

## Premier League Project Restart Survey

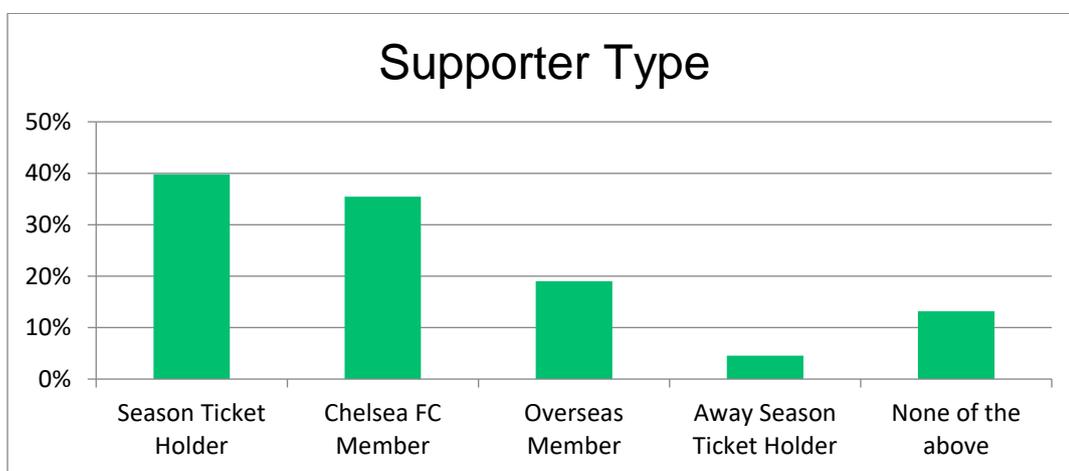
The snap survey was created to find out the preferences of Chelsea fans. Individual invites were sent to each Chelsea Supporters' Trust (CST) member, and a general link was posted on Twitter and Facebook. The Survey was conducted between 28<sup>th</sup> May and 1<sup>st</sup> June 2020

Of the 1114 replies, 72% came from CST members, 28% came from Social Media

Thank you to all our members and fans for taking the time to respond.

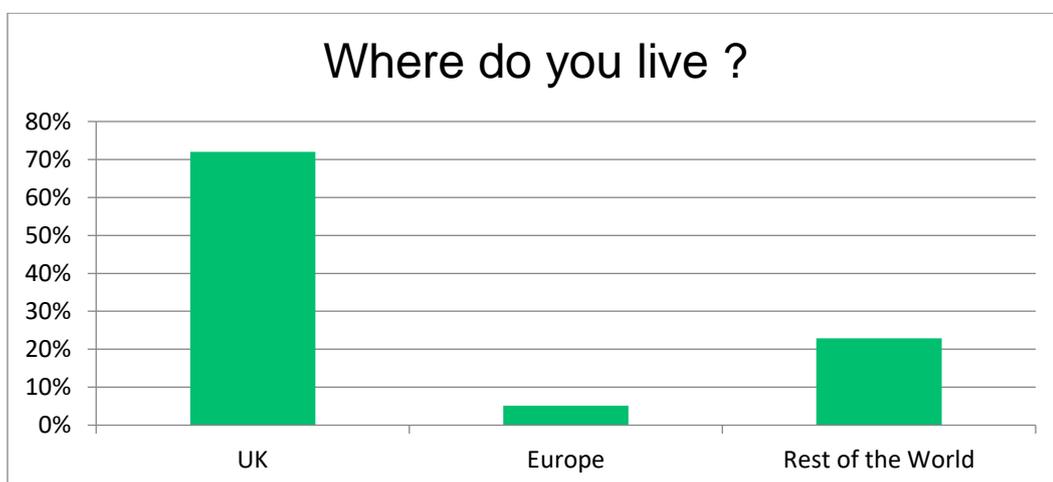
### Questions 1 - Type of supporter

- 40% were Season Ticket Holders ( of which, 5% were also Away Season Ticket Holders)
- 35% were Chelsea FC Members
- 19% were Overseas Members



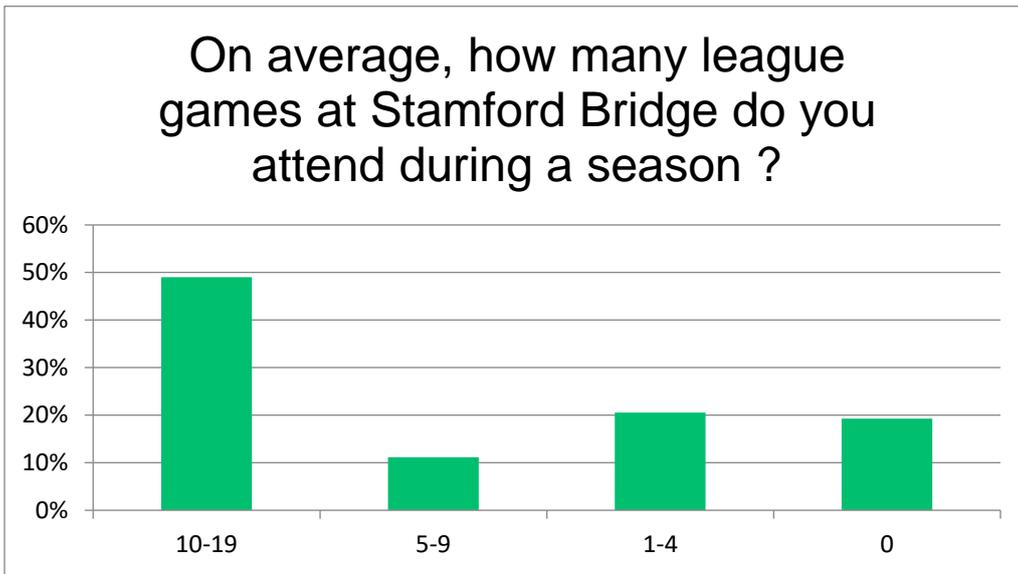
### Question 2 - Where respondents lived

UK	72%
Europe	5%
Rest of the World	23%



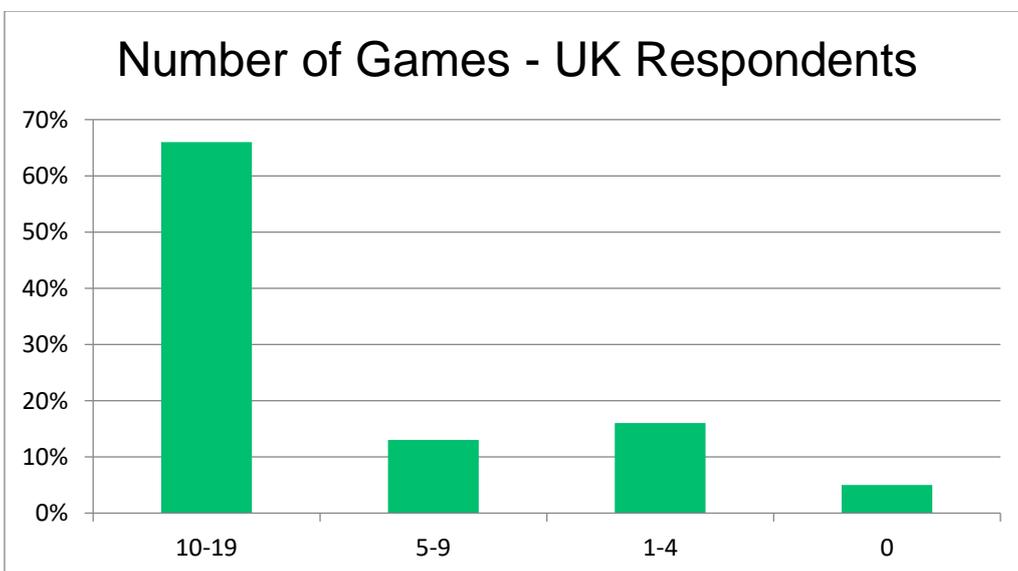
Question 3 - Average number of League Matches watched at Stamford Bridge in a season

Average number of home games a season attended	
10-19	49%
5-9	11%
1-4	21%
0	19%



**Of the UK respondents**

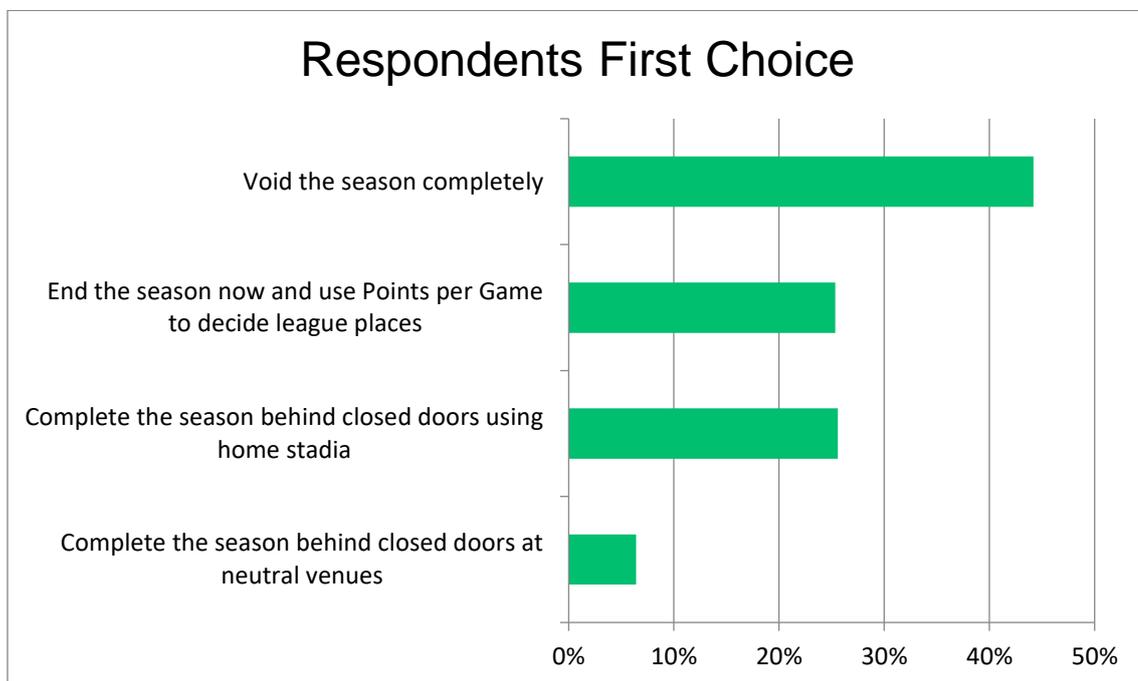
Average number of home games a season attended	
10-19	66%
5-9	13%
1-4	16%
0	5%



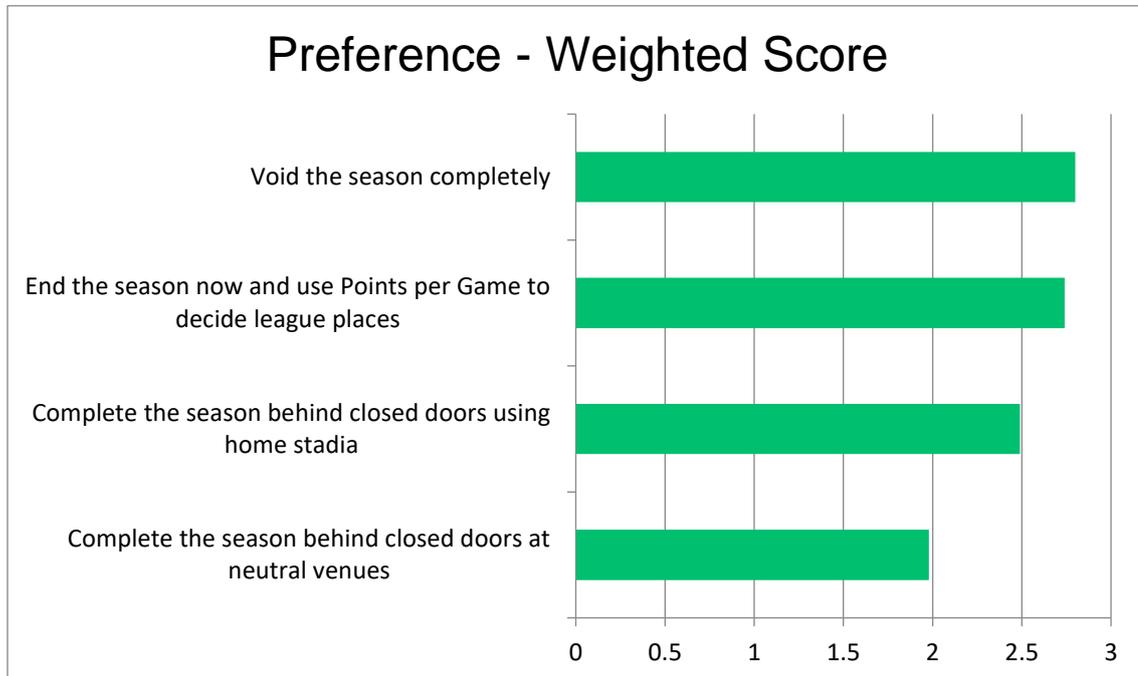
## Question 4 - Preference for how the season should finish

Respondents were asked to rank in order their preference for how the season should finish.

Looking at respondent's first choices, it is clear that most (70%) would want the season to not carry on, either by voiding the season altogether, or using points per game to decide the final league places.



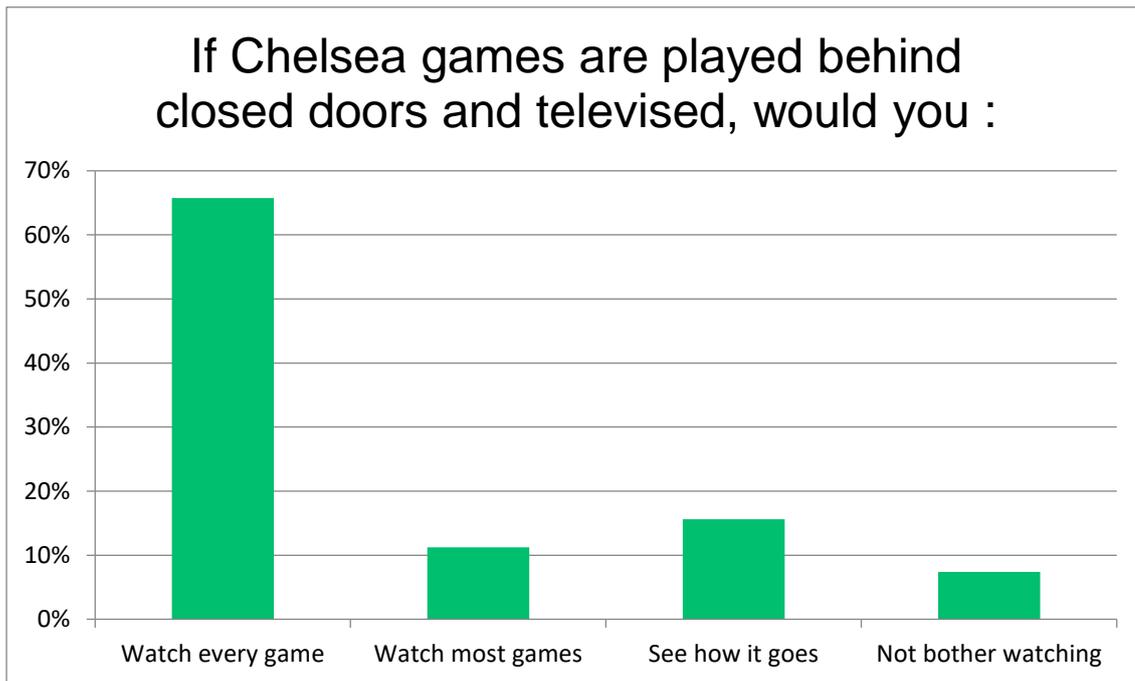
Given the weighting of the options (4 for first choice, 1 for last) , the split was as follows :



If the season is to carry on, there is a general preference for games to be played at home venues rather than neutral grounds.

## Question 5 - Watching the Games

The vast majority have indicated that they would be watching the games if they are shown on TV.



The total that would watch every game is 66%, but interestingly, for those **living in the UK**, only 60% said they would watch every game.

Also, 10% of season ticket holders say they will not bother watching the televised games.

## Question 6 - Comments

Many people added comments. The comments that are quoted are a select few of the many submitted.

The overwhelming majority of these comments fall into three main themes.

- **Big worry regarding the safety of players and staff.**

*“Whatever solution is decided on must avoid risk to staff and players and anyone else involved in putting on the games”*

*“Please only do so with support of the players. If they feel safe then okay but do not force any players to play.”*

*“Health must come first, we must not wait for “disaster” before realising the mistake of an unnecessary restart.”*

*“Safety of players, staff and film crew must come above everything else. If cases of covid-19 rise then the season should be scrapped.”*

*“Don’t put players, management, staff and their families at risk. So much progress has been made against Covid 19, wait until September to start.”*

- **The Premier League are purely interested in the money first and safety very much second.**

*“It’s simply connected to TV revenues. Does not feel like it is yet a time for sport with casualty levels as they are.”*

*“Not convinced it’s the right decision to restart the season. Seems to me to be a decision that has been primarily motivated by money.”*

*"I think there are more important issues at the moment than Restarting the premier league. It feels is all about money"*

*"I never thought I would say this but it is all about money And it leaves a very bad taste I'm a lifelong third generation Chelsea fan - with three generations after me. .... Yet the flagrant chasing of cash has left me ambivalent It's business wanting to monetise customers And that's not why I follow Chelsea - or watch football for that matter Like many I have been in wilful denial The current circumstances have forced me to acknowledge the truth It isn't a game it's an industry It isn't a club it's a business"*

*"The decision to restart this season is completely based on financial fall out and nothing to do with the safety of the players nor the emotional feelings of the true supporters . It only compounds the lack of integrity from those that are in the boardrooms and so called leaders of PL"*

- **Football needs fans present.**

*"We all want to see football again. BUT... it has to be safe, and the football we love, not some socially distanced sanitised version where there's no atmosphere and looks like a pre-season training session I think it's too early"*

*"All about the money - football without supporters in attendance is a waste of time"*

*"Football is for the fans - why play if they are not present? A recent Bundesliga match with no fans had zero energy, it was like watching training."*

*"Football needs fans at games! Yet another financially motivated decision for TV companies and not for the benefit of fans."*

*"Football is nothing without fans"*

*"Fans are the soul of the game. What's the point if no fans are present. No atmosphere, no point. you only have to remember the England game, turned it off after 10 minutes."*

Other themes that were raised :

- **looking forward to having football back.**

*"Premier league to me is the most competitive league in the world I can't wait for it to be back"*

*"The restart can be a welcoming distraction. Most football fans sitting at home would love to watch and cheer again even if it's from the comfort of their homes."*

- **Reputation for Premier League Is tarnished.**

*"I understand why they are restarting but feel it devalues the competition given the conditions are different"*

*"I think the focus should be upon the 20/21 season and not the 19/20. Completing fixtures in artificial situations eliminates the integrity of the current season."*

*"It a disgrace that resources to test players are not being used to test key workers. I am disgusted with the PL and sports media for the non stop campaign to end the season no matter what. The whole thing has left a early bitter taste, and has obviously revolved around money. I am not sure that I will ever feel the same about the beautiful game again."*

*"Void then season, any other option devalues the achievements of previous, and future competitions"*

- **Need to finish the season one way or another.**

*“With only Chelsea in mind I would prefer finish the season now as we would be in Champs League positions, however I don't believe that is fair on other teams especially those fighting relegation. I think despite it's imperfections finishing the season behind closed doors at home grounds is the fairest way.”*

*“..... feel seeing the template of the Bundesliga has convinced me a return to playing was doable. .... It also is incumbent for clubs to earn revenue and the reality is football cannot wait for a vaccine which may never arrive. Lots of industries are working to get back, football is no different. It will be strange but It's good to have something that means so much to me returning.”*

*“I think finishing the 19/20 season is the best option, regardless of when that happens. As much as I hate to say it, it would be very unfair on Liverpool if they were denied their opportunity to win the EPL. Finishing the league as things stand would be unfair on all other clubs that are battling for honours or relegation or promotion. “*

*“In my opinion, restarting is the just thing to do. Otherwise, deciding league winners, top four and relegation finishers would be unjustly difficult.”*

If you require further information on this survey, please contact [paulhay@chelseasupporterstrust.com](mailto:paulhay@chelseasupporterstrust.com)