



**NUST SAFE STANDING AND  
ATMOSPHERE SURVEY  
NOVEMBER/DECEMBER 2023**

# NUST SAFE STANDING AND ATMOSPHERE SURVEY NOV/DEC



The survey was initially open to NUST members on 26th November 2023 then was opened to all, closing on 3rd December.

1084 people completed the NUST member survey and 864 people completed the open survey (same questions).

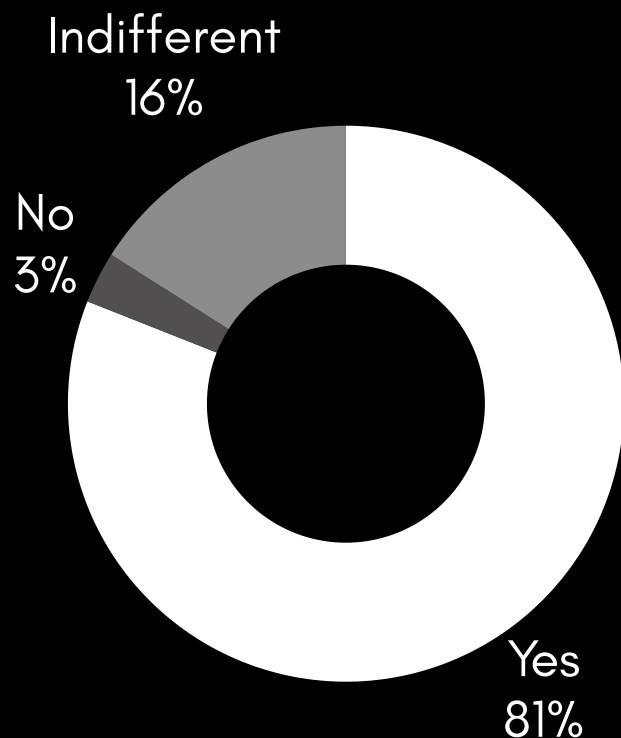
There was a mixed response for the preferred location of a future safe standing area. However across both surveys the clear front runner was the Gallowgate, with around 75% of the vote across both surveys. The Leazes Stand was second choice, with votes from around one third of participants.

# NUST SAFE STANDING AND ATMOSPHERE SURVEY DEC 2023

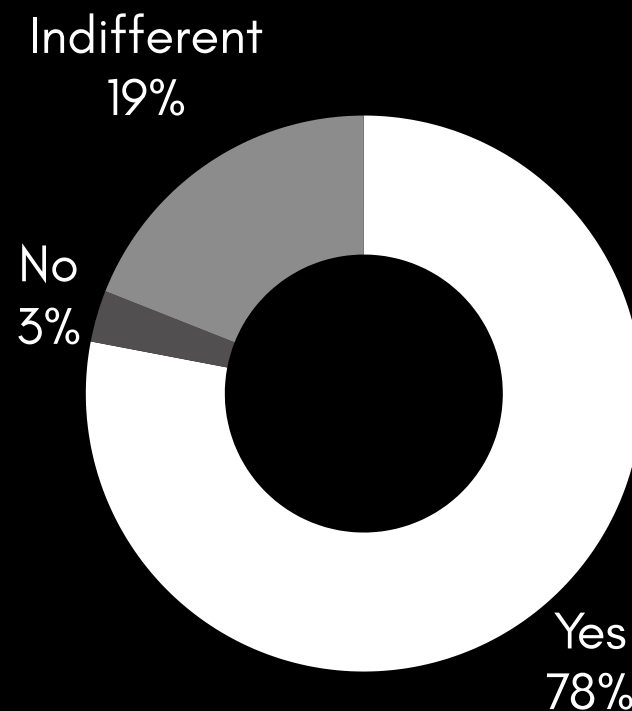


Overall the responses in the survey to the introduction of the safe standing section and possible future extension of the area were very positive. There were mixed opinions as to how to accommodate any future extension and the most common reason to oppose it was perceived lack of benefit to the stadium and atmosphere. However, as the vast majority of responses were in support of a larger safe standing area, it seems clear supporters would welcome this. We also received a lot of interesting feedback on what fans believe could help to improve the atmosphere at St James' Park which we will feed back to the club.

# DO YOU THINK THE INTRODUCTION OF SAFE STANDING IN STRAWBERRY CORNER HAS BEEN POSITIVE?

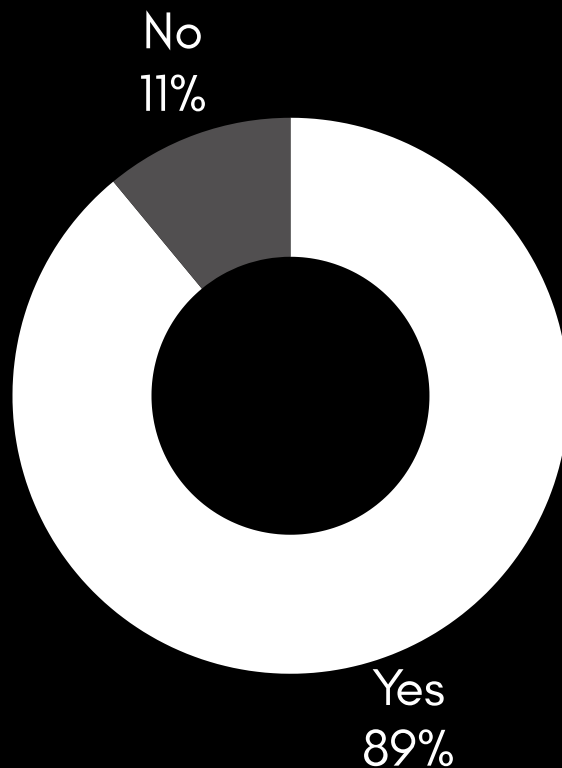


**NUST MEMBERS**

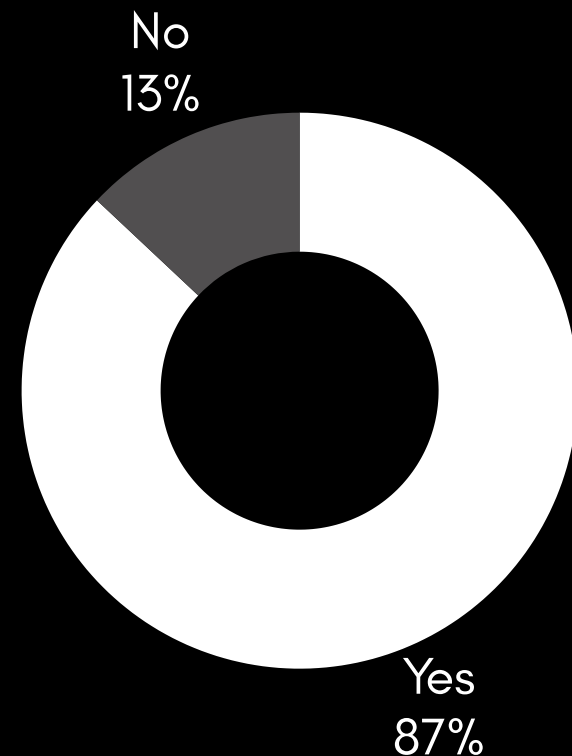


**OPEN SURVEY**

# WOULD YOU WELCOME AN EXPANSION OF THE CURRENT SAFE STANDING SECTION?

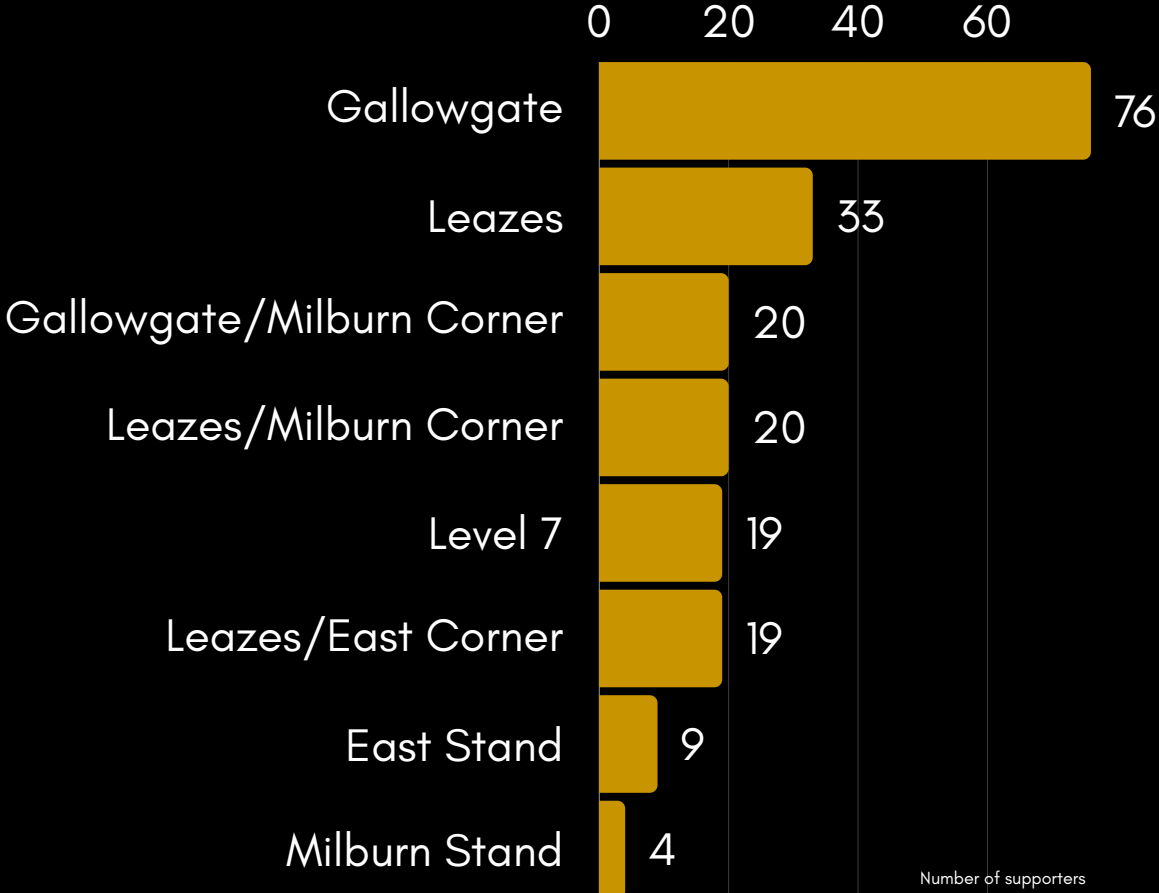


**NUST MEMBERS**



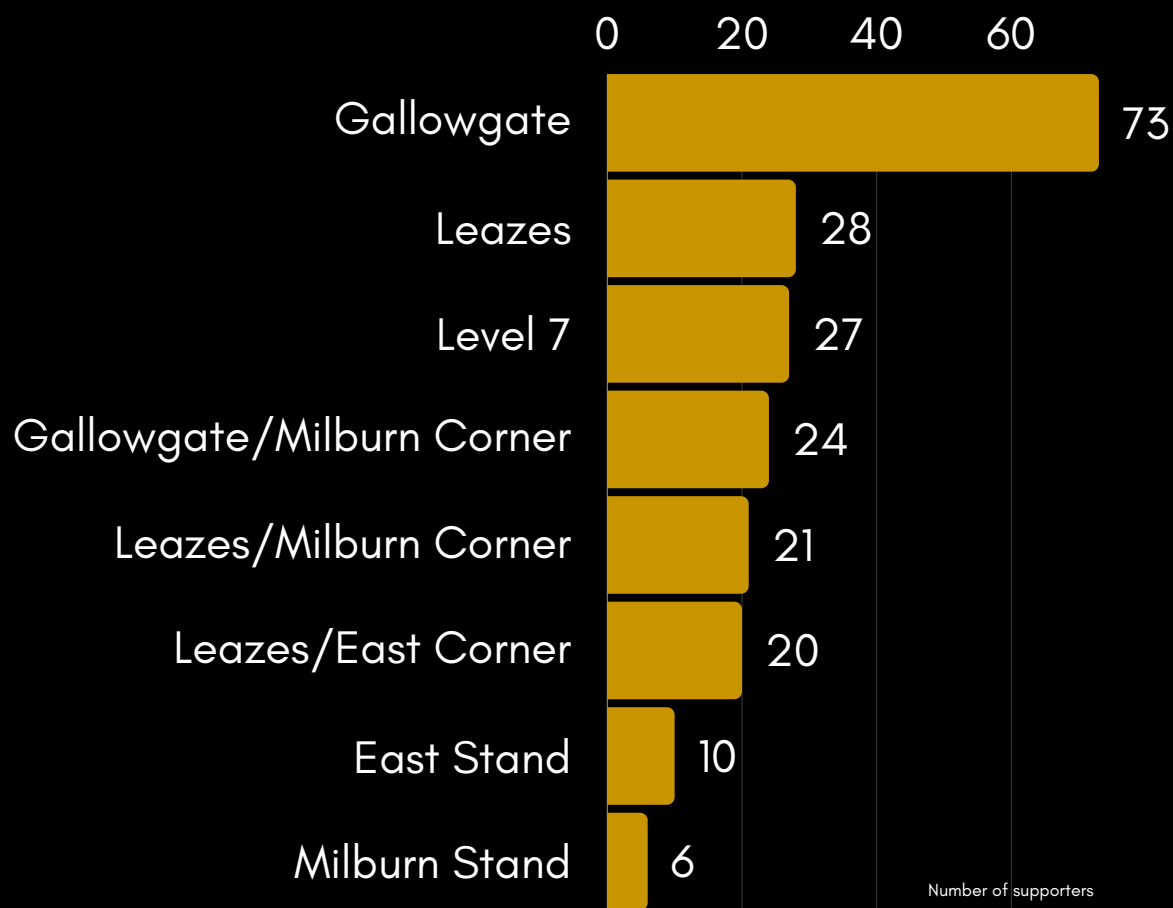
**OPEN SURVEY**

# IF YOU WOULD LIKE THE CURRENT SAFE STANDING SECTION TO BE EXTENDED, WHERE WOULD YOU LIKE TO SEE THIS HAPPEN?



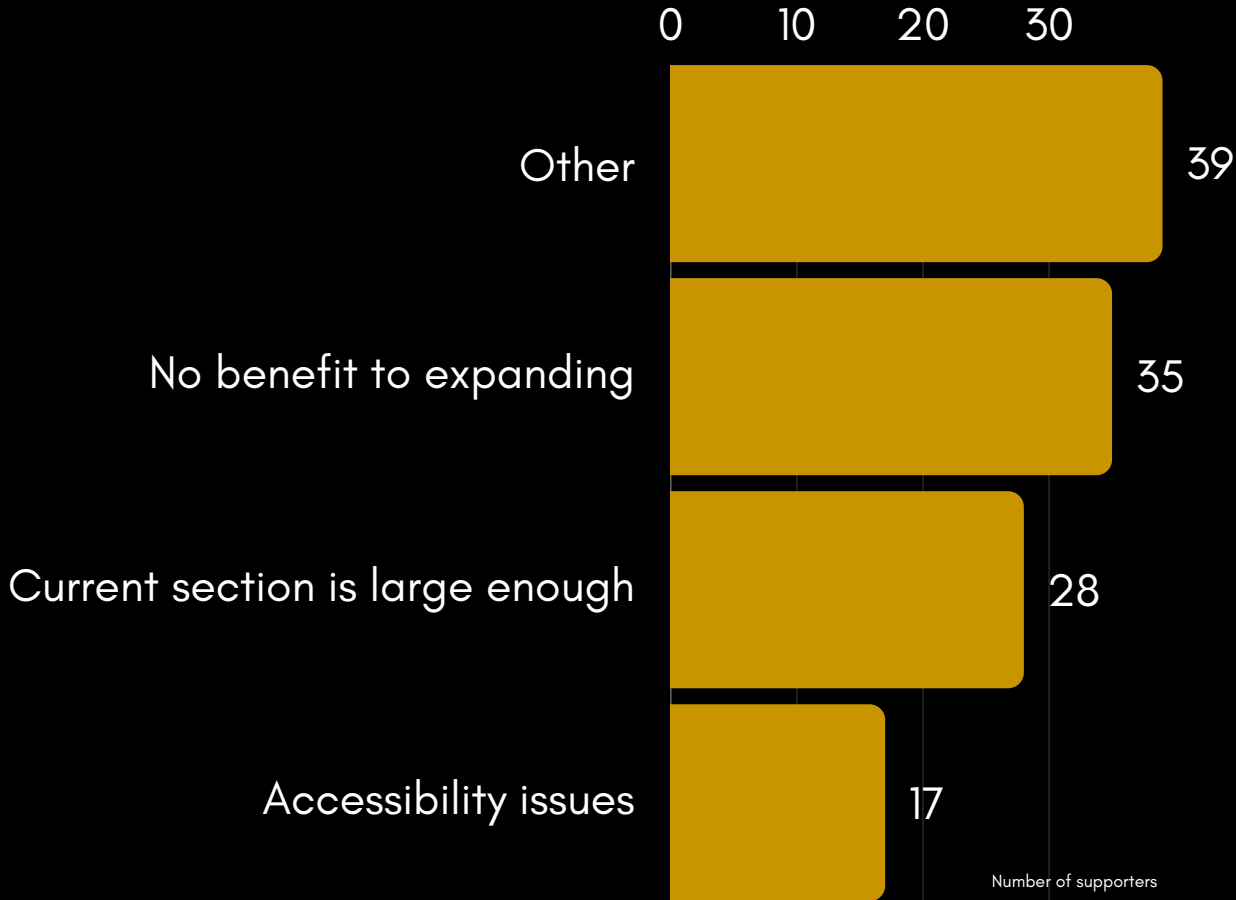
**NUST MEMBERS**

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OPEN SURVEY

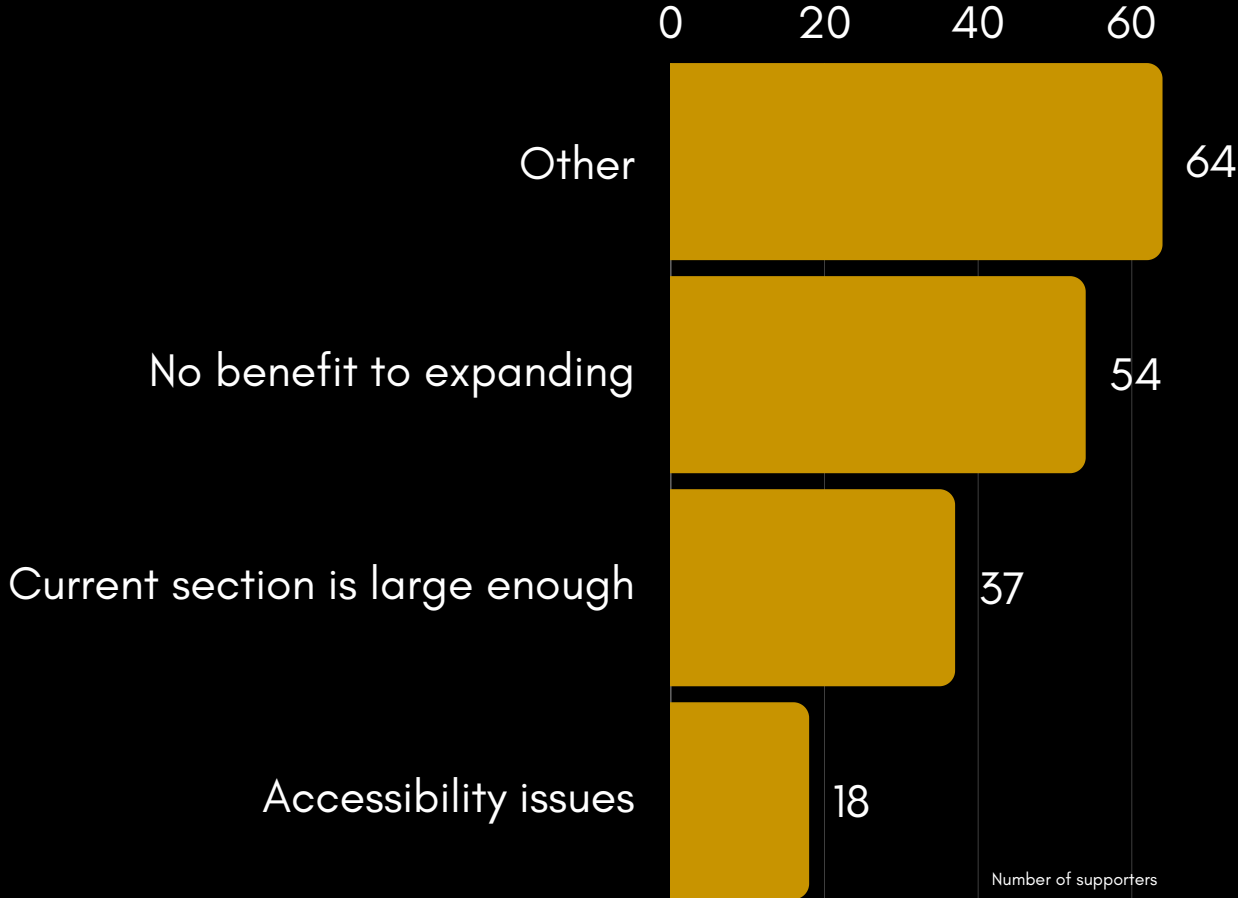
# IF YOU ARE AGAINST THE EXPANSION OF THE SAFE STANDING AREA, WHY IS THIS?



**NUST MEMBERS**

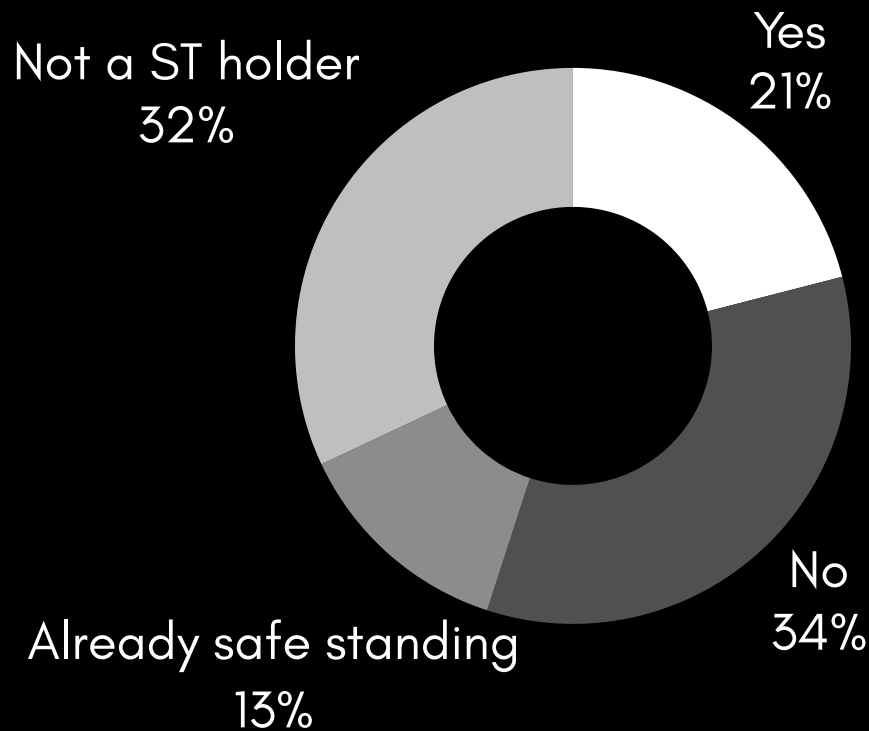


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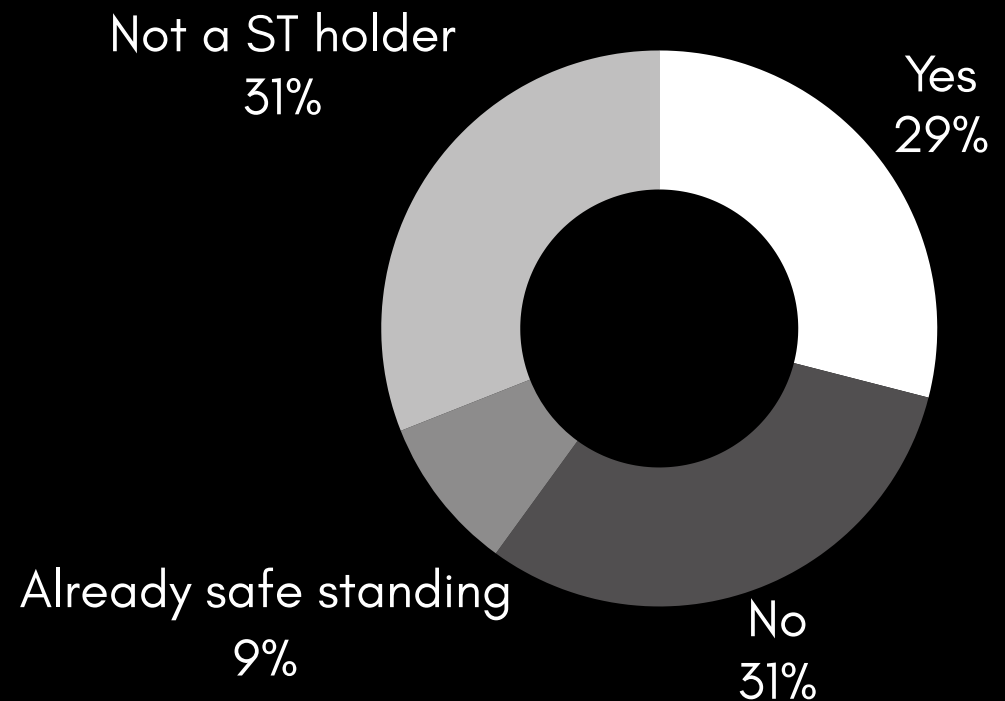


OPEN SURVEY

# WOULD YOU CONSIDER APPLYING TO MOVE YOUR SEASON TICKET TO A NEW SAFE STANDING AREA IF INTRODUCED?

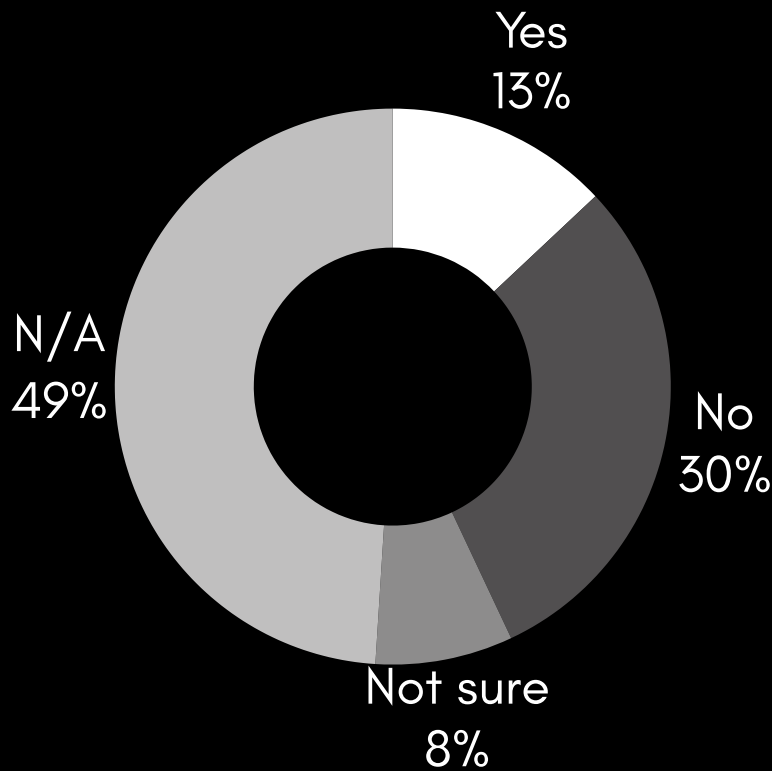


**NUST MEMBERS**

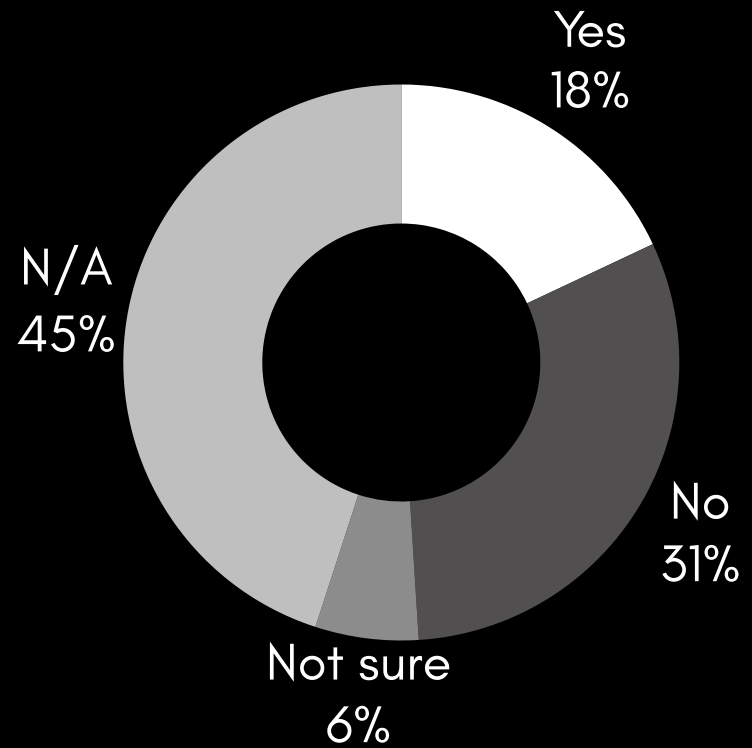


**OPEN SURVEY**

# IF NO, WOULD YOU WILLINGLY RELOCATE FROM YOUR CURRENT SEAT TO ALLOW FOR EXPANSION OF SAFE STANDING?

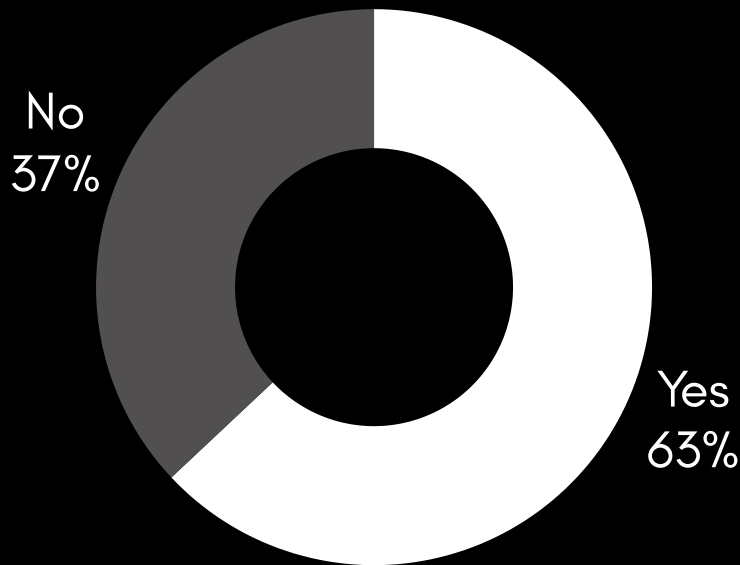


**NUST MEMBERS**

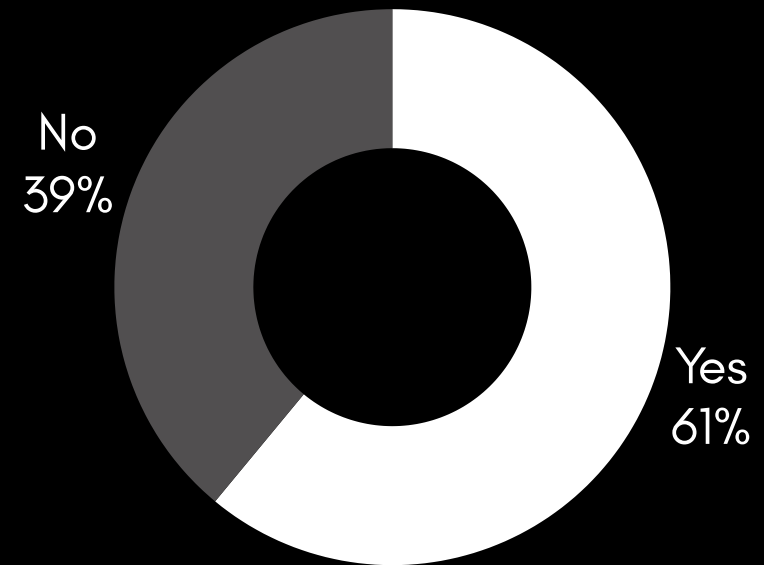


**OPEN SURVEY**

# WOULD YOU LIKE TO SEE SAFE STANDING TICKETS BE MADE CHEAPER THAN STANDARD SEATING?



**NUST MEMBERS**



**OPEN SURVEY**

# IS THERE ANYTHING ELSE YOU WOULD LIKE TO SEE INTRODUCED TO IMPROVE ATMOSPHERE AT SJP?



This part of the survey was free text and the following were common themes that emerged:

- Frustrations about ticketing:
  - Last season supporters could choose to sit near friends and current ballot disperses people throughout the ground.
  - Feeling that more 'tourists' are getting tickets.
  - Delayed entry to SJP due to digital ticketing which affects match build-up.

# IS THERE ANYTHING ELSE YOU WOULD LIKE TO SEE INTRODUCED TO IMPROVE ATMOSPHERE AT SJP?



- Desire for a designated fan-led singing section as well as a full 'home end' behind the goal, like Milan/Dortmund.
- Feedback that pre-match music is too loud and lacks variation which can overpower the crowd.
- Thoughts that away fan drums should be banned.
- Mixed opinions on home end drum use.
- Suggestions to reduce size of family section to benefit atmosphere.
- Suggestions to bring away fans pitch side.
- Requests for cheap drink offers pre-match.



Newcastle United Supporters Trust

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