

Bristol City Football Club
Fieldwork: 13th-17th October 2010

Absolutes/col percents

Q1. How much, if anything, do you know about proposals to build a new football stadium for Bristol City Football Club at Ashton Vale?
Base: All respondents

	Total	Sample		Age					Gender		Social grade			
		Greater	Stadium	18-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted base	1000	500	500	120	150	227	185	318	459	541	320	167	121	354
Weighted base	1000	512	488	280	190	170	150	210	490	510	353	189	127	295
I've heard of the plans and know a lot about them	406 41%	171 33%	235 48%	83 30%	74 39%	84 50%	66 44%	99 47%	230 47%	176 34%	157 44%	73 39%	59 47%	102 34%
I've heard of the plans, but I don't know a lot about them	517 52%	279 54%	239 49%	153 55%	107 57%	79 47%	80 53%	98 47%	232 47%	285 56%	185 52%	86 45%	59 47%	169 57%
I've not heard about these plans	77 8%	62 12%	15 3%	44 16%	9 5%	7 4%	5 3%	12 6%	28 6%	49 10%	12 3%	29 16%	8 6%	24 8%



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Q2. How important, or otherwise, is the issue of whether to build a new football stadium for Bristol City Football Club at Ashton Vale to you?
Base: All respondents

	Total	Sample		Age					Gender		Social grade				
		Greater	Stadium	18-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE	
Unweighted base	1000	500	500	120	150	227	185	318	459	541	320	167	121	354	
Weighted base	1000	512	488	280	190	170	150	210	490	510	353	189	127	295	
NET Important	567	274	293	134	111	102	86	133	310	257	201	112	84	154	
	57%	54%	60%	48%	58%	60%	57%	63%	63%	50%	57%	59%	66%	52%	
Very important	(4)	304	146	158	55	56	54	52	87	170	133	92	57	56	90
		30%	28%	32%	20%	30%	32%	35%	41%	35%	26%	26%	30%	44%	30%
Fairly important	(3)	263	128	135	79	54	49	34	46	140	123	109	55	29	64
		26%	25%	28%	28%	29%	29%	23%	22%	29%	24%	31%	29%	23%	22%
Fairly unimportant	(2)	225	131	94	85	49	28	27	35	103	122	81	48	26	59
		22%	26%	19%	30%	26%	17%	18%	17%	21%	24%	23%	26%	21%	20%
Very unimportant	(1)	186	94	92	50	25	35	36	40	73	113	61	23	15	76
		19%	18%	19%	18%	13%	21%	24%	19%	15%	22%	17%	12%	12%	26%
NET Unimportant		411	225	186	135	74	64	63	75	176	235	142	71	42	135
		41%	44%	38%	48%	39%	38%	42%	36%	36%	46%	40%	38%	33%	46%
Don't know		22	12	10	11	5	4	1	2	4	18	10	5	1	6
		2%	2%	2%	4%	3%	2%	1%	1%	1%	4%	3%	3%	1%	2%
Mean Score	2.70	2.65	2.75	2.52	2.77	2.72	2.69	2.86	2.84	2.56	2.68	2.79	2.99	2.58	
Standard Deviation	1.10	1.09	1.11	1.02	1.03	1.13	1.18	1.16	1.07	1.12	1.05	1.02	1.07	1.18	
Standard Error	0.04	0.05	0.05	0.09	0.09	0.08	0.09	0.07	0.05	0.05	0.06	0.08	0.10	0.06	



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Q3. Do you think Bristol City Football Club should be allowed to build a new stadium at Ashton Vale, or not?

Base: All respondents

	Total	Sample		Age					Gender		Social grade			
		Greater	Stadium	18-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted base	1000	500	500	120	150	227	185	318	459	541	320	167	121	354
Weighted base	1000	512	488	280	190	170	150	210	490	510	353	189	127	295
Yes	636 64%	355 69%	282 58%	184 66%	123 65%	99 58%	95 63%	135 64%	327 67%	309 61%	209 59%	119 63%	96 76%	194 66%
No	244 24%	90 18%	154 31%	56 20%	48 25%	48 28%	41 27%	51 24%	115 24%	128 25%	95 27%	39 21%	23 19%	73 25%
Don't know	120 12%	67 13%	53 11%	40 14%	19 10%	23 14%	15 10%	24 11%	48 10%	73 14%	49 14%	31 17%	7 6%	28 9%



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Q4. Do you think the club should be allowed to build a new stadium at another location in the Bristol area, or not?

Base: All respondents who do not think the club should be allowed to build a new stadium at Ashton Vale

	Total	Sample		Age					Gender		Social grade			
		Greater	Stadium	18-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted base	253	89	164	24	38	64	50	77	112	141	88	37	24	90
Weighted base	244	90	154	56	48	48	41	51	115	128	95	39	23	73
Yes	173	62	111	41	37	36	24	36	81	93	67	29	18	46
	71%	69%	72%	73%	76%	75%	58%	71%	70%	72%	71%	76%	75%	64%
No	56	24	33	10	9	9	15	13	28	28	18	9	4	24
	23%	26%	21%	17%	19%	19%	38%	26%	24%	22%	19%	22%	19%	32%
Don't know	14	4	10	6	3	3	2	1	7	8	9	1	1	3
	6%	5%	6%	10%	5%	6%	4%	3%	6%	6%	10%	2%	6%	4%



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Q5. Where do you think the new football stadium should be built?**Base: All respondents who think the club should be allowed to build a new stadium at another location in the Bristol area**

	Total	Sample		Age					Gender		Social grade			
		Greater	Stadium	18-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted base	179	60	119	18	29	48	29	55	78	101	64	28	18	57
Weighted base	173	62	111	41	37	36	24	36	81	93	67	29	18	46
Temple Meads	21	2	19	4	2	4	6	5	10	12	4	6	2	6
	12%	4%	17%	10%	7%	10%	24%	15%	12%	13%	6%	22%	12%	12%
Avon Mouth	17	10	7	3	4	1	3	6	11	6	10	1	2	3
	10%	15%	6%	7%	10%	4%	11%	17%	14%	6%	16%	2%	9%	6%
Build it on the existing site	11	3	8	2	1	5	1	2	7	4	8	1	1	1
	6%	4%	7%	5%	4%	13%	4%	6%	8%	4%	12%	5%	4%	1%
On non green belt areas	7	3	4	-	2	3	-	1	1	6	2	3	-	2
	4%	4%	4%	-	7%	8%	-	4%	1%	6%	3%	9%	-	4%
Near a station/ transport links (unspec)	7	3	3	-	3	1	-	3	3	4	3	1	-	3
	4%	5%	3%	-	7%	2%	-	9%	3%	4%	4%	2%	-	6%
Outside of Bristol (unspec)	5	2	3	-	2	-	2	1	2	3	1	2	-	2
	3%	3%	3%	-	7%	-	7%	4%	3%	3%	2%	7%	-	3%
Build on Brownfield sites	5	-	5	3	-	1	1	1	2	3	-	4	1	-
	3%	-	5%	7%	-	2%	4%	2%	2%	4%	-	12%	8%	-
Near the motorway (unspec)	5	1	3	-	3	1	-	1	3	2	3	-	1	-
	3%	2%	3%	-	7%	2%	-	4%	3%	2%	5%	-	7%	-
Cribbs cause way	4	1	3	2	-	1	-	1	3	1	1	2	-	1
	2%	2%	3%	5%	-	2%	-	4%	3%	1%	1%	7%	-	1%
Away from residential areas	4	1	3	-	-	2	-	1	1	3	-	2	-	2
	2%	1%	3%	-	-	6%	-	4%	1%	3%	-	5%	-	4%
Other	43	18	24	10	8	9	8	8	21	22	18	2	7	13
	25%	30%	22%	25%	21%	25%	34%	22%	26%	24%	26%	8%	39%	29%
None of these	1	-	1	-	-	-	1	-	1	-	-	-	-	1
	*	-	1%	-	-	-	4%	-	1%	-	-	-	-	2%
Don't know	56	20	36	17	13	13	4	10	23	33	21	7	6	19
	32%	32%	32%	41%	35%	35%	17%	27%	28%	36%	31%	23%	36%	40%



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Q6. Opponents of the plans to build a new stadium at Ashton Vale are campaigning to have the site declared a Town Green, which would prevent all development on the site. Do you agree or disagree that the site should be declared a Town Green?

Base: All respondents

	Total	Sample		Age					Gender		Social grade			
		Greater	Stadium	18-34	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted base	1000	500	500	120	150	227	185	318	459	541	320	167	121	354
Weighted base	1000	512	488	280	190	170	150	210	490	510	353	189	127	295
Agree	332 33%	157 31%	176 36%	101 36%	58 31%	57 34%	51 34%	65 31%	150 31%	183 36%	110 31%	67 36%	32 26%	106 36%
Disagree	533 53%	282 55%	251 51%	139 50%	98 52%	90 53%	83 55%	123 59%	285 58%	248 49%	186 53%	97 51%	78 62%	160 54%
Don't know	134 13%	73 14%	62 13%	40 14%	34 18%	22 13%	16 11%	22 10%	55 11%	79 16%	57 16%	24 13%	16 13%	29 10%

