



NUST Member Survey  
(April 2020)

**Why did we conduct a survey?**

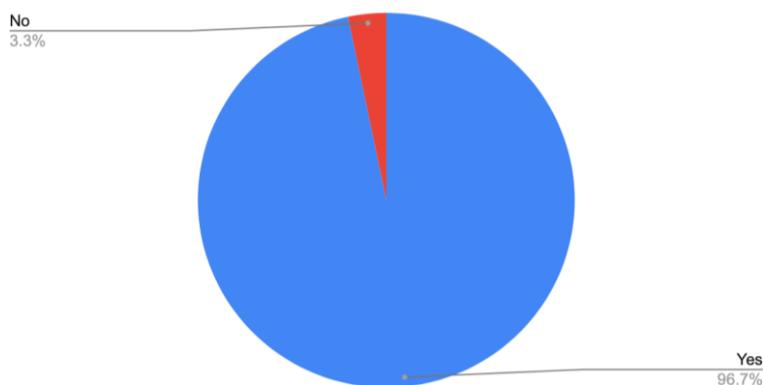
Newcastle United Supporters Trust (NUST) seeks to benefit our football club and its supporters. With the news of a potential takeover widely reported in the media we wanted to gauge members opinions on what they wanted to see happen as a result. We will use the results of the survey as the basis engagement we have with the club.

**How did we collect the evidence?**

NUST members were invited to complete an online survey of seven questions. There was an excellent response of over 3397 completed surveys. The quantitative data produced is detailed below and comments from the qualitative questions have been summarised in response to question 7.

**The findings**

Question 1 - Would you approve of a takeover of Newcastle United via the Saudi Arabian Public Investment Fund, the Reuben brothers and Amanda Staveley?

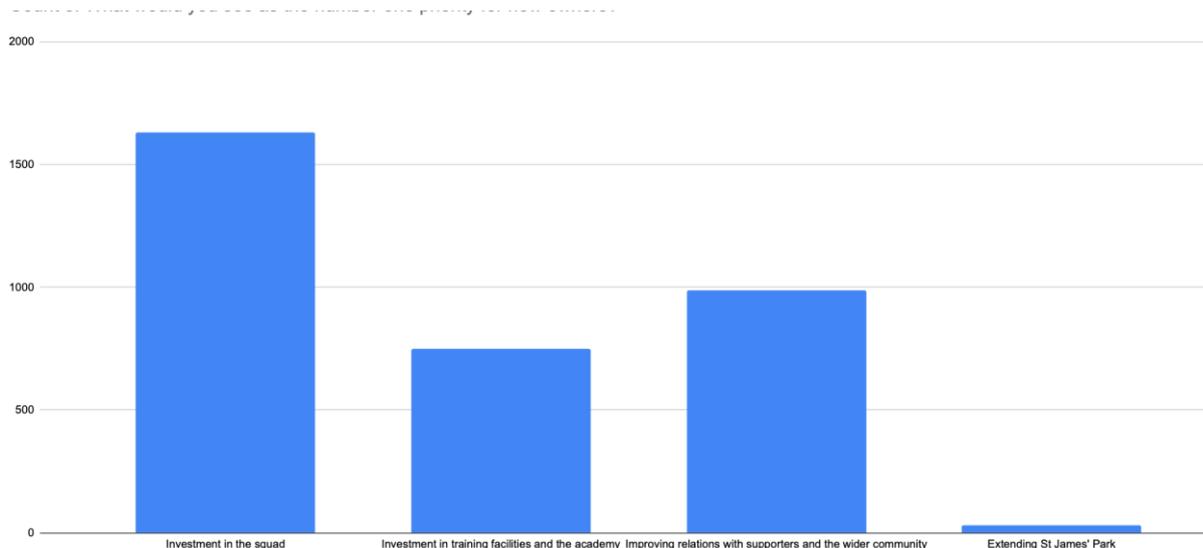


A massive 96.7% of fans approve of a takeover. Only 3.3% of fans did not approve, however a number of comments were received expressing concern regarding our potential

new owners in answer to question 7. These responses are summarised below in response to question 7.

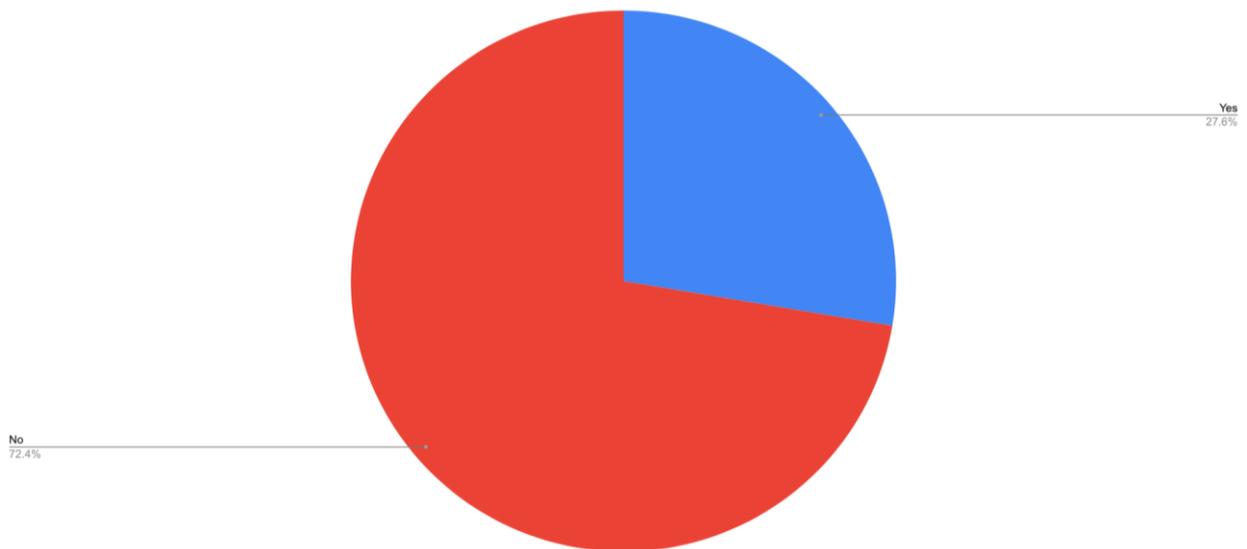
**Question 2** - What would you like to see as the number one priority for new owners?

- Investment in the squad
- Investment in training facilities and and the academy
- Improving relations with supporters and the wider community
- Extending St James Park



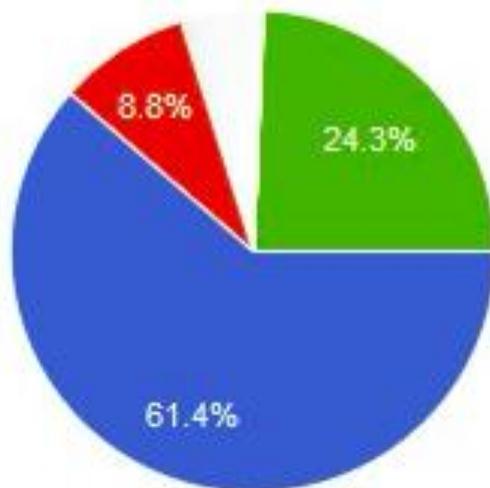
Over half of responses stated that the number one priority of any new owner would be investment in the playing squad, many members felt that improving relations with supporters and the wider community should be the priority and investment in training facilities and the academy was also seen as important. Extending St James' Park was a priority for a minority of fans.

**Question 3** - Are you a Season Ticket Holder?



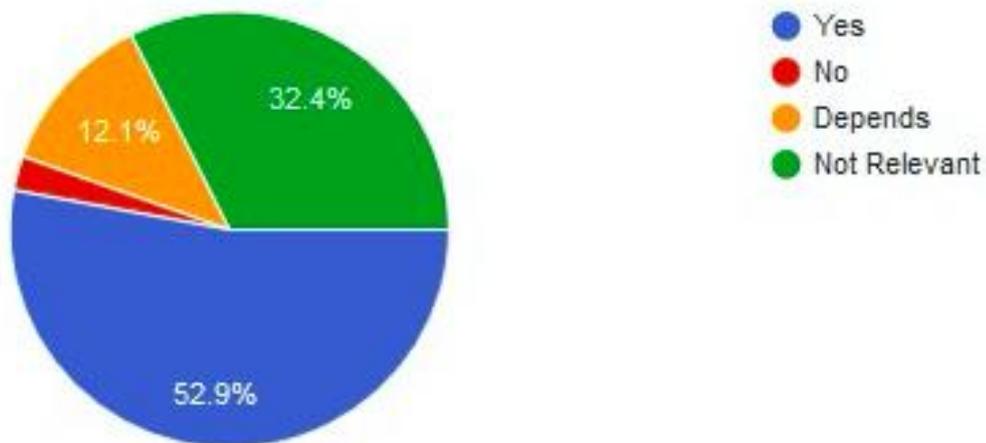
Interestingly, fewer of the members surveyed (27.6%) were season ticket holders. Most members that completed the survey (72.4%) were not.

Question 4 - What do you consider the best way for new owners to improve the atmosphere at St James' Park?



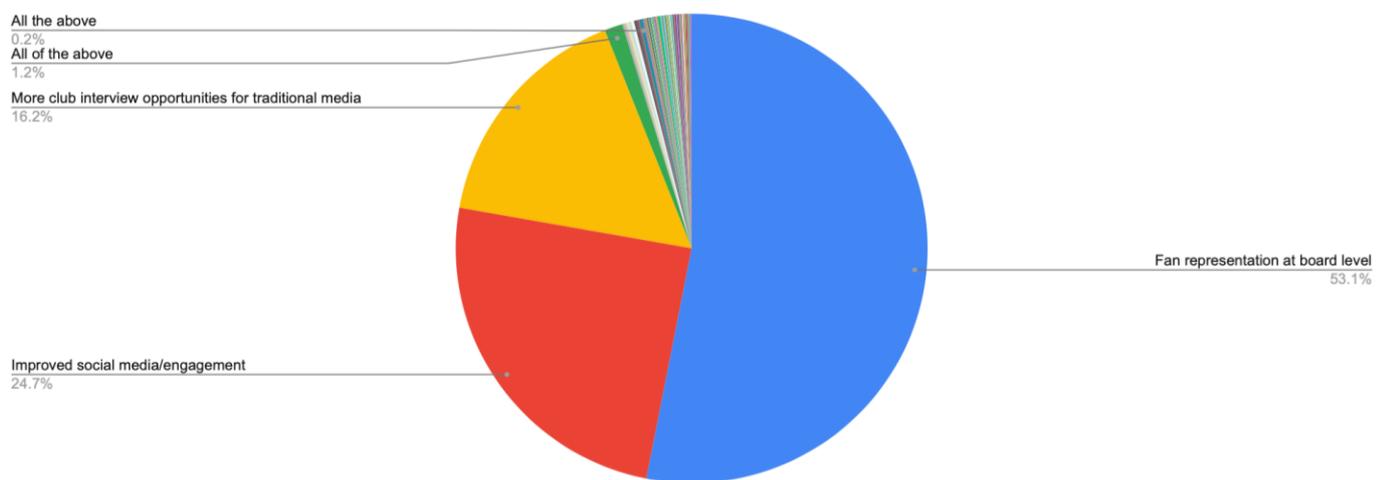
The most popular response to this question was a standing area at St James' Park - 61% of responses. 24.3% would like to see a return of "Wor Flags" at St James' Park to help improve the atmosphere while 8.8% of members felt that moving the away fans would help.

Question 5 - If you do not attend matches will new owners bring you back?



52% of responded to state they would return to St James' Park if the takeover happened. For many of the responses indicated this was not relevant as they already attended games but 12.1% of fans would wait and see what happens under new ownership first.

Question 6 - How would you like to see the club communicate best with supporters under new owners?



53% of responses stated that the best way for the club to communicate with fans is for there to be fan representation at board level. The importance of improving social media and engagement with fans was highlighted with a response 24%. Whereas 16% of responses stated they would like to see more interview opportunities for traditional media.

Question 7 invited members to provide further detail about the takeover.

There was a theme for members who disapproved of the takeover happening in Q1, these were mainly around issues of Saudi Arabian involvement and concerns about human rights. Comments included people stating they do not want people with such a human rights record takeover our Newcastle United and concerns around 'sportswashing'.

Additionally, a number of members who stated they supported the prospective takeover but had some reservations about the human rights record of our prospective new owners. These responses highlight that relief felt by the majority of fans at the prospective end of the current owners' tenure.

A number of additional comments received stated the need for investment in the clubs' infrastructure, in addition to investment in the playing squad. Common themes includes the need for a new training ground and the need for St. James' Park to be cleaned and refurbished. Many responses commented on the clubs identify and their wish to see the removal of all Sports Direct branding while stressing the important of the ground name remaining as St. James' Park.

Another recurring comment was for club legends such as Kevin Keegan and Alan Shearer to be involved with the club in some capacity.

Finally, many comments were received regarding wanting to see a clear and precise indication of exactly what the prospective new owners planned for the club, their aims ambitions and how they intend to deliver them. Many responses highlighted the excitement of fans at the prospect of supporting an ambitious football club again that strives to compete and be the best it can be.

## **Summary**

In conclusion, this NUST survey was undertaken knowing that anecdotal evidence from the media suggested that a takeover of Newcastle United is close to completion. We do believe that there are opportunities for working together with the club to consider practical steps that could be taken to address some of the issues highlighted by the survey and we will seek to engage with any new owners should a change of ownership take place.