

Chelsea Supporters' Trust Ticketing Survey

Introduction

This survey was created to find out the views of the current ticketing systems, processes, and policies. Individual invites were sent to each Chelsea Supporters' Trust (CST) member. The survey was conducted between 12th January 2022 and 26th January 2022. This predates the announcement by Chelsea FC of their new ticketing system due to be launched towards the end of this season.

A total of 963 responses were recorded.

- 37% were Season Ticket Holders (of which, 5% were also Away Season Ticket Holders)
- 54% were Chelsea FC Members

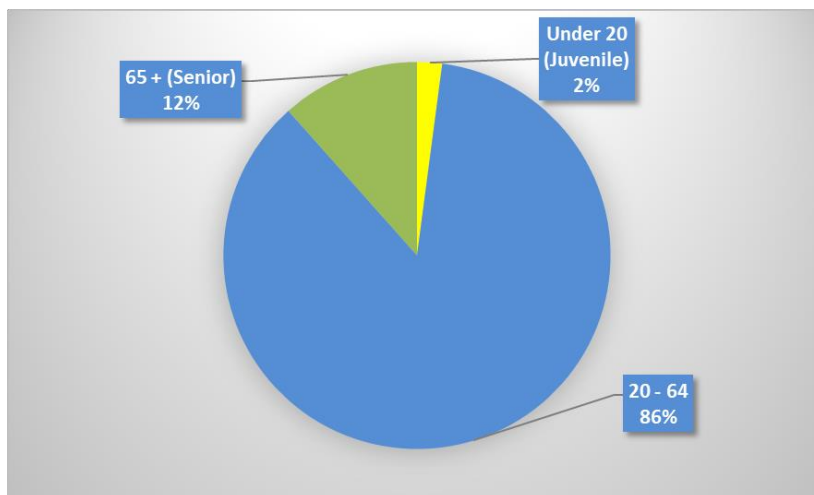
Thank you to all supporters who took the time to respond. We appreciate that the area of ticketing could have initiated more questions in the survey. However, we wanted to keep the survey focused and not be too arduous to complete. We hope the ability to enter your comments enabled you to raise issues that were not addressed in the direct questions.

The comments are summaries of the more common points raised.

If you require further information on this survey, please contact paulhay@chelseasupporterstrust.com

Questions 1 – Supporter Age

- The vast majority fall into the 20-64 age bracket

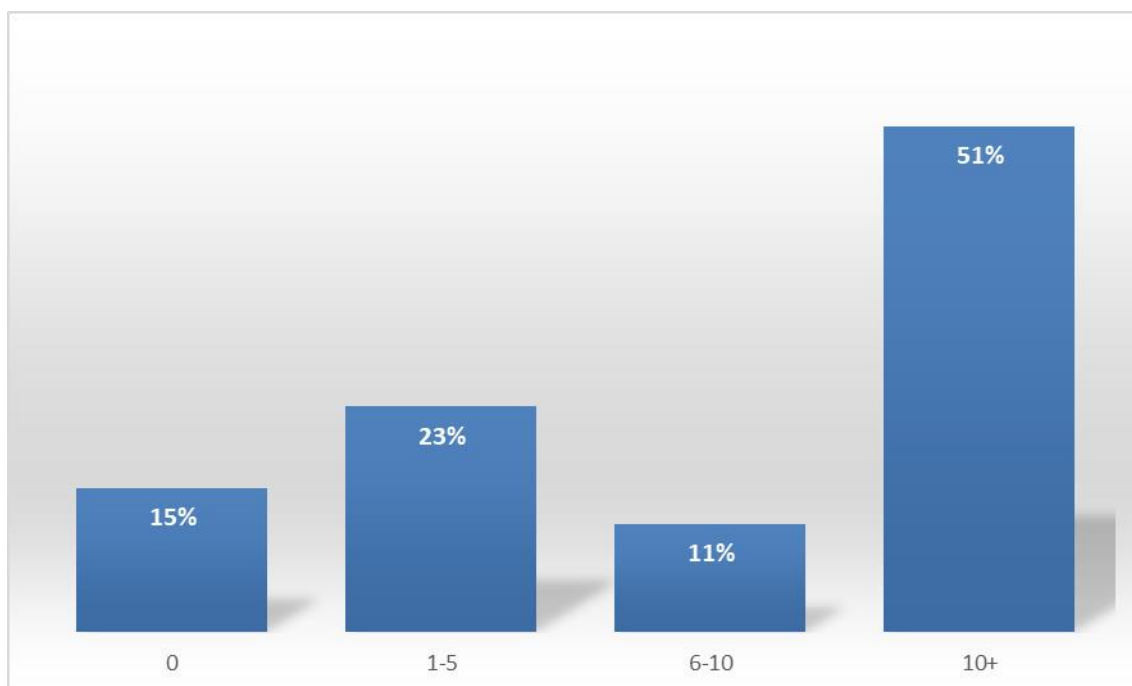


Questions 2 – Do you own a smartphone with internet access ? and are you confident accessing tickets ?

- **90%** own a Smartphone and are comfortable using it
- **10%** either don't own a Smartphone or are not comfortable using it.
- That figure rises to **26%** of those over 65 who either don't own a Smartphone or are not comfortable using it.

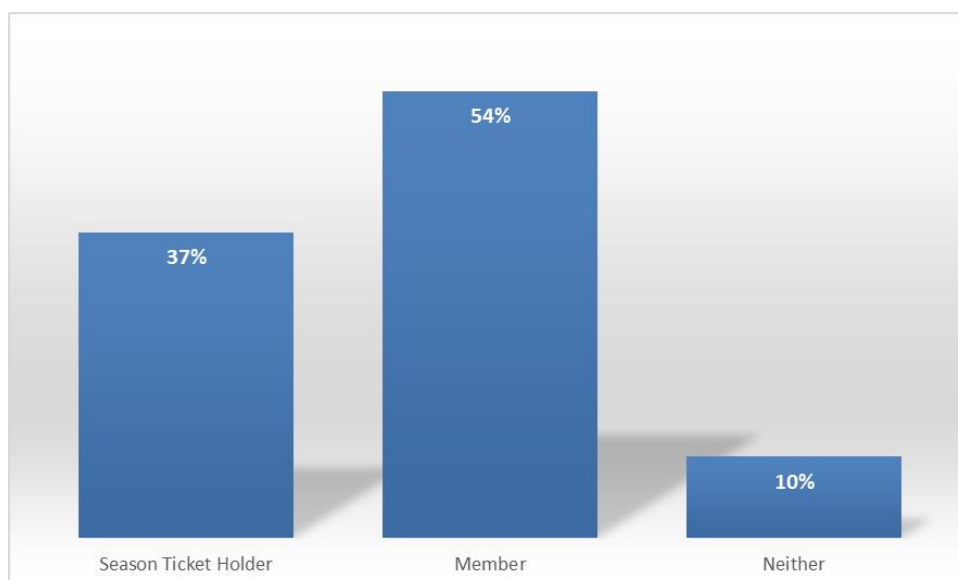
Questions 3 – Average number of matches attended at Stamford Bridge a season

- Over 62% attend at least 6 games a season



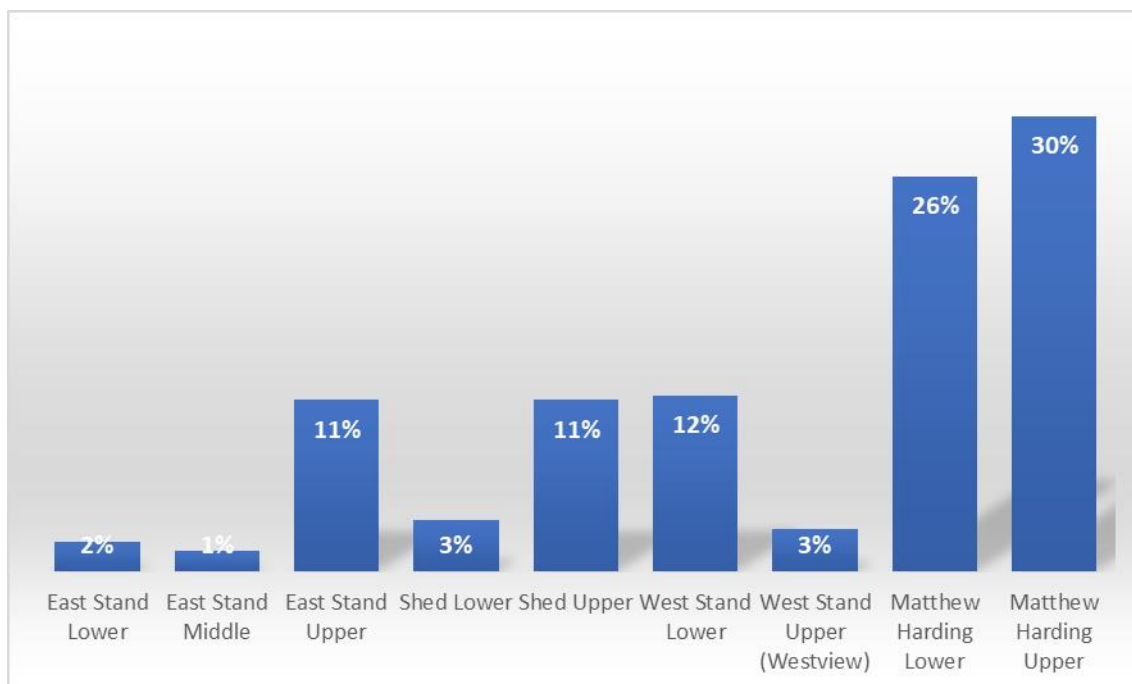
Questions 4 – Are you a Season Ticket holder or Chelsea FC member?

- The majority are either a Season Ticket holder (STH) or Chelsea FC Member



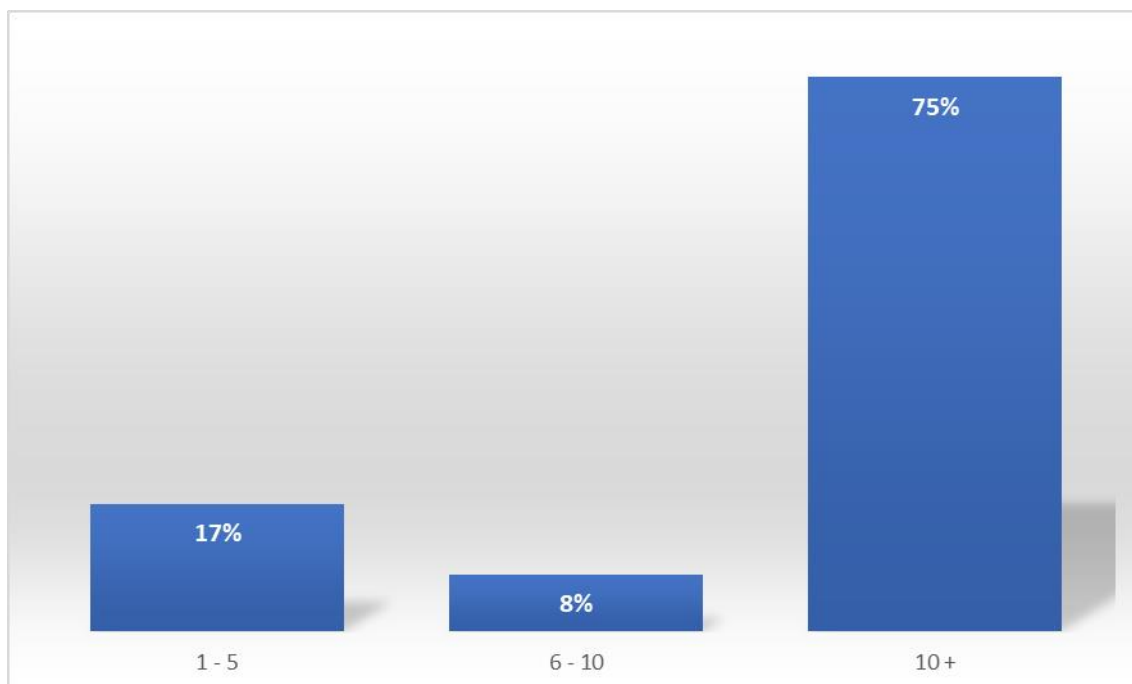
Questions 5 – Season Ticket Holders Only – Where are your Season Tickets ?

- 37% of respondents are Season Ticket Holders.



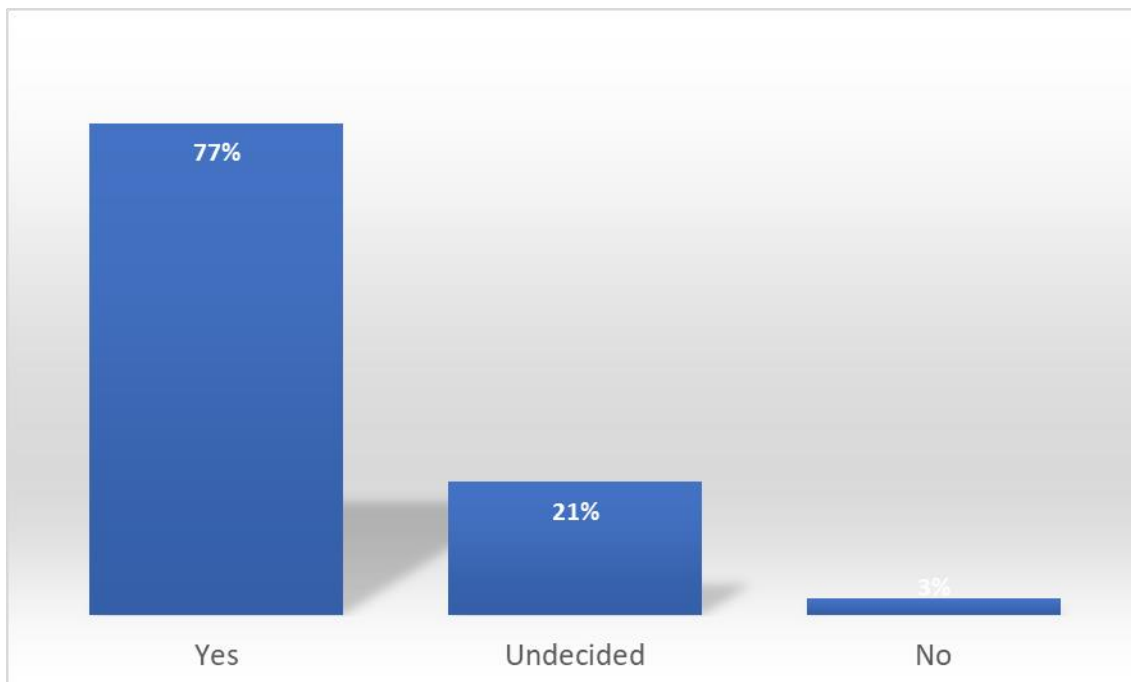
Questions 6 – Season Ticket Holders Only – How many seasons have you held a Season Ticket ?

- 37% of respondents are Season Ticket Holders.
- The vast majority have had their season tickets for over 10 years.



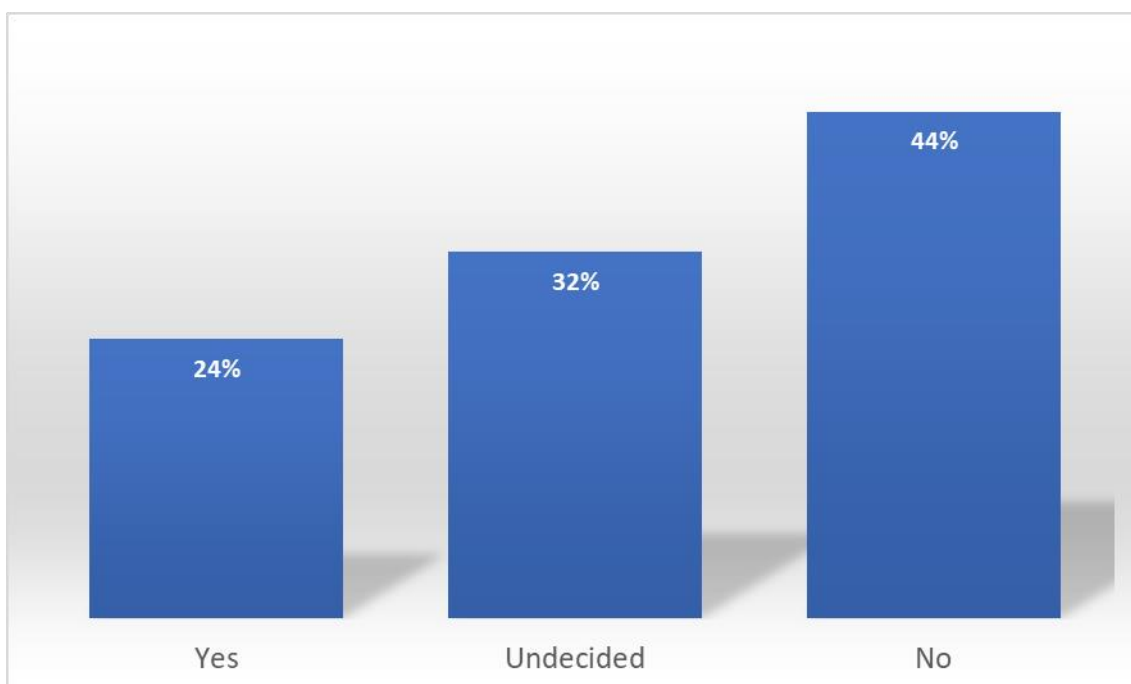
Questions 7 – Season Ticket Holders Only – If prices increased by 5% would you renew your Season Ticket ?

- 37% of respondents are Season Ticket Holders.
- The vast majority would renew their Season Ticket if prices increased by 5%.



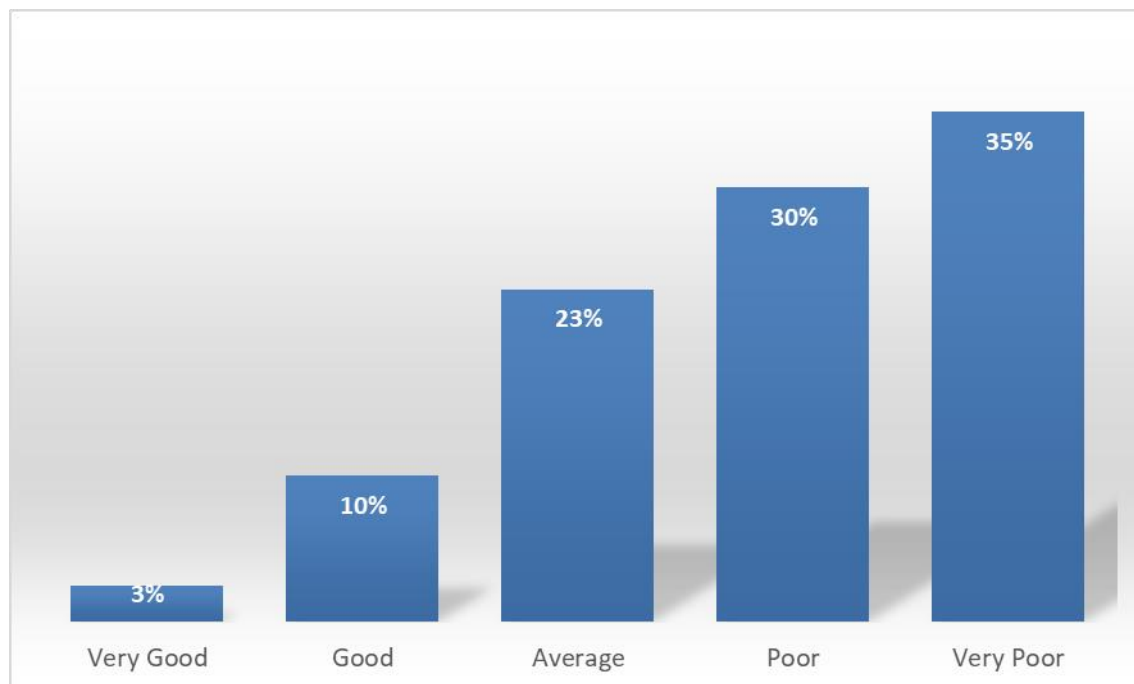
Questions 8 – Chelsea FC Memberships Only – If prices increased by 5% would you attend fewer matches ?

- 54% of respondents are Chelsea FC members
- More than half of members say they will, or would think about, attending fewer matches if the prices increased



Questions 9 – Experience of using the Virtual Waiting Room (VWR)

- 16% of respondents have not bought a ticket online
- The figures below only reflect those that have bought a ticket online
- 65% of respondents rate the experience of using the VWR as either Poor or Very Poor.

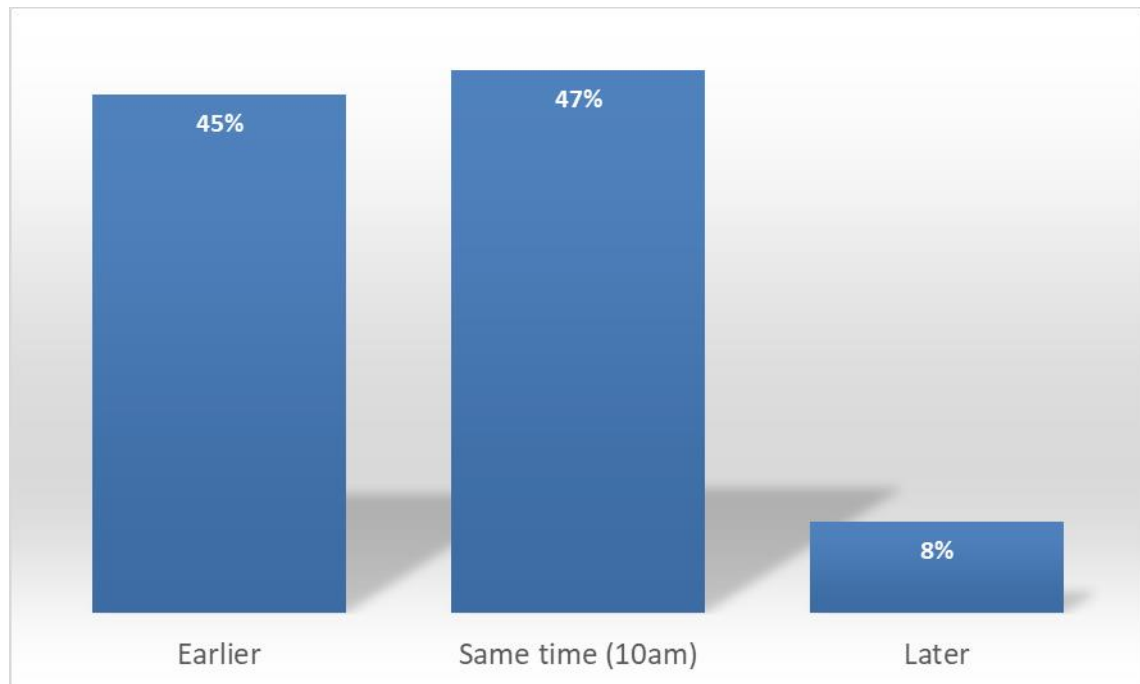


Respondents' comments

- Unpredictable, outdated, other club and venue's systems more sophisticated
- No idea where you are in the queue
- Outdated user experience
- Crashing after having tickets in basket. When you go back in you must start again.
- Open to abuse, many have found a way to jump the queue
- Should make you log in first before you enter the VWR
- Only find out if tickets are sold out once you get past the VWR
- Should be one user/ one device
- Should check loyalty points before allowing you to enter VWR
- Allows one person to have multiple windows open giving them a disadvantage
- Appears to be a lottery for when or if you get through.
- Not getting emails to tell me when I can apply
- Clashes with being at work
- Best seats not always sold first
- Sometimes the system times out when entering payment details, so must start again.

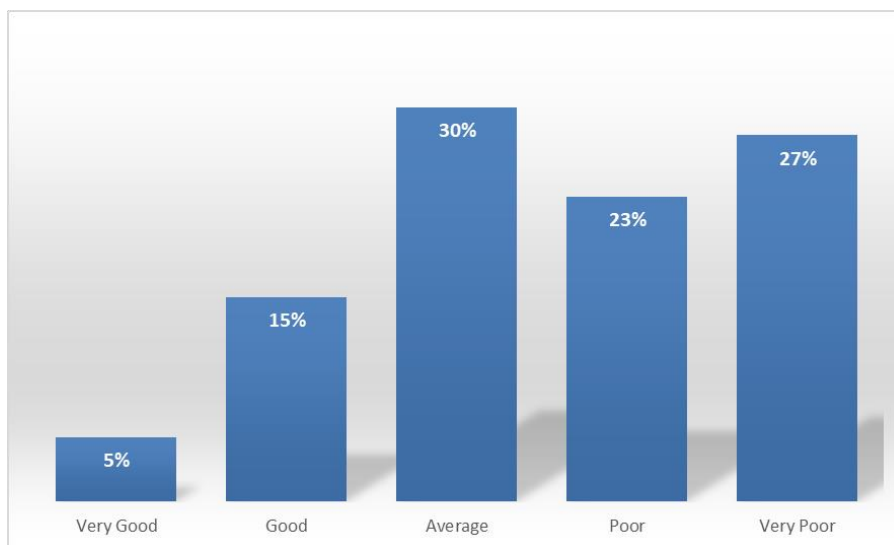
Questions 10 – What time would you prefer tickets to be sold at?

- The figures below only reflect those that have bought a ticket online
- A slight majority are either happy with the current time of 10am or would like it later.
- 10am is a problem for some as unable to access at work
- 7am was a problem when people are travelling to work with no access
- While there were many comments asking for the earlier time to be reinstated, the facts show that a majority would not want to return to 7am



Questions 11 – How would you rate the experience of selecting a seat(s) for matches at Stamford Bridge ?

- The figures below only reflect those that have bought a ticket online
- The vast majority see their experience as average at best or poor to very poor

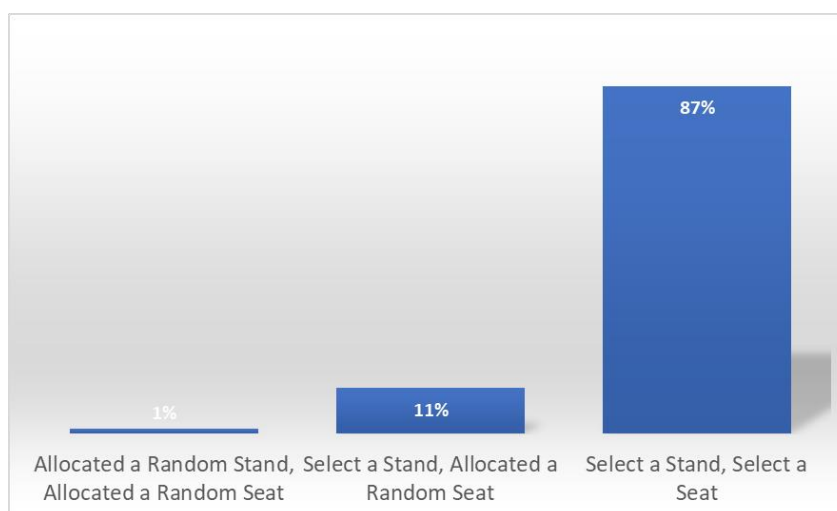


Respondents' comments

- Does not seem to offer the best seats first
- Not being able to pick a seat is a problem for anybody with health/age issues that require them to know where they are sitting
- If you cannot have seats together, then should at least be able to choose ones near each other. E.g., in front or behind. Particularly important for those buying for a group of people.
- Should at the very least be able to choose a block
- This ability is available at other clubs and venues

Questions 12 – How would you like to select your seat ?

- The figures below only reflect those that have bought a ticket online
- Overwhelmingly, the vast majority wish to be able to select their actual seat when buying tickets



Questions 13 – How would you like applications for new Season Tickets to be allocated?

- The majority wish to keep the concept of loyalty points being used to allocate new season tickets
- Most would like to see a system where loyalty points were accumulated over a number of seasons
- We did not ask how many seasons. Comments suggested a range of preferences from 2-5 years.

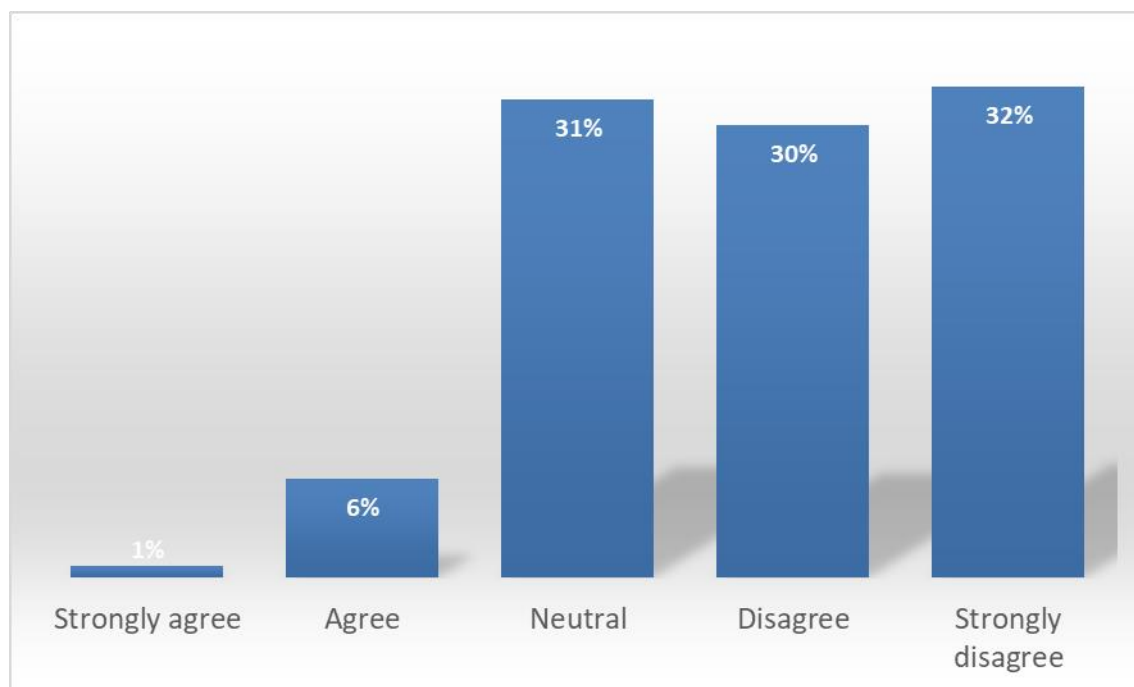


Respondents' comments

- Loyalty should be for those that attend the games
- Loyalty points should only be for HOME games only.
- Many agree that it would be Impossible to prioritise a waiting list

Questions 14 – ‘Westview’ - do you think the subsequent price increase is justified ??

- The majority disagree with the price increase for Westview
- Unsurprisingly, 90% of existing West Stand Upper STHs disagree.



Respondents' comments

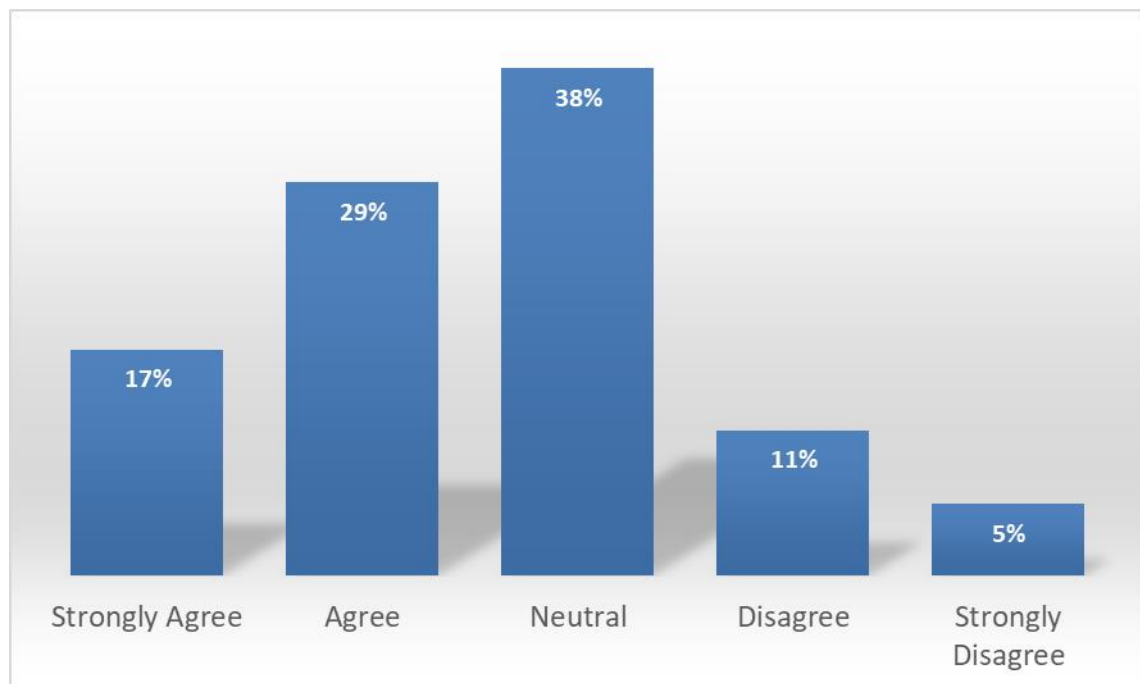
- Club out of touch with ordinary supporters
- Disgraceful and disgusting treatment of existing STHs
- New changes do not offer enough added value to justify the huge increase in price.
- The updated facilities are what should be expected as standard, especially compared to what other clubs offer in their new stadiums
- This area will become a very sterile environment without ordinary supporters
- Removing concession prices is unfair
- Implemented to exploit overseas visitors
- Will reduce the availability of more reasonably priced seats in the ground for ordinary supporters

Questions 15 – Are you an Away Season Ticket holder ?

- 7% of respondents were Away Season Ticket Holders

Questions 16 – Should CFC continue to operate the Away scheme?

- 7% of respondents were Away Season Ticket Holders
- Given that Away STHs were naturally in favour, the results below show the views of non-away STHs
- A clear majority of non-away STHs want the scheme to continue

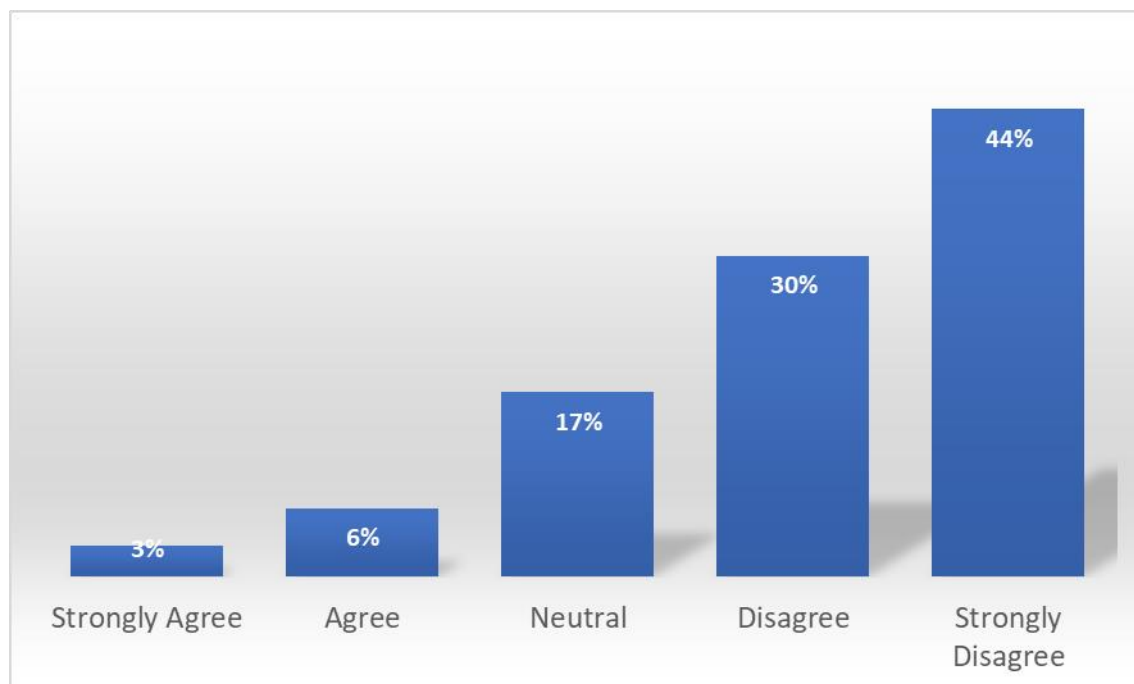


Respondents' comments

- Insures the most loyal fans who have supported the club home and away for years and through 'thick and thin' still get to go away and follow their club
- Those on the scheme should have to attend the games and not be able to sell on their tickets
- As long as it is not abused. Should maybe have random spot checks to see the actual person is attending rather than passing tickets on.
- Does limit the amount on sale for STHs and members
- The scheme makes it a closed shop
- Should be a waiting list to replace those that leave
- Loyalty points should not be given for away games as so few STHs and members are able to get those tickets.

Questions 17 – Should CFC continue to offer hospitality 20% of away tickets?

- A clear majority think that hospitality should not be offered away tickets

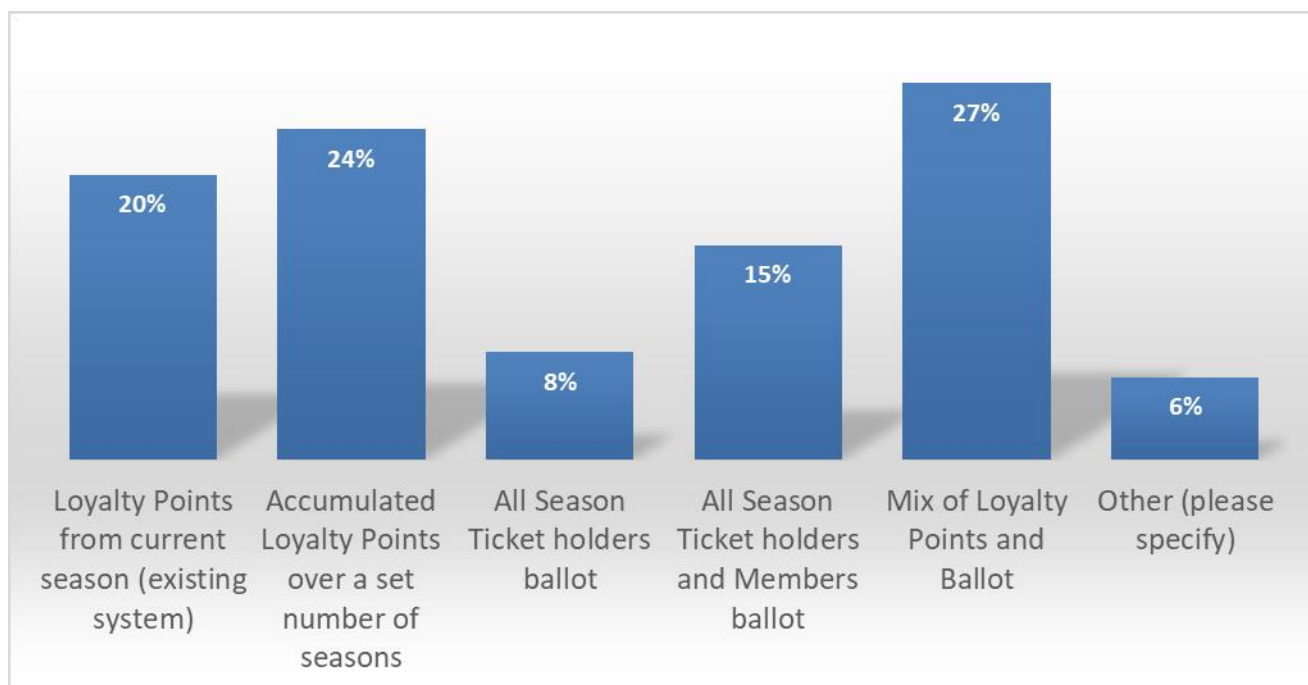


Respondents' comments

- Hospitality tickets should only have home game benefits and not preference for away games
- Appreciation that some hospitality season ticket holders are loyal fans however, they should only have the same chance as ordinary STHs. They should not be treated differently. I.e., join the same VWR and loyalty points band.
- Access to away tickets should not be based on how much one pays for their home season ticket.

Questions 18 – With the exception of the Away Season Ticket and Hospitality allocation, how would you like the remaining away tickets to be sold?

- Most supporters favour allocation to be based on a loyalty points basis. This would be either for the current season or over a few seasons.
- Although many would like to see an element of allocation based on a ballot
- The most votes favour a mix of loyalty points and ballot.

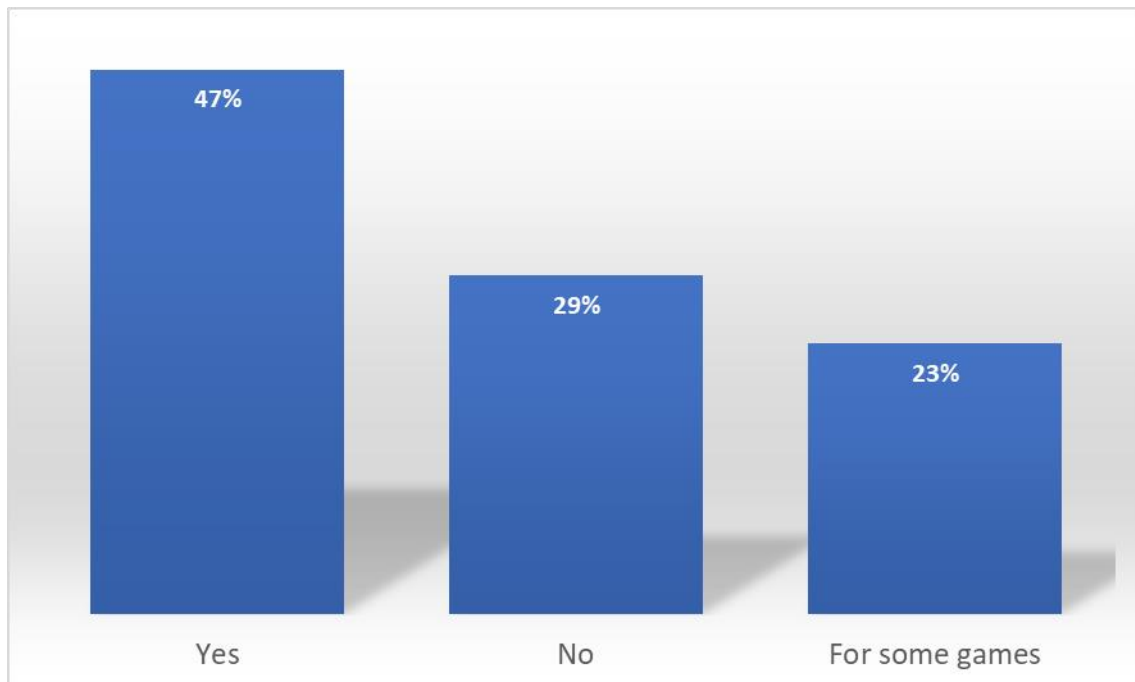


Respondents' comments

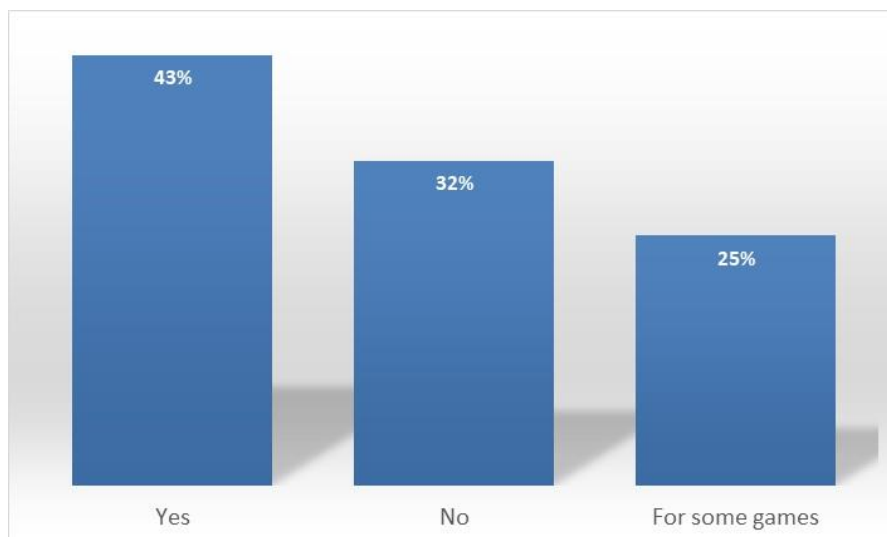
- Loyalty points should only be given to those that attend the game and not selling them on.
- Loyalty points should only be for the **home** games you have attended. If you miss out on the first away game(s) you are effectively locked out for the whole season.
- Maybe limit the number of away tickets an individual can buy over a season to allow more people a chance of getting one.
- Crackdown needed on tickets that end up with touts
- Ballots will not enable friends to attend together

Questions 19 – Would you prefer to have a ticket in a safe standing area ?

- Most respondents would prefer to be in a standing area
- 14% of those with a season ticket in a standing area would prefer not to stand.

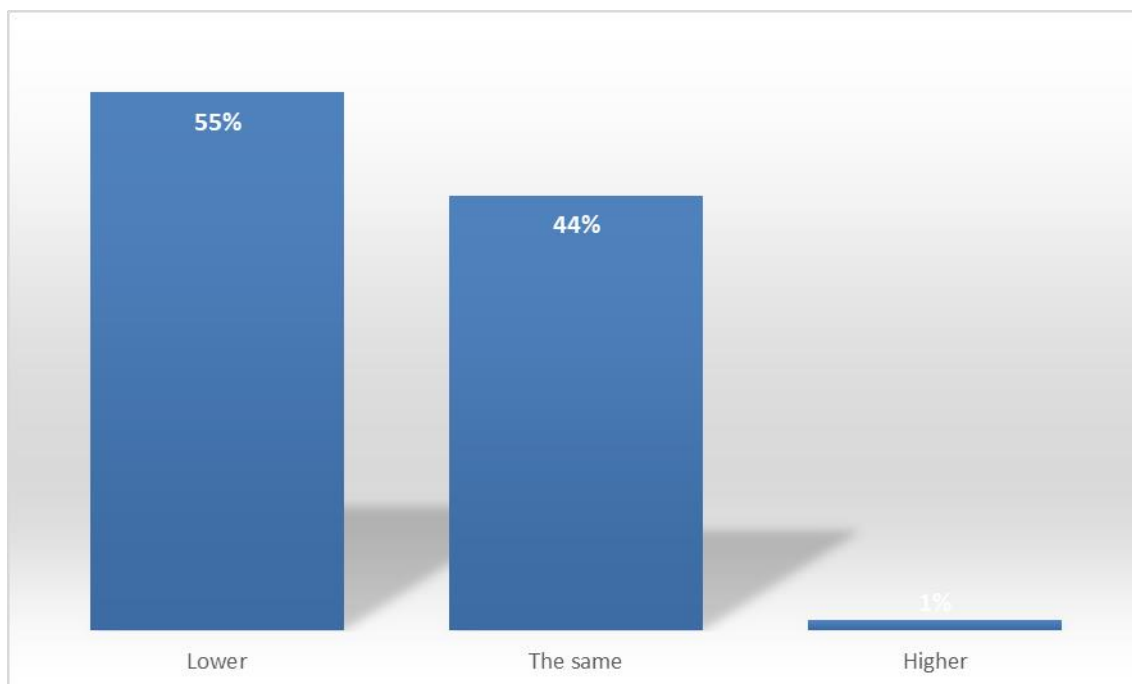


- However, if we remove those already with a Season Ticket in standing sections, we get the following results.
- It shows that there is a slight preference for standing. However, this may be because they prefer to be positioned in those sections of the ground.



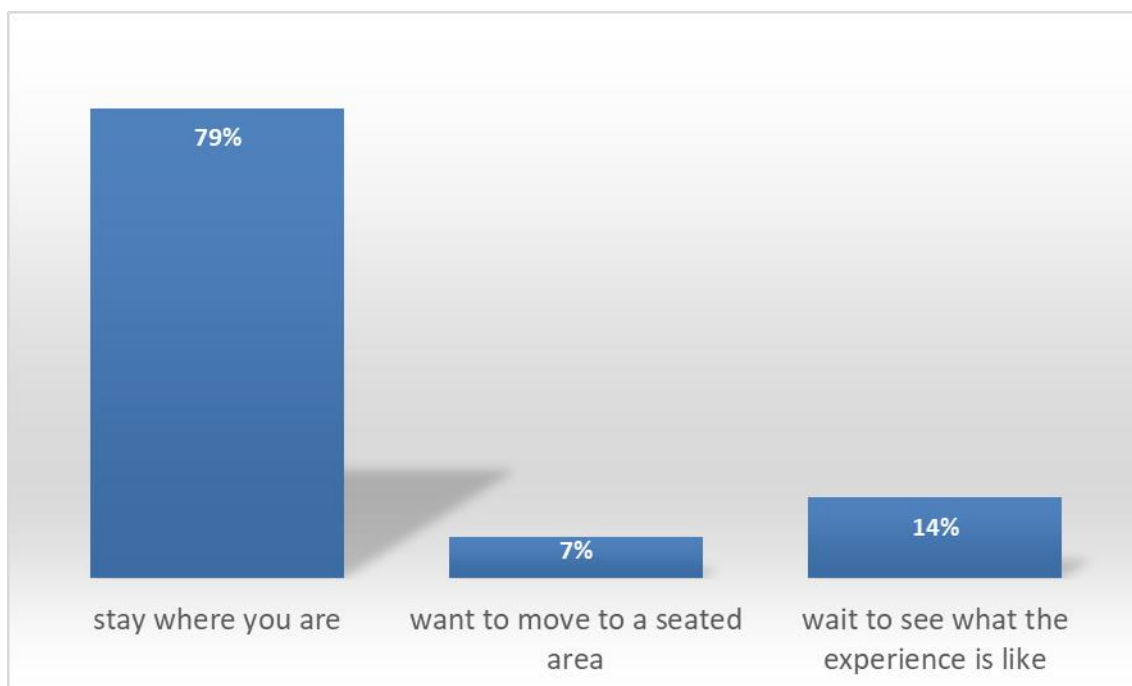
Questions 20 – Compared to all seated areas, should pricing for a safe standing area be :

- A small majority think the price for standing areas should be cheaper



Questions 21 – If you are a Season Ticket holder in one of the safe standing areas, would you :

- The vast majority of those in standing areas say they wish to stay where they are
- 7% have already indicated they would want to move



Respondents' comments

- May depend on health/Age issues
- People used to stand anyway so this makes it easier to stop arguments
- Makes it difficult for small children to see

Question 22 - Additional comments/feedback about how you purchase tickets/ticketing policy

We had a large number of additional comments and feedback. All comments have been read. Many highlight the same issues, and some are specific to a particular person. So rather than list them all verbatim we have highlighted and summarised the most common themes. Where it links to a particular question, we have added them into the relevant section and not repeated them here

- Answer needed on why we have to pay the admin charge when we have to print our own tickets
- Touting and secondary sale websites are still very prevalent and a huge bugbear for supporters.
- The club do not do enough to stop touting and secondary selling
- Wembley tickets should be grouped by section/tier not by price band. Other clubs are able to do this.
- More canvassing of supporters before introducing changes
- Stop people harvesting loyalty points without attending games
- Set a loyalty point threshold so supporters know if they are in with a chance of applying for a season ticket. Then, those that make the threshold go into a ballot.
- If you have a concession season ticket, you should be able to purchase an 'upgrade' on a per match basis to allow somebody else to use your ticket if you are unable to go.
- When a ticket is sold on the Ticket Exchange, loyalty points should pass from the STH to the person buying the ticket.
- People using Ticket Exchange should be able to buy a concession ticket by paying the normal price.
- More thought and notice should be given to those travelling to games by giving more notice when changing the kick-off days and times.
- STHs and members not getting notified of on-sale dates
- 5th Stand App should have more ticket information including push notifications for on-sale dates
- Junior tickets should be available in other parts of the ground