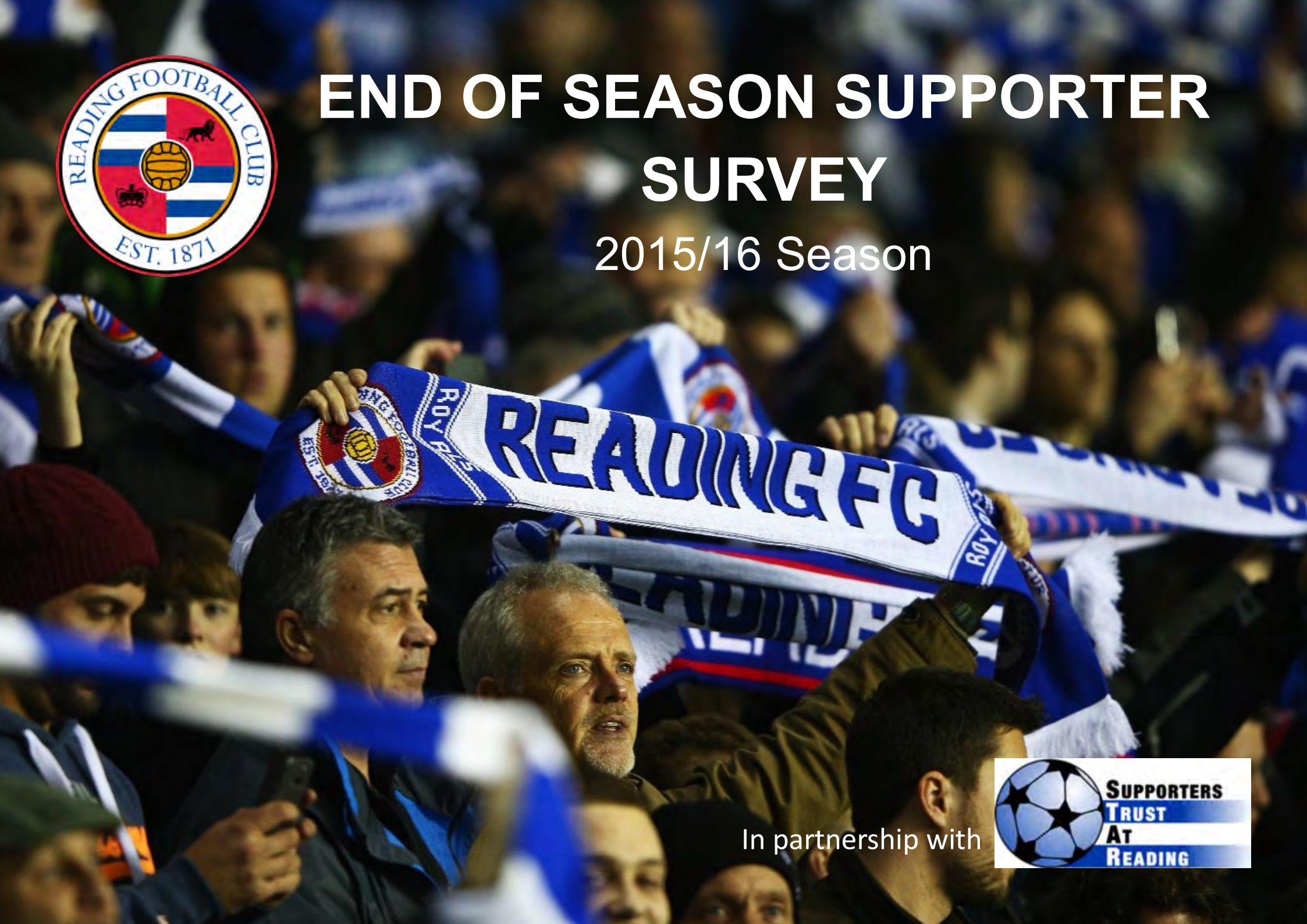




# END OF SEASON SUPPORTER SURVEY

2015/16 Season



In partnership with







# 1129 Supporters who attended matches took part in the 2015/16 End of Season Survey

The results of the survey in conjunction with the Supporters Trust at Reading (STAR) will be used to help focus on areas needing attention at Reading Football Club

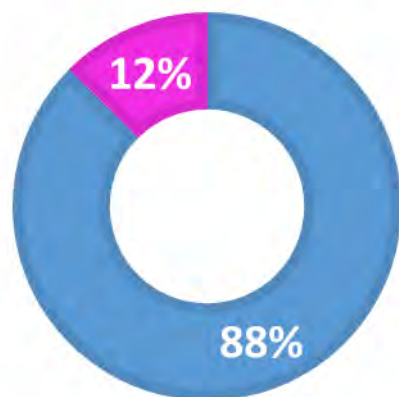
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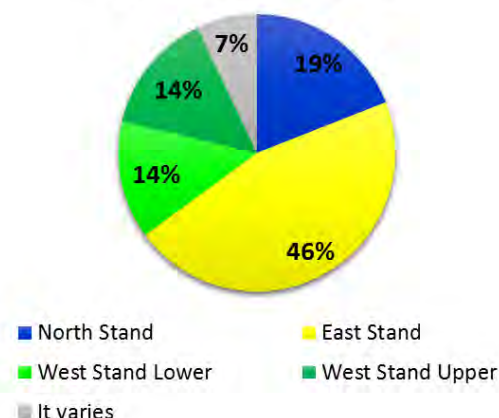
# 1. INTRODUCTION

■ Male ■ Female



76% of respondents were season ticket holders

Where do you normally sit in the Madejski Stadium for home matches?



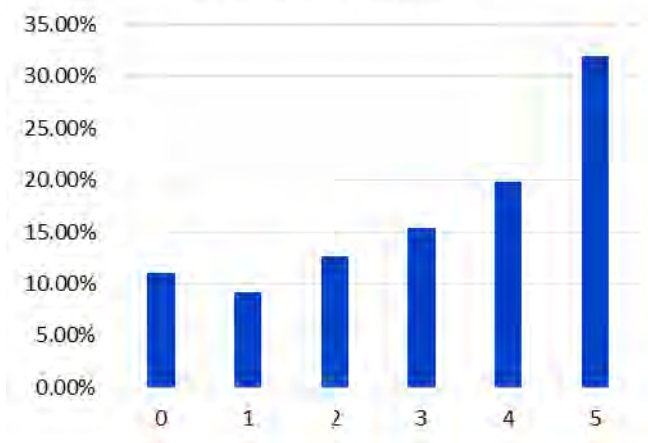
Which age group do you belong to?

Answer Choices	Responses	
17 & Under	11.78%	133
18-24	17.01%	192
25-34	13.91%	157
35-44	10.19%	115
45-54	18.16%	205
55-64	17.63%	199
65 & Over	11.34%	128
<b>Total</b>		<b>1129</b>

When did you start coming to Reading home games?

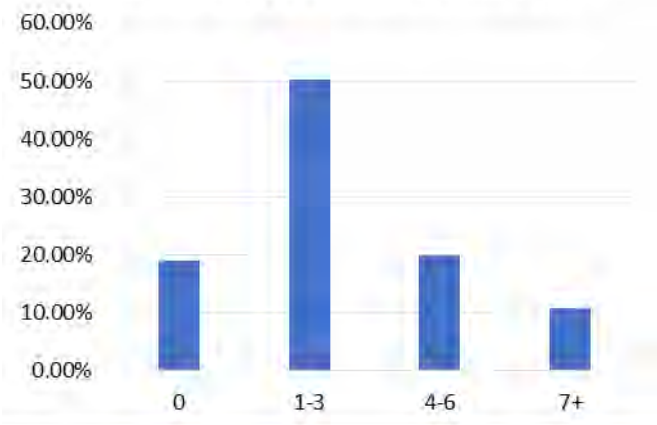
Answer Choices	Responses	
When the club played at Elm Park (before 1998)	46.32%	523
Between 1998 and 2005 (at Madejski Stadium)	27.81%	314
Between 2006 and 2015 (since the club first reached the Premier League)	22.05%	249
2015/16 was my first season	3.81%	43
<b>Total</b>		<b>1129</b>

How many of our Home fixtures in cup competitions did you attend this season?



## Season Ticket Holders

How many of our Championship fixtures did you miss the season?



What are the main reasons which cause season ticket holders to miss a match?

Main responses were:-

- Holidays
- Work Commitments



“A disappointingly large number of season ticket holders miss at least 1 game per season. Although from the comments a lot of the reasons are outside of the club’s control, we do recognise that for occasions where we can help, such as for supporters with a temporary disability, we do help.

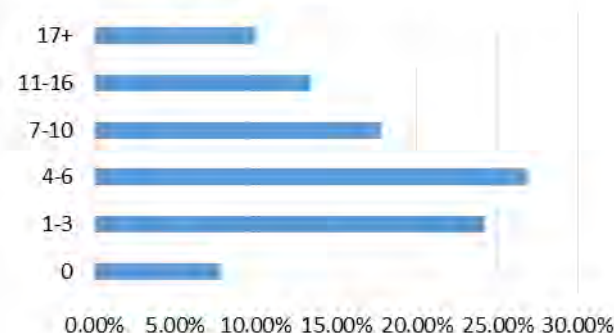
Any supporter who is struggling to attend matches should contact the customer service department to discuss ways in how we can help”

**Rob Coleman—Customer Service Supervisor**

- Poor team performance
- Lack of transport
- Health reasons

## Non Season Ticket Holders

How many Championship matches have you attended at Madejski Stadium this season?



What are the main reasons why you are not a season ticket holder

Main responses were:-

- Do not live locally

- Cost
- Work commitments
- Friends/family members no longer attend
- Illness

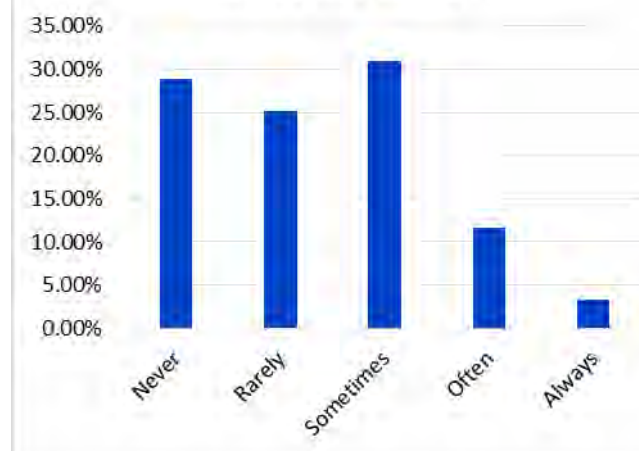
Have you watched any other events at the Madejski Stadium this season? (Tick as many as appropriate)

Answer Choices	Reponses	
Under-18/Under-21 matches	21%	240
London Irish rugby matches	10%	112
Reading FC Open Day (31 July 2015)	8%	90
Saracens vs Wasps (European Champions Cup)	2%	17

**Total Respondents\*: 1129**

*\*note that supporters who skipped the question have been recorded as answering NO to each question*

How often did you attend away fixtures this season?



## 2. TICKETING

**When attending matches this season, which of these methods have you used to purchase tickets?**

	Never	Rarely	Sometimes	Often	Always
Phone	<b>45.39%</b>	13.82%	17.11%	15.79%	7.89%
Online	8.38%	5.24%	13.61%	26.18%	<b>46.60%</b>
In Person (in advance)	<b>60.16%</b>	13.28%	14.06%	6.25%	6.25%
In Person (on matchday)	<b>63.93%</b>	12.30%	13.11%	9.02%	1.64%
Purchased for me	<b>46.76%</b>	16.55%	17.99%	8.63%	10.07%

**How would you rate your experience of purchasing tickets?**

	Excellent	Very Good	Good	Satisfactory	Poor	N/a
Ease of finding relevant information	23.08%	<b>33.94%</b>	28.96%	6.79%	2.26%	4.98%
Ease of purchasing tickets by telephone	13.88%	18.18%	24.88%	4.78%	0.96%	<b>37.32%</b>
Ease of purchasing tickets online	<b>25.93%</b>	<b>25.93%</b>	24.54%	10.65%	1.85%	11.11%
Friendliness & helpfulness of Ticket Office staff	<b>26.79%</b>	24.40%	20.57%	3.83%	1.44%	22.97%
Special offers and value for money	12.92%	17.22%	<b>24.40%</b>	18.66%	10.05%	16.75%

**Any other comments about purchasing tickets?**

Main comments were:-

- Positive comments regarding the ticket office staff
- Concessionary price for over 65's is unfair on supporters aged 60 & over
- Some season ticket holders feel that there are too many special offers for non season ticket holders



"Although we cannot affect what happens on the pitch we try to provide the best possible level of customer service and value for money.

I am proud that supporters have recognised that my team do a fantastic job and are always helpful and friendly.

We are continuously looking at ways to improve and will take the supporters comments on board."

**Paul Collins—Ticket Office Manager**



Main Ticket Office

**TICKET  
OFFICE**  
Sales & Queries

**TICKET  
OFFICE**  
Ticket Collection



### 3. TRAVEL & PARKING

#### What is the main method of transport that you use to travel to matches?

Car (driver)	44%
Car (passenger)	25%
Bus	12%
Train, then bus	7%
Other	4%
Walk	4%
Train then taxi	2%
Cycle	1%
Taxi	1%

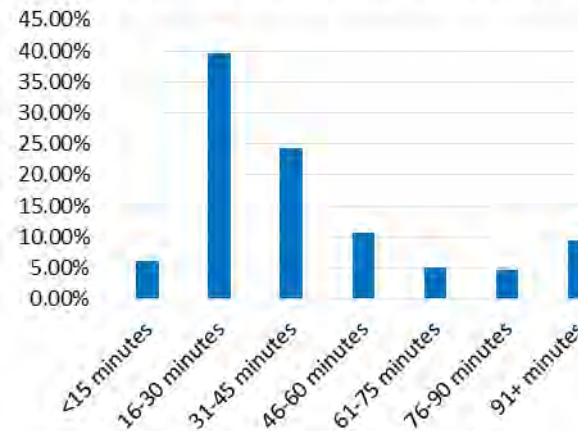
#### Why do you use this method of transport?

Main responses were?

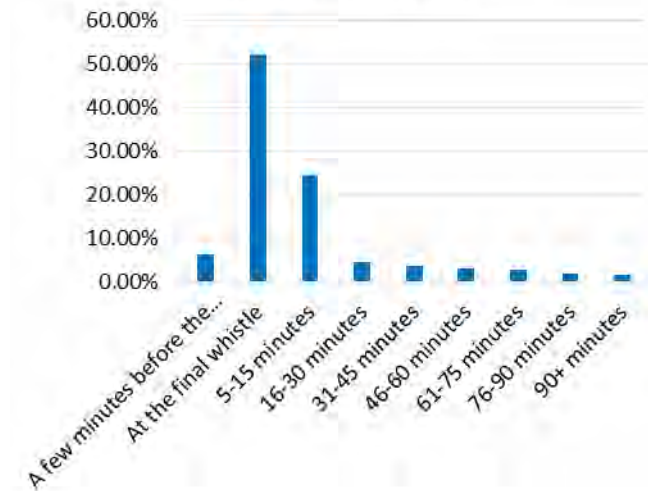
- Cheapest
- Most convenient
- Free bus travel for senior citizens
- Can socialise with other supporters in town centre or pubs before the game

The average supporter travels with **1.8** other people to matches

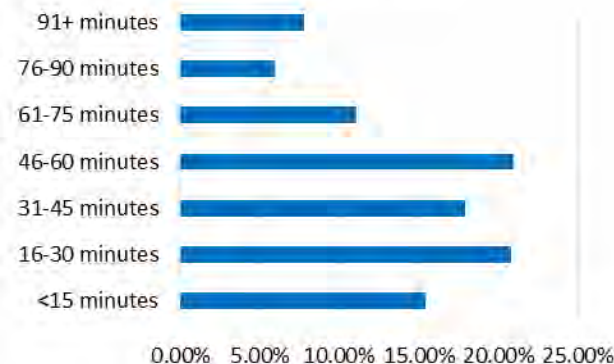
#### How long does your journey to Madejski Stadium typically take?



#### How long after final whistle do you usually leave the Madejski Stadium complex?



#### How long before kick-off do you usually arrive at the Madejski Stadium complex?





## Where did you usually park on a matchday during the 2015/16 season?

Answer Choices	Responses
Other local off-street parking	25.93%
Stadium complex	24.50%
On-street locally	15.47%
Former Greyhound site (north of Bennett Road roundabout)	11.03%
Green Park or other offices (as employee)	7.74%
Worton Grange (now closed)	6.59%
Costco (as a member)	3.72%
MereOak Park & Ride	2.44%
Foster Wheeler Park & Ride	1.58%
Town centre	1.00%



"The enjoyment of all supporters attending matches at the Madejski Stadium is of the paramount importance to everyone at Reading Football Club and clearly the transport to/from the stadium plays a significant part of this

I would like to assure supporters that Reading Football Club will work with all relevant parties to do all we can where possible to improve the matchday travel & parking "

Ray Booth—Stadium Manager



## Which bus service do you use to get to Madejski Stadium?

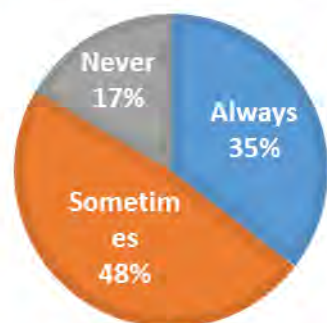
Answer Choices	Responses
Other	21.31%
F1 Reading Station Shuttle	13.11%
F2 Shinfield Park (P&R)	6.56%
F30 Twyford, Woodley, Earley	5.74%
953 Wokingham	4.92%
F11 Emmer Green	4.10%
F22 Tilehurst	4.10%
F24 Purley	4.10%
F31 Winnersh Triangle & Woodley	4.10%
F10 Sonning Common	3.28%
F14 Henley-on-Thames	3.28%
F20 Newbury Bus Station	3.28%
F21 Norcot	3.28%
952 Farnborough	3.28%
954 Bracknell	3.28%
F13 Caversham Park	2.46%
F23 Theale & Pangbourne	2.46%
F32 Woodley	2.46%
F33 Lower Earley	2.46%
951 Basingstoke	1.64%
F12 Emmer Green & Caversham	0.82%

Just **34%** were aware that supporters with a **child under the age of 12** are eligible to park in our special designated **Family Parking area**

## 4. CATERING

### HOW OFTEN DO YOU PURCHASE FOOD AND DRINK WHEN YOU ATTEND A MATCHDAY?

Always Sometimes Never



### Why supporters do not purchase food on a matchday?

Main reasons given:-

- Too expensive
- Better value alternatives elsewhere in close proximity to the stadium
- Lack of options for supporters with dietary requirements/allergies
- Food options are considered to be unhealthy
- Queues too long

**64%** of supporters would use contactless card transactions if these were installed around the stadium

### Where do you purchase your food and drink

Answer Choices	Responses
Both inside the stadium and from catering vans around the stadium	43.68%
Just inside the stadium (concourse kiosks)	38.54%
McDonalds	13.48%
KFC	11.93%
Millennium Madejski Hotel	10.98%
Jazz Café	9.43%
Just catering vans around the stadium	8.59%
Other	6.21%
Pizza Hut	4.18%



**5.27/10** is the average rating for the overall catering experience INSIDE the Stadium

### How do you rate the catering facilities INSIDE the stadium (concourse kiosks):

	Excellent	Very Good	Good	Satisfactory	Poor
Selection of food and drink	2.30%	10.43%	37.73%	<b>37.88%</b>	11.66%
Quality of food and drink	2.61%	11.98%	<b>37.94%</b>	37.48%	9.98%
Catering signage	4.02%	18.08%	<b>46.52%</b>	26.74%	4.64%
Waiting time to be served	2.00%	9.08%	27.85%	<b>32.92%</b>	28.15%
Friendliness of catering staff	7.40%	18.49%	<b>35.29%</b>	31.28%	7.55%
Value for money	0.46%	2.92%	15.23%	<b>42.46%</b>	38.92%



## Order of importance to you when purchasing food and drink

**1st** Quality of food and drink

**2nd** Value for money

**3rd** Waiting time to be served

**4th** Selection of food and drink

**5th** Friendliness of catering staff

## Are there any food and drink items that you would like to see available at Madejski Stadium?

A wide variety of responses were given, many of which were for products that are already available such as Pizza and Soup.

The Main other Responses were:-

- Healthier options such as fresh sandwiches
- West Berkshire Brewery Ales inside the concourse
- Burgers & Chips inside the concourse
- Increased variety in the products offered.

## How do you rate the catering facilities AROUND the stadium (catering vans):

	Excellent	Very Good	Good	Satisfactory	Poor
Selection of food and drink	4.38%	19.95%	<b>42.34%</b>	25.55%	7.79%
Quality of food and drink	5.62%	16.87%	<b>43.03%</b>	29.83%	4.65%
Catering signage	4.91%	15.23%	<b>46.44%</b>	29.98%	3.44%
Waiting time to be served	6.81%	19.95%	<b>37.47%</b>	30.41%	5.35%
Friendliness of catering staff	7.80%	20.49%	<b>37.07%</b>	30.00%	4.63%
Value for money	2.68%	6.34%	22.93%	<b>37.32%</b>	30.73%

**5.87/10** is the average rating for the overall catering experience AROUND the Stadium

## Any other comments regarding catering on matchdays

Main Responses were:-

- More seating and shelving
- Introduce cashless methods of payments
- Price of products
- Consistency and efficiency of staff



"Since reviewing the catering feedback from the 2015/16 we have taken a number of steps to improve our service. We have upgraded our equipment to serve hot drinks quicker at all kiosks, Introduced a burger to our core food range in the East and West stands, Contactless card payments will be available at all kiosks around the stadium from the Ipswich match on Friday 9<sup>th</sup> September and we have held the price of our draught beer, soft drinks and confectionary

We continue to implement a much improved recruitment strategy and retention of staff plan to ensure that there is continuity of informed staff."

**Richard Herring—Compass General Manager**

## 5. MEGASTORE

Which of the following retail outlets have you visited this season?



### Why supporters did not visit readingfcdirect.co.uk

Main reasons given were:-

- No products of any interest (too many products for children)
- Price of merchandise
- Some negative comments regarding the 2015/16 shirts

**34%** are planning to purchase the 2016/17 Reading FC shirt

Please indicate your answer on a scale ranging from excellent to poor for the Megastore at Madejski Stadium:

	Excellent	Very Good	Good	Satisfactory	Poor
Diversity of range	7.98%	33.83%	<b>39.88%</b>	16.25%	2.07%
Quality of products	7.99%	<b>40.98%</b>	37.57%	11.69%	1.78%
Price of range	5.79%	24.48%	<b>41.39%</b>	22.55%	5.79%
Availability of stock	9.50%	30.71%	<b>41.39%</b>	16.77%	1.63%
Availability of staff	9.50%	30.71%	<b>41.39%</b>	16.77%	1.63%
Friendliness and helpfulness of staff	17.98%	<b>37.15%</b>	34.03%	9.36%	1.49%

Please indicate your answer on a scale ranging from excellent to poor for our online service at readingfcdirect.co.uk:

	Excellent	Very Good	Good	Satisfactory	Poor
Ease of registration and login process	17.00%	29.75%	<b>36.02%</b>	14.54%	2.68%
Ease of use	15.73%	30.34%	<b>35.96%</b>	13.93%	4.04%
Range offered	9.87%	30.04%	<b>42.15%</b>	14.80%	3.14%
Delivery timescale	13.64%	29.55%	<b>42.73%</b>	12.50%	1.59%

Are there any products that you would like to see available in the Megastore?

A wide range of products were suggested however the main responses were:-

- Old shirts (in particular Robin Friday shirts) and other retro products
- DVD's of successful previous season



"We take all feedback on board and are continually working with suppliers to source new, exciting products whilst maintaining high standards.

We will work on making improvements over the coming season to make the fans shopping experience more enjoyable."

**Mark Ilsley—Head of Merchandise**



## 6. STADIUM FACILITIES

### What is your opinion of the following stadium facilities:

	Excellent	Very Good	Good	Satisfactory	Poor
Signage to your seat	12.50%	35.42%	<b>37.96%</b>	12.04%	2.08%
Provision of toilet facilities	6.96%	31.44%	<b>38.28%</b>	18.91%	4.41%
Cleanliness of toilets	3.60%	21.84%	<b>34.38%</b>	30.43%	9.76%
Cleanliness of the area around your seat	9.88%	29.77%	<b>36.51%</b>	19.88%	3.95%
View of the pitch	<b>46.46%</b>	35.42%	15.68%	2.09%	0.35%

#### Any other comments regarding the stadium facilities and how they might be improved?

Main Responses were:-

- Toilets could do with an improvement (hand dryers in particular)
- Perspex screens on handrails above vomitory entrances could be cleaned or replaced
- Varying comments regarding the PA system, some say it is too loud others saying it is not clear enough.
- Row lettering, seat numbers and signage to seats are currently not sufficient

#### Season Ticket holders in the Upper West were asked what improvements they would like to see in their stand

Nearly all response were related to catering, with supporters requesting enhanced catering options and a more efficient service.

The responses not related to catering were for improvements to the toilets, positioning of televisions and additional shelving/seating in the concourse



"I'd like to thank all supporters for their comments. Supporters who sit in the West Upper will have seen the improvements we have made to the concourse along and hopefully taken advantage of the enhanced catering options.

Following feedback from this survey, we will be replacing the Perspex screens and will continue to make improvements to the stadium facilities where we can"

**Ray Booth—Stadium Manager**

## 7. SUPPORTER CONDUCT & STEWARDING

Have you witnessed any instances of the following at Madejski Stadium this season

Answer Choices	Responses	
Offensive language from home fans	28.88%	326
Racial, homophobic or discriminatory abuse from home fans	5.31%	60
Threatening behaviour from home fans	7.71%	87
Offensive language from away fans	29.41%	332
Racial, homophobic or discriminatory abuse from away fans	8.59%	97
Threatening behaviour from away fans	21.35%	241

Total Respondents\*: **1129**

*\*note that supporters who skipped the question have been recorded as answering NO to each question*

Concerning matchday stewards, please mark the below on a scale of excellent to poor:

	Excellent	Very Good	Good	Satisfactory	Poor
Friendliness and helpfulness	11.12%	24.33%	<b>31.87%</b>	24.10%	8.57%
Control and prevention of antisocial behaviour	7.11%	17.48%	<b>34.27%</b>	27.27%	13.87%
Availability of stewards	12.11%	21.19%	<b>35.16%</b>	25.49%	6.05%

**Any other comments regarding matchday stewards:**

- Conflicting views amongst supporters. Some feel that stewards do not do enough to prevent issues such as persistent standing and use of offensive language, whilst some feel stewards are overzealous on the same issues
- Little action taken against visiting supporters sat in home areas
- Some supporters commented that the FA Cup quarter final vs. Crystal Palace was over policed/stewarded
- Many supporters gave positive comments on the stewards, stating that on balance they do a difficult job well



"We appreciate the positive comments our stewarding staff have received in the survey

Should any supporter experience any issues on a matchday, they are encouraged to report it by texting **80 800** beginning your message with the word "**SAFE**" so that we can look to address the issue there and then.

We also aim to be as transparent in our stewarding as we can and are more than happy to meet any supporter to discuss any issue. This can be arranged in advance by contacting the Customer Service Department"

**Julie Allen—Safety Officer**



## 8. ENCOURAGING SUPPORT FROM CHILDREN

**25%** of respondents attend fixtures with children as a parent or guardian

	Excellent	Very Good	Good	Satisfactory	Poor
How do you rate the facilities for children at Madejski Stadium?	7.80%	27.98%	<b>37.61%</b>	24.31%	2.29%

**Which of the following would you like to see offered to encourage support from children?**

Answer Choices	Responses
Player autograph signing sessions	67.03%
Training ground visits	61.62%
Competitions to win signed items	58.92%
Chance to be a mascot	51.89%
Take a player/Kingsley to school	42.16%
Member events at Madejski Stadium	39.46%
Matchday activities (such as parading a banner)	28.65%
Communication through email	17.30%
Exclusive junior Royals social media (Twitter/Facebook for 13-16 year-olds)	16.76%
Junior Royals fans forum	16.76%
Other	10.81%



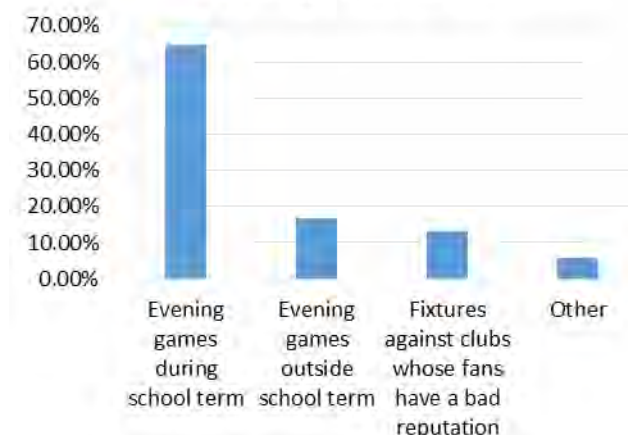
“Young supporters are very much the fans of the future so it’s vital that they feel part of the Reading FC family!

By engaging with them at an early age the aim is to continually improve on some of the great experiences we already offer “

**Dara Thomas—Head of Marketing**



Are there any games that you do not bring children to?

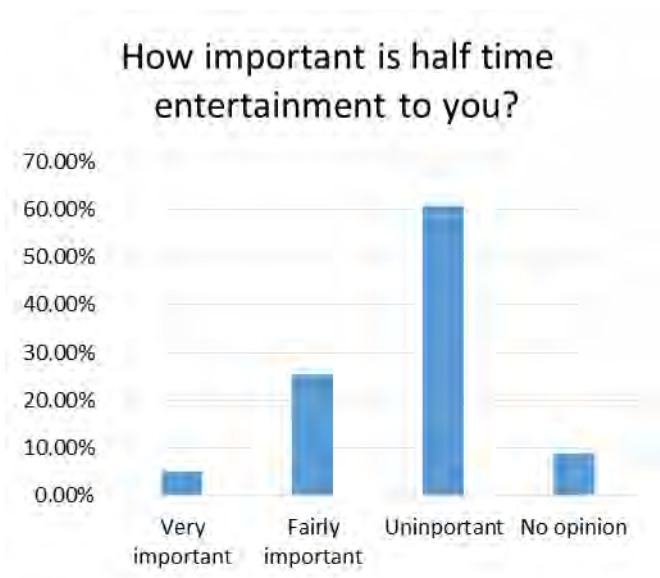


## ROYALS FUN ZONE

**88%** of respondents were aware of our Royals Fun Zone, although only **44%** had visited the Royals Fun Zone

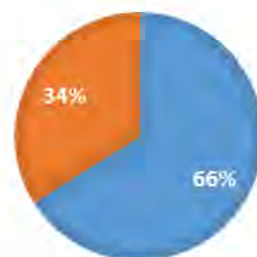
**85%** of respondents were aware that blocks B16, B17 and B18 of The Eamonn Dolan Stand are designated family areas

## 9. MATCHDAY ENTERTAINMENT



### HAS THE ADDITION OF THE NEW VIDEO SCREEN IMPROVED YOUR MATCHDAY EXPERIENCE?

■ Yes ■ No



### What else would you like to see at the Madejski Stadium that would improve the atmosphere?

The majority of responses were for better performances from the team.

The main other responses were:-

- 'Safe Standing' area
- Designated singing section
- Conflicting view regarding the PA announcer

### Please rate the following matchday entertainment on a scale ranging from excellent to poor:

	Excellent	Very Good	Good	Satisfactory	Poor
Use of 'Sweet Caroline'	15.24%	19.23%	<b>22.63%</b>	18.76%	24.15%
Goal Music	10.02%	14.98%	24.41%	22.17%	<b>28.42%</b>
North East corner band	7.18%	12.96%	22.03%	23.20%	<b>34.63%</b>
Back the boys' rallying cry	4.26%	8.16%	15.48%	19.86%	<b>52.25%</b>
Matchday music	6.02%	15.58%	33.29%	<b>28.57%</b>	16.53%
Volume of music	3.66%	13.92%	30.54%	<b>27.71%</b>	24.17%
Pre-match video	15.71%	26.90%	<b>31.67%</b>	19.17%	6.55%



"We are constantly reviewing and investing in the matchday entertainment at Madejski Stadium to make sure we deliver the best experience we can"

**Adam Benson—Commercial Director**



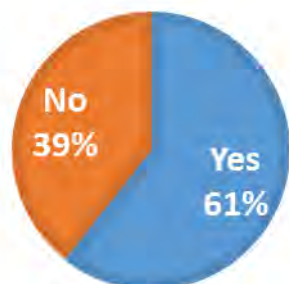
## 10. MATCHDAY PROGRAMME

Thinking about our official matchday programme, 'The Royal', which of the following best describes you?

Answer Choices	Responses
I buy it at every game	23.09%
I buy it regularly	4.10%
I buy it occasionally	16.06%
I used to buy it	15.12%
Someone else I'm with buys it	4.69%
I never buy it	36.93%

DO YOU THINK 'THE ROYAL'  
IS GOOD VALUE FOR MONEY  
AT £3?

■ Yes ■ No



What would make 'The Royal' a must buy?

- More original content that is not available elsewhere
- More in depth information on the visiting team
- Conflicting views amongst supporters, some felt there was too much historical content from previous season, some felt that there was not enough



We always look to refresh the look and feel of the matchday programme before every season, offering our fans new content aimed at pleasing a very broad demographic of reader on any given matchday. This season, we have re-introduced a section for younger supporters, whilst increasing our historical features into the opponents section – with new features on past kits, a defining moment in the visiting team's history and our Unlikely Lads articles. Keeping the price at £3 and the page count as high as 84 in total – a high standard we set ten years ago – we believe the club continues to offer value for money to those who purchase our matchday programme

**Mark Bradley — Head of Media Relations**

## 11. HOSPITALITY

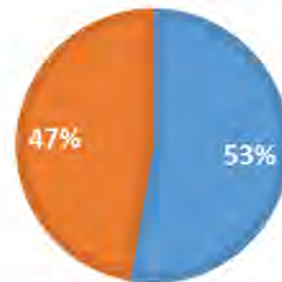
**DID YOU WATCH A GAME IN READING FOOTBALL CLUB HOSPITALITY THIS SEASON?**

■ Yes ■ No



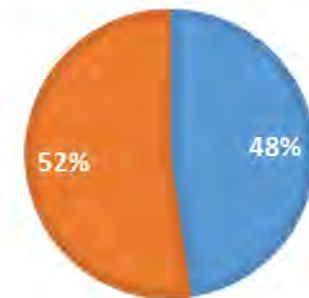
**DID YOU KNOW ABOUT THE EXCLUSIVE READING FOOTBALL CLUB HOSPITALITY DISCOUNT FOR ALL SEASON TICKET HOLDERS?**

■ Yes ■ No



**WOULD YOU CONSIDER WATCHING A ROYALS GAME IN HOSPITALITY NEXT SEASON?**

■ Yes ■ No



“The hospitality experience at Reading FC consistently receives excellent customer feedback. With a range of options to suit most budgets and occasions, it’s definitely something our supporters should think about booking”

**Adam Benson—Commercial Director**









## 12. WEBSITE & SOCIAL MEDIA

	Excellent	Very Good	Good	Satisfactory	Poor
How do you rate the current official Reading FC website?	5.69%	27.76%	<b>36.18%</b>	21.00%	9.37%

How would you rate the user-friendliness and quality of the official website? Please rate on a scale of excellent to poor.

	Excellent	Very Good	Good	Satisfactory	Poor
Content	6.79%	27.74%	<b>40.71%</b>	20.48%	4.29%
Layout	5.76%	23.98%	<b>33.93%</b>	22.30%	14.03%
Navigation	5.74%	19.50%	<b>34.45%</b>	26.08%	14.23%
Correct and dependable information	9.35%	29.98%	<b>37.05%</b>	18.82%	4.80%
Current and sufficiently updated	8.02%	25.15%	<b>38.56%</b>	21.80%	6.47%

### What could be done to improve the official Reading FC website?

- Make the website more user friendly to use on iPads and other tablets
- Be first with the news. Official website is considered to be slow to release news

- Have advertising that is more relevant to supporters

### Which of the following social media do you use generally?

Answer Choices	Responses
Facebook	46.50%
Twitter	44.82%
YouTube	38.71%
Instagram	22.67%
Linkedin	19.22%
Snapchat	17.45%
Google+	8.68%
Podcast software	5.05%
Vine	2.75%
Pinterest	2.66%
Reddit	2.21%
audioBoom/Soundcloud	1.24%
Tumblr	0.89%



## Which of our Reading FC official channels do you follow or subscribe to?

Answer Choices	Responses
Twitter	41.63%
Facebook	40.04%
YouTube	19.49%
Instagram	18.87%
Snapchat	13.37%
Linkedin	3.45%
Google+	1.95%
Vine	1.51%
audioBoom	0.44%

## What other content would you like to see on our social media channels next season?

- Historical content from the Elm Park era
- Highlights from previous successful seasons
- Live broadcasts of Academy & reserve games
- More content from fans



"The ever-changing nature of digital media means that the ways we communicate with our fans is always changing too – and therefore we are always on the lookout at how we can create new and engaging content for our fans to enjoy. In particular, we are publishing more video content than ever before – including premium content for PlayerHD subscribers and free snippets on social media. Our website has undergone significant back-end work in the past 12 months to attempt to improve the user-experience, and we have been heavily involved with the EFL's Digital Working Group to try to ensure that the next generation of our website – which is due to launch next summer – will be an improvement on the current version"

Richard Dorman — Digital Content Manager

Home Videos Playlists Channels About

**MONTAGE | Highlights from Holland**  
1,560 views 1 month ago  
Some of the action from training and a run in with GMac!

Click SUBSCRIBE for full access to FREE bite-size match & behind-the-scenes footage from the Royals.

Get unlimited access to all of Reading FC's exclusive TV content at <http://www.player.readingfc...>

<http://www.readingfc.co.uk>  
<http://www.facebook.com/rea...>  
Read more

Uploads

**Andries Ulderink** 4:50  
Andries Ulderink previews Saturday's trip to the Welsh  
201 views • 22 hours ago

**MULTI ANGLE** 1:01  
MULTI ANGLE | Anssi Jaakkola's fingertip save in extra-time!  
526 views • 1 day ago

**BET MULTI ANGLE** 0:53  
MULTI ANGLE | Callum Harriott hits his second against MK Don..  
387 views • 1 day ago

**MULTI ANGLE** 1:04  
MULTI ANGLE | What a strike! Callum Harriott puts a stunner  
548 views • 1 day ago

**SHOOT-OUT** 2:39  
SHOOT-OUT | Royals win it from the spot against MK Dons!  
743 views • 1 day ago

Reading FC @ReadingFC · 16h

**WATCH | @anssi\_jaakkola gets a fingertip to the ball - visit [rdng.co/AltAnglesMKDons](http://rdng.co/AltAnglesMKDons) for more MULTI ANGLE highlights**

**Jaakkola's fingertip save!**  
Goalkeeper Anssi Jaakkola manages to push the ball onto the crossbar during our cup clash with MK Dons.

10 33



## 13. FURTHER QUESTIONS

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
How likely are you to recommend watching the Royals to a friend or family member?	23.52%	<b>31.11%</b>	26.48%	13.62%	5.27%

### What was your most memorable moment from this season?

- FA Cup run, particularly the win over West Bromwich Albion
- Reading 5 Ipswich Town 1
- Ali Al-Habsi's penalty save against Burnley
- Danny Williams goal against Blackburn Rovers
- Away wins at Brentford, Bristol City, Burnley, Charlton Athletic and Bolton Wanderers.

### What one thing (if any) would improve your matchday experience?

Almost every response was either for improved team performance or more openness and better communication from the Owners/ Board of Directors.

The answers not relating to the above were issues already highlighted earlier in the survey with improvements to catering, stewarding and transport.

**4.89/10** is how the average supporter felt valued by Reading FC

**4.90/10** is how much trust the average supporter has in Reading FC



Although the timing of the survey may have influenced some of the negative responses, we recognise that supporters do need to feel more valued and have increased trust in the Football Club.

We are therefore committed to having regular meetings with supporters and the club's senior management, and where possible a member of the board. This we hope will be an opportunity for supporters to discuss any significant issues with the football club and discuss how we can address them

**Rob Coleman—Customer Service Supervisor**

*"I'm not from Reading but came there as a student in 2008 and fell in love with the place. It keeps me connected with the place I love"*

*"A place for me and my son to spend quality time watch entertaining football and feel valued as fans"*

*"They are a huge part of my life and I am incredibly proud to tell people I support them"*

*"It's a great was to spend some time with my dad and friends. I feel connected to the club and like going to live games"*

*"It is very important in my life. Next to family it is the most important thing"*

*"It represents the town and is a part of the community. It's a place to come not just for sport"*

*"It gives me the opportunity to see friends I don't see often, but it's one of the most important things in my life."*

# What does Reading FC Mean to YOU?

*"It's a massive part of mine and my families lives. We plan our social calendar around the football season in order to try and be at every home game and most away games. It's like a member of the family that we love through the good and the bad times"*

*"Means quality time with my family, sharing enjoyment, a constant conversation starter too"*

*"Great entertainment on our doorstep from our local club"*

*"The club shows that you don't have to watch football from your sofa at home, affordable tickets for real supporters. I believe in the values of this football club and the Reading way"*

*"Something that my aging mother and I can enjoy together"*

*"Its my team, it's the difference between a good weekend and a great weekend if Reading win"*

*"A great family-friendly place to watch football. I can't over emphasises the importance of the family friendly attitude the club has"*



## 14. STAR COMMENTS

- STAR thanks the club for the opportunity both to comment on the design and the findings of the annual survey—this doesn't happen at many clubs
- The survey took place at the end of another flat season and during a period of uncertainty when the club was without a manager. Without doubt this has impacted on the sentiments and rating expressed by fans
- The report accurately records a number of problem areas and STAR is pleased to see club comments that show action on some of them:
  - Improvements to concourse catering
  - Recognition of supporters' needs when temporarily disabled/infirm
- The ratings scores tend not to change much from year to year. What is of more interest to STAR is the 'write in' comments—what supporters say in their own words—which really capture how people feel
- The comments show how tricky it is to satisfy all the different types of fan at the same time—particularly the traditional and the newcomer. The survey allows STAR to make an evidence based argument in support of its view on 'club culture'



- STAR recognises that a great deal of work by the club goes into trying to provide an excellent match day experience and applauds recent bolder initiatives like £20 tickets and name of the Eamonn Dolan Stand

### What is STAR?

Supporters' Trust at Reading (STAR) is a fans' organisation founded in 2002. It is the successor to Reading Football Supporters Club, which began life in 1930, and is the recognised organisation for supporters of Reading FC. It is run independently of the football club by a board of volunteers. For the 2015/16 season over 1,500 Reading fans were STAR members .

For further information on STAR for details in how to join please visit [www.star-reading.org](http://www.star-reading.org)