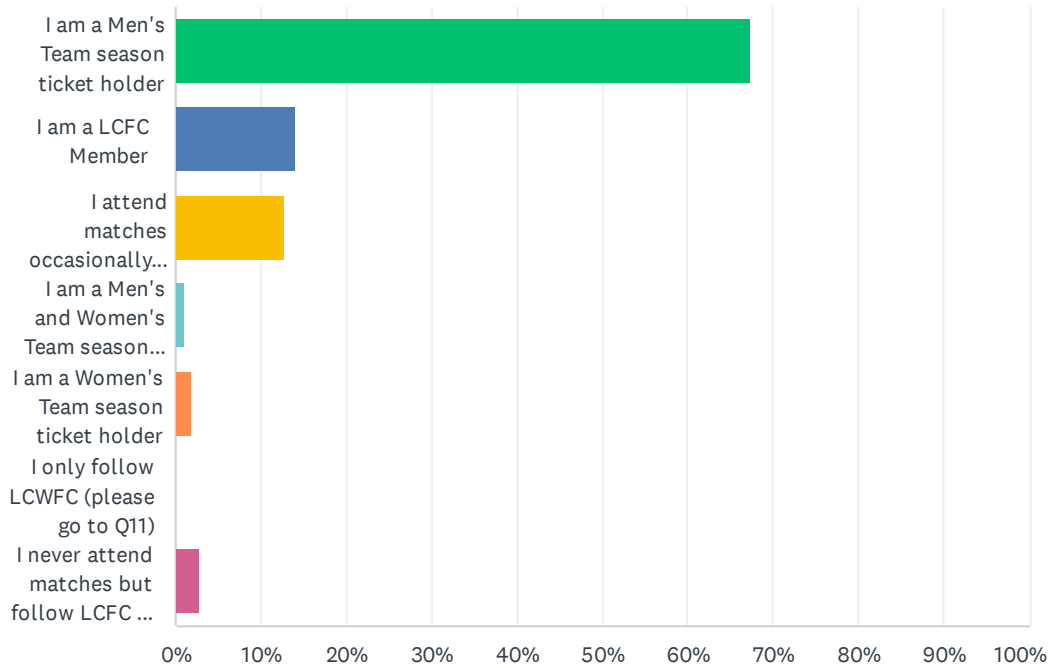


Q1 Please indicate your supporter status with LCFC.

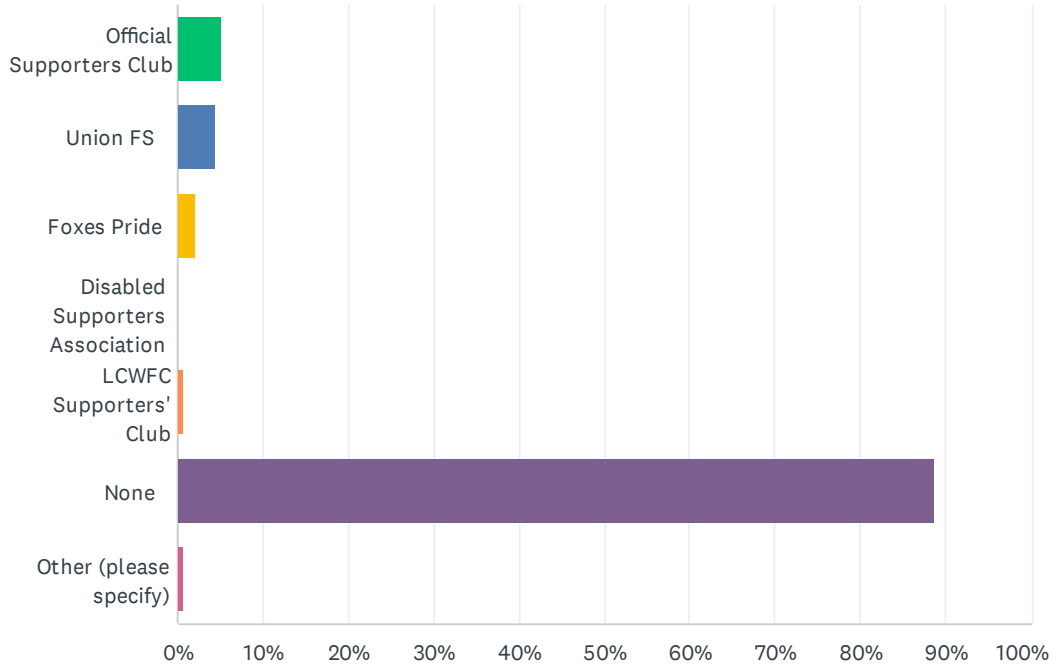
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
	Percentage	Count
I am a Men's Team season ticket holder	67.45%	201
I am a LCFC Member	14.09%	42
I attend matches occasionally when general sale tickets are available	12.75%	38
I am a Men's and Women's Team season ticket holder	1.01%	3
I am a Women's Team season ticket holder	2.01%	6
I only follow LCWFC (please go to Q11)	0.00%	0
I never attend matches but follow LCFC via TV and radio broadcasts and other media (please go to Q11)	2.68%	8
TOTAL		298

Q2 Are you a member of any of the following LCFC supporter groups. Please SELECT ALL that apply

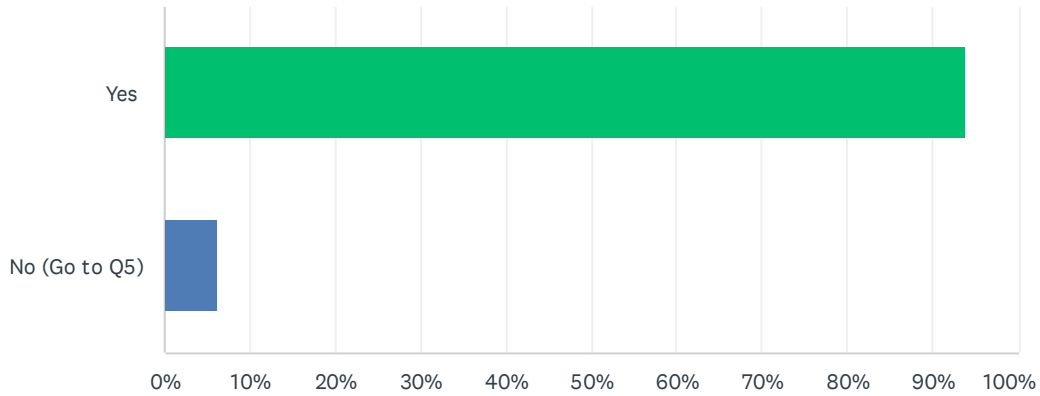
Answered: 272 Skipped: 26



ANSWER CHOICES	RESPONSES	
Official Supporters Club	5.15%	14
Union FS	4.41%	12
Foxes Pride	2.21%	6
Disabled Supporters Association	0.00%	0
LCWFC Supporters' Club	0.74%	2
None	88.60%	241
Other (please specify)	0.74%	2
Total Respondents: 272		

Q3 Did you attend a Home LCFC men's game last season?

Answered: 291 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	93.81%	273
No (Go to Q5)	6.19%	18
TOTAL		291

Q4 If you attended a Home Men's game last season, on a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', rate your Home match day experience.

Answered: 268 Skipped: 30

3.2★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	4.85% 13	16.42% 44	38.81% 104	35.07% 94	4.85% 13	268	3.19

Q5 When you attended a Home game last season, on a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', how would you rate the atmosphere at the KP last season?

Answered: 277 Skipped: 21

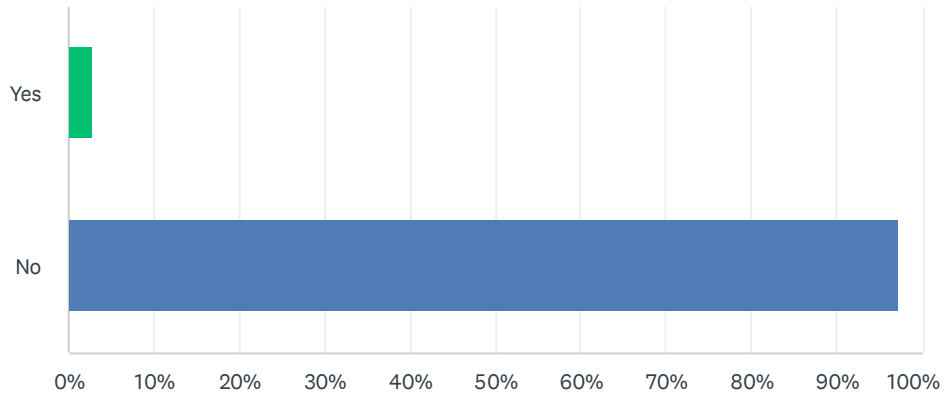
2.6★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	12.27% 34	31.05% 86	40.79% 113	13.00% 36	2.89% 8	277	2.63

Q6 Are you a supporter with a Disability?

Answered: 289 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	2.77%	8
No	97.23%	281
TOTAL		289

Q7 If you have a disability, on a Scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', rate your experience of the Club catering for your specific needs.

Answered: 17 Skipped: 281

2.5★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	41.18% 7	11.76% 2	23.53% 4	5.88% 1	17.65% 3	17	2.47

Q8 If you used the food and drink concessions at the King Power last season, on a Scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', rate your catering experience.

Answered: 229 Skipped: 69

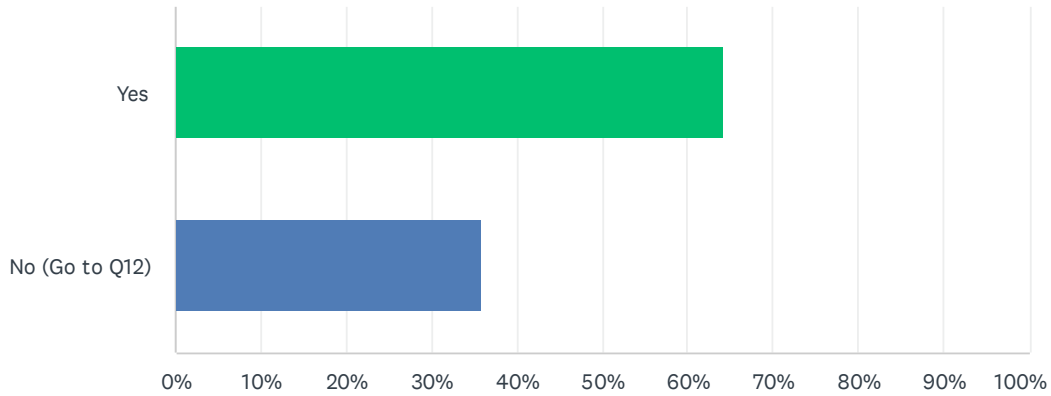
1.9★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	44.54% 102	27.07% 62	20.96% 48	4.80% 11	2.62% 6	229	1.94

Q9 Did you attend an Away LCFC men's game last season?

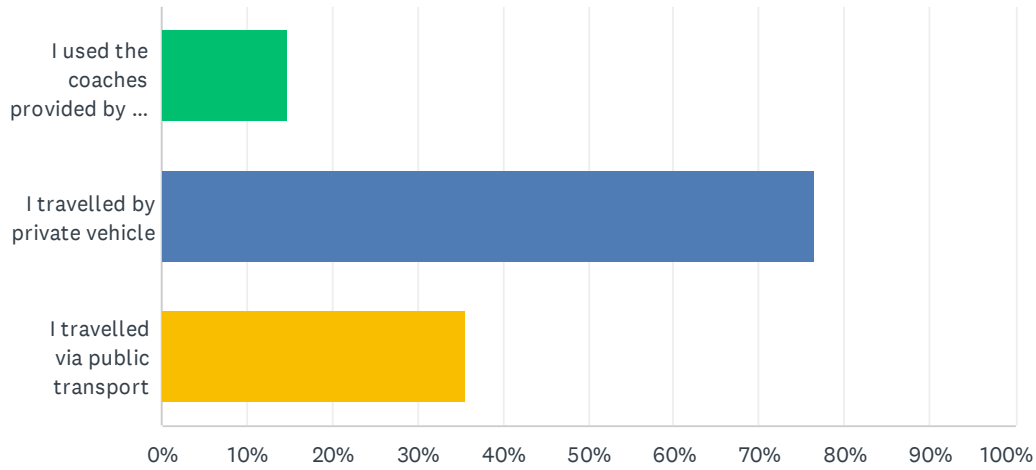
Answered: 287 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes	64.11%	184
No (Go to Q12)	35.89%	103
TOTAL		287

Q10 How did you travel to LCFC away matches? Tick all that apply.

Answered: 183 Skipped: 115



ANSWER CHOICES	RESPONSES	
I used the coaches provided by the Club	14.75%	27
I travelled by private vehicle	76.50%	140
I travelled via public transport	35.52%	65
Total Respondents: 183		

Q11 When you attended an Away Men's game last season, on a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', rate your Away match day experience.

Answered: 185 Skipped: 113

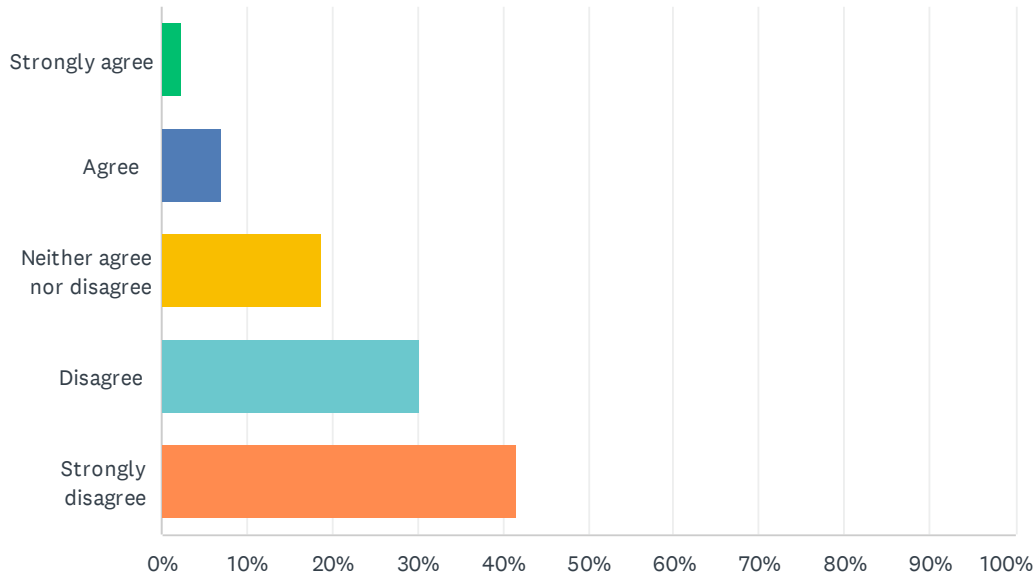
3.8★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	1.08% 2	5.41% 10	30.27% 56	42.16% 78	21.08% 39	185	3.77

Q12 "The Club leadership is actively involved in setting strategy and a culture of fan engagement and collaboration."

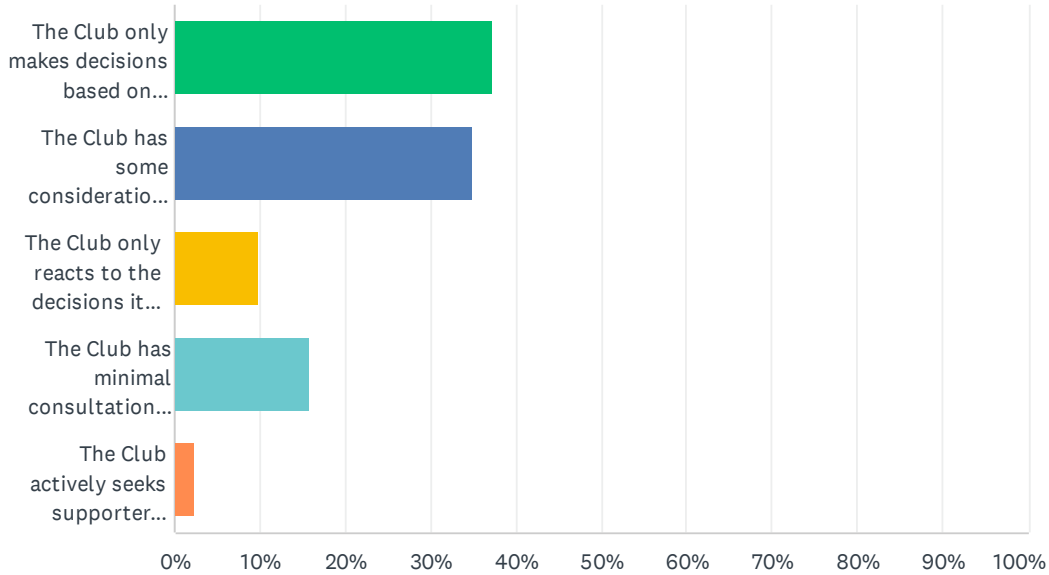
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	2.35%	7
Agree	7.05%	21
Neither agree nor disagree	18.79%	56
Disagree	30.20%	90
Strongly disagree	41.61%	124
TOTAL		298

Q13 Considering your answer to the previous question, select one of the following options that most closely reflects your reasoning.

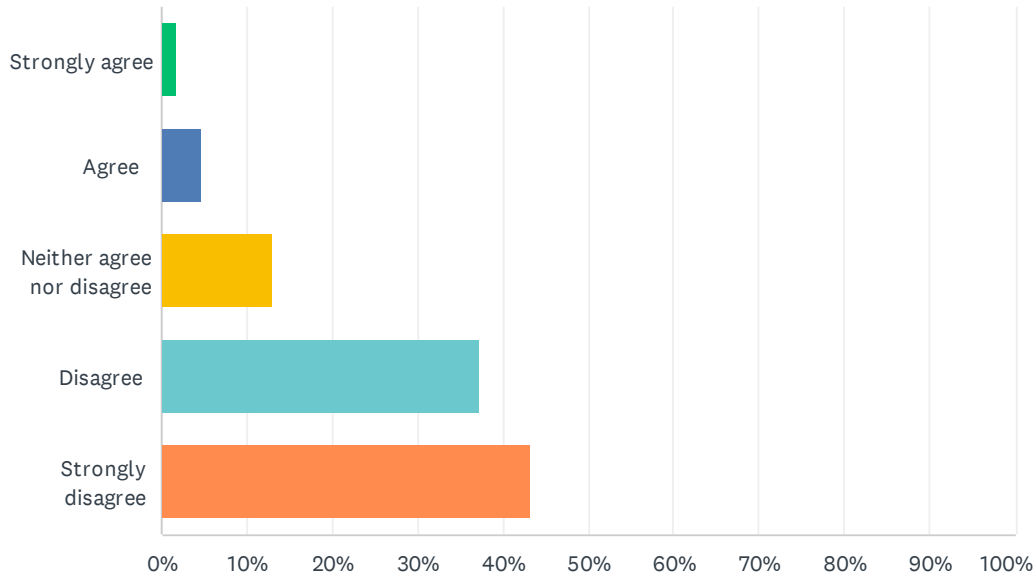
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
The Club only makes decisions based on commercial advantage and not on how they might affect supporters	37.25%	111
The Club has some consideration for supporters, but this is out-weighted by commercial considerations	34.90%	104
The Club only reacts to the decisions it makes when supporter groups oppose them	9.73%	29
The Club has minimal consultation with supporter groups but rarely acts on feedback	15.77%	47
The Club actively seeks supporter consultation and feedback prior to taking decisions	2.35%	7
TOTAL		298

Q14 "Decisions taken by the Club are transparent and the club shares information in a timely and accurate manner."

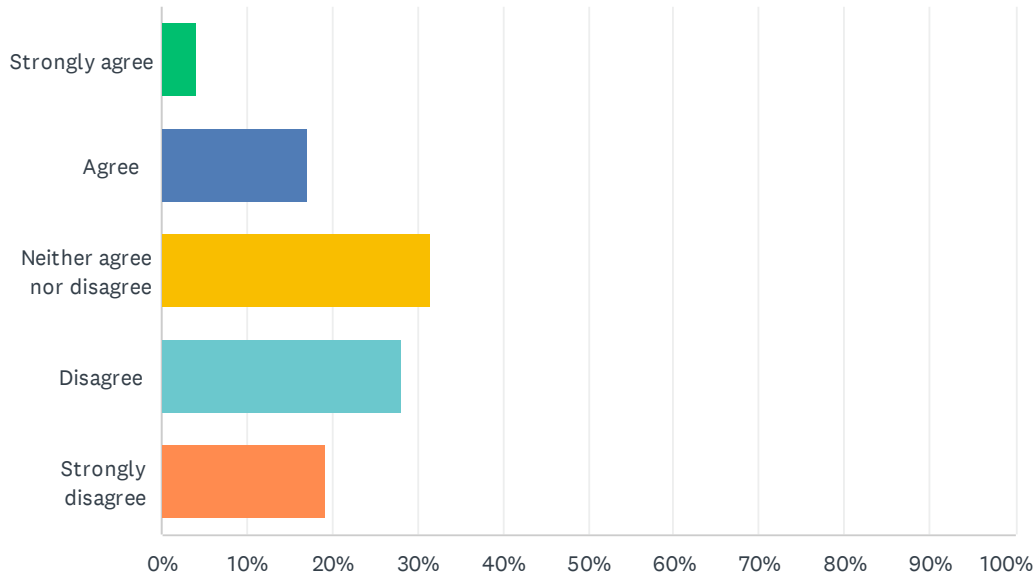
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	1.68%	5
Agree	4.70%	14
Neither agree nor disagree	13.09%	39
Disagree	37.25%	111
Strongly disagree	43.29%	129
TOTAL		298

Q15 "Leicester City is a family orientated club, this is demonstrated in its ethos and moral compass when making decisions."

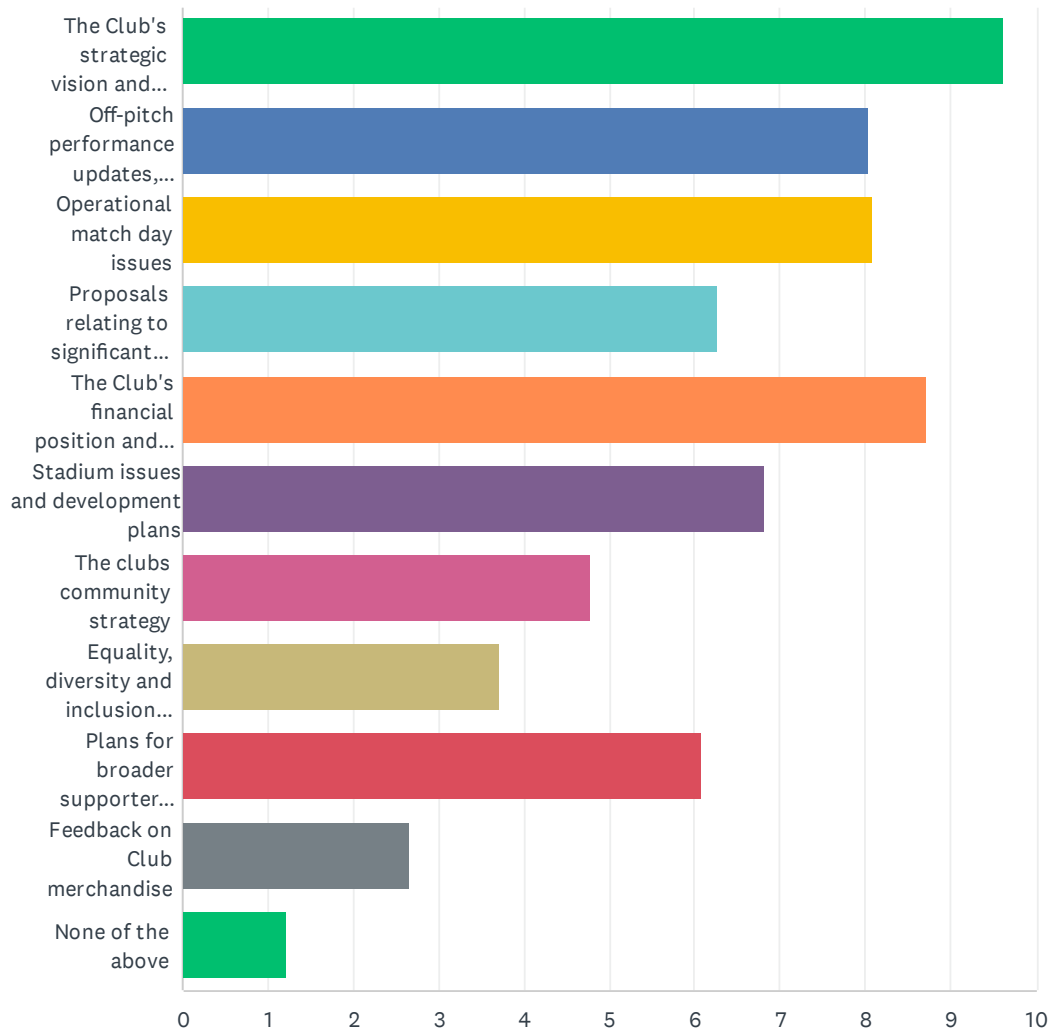
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	4.03%	12
Agree	17.11%	51
Neither agree nor disagree	31.54%	94
Disagree	28.19%	84
Strongly disagree	19.13%	57
TOTAL		298

Q16 LCFC will be required to set-up a Fan Advisory Board (FAB) for the 24/25 season. Please rank the following issues that the FAB will consider in order of importance.

Answered: 298 Skipped: 0

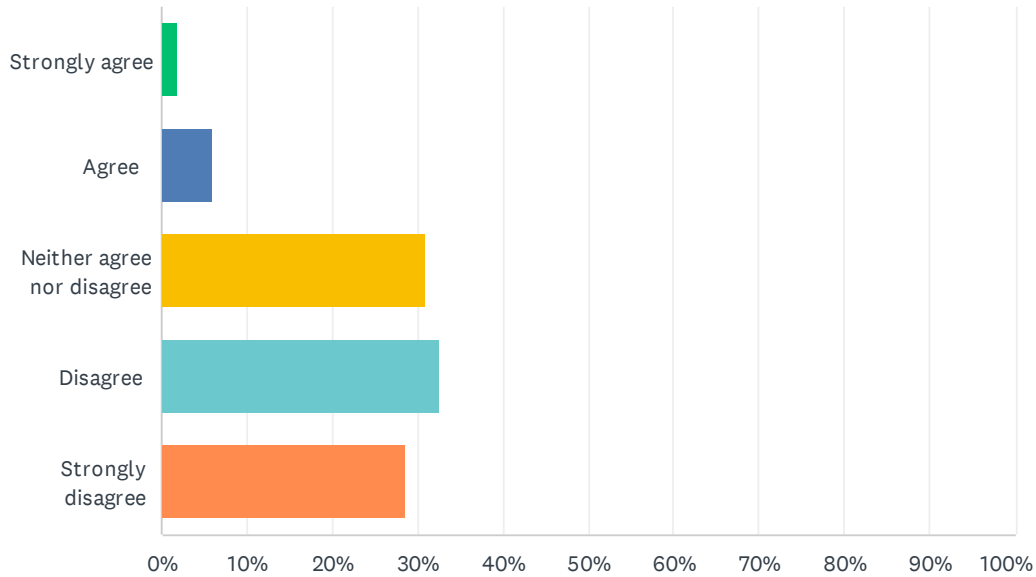


Foxes Trust End of Season Survey 2024 for Non-Members

	1	2	3	4	5	6	7	8	9	10	11
The Club's strategic vision and objectives	39.26% 117	27.52% 82	13.42% 40	8.05% 24	4.03% 12	4.03% 12	2.35% 7	1.01% 3	0.34% 1	0.00% 0	0.00% 0
Off-pitch performance updates, priorities and plans	9.73% 29	20.13% 60	18.12% 54	14.77% 44	12.42% 37	11.07% 33	7.72% 23	3.69% 11	1.68% 5	0.67% 2	0.00% 0
Operational match day issues	7.38% 22	12.42% 37	26.17% 78	23.83% 71	13.09% 39	8.05% 24	4.03% 12	2.68% 8	2.35% 7	0.00% 0	0.00% 0
Proposals relating to significant changes to club heritage assets	2.35% 7	4.03% 12	6.71% 20	16.78% 50	15.44% 46	18.79% 56	15.77% 47	8.39% 25	8.39% 25	3.02% 9	0.34% 1
The Club's financial position and planning	24.16% 72	21.81% 65	11.74% 35	12.42% 37	16.11% 48	6.71% 20	3.36% 10	3.02% 9	0.34% 1	0.34% 1	0.00% 0
Stadium issues and development plans	2.35% 7	6.38% 19	12.08% 36	13.09% 39	20.81% 62	22.82% 68	12.42% 37	6.04% 18	3.36% 10	0.67% 2	0.00% 0
The clubs community strategy	0.67% 2	0.67% 2	1.68% 5	3.36% 10	4.70% 14	11.74% 35	31.21% 93	28.86% 86	13.09% 39	3.36% 10	0.67% 2
Equality, diversity and inclusion commitments	0.67% 2	0.67% 2	1.01% 3	1.34% 4	3.69% 11	7.05% 21	7.05% 21	28.86% 86	27.52% 82	15.10% 45	7.05% 21
Plans for broader supporter engagement	13.09% 39	6.04% 18	7.72% 23	5.70% 17	8.72% 26	8.05% 24	12.75% 38	8.72% 26	22.82% 68	6.04% 18	0.34% 1
Feedback on Club merchandise	0.00% 0	0.34% 1	1.34% 4	0.67% 2	1.01% 3	1.68% 5	2.68% 8	8.05% 24	18.12% 54	61.74% 184	4.36% 13
None of the above	0.34% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.67% 2	0.67% 2	2.01% 6	9.06% 27	87.25% 260

Q17 "The Club has an effective strategy for attracting new or young supporters."

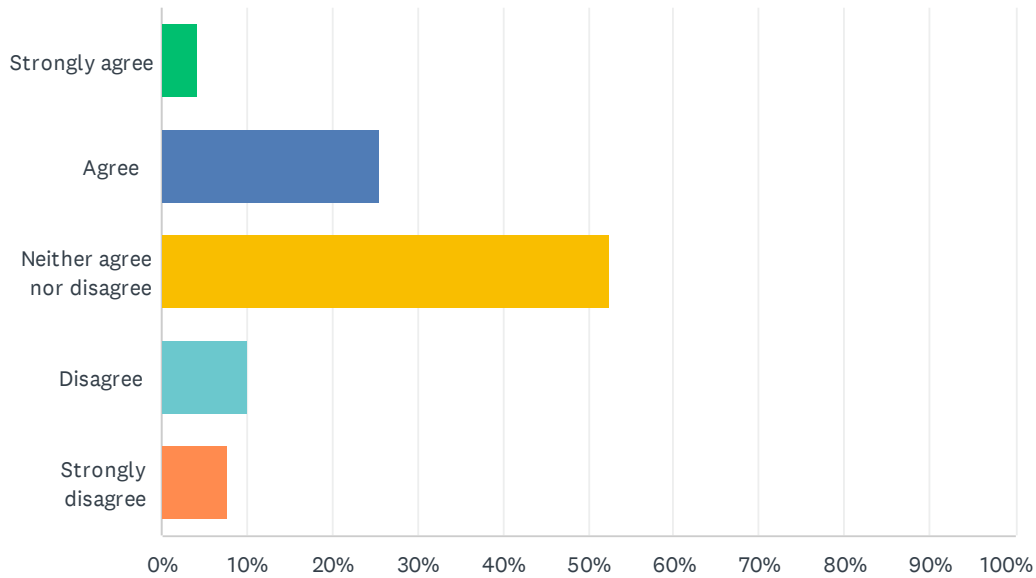
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	2.01%	6
Agree	6.04%	18
Neither agree nor disagree	30.87%	92
Disagree	32.55%	97
Strongly disagree	28.52%	85
TOTAL		298

Q18 "In partnership supporters, community and stakeholders, the Club is promoting diversity awareness and attracting a diverse range of fans reflecting the local population"

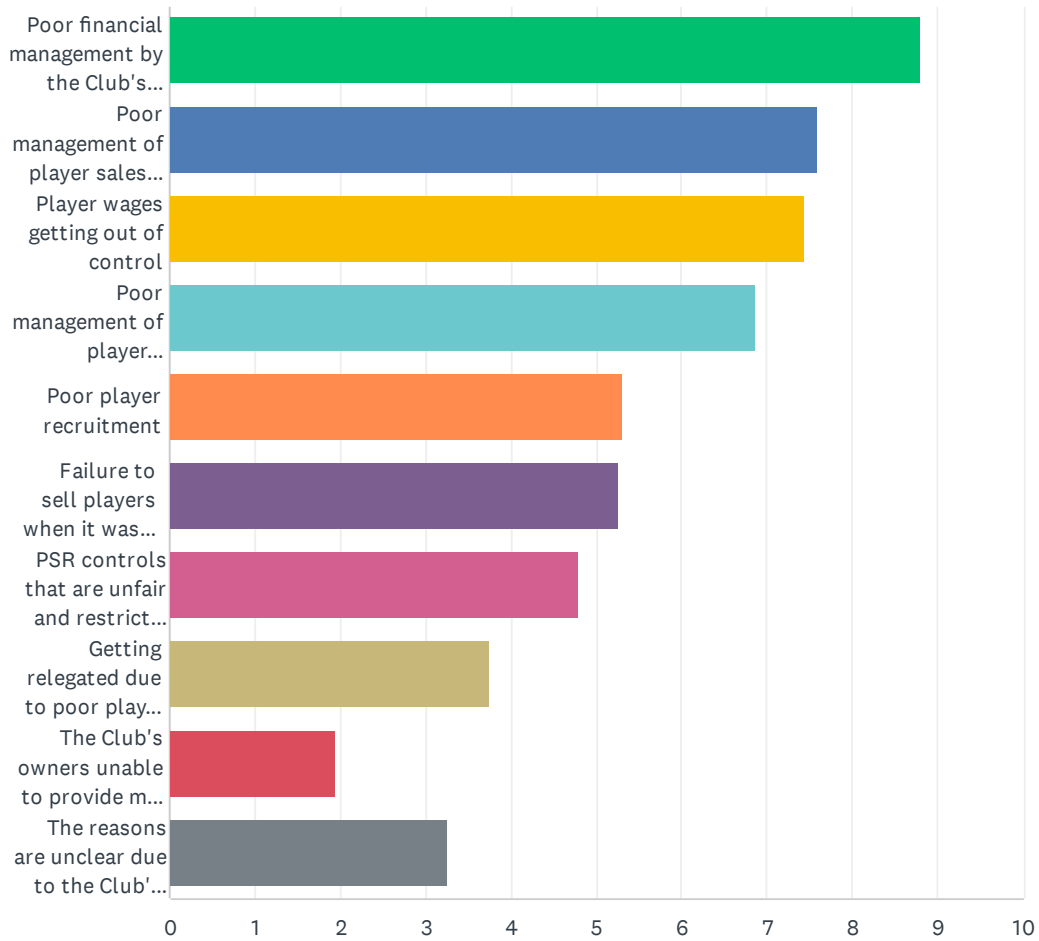
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	4.36%	13
Agree	25.50%	76
Neither agree nor disagree	52.35%	156
Disagree	10.07%	30
Strongly disagree	7.72%	23
TOTAL		298

Q19 Rank these statements in order of importance to illustrate your reasoning why you feel the above rules have been breached?

Answered: 298 Skipped: 0

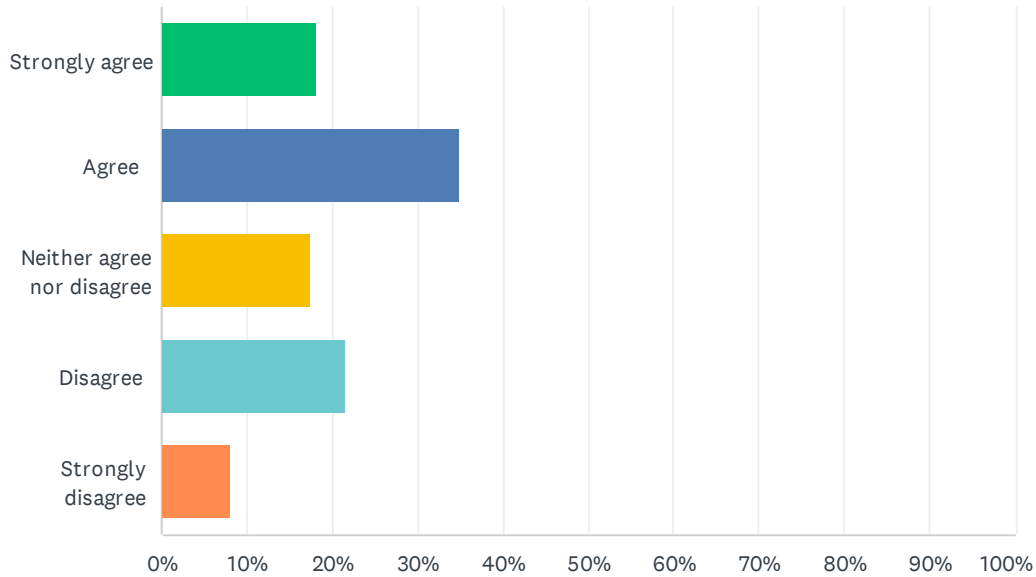


Foxes Trust End of Season Survey 2024 for Non-Members

	1	2	3	4	5	6	7	8	9	10	TOTAL
Poor financial management by the Club's Directors	57.05% 170	17.79% 53	5.37% 16	5.70% 17	5.37% 16	3.69% 11	2.35% 7	2.01% 6	0.67% 2	0.00% 0	298
Poor management of player sales and transactions	6.04% 18	35.23% 105	19.80% 59	15.77% 47	10.40% 31	5.03% 15	3.02% 9	3.69% 11	1.01% 3	0.00% 0	298
Player wages getting out of control	5.37% 16	18.12% 54	36.24% 108	18.46% 55	9.06% 27	5.70% 17	4.70% 14	2.01% 6	0.34% 1	0.00% 0	298
Poor management of player contracts	2.01% 6	10.74% 32	18.46% 55	32.55% 97	20.47% 61	9.73% 29	4.36% 13	1.34% 4	0.34% 1	0.00% 0	298
Poor player recruitment	1.01% 3	3.36% 10	6.04% 18	6.38% 19	29.53% 88	22.82% 68	17.11% 51	10.07% 30	3.69% 11	0.00% 0	298
Failure to sell players when it was necessary	1.34% 4	2.68% 8	6.04% 18	12.75% 38	14.09% 42	33.89% 101	15.44% 46	8.39% 25	5.03% 15	0.34% 1	298
PSR controls that are unfair and restrict ambition	13.09% 39	5.03% 15	3.02% 9	2.01% 6	5.70% 17	9.06% 27	24.83% 74	17.45% 52	13.42% 40	6.38% 19	298
Getting relegated due to poor player performance	1.68% 5	3.69% 11	1.01% 3	3.36% 10	4.36% 13	6.38% 19	19.80% 59	40.94% 122	14.77% 44	4.03% 12	298
The Club's owners unable to provide more financial backing	0.00% 0	1.01% 3	0.34% 1	0.67% 2	0.34% 1	0.67% 2	4.03% 12	8.05% 24	45.97% 137	38.93% 116	298
The reasons are unclear due to the Club's failure to reveal how and why this occurred	12.42% 37	2.35% 7	3.69% 11	2.35% 7	0.67% 2	3.02% 9	4.36% 13	6.04% 18	14.77% 44	50.34% 150	298

Q20 I am concerned that the Club's financial situation is threatening its future existence.

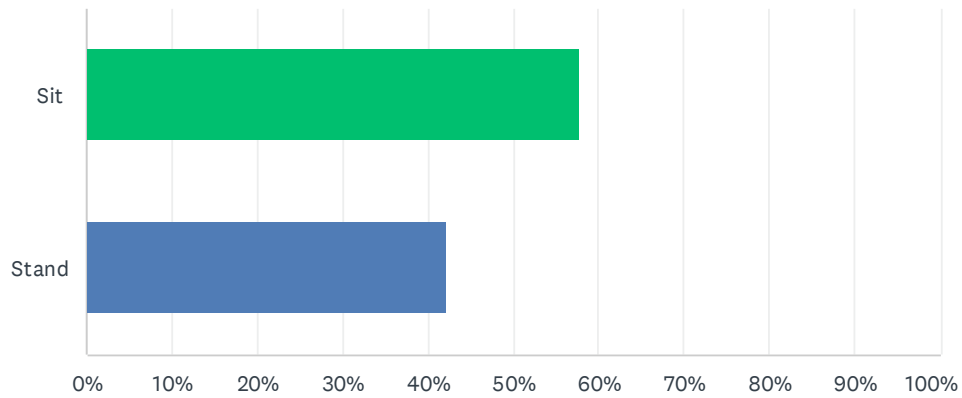
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	18.12%	54
Agree	34.90%	104
Neither agree nor disagree	17.45%	52
Disagree	21.48%	64
Strongly disagree	8.05%	24
TOTAL		298

Q21 If you had a choice, would you prefer to sit or stand at Home games?

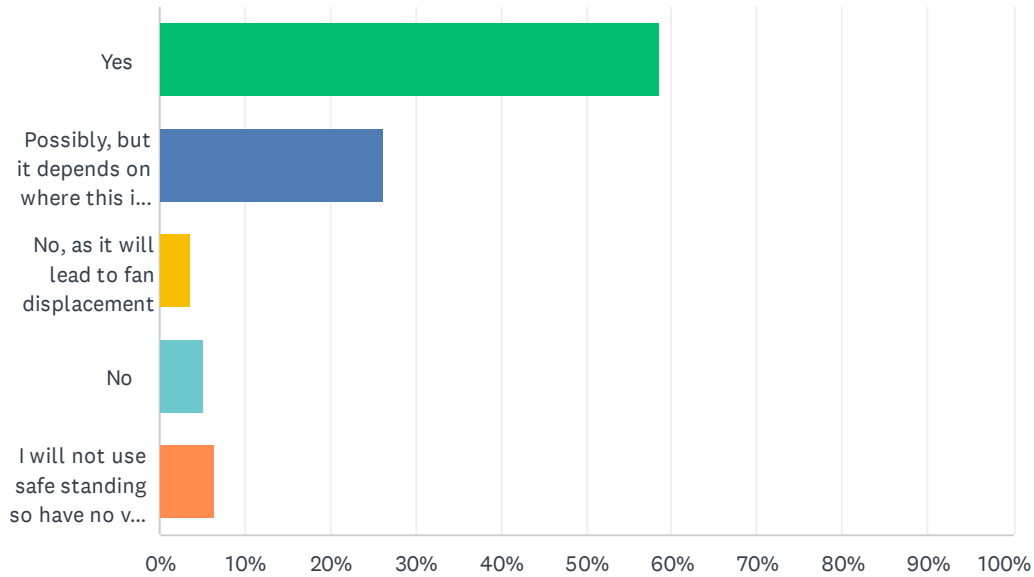
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Sit	57.72%	172
Stand	42.28%	126
TOTAL		298

Q22 Should the Club be introducing safe standing prior to any stadium redevelopment?

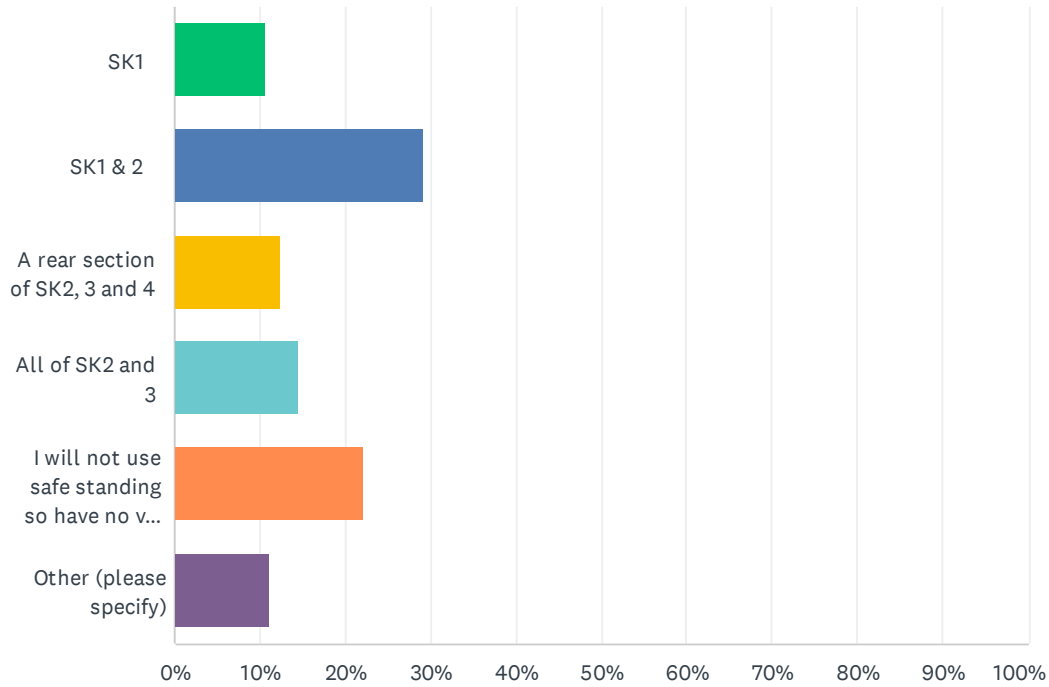
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	58.72%	175
Possibly, but it depends on where this is located	26.17%	78
No, as it will lead to fan displacement	3.69%	11
No	5.03%	15
I will not use safe standing so have no view on this	6.38%	19
TOTAL		298

Q23 If safe standing were introduced, in which section(s) of the ground should it be located?

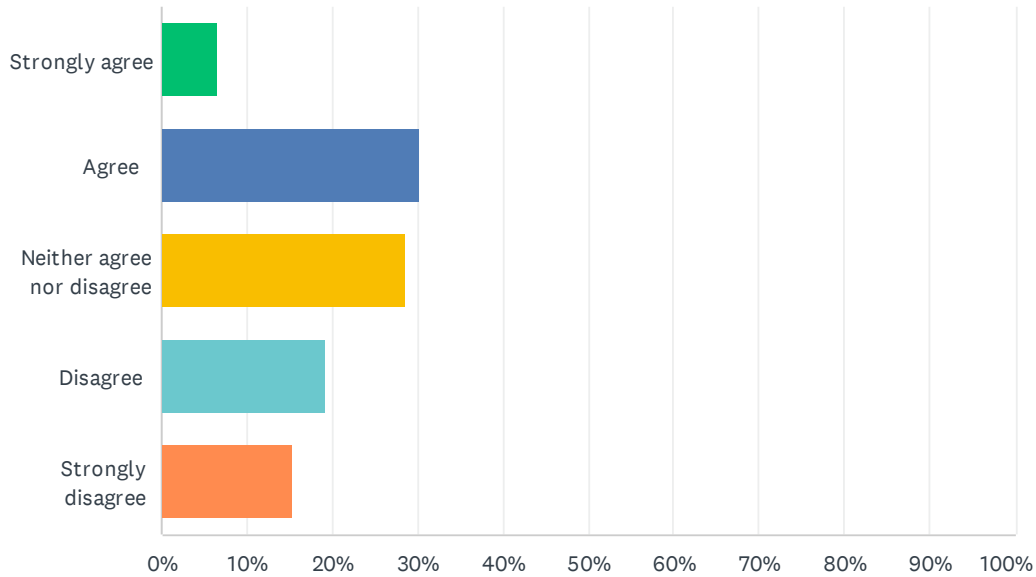
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
SK1	10.74%	32
SK1 & 2	29.19%	87
A rear section of SK2, 3 and 4	12.42%	37
All of SK2 and 3	14.43%	43
I will not use safe standing so have no view on this	22.15%	66
Other (please specify)	11.07%	33
TOTAL		298

Q24 "The KP Stadium and its surroundings adequately celebrate the Club's identity, proud achievements and heritage."

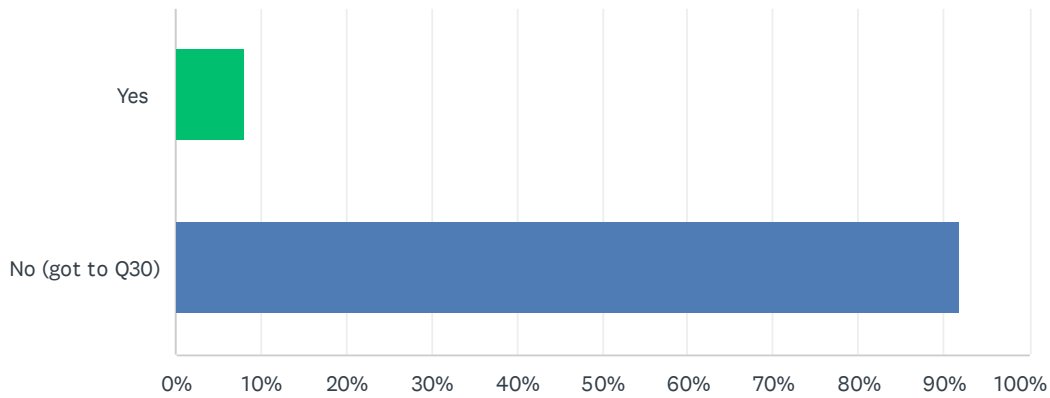
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	6.71%	20
Agree	30.20%	90
Neither agree nor disagree	28.52%	85
Disagree	19.13%	57
Strongly disagree	15.44%	46
TOTAL		298

Q25 Did you attend a Home LCWFC game last season?

Answered: 293 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	8.19%	24
No (got to Q30)	91.81%	269
TOTAL		293

Q26 When you attended a LCWFC Home game last season, on a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', rate your Home match day experience.

Answered: 24 Skipped: 274

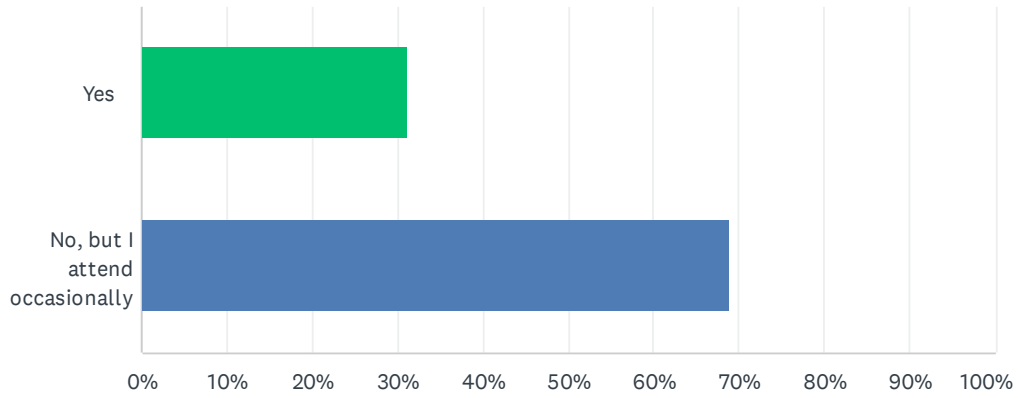
3.5★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	20.83% 5	25.00% 6	33.33% 8	20.83% 5	24	3.54

Q27 Did you have a season ticket for LCWFC last season?

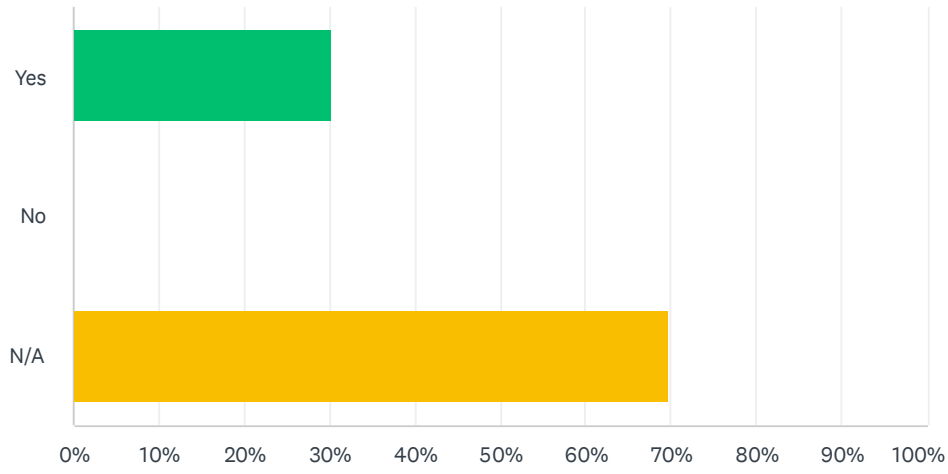
Answered: 29 Skipped: 269



ANSWER CHOICES	RESPONSES	
Yes	31.03%	9
No, but I attend occasionally	68.97%	20
TOTAL		29

Q28 Are you renewing your season ticket next season?

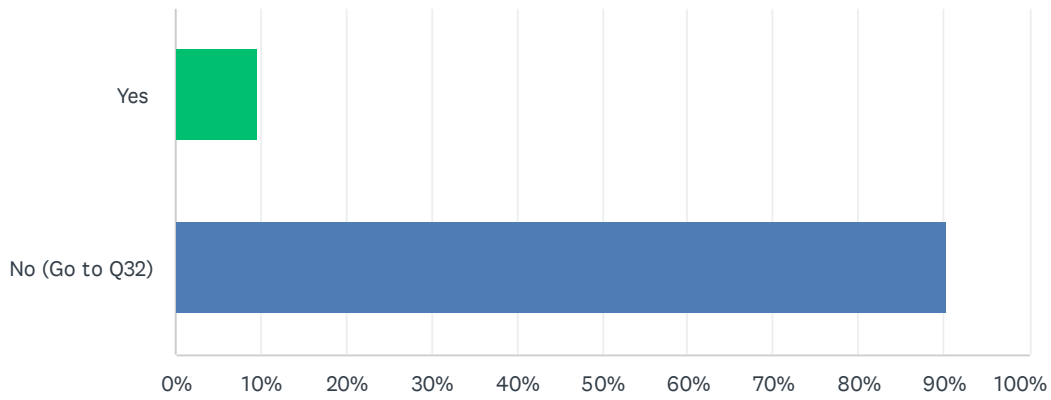
Answered: 33 Skipped: 265



ANSWER CHOICES	RESPONSES	
Yes	30.30%	10
No	0.00%	0
N/A	69.70%	23
TOTAL		33

Q29 Do you attend LCWFC away matches?

Answered: 93 Skipped: 205



ANSWER CHOICES	RESPONSES	
Yes	9.68%	9
No (Go to Q32)	90.32%	84
TOTAL		93

Q30 When you attended a LCWFC Away game last season, on a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', rate your Away match day experience.

Answered: 14 Skipped: 284

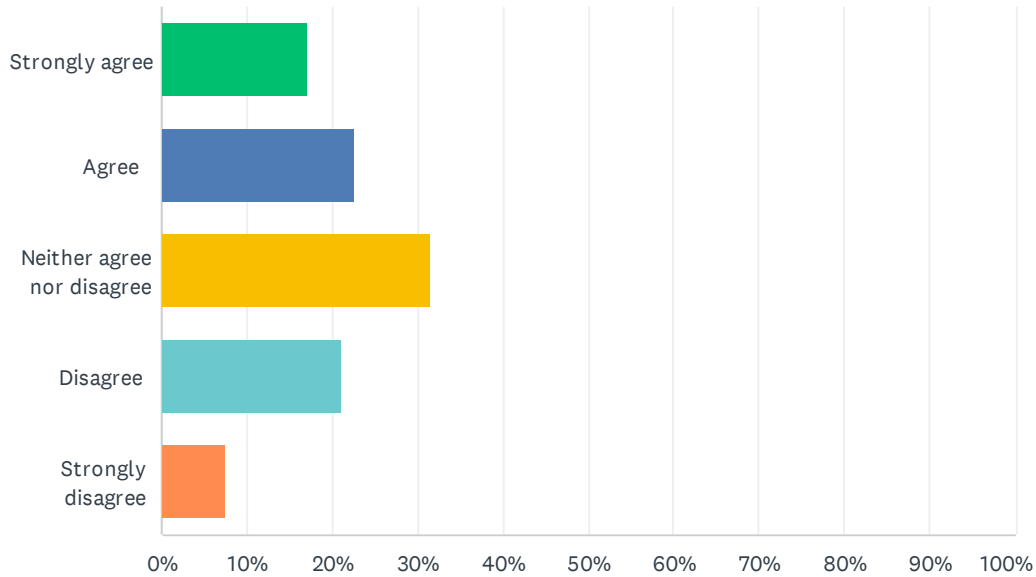
3.5★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	7.14% 1	7.14% 1	35.71% 5	28.57% 4	21.43% 3	14	3.50

Q31 "LCWFC should be a separate entity from LCFC and have clearly demarcated funding."

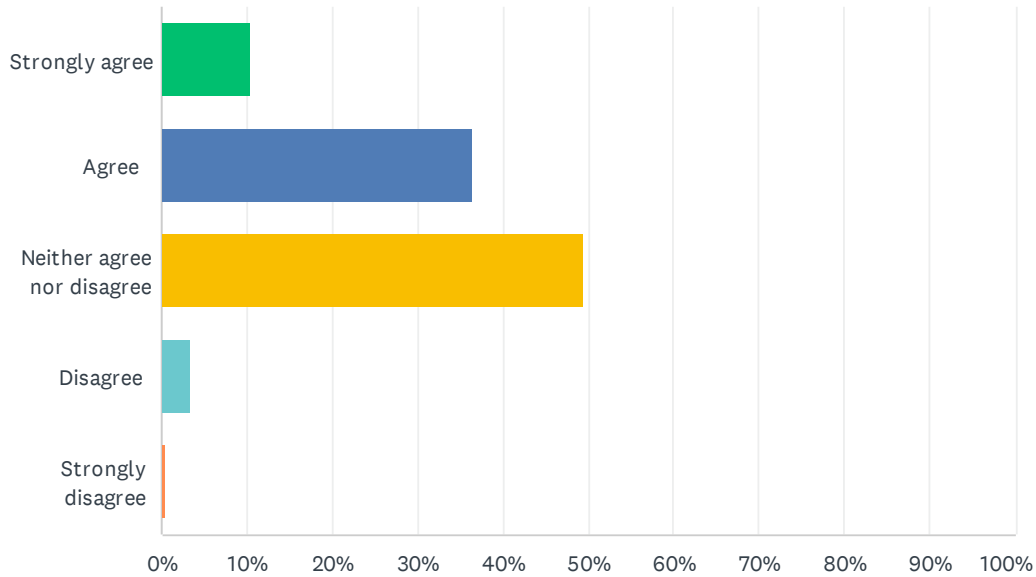
Answered: 199 Skipped: 99



ANSWER CHOICES	RESPONSES	
Strongly agree	17.09%	34
Agree	22.61%	45
Neither agree nor disagree	31.66%	63
Disagree	21.11%	42
Strongly disagree	7.54%	15
TOTAL		199

Q32 "LCWFC actively encourage girls, young women, families and other LCFC supporters to attend matches."

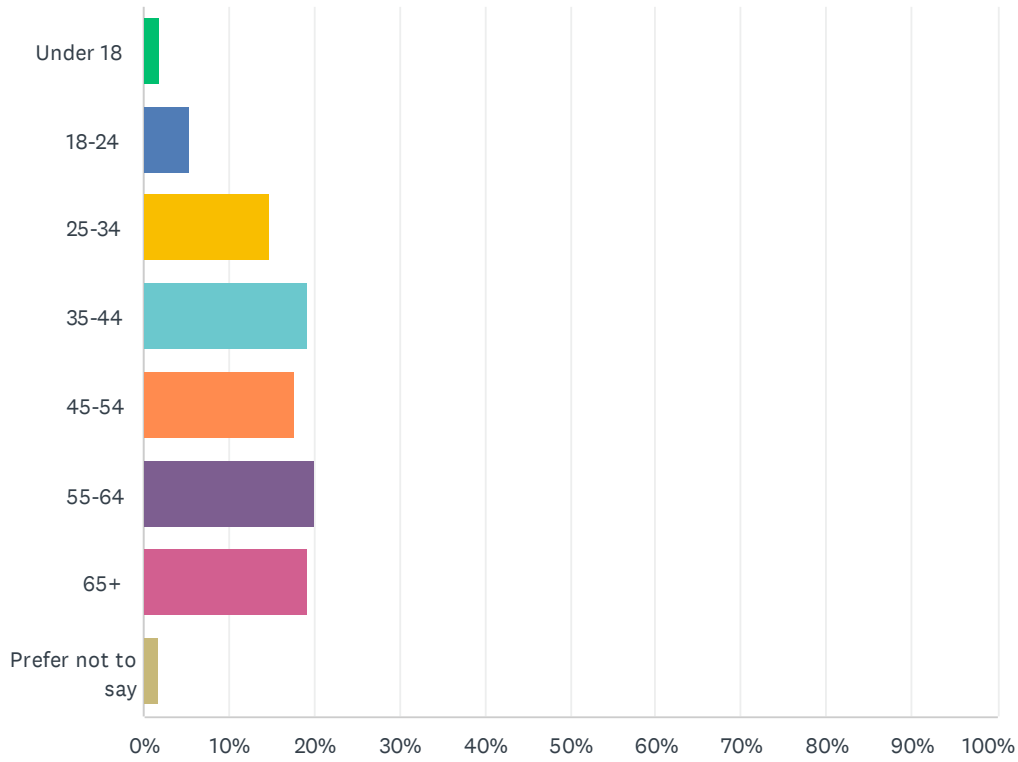
Answered: 239 Skipped: 59



ANSWER CHOICES	RESPONSES	
Strongly agree	10.46%	25
Agree	36.40%	87
Neither agree nor disagree	49.37%	118
Disagree	3.35%	8
Strongly disagree	0.42%	1
TOTAL		239

Q33 Please select your age range

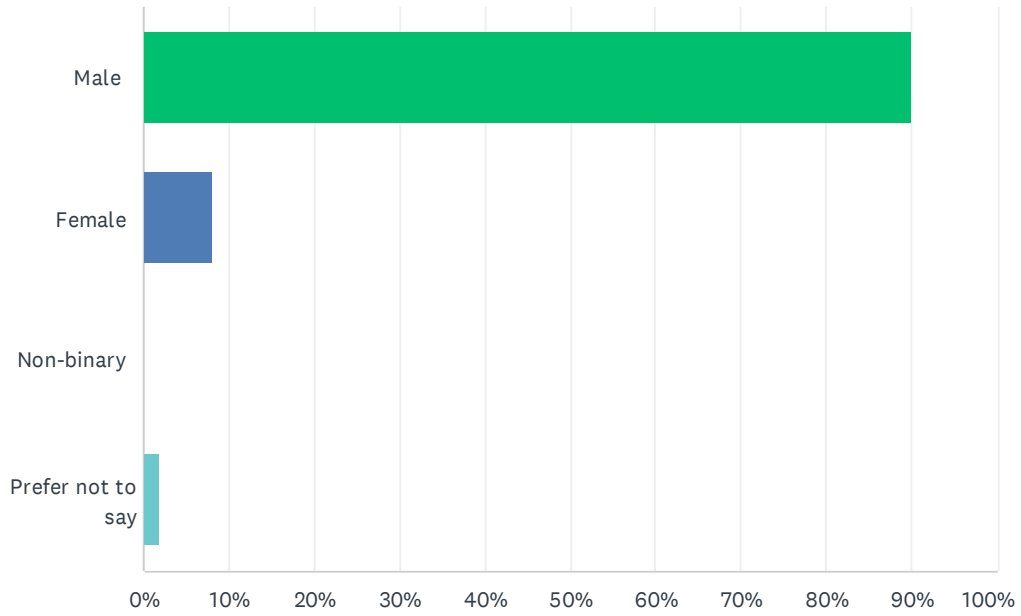
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	2.01%	6
18-24	5.37%	16
25-34	14.77%	44
35-44	19.13%	57
45-54	17.79%	53
55-64	20.13%	60
65+	19.13%	57
Prefer not to say	1.68%	5
TOTAL		298

Q34 Please select your gender

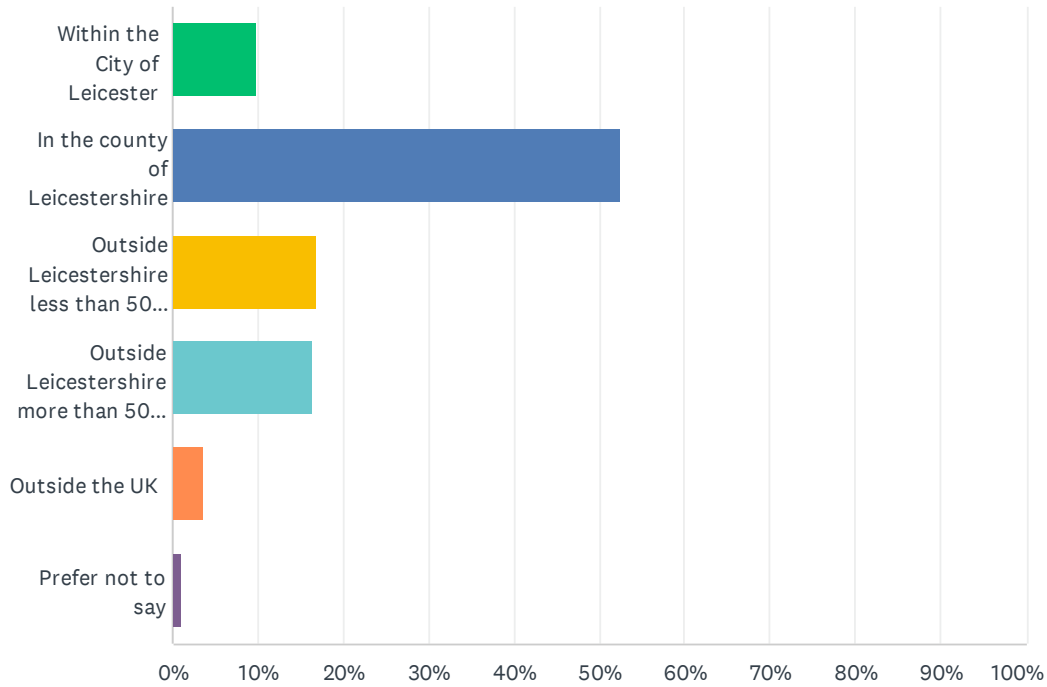
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	89.93%	268
Female	8.05%	24
Non-binary	0.00%	0
Prefer not to say	2.01%	6
TOTAL		298

Q35 Where do you live?

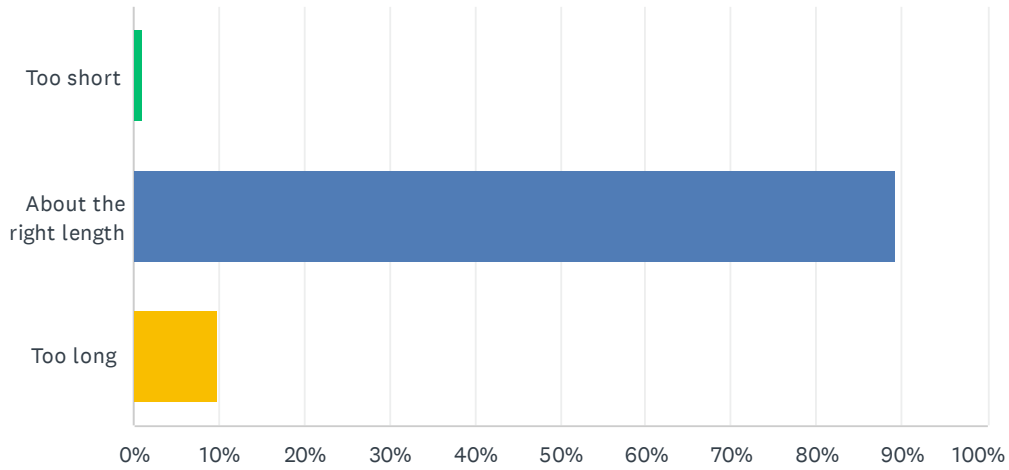
Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES	
Within the City of Leicester	9.73%	29
In the county of Leicestershire	52.35%	156
Outside Leicestershire less than 50 miles from the city	16.78%	50
Outside Leicestershire more than 50 miles from the city	16.44%	49
Outside the UK	3.69%	11
Prefer not to say	1.01%	3
TOTAL		298

Q36 How do you feel about the length of this survey?

Answered: 298 Skipped: 0



ANSWER CHOICES	RESPONSES
Too short	1.01% 3
About the right length	89.26% 266
Too long	9.73% 29
TOTAL	298