

CHELSEA FOOTBALL CLUB EXECUTIVE SUMMARY

Fans and Hospitality customers Satisfaction Survey Results 2016/2017

1. INTRODUCTION

For the 13th successive year we have undertaken a satisfaction survey with both Fans and Hospitality customers, to measure levels of satisfaction with 'the match day experience'. This is the second year we have undertaken a satisfaction survey with Disabled fans.

To undertake the surveys we have again used TLF Research, who are an independent research company who specialise in satisfaction surveys across a wide range of leisure and business sectors.

2. METHODOLOGY

The surveys cover the 'match day experience' of Fans and Hospitality customers, with the questions determined by groups of Chelsea Fans and Hospitality customers. Levels of satisfaction are compared from one season to the next.

Each requirement listed in the questionnaires is measured on a 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied'. This enables us to record an overall Satisfaction Index for both Fans and Hospitality customers that can be compared over time.

3. HOSPITALITY CUSTOMERS SURVEY 2017

In total 402 self-completion web surveys were completed (compared to 212 last year).

- Overall Satisfaction Index 2016 is **81.9%** (up from 80.0% in 2016). It is worth noting that this is the highest Satisfaction Index for Hospitality customers ever achieved by Chelsea FC.

Areas of Satisfaction

- *Availability of match-day programmes*
- *Level of respect from match-day staff*
- *Safety*

Areas of Dissatisfaction

- *Access to non-hospitality match tickets*
- *Guests to be seated by kick-off/by start of second half*
- *Speed of bar/table service at half time*

Recommended 'priorities for improvement':

- *Quality of the food*
- *Speed of bar/table service at half time*
- *Low and Low/Medium seats*

4. FANS SURVEY 2017

3619 web surveys were completed. This compares to the 3022 completed last year.

- Overall Satisfaction Index 2016 is **72.5%** (up from 69.7% in 2016). This is the second highest Satisfaction Index ever achieved by Chelsea FC on the fans survey.

Areas of Satisfaction

- *Safety at the stadium*
- *The match day programme*
- *Overall standard of stewarding*
- *Price of tickets (Cup matches)*

Areas of Dissatisfaction

- *Price of the food and drink*
- *Availability of Premier League match tickets*
- *Club approach to booking fees*

Recommended 'priorities for improvement':

- *Availability of premier league match tickets*
- *Quality and price of food and drinks*
- *Match atmosphere*

5. DISABLED FANS SURVEY 2017

139 web surveys were completed. This compares to the 306 completed last year.

- Overall Satisfaction Index 2017 is **82.7%** (up from 80.4% in 2016). This is the highest performing of the three surveys run in 2017.

Areas of Satisfaction

- *Helpfulness of stewards*
- *Ease of entering the stadium and reaching your seat*
- *Helpfulness of other match day staff*

Areas of Dissatisfaction

- *Access by car (including parking)*
- *Price of food and drink*
- *Ease of access to kiosks*

Recommended 'priorities for improvement':

- *Ease of access (by car and to kiosks)*
- *Food and drink*
- *Location of your match seat*