



MANCHESTER CITY

Thank you very much for agreeing to complete this online survey.

As part of Manchester City's ongoing review of the matchday experience, we are assessing a number of options for the future of the Etihad Stadium.

These include enhancing existing facilities, introducing new offerings stadium wide, as well as the potential redevelopment of the North Stand.

We would like to hear directly from our supporters to better understand what their preferred features would be, and then use this feedback to help determine which, if any of the above, could be explored further.

During the survey, we will first ask you about your matchday experience before introducing you to the potential new ticket offerings. All ideas shared with you are conceptual in nature and no decisions have been made – any ideas, renderings or concepts you see are hypotheticals only.

This survey will take no longer than 15 minutes. Please be as honest as possible as your input will help shape the future of Etihad Stadium.

Please click on the arrow below to commence the survey.



0% ■

100%



MANCHESTER CITY

Which of the following age categories do you belong to?

- ☐ Under 18
- ☐ 18-21
- ☐ 22-25
- ☒ 26-64
- ☐ 65+





MANCHESTER CITY

Which of the Manchester City home matches have you attended this season?

Please select all that apply:

- ☒ v Huddersfield in Premier League (Sunday 19th August)
- ☒ v Newcastle in Premier League (Saturday 1st September)
- ☒ v Fulham in Premier League (Saturday 15th September)
- ☒ v Lyon in Champions League (Wednesday 19th September)
- ☒ v Brighton in Premier League (Saturday 29th September)
- ☒ v Burnley in Premier League (Saturday 20th October)
- ☒ v Fulham in League Cup (Thursday 1st November)
- ☒ v Southampton in Premier League (Sunday 4th November)
- ☒ v Shaktar Donetsk in Champions League (Wednesday 7th November)
- ☒ v Manchester United in Premier League (Sunday 11th November)



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How many home matches did you attend last season 2017/2018?

- ☐ 1-5
- ☐ 6-10
- ☐ 11-15
- ☒ 16+
- ☐ None





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You will now see some examples which could be incorporated within the stadium along with potential ticket offerings.

ENHANCING THE ETIHAD STADIUM



As part of Manchester City's ongoing review of the matchday experience, we are assessing a number of options for the future of the Etihad Stadium.

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EXPANDED NORTH STAND



The club has planning permission to extend the north stand of the stadium, and although there are no plans in place at present, we would like to consider what this could look like.

This development could include the addition of more affordable seating options, along with a dedicated and expanded area for the most vocal fans, in order to create an amazing atmosphere on match day.





RAIL SEATING (SAFE STANDING)



As a club Manchester City is open to the option of safe standing, in the right circumstances that ensures the safety of everyone in the stadium.

We would like to gather feedback as whether this would be something that fans would like to see at the Etihad Stadium, should the government make legislative changes in the future.





MANCHESTER CITY

Overall, what is your attitude towards potential stadium developments?

- ☒ Very Positive
- ☐ Somewhat Positive
- ☐ Neutral
- ☐ Somewhat Negative
- ☐ Very Negative





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Why do you feel this way?





STANDARD SEASONCARD SEATING LOCATIONS



- Expanded North Stand
- East Stand
- Corners
- South Stand
- West Stand

Seasoncards will be available in all stands
More affordable seating may be available in an expanded North Stand





RAIL SEAT SEASONCARD LOCATIONS (SAFE STANDING)



Expanded North Stand

South Stand

Rail Seat Seasoncards may be available in the South Stand and an expanded North Stand





SEASONCARD PLUS CONCEPTS

JOE'S



- A relaxed and informal setting to enjoy the game with like-minded fans over a burger and a pint
- Complimentary matchday programme
- Complimentary welcome drink on arrival
- Executive padded seats on the sideline on Level 2
- Selection of premium bar food and drink to purchase

93:20



- A light and airy bar, the perfect place to relax and enjoy your matchday with friends and family
- Watch all the match action from a padded seat level with the penalty area
- Access to the sports bar before the match, at half time and at full time.
- Complimentary matchday programme





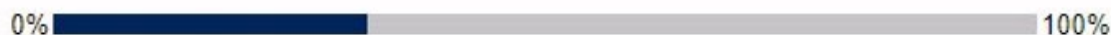
MANCHESTER CITY

The next section of the survey presents you with choices between the potential Seasoncard options you have just been introduced to. There will be eight different scenarios in which you will be presented with three potential Seasoncard offers.

For the purposes of the following scenarios, please assume that the North Stand would become the home of the vocal Manchester City support with reduced Seasoncard prices. The family stand would be relocated.

Please select which Seasoncard offer you would choose if the ones in each scenario were the ONLY offers available for purchase. If you would not choose any of the Seasoncard offers on show you should select the 'None' option.

Please do not compare Seasoncard offers from one scenario with a different scenario. The prices stated include VAT and are for research purposes only.





MANCHESTER CITY

If these were your only options, which would you choose?

(1 of 8)



Seasoncard situated in the **West Stand** level with the **Penalty Area Pitchside**

Price per season:
£400

Select



Seasoncard Plus situated in the **East Stand** level with the **Penalty Area** in **Tier 2** with access to the **93:20 Bar**

Price per season:
£1,450

Select



Rail Seating Seasoncard situated in the **North Stand** near the front of **Tier 2**

Price per season:
£550

Select

NONE: I wouldn't choose any of these.



MANCHESTER CITY

If these were your only options, which would you choose?

(2 of 8)



Rail Seating Seasoncard
situated in the **South Stand** in
Tier 2

Price per season:
£580

Select



Seasoncard Plus situated in
the **East Stand** between the
Centre Circle and the **Penalty**
Area in **Tier 2** with access to
Joe's Bar

Price per season:
£1,350

Select



Seasoncard situated in the
South Corners at the rear of
Tier 1

Price per season:
£650

Select



MANCHESTER CITY

If these were your only options, which would you choose?

(3 of 8)



Seasoncard situated in the **West Stand** between the **Centre Circle** and the **Penalty Area** at the rear of **Tier 3**

Price per season:
£620

Select



Rail Seating Seasoncard situated in the **South Stand** in **Tier 2**

Price per season:
£550

Select



Seasoncard situated in the **West Stand** on the **Halfway Line** in the middle of **Tier 3**

Price per season:
£750

Select

NONE: I wouldn't choose any of these.



MANCHESTER CITY

If these were your only options, which would you choose?

(4 of 8)



Seasoncard Plus situated in the **East Stand** level with the **Penalty Area** in **Tier 2** with access to the **93:20 Bar**

Price per season:
£1,550

Select



Seasoncard situated in the **North Stand** near the front of **Tier 2**

Price per season:
£580

Select



Seasoncard situated in the **West Stand** level with the **Penalty Area** in the middle of **Tier 3**

Price per season:
£600

Select

NONE: I wouldn't choose any of these.



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If these were your only options, which would you choose?

(5 of 8)



Seasoncard Plus situated in the **West Stand** between the **Centre Circle** and the **Penalty Area** in **Tier 2** with access to **Joe's Bar**

Price per season:
£1,450

Select



Seasoncard situated in the **North Stand Pitchside**

Price per season:
£340

Select



Rail Seating Seasoncard situated in the **South Stand** at the rear of **Tier 1**

Price per season:
£550

Select



MANCHESTER CITY

If these were your only options, which would you choose?

(6 of 8)



Rail Seating Seasoncard
situated in the **North Stand**
near the rear of **Tier 2**

Price per season:
£330

Select



Seasoncard Plus situated in
the **East Stand** level with the
Penalty Area in **Tier 2** with
access to the **93:20 Bar**

Price per season:
£1,250

Select



Seasoncard situated in the
East Stand between the
Centre Circle and the **Penalty**
Area at the rear of **Tier 3**

Price per season:
£670

Select

NONE: I wouldn't choose any of these.



MANCHESTER CITY

If these were your only options, which would you choose?

(7 of 8)



Seasoncard situated in the
South Corners in **Tier 2**

Price per season:
£690

Select



Rail Seating Seasoncard
situated in the **South Stand** at
the rear of **Tier 1**

Price per season:
£530

Select



Seasoncard situated in the
East Stand between the
Centre Circle and the **Penalty**
Area Pitchside

Price per season:
£520

Select

NONE: I wouldn't choose any of these.



MANCHESTER CITY

If these were your only options, which would you choose?

(8 of 8)



Seasoncard Plus situated in the **West Stand** between the **Centre Circle** and the **Penalty Area** in **Tier 2** with access to **Joe's Bar**

Price per season:
£1,550

Select



Seasoncard situated in the **West Stand** level with the **Penalty Area** at the rear of **Tier 3**

Price per season:
£520

Select



Seasoncard situated in the **South Stand** at the front of **Tier 3**

Price per season:
£630

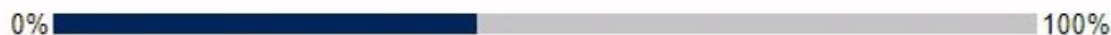
Select



MANCHESTER CITY

Would you be interested in purchasing Seasoncards or Seasoncard Plus at Etihad Stadium if further development at the Etihad Stadium were to take place?

- ☐ Yes, I am interested in purchasing a Seasoncard
- ☒ Yes, I am interested in purchasing a Seasoncard Plus (Joe's/93:20)
- ☐ No, I am not interested in purchasing any of these products





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Which would be your preferred product?

☒ Joe's

☐ 93:20



0%



100%



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Please specify the number of tickets you would purchase for your household?

- ☒ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more





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How likely would you be to purchase this/these tickets?

- ☐ Definitely purchase
- ☒ Probably purchase
- ☐ Maybe purchase
- ☐ Will not purchase





The club could introduce some new types of ticket packages that allow fans who cannot commit to a seasoncard to be able to attend multiple games throughout the season.

You will now receive a preview of some potential new ticket packages:

POTENTIAL NEW TICKET PACKAGES

YOUNG PERSONS MATCHCARD

- FOR SUPPORTERS AGED 18 – 25
- ANNUAL FEE = £35
- DISCOUNTS OF MATCH TICKETS
- UP TO 30% OFF HOME MATCHES
- DOES NOT APPLY TO AWAY MATCHES

UNALLOCATED SEAT

- SEATS ALLOCATED 24 HOURS BEFORE THE MATCH
- GUARANTEES A SEAT FOR THE MATCH
- MOBILE-ONLY TICKET
- NO GUARANTEED SPECIFIC SEATING AREA

"PAY AS YOU GO" PASS

- MOBILE-ONLY TICKET
- PAY FOR MATCHES YOU ATTEND
- NO CHARGE FOR MATCHES YOU DO NOT ATTEND
- FLEXIBLE TICKET OPTION

TOP 5 SEASONCARD

- GUARANTEE SEATS FOR HOME MATCHES AGAINST THE BIGGEST CLUBS (ARSENAL, CHELSEA, LIVERPOOL, MAN UNITED, TOTTENHAM)
- NON-PREMIUM SEAT LOCATIONS (TIER 3)
- PER MATCH COST = £70

BLOCK PLANS

- BUNDLE OF MATCHES BASED ON SCHEDULE
 - WEEKDAY MATCHES
 - WEEKEND MATCHES
- REFUND AVAILABLE (I.E. WEEKDAY TO WEEKEND) AND YOU CAN NO LONGER ATTEND



MANCHESTER CITY

If the following ticket options were available, which would you be most interested in?

- ☐ Young Persons Matchcard
- ☐ Unallocated Seat
- ☐ "Pay as you go" Seasoncard
- ☐ Top 5 Seasoncard
- ☐ Weekend Match Seasoncard
- ☐ Weekday Match Seasoncard
- ☐ I am not interested in any of these potential ticket packages



0%



100%



MANCHESTER CITY

If the main vocal area for Manchester City fans were to move, which of the following statements most closely matches your views on the location of the away fans section?

- ☐ The away fans need to be adjacent to the vocal Manchester City End as possible in order to create atmosphere
- ☐ The away fans should be at the opposite end to the vocal Manchester City fans
- ☐ It is not important to me where the away fans are located





MANCHESTER CITY

Would you be interested in using the family section of the stadium, if it included a heated concourse, family friendly facilities such as dedicated child toilets, concessions with healthy food options and games/activities?

☐ Yes

☐ No





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Now we would like to set aside the potential seating options. In the following questions, we would like to understand which general features are the most important to you and what type of facilities, amenities and services you would like to see at Etihad Stadium.

How often do you eat out before or after attending a match at the Etihad Stadium?

	Never	25% of the time	50% of the time	75% of the time	Always
At the stadium	☐	☒	☐	☐	☐
Away from the stadium	☐	☒	☐	☐	☐



0%  100%



MANCHESTER CITY

How much do you typically spend per person on food and drink in the following areas on a matchday?

At the stadium: £ 0

Away from the Stadium £ 0





MANCHESTER CITY

How often do you attend City Square before or after the match when attending a match at Etihad Stadium?

	Never	25% of the time	50% of the time	75% of the time	Always
Before the match	☐	☐	☐	☐	☐
After the match	☐	☐	☐	☐	☐





MANCHESTER CITY

Are you aware of any of the below existing Food and Drink promotions at the Etihad Stadium?

Tick all that apply:

- ☐ £1.50 Chip offer
- ☐ Amstel for £4 a pint
- ☐ Citizens/Seasoncard discount
- ☐ None of the above





MANCHESTER CITY

What kind of food and drink promotions would you like to see at the Etihad Stadium? Please rank in order of preference with 1 being your most preferred option and 5 your least preferred:

Drag the items to the Ranking box in order of preference.

Items to Rank

Regular purchase reward – purchase at 5 games for a free product

Bolt-on's – Buy a main and get a side at half price

Mutli-buys – Buy 4 get 1 free

Bundles – Main, Side and Drink for a reduced price

Dynamic pricing – Reduced prices at certain times from turnstile opening.

Most Preferred

Least Preferred





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On a scale of 0 (not likely at all) to 10 is (extremely likely), how likely are you to use the following options if they were available on the Etihad Campus on a matchday?

	0	1	2	3	4	5	6	7	8	9	10
Fast-food concessions	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Sports Bar	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Traditional Pub	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Gastro Pub	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Coffee Shop	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Buffet/self-service restaurant	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Restaurant	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐





MANCHESTER CITY

Thinking specifically about food outlets, from the below list please rank your preferred three options in order from 1 (most preferred) to 3 (third most preferred):

Drag the top 3 items to the Ranking box in order of preference.

Items to Rank

BBQ

Burgers / Hot dogs

Fish & Chips

Locally sourced artisanal products

Pizza

Pasties

Pie & Mash

Roasts

Salads / Deli

Most Preferred

Fish & Chips

Locally sourced artisanal products

Pizza

Pasties

Pie & Mash

Roasts

Salads / Deli

Street Food

Wraps / Sandwiches / Bagels

Third Most Preferred



0%  100%



MANCHESTER CITY

Are you aware that any of the below Food and Drink offerings are available in City Square?

Tick all that apply:

- ☐ Fish and Chips
- ☐ Pizza
- ☐ Caribbean
- ☐ BBQ's
- ☐ Hot Dogs
- ☐ Burgers
- ☐ Chips
- ☐ Pies
- ☐ Homemade Stews
- ☐ None of the above





MANCHESTER CITY

Are you aware of any of that the below Food and Drink offerings are available within the stadium?

Tick all that apply:

- ☐ Pies
- ☐ Burgers
- ☐ Hotdogs
- ☐ Fried Chicken
- ☐ Soup
- ☐ Chips
- ☐ None of the above





MANCHESTER CITY

We would now like to get a better understanding of your experience in getting to and from Etihad Stadium.

How often do you use the following methods to travel to the stadium?

	Never	Rarely	Occasionally	Half the time	Fairly often	Often	Always
Tram	☐	☐	☐	☐	☐	☐	☐
Train	☐	☐	☐	☐	☐	☐	☐
Bus	☐	☐	☐	☐	☐	☐	☐
Bicycle	☐	☐	☐	☐	☐	☐	☐
Walk	☐	☐	☐	☐	☐	☐	☐
Car	☐	☐	☐	☐	☐	☐	☐
Taxi	☐	☐	☐	☐	☐	☐	☐
Uber/Ride Share	☐	☐	☐	☐	☐	☐	☐





MANCHESTER CITY

How long does it take you to travel to Etihad Stadium on a typical matchday?

- ☐ Up to 15 minutes
- ☐ 15-30 minutes
- ☐ 30-45 minutes
- ☐ 45-60 minutes
- ☐ 60-90 minutes
- ☐ 90-120 minutes
- ☐ More than 120 minutes



0%  100%



MANCHESTER CITY

Typically, how long in advance of kick-off do you arrive at the stadium?

- ☐ 2-3 hours before
- ☐ 1-2 hours before
- ☐ 30-60 minutes before
- ☐ 10-30 minutes before
- ☐ 0-10 minutes before
- ☐ After kick-off





MANCHESTER CITY

Typically, how long after the final whistle do you stay around the area of Etihad Stadium?

- ☐ Before end
- ☐ 0-10 minutes after
- ☐ 10-30 minutes after
- ☐ 30-60 minutes after
- ☐ 1-2 hours after
- ☐ 2-3 hours after





MANCHESTER CITY

Thank you for your answers so far.

Would you be interested in using any of the below facilities if they were available at the stadium in the future?

Tick all that apply:

- ☐ Dedicated Supporter Bar before or after matches
- ☐ Dedicated Supporter Bar to watch away games on non-matchdays
- ☐ Restaurants to use on match days before or after matches
- ☐ Restaurants to use on non-matchdays
- ☐ None of the above



0%  100%



MANCHESTER CITY

For the option(s) you are interested in, how many times a year would you be likely to use the facility?

	1-5	6-10	11-15	16+	None
Dedicated Supporter Bar before or after matches	☐	☐	☐	☐	☐
Restaurants to use on match days before or after matches	☐	☐	☐	☐	☐



0%  100%



MANCHESTER CITY

Are there any other facilities you would like to see at the Etihad Stadium?



0%  100%



MANCHESTER CITY

Thank you for your answers so far, we are almost finished. In order to help make the survey results representative of a broad range of fans, we would like to ask some personal profiling questions.

Please note that we are collecting personal data purely for statistical analytical purposes, data will not be used other than in connection with this survey.





MANCHESTER CITY

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say





MANCHESTER CITY

Over the LAST 12 months, has your disposable income increased or decreased? Please rate from 0 (significant decrease) to 10 (significant increase):

0	1	2	3	4	5	6	7	8	9	10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐





MANCHESTER CITY

Over the NEXT 12 months, do you think your disposable income will increase or decrease? Please rate from 0 (significant decrease) to 10 (significant increase):

0	1	2	3	4	5	6	7	8	9	10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐



0%  100%



MANCHESTER CITY

In which postcode region of the UK do you currently reside?





MANCHESTER CITY

What is your age group?

- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ Prefer not to say



0%  100%



Please select which of the following categories best describes your occupation?

- ☐ Corporate managers and directors
- ☐ Other managers and proprietors
- ☐ Administrative occupations
- ☐ Business and public service associate professionals
- ☐ Business, media and public service professionals
- ☐ Caring personal service occupations
- ☐ Culture, media and sports occupations
- ☐ Customer service occupations
- ☐ Elementary administration and service occupations
- ☐ Elementary trades and related occupations
- ☐ Health and social care associate professionals
- ☐ Health professionals
- ☐ Leisure, travel and related personal service occupations
- ☐ Process, plant and machine operatives
- ☐ Protective service occupations
- ☐ Retired or unable to work through illness, unemployment or temporarily not working
- ☐ Sales occupations
- ☐ Science, engineering and technology associate professionals
- ☐ Science, research, engineering and technology professionals
- ☐ Secretarial and related occupations

- ☐ Health professionals
- ☐ Leisure, travel and related personal service occupations
- ☐ Process, plant and machine operatives
- ☐ Protective service occupations
- ☐ Retired or unable to work through illness, unemployment or temporarily not working
- ☐ Sales occupations
- ☐ Science, engineering and technology associate professionals
- ☐ Science, research, engineering and technology professionals
- ☐ Secretarial and related occupations
- ☐ Skilled agricultural and related trades
- ☐ Skilled construction and building trades
- ☐ Skilled metal, electrical and electronic trades
- ☐ Student, still in school, college or university
- ☐ Teaching and educational professionals
- ☐ Textiles, printing and other skilled trades
- ☐ Transport and mobile machine drivers and operatives
- ☐ Other, please specify:
- ☐ Prefer not to say

