



2022 FAN SURVEY RESULTS



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"I don't think I can remember being asked to complete a survey in the past which shows you how much the current owners care about us, the fans"

Survey Response

2 INTRODUCTION

We were delighted when Grimsby Town FC asked us to support the club with their fan survey for the second consecutive year, after such a positive response to the one in the summer of 2021.

Football clubs are generally not the most proactive when it comes to getting feedback from fans - either in a survey like this, or after games when they could ask how you felt about the experience - so it's great to see a club bucking the trend and asking the most important stakeholders in a club what they think.

Of course, a lot has changed in that time, not least the league that the club are in. With fans back in stadiums after 18 months being kept away, it's been an exciting time for the club and everyone involved with it. Of course, the new owners are not new any more, and have already implemented plenty of improvements, so this was a perfect opportunity to find out how they've done.

As in 2021, there has been a fantastic response with thousands of replies, suggestions, ideas and even the odd complaint so I'd like to thank everyone who took the time to complete the questionnaire and give us their views. It was quite a long survey, as there was a lot we wanted to know, so your time and commitment to it is very much appreciated.

While the club digest all of the data collated, we have created this document to present highlights of the survey's key findings - both positive and negative. I hope you find it enlightening and a true reflection of what the fans think.

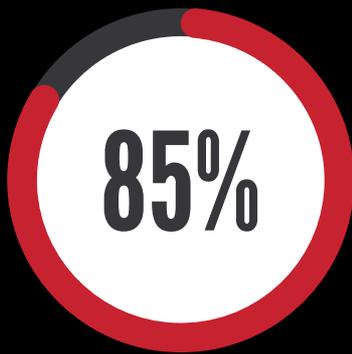
Up the Mariners!!!



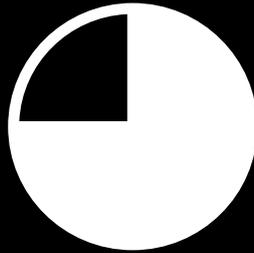
Darren Young
The Fan Experience Company

ABOUT YOU 3

1,584 fans, taking an average of 21 minutes, completed the survey. Of which.....



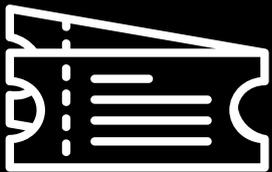
were male



three-quarters
have been a
fan for 20
years or more



55% attend games
with their family



60% are
season ticket
holders



60% live within
10 miles of
Blundell Park

4 COMMUNICATION

87%

of respondents said that the club's communication was GOOD or EXCELLENT. That's up from 35% in 2021.



4 out of 5 fans felt that communication had got either better or much better

"It is a vast improvement over other years, however I do think that the way the change in the badge was handled could have been more inclusive"

Survey Response



Social media is your preferred channel for hearing club news and updates



You want e-Mail!

Although the website and social media remain the channels you use most, many of you said you'd like more direct contact from the club



27% of respondents currently subscribe to Mariners TV

SPORTS & EDUCATION TRUST 5



The majority of fans think that working with schools is the key to growing the club's community reach (especially if the managers and players are involved)



Getting shirty. Fans say that it's great to see more young people wearing Grimsby Town kits around the town

"It's not very often you hear of the club doing things in the community even though they probably do , as previously stated a bigger social media presence advertising these things would boost that"

Survey Response

9

out of 10 respondents to the survey said they were interested in what the club did in the community as well as results on the pitch (almost a third said they were equally important!)



6 THE MARINERS TRUST



% of survey respondents that are members of the Mariners Trust...

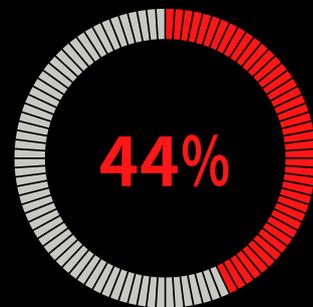


...and **having a say** is the main reason for someone wanting to join

Nearly 40% of respondents said they heard more about the Trust now than they did in 2021. 87% were aware of the Trust before they completed the survey



You told us that another reason for being a member of the trust was to receive money off tickets and other products



of those completing the survey had not heard about the Junior Mariners

"I think it is me that has to engage more - not you guys. Having done this survey, I will be joining the trust and weekly draw"

Survey Response

THE EXPERIENCE 7



61% of fans don't want a dedicated singing section



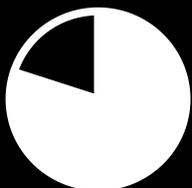
of fans who completed the survey had been to a home game in the 2022/23 season

No real match build up i.e. no stirring music on a decent sound system, the players just emerge from the tunnel at 2:55. The flag wavers is a start but more could be done. Also, no half time entertainment other than kids having a knockabout. Fan involvement with cross bar challenge or penalty shoot outs would be good.

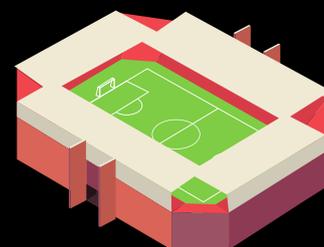
Survey Response



% rated the match day experience as either good or excellent (a significant improvement on the 2021 survey score)



80% of respondents rated the fan zone as **EXCELLENT** or **GOOD**



A large number of fans said that the stadium and facilities need to be improved in the near future

8 THE OWNERS



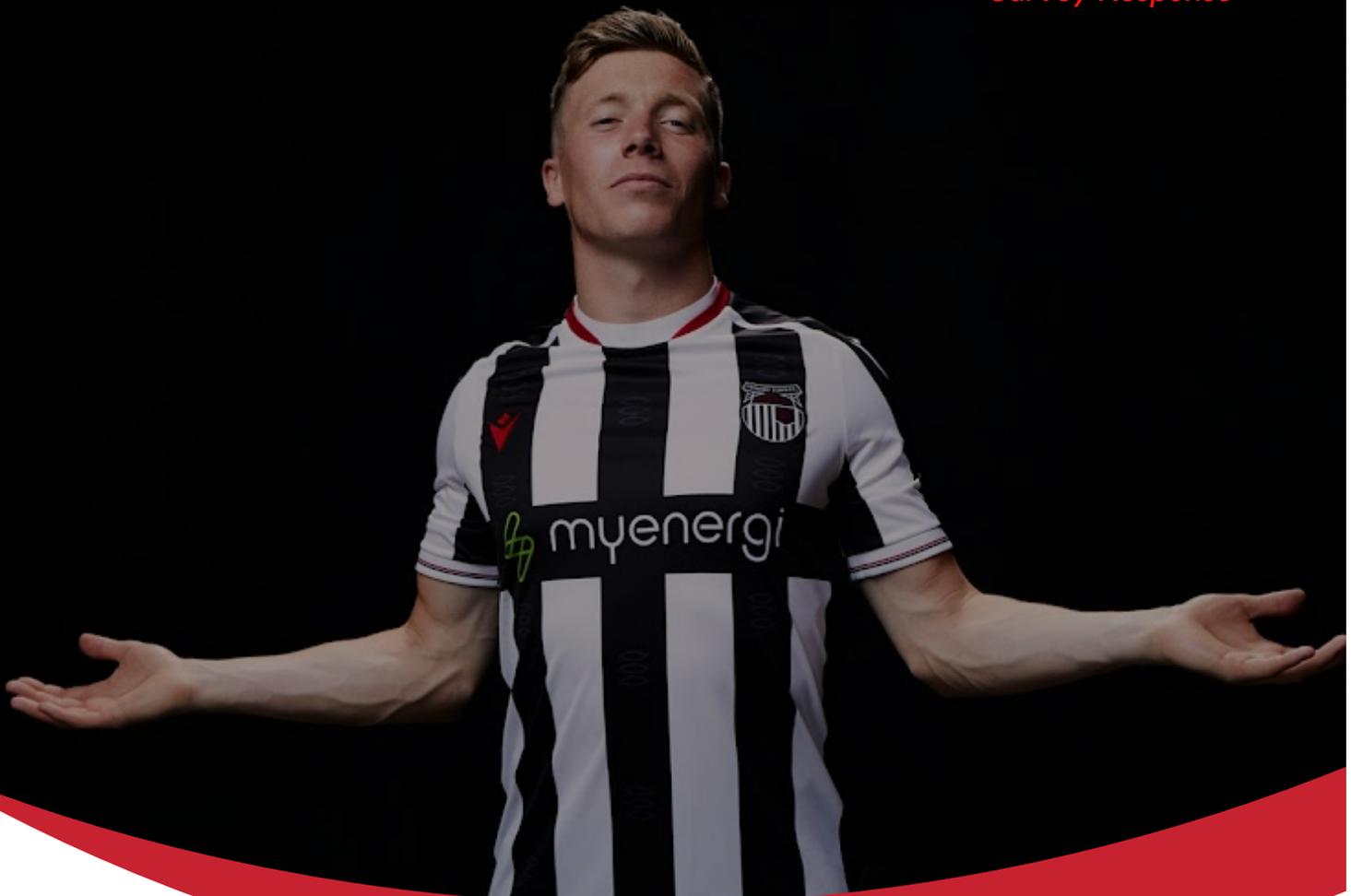
- More Professional
- Open & Honest
- Communication
- Fans Feeling Valued
- The Team
- Fan Zone



- Women's Team
- Facilities
- Stadium
- Badge Change

"You have rejuvenated what was a dying football club. You have the club in your bones and in your hearts. That is crystal clear to everyone. You allow the Manager to manage and you back him all the way. More of the same please. Up to now.....fantastic effort "

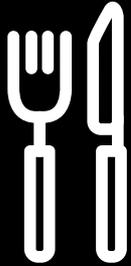
Survey Response



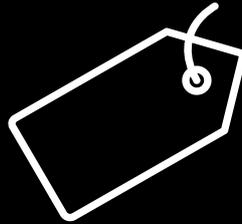
COMMERCIAL 9

"There's a good amount, however it's been difficult getting hold of this seasons shirts. Whether that's a supply issue or not it's frustrating"

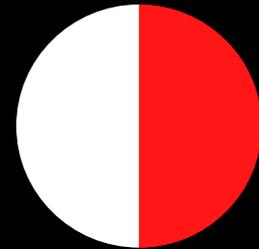
Survey Response



Of the fans who had used the clubs match day hospitality, many felt it represented good value for money



the club shop staff are great, but the range and stock levels could be better at times

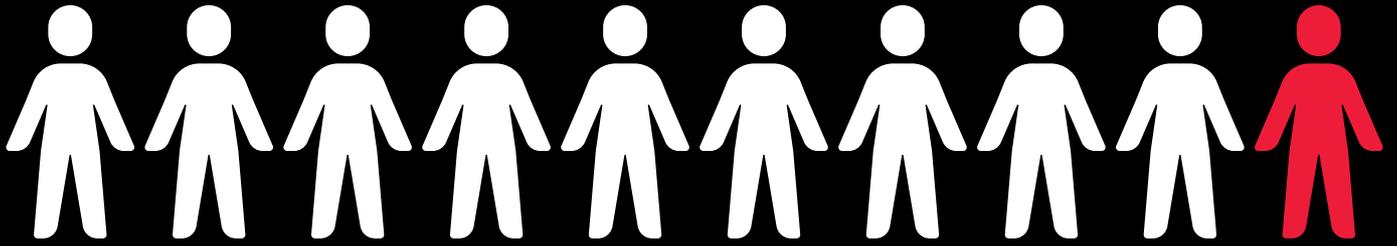


Half of the respondents said they would be interested in hiring a function room for an event



Nearly 80% of fans who completed the survey said they **WOULD** support the club having a stadium-naming sponsor

10 OVERALL



90% of fans are attending games exactly the way they used to before the pandemic



family and work commitments are the key reasons for not attending games



you have told us that parking can be an issue on match days



you feel that bigger family discounts is a way of attracting more fans

"Things have improved so much since last year thank you to the owners for what they have done and to all the staff at the club it is remarkable. We need to keep this proud football club looking forward to hopefully a exciting future".

Survey Response

More than 9 out of 10 fans feel engaged with the club
(up from 55% in 2021)

81

2022 OPTIMISM SCORE

"Thank you for giving us our club back".

Survey Response



WE HAVE AGAIN BEEN OVERWHELMED BY THE VOLUME OF RESPONSES TO OUR SURVEY, AND THE POSITIVE MESSAGES WITHIN THEM.

THANKS TO YOUR FEEDBACK, WE CAN CONTINUE TO TAKE THIS REMARKABLE CLUB FORWARD AND BUILD UPON THE PROGRESS SO FAR THAT HAS BEEN SO WELL RECEIVED.

WE HAVE LISTENED AND KNOW THAT THERE IS ALWAYS ROOM FOR IMPROVEMENT AND THAT THERE ARE STILL AREAS WHERE THE CLUB CAN DO BETTER. BUT, WITH THE INFORMATION THIS SURVEY HAS PROVIDED, WE CAN CONTINUE TO WORK - WITH THE TRUST AND COMMUNITY PARTNERS - TO DRIVE MORE POSITIVE CHANGES IN FUTURE.

WE WANT TO BE SUCCESSFUL BOTH ON THE PITCH AND OFF IT, SO YOUR VALUED HELP IS VITAL TO US REACHING OUR GOALS AND GIVING YOU, THE FANS, THE GRIMSBY TOWN YOU DESERVE.

THANKS AGAIN FOR YOUR INPUT



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