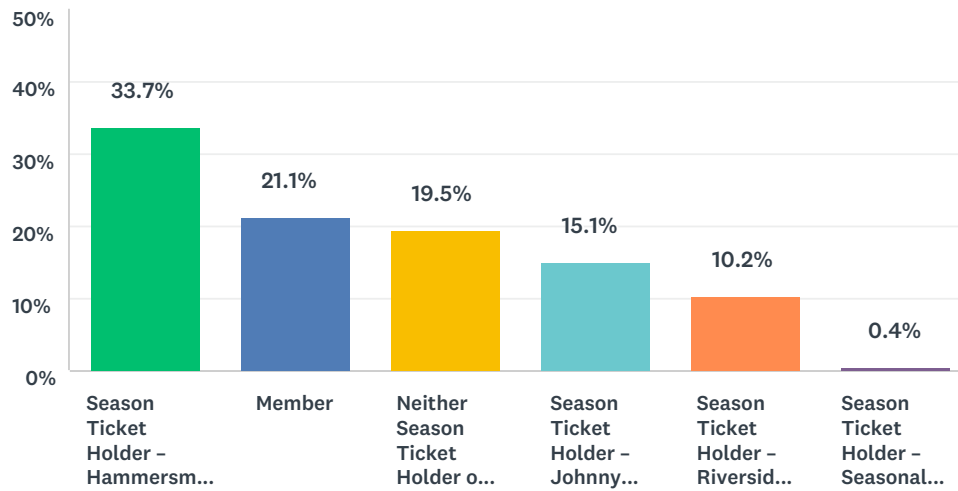


Q3 For season 2018/19 are you?

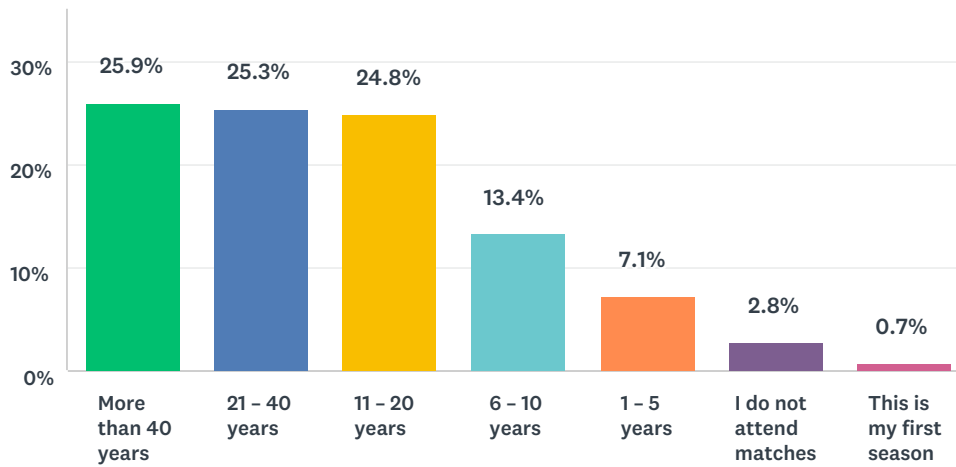
Answered: 2,291 Skipped: 0



ANSWER CHOICES	RESPONSES	
Season Ticket Holder – Hammersmith End	33.7%	772
Member	21.1%	484
Neither Season Ticket Holder or Member	19.5%	447
Season Ticket Holder – Johnny Haynes Stand	15.1%	345
Season Ticket Holder – Riverside Stand	10.2%	233
Season Ticket Holder – Seasonal Hospitality (ie Chairman’s Club, McBride’s Bar etc)	0.4%	10
TOTAL		2,291

Q6 How long have you been a match-going Fulham supporter ?

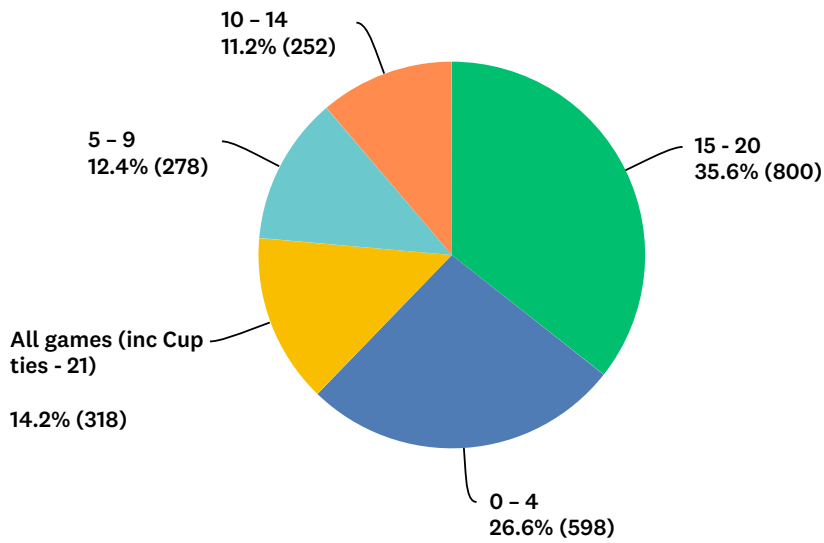
Answered: 2,280 Skipped: 11



ANSWER CHOICES	RESPONSES	
More than 40 years	25.9%	591
21 - 40 years	25.3%	577
11 - 20 years	24.8%	565
6 - 10 years	13.4%	305
1 - 5 years	7.1%	162
I do not attend matches	2.8%	64
This is my first season	0.7%	16
TOTAL		2,280

Q7 In season 2018/19 – how many first team HOME games do you expect to have attended by the end of the season?

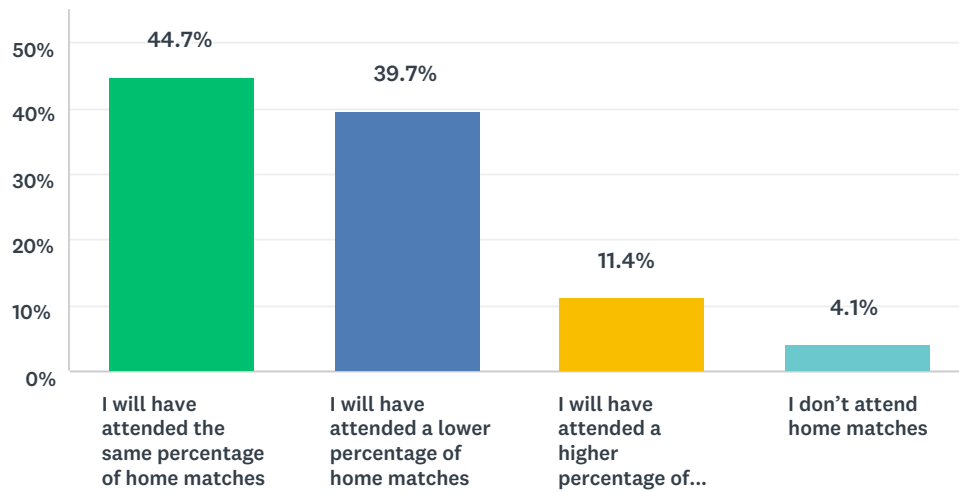
Answered: 2,246 Skipped: 45



ANSWER CHOICES	RESPONSES	
15 - 20	35.6%	800
0 - 4	26.6%	598
All games (inc Cup ties - 21)	14.2%	318
5 - 9	12.4%	278
10 - 14	11.2%	252
TOTAL		2,246

Q8 How does this compare with last season (remembering there were 26 home games, (23 league 2 cup ties and 1 play-off game)) ?

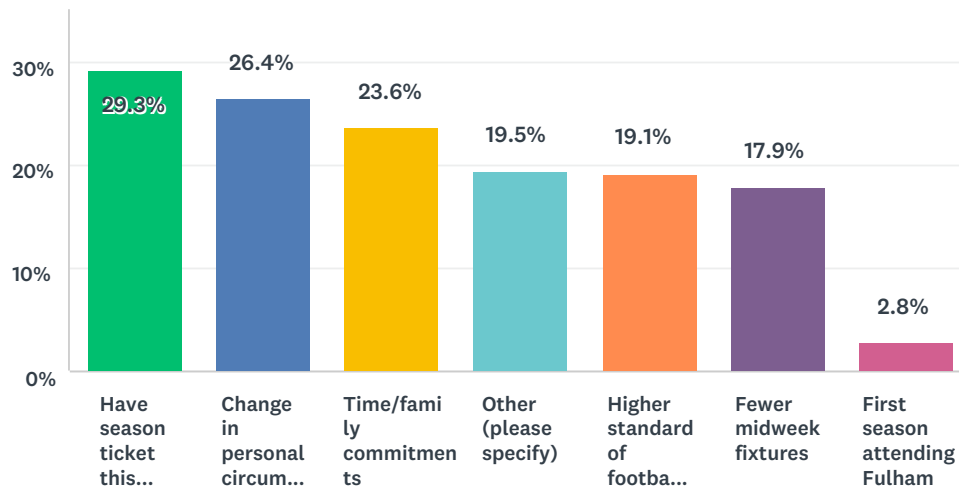
Answered: 2,246 Skipped: 45



ANSWER CHOICES	RESPONSES	
I will have attended the same percentage of home matches	44.7%	1,005
I will have attended a lower percentage of home matches	39.7%	892
I will have attended a higher percentage of home matches	11.4%	256
I don't attend home matches	4.1%	93
TOTAL		2,246

Q9 What were your reasons for attending more home games than last season (tick all that apply)?

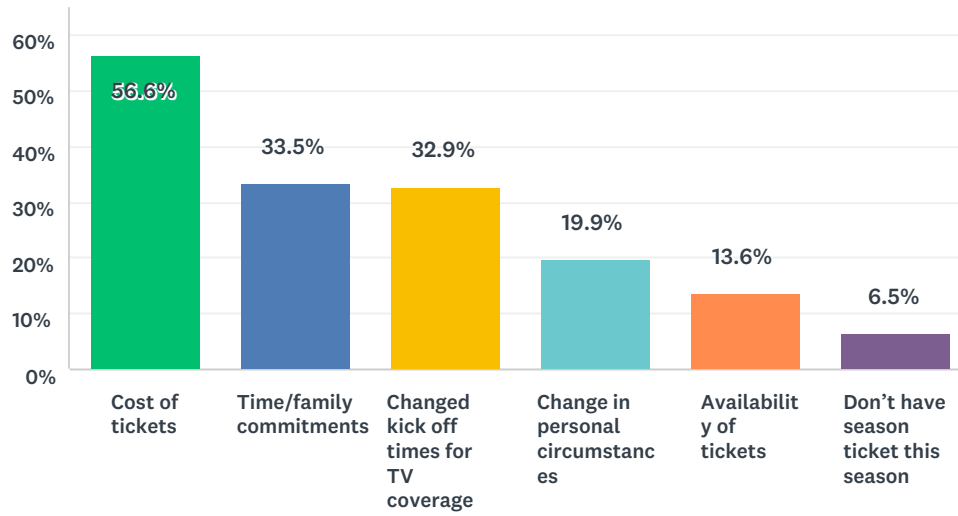
Answered: 246 Skipped: 2,045



ANSWER CHOICES	RESPONSES	
Have season ticket this season	29.3%	72
Change in personal circumstances	26.4%	65
Time/family commitments	23.6%	58
Other (please specify)	19.5%	48
Higher standard of football/ more attractive opposition	19.1%	47
Fewer midweek fixtures	17.9%	44
First season attending Fulham	2.8%	7
Total Respondents: 246		

Q10 What were your reasons for attending fewer home games than last season (tick all that apply)?

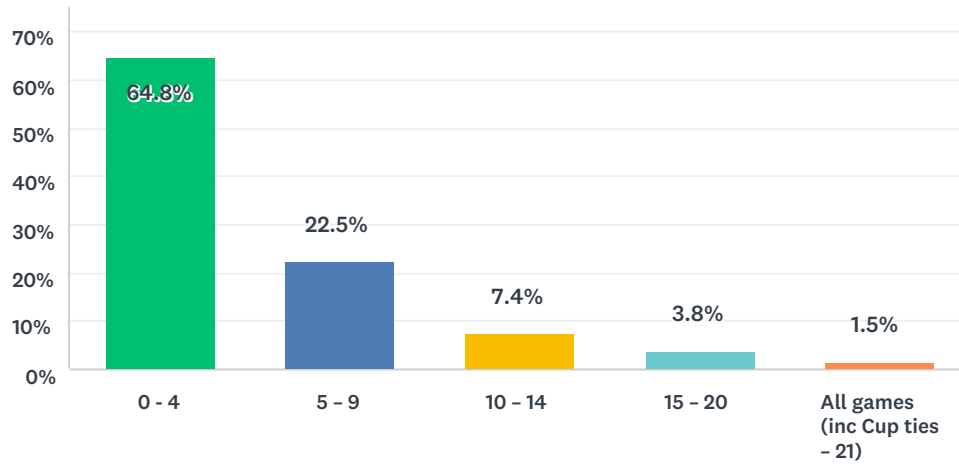
Answered: 875 Skipped: 1,416



ANSWER CHOICES	RESPONSES	
Cost of tickets	56.6%	495
Time/family commitments	33.5%	293
Changed kick off times for TV coverage	32.9%	288
Change in personal circumstances	19.9%	174
Availability of tickets	13.6%	119
Don't have season ticket this season	6.5%	57
Total Respondents: 875		

Q11 In season 2018/19 – how many first team AWAY games do you expect to have attended by the end of the season?

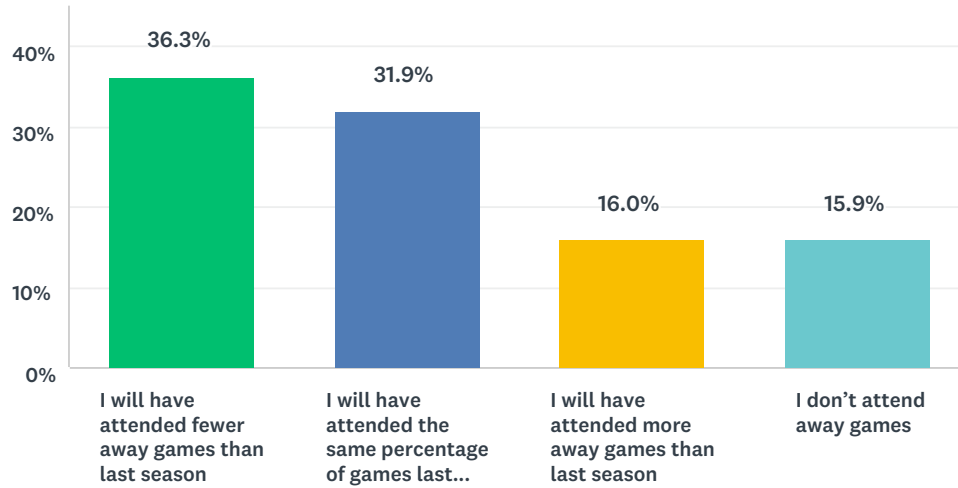
Answered: 2,212 Skipped: 79



ANSWER CHOICES	RESPONSES	
0 - 4	64.8%	1,433
5 - 9	22.5%	497
10 - 14	7.4%	164
15 - 20	3.8%	84
All games (inc Cup ties - 21)	1.5%	34
TOTAL		2,212

Q12 How does this compare with last season (remembering there were 26 away games last season, (23 league, 1 cup tie and 2 play-off games)) ?

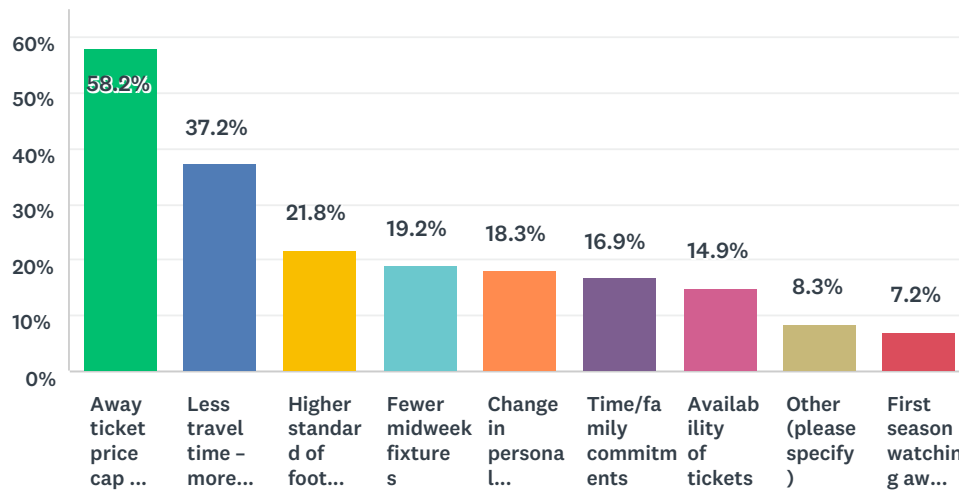
Answered: 2,212 Skipped: 79



ANSWER CHOICES	RESPONSES	
I will have attended fewer away games than last season	36.3%	802
I will have attended the same percentage of games last season	31.9%	705
I will have attended more away games than last season	16.0%	353
I don't attend away games	15.9%	352
TOTAL		2,212

Q13 What were your reasons for attending more away games than last season (tick all that apply)?

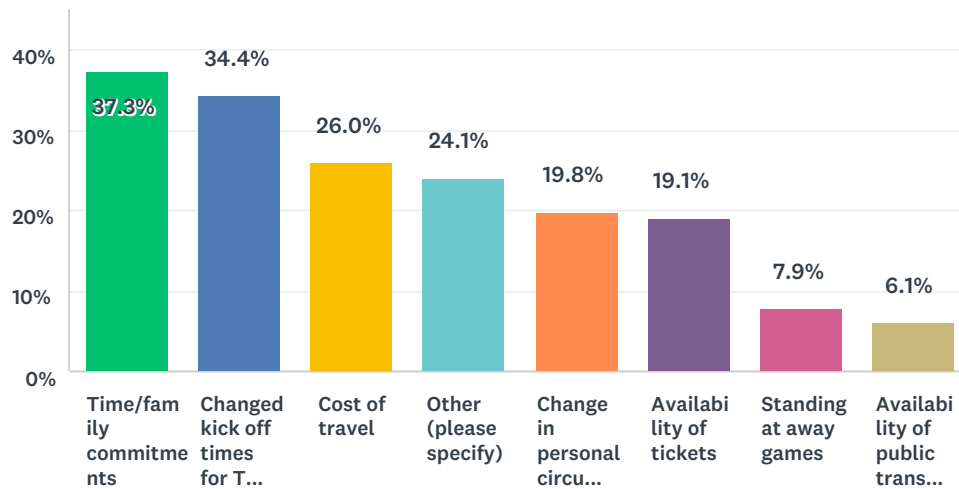
Answered: 349 Skipped: 1,942



ANSWER CHOICES	RESPONSES	
Away ticket price cap of £30	58.2%	203
Less travel time – more southern based teams in Premier League	37.2%	130
Higher standard of football/ more attractive opposition	21.8%	76
Fewer midweek fixtures	19.2%	67
Change in personal circumstances	18.3%	64
Time/family commitments	16.9%	59
Availability of tickets	14.9%	52
Other (please specify)	8.3%	29
First season watching away Fulham fixtures	7.2%	25
Total Respondents: 349		

Q14 What were your reasons for attending fewer away games than last season (tick all that apply)?

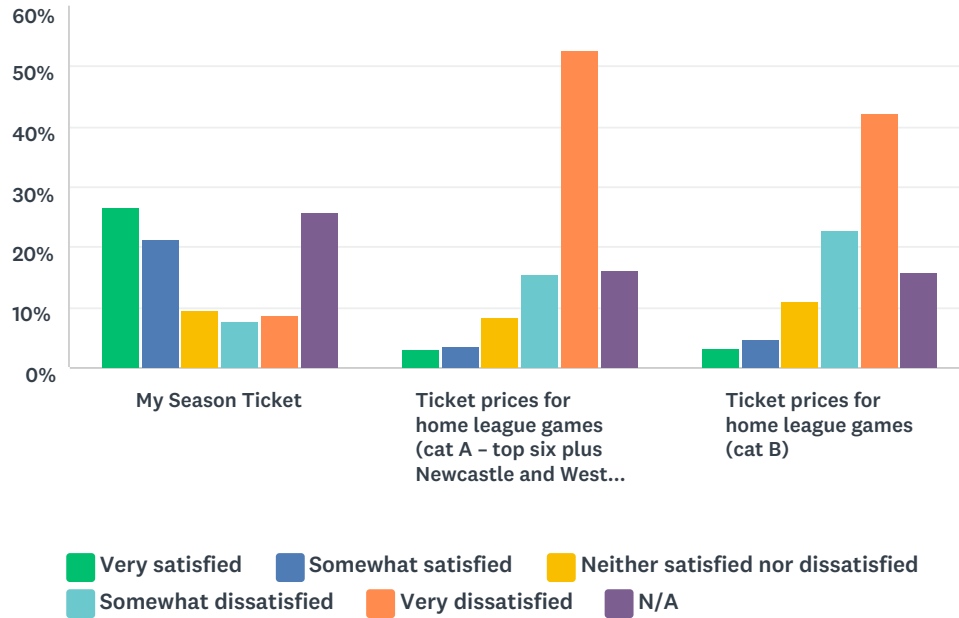
Answered: 718 Skipped: 1,573



ANSWER CHOICES	RESPONSES	
Time/family commitments	37.3%	268
Changed kick off times for TV coverage	34.4%	247
Cost of travel	26.0%	187
Other (please specify)	24.1%	173
Change in personal circumstances	19.8%	142
Availability of tickets	19.1%	137
Standing at away games	7.9%	57
Availability of public transport	6.1%	44
Total Respondents: 718		

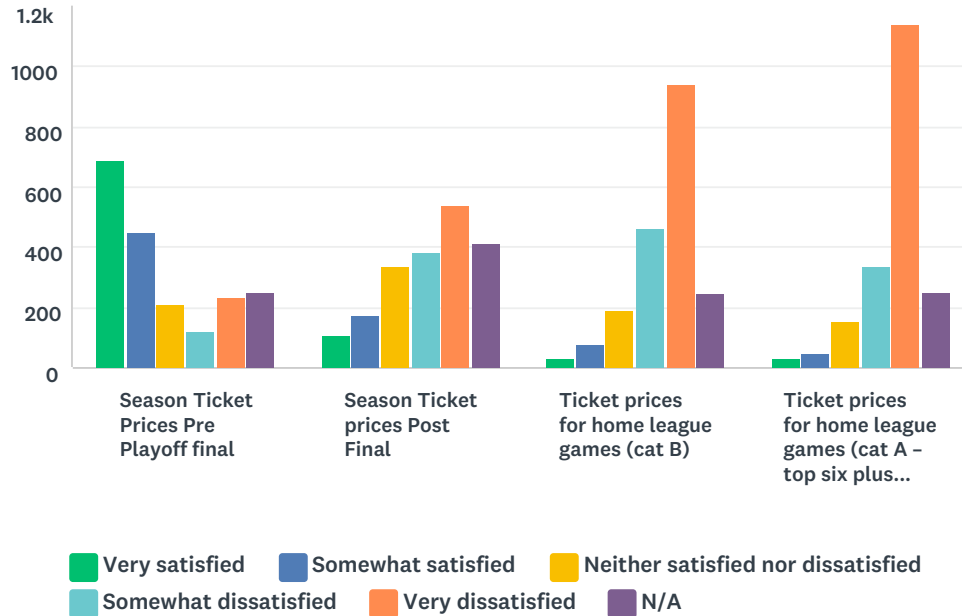
Q15 Thinking about ticket pricing FOR YOUR SEASON TICKET OR USUAL SEAT throughout this season, please indicate your satisfaction with the following:

Answered: 1,958 Skipped: 333



Q16 Thinking about Fulham’s ticket pricing policy IN GENERAL throughout this season, please indicate your satisfaction with the following:

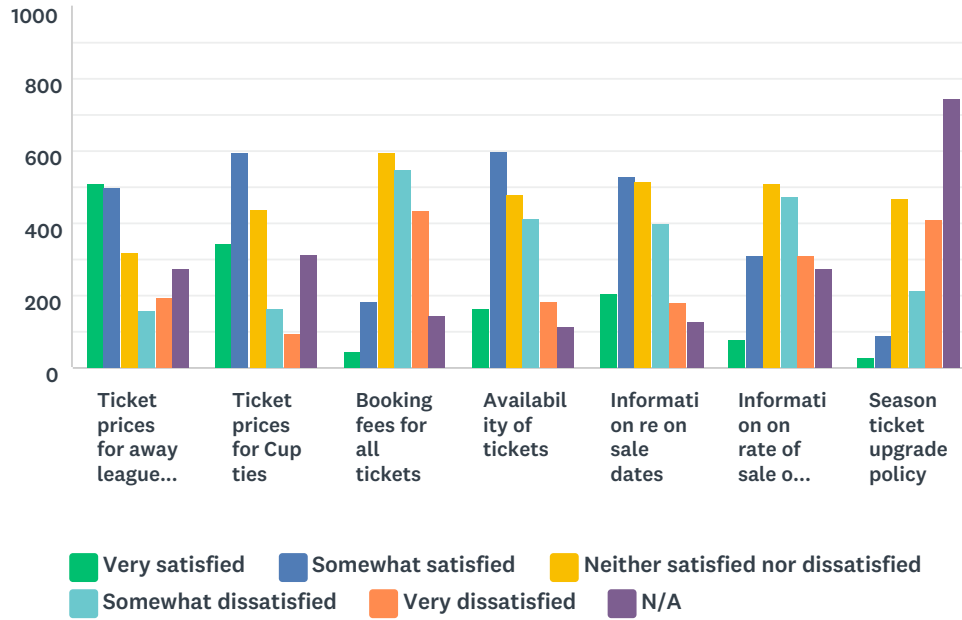
Answered: 1,958 Skipped: 333



	VERY SATISFIED	SOMEWHAT SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Season Ticket Prices Pre Playoff final	35.34% 692	23.03% 451	10.73% 210	6.23% 122	11.90% 233	12.77% 250	1,958	2.27
Season Ticket prices Post Final	5.41% 106	8.84% 173	17.31% 339	19.77% 387	27.48% 538	21.20% 415	1,958	3.70
Ticket prices for home league games (cat B)	1.63% 32	4.09% 80	9.86% 193	23.70% 464	48.21% 944	12.51% 245	1,958	4.29
Ticket prices for home league games (cat A – top six plus Newcastle and West Ham Utd)	1.43% 28	2.55% 50	7.92% 155	17.21% 337	58.12% 1,138	12.77% 250	1,958	4.47

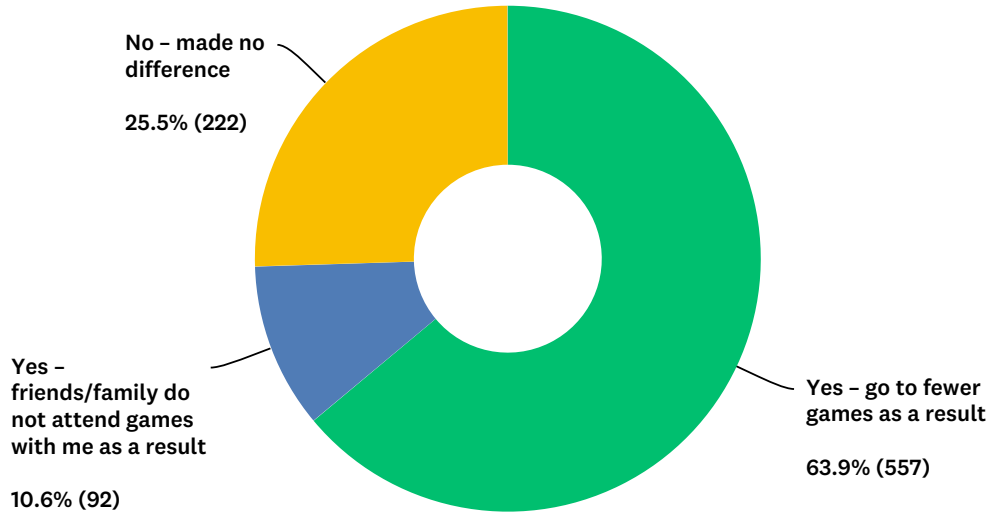
Q17 Thinking about Fulham’s ticket pricing policy IN GENERAL throughout this season, please indicate your satisfaction with the following:

Answered: 1,958 Skipped: 333



Q18 If you are NOT a current season ticket holder : have home matchday ticket prices affected your attendance? (If you are a ST holder please ignore this question go to the next)

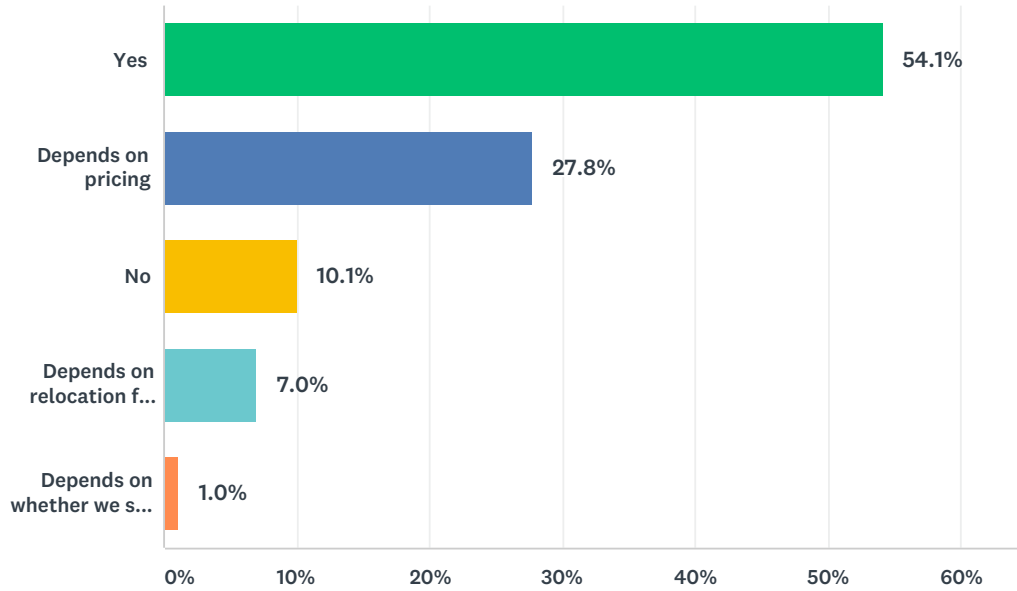
Answered: 871 Skipped: 1,420



ANSWER CHOICES	RESPONSES	
Yes – go to fewer games as a result	63.9%	557
Yes – friends/family do not attend games with me as a result	10.6%	92
No – made no difference	25.5%	222
N/A	0.0%	0
TOTAL		871

Q19 If you are a season ticket holder, are you likely to renew your season ticket? (If you are NOT a ST holder please ignore this question and go to the next)

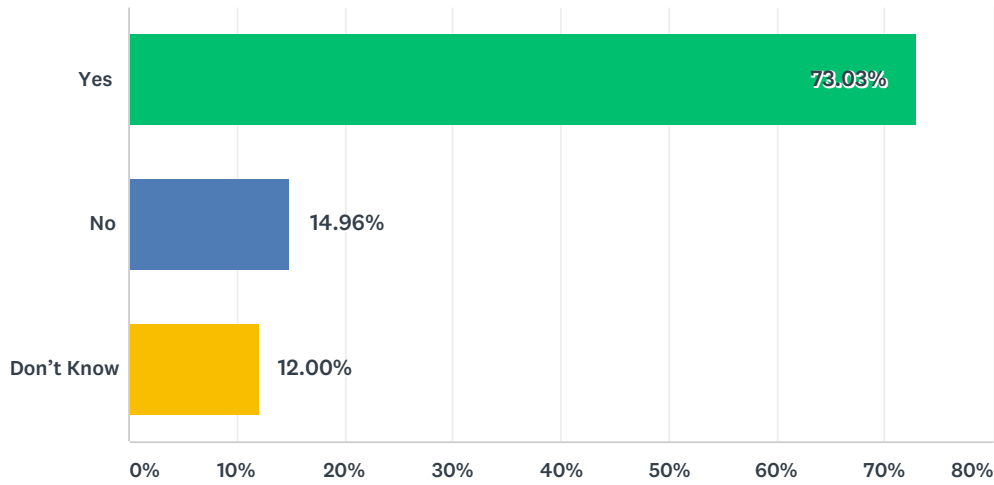
Answered: 1,358 Skipped: 933



ANSWER CHOICES	RESPONSES	
Yes	54.1%	735
Depends on pricing	27.8%	377
No	10.1%	137
Depends on relocation for Riverside stand works	7.0%	95
Depends on whether we stay up or not	1.0%	14
TOTAL		1,358

Q20 Do you think that Hammersmith End and Putney Stand matchday tickets should be set at a lower price than Johnny Haynes or Riverside stands?

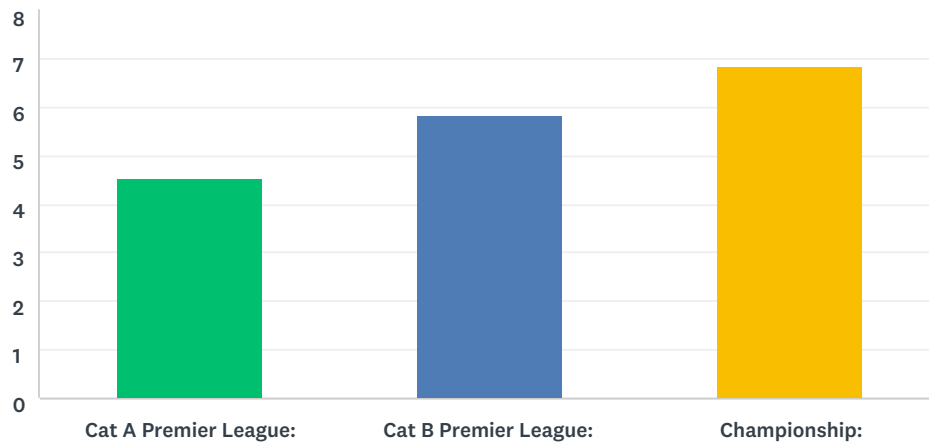
Answered: 1,958 Skipped: 333



ANSWER CHOICES	RESPONSES	
Yes	73.03%	1,430
No	14.96%	293
Don't Know	12.00%	235
TOTAL		1,958

Q21 What do you think is a reasonable price for an unrestricted view behind the goal adult ticket for each of the following matches?

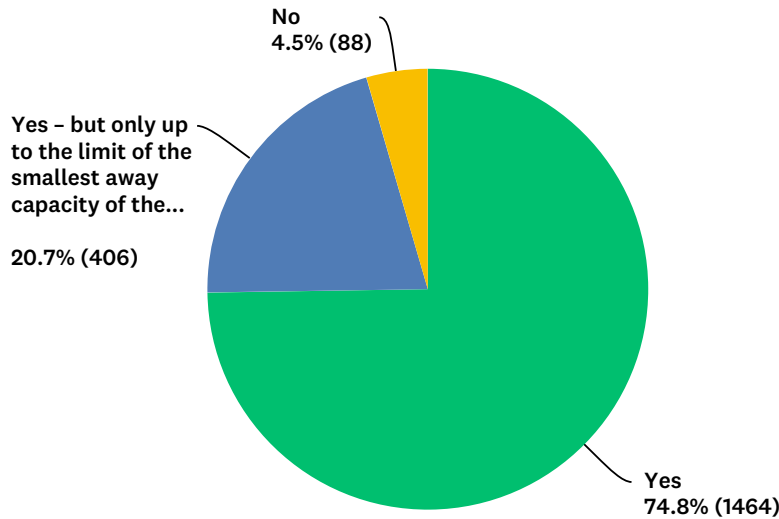
Answered: 1,958 Skipped: 333



	£55+	£50	£45	£40	£35	£30	£25	£25 OR LESS	TOTAL	WEIGHTED AVERAGE
Cat A Premier League:	0.87% 17	6.49% 127	12.00% 235	34.78% 681	21.35% 418	17.57% 344	4.03% 79	2.91% 57	1,958	4.53
Cat B Premier League:	0.10% 2	0.10% 2	2.15% 42	9.75% 191	22.78% 446	39.43% 772	18.08% 354	7.61% 149	1,958	5.84
Championship:	0.00% 0	0.00% 0	0.15% 3	2.55% 50	7.61% 149	26.35% 516	30.85% 604	32.48% 636	1,958	6.83

Q22 If Fulham are not in the Premier League, away tickets will no longer be capped at £30. Should the Club seek reciprocal charging for away games with other Championship clubs?

Answered: 1,958 Skipped: 333



ANSWER CHOICES	RESPONSES	
Yes	74.8%	1,464
Yes – but only up to the limit of the smallest away capacity of the clubs involved	20.7%	406
No	4.5%	88
TOTAL		1,958