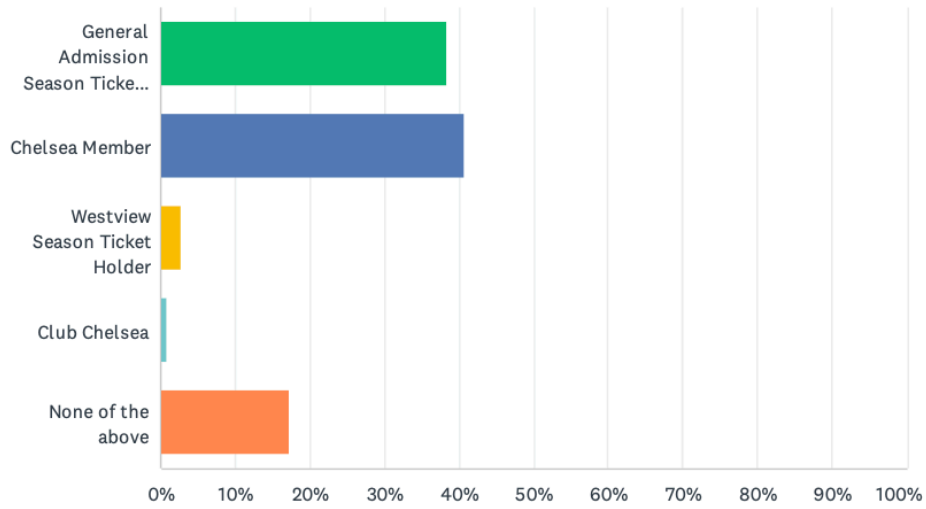
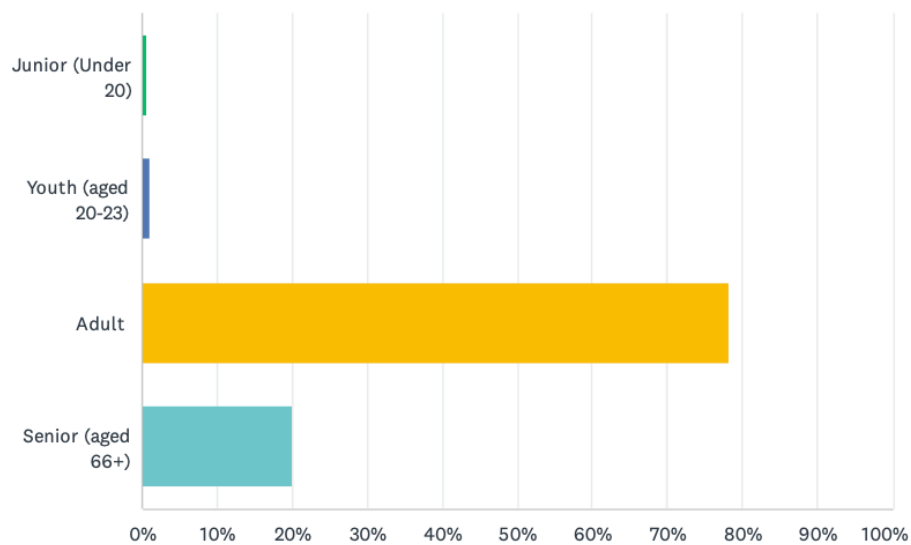


Q1 For the 24/25 season were you a:



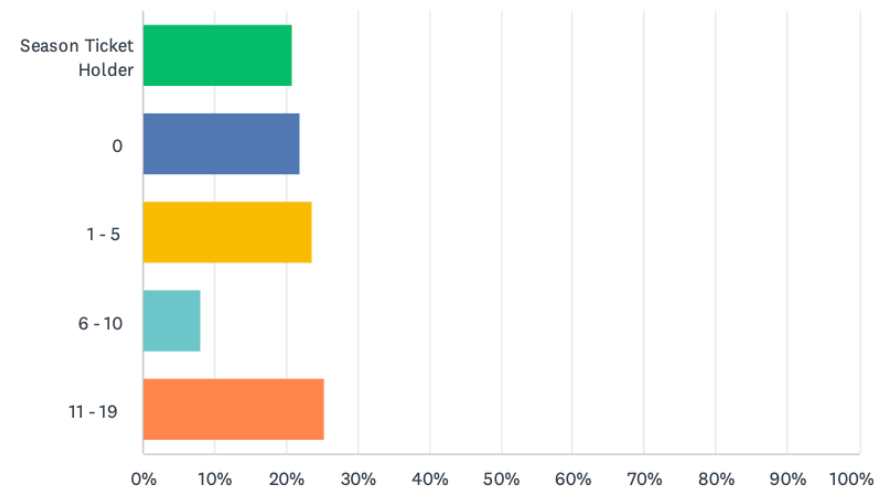
ANSWER CHOICES	RESPONSES
General Admission Season Ticket Holder	38.45%
Chelsea Member	40.64%
Westview Season Ticket Holder	2.73%
Club Chelsea	0.82%
None of the above	17.36%

Q2 For the 25/26 season, which ticketing category do you fall into?



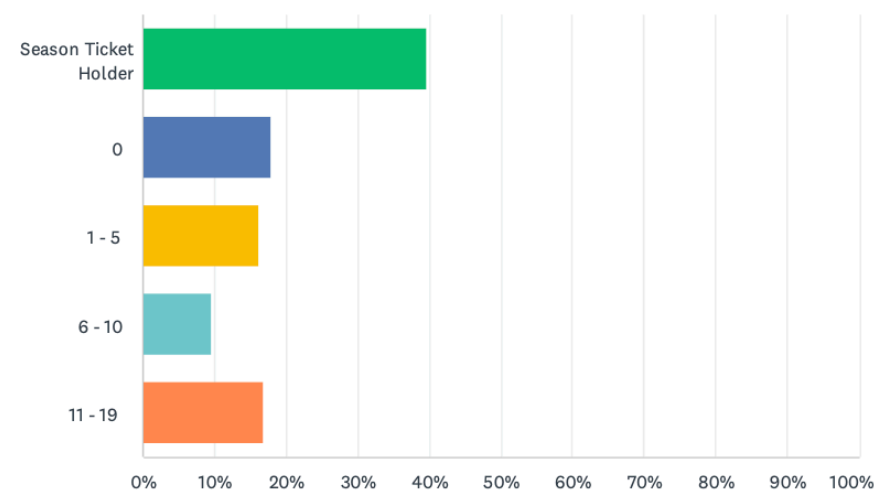
ANSWER CHOICES	RESPONSES
Junior (Under 20)	0.64%
Youth (aged 20-23)	1.09%
Adult	78.18%
Senior (aged 66+)	20.09%

Q3 During the 24/25 season, how many Premier League HOME games did you attend?



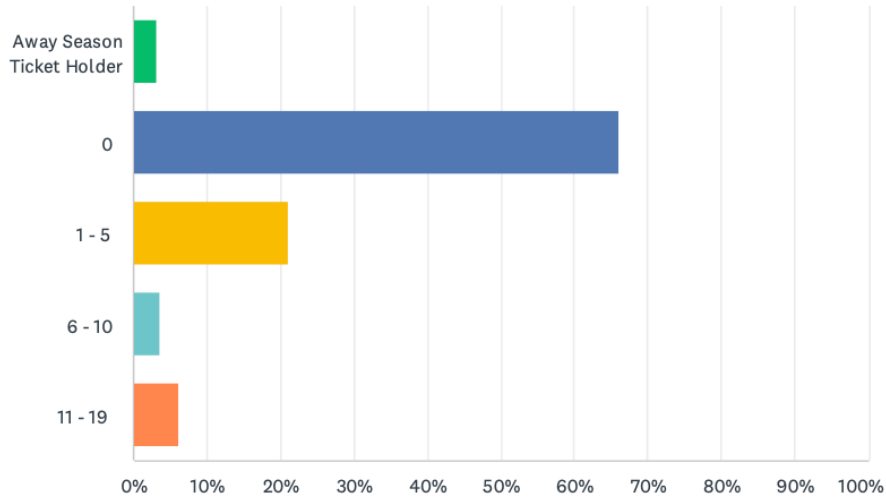
ANSWER CHOICES		RESPONSES
Season Ticket Holder		20.81%
0		22.03%
1 - 5		23.73%
6 - 10		8.10%
11 - 19		25.33%

Q4 During the 24/25 season, how many Premier League HOME games did you try to purchase tickets ?



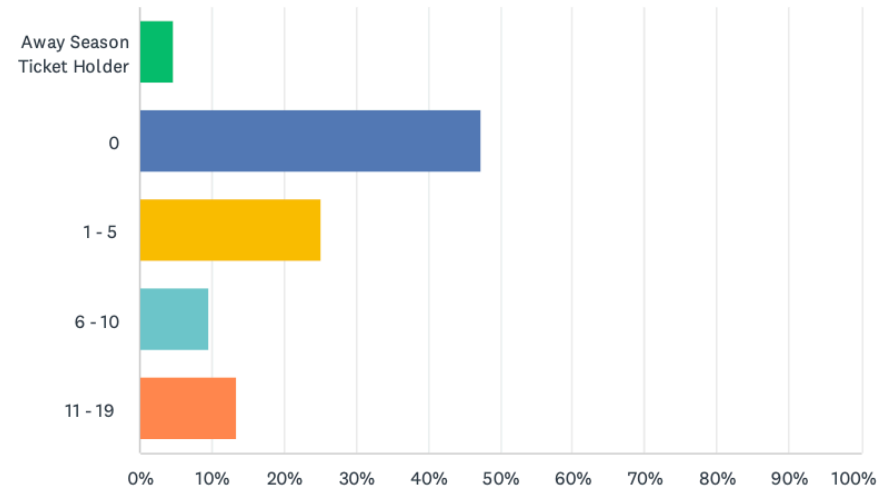
ANSWER CHOICES		RESPONSES
Season Ticket Holder		39.64%
0		17.89%
1 - 5		16.10%
6 - 10		9.51%
11 - 19		16.85%

Q5 During the 24/25 season, how many Premier League AWAY games did you attend?



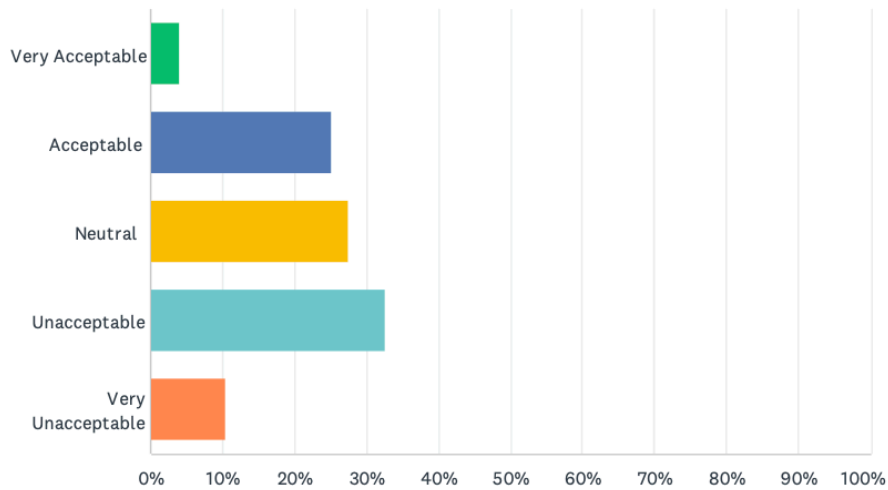
ANSWER CHOICES	RESPONSES
Away Season Ticket Holder	3.11%
0	66.01%
1 - 5	21.09%
6 - 10	3.67%
11 - 19	6.12%

Q6 During the 24/25 season, how many Premier League AWAY games did you try to purchase tickets ?



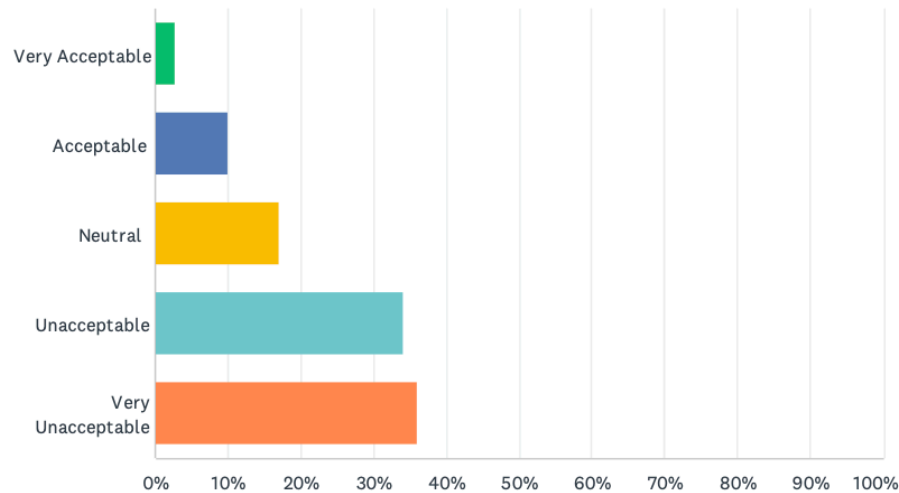
ANSWER CHOICES	RESPONSES
Away Season Ticket Holder	4.61%
0	47.27%
1 - 5	25.14%
6 - 10	9.51%
11 - 19	13.47%

Q7 “The club has committed that any money raised by Chelsea will be spent on Chelsea.” Taking this commitment into account, do you believe that these price increases are:



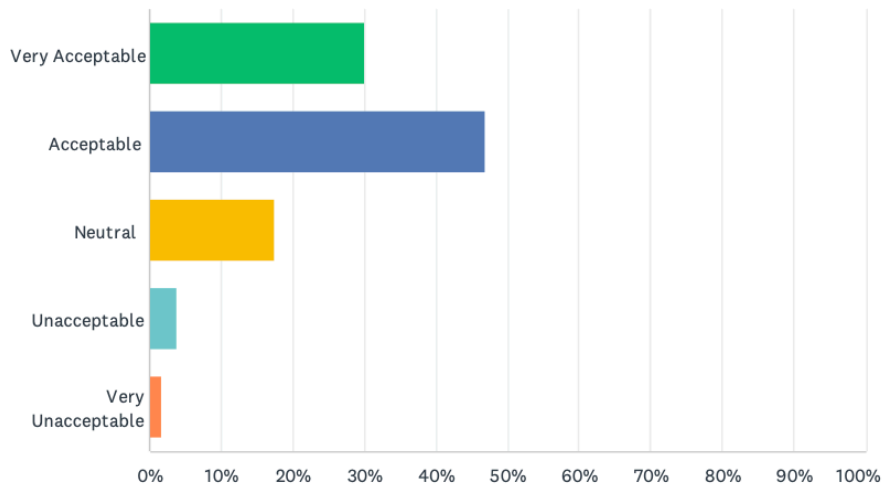
ANSWER CHOICES	RESPONSES
Very Acceptable	4.05%
Acceptable	25.20%
Neutral	27.57%
Unacceptable	32.71%
Very Unacceptable	10.47%

Q8 The club has announced that a £1 booking fee will be introduced for every General Admission match ticket across all competitions. Do you believe that the booking fee decision is:



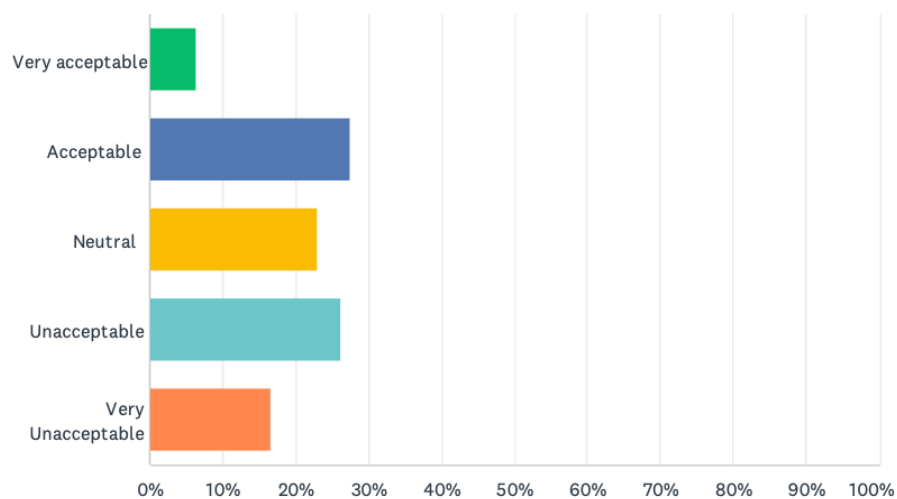
ANSWER CHOICES	RESPONSES
Very Acceptable	2.77%
Acceptable	10.08%
Neutral	17.00%
Unacceptable	34.19%
Very Unacceptable	35.97%

Q9 The club has announced the introduction of a new youth concession, with a 25% discount applied for those aged between 20-22. Do you believe that the decision to introduce a new youth concession is:



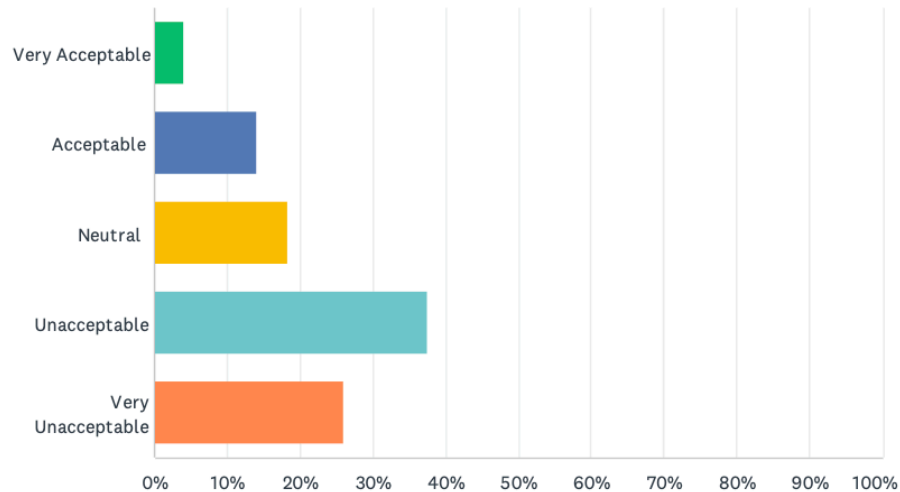
ANSWER CHOICES	RESPONSES
Very Acceptable	30.14%
Acceptable	46.94%
Neutral	17.39%
Unacceptable	3.85%
Very Unacceptable	1.68%

Q10 The club has announced that the senior concession qualifying age will rise to 66.Do you believe that the decision to raise the senior concession age is:



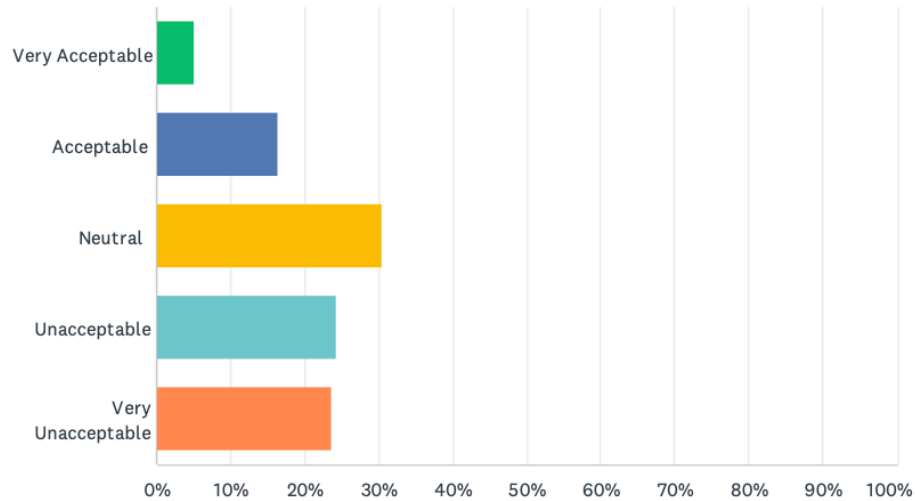
ANSWER CHOICES	RESPONSES
Very acceptable	6.42%
Acceptable	27.57%
Neutral	23.12%
Unacceptable	26.19%
Very Unacceptable	16.70%

Q11 The club has announced that the senior concession discount for domestic cup and European games will be reduced from 50% to 25%. Do you believe that the decision to reduce the senior concession discount for cup games is:



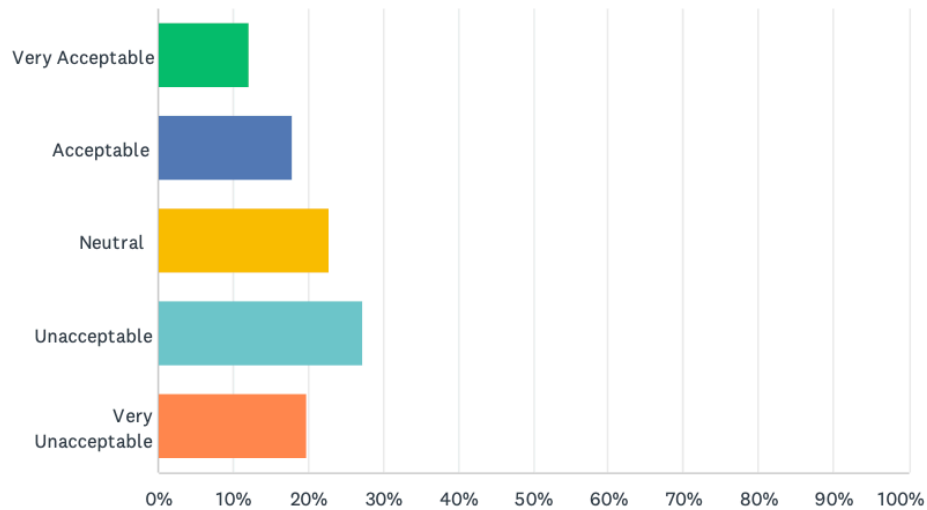
ANSWER CHOICES	RESPONSES
Very Acceptable	3.95%
Acceptable	14.13%
Neutral	18.28%
Unacceptable	37.55%
Very Unacceptable	26.09%

Q12 The club has announced new tiered memberships, including a 'Premier Membership' which will entitle members to priority access to tickets. Do you believe that this decision is:



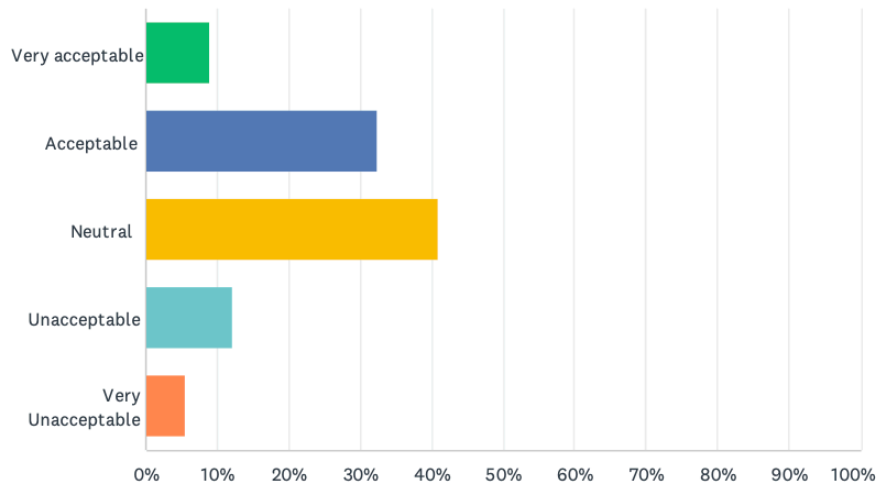
ANSWER CHOICES	RESPONSES
Very Acceptable	5.04%
Acceptable	16.50%
Neutral	30.43%
Unacceptable	24.41%
Very Unacceptable	23.62%

Q13 The club has announced that away tickets will now be non-transferable. Do you believe that this decision is:



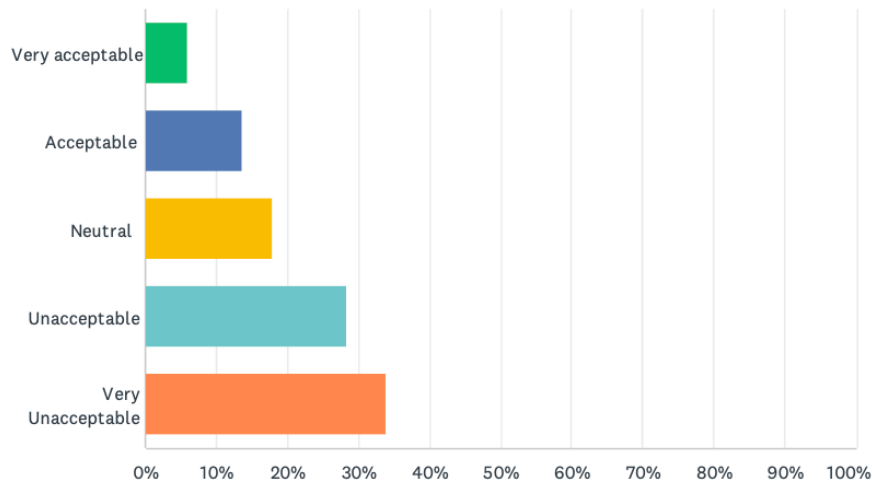
ANSWER CHOICES	RESPONSES
Very Acceptable	12.15%
Acceptable	17.98%
Neutral	22.73%
Unacceptable	27.27%
Very Unacceptable	19.86%

Q14 The club has announced that away ticket allocations have changed and will now be split: STH 70%/30% Members.Do you believe that this decision is:



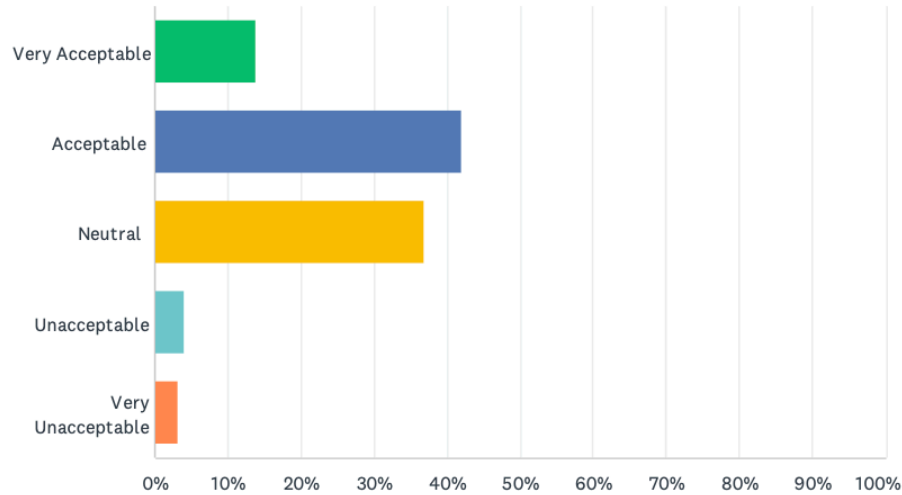
ANSWER CHOICES	RESPONSES
Very acceptable	8.89%
Acceptable	32.31%
Neutral	40.91%
Unacceptable	12.25%
Very Unacceptable	5.63%

Q15 The club has announced that STH who sell their Match Tickets via the Ticket Exchange will no longer receive the money directly to their account, but will instead receive online credit which can be used for future ticket purchases.Do you believe that this decision is:



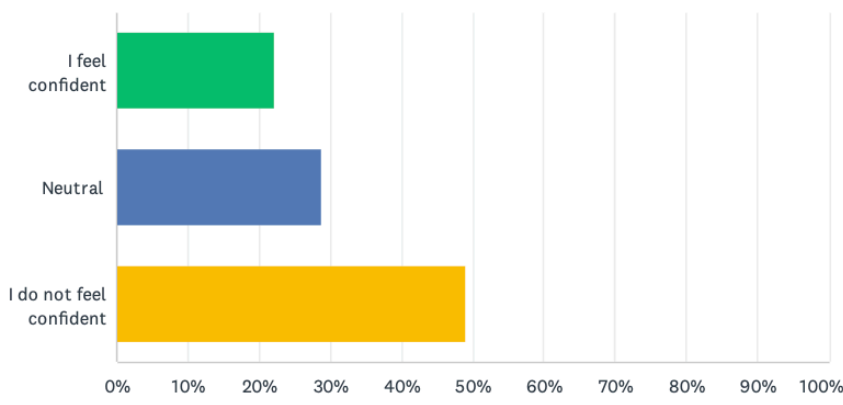
ANSWER CHOICES	RESPONSES
Very acceptable	6.03%
Acceptable	13.64%
Neutral	17.98%
Unacceptable	28.46%
Very Unacceptable	33.89%

Q16 The club has announced that a new Season Ticket waiting list will be introduced.Do you believe that this decision is:



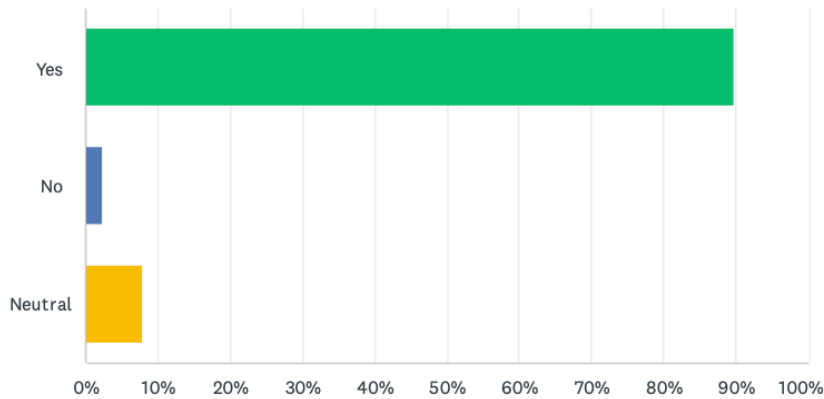
ANSWER CHOICES	RESPONSES
Very Acceptable	13.83%
Acceptable	42.00%
Neutral	36.96%
Unacceptable	4.05%
Very Unacceptable	3.16%

Q17 “The club has committed that any money raised by Chelsea will be spent on Chelsea.”Taking this commitment into account, do you have confidence in the club to reinvest the increased ticket revenue effectively into Chelsea FC.



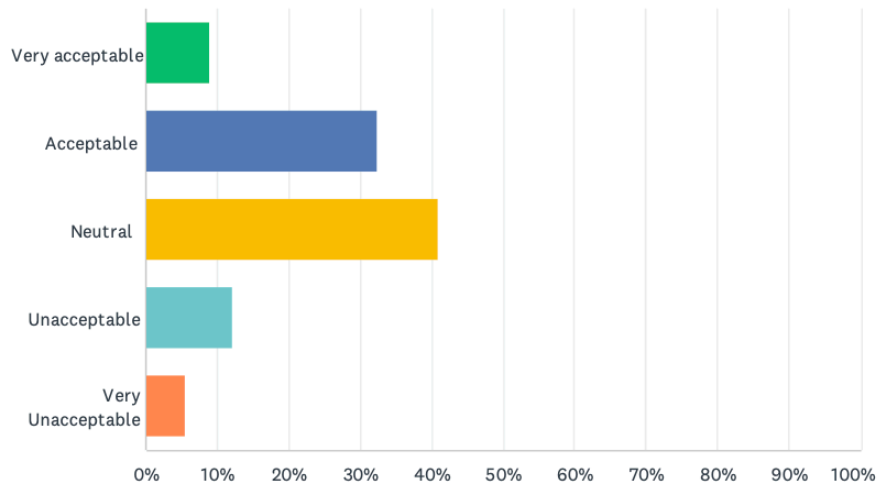
ANSWER CHOICES	RESPONSES
I feel confident	22.23%
Neutral	28.75%
I do not feel confident	49.01%

Q18 The Chelsea Supporters' Trust Board would like to seek a mandate from its membership to join the FSA's Stop Exploiting Loyalty campaign. More information about this campaign can be found [here](#). Would you like the CST to join the FSA's Stop Exploiting Loyalty campaign?



ANSWER CHOICES	RESPONSES
Yes	89.82%
No	2.27%
Neutral	7.91%

Q14 The club has announced that away ticket allocations have changed and will now be split: STH 70%/30% Members.Do you believe that this decision is:



ANSWER CHOICES	RESPONSES
Very acceptable	8.89%
Acceptable	32.31%
Neutral	40.91%
Unacceptable	12.25%
Very Unacceptable	5.63%