



FAN SURVEY 2022 HEADLINES

**FST / FFC MEETING
14 DECEMBER 2022**



Who are we?

Broadly based, except by gender

- **Gender**
 - Male – 89.9%
 - Female – 9.6%
 - Non-binary – 0.2%
 - Other / prefer not to say – 0.3%
- **Age**
 - Under 18 to 75+
 - Broad, even spread
 - Largest group 26-35
- **Fulham longevity**
 - 1 year to 40+ years
 - Broad, even spread 11-40+ years
 - Largest group 40+ years
- **Real home**
 - London – 43%
 - Home counties – 33%
 - Rest of England – 14%
 - Other UK – 1%
 - Non UK – 9%
- **Spiritual home**
 - Hammersmith End STH – 38%
 - Putney End STH – 4%
 - Johnny Haynes STH – 18%
 - Riverside STH – 5%
 - Member - 14%
 - Non-member – 20%
 - Hospitality - 0.2%

Season tickets

Prices considered fair and reasonable



- **Most planning to renew (83%)**
 - 72% satisfied / very satisfied with price
 - 16% (up from 5%) say renewal depends on price
- **Increase in satisfaction level of season ticket prices**
 - Since 2019/20
 - All areas of stadium
- **Lowest satisfaction levels are in Riverside Stand**
 - Half at least “satisfied”
 - Further analysis required on this



Match tickets

Pricing an issue for many

- **Pricing remains a big issue**
 - Under one in ten satisfied / very satisfied with match ticket prices
- **Significant impact on ability of supporters to attend home games**
 - Non STHs have attended one third fewer games as a proportion than 2021/22
 - Two thirds cite ticket prices as reason
- **A lot of supporters are no longer attending at all**
 - One in three who bought tickets in 2021/22 has attended no games this season
 - Further one in four has attended only one game this season
 - On average these fans attended seven games in 2021/22
- **Long term supporters are the most impacted**
 - Biggest impact is on supporters who have attended more than 20 years
 - Half of all other longevity groups say they have been impacted

Craven Cottage experience

Weighted averages – mixed bag



	Hammersmith	Putney	Johnny Haynes	Riverside (partially open)
View	Good	Good	Good	Good
Entry / exit	Satisfactory	Satisfactory	Satisfactory	Satisfactory
Catering	Poor	Poor	Satisfactory	Satisfactory
Toilets	Poor	Poor	Poor	Satisfactory
Concourse	Very poor	Poor	Satisfactory	Good

Horseshoe facilities
mostly rated
negatively

Riverside Stand
mostly rated
positively

Other headlines

Various topics



- **Gambling sponsorship getting less popular**
 - ↑ Over half uncomfortable with gambling company as main shirt sponsor (up 7%)
 - ↑ Increase in number of supporters who choose not to purchase kit (up 7%)
 - ↑ Increase in those who advocate ban on gambling sponsorship (up 11%)
- **Three quarters support supporter representation on ethics committee**
 - In response to Titan Capital Markets situation
- **15% have been a victim of bad behaviour at football**
 - One in three think behaviour worse post-pandemic
 - One in ten say this impacts their attendance at away matches
- **Support for safe standing remains high**
 - ↓ Supporters who say they would purchase safe standing tickets down slightly