



RESULTS OF FANS SURVEY CONDUCTED IN THE SPRING OF 2004.
PLEASE NOTE THAT THIS SURVEY WAS OPEN TO BOTH MEMBERS AND NON-MEMBERS OF THE TRUST, AND IS THE MOST COMPREHENSIVE SURVEY EVER CONDUCTED ON THE VIEWS OF RANGERS FANS ON ALL ASPECTS OF FOLLOWING THE CLUB FROM THE MATCHDAY EXPERIENCE ITSELF THROUGH TO THE WAY THE CLUB CONDUCTS ITS RELATIONSHIPS WITH CUSTOMERS, BOTH INTERNAL AND EXTERNAL.

All figures expressed below are percentages, and have been rounded up or down to the nearest whole percent. Significantly, although the results for both Members (who formed the majority of respondents) and Non-members have been listed separately, and differ, there are, in our opinion, no significant differences, and indeed, Trust Members, on several occasions listed in the following pages rate the Club's current performance higher than those of non-members, thereby dispelling the myth sometimes perpetuated by the Club that the Trust is filled with malcontents.

On the contrary, the results of this survey underline the Trust's claim to be "the very soul of the Club" and the results should be ignored by the current board of Rangers FC at their peril. We hope they welcome its findings, as valuable data has been obtained for the Club, at the sole expense of the volunteers who run the Trust, and trust its value is recognised.

Further information can be obtained from the Trust Chairman, Colin Glass (0787 624 0856) or the Vice Chairman, David Tweed (0780 147 8241).

Feel free to visit the Trust's website – <http://www.rangerssupporterstrust.co.uk>

Are you a season ticket holder?

Members	Yes	75%	No	25%
Non-members	Yes	73%	No	27%

Trust Comment: The sample clearly include a huge number of committed fans

Do you intend renewing for Season 2004/05?

Members	Yes	75%	No	25%
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Non-members Yes 73% No 27%

Trust Comment: A virtual 100% takeup confirms the preceding comment

Are you a member of the Rangers Travel Club?

Members Yes 31% No 69%

Non-members Yes 27% No 73%

Trust Comment: Much higher than the support as whole

Do you intend joining for Season 2004/05?

Members Yes 34% No 66%

Non-members Yes 30% No 70%

Trust Comment: Very encouraging for our much maligned Travel Club

Are you a member of a Rangers Supporters Club?

Members Yes 38% No 62%

Non-members Yes 27% No 73%

Trust Comment: This may alarm the Chairman who seems to believe that the Rangers Supporters Alliance is the best way forward. All the RSC members who have joined the Trust have done so of their own free will, and not as a mere device for getting match tickets via block registration.

How do you rate the current Rangers home kit?

	Excellent/very good	Good/average	Poor/very poor
Members	10	68	22
Non-members	15	58	27

Trust Comment: We believe that the shade of blue and quality are partly responsible for this disappointing result, although can not offer hard evidence to confirm this

How do you rate the current Rangers away kit?

	Excellent/very good	Good/average	Poor/very poor
Members	11	72	17
Non-members	33	50	17

Trust Comment: Significantly, it scores better than the current home kit

How do you rate Rangers youth set-up (10 is best, 1 is worst)?

Members 6.3 average score

Non-members 5.3 average score

Trust Comment: This is reasonably encouraging, especially the average recorded by Trust members

How do you rate the quality of Rangers official merchandise?

Members 5.8 average score

Non-members 6.2 average score

Trust Comment: None

The next set of statements offered the following options:-

Strongly agree
Agree
Disagree
Strongly disagree

Communications between the fans and Rangers (plc) board is generally good

	Strongly agree/agree	Disagree/strongly disagree
Members	6	94

Non-members	10	90
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Trust Comment: Clearly, this is an area which the Club need to urgently examine, and where we regret to record that previous warnings have been stupidly ignored.

Rangers are a friendly club

	Strongly agree	Agree	Disagree	Strongly disagree
Members	6	34	45	15
Non-members	6	47	34	13

Trust Comment: Disappointing, but hardly surprising, given the results of the PR question which comes later

Rangers are an ambitious club

Members	6	45	38	11
Non-members	3	70	20	7

Trust Comment: Nearly half of Trust members and over a quarter of non-members either disagreed or strongly disagreed with this statement.

Rangers FC plc care about their fans

	Strongly agree/agree	Disagree/strongly disagree
Members	11	89
Non-members	22	78

Trust Comment: A damning indictment of the current regime at the Club, or just bad PR, or a combination of both?

Rangers FC plc is a well organised club

Members	16	84
Non-members	34	66

Trust Comment: Is this merely a symptom of the current levels of corporate stress we are undergoing, or is it the harsh reality?

David Murray and the Board are doing a good job of running Rangers FC

Members	6	94
Non-members	19	81

Trust Comment: Despite the highly effective PR machine at the disposal of the Murray Group, as opposed to Rangers FC, it appears that the vast majority of the most committed Rangers fans, are not happy with the way the Club is being run.

David Murray should sell his shares to suitable new investors

Members	86	14
Non-members	83	17

Trust Comment: Approx 5/6 of both members and non-members agreed with this statement. The Trust accepts that the phrase "suitable new investors" is somewhat woolly, but nevertheless, the Hon Chairman should take note of these results.

The current Board of Directors have a vision for the club

Members	28	72
Non-members	37	63

Trust Comment: A damning indictment of the current Rangers FC plc Board.

Rangers should be playing in a British League

Members	84	16
Non-members	90	10

Trust Comment: This was a particularly pleasing result for the Trust Board, as not only did it ratify one of our principal policies, but non-members appeared to feel even more strongly that this was the right way forward.

Rangers are a bigger club than Celtic

Members	82	18
Non-members	74	26

Trust Comment: None

Rangers live games should kick off at 3pm on a Saturday

Members	91	9
Non-members	84	16

Trust Comment: This, again, was a particularly pleasing result for the Trust Board, as it ratified another of our principal policies

How much do you spend on club merchandise each year?

	Members	Non-members
Under £50	23	19
£51-£100	24	24
£101-£150	25	21
£151-£200	13	21
£201-£250	4	9
Over £250	11	6

Trust Comment: None

How do you rate your Rangers prices when it comes to the team kit?

Excellent/very good	6	3
Good	59	65
Poor/very poor	35	32

Trust Comment: None

Do Rangers, in general, give their fans value for money?

Yes	27	52
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No	73	48
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Trust Comment: The vast majority of total respondents responded No.

On a scale of 1-10, how do you score Rangers PR Department?

Average	1.9	2.7
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Trust Comment: This, in our view, is the strongest confirmation yet that the Club needs to improve this area, as the scores achieved are the lowest (on a 1-10 scale) of any response in the Survey. The scores are less than half of those recorded by the toilet cleaners at Ibrox, and are sad confirmation of the way shareholders concerns, voiced at every AGM over the past twenty years, have been ignored by the Board.

Do you regularly visit the official Rangers website at www.rangers.co.uk?

Yes	49	67
No	51	33

Trust Comment: None

How do you rate the site?	4.2	4.9
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Trust Comment: Perhaps the propaganda aspect of this has put some fans off?

Do you subscribe to Rangers World?

Yes	14	12
No	86	88

Trust Comment: Subscription levels in the UK are known to be low

How do you rate Rangers World?	4.4	4.6
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Trust Comment: None

Do you regularly buy the Rangers News?

Yes	35	27
No	65	73

Trust Comment: The take-up rate from both sections in our survey outweighs the take-up rate in the support as a whole, again emphasising the degree of commitment shown by the respondents to this survey.

How do you rate the Rangers News?

Members	4.5
Non-members	5.6

Trust Comment: Despite increasing disillusionment with this publication, several respondents, in the freetext section, complimented the "View from the Copland" section.

Should Rangers pursue a full stock market listing?

Members	Yes	64	No	36
Non-members	Yes	53	No	47

Trust Comment: Despite market conditions, it is encouraging that a majority of both members and non-members believe the advantages still outweigh the disadvantages

How many HOME games do you attend each season?

	Members	Non-members
All	58	55
Most	17	21
Around half	6	6
Some (less than half)	17	12
None	2	6

Trust Comment: None

How many AWAY games do you attend each season?

All	13	0
Most	7	18
Around half	10	2
Some (less than half)	40	48
None	30	32

Trust Comment: None

The following six questions all asked for ratings on a scale of 1-10.

Cleanliness of the toilets of Ibrox

Members	6.8
Non-members	7.2

Trust Comment: Good – see PR comments on the previous page.

Quality of catering

Members	4.5
Non-members	5.2

Trust Comment: Definite room for improvement

View from your seat

Members	8.0
Non-members	8.3

Trust Comment: Good news for Rangers FC and their supporters

Atmosphere at HOME games

Members	3.5
Non-members	4.4

Trust Comment: Huge scope for improvement here, and we believe that the Club and the fans and the Club could and should work far more closely together in this context. Ibrox is both safe and sterile.

Atmosphere at AWAY games

Members	7.9
Non-members	8.2

Trust Comment: Note the improvement compared with the atmosphere at home games

Music played on matchdays at Ibrox

Members	3.5
Non-members	4.2

Trust Comment: Again, definite room for improvement

Do you find the turnstile staff/stewards at Ibrox friendly and helpful?

	Yes	No	No opinion either way
Members	16	26	58
Non-members	20	53	27

Trust Comment: None, although the negative response from non-members perhaps warrants further investigation?

What do you normally buy on a matchday?

	Members	Non-members
Matchday programme	32	37
Food from outlets <u>outside</u> the Stadium	29	33
Drink from outlets <u>outside</u> the Stadium	31	26
Goods from the Rangers Shop	24	33
Food from outlets <u>inside</u> the Stadium	42	74
Drink from outlets <u>inside</u> the Stadium	47	67

Trust Comment: Perhaps non-members are less aware of the Azure Catering connection than Trust members?

Is the programme at £2 per issue value for money?

	Yes	No	No opinion either way
Members	16	54	30
Non-members	29	45	46

Trust Comment: This mirrors the decline in sales

How much do you spend each home match (approx)?

	Members	Non-members
Under £10	45	62
£11 - £20	16	13
£21 - £30	15	13
£31 - £40	10	0
£41 - £50	3	3
Over £50	11	9

Trust Comment: None

To what extent do ticket prices represent value for money?

Excellent	1	3
Very good	5	9
Good	43	58
Poor	45	24
Very poor	6	6

Trust Comment: We hope the RFC Board take particular note of these findings

To what extent do season tickets represent value for money?

Excellent	2	3
Very good	4	16
Good	48	45
Poor	41	29
Very poor	5	7

Trust Comment: It would be particularly interesting to see how these results compared with a previous survey (if one had been done) a few years ago.

How do you rate Rangers' prices when it comes to food and drink?

Excellent	0	0
Very good	1	0
Good	32	47
Poor	55	40
Very poor	12	13

Trust Comment: A majority think that Azure Catering offer either poor or very poor value for money

Do you think that non-carbonated soft drinks, eg orange squash, Ribena, etc, would be a worthwhile addition to the drinks menu?

	Yes	No	No opinion either way
Members	60	5	35
Non-members	68	3	29

Trust Comment: We look forward to the introduction of the likes of Capri-Sun!

Do you think it would be good to sell beer/lager inside the Stadium?

	Members	Non-members
Yes	44	31
Yes, providing it was low alcohol	12	13
Definitely not	34	35
Don't know	10	21

Trust Comment: It would be interesting to see how this compared with fans of other clubs

How often have you heard racial abuse at Ibrox?

Yes – most games	11	0
Yes – a few times	63	56
Yes – once	12	13
Never	14	22

Trust Comment: Clearly, this is a problem which the Club need to urgently address, and the Trust will be making an announcement on just one of our own initiatives in this regard later this month

How often have you heard sexual abuse at Ibrox?

Yes – most games	4	0
Yes – a few times	20	0
Yes – once	2	6
Never	74	94

Trust Comment: Clearly, not a problem at Ibrox.

Is offensive language often heard at Ibrox?

Yes – most games	68	66
Yes – a few times	26	19
Yes – once	2	6
No	4	9

Trust Comment: Football fans, everywhere, swear – a fact of life.

How would you rate Rangers' ticketing arrangements (on the whole)?

Excellent	1	0
Very good	2	6
Good	24	35
Poor	47	20
Very poor	26	39

Trust Comment: A majority in both categories rating these as either poor or very poor is not good news for the Club, or the committed staff who man the portacabin currently serving as our Ticket Centre.

How do you rate toilet facilities (generally) at Ibrox?

Excellent	3	6
Very good	20	7
Good	64	71
Poor	11	16
Very poor	2	0

Trust Comment: None

How would you rate Rangers' disabled facilities?

Excellent	0	0
Very good	13	0
Good	58	74
Poor	28	17
Very poor	1	9

Trust Comment: A surprisingly (and disappointingly) high percentage (albeit a minority) rating these as poor, despite our Hon Chairman's obvious empathy with this group of fans.

How would you rate Rangers' overall facilities for supporters?

Excellent	2	0
Very good	20	10
Good	68	69
Poor	9	21
Very poor	1	0

Trust Comment: Good news for Rangers FC and their supporters

The Trust keeps members well informed

Strongly agree	21	15
Agree	71	59
Disagree	5	3
Strongly disagree	0	0
No comment	3	23

Trust Comment: This was very encouraging for us, and although the response from non-members was less positive than from members (as one would expect) we are delighted that $\frac{3}{4}$ of them either agreed or agreed strongly with this statement.

The Trust takes on board the views of its members

Strongly agree	26	3
Agree	63	52
Disagree	3	0
Strongly disagree	0	0
No comment	8	45

Trust Comment: The tiny proportion that disagreed makes this more highly encouraging news for the Trust

The Trust has clear aims and objectives

Strongly agree	40	19
Agree	55	81
Disagree	5	0
Strongly disagree	0	0
No comment	0	0

Trust Comment: The tiny proportion that disagreed makes this more highly encouraging news for the Trust

The Trust makes its aims and objectives clear to non-members

Strongly agree	18	7
Agree	58	70
Disagree	16	7
Strongly disagree	5	0
No comment	3	16

Trust Comment: We are delighted that over $\frac{3}{4}$ of all responses either agreed or agreed strongly with this statement.

The Trust has clear strategic plans

Strongly agree	23	7
Agree	61	63
Disagree	5	7
Strongly disagree	0	0
No comment	11	23

Trust Comment: The tiny proportion that disagreed makes this more highly encouraging news for the Trust

The Trust is an organisation heading in the right direction

Strongly agree	50	21
Agree	44	62
Disagree	2	0
Strongly disagree	0	0
No comment	4	17

Trust Comment: Modesty forbids!

The Trust should aim to have a greater role in running the club

Strongly agree	64	50
Agree	32	47
Disagree	2	0
Strongly disagree	0	0
No comment	2	3

Trust Comment: 96% of Trust members and 97% of non-members either agreed or strongly agreed with this statement – the highest positive response to any of the 64 questions posed in this Survey.

The Trust should have a seat on the Board of Directors

Strongly agree	65	58
Agree	26	24
Disagree	4	3
Strongly disagree	0	9
No comment	5	6

Trust Comment: Over 90% of Trust members, and over 80% of non-members who either agree or strongly agree represent fairly convincing majorities – we believe that the Trust is a movement whose time has come.