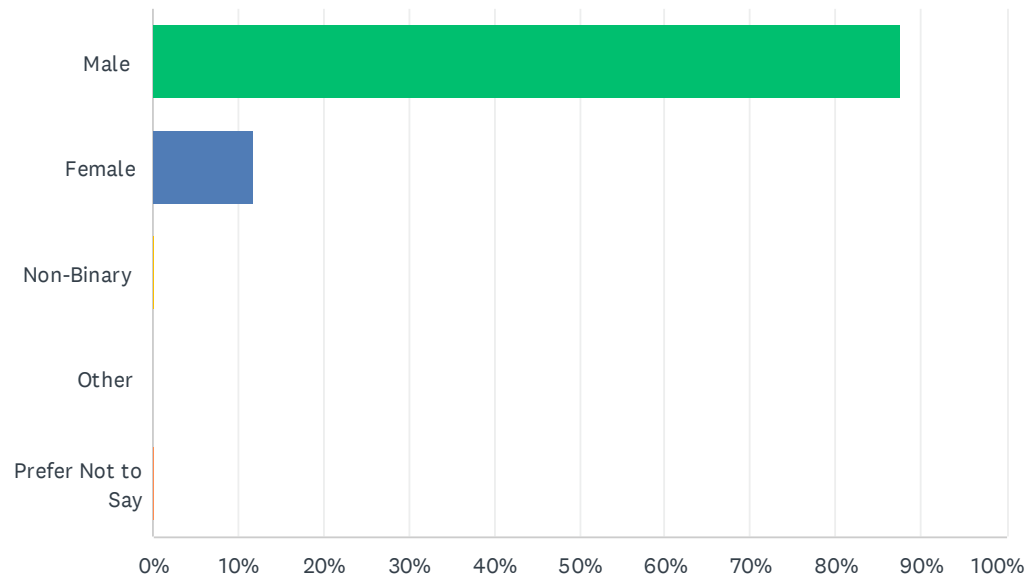


Q1 Are you?

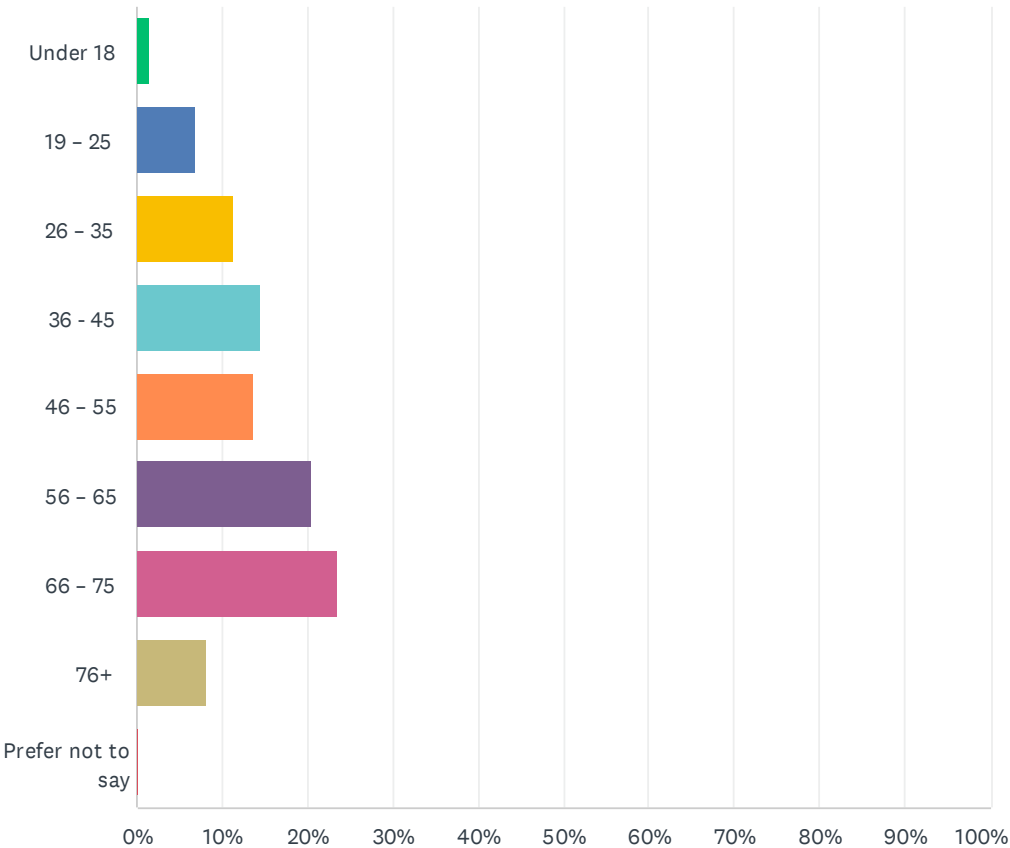
Answered: 965 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	87.56%	845
Female	11.81%	114
Non-Binary	0.31%	3
Other	0.00%	0
Prefer Not to Say	0.31%	3
TOTAL		965

Q2 How old are you?

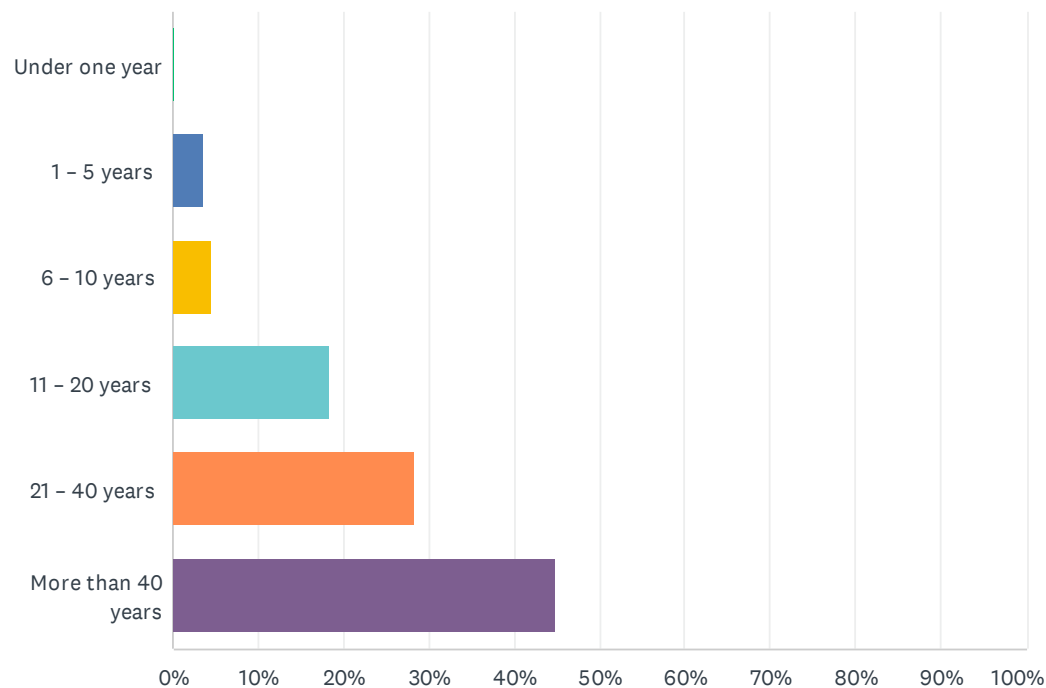
Answered: 965 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	1.55%	15
19 – 25	6.84%	66
26 – 35	11.30%	109
36 - 45	14.40%	139
46 – 55	13.68%	132
56 – 65	20.41%	197
66 – 75	23.42%	226
76+	8.08%	78
Prefer not to say	0.31%	3
TOTAL		965

Q3 How long have you supported Fulham?

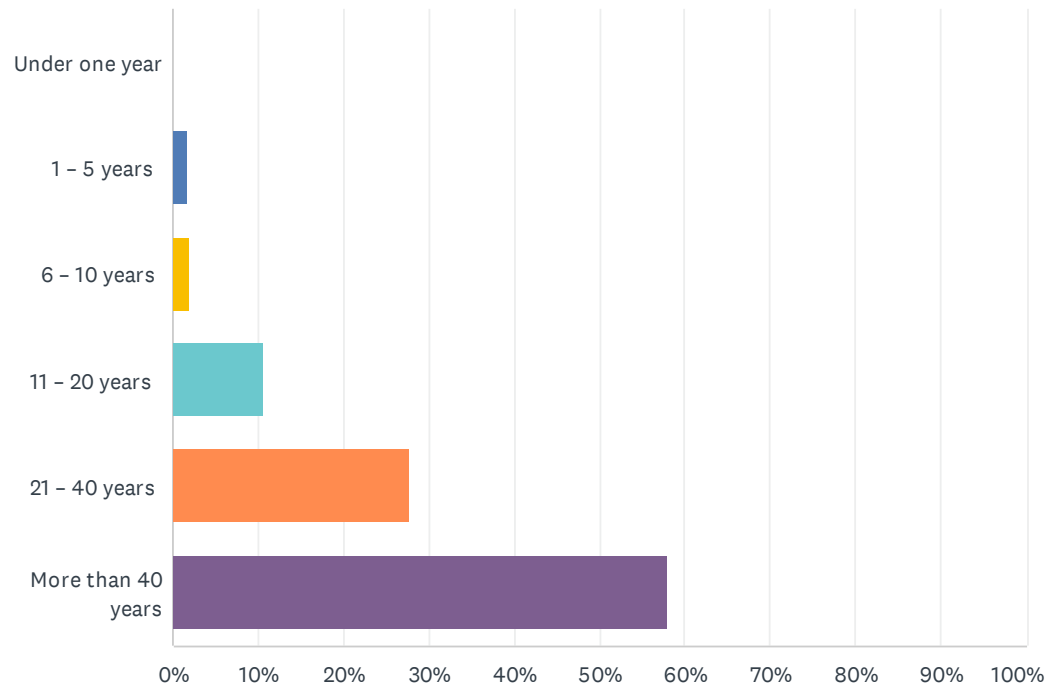
Answered: 965 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under one year	0.31%	3
1 – 5 years	3.63%	35
6 – 10 years	4.46%	43
11 – 20 years	18.34%	177
21 – 40 years	28.39%	274
More than 40 years	44.87%	433
TOTAL		965

Q4 How long have you followed football?

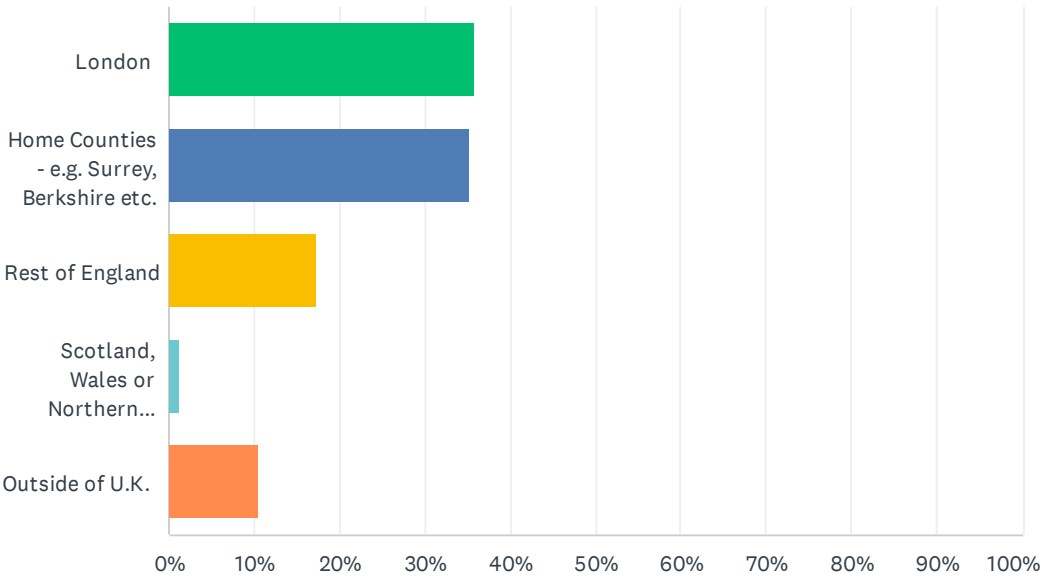
Answered: 965 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under one year	0.00%	0
1 – 5 years	1.66%	16
6 – 10 years	1.97%	19
11 – 20 years	10.67%	103
21 – 40 years	27.77%	268
More than 40 years	57.93%	559
TOTAL		965

Q5 Where do you live?

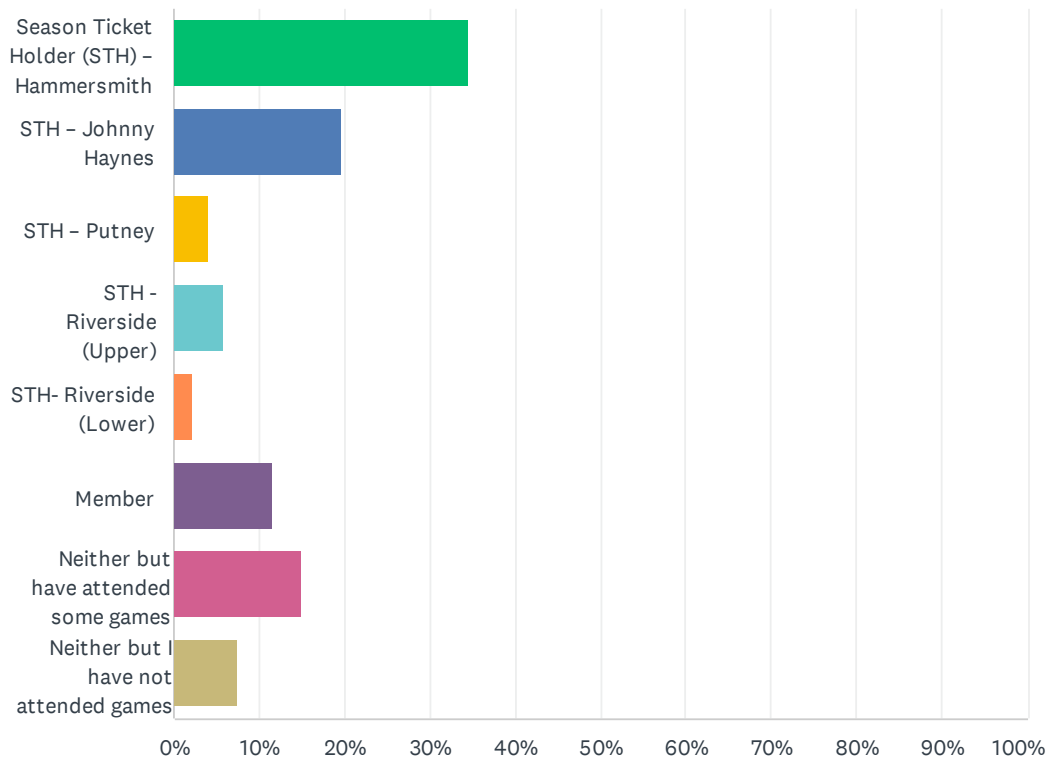
Answered: 965 Skipped: 0



ANSWER CHOICES	RESPONSES	
London	35.85%	346
Home Counties - e.g. Surrey, Berkshire etc.	35.23%	340
Rest of England	17.20%	166
Scotland, Wales or Northern Ireland	1.35%	13
Outside of U.K.	10.36%	100
TOTAL		965

Q6 For this season 2025/26 are you?

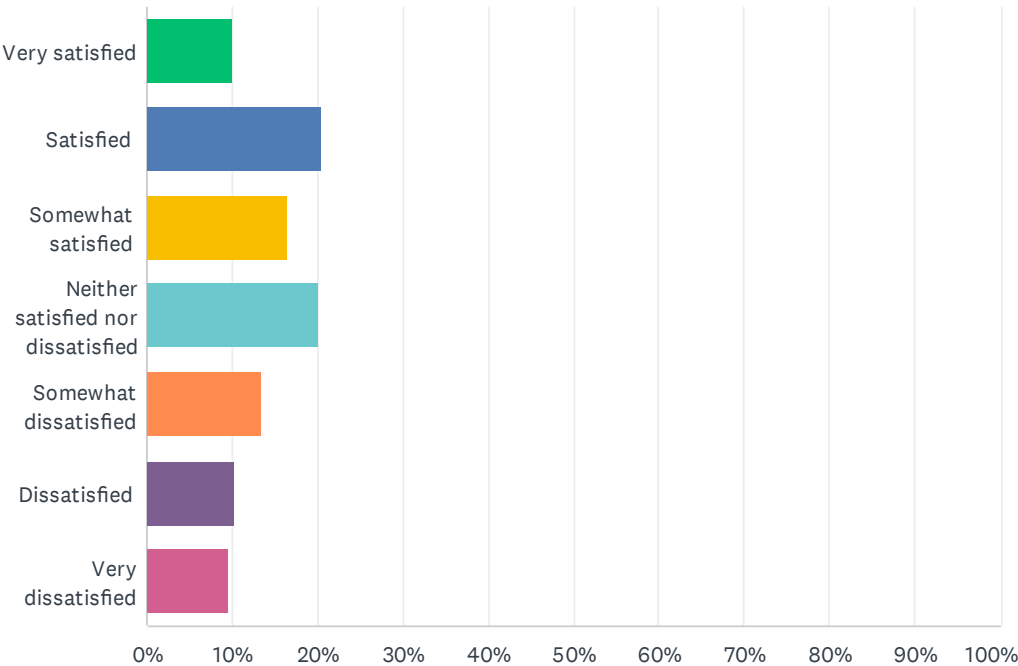
Answered: 965 Skipped: 0



ANSWER CHOICES	RESPONSES	
Season Ticket Holder (STH) – Hammersmith	34.61%	334
STH – Johnny Haynes	19.59%	189
STH – Putney	4.04%	39
STH - Riverside (Upper)	5.70%	55
STH- Riverside (Lower)	2.18%	21
Member	11.50%	111
Neither but have attended some games	15.03%	145
Neither but I have not attended games	7.36%	71
TOTAL		965

Q7 How satisfied are you with season ticket prices?

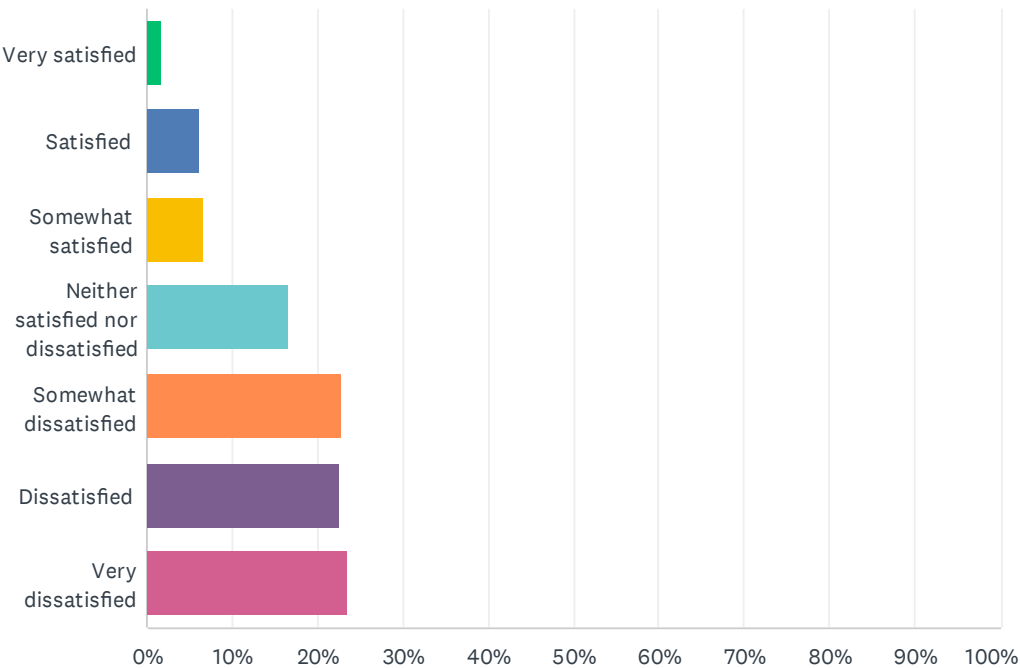
Answered: 943 Skipped: 22



ANSWER CHOICES	RESPONSES	
Very satisfied	9.97%	94
Satisfied	20.47%	193
Somewhat satisfied	16.33%	154
Neither satisfied nor dissatisfied	19.94%	188
Somewhat dissatisfied	13.36%	126
Dissatisfied	10.29%	97
Very dissatisfied	9.65%	91
TOTAL		943

Q8 How satisfied are you with the match ticket prices?

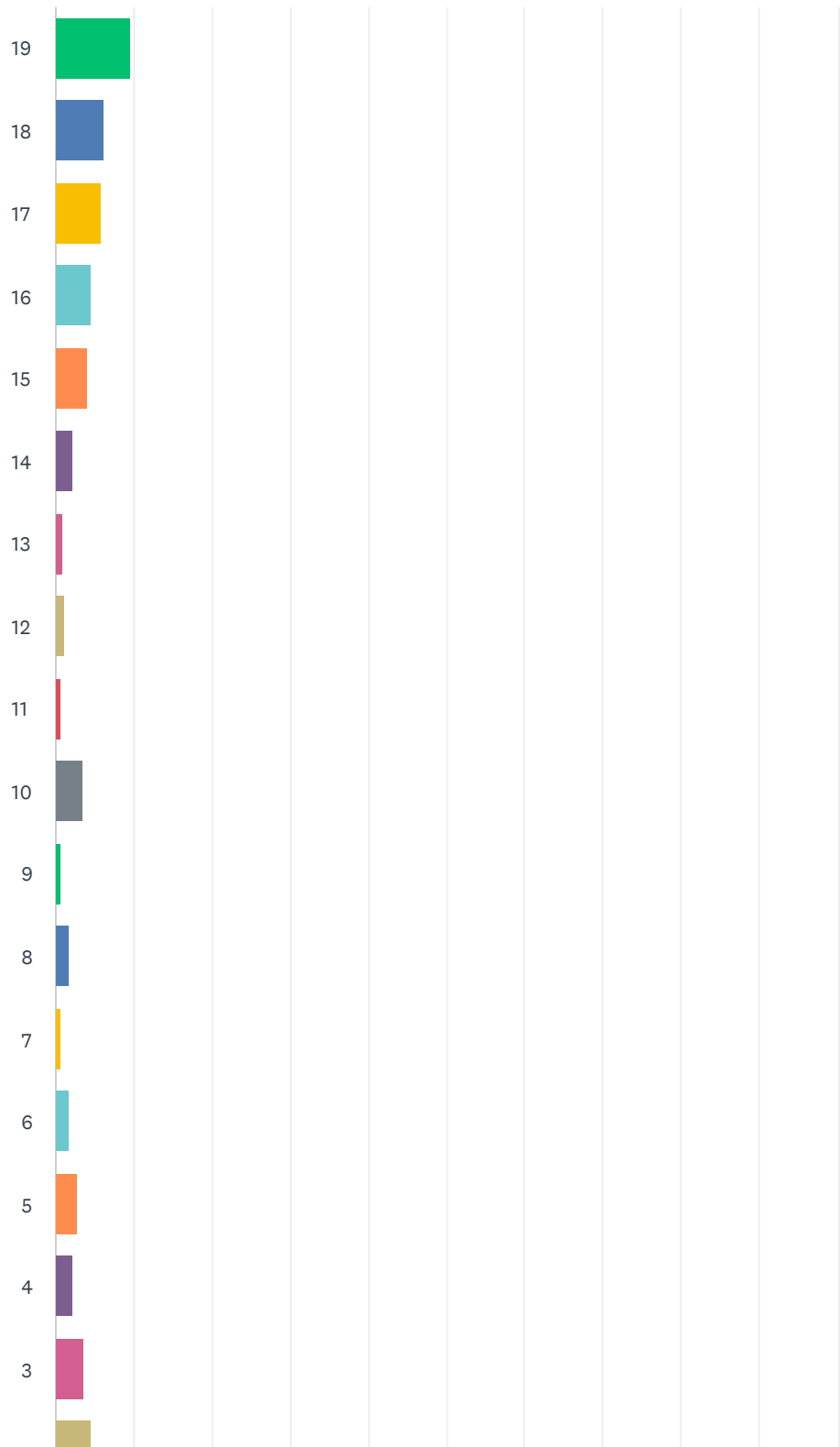
Answered: 911 Skipped: 54



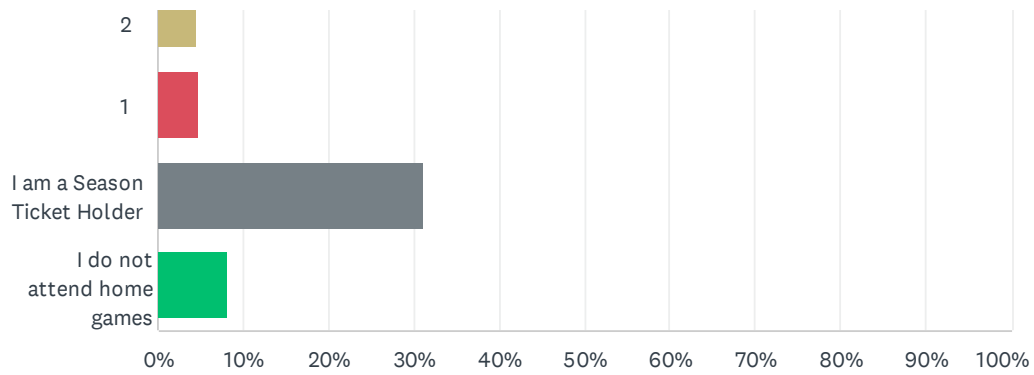
ANSWER CHOICES	RESPONSES	
Very satisfied	1.65%	15
Satisfied	6.15%	56
Somewhat satisfied	6.70%	61
Neither satisfied nor dissatisfied	16.58%	151
Somewhat dissatisfied	22.83%	208
Dissatisfied	22.61%	206
Very dissatisfied	23.49%	214
TOTAL		911

Q9 Roughly how many home league games did you attend in 2024/25 season?
[If you were a season ticket holder for that season, please select that from the drop down box]

Answered: 903 Skipped: 62



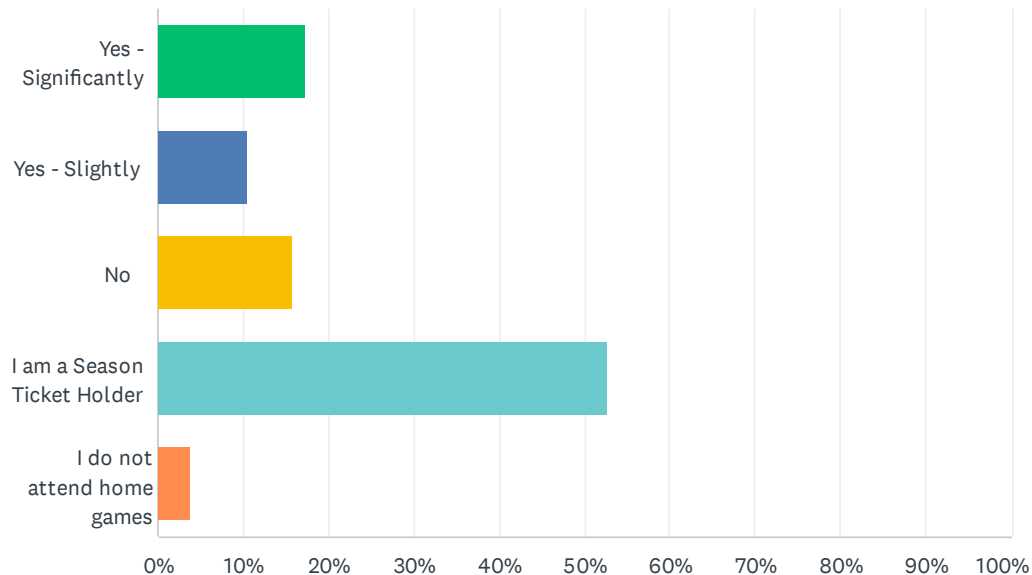
Fulham Supporters Trust Survey 2025



ANSWER CHOICES	RESPONSES	
19	9.63%	87
18	6.20%	56
17	5.76%	52
16	4.43%	40
15	3.99%	36
14	2.10%	19
13	0.89%	8
12	1.11%	10
11	0.66%	6
10	3.43%	31
9	0.66%	6
8	1.66%	15
7	0.66%	6
6	1.77%	16
5	2.77%	25
4	2.21%	20
3	3.65%	33
2	4.54%	41
1	4.65%	42
I am a Season Ticket Holder	31.12%	281
I do not attend home games	8.08%	73
TOTAL		903

Q10 Has the cost of match tickets affected your ability to attend home games?

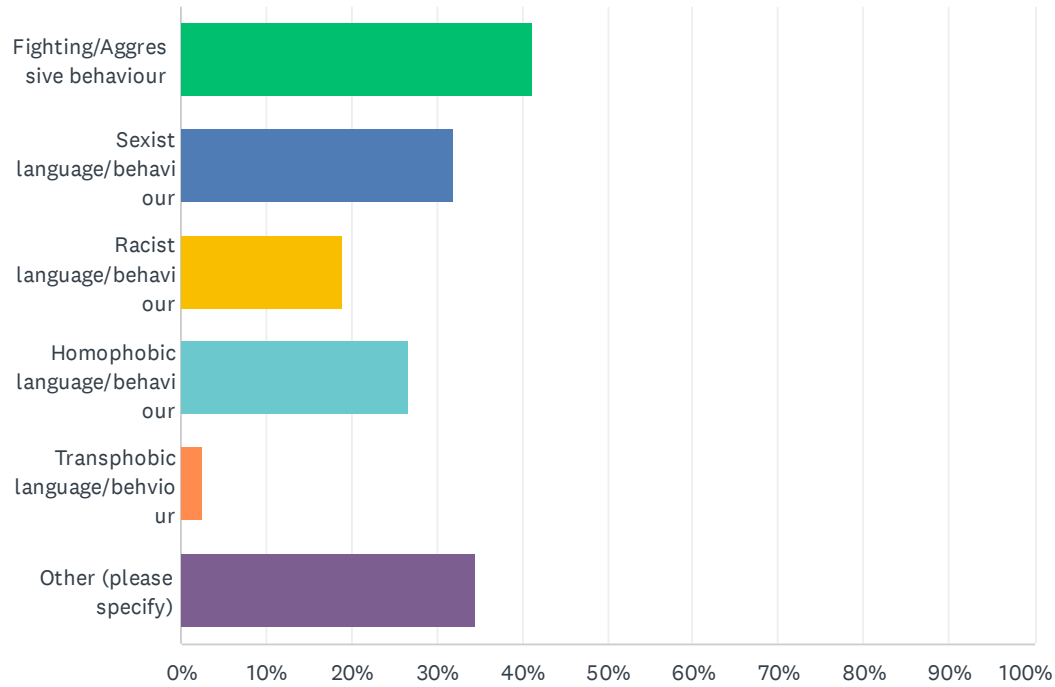
Answered: 918 Skipped: 47



ANSWER CHOICES	RESPONSES	
Yes - Significantly	17.21%	158
Yes - Slightly	10.46%	96
No	15.69%	144
I am a Season Ticket Holder	52.72%	484
I do not attend home games	3.92%	36
TOTAL		918

Q11 Have you experienced any of the following at Craven Cottage? (Please tick all that apply, if none, leave blank)

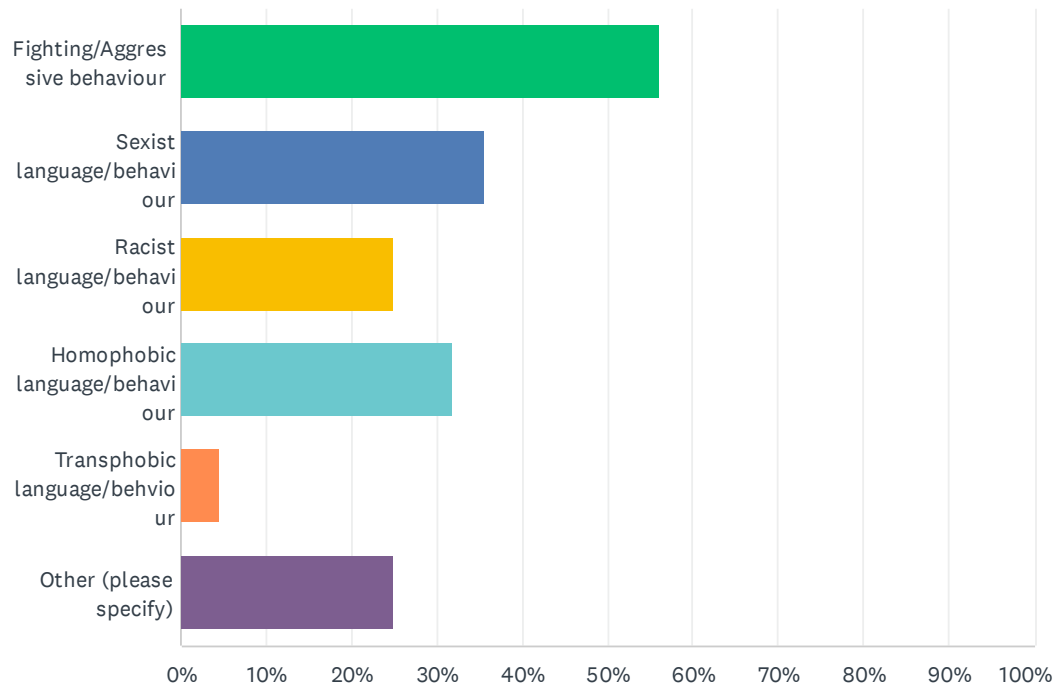
Answered: 304 Skipped: 661



ANSWER CHOICES	RESPONSES	
Fighting/Aggressive behaviour	41.12%	125
Sexist language/behaviour	31.91%	97
Racist language/behaviour	19.08%	58
Homophobic language/behaviour	26.64%	81
Transphobic language/behaviour	2.63%	8
Other (please specify)	34.54%	105
Total Respondents: 304		

Q12 Have you experienced any of the following at Away Games? (Please tick all that apply, if none, leave blank)

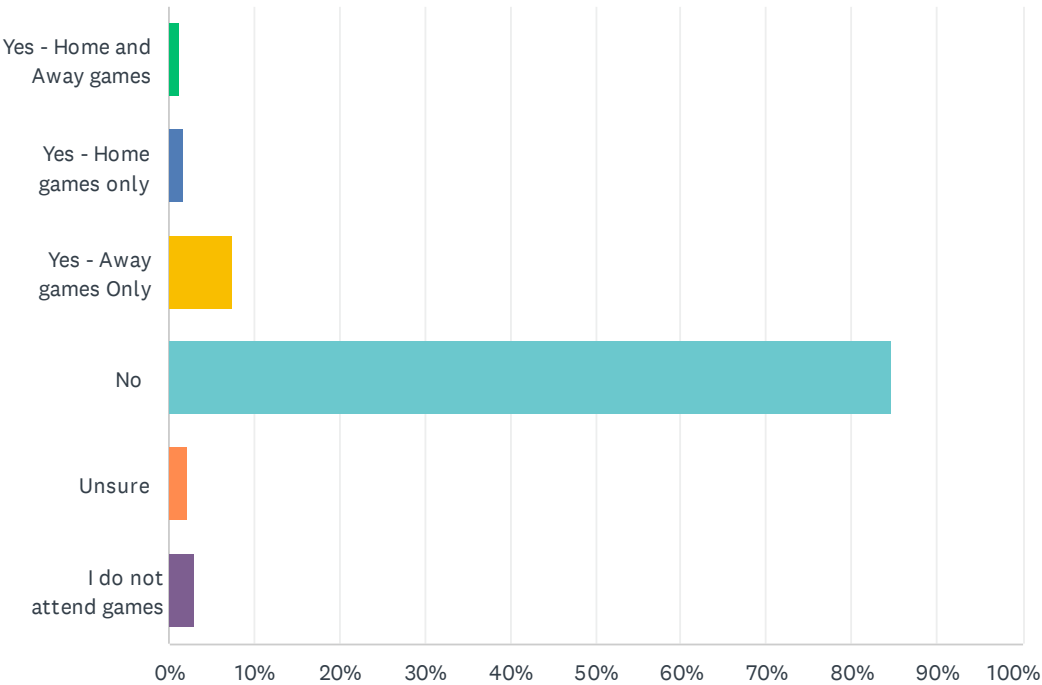
Answered: 318 Skipped: 647



ANSWER CHOICES	RESPONSES	
Fighting/Aggressive behaviour	55.97%	178
Sexist language/behaviour	35.53%	113
Racist language/behaviour	24.84%	79
Homophobic language/behaviour	31.76%	101
Transphobic language/behaviour	4.40%	14
Other (please specify)	24.84%	79
Total Respondents: 318		

Q13 Has bad behaviour affected your attendance at football?

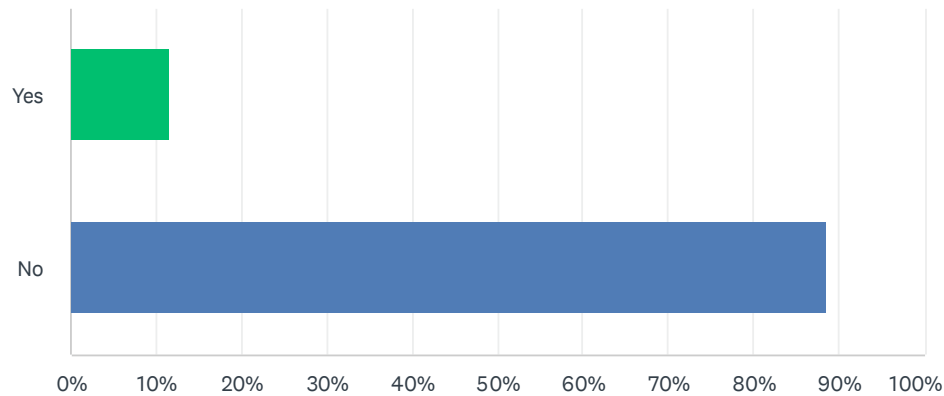
Answered: 893 Skipped: 72



ANSWER CHOICES	RESPONSES	
Yes - Home and Away games	1.23%	11
Yes - Home games only	1.68%	15
Yes - Away games Only	7.39%	66
No	84.55%	755
Unsure	2.13%	19
I do not attend games	3.02%	27
TOTAL		893

Q14 Have you been the victim of bad behaviour at football?

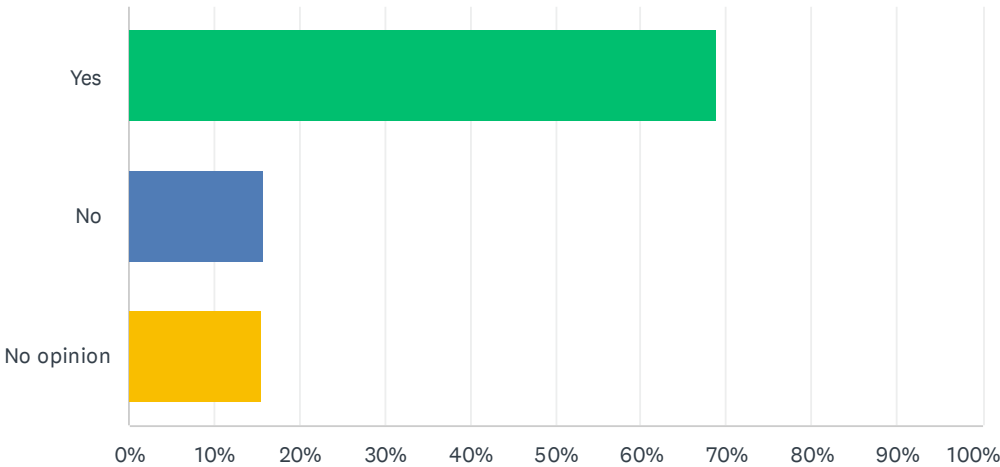
Answered: 893 Skipped: 72



ANSWER CHOICES	RESPONSES	
Yes	11.53%	103
No	88.47%	790
TOTAL		893

Q15 Are you in favour of safe standing (Rail seating) in one or more areas of Craven Cottage?

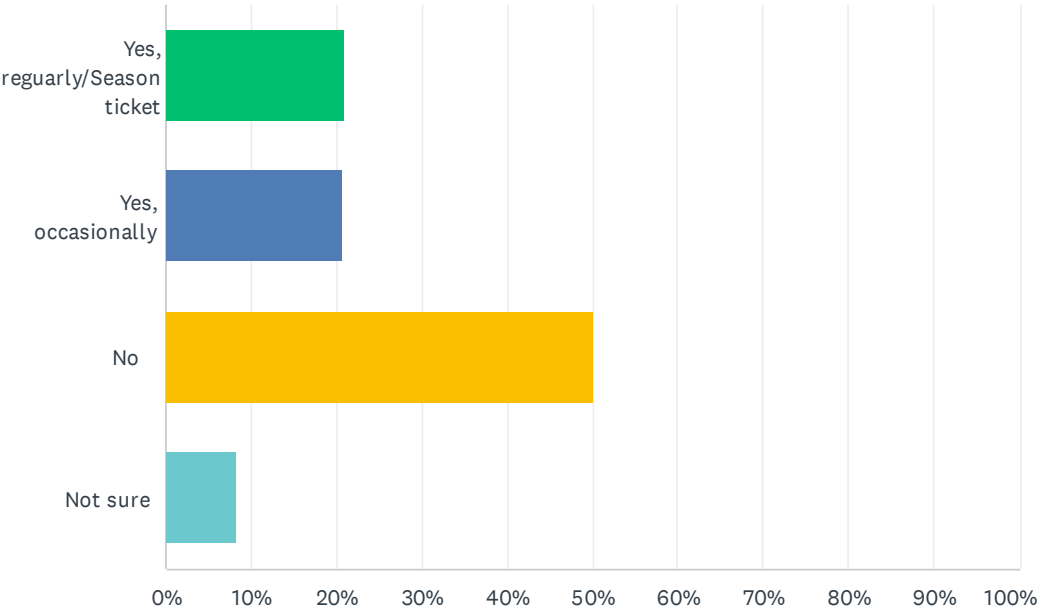
Answered: 885 Skipped: 80



ANSWER CHOICES		RESPONSES	
Yes		68.81%	609
No		15.71%	139
No opinion		15.48%	137
TOTAL			885

Q16 If there were standing areas, would you be likely to purchase tickets for that area of the ground ?

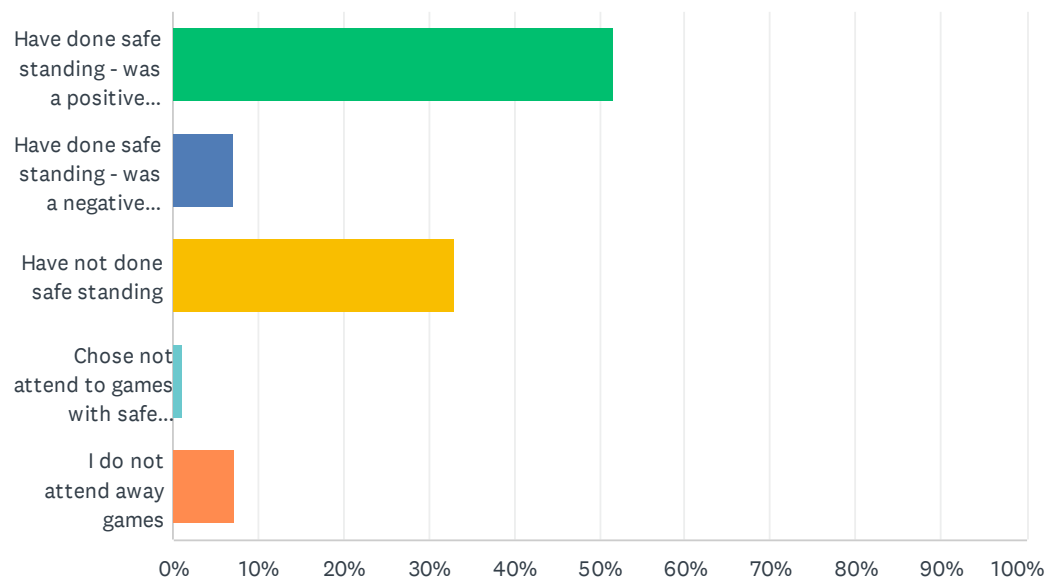
Answered: 882 Skipped: 83



ANSWER CHOICES	RESPONSES	
Yes, reguarly/Season ticket	20.98%	185
Yes, occasionally	20.63%	182
No	50.11%	442
Not sure	8.28%	73
TOTAL		882

Q17 What is your experience of safe standing at stadiums in England?

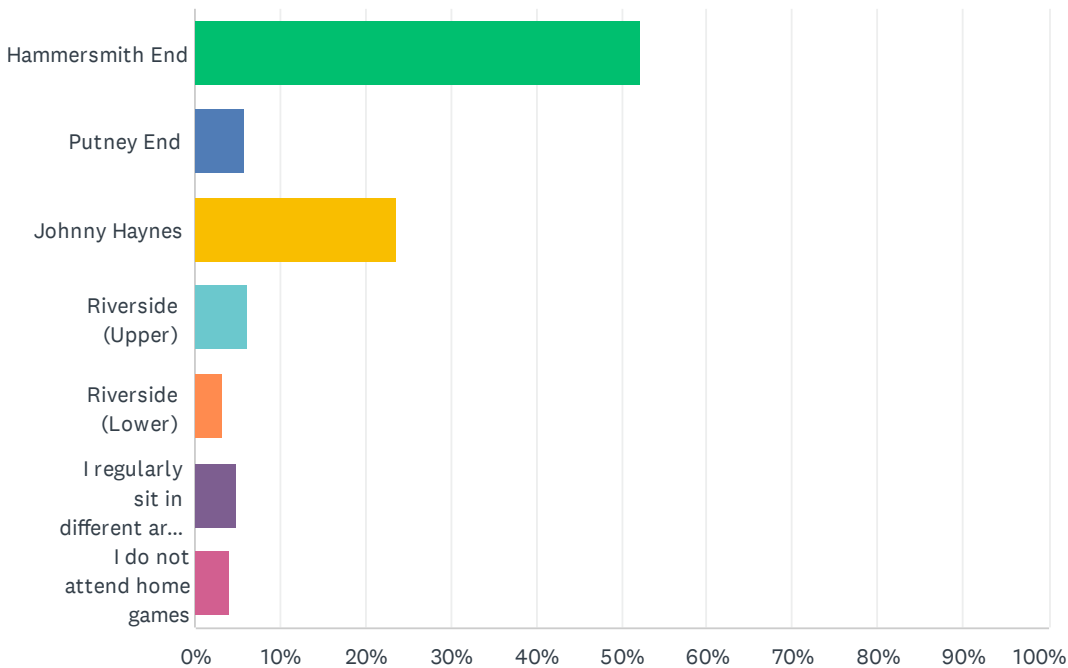
Answered: 880 Skipped: 85



ANSWER CHOICES	RESPONSES	
Have done safe standing - was a positive experience	51.70%	455
Have done safe standing - was a negative experience	6.93%	61
Have not done safe standing	33.07%	291
Chose not attend to games with safe standing	1.02%	9
I do not attend away games	7.27%	64
TOTAL		880

Q18 Where do you normally sit?

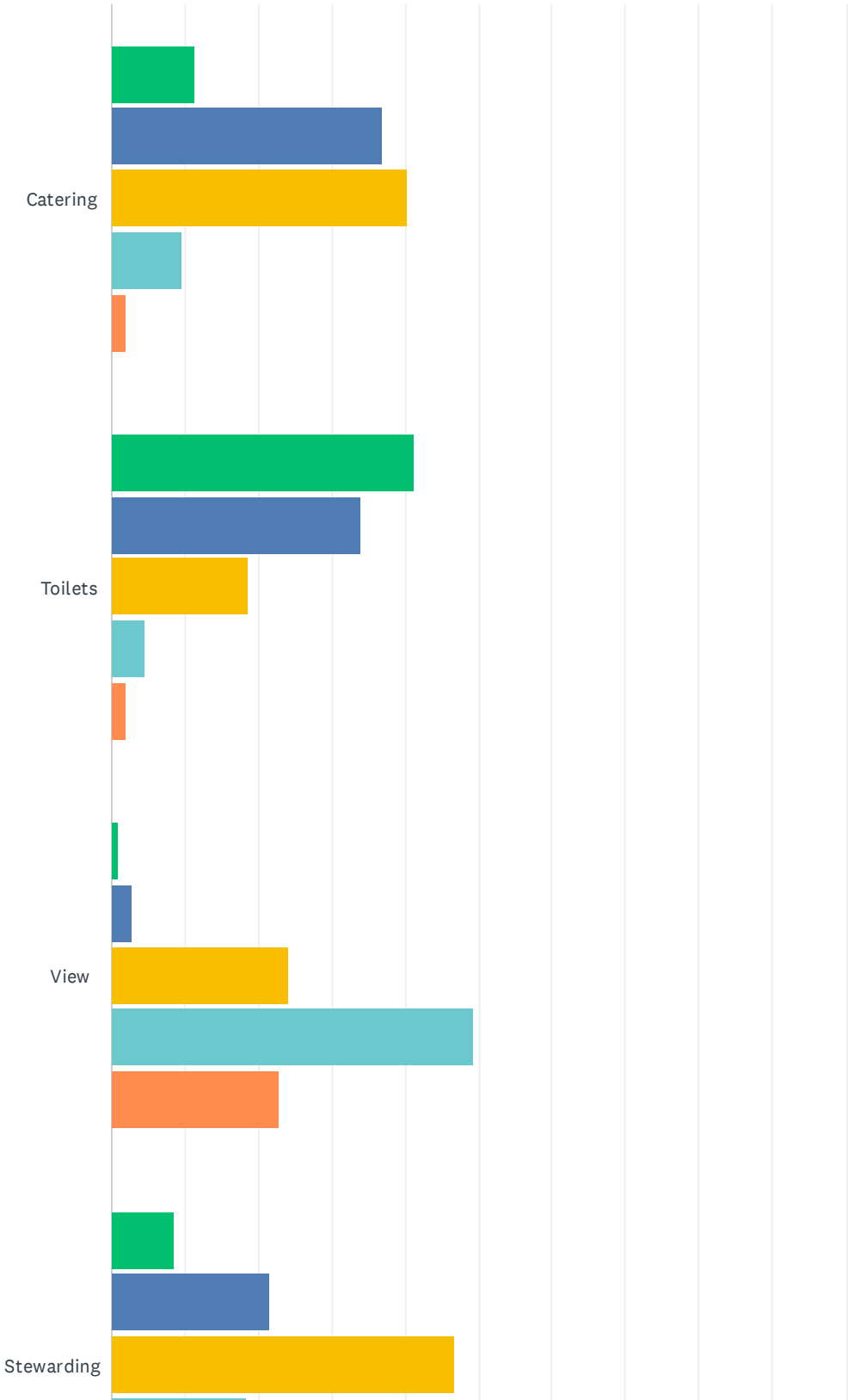
Answered: 740 Skipped: 225



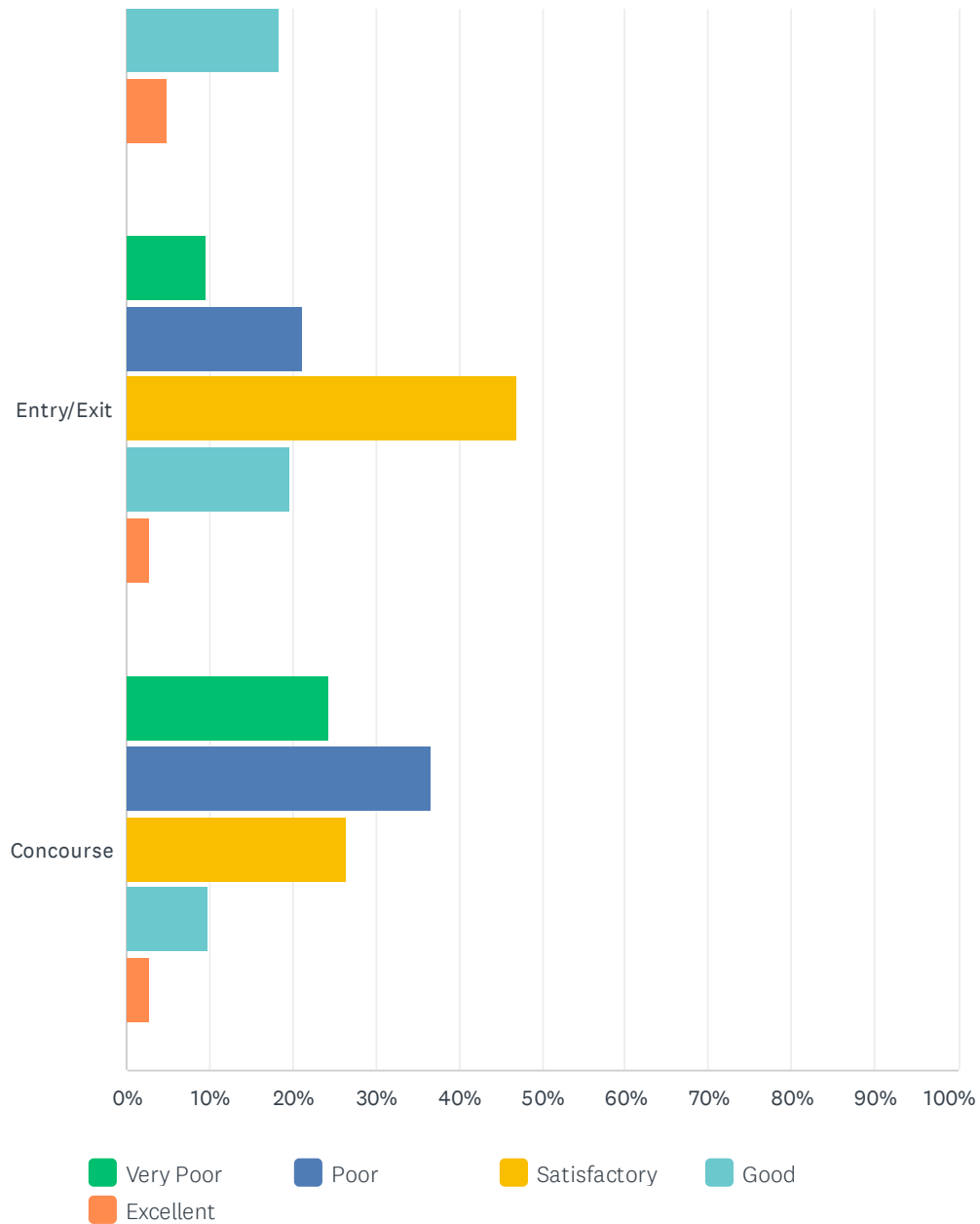
ANSWER CHOICES	RESPONSES	
Hammersmith End	52.30%	387
Putney End	5.81%	43
Johnny Haynes	23.65%	175
Riverside (Upper)	6.22%	46
Riverside (Lower)	3.11%	23
I regularly sit in different areas of the stadium	4.86%	36
I do not attend home games	4.05%	30
TOTAL		740

Q19 How do you rate the following facilities at Craven Cottage? (If you do not attend home games, please leave blank)

Answered: 708 Skipped: 257



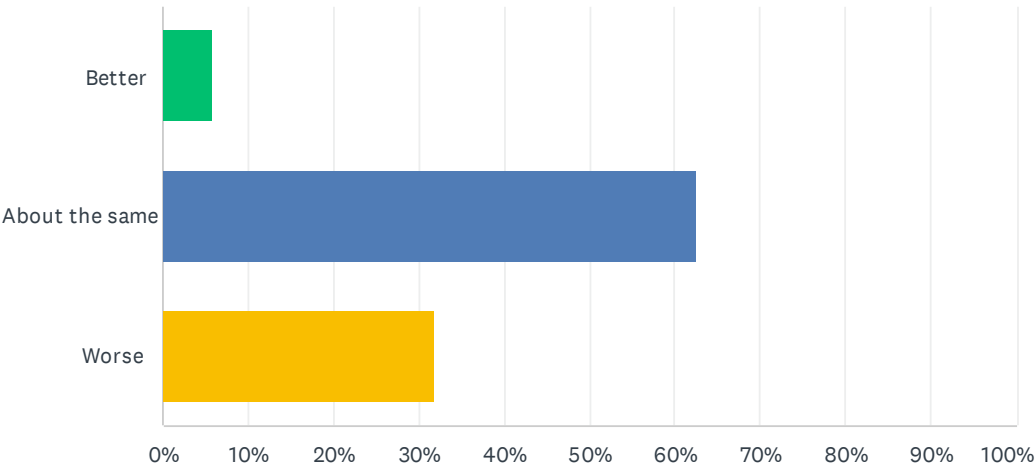
Fulham Supporters Trust Survey 2025



	VERY POOR	POOR	SATISFACTORY	GOOD	EXCELLENT	TOTAL
Catering	11.33% 79	36.87% 257	40.32% 281	9.61% 67	1.87% 13	697
Toilets	41.11% 289	34.00% 239	18.49% 130	4.55% 32	1.85% 13	703
View	0.86% 6	2.86% 20	24.14% 169	49.29% 345	22.86% 160	700
Stewarding	8.50% 60	21.53% 152	46.74% 330	18.27% 129	4.96% 35	706
Entry/Exit	9.61% 67	21.09% 147	46.92% 327	19.51% 136	2.87% 20	697
Concourse	24.25% 169	36.59% 255	26.54% 185	9.76% 68	2.87% 20	697

Q20 How has your relationship changed with the club in the last 12 months?

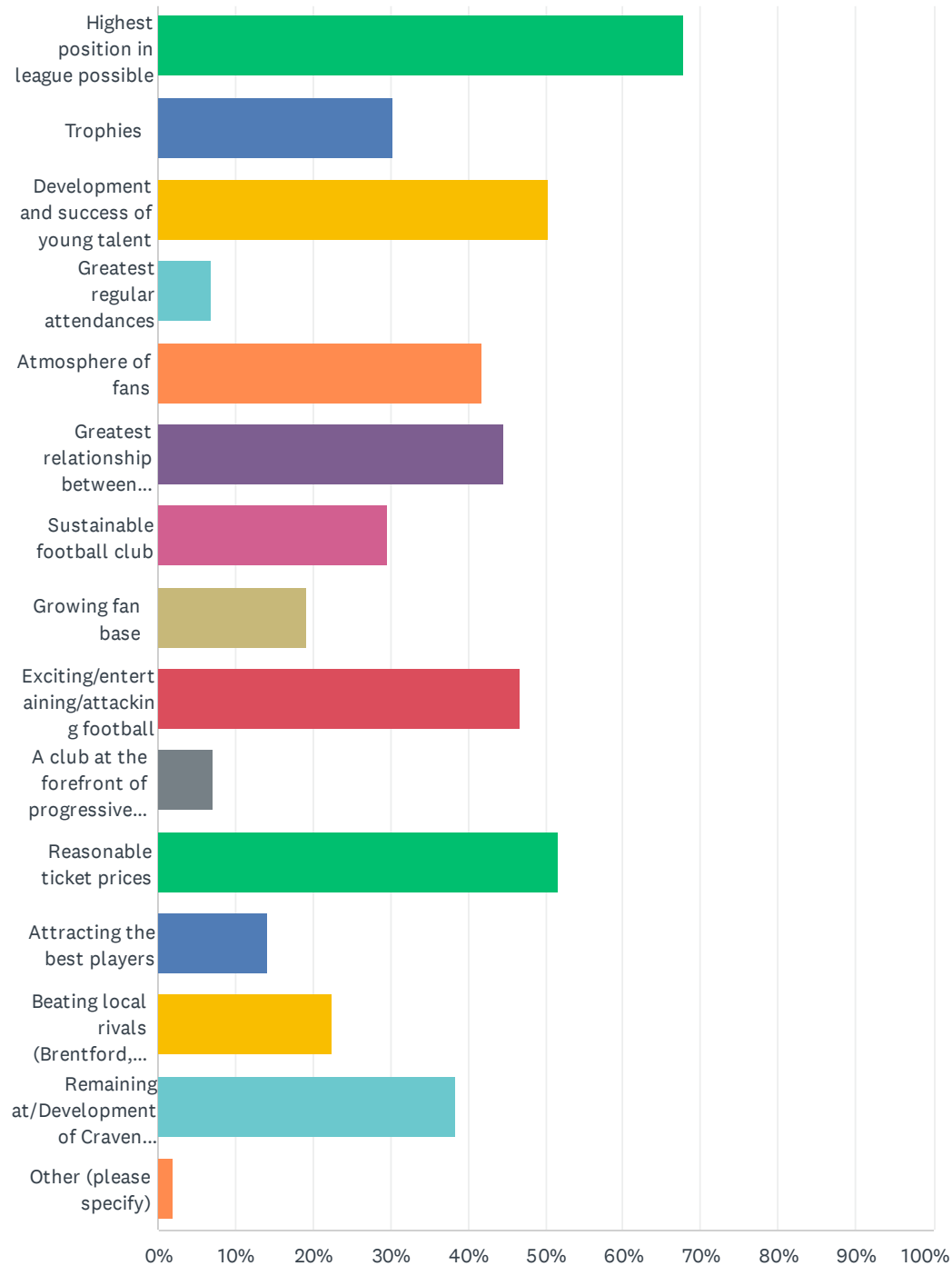
Answered: 868 Skipped: 97



ANSWER CHOICES		RESPONSES	
Better		5.76%	50
About the same		62.56%	543
Worse		31.68%	275
TOTAL			868

Q21 How do you measure the 'success' of Fulham Football Club? (Please tick up to a maximum of FIVE answers)

Answered: 868 Skipped: 97

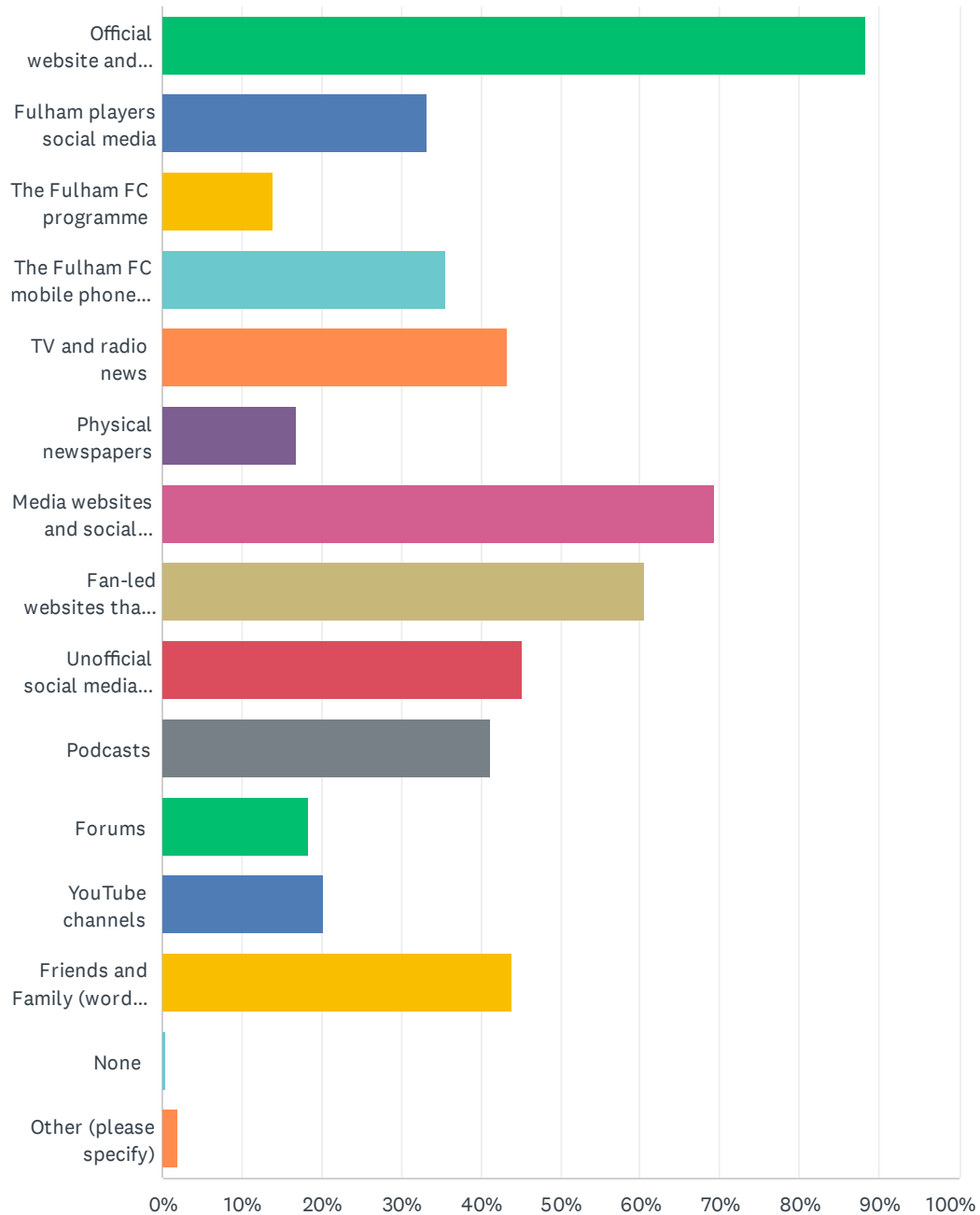


Fulham Supporters Trust Survey 2025

ANSWER CHOICES	RESPONSES	
Highest position in league possible	67.86%	589
Trophies	30.30%	263
Development and success of young talent	50.35%	437
Greatest regular attendances	6.91%	60
Atmosphere of fans	41.71%	362
Greatest relationship between club/players and fans	44.59%	387
Sustainable football club	29.72%	258
Growing fan base	19.12%	166
Exciting/entertaining/attacking football	46.66%	405
A club at the forefront of progressive ideologies, promoting diversity and improving the match day experience for marginalised groups, LGBT+ rights, BLM/Anti-Racism, Gender issues.	7.03%	61
Reasonable ticket prices	51.50%	447
Attracting the best players	14.06%	122
Beating local rivals (Brentford, QPR, Chelsea)	22.35%	194
Remaining at/Development of Craven Cottage	38.48%	334
Other (please specify)	1.84%	16
Total Respondents: 868		

Q22 How do you keep to up to date with Fulham related news? (Please tick all that apply)

Answered: 868 Skipped: 97

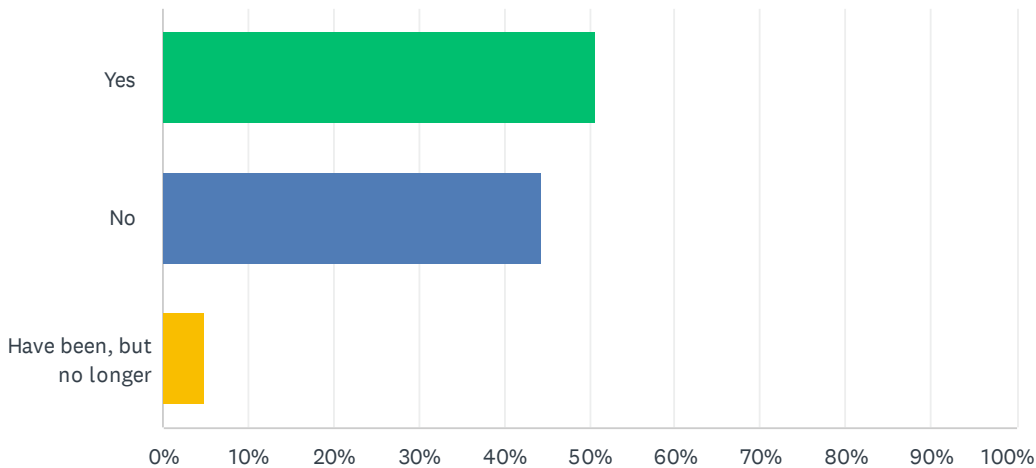


Fulham Supporters Trust Survey 2025

ANSWER CHOICES	RESPONSES	
Official website and social media	88.25%	766
Fulham players social media	33.18%	288
The Fulham FC programme	13.94%	121
The Fulham FC mobile phone app	35.60%	309
TV and radio news	43.20%	375
Physical newspapers	16.82%	146
Media websites and social media (BBC online, Sky Sports website, The Athletic, etc.)	69.24%	601
Fan-led websites that publish articles and opinion pieces	60.48%	525
Unofficial social media (Facebook groups, Twitter accounts, etc.)	45.16%	392
Podcasts	41.13%	357
Forums	18.43%	160
YouTube channels	20.16%	175
Friends and Family (word of mouth and/or WhatsApp Groups)	44.01%	382
None	0.35%	3
Other (please specify)	1.96%	17
Total Respondents: 868		

Q23 Are you member of the FST?

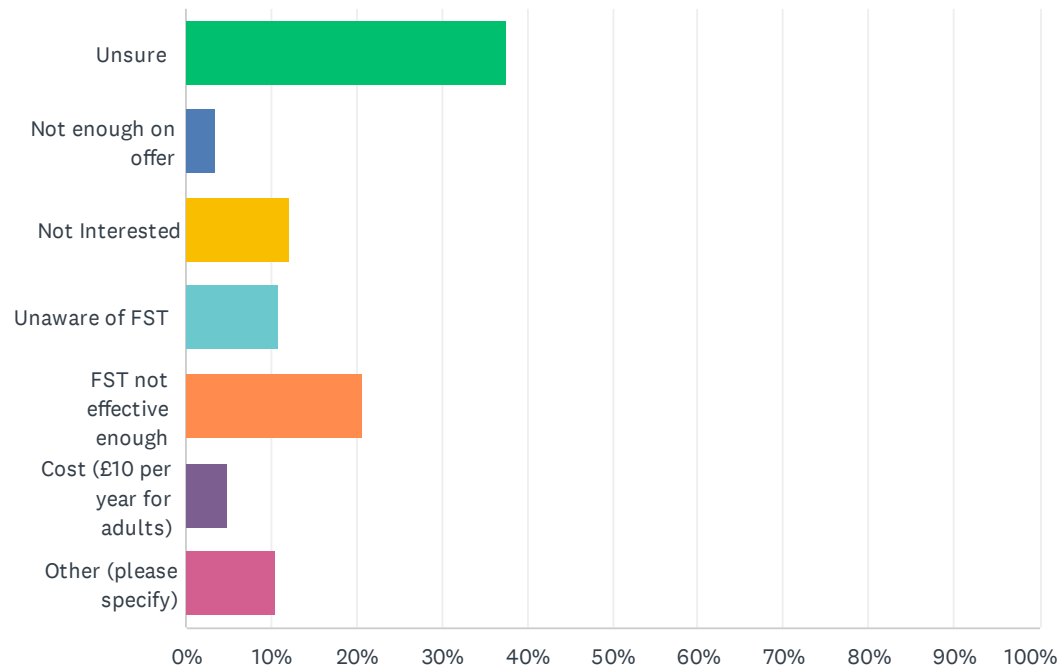
Answered: 867 Skipped: 98



ANSWER CHOICES	RESPONSES	
Yes	50.75%	440
No	44.41%	385
Have been, but no longer	4.84%	42
TOTAL		867

Q24 Why are you not a member of the FST?

Answered: 403 Skipped: 562



ANSWER CHOICES	RESPONSES	
Unsure	37.47%	151
Not enough on offer	3.47%	14
Not Interested	12.16%	49
Unaware of FST	10.92%	44
FST not effective enough	20.60%	83
Cost (£10 per year for adults)	4.96%	20
Other (please specify)	10.42%	42
TOTAL		403