



Blues Trust Post-AGM Survey

Analysis & Summary

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1.0 Introduction

The Blues Trust post-AGM survey was published via the Blues Trust website on November 26th 2012 and ran concurrently until December 12th 2012. During this period of time there were 83 responses to the survey which consisted of 15 questions in total and focussed on a range of different issues; from ticketing prices and potential non-season ticket holder benefits schemes to St. Andrews stadium facilities and fans' match day experience.

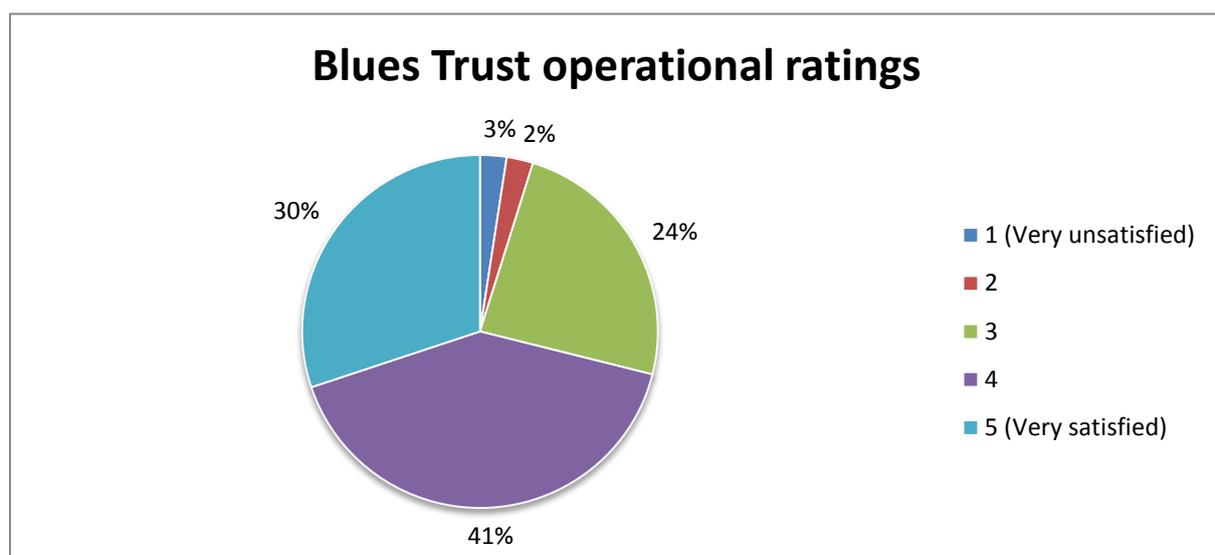
2.0 Discussion

This section consists of a full analysis of the Blues Trust post-AGM survey and includes a range of tables, official figures and charts.

2.1 Members' satisfaction with the running of Blues Trust

Members were given the opportunity to rank how satisfied they were with the day-to-day running of Blues Trust on a scale of one to five; one being very unsatisfied, five being very satisfied. Overall, 95% of members were satisfied with the day-to-day running of Blues Trust scoring between 3 and 5.

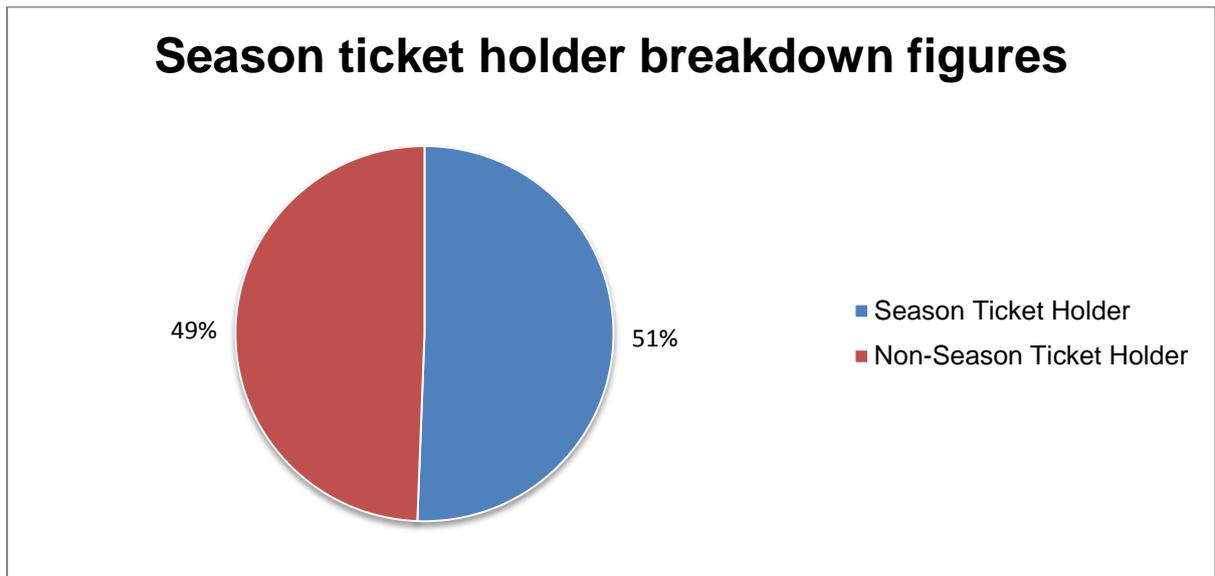
1 (Very unsatisfied)	2 (3%)
2	2 (2%)
3	20 (24%)
4	34 (41%)
5 (Very satisfied)	25 (30%)



2.2 Season ticket holder breakdown figures

Each member was required to specify whether they were currently a season ticket holder or a non-season ticket holder. The results show a very marginal swing, with season ticket holders in the majority by just 1%.

Season Ticket Holder	42 (51%)
Non-Season Ticket Holder	41 (49%)



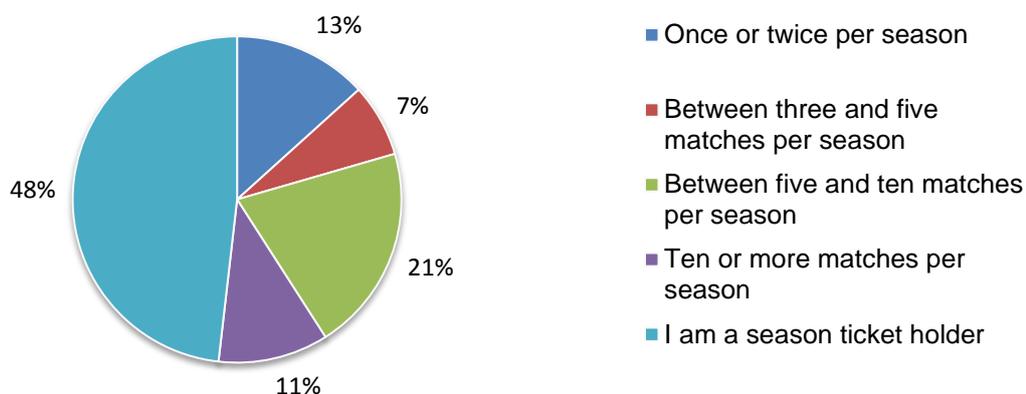
2.3 Attendance breakdown figures

Each member was asked to specify how many times they attended football matches at St. Andrews on average throughout a single season. Aside from season ticket holders, many members aim to attend between five and ten matches per season.

Once or twice per season	11 (13%)
Between three and give matches per season	6 (7%)
Between five and ten matches per season	17 (21%)
Ten or more matches per season	9 (11%)
I am a season ticket holder	40 (48%)

Attendance breakdown figure data continues on page 5.

Attendance breakdown figures

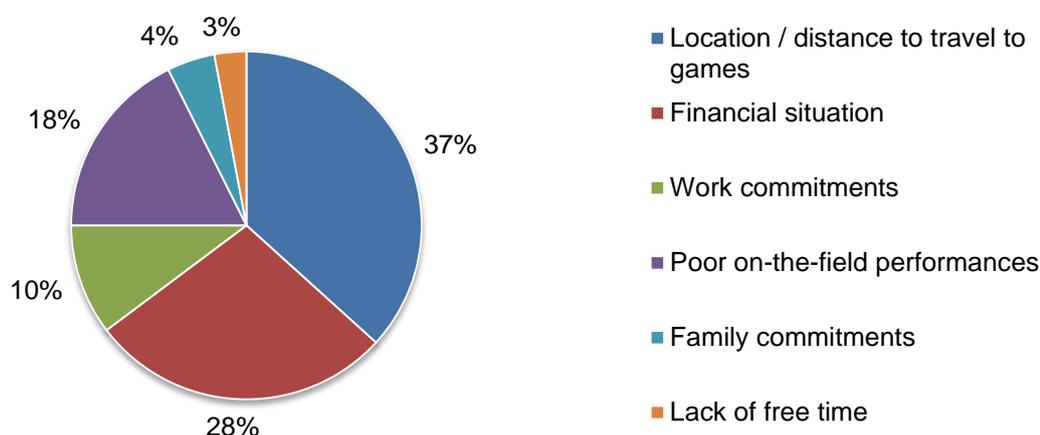


2.4 Reasons for not attending more football matches

Each member was asked to specify reasons for not attending more football matches based on their previous answer in relation to how many a games per season they attend. The two main reasons for not attending more football matches according to Blues Trust members are their location and how far they have to travel to St. Andrews as well as their financial situation. Other issues including poor on-the-field performances were also noted.

Location / Distance to travel to games	25 (37%)
Financial situation	19 (28%)
Work commitments	7 (10%)
Poor on-the field performances	12 (18%)
Family commitments	3 (4%)
Lack of free time	2 (3%)

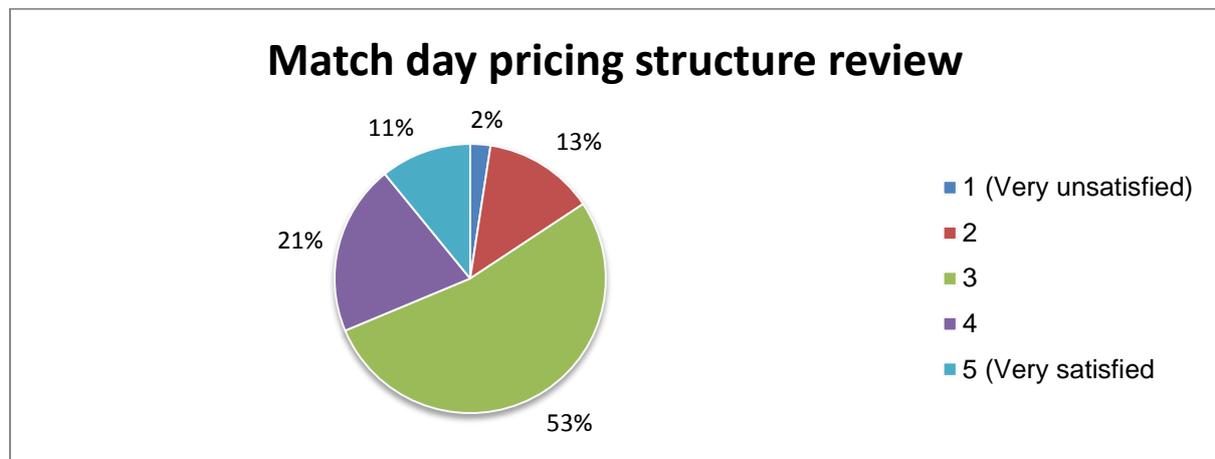
Reasons for not attending more football matches



2.5 Match day pricing structure review

Each member was asked to express their thoughts on Birmingham City's current match day pricing structure. 53% of members said that prices were acceptable.

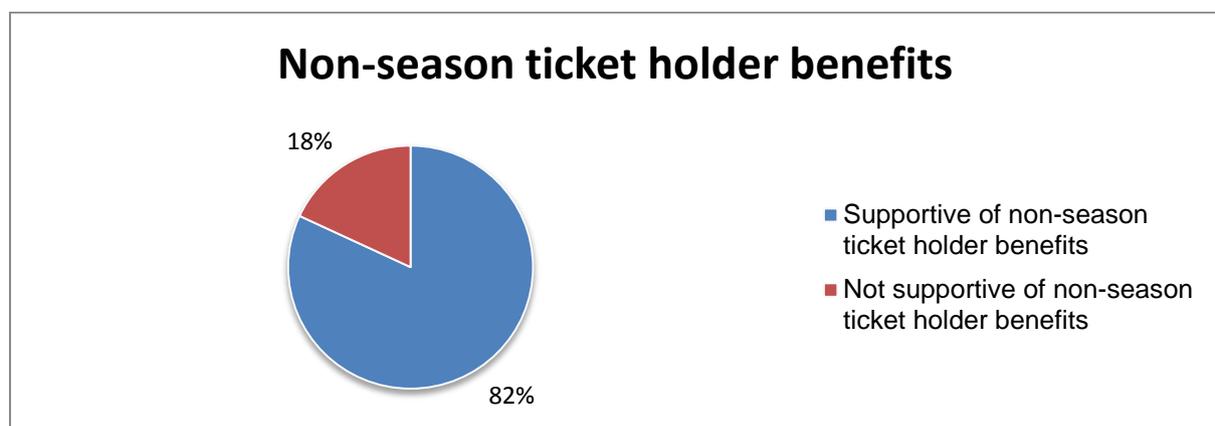
1 (Very unsatisfied)	2 (2%)
2	11 (13%)
3	44 (53%)
4	17 (21%)
5 (Very satisfied)	9 (11%)



2.6 Non-season ticket holder benefits

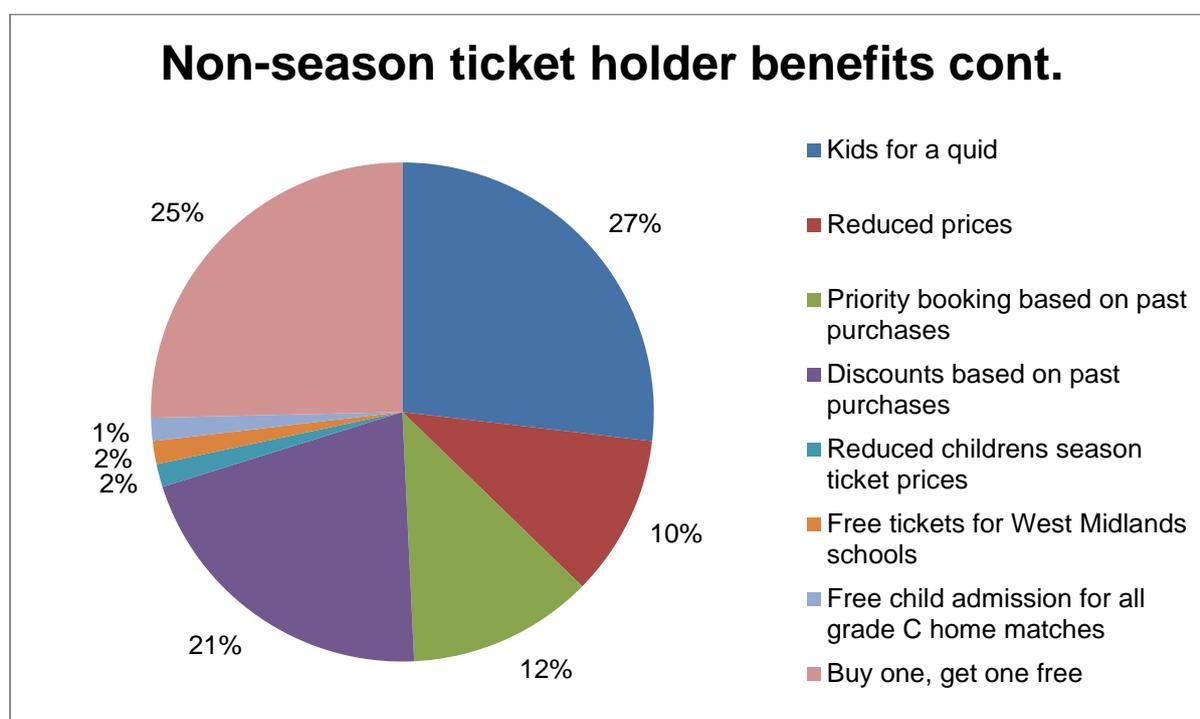
Each member was asked whether or not they were supportive of non-season ticket holder benefits. 82% of members said they were supportive of non-season ticket holder benefits, with 18% voting against.

Supportive of non-season ticket holder benefits	68 (82%)
Not supportive of non-season ticket holder benefits	15 (18%)



Each member was asked to specify what kinds of non-season ticket holder benefits they were in favour of. 27% said they would be happy with more kids for a quid offers, with 25% also in favour of BOGOF offers; 21% of members were in favour of discounts based on previous purchases.

Kids for a quid	18 (27%)
Reduced prices	7 (10%)
Priority booking based on past purchases	8 (12%)
Discounts based on past purchases	14 (21%)
Reduced children's season ticket prices	1 (2%)
Free tickets for West Midlands schools	1 (2%)
Free child admission for all grade C home matches	1 (1%)
Buy one, get one free	17 (25%)

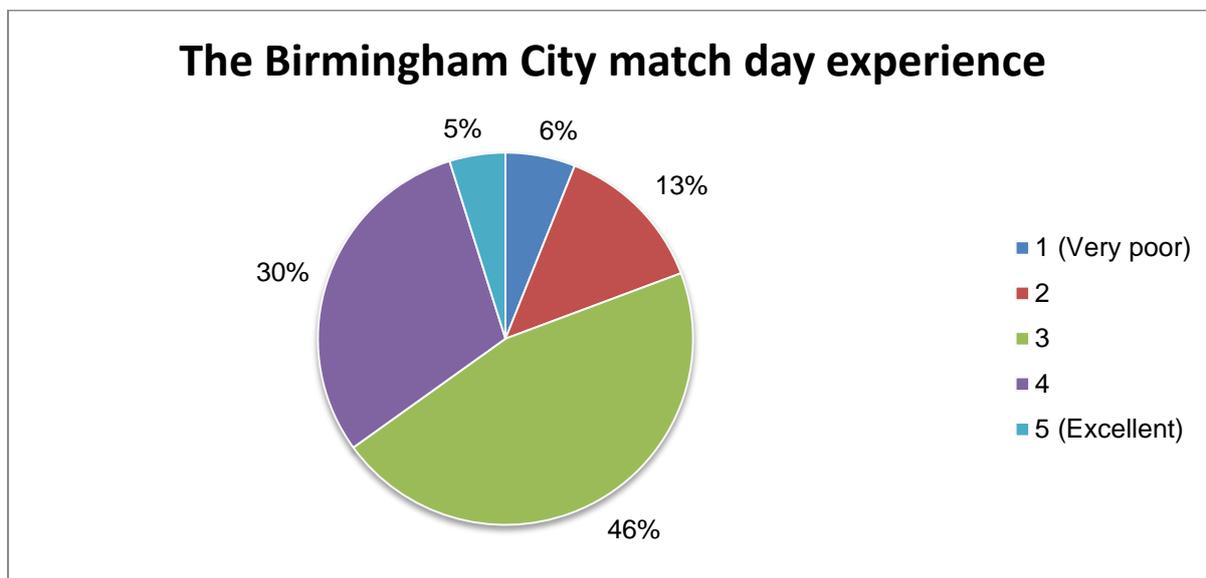


2.7 The Birmingham City match day experience

Each member was asked to rate their personal match day experience when visiting St. Andrews. 46% of members rated their match day experience at St. Andrews as average, 5% said their match day experience was excellent and 6% were on the opposite end of the scale, claiming their match day experience is very poor.

Please see page 8 for more data and figures on the Birmingham City match day experience.

1 (Very poor)	5 (6%)
2	11 (13%)
3	38 (46%)
4	25 (30%)
5 (Excellent)	4 (5%)

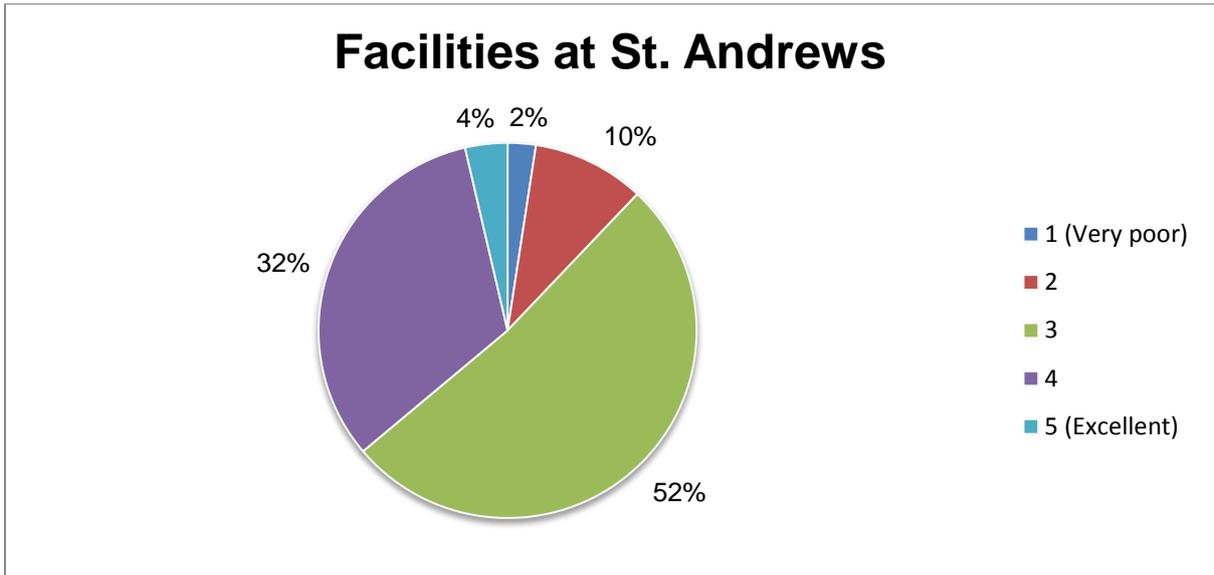


2.8 Facilities at St. Andrews

Each member was asked their thoughts on the current facilities at St. Andrews and to rate them on a scale from one to five; one being very poor, five being excellent. 4% of members claimed facilities to be excellent, 2% said facilities were very poor and the overwhelming majority (52%) rated the St. Andrews facilities average.

1 (Very poor)	2 (2%)
2	8 (10%)
3	43 (52%)
4	27 (32%)
5 (Excellent)	3 (4%)

Please see page 9 for more St. Andrews facilities analysis.



2.9 Safe standing

Each member was asked to relay their thoughts regarding the possible implementation of safe standing at football grounds across England. 71% believed that re-introducing safe standing at football matches was a good idea, with 17% arguing against. The remaining 12% were either not sold either way or found it a non-issue in their specific case.

Yes	59 (71%)
No	14 (17%)
Uncertain	10 (12%)

