



FAN SURVEY 2022

**OVER 1,000 WALSALL FC SUPPORTERS RESPONDED TO  
OUR RECENT FAN SURVEY....**

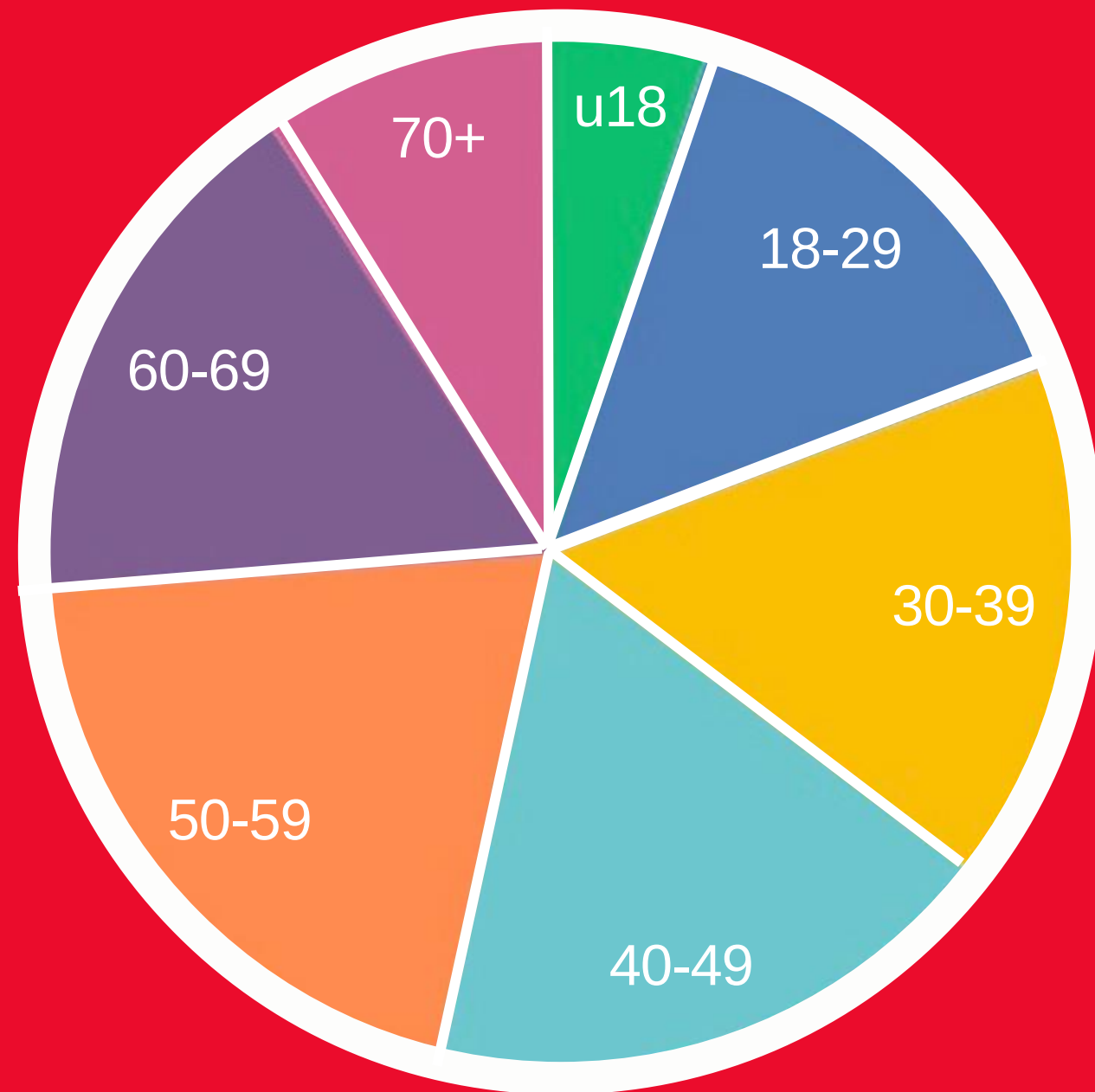
**HERE'S A SUMMARY OF WHAT YOU TOLD US**



FAN SURVEY 2022

# 1,064 SUPPORTERS COMPLETED THE SURVEY

AGE OF RESPONDENTS



OF RESPONDENTS WERE CURRENT SEASON TICKET HOLDERS

OF RESPONDENTS LIVE WITHIN 10 MILES OF THE POUNDLAND BESCOT STADIUM





**We're a  
family  
club**



**60%**

OF FANS ATTEND  
GAMES WITH MEMBERS  
OF THEIR FAMILY



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## SOCIAL MEDIA

HALF OF THE RESPONDENTS WOULD PREFER TO HEAR ABOUT THE CLUB VIA SOCIAL MEDIA CHANNELS, AND 46% WANT TO SEE USE OF THESE CHANNELS INCREASED

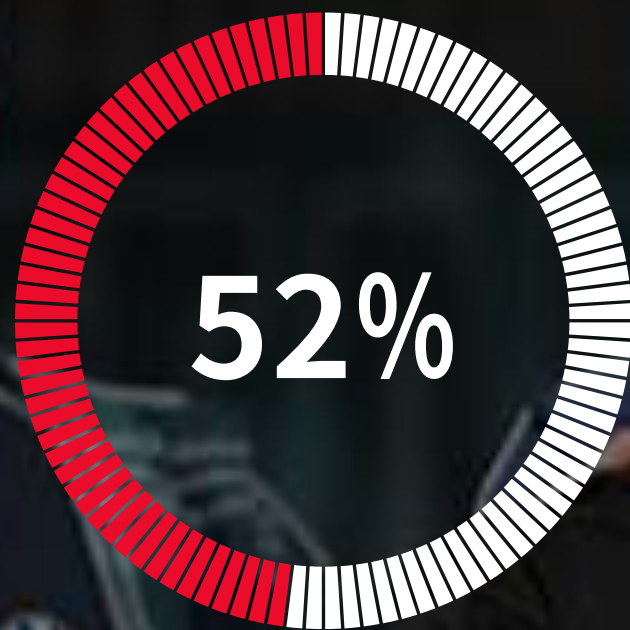


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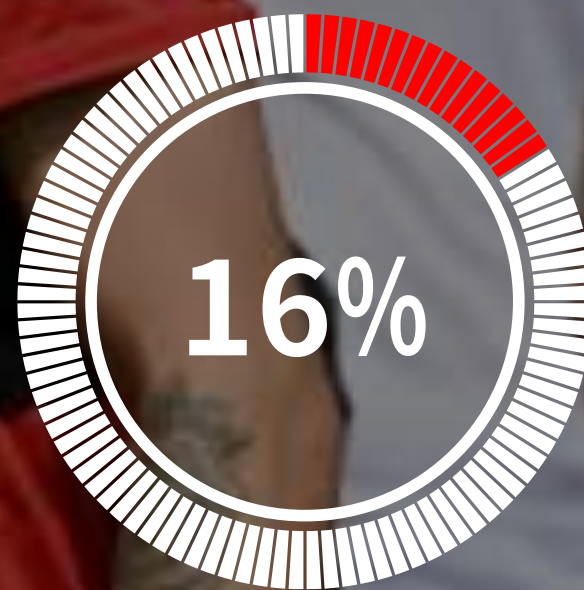
## SADDLERS CLUB

42% OF FANS SAID THEY WOULD USE A RE-OPENED SADDLERS CLUB ALL OR THE MAJORITY OF THE TIME. MANY OTHERS WERE UNDECIDED AND WANT TO WAIT AND SEE



52%

OF SUPPORTERS SAID THEY  
WANTED TO HEAR MORE  
ABOUT WHAT THE CLUB WAS  
DOING IN THE COMMUNITY...



16%

WANTED TO JUST HEAR  
ABOUT THE FIRST TEAM



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# talk of the town

"THE CLUB AND ITS NAME IS ONE OF THE BIGGEST "BRANDS" REPRESENTING THE TOWN, BUT IT FEELS DISCONNECTED TO THE TOWN CENTRE AND MAYBE NEEDS SOME PRESENCE AGAIN"

"WALSALL TOWN CENTRE NEEDS TO REPRESENT WALSALL FC & VICE VERSA. I'VE BEEN TO TOWN CENTRES AROUND THE UK THAT HAS THE LOCAL CLUB EMBLEMS OR SOME REFERENCE AND LINK TO ONE ANOTHER"

"MORE OF A PRESENCE IN THE TOWN IS 100% NEEDED. ANY NEWBIE TO WALSALL TOWN CENTRE WOULD HAVE NO IDEA THERE IS A BIG FOOTBALL CLUB PLAYING FOR THIS TOWN"



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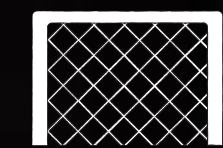
SURVEY  
RESPONDENTS  
TOLD US THAT  
IT'S CRUCIAL THE  
CLUB DOES  
MORE TO GET  
YOUNGER FANS  
INTERESTED  
AND INVOLVED



MORE SCHOOL  
VISITS



MORE DISCOUNTED  
TICKETS



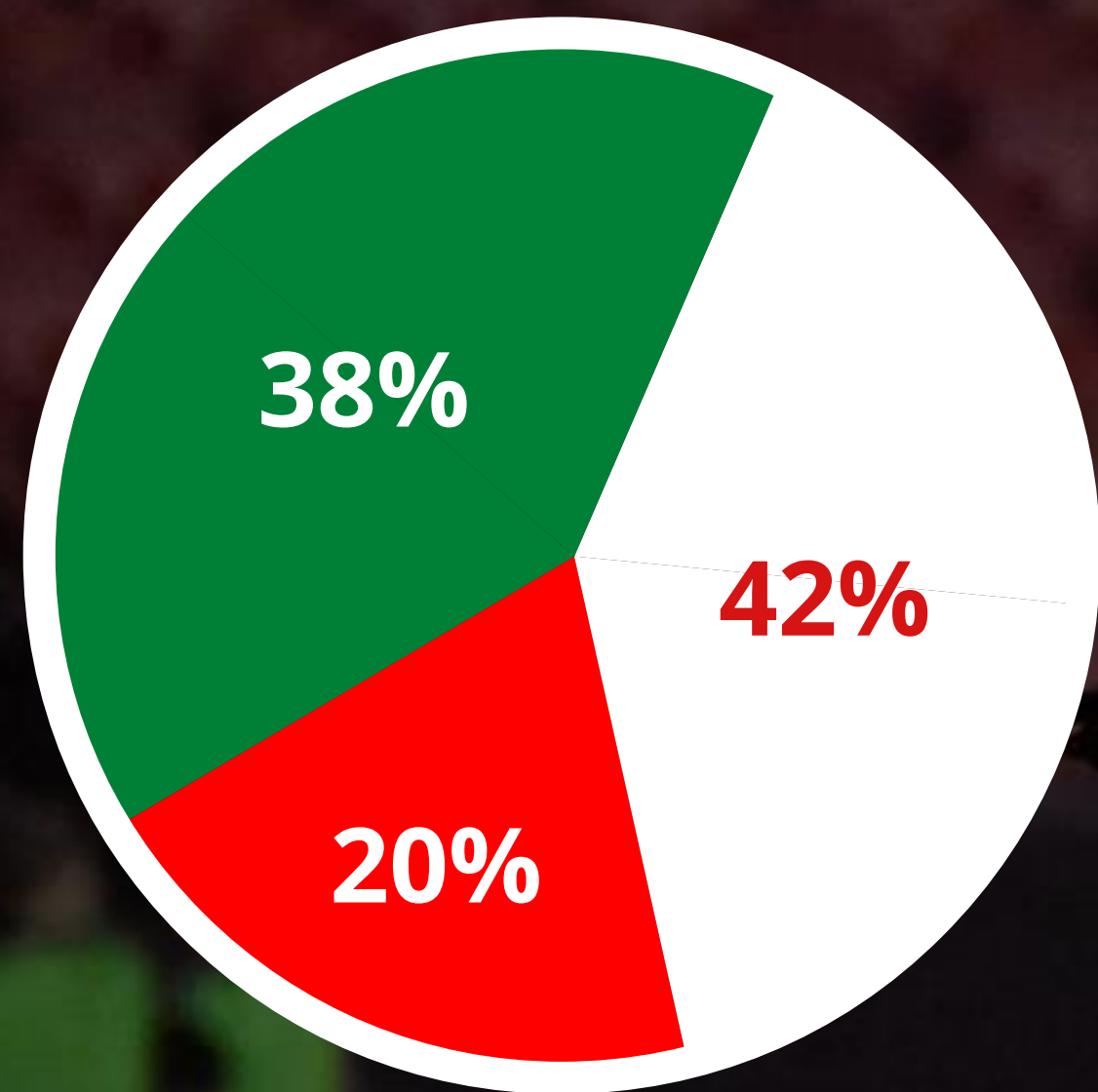
MORE FOR THEM TO  
DO ON MATCHDAYS



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# THE MATCHDAY EXPERIENCE IS....



-  EXCELLENT / GOOD
-  FAIR
-  POOR



SWIFTY  
TICKET PURCHASE  
CLUB STAFF



QUALITY OF REFRESHMENTS  
CLUB SHOP  
OUTSIDE THE STADIUM



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## **IDENTITY**

- FAMILY
- COMMUNITY
- LOCAL
- HOME
- UNDERACHIEVING

## **VALUES**

- HONESTY
- FAMILY
- FANS
- AMBITION
- RESPECT



OF SUPPORTERS FEEL ENGAGED WITH THE CLUB

CURRENT LEVEL OF OPTIMISM IS:



OUT OF 100



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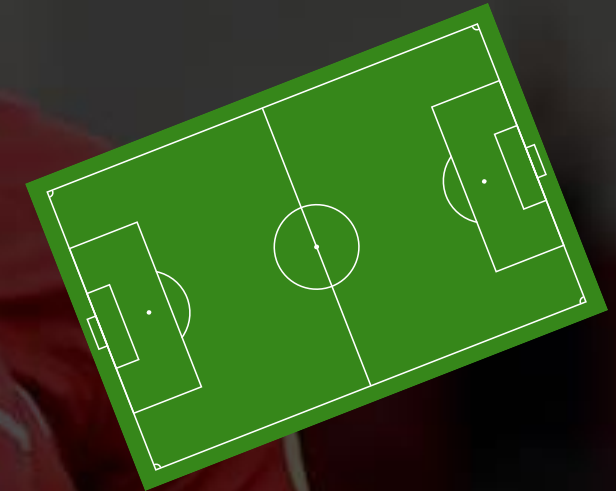


66% OF WALSALL SUPPORTERS SAY THE PANDEMIC HASN'T CHANGED THE WAY THEY FEEL ABOUT ATTENDING GAMES AT ALL



OF FANS ARE MORE CAUTIOUS, BUT ONLY 1% HAVE STOPPED COMING TO GAMES

...AND FINALLY



YOU TOLD US THAT SUCCESS ON THE FIELD IS SOMETHING EVERYONE WANTS, BUT A GREAT, VALUE-FOR-MONEY EXPERIENCE IS ALSO IMPORTANT TOO



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# YOU SPOKE...

THANKS TO YOUR FEEDBACK:

- WE'VE INTRODUCED A FAN ZONE OUTSIDE THE STADIUM
- WE WILL BE PUTTING ADDITIONAL CONTENT ON SOCIAL MEDIA (ABOUT THE TEAM AND OUR WORK IN THE COMMUNITY)
- OUR BOARD, OWNERS, AND STAFF ARE ACTIVELY WORKING TO DETERMINE KEY AREAS TO IMPROVE THROUGHOUT THE 22-23 SEASON
- OUR BOARD, OWNERS, AND STAFF ARE ACTIVELY WORKING TO DETERMINE NEW INITIATIVES TO ADD THROUGHOUT THE 22-23 SEASON TO CONTINUE TO ELEVATE THE CLUB



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# ...WE HEARD

**A VERY BIG**

**Thank you**

**TO EVERYONE WHO TOOK PART**



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