



# 2021 SURVEY RESULTS

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# RESPONDENTS

Third consecutive year of the annual Fulham fans survey, conducted by the **Fulham Supporters' Trust (FST)**.

**55%** were Season Ticket Holders in 2019/20. **16%** were members.

Valuable data we can use to make accurate judgements about the opinions of Fulham fans.





# SEASON TICKET HOLDERS



Season ticket holders are far more likely to renew than two years ago.

**11%** of older fans say cost is still a significant factor.

**91%** were satisfied with the options available for their ST credit.



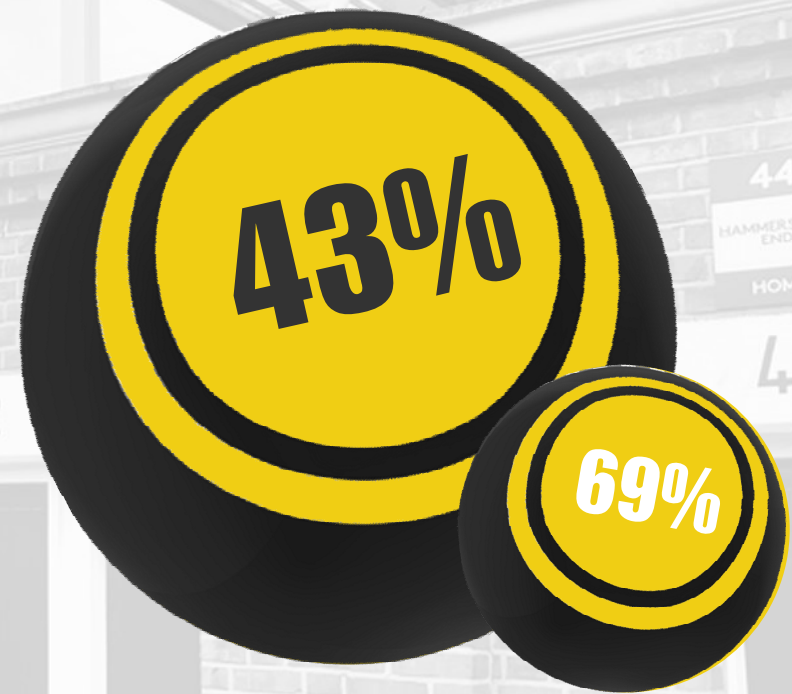


# PANDEMIC FOOTBALL **BALLOT**

**43%** of eligible fans applied for the ticket ballot.

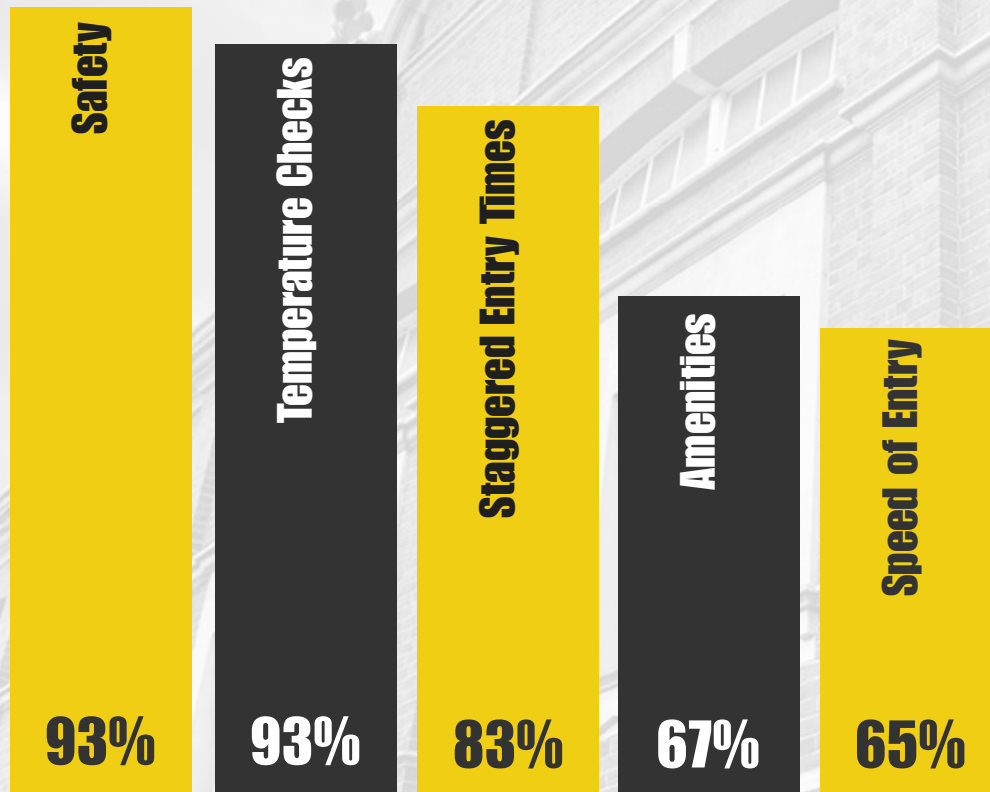
Largest put-off of fans was the games being bundled together, followed by safety on public transport.

**69%** of eligible fans say they will apply for the ballot next time.





# PANDEMIC FOOTBALL ATTENDANCE



Overall, fans were **very satisfied** with the arrangements at the Liverpool game.

There were few amenities available.

Speed of entry lowest satisfaction. Although this was the first time this had taken place.

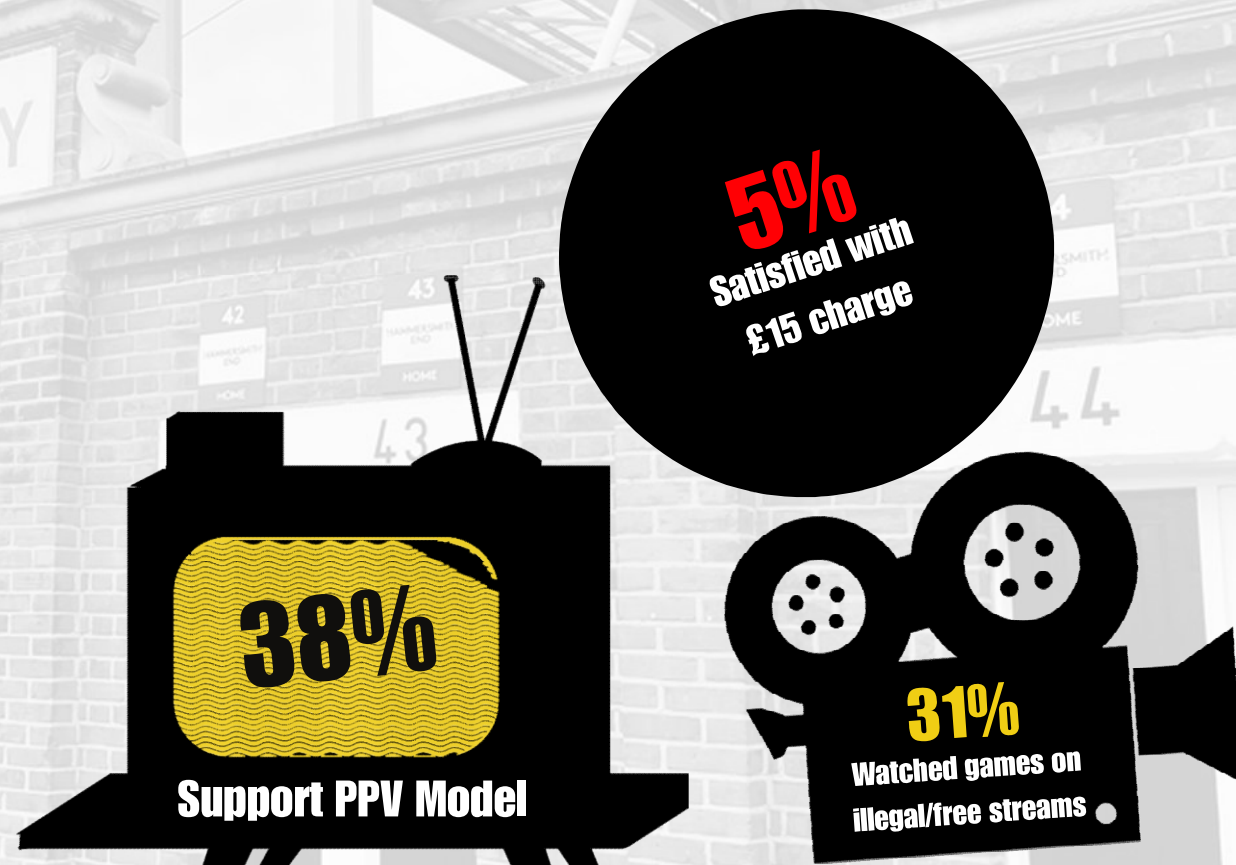


# PAY PER VIEW FOOTBALL

Older age groups are more supportive of the PPV model.

Over **three-quarters** of fans chose not to purchase the PPV matches.

The largest proportion of fans chose to watch games on an **illegal/free stream.**





# GAMBLING SPONSORSHIP

**46%**

of fans are uncomfortable with Fulham's main sponsor being a gambling company.

**22%**

do not purchase official kits because of the gambling sponsor.

**47%** of respondents say that gambling should be **banned** from sponsorship in football altogether

Female fans tend to be more unfavourable to gambling sponsorship in comparison to men. 59% v 44%.

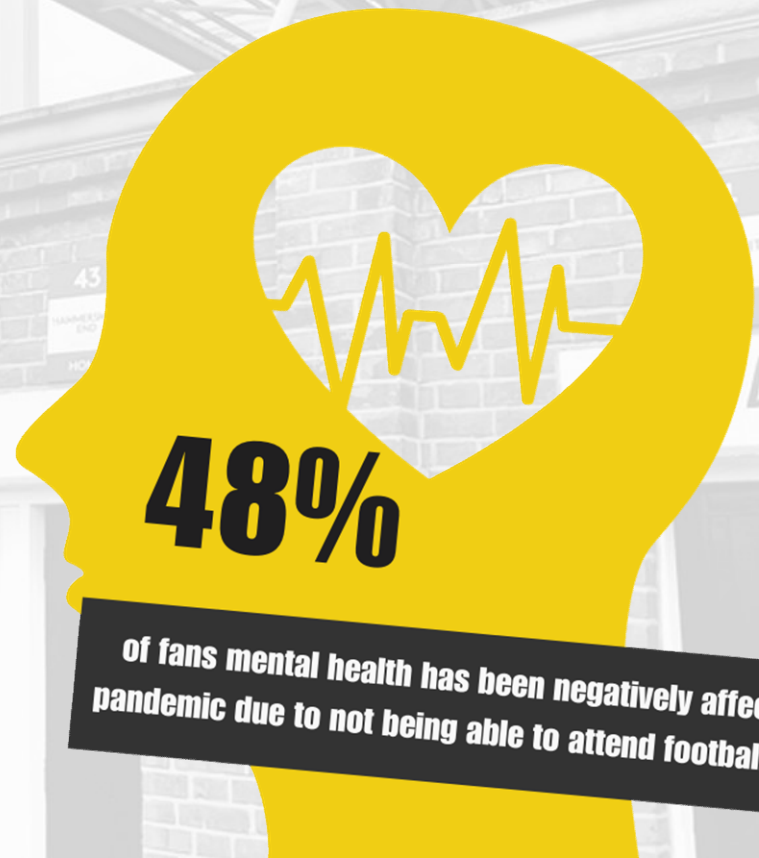
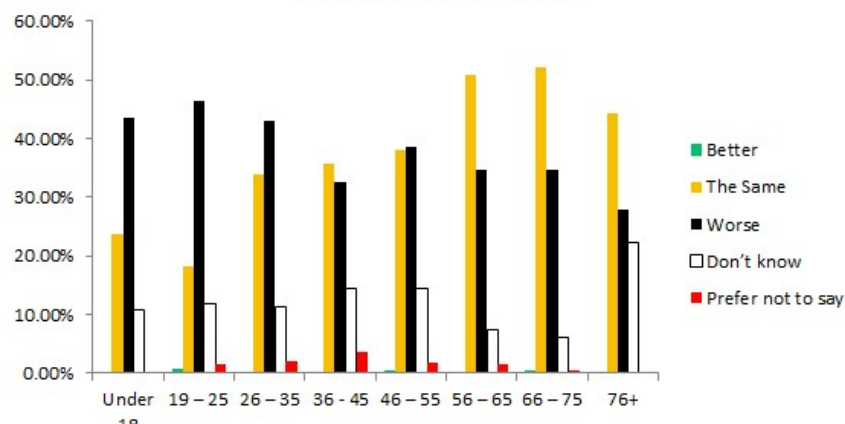




# MENTAL HEALTH

Your mental health is far more likely to be affected if you are under 35.

Do you feel your mental health has been affected by the lack of attending football matches?



**48%** of fans mental health has been negatively affected by the pandemic due to not being able to attend football matches.



# RIVERSIDE STAND

**69%**  
affordable tickets

**65%**  
bar access

*the most important  
items for the new  
Riverside Stand.*

Fans cited **affordable tickets** and **bar access** as the most important features for the Riverside Stand.

Other popular items included best facilities, reservable restaurants open to all fans, family areas, and non-matchday events/social club for Fulham fans.



# SAFE **STANDING**

Third-year consecutively that over **70%** of fans in favour of safe standing. Female fans less favourable to rail seating, although support was still **63%**.

Fans would prefer to stand at away grounds rather than at Craven Cottage (59% v 55%).

Over half the respondents favoured between **1,500** and **6,000** capacity for standing capacity.





# MEASURING SUCCESS

Highest League Position

58%

Sustainable Football Club

52%

Exciting/Attacking Football

49%

For the second year, the **highest league position** is top measure of success for Fulham fans.

**Sustainable football club** has risen from 40% to 52% for the measure of success. Whilst **exciting football** fell from 59% to 49%.

Other popular items were remaining/developing Craven Cottage, reasonable ticket prices, and the development of young talent. (All between 40% and 50%)



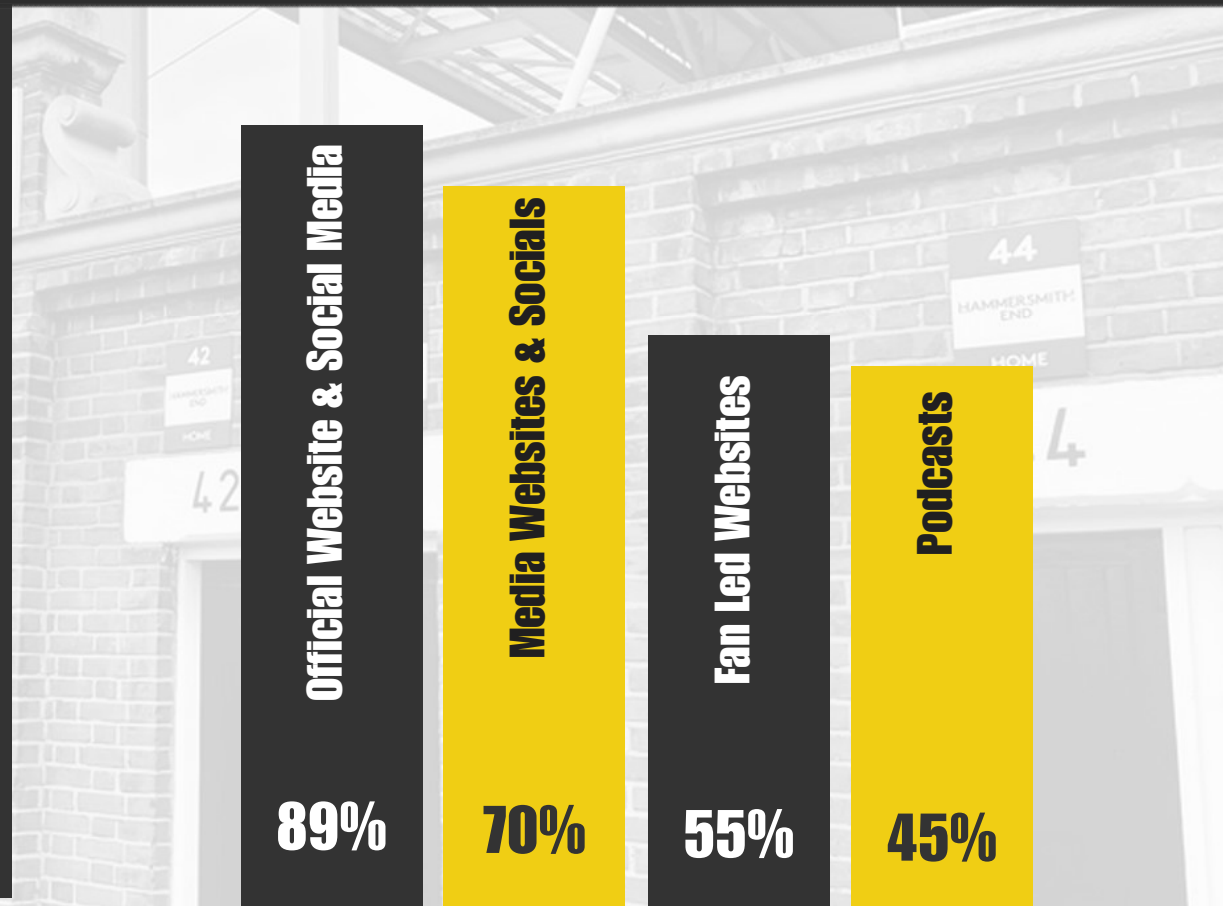


# KEEPING UP WITH FFC

Official club channels remain to be at where the vast majority of fans get their Fulham news from.

Sports media and fan-led websites have surged in popularity the past year, up to 70% and 55% respectively.

The use of traditional forums has dropped significantly to 20%.





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## THANK YOU

Please ask any questions via the chat function on zoom.

For further information on the survey please email:

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