



## RIVERSIDE STAND SURVEY FEBRUARY 2022

### Background

Fulham Football Club are close to opening new Riverside Stand. When the old stand was closed, thousands of season ticket holders were moved to other parts of the ground whilst construction is being completed. The Fulham Supporters' Trust ran survey of Fulham fans between the 2<sup>nd</sup> and 7<sup>th</sup> February 2022 to gather views on how best manage the move back of those previous Riverside stand season ticket holders and the views of potentially new Riverside stand season ticket holders from other areas of the ground. The results of which were presented to the management of Fulham Football Club on 9<sup>th</sup> February 2022.

### KEY FACTS AND HEADLINES

**1,400** Responses

**27%** were previous Riverside stand season ticket holders (STH)

**15%** of previous Riverside stand STH are no longer STH.

**96%** of previous Riverside STH are interested in moving back to the new stand.

The remaining 4% of previous Riverside stand STH are not interested in moving to the Riverside stand. Most citing preferring current Hammersmith End and/or worries about pricing.

The preferred option for moving back to the stand for previous Riverside stand STH is offering seats based upon previous allocation.

**PRICE** is the most significant factor as to whether non-previous Riverside stand STH will consider moving to the new stand.

## **BREAKDOWN OF RESULTS**

### **PREVIOUS RIVERSIDE STAND STH – FACTORS IN MOVING TO NEW STAND**

*(Respondents were asked to pick up to maximum of three choices)*

- 1) Seat position similar to last time **65%**
- 2) Price comparable to previous season ticket in Riverside stand **43%**
- 3) Viewing seat in person before purchasing **42%**
- 4) Sitting with group from previous Riverside stand configuration **33%**
- 5) Picking a specific seat **29%**
- 6) Viewing seat online before purchasing **23%**
- 7) Specific seat requirement (Aisle seat, nearest toilets, etc.) **15%**
- 8) Sit with group from current location in Hammersmith/Putney Ends. **13%**
- 9) Being able to move new people to sit with me **9%**

### **PREFERRED OPTIONS FOR RE-POPULATING NEW RIVERSIDE STAND FOR PREVIOUS RIVERSIDE STAND STH**

1. Offer seat based on previous Riverside stand allocation **39%**
2. Offer best like-for-like seat with priority window which fan can exchange for difference seat **24%**
3. Open purchase, priority given to previous Riverside stand STH **17%**
4. Groups to submit information on who they would like to sit near **9%**
5. Fulham offer like-for-like seat only **5%**
6. Single-transaction groups only **2%**
7. No-opinion **2%**

### **CONSIDERING MOVING TO THE NEW STAND**

*(Non-previous Riverside Stand STHs)*



Yes - 62%



No - 38%

### **FACTORS IN MOVING TO NEW STAND – NON-PREVIOUS REVERSIDE STAND STH**

- 1) Price comparable to current season ticket **67%**
- 2) Viewing seat online before I buy **47%**
- 3) Picking a specific seat **37%**
- 4) Viewing seat before I buy in person **34%**
- 5) Facilities in new stand accessible to non-hospitality supporters **32%**
- 6) Specific seat requirement (Aisle seat, nearest toilets, etc.) **14%**
- 7) Other **6%**

Most 'other' responses gave reference to 'Atmosphere'.

A handful said they would move if safe standing was implemented.

*If you would like to know more about this or other surveys, please get in touch with Farrell Monk [[farrellmonk@hotmail.co.uk](mailto:farrellmonk@hotmail.co.uk)] on the Fulham Supporters' Trust Board.*