



NEW KINGSFORD STADIUM  
PROJECT  
THE SUPPORTERS' VOICE



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## Purpose of the Survey

As Aberdeen Football Club entered the 12 week consultation period for the proposed new stadium and facilities at Kingsford, near Westhill, Dons Supporters Together (DST) sought the views of those that we believe matter the most – the fans. DST have formally expressed their support for this new site but recognised that the views of all supporters must be accounted for and that it's our responsibility to do this to the best of our ability.

Our online survey was released to supporters on Saturday 30<sup>th</sup> July and remained online until Tuesday 16<sup>th</sup> August. The survey was distributed to all DST members via email as well as shared on Facebook, Twitter and AFC fan forums. The survey concisely considered a number of aspects of the proposed plans that DST believed to be of significant importance. These aspects included;

- Transport and parking,
- Stadium design,
- Match-day experience and atmosphere,
- Funding.

DST recognised that the survey would be limited if it was to only have statistical results to go by so also included optional comment boxes beneath several of the questions. Each question on the survey was composed of multiple choice options with question 3 offering respondents to weight the importance of certain potential aspects to the Kingsford relocation, from very unimportant to very important.



## The Results

A total of 2,556 supporters completed the survey. While we would always crave more respondents, DST consider this as a healthy number for an independent survey. Comment boxes generated over 1,000 different written views which represents a vast array of opinion on several topics.

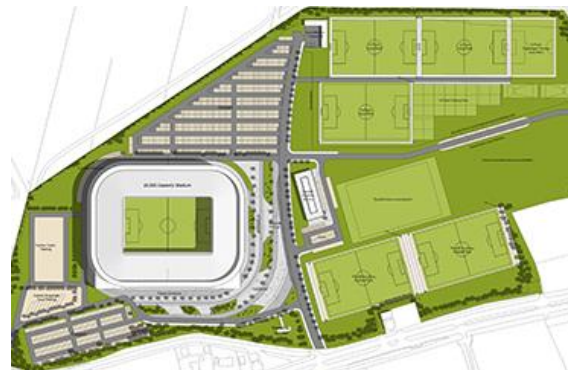
What immediately follows is a brief summarisation of statistical results split in to the sub-sections as listed previously. Succeeding this are a selection of written comments that were submitted by respondents before an export of graphical information which includes all results in chart form. Available outwith this document is 'NKS- Survey comments' which includes the aforementioned graphs plus every single submitted comment as well as a copy of the original survey, 'DST NKS Survey', which has been included for reference.

### Transport and parking

Transport has been the one consistent talking-point from supporters when talking to them through social media and in person. Half of respondents said their preferred method of transport to the proposed new stadium is by car, 34% by bus and 9% would prefer to walk. The survey also told us that at present, 56% access Pittodrie by car, 16% by bus and 21% walk.

These results show the willingness, most likely through necessity, in using public transport to access the new site. Additionally, it reveals less may drive themselves which again emphasises the importance on busses but also perhaps shows parking may not be the major issue many seem to think is.

Later, 63% of supporters said that substantial car and bus parking is very important while 57% of supporters state that dedicated travel options to AFC fans is also very important. These two answers were the two most heavily weighted in terms of importance for this question which once again portrays the fans concern over the clubs relocation.



### Stadium design

46% of supporters declared that it's very important that a lasting memory of Pittodrie is included in the new stadium design- only 10% said it was anything less than important. On a similar theme, a club museum and tributes/statues to former club greats are also viewed as very important (28%), something Pittodrie currently lacks.

44% answered that appropriate placement of away supporters is very important, something that's often mentioned about Pittodrie, while an overwhelming 80% of supporters are in favour of the new stadium being multi-purpose.

The option of having a safe standing area resulted in 36% of supporters claiming it was very important to have with a further 34% answering important. Only 11% thought it was unimportant or less. On another question, 52% stated that if there was the option between standing and sitting, they would prefer to stand- a total of 1,324 people.



## Match-day experience and atmosphere

44% of respondents said an onsite supporters' bar is very important with less than 10% saying it was unimportant/very unimportant. 56% of supporters who filled in the survey currently visit bars or restaurants prior to home matches at Pittodrie and these supporters will likely want to do the same at the new stadium.

Over 75% said a family friendly match-day experience is at least important, if not very much so while a dedicated 'home end' is also seen as very important to most. Aligning with the family friendly theme, over 45% said fan events at the new stadium was important with a further 25% opting it to be very important.



## Funding

Upon being asked whether they would be willing to pledge their own funds to this project, almost 40% said they would. Around a quarter said they wouldn't while 35% said they weren't yet sure.

Over three quarters of respondents, 76%, would be happy for the club to raise funds through selling stadium naming rights. Only 14% don't agree with this and almost 10% are unsure.

## Selected Comments

DST believe every comment submitted by supporters deserve to be read which is why they are all collated in document 'NKS- Survey comments'. However, the following are a selection of comments which follow popular themes from respondents and can help gauge fans optimism and concerns.

"This is a real opportunity to create a stadium that can offer a multi-hour experience. Quality franchises, quality food and drink and merchandising. To create an atmosphere that families want to visit and enjoy their experience"

"Going to the game needs to be an event that means you can meet friends and socialise for a reasonable period before (if not necessarily after) a game"

"Large bar and indoor concourse area would draw fans to ground well before kick-off. Essential to generate goodwill, atmosphere, revenue"

"Success will create demand, hopefully we as fans can do our bit in your bid to progress"

"Maximise its use, its potential, its cash generating possibilities"

"Creating a family friendly area prior to a match within the ground or proposed facilities would be a fantastic opportunity to get more fans into the games"

"Safe standing is absolutely crucial to help future proof the stadium. There is plenty of demand for it"

"A steep sided stadium with good acoustics. A supporter's bar with good capacity. Dedicated transport on match days. Safe standing area. All those and it will be magic"

"It is important that the best possible atmosphere can be created inside the stadium. Safe standing will go a long way towards achieving this"

"The most important aspect for me would be the actual view you get from the seating/standing. Stands with a steep rake, closer to the pitch, better viewing angle & hopefully better atmosphere"

"There is an all-round buzz [in Germany] with food, drink, seating and entertainment covered outside the ground from up to 4 hours before kick-off"

"It'll break our hearts to leave Pittodrie but we need to move for the club to build for future generations"

"Perhaps the cost of a shuttle bus should be incorporated into the price of a season ticket at a discounted price"

"The easier you [the club] make it for people to attend the more people will attend"

“First class disabled facilities with risen uninstructed view for wheelchair fans... Full consultation with AFC Disabled Supporters Club members”

“I hope the new stadium won't lose that 'home' feeling”

“I don't understand why Pittodrie can't be redeveloped, it's our spiritual home”

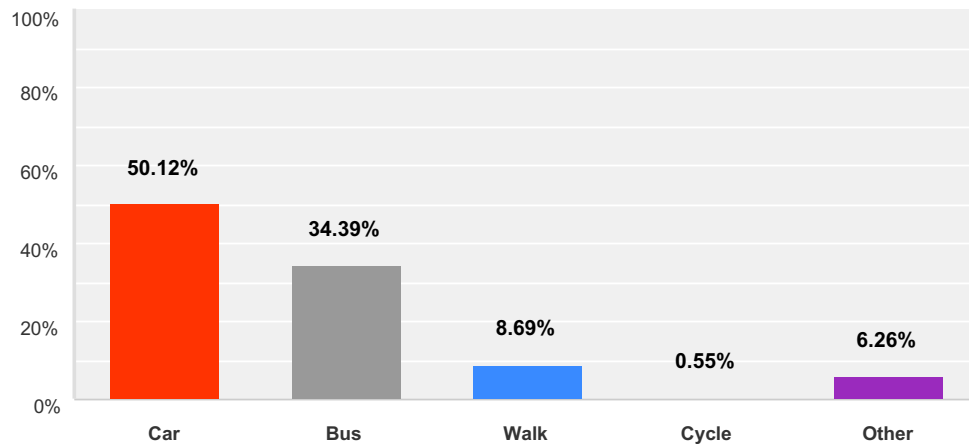
“Nothing beats walking down Merkland Road to a game with other fans... I feel that camaraderie would be lost if the ground was moved to the middle of nowhere”

“Get it right this could inject life into the club. Get it wrong it could be a disaster. History dictates we have a lot of work to do”.



### Q1 What would be your preferred method of transport to access the new stadium?

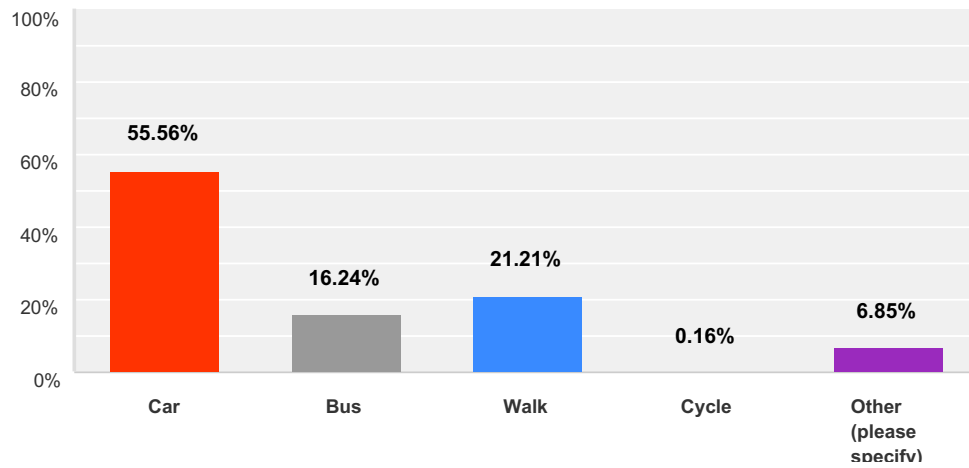
Answered: 2,556 Skipped: 0



Answer Choices	Responses	Count
Car	50.12%	1,281
Bus	34.39%	879
Walk	8.69%	222
Cycle	0.55%	14
Other	6.26%	160
<b>Total</b>		<b>2,556</b>

## Q2 How do you currently access Pittodrie on match-days?

Answered: 2,556 Skipped: 0

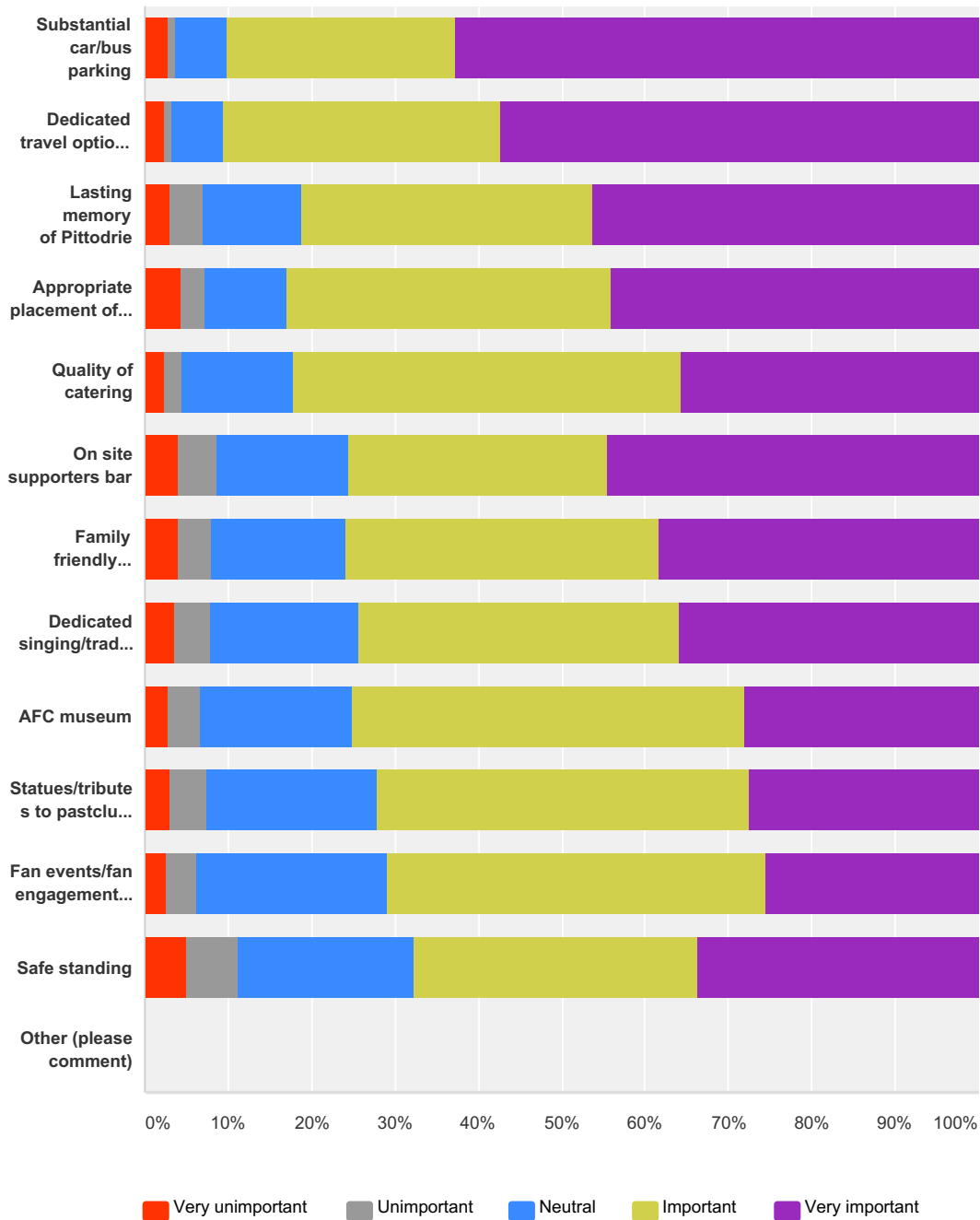


Answer Choices	Responses	Count
Car	55.56%	1,420
Bus	16.24%	415
Walk	21.21%	542
Cycle	0.16%	4
Other (please specify)	6.85%	175
<b>Total</b>		<b>2,556</b>



### Q3 How important to you are the following potential aspects of the new stadium?

Answered: 2,556 Skipped: 0



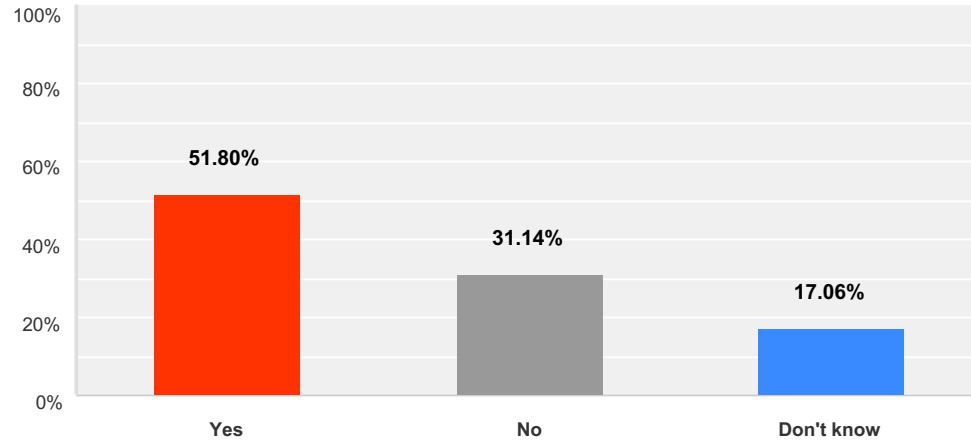
	Very unimportant	Unimportant	Neutral	Important	Very important	Total	Weighted Average
Substantial car/bus parking	2.82% 72	0.86% 22	6.18% 158	27.35% 699	62.79% 1,605	2,556	4.46
Dedicated travel options to AFC fans	2.46% 63	0.74% 19	6.18% 158	33.26% 850	57.36% 1,466	2,556	4.42
Lasting memory of Pittodrie	2.93% 75	4.03% 103	11.89% 304	34.82% 890	46.32% 1,184	2,556	4.18

## Aberdeen Football Club's proposed move to Kingsford

Appropriate placement of away supporters	<b>4.50%</b> 115	<b>2.74%</b> 70	<b>9.78%</b> 250	<b>38.89%</b> 994	<b>44.09%</b> 1,127	2,556	4.15
Quality of catering	<b>2.46%</b> 63	<b>1.92%</b> 49	<b>13.38%</b> 342	<b>46.52%</b> 1,189	<b>35.72%</b> 913	2,556	4.11
On site supporters bar	<b>4.11%</b> 105	<b>4.58%</b> 117	<b>15.69%</b> 401	<b>31.18%</b> 797	<b>44.44%</b> 1,136	2,556	4.07
Family friendly match-day experience	<b>3.99%</b> 102	<b>4.07%</b> 104	<b>15.92%</b> 407	<b>37.72%</b> 964	<b>38.30%</b> 979	2,556	4.02
Dedicated singing/traditional Home end	<b>3.52%</b> 90	<b>4.34%</b> 111	<b>17.76%</b> 454	<b>38.50%</b> 984	<b>35.88%</b> 917	2,556	3.99
AFC museum	<b>2.78%</b> 71	<b>3.83%</b> 98	<b>18.15%</b> 464	<b>47.26%</b> 1,208	<b>27.97%</b> 715	2,556	3.94
Statues/tributes to pastclub greats	<b>3.01%</b> 77	<b>4.46%</b> 114	<b>20.46%</b> 523	<b>44.68%</b> 1,142	<b>27.39%</b> 700	2,556	3.89
Fan events/fan engagement events	<b>2.58%</b> 66	<b>3.60%</b> 92	<b>22.93%</b> 586	<b>45.34%</b> 1,159	<b>25.55%</b> 653	2,556	3.88
Safe standing	<b>5.05%</b> 129	<b>6.10%</b> 156	<b>21.05%</b> 538	<b>34.12%</b> 872	<b>33.69%</b> 861	2,556	3.85
Other (please comment)	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	0	0.00

### Q4 If the new stadium included safe standing, would you prefer to stand there rather than be in the seated areas?

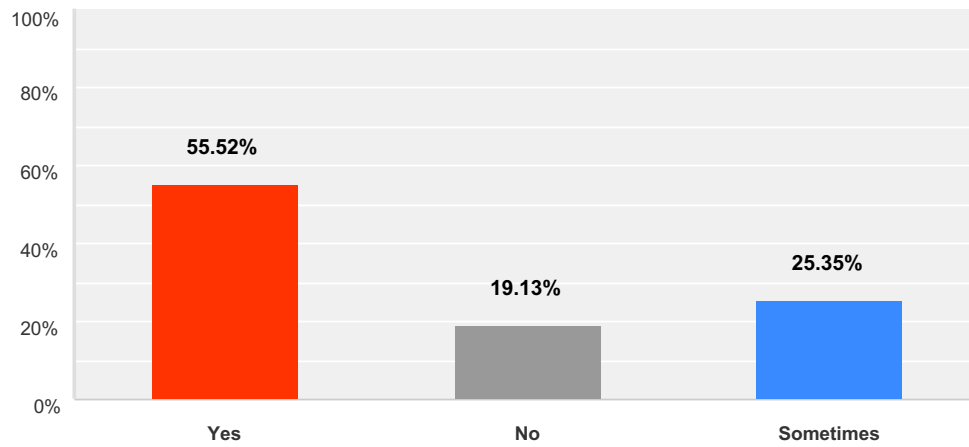
Answered: 2,556 Skipped: 0



Answer Choices	Responses	
Yes	51.80%	1,324
No	31.14%	796
Don't know	17.06%	436
<b>Total</b>		<b>2,556</b>

### Q5 Do you normally visit bars or restaurants prior to home matches at Pittodrie?

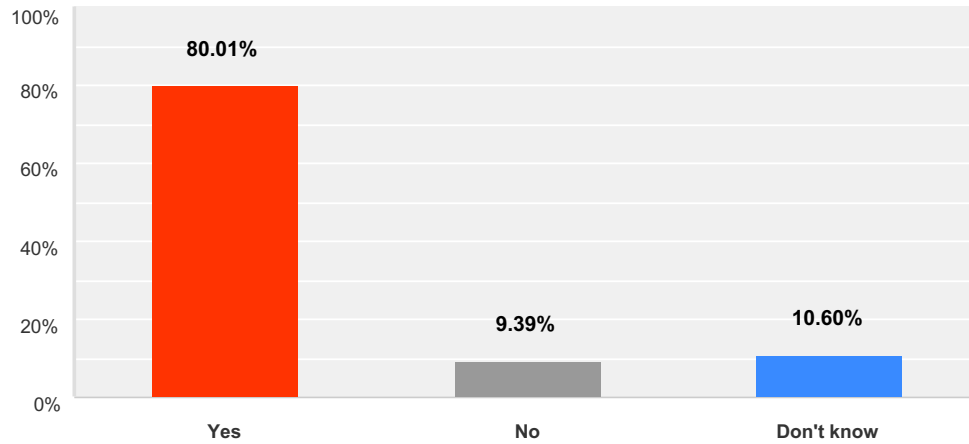
Answered: 2,556 Skipped: 0



Answer Choices	Responses	
Yes	55.52%	1,419
No	19.13%	489
Sometimes	25.35%	648
<b>Total</b>		<b>2,556</b>

**Q6 Would you be in favour of the new stadium being multi-purpose? i.e. being used for music concerts, other sporting events, major conferences, etc.**

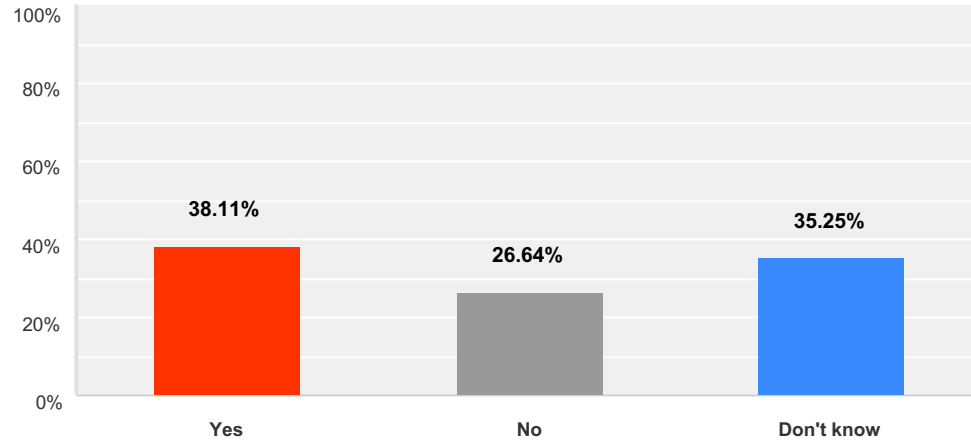
Answered: 2,556 Skipped: 0



Answer Choices	Responses	
Yes	80.01%	2,045
No	9.39%	240
Don't know	10.60%	271
<b>Total</b>		<b>2,556</b>

### Q7 If asked, would you be interested in pledging funds towards the new stadium project?

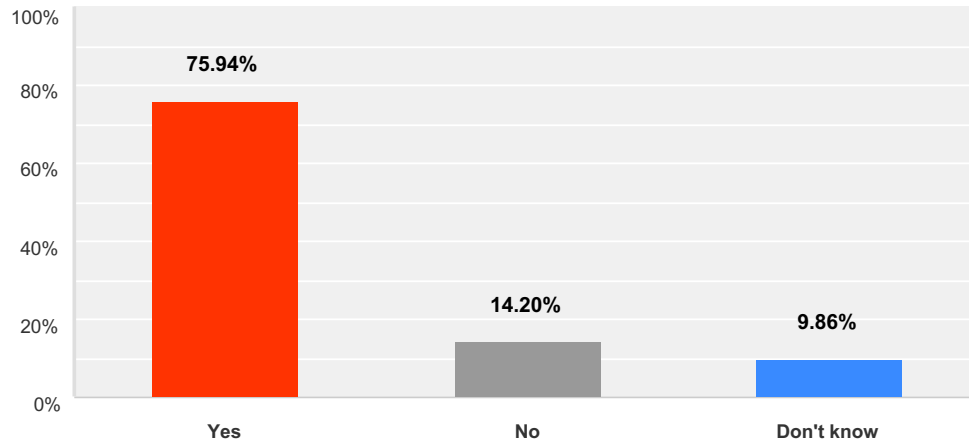
Answered: 2,556 Skipped: 0



Answer Choices	Responses
Yes	38.11% 974
No	26.64% 681
Don't know	35.25% 901
<b>Total</b>	<b>2,556</b>

### Q8 Would you be in favour of the club selling naming rights on the stadium name itself and/or certain stands to increase funding?

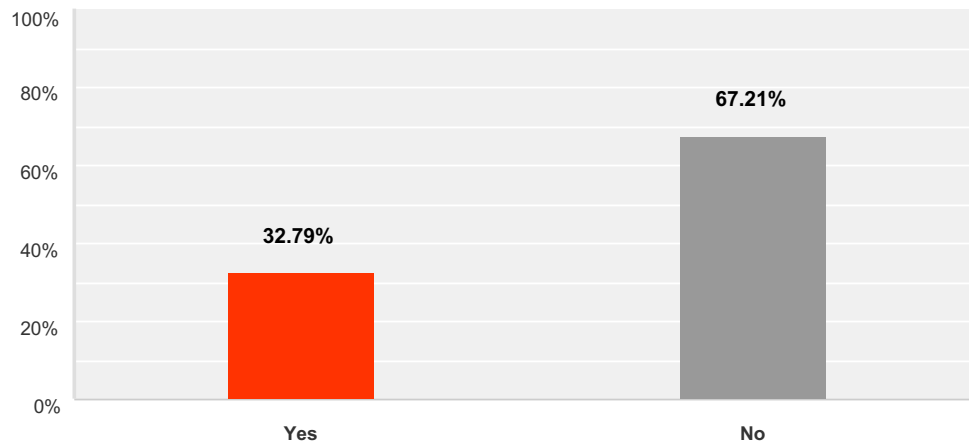
Answered: 2,556 Skipped: 0



Answer Choices	Responses	
Yes	75.94%	1,941
No	14.20%	363
Don't know	9.86%	252
<b>Total</b>		<b>2,556</b>

### Q9 Are you a member of Dons Supporters Together?

Answered: 2,556 Skipped: 0



Answer Choices	Responses	
Yes	32.79%	838
No	67.21%	1,718
<b>Total</b>		<b>2,556</b>



**Q10 Have you any further comments?**

Answered: 451 Skipped: 2,105

All comments are available in document NKS- Survey comments.