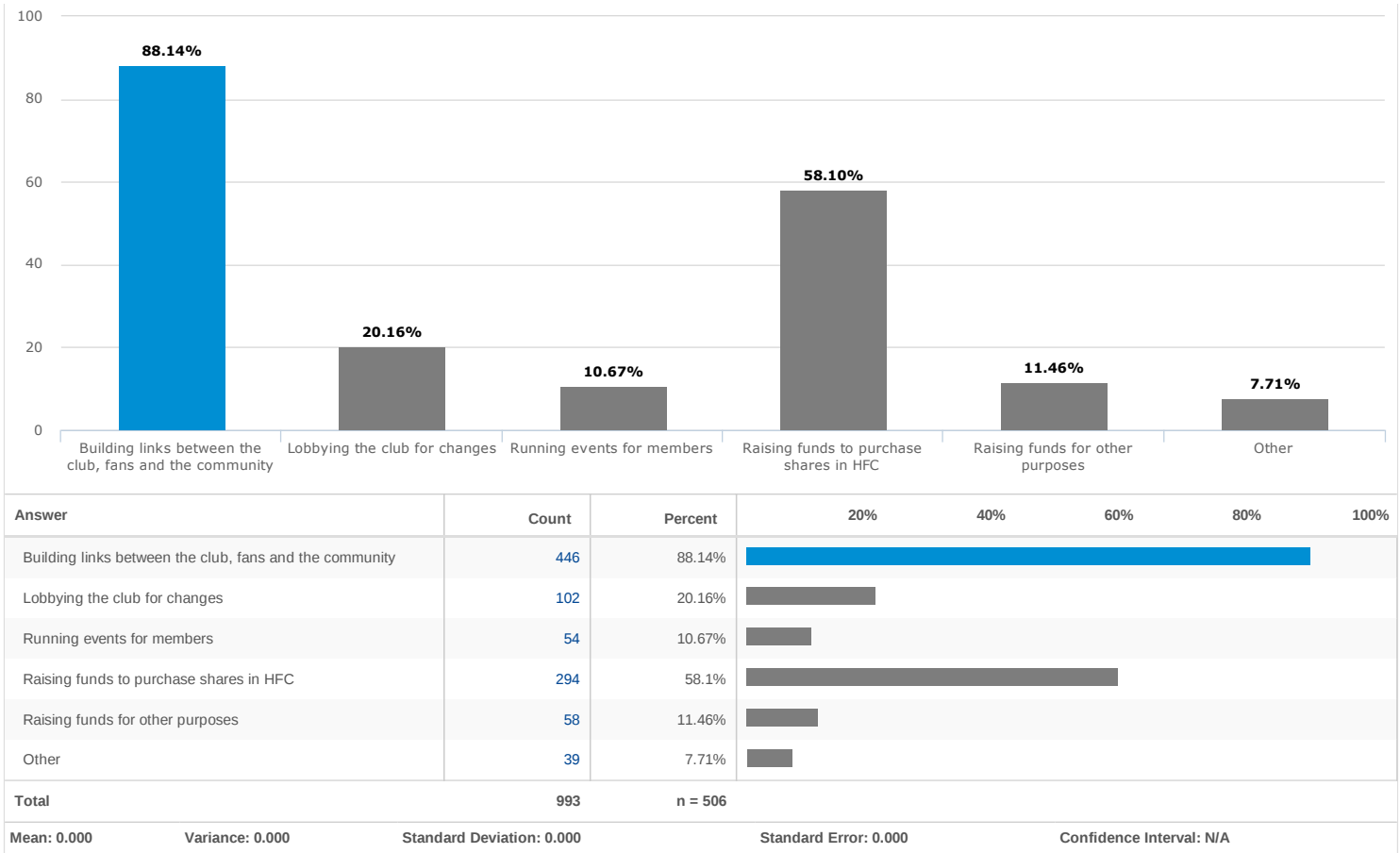
Question	Count	Score	Too high	About right	Too low
Adult Terrace - £150	606	1.9			
Adult Seating - £170	606	1.91			
Under 16 Terrace - £20	606	2.09			
Under 16 Seating - £20	606	2.14			
Concession Terrace - £130	606	1.75			
Concession Seating - £150	606	1.73			
Average		1.92			

Have you/do you intend to purchase a season ticket for the 2016/17 season?

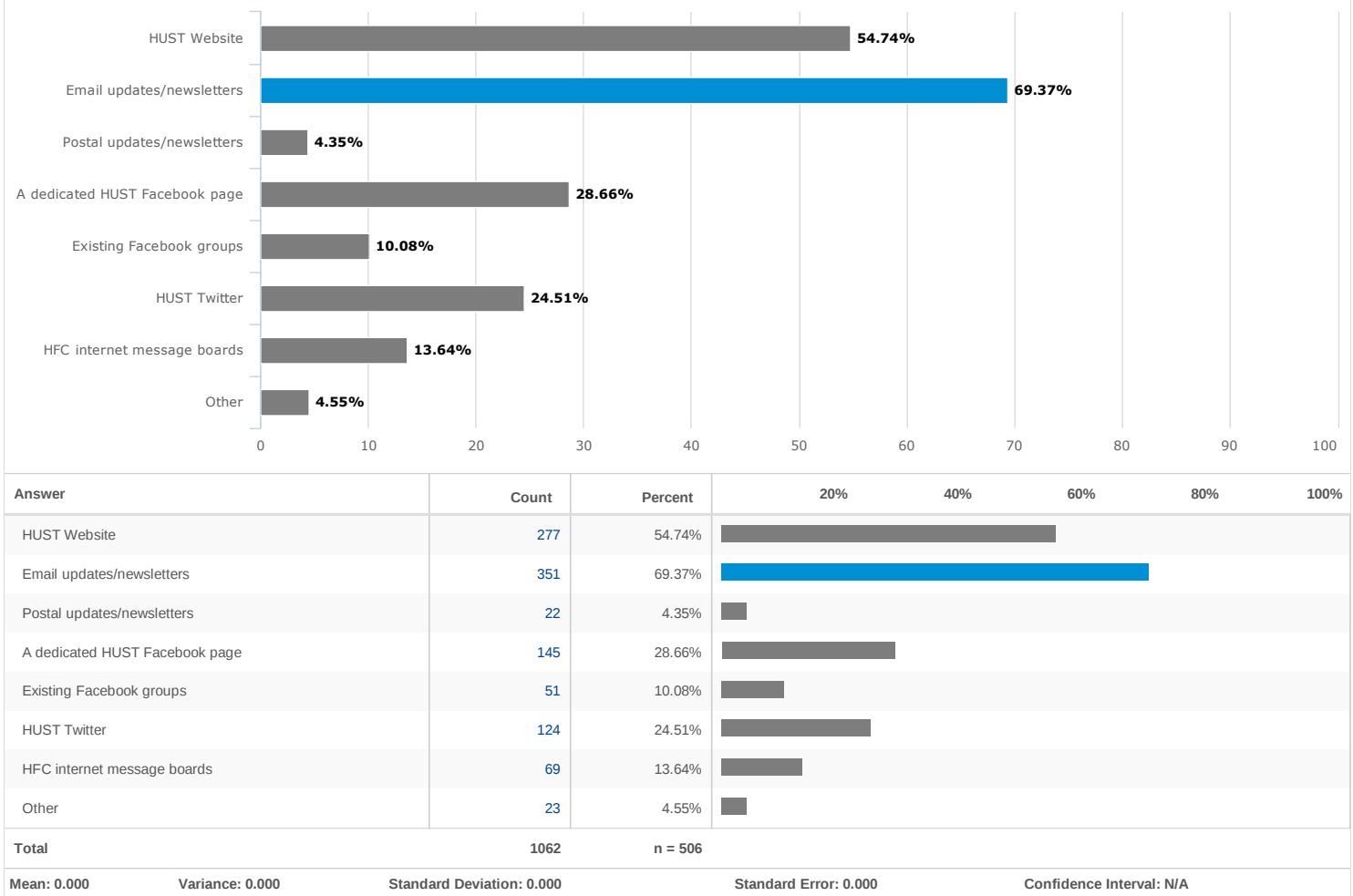


Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	295	48.84%					
No	309	51.16%					
Total	604	100 %					
Mean: 1.512	Variance: 0.250	Standard Deviation: 0.500	Standard Error: 0.020	Confidence Interval: [1.472 - 1.551]			

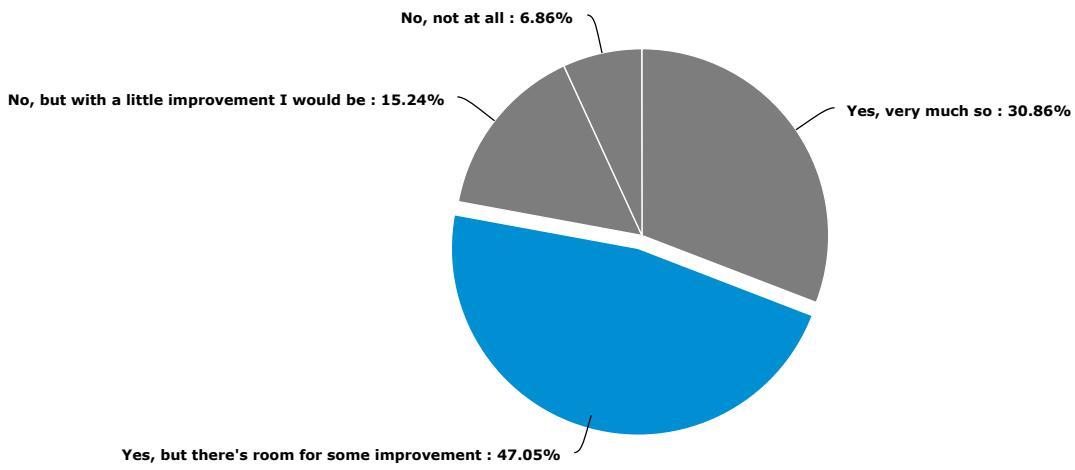




Since the current board was elected, we have been trying to improve the way we communicate with supporters. How would you prefer to get updates from HUST?



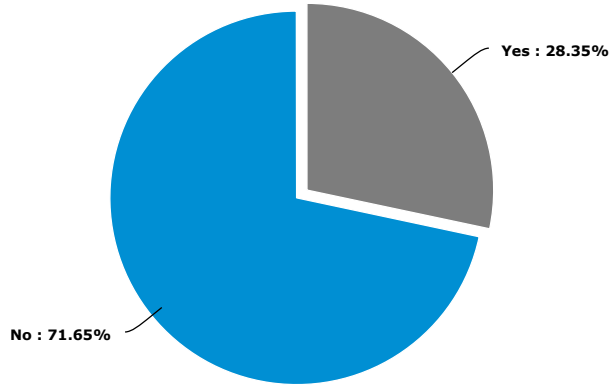
Are you currently happy with HUST?



Answer	Count	Percent	20%	40%	60%	80%	100%
Yes, very much so	162	30.86%					
Yes, but there's room for some improvement	247	47.05%					
No, but with a little improvement I would be	80	15.24%					
No, not at all	36	6.86%					
Total	525	100 %					
Mean: 1.981		Variance: 0.736	Standard Deviation: 0.858		Standard Error: 0.037		Confidence Interval: [1.908 - 2.054]

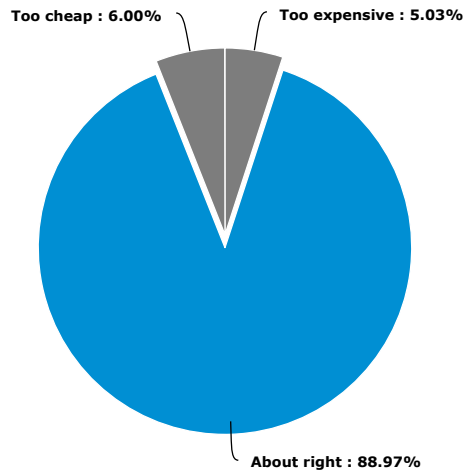


Would you be willing to become more actively involved in HUST activities?



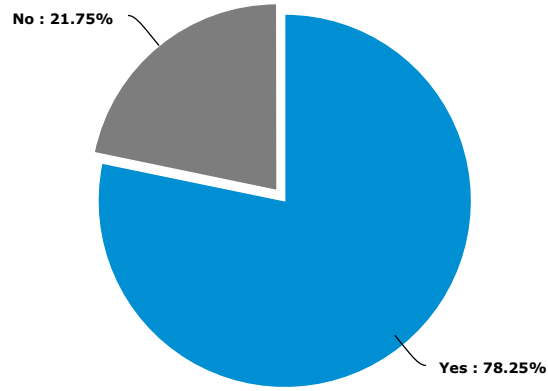
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	148	28.35%	<div style="width: 28.35%;"></div>				
No	374	71.65%	<div style="width: 71.65%;"></div>				
Total	522	100 %					
Mean: 1.716		Variance: 0.204	Standard Deviation: 0.451		Standard Error: 0.020		Confidence Interval: [1.678 - 1.755]

HUST membership is currently £10 for adults, and £1 for juniors when joining at the same time as an adult. Do you feel these prices are:



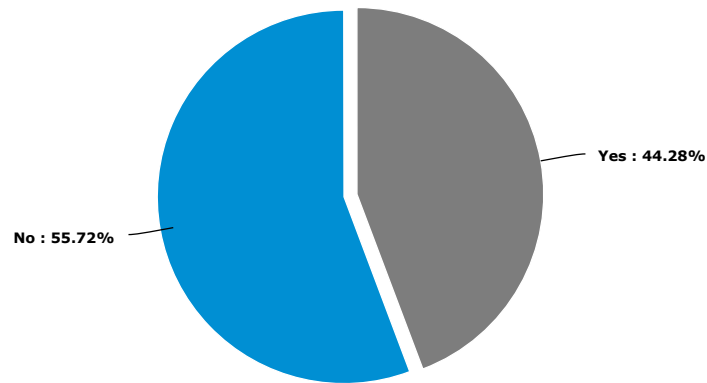
Answer	Count	Percent	20%	40%	60%	80%	100%
Too expensive	26	5.03%	<div style="width: 5.03%;"></div>				
About right	460	88.97%	<div style="width: 88.97%;"></div>				
Too cheap	31	6%	<div style="width: 6%;"></div>				
Total	517	100 %					
Mean: 2.010		Variance: 0.110	Standard Deviation: 0.332		Standard Error: 0.015		Confidence Interval: [1.981 - 2.038]

During the 2015/16 season, HUST (under licence from HFC) ran the 50/50 halftime draw, with all profits going to HUST to purchase shares in HFC. Were you aware of this?



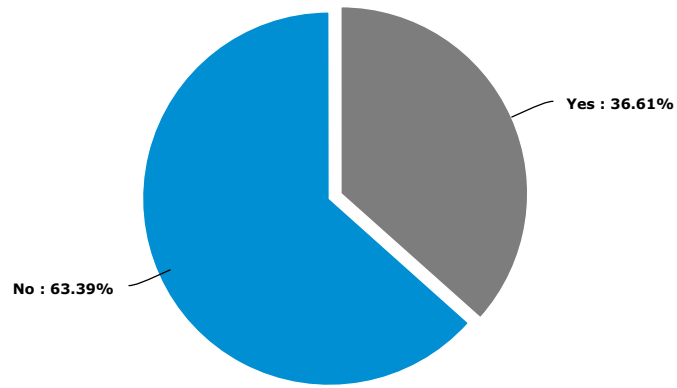
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	403	78.25%					
No	112	21.75%					
Total	515	100 %					
Mean: 1.217	Variance: 0.171	Standard Deviation: 0.413	Standard Error: 0.018	Confidence Interval: [1.182 - 1.253]			

Did being aware of this have any bearing on whether you did/did not buy a 50/50 ticket at any point?



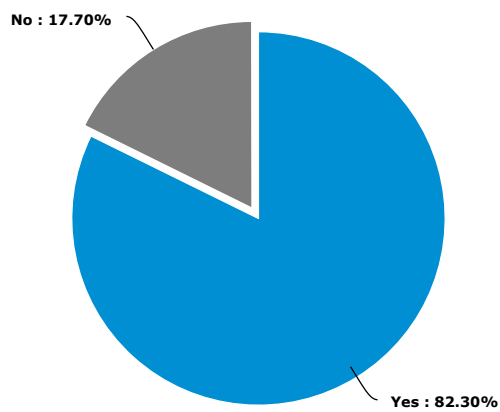
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	178	44.28%					
No	224	55.72%					
Total	402	100 %					
Mean: 1.557	Variance: 0.247	Standard Deviation: 0.497	Standard Error: 0.025	Confidence Interval: [1.509 - 1.606]			

If you had been aware of this, would it have had any bearing on whether you would/would not buy a 50/50 ticket at any point?



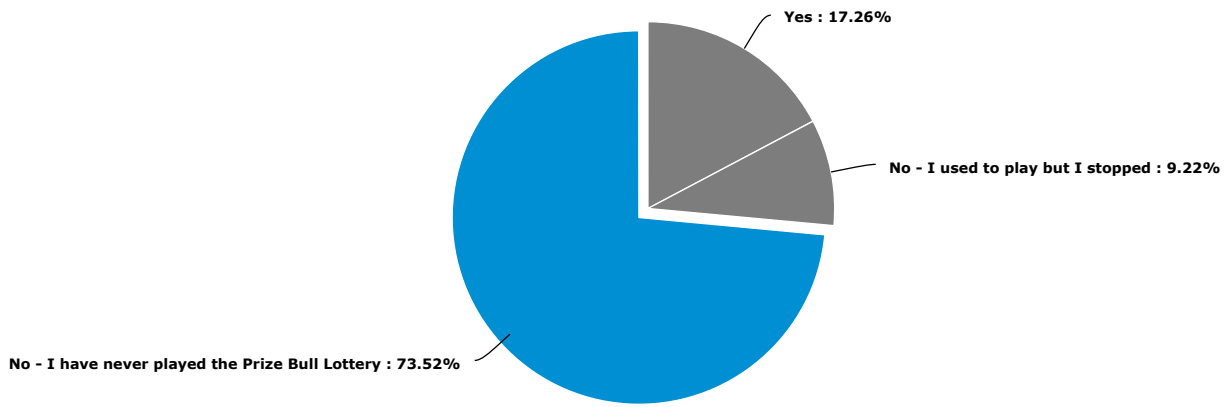
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	41	36.61%					
No	71	63.39%					
Total	112	100 %					
Mean: 1.634		Variance: 0.234	Standard Deviation: 0.484		Standard Error: 0.046		Confidence Interval: [1.544 - 1.724]

The other main fundraiser for HUST during the 2015/16 season was the Prize Bull Lottery. Were you aware of this lottery?



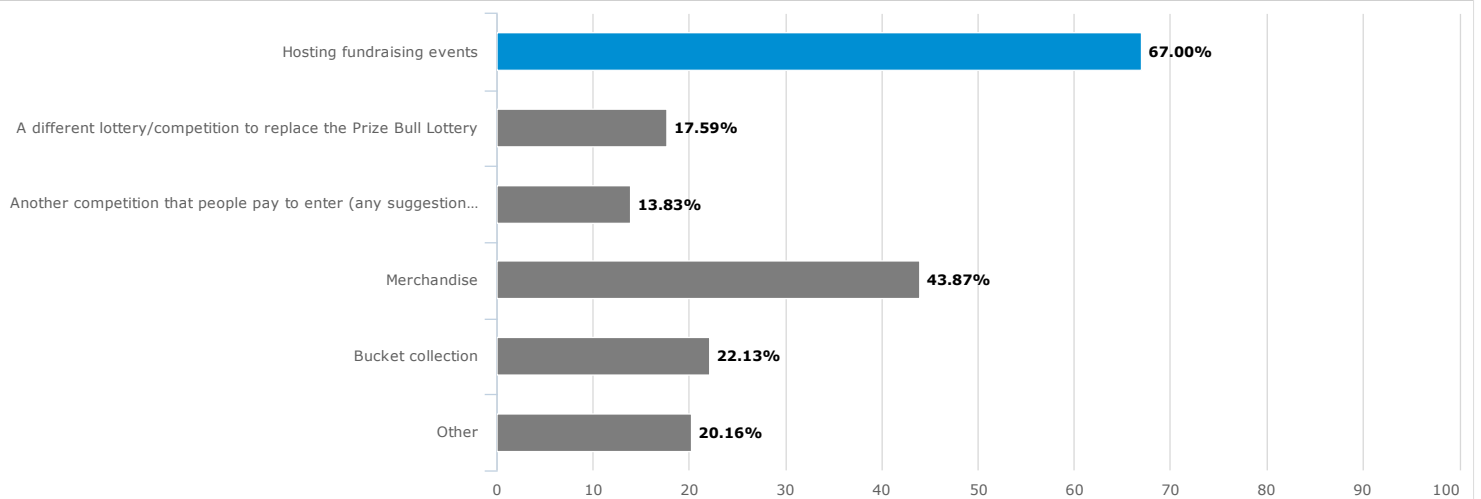
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	423	82.3%					
No	91	17.7%					
Total	514	100 %					
Mean: 1.177		Variance: 0.146	Standard Deviation: 0.382		Standard Error: 0.017		Confidence Interval: [1.144 - 1.210]

If you were aware of the Prize Bull Lottery, do you currently take part?



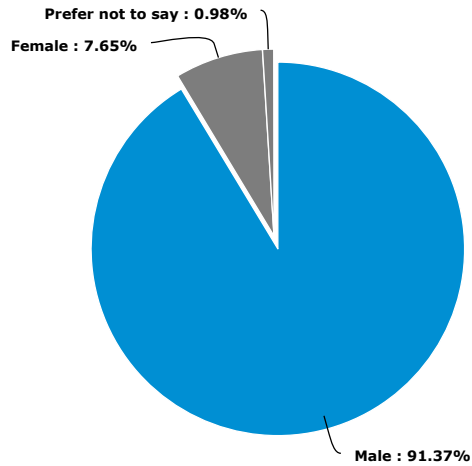
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	73	17.26%					
No - I used to play but I stopped	39	9.22%					
No - I have never played the Prize Bull Lottery	311	73.52%					
Total	423	100 %					
Mean: 2.563	Variance: 0.593	Standard Deviation: 0.770	Standard Error: 0.037	Confidence Interval: [2.489 - 2.636]			

What other fundraising methods do you think HUST should deploy?



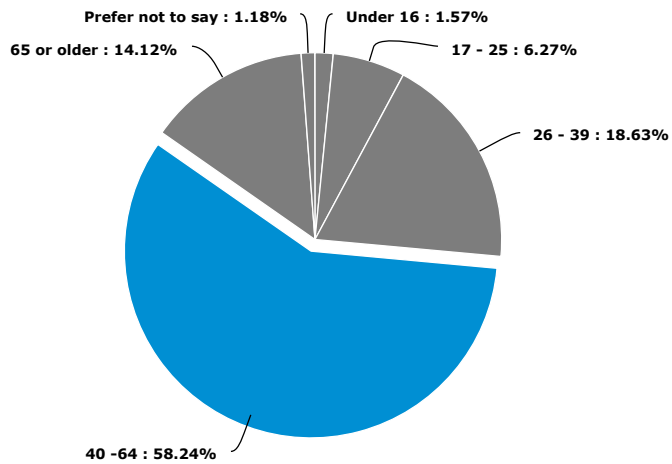
Answer	Count	Percent	20%	40%	60%	80%	100%
Hosting fundraising events	339	67%					
A different lottery/competition to replace the Prize Bull Lottery	89	17.59%					
Another competition that people pay to enter (any suggestions welcome in the comments section below)	70	13.83%					
Merchandise	222	43.87%					
Bucket collection	112	22.13%					
Other	102	20.16%					
Total	934	n = 506					
Mean: 2.984	Variance: 3.251	Standard Deviation: 1.803	Standard Error: 0.059	Confidence Interval: [2.868 - 3.100]			

To enable us to understand the views of different demographics within the HFC fanbase we just need to ask a few questions about you: Gender:



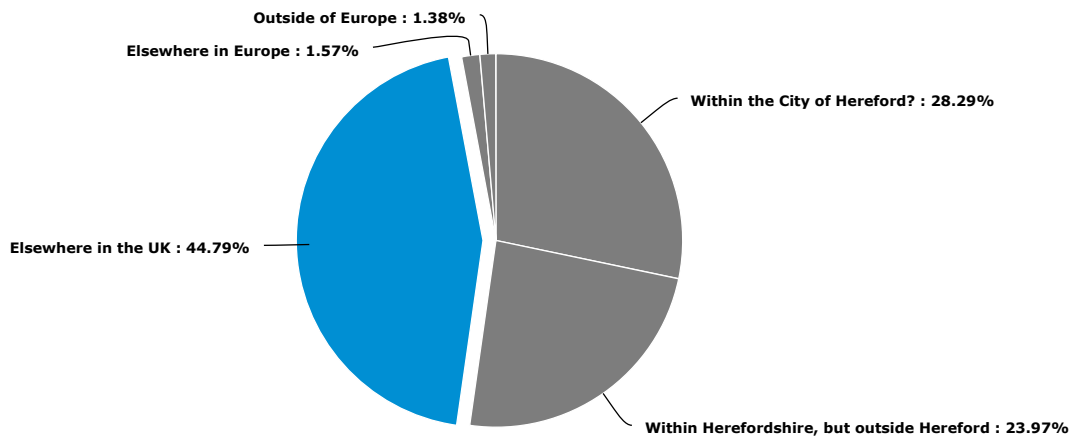
Answer	Count	Percent	20%	40%	60%	80%	100%
Male	466	91.37%	<div style="width: 91.37%; height: 10px; background-color: #0070C0;"></div>				
Female	39	7.65%	<div style="width: 7.65%; height: 10px; background-color: #666666;"></div>				
Prefer not to say	5	0.98%	<div style="width: 0.98%; height: 10px; background-color: #666666;"></div>				
Total	510	100 %					
Mean: 1.096	Variance: 0.107	Standard Deviation: 0.327	Standard Error: 0.014	Confidence Interval: [1.068 - 1.124]			

Which age group are you?



Answer	Count	Percent	20%	40%	60%	80%	100%
Under 16	8	1.57%	<div style="width: 1.57%; height: 10px; background-color: #666666;"></div>				
17 - 25	32	6.27%	<div style="width: 6.27%; height: 10px; background-color: #666666;"></div>				
26 - 39	95	18.63%	<div style="width: 18.63%; height: 10px; background-color: #666666;"></div>				
40 - 64	297	58.24%	<div style="width: 58.24%; height: 10px; background-color: #0070C0;"></div>				
65 or older	72	14.12%	<div style="width: 14.12%; height: 10px; background-color: #666666;"></div>				
Prefer not to say	6	1.18%	<div style="width: 1.18%; height: 10px; background-color: #666666;"></div>				
Total	510	100 %					
Mean: 3.806	Variance: 0.730	Standard Deviation: 0.855	Standard Error: 0.038	Confidence Interval: [3.732 - 3.880]			

Where do you live?



Answer	Count	Percent	20%	40%	60%	80%	100%
Within the City of Hereford?	144	28.29%	<div style="width: 28.29%;"></div>				
Within Herefordshire, but outside Hereford	122	23.97%	<div style="width: 23.97%;"></div>				
Elsewhere in the UK	228	44.79%	<div style="width: 44.79%;"></div>				
Elsewhere in Europe	8	1.57%	<div style="width: 1.57%;"></div>				
Outside of Europe	7	1.38%	<div style="width: 1.38%;"></div>				
Total	509	100 %					
Mean: 2.238	Variance: 0.863	Standard Deviation: 0.929	Standard Error: 0.041	Confidence Interval: [2.157 - 2.318]			

