

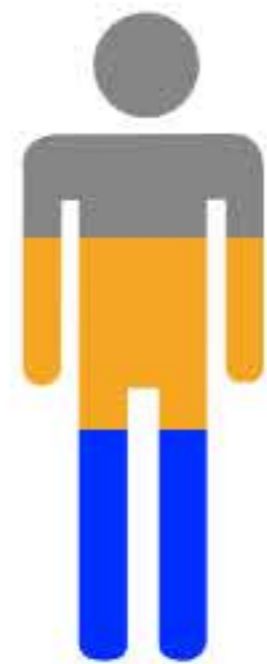
Questionnaire Results

As things currently stand, would fans buy an OAFC season ticket in 2020/21?

97% of those who would buy a season ticket for 2020/21 are existing season ticket holders.

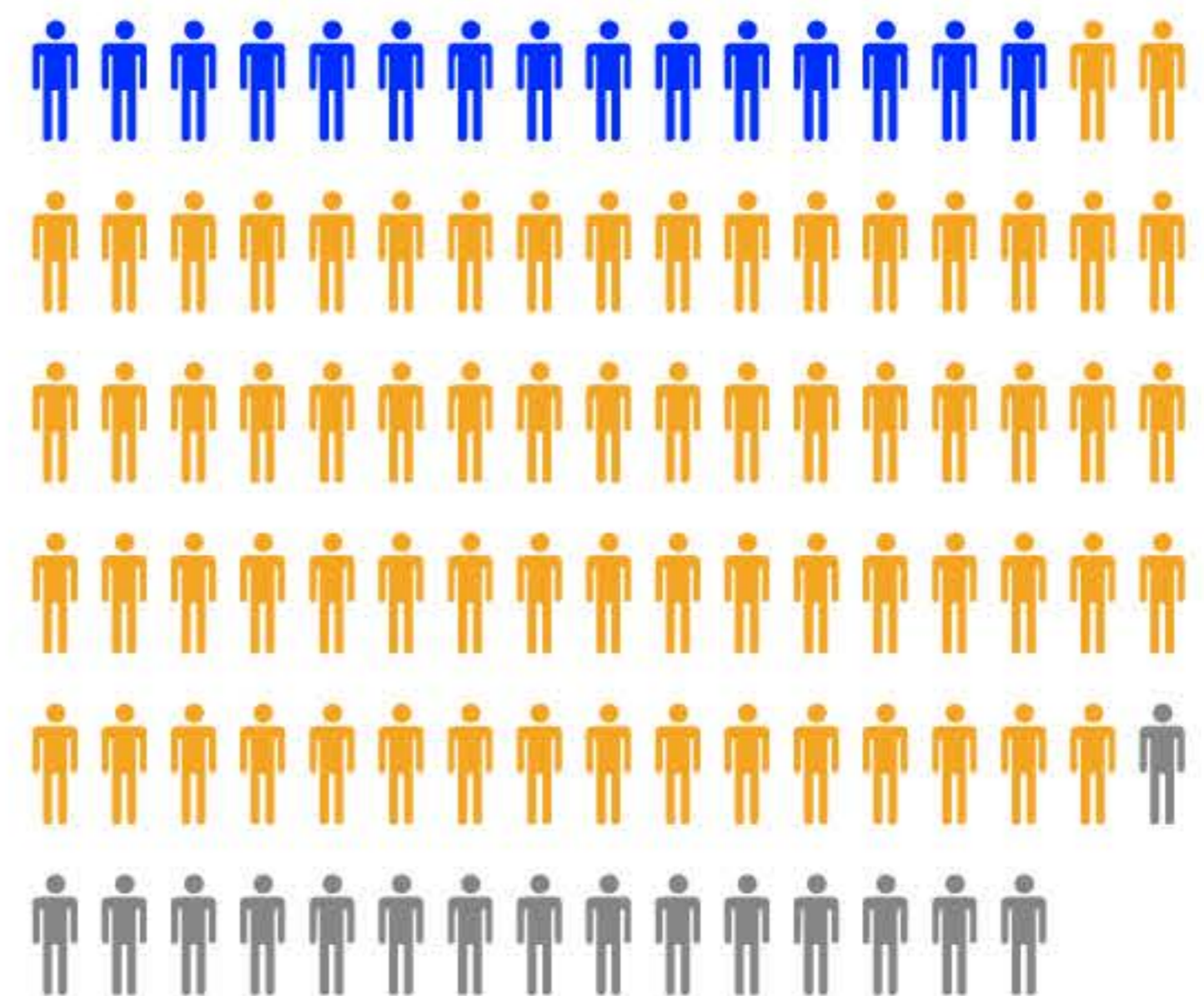
Of the existing season ticket holders polled only 36% would renew.

Existing Season ticket holders



■ Yes (35.74%) ■ No (29.66%)
■ Unsure (34.60%)

Overall



■ Yes (14.65%) ■ No (69.49%)
■ Unsure (15.86%)

Existing Season ticket holders



Engagement

66%

Scored between 1-3



Biggest Issue

59%

Believe the board to be the biggest issue



Sporting Director

70%

Believe he is the issue



Results

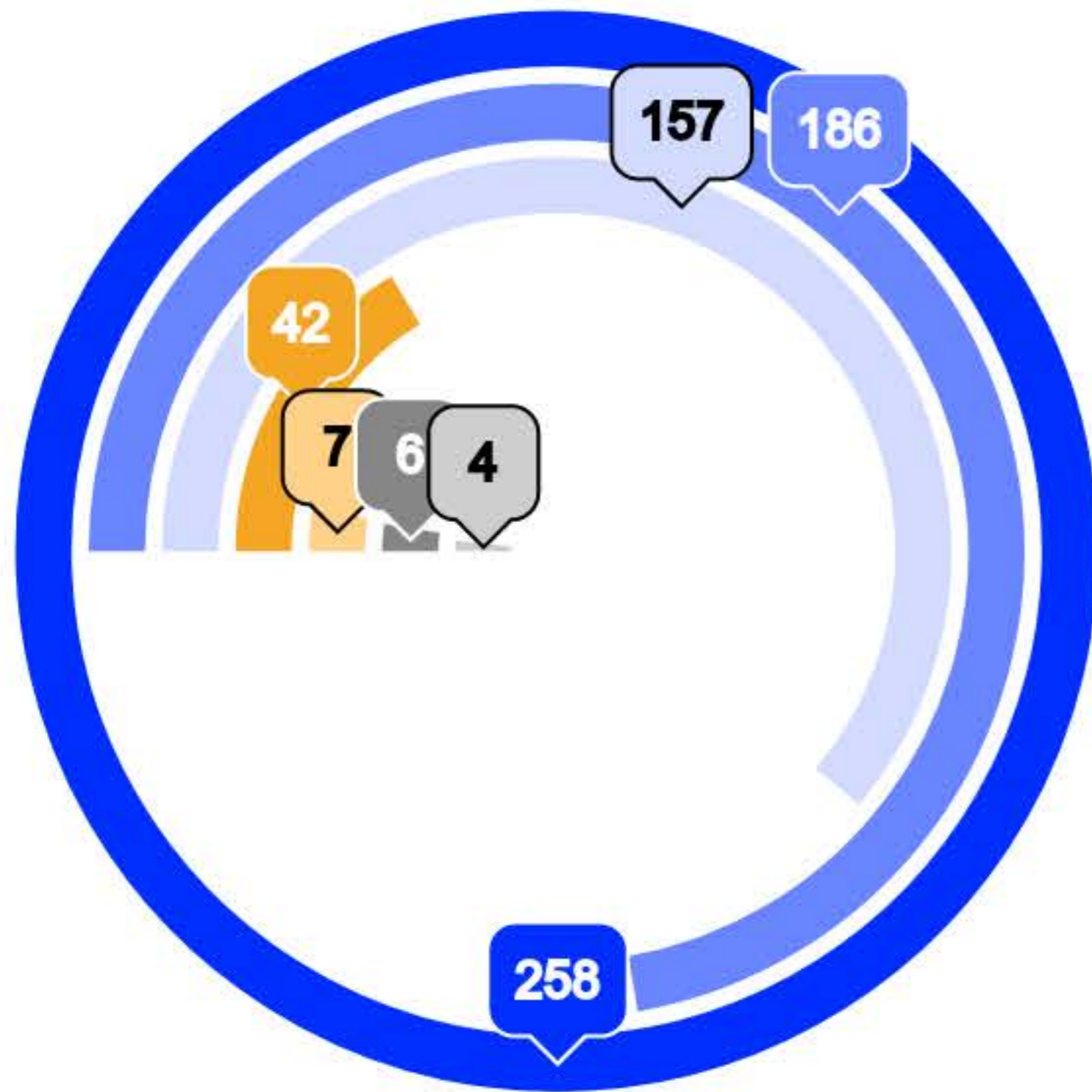
49%

Believe results are an issue



Match Days

Where Fans sit



■ North Stand
 ■ Rochdale Road End
 ■ Main Stand
 ■ N/A
■ Corporate Box
 ■ Nothing regular
 ■ 100 Club

- 48% Go straight to/from the ground
- 85% Aged 25-64 go to the pub
- 2.43% Go to the O2 Suite
- 15% Go to the OEC Fans Bar
- 67% Make purchases at the ground

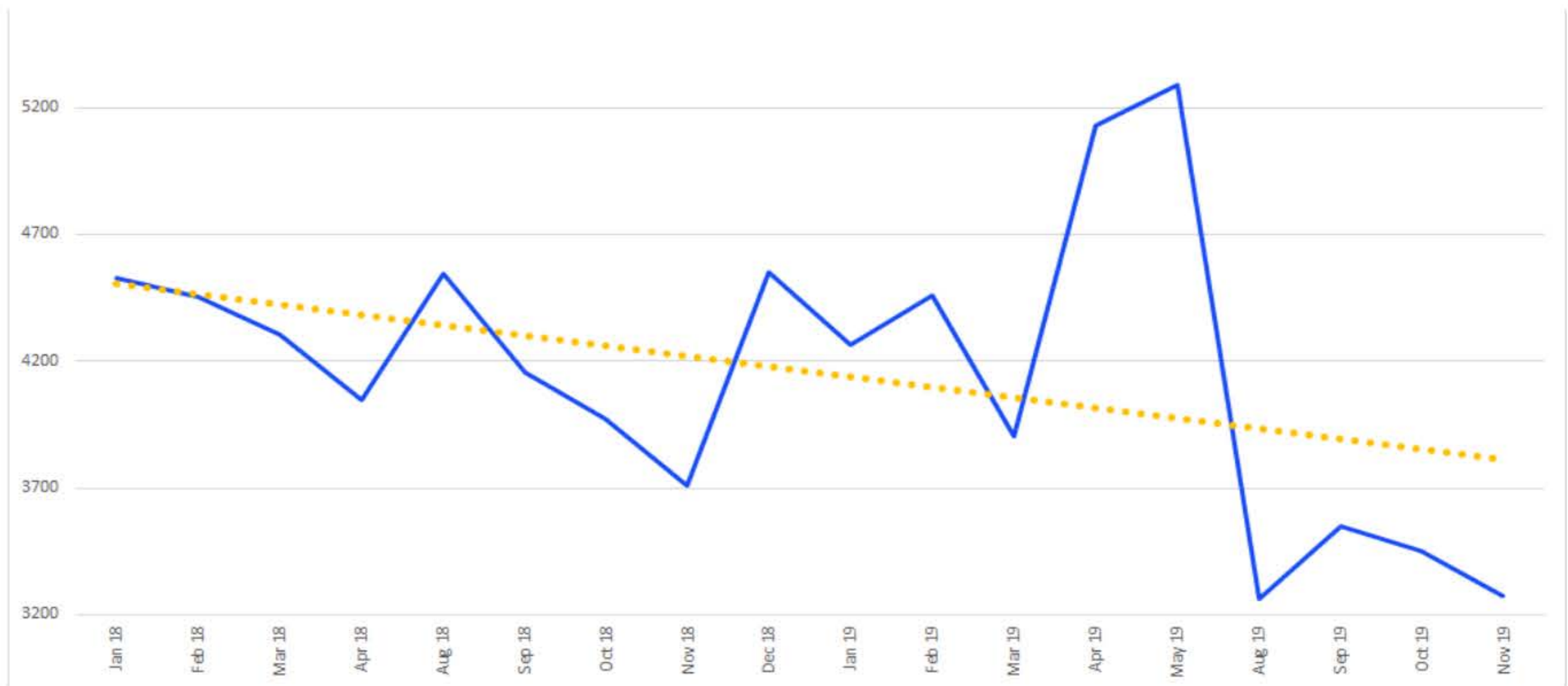
North Stand

Of the fans who regularly sit in the North Stand:

| | | | |
|---|---------------|------------|--|
|  | Engagement | 75% | Scored between 1-3 |
|  | Biggest Issue | 70% | Believe the board to be the biggest issue |
|  | The Chairman | 67% | Believe he is the biggest issue |
|  | Communication | 18% | Would renew their season ticket in 2020/21 |



Match Attendance

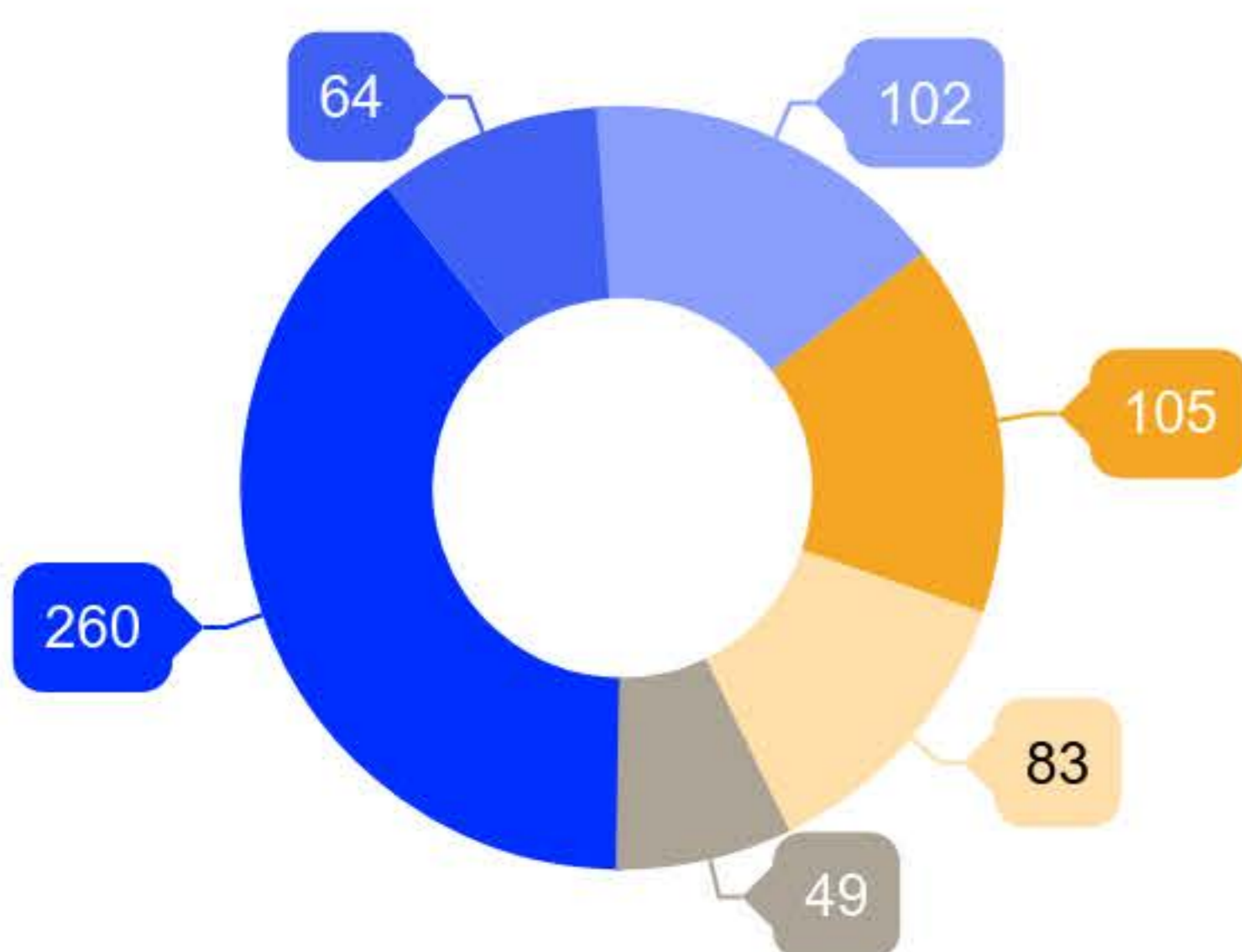


Average home attendance (including away fans) since Jan-18

Average attendance for home games has declined since Abdallah Lemsagam purchased the club

Are Fans Attending?

- Yes - Season Ticket Holder (39.22%)
- Regularly (non-season t.. (9.65%)
- Sometimes (non-season t.. (15.38%)
- No - Lost interest (15.84%)
- No - Boycotting (12.52%)
- Other (7.39%)



The missing fans

Of the fans who are no longer attending and/or boycotting...



1%

would purchase a season ticket for the 2020/21 season



93%

Feel least engaged



77%

Believe Abdallah is the biggest issue



Club future

Push the Boundary predict the decline to continue if something isn't done

| Age | Renewing 2020/21 | 2019/20 Sales | ST Cost | 2019/2020 Income | 2020/21 sale @ 15% firm yes | ST Cost (assumed no increase 20/21) | 2020/21 sale by age | 2020/21 Income @ 15% | 2020/21 Income based on age group | Comment |
|-------|------------------|---------------|---------|------------------|-----------------------------|-------------------------------------|---------------------|----------------------|-----------------------------------|--|
| <18 | 10% | 260 | £ 160 | £ 41,600 | 39 | £ 160 | 26 | £ 6,240 | £ 4,160 | Assumed @ £160 U18 price and not £48 student price |
| 18-24 | 7% | 182 | £ 360 | £ 65,520 | 27 | £ 360 | 13 | £ 9,828 | £ 4,586 | Early bird price excluded |
| 25-34 | 19% | 494 | £ 360 | £ 177,840 | 74 | £ 360 | 94 | £ 26,676 | £ 33,790 | Early bird price excluded |
| 35-44 | 25% | 650 | £ 360 | £ 234,000 | 98 | £ 360 | 163 | £ 35,100 | £ 58,500 | Early bird price excluded |
| 45-54 | 19% | 494 | £ 360 | £ 177,840 | 74 | £ 360 | 94 | £ 26,676 | £ 33,790 | Early bird price excluded |
| 55-64 | 18% | 468 | £ 360 | £ 168,480 | 70 | £ 360 | 84 | £ 25,272 | £ 30,326 | Early bird price excluded |
| >65 | 2% | 52 | £ 160 | £ 8,320 | 8 | £ 160 | 1 | £ 1,248 | £ 166 | Early bird price excluded |
| | | 2,600 | | £ 873,600 | 390 | | 474 | £ 131,040 | £ 165,318 | |


Increase/Decrease Vs 209/20

-£ 742,560 -£ 708,282


Using the information available and the responses to our survey Push the Boundary predict a loss of up to 700K in season ticket sales if the club continues as they are.

What can be done?

Based on the responses received we believe fans would like to see:

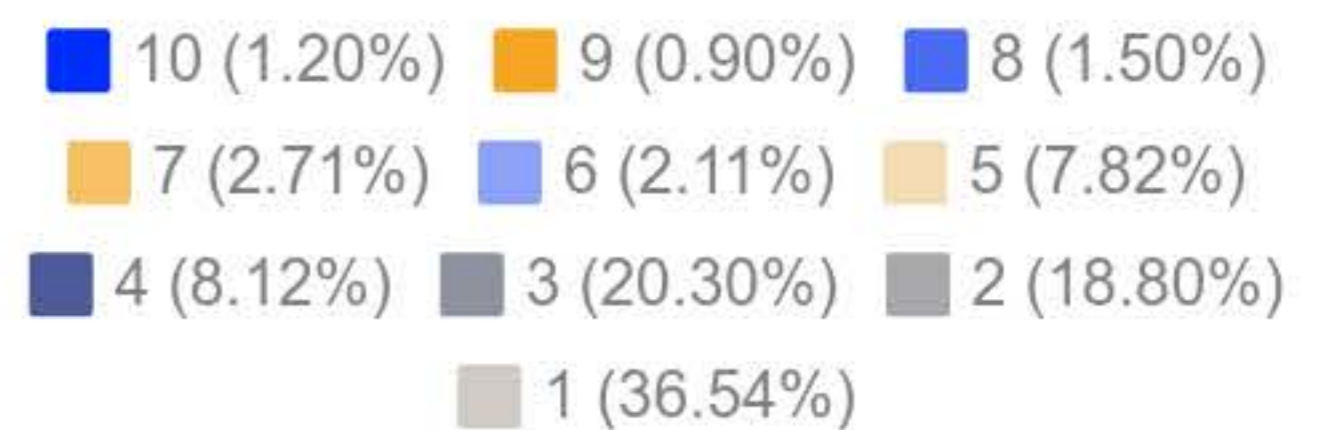
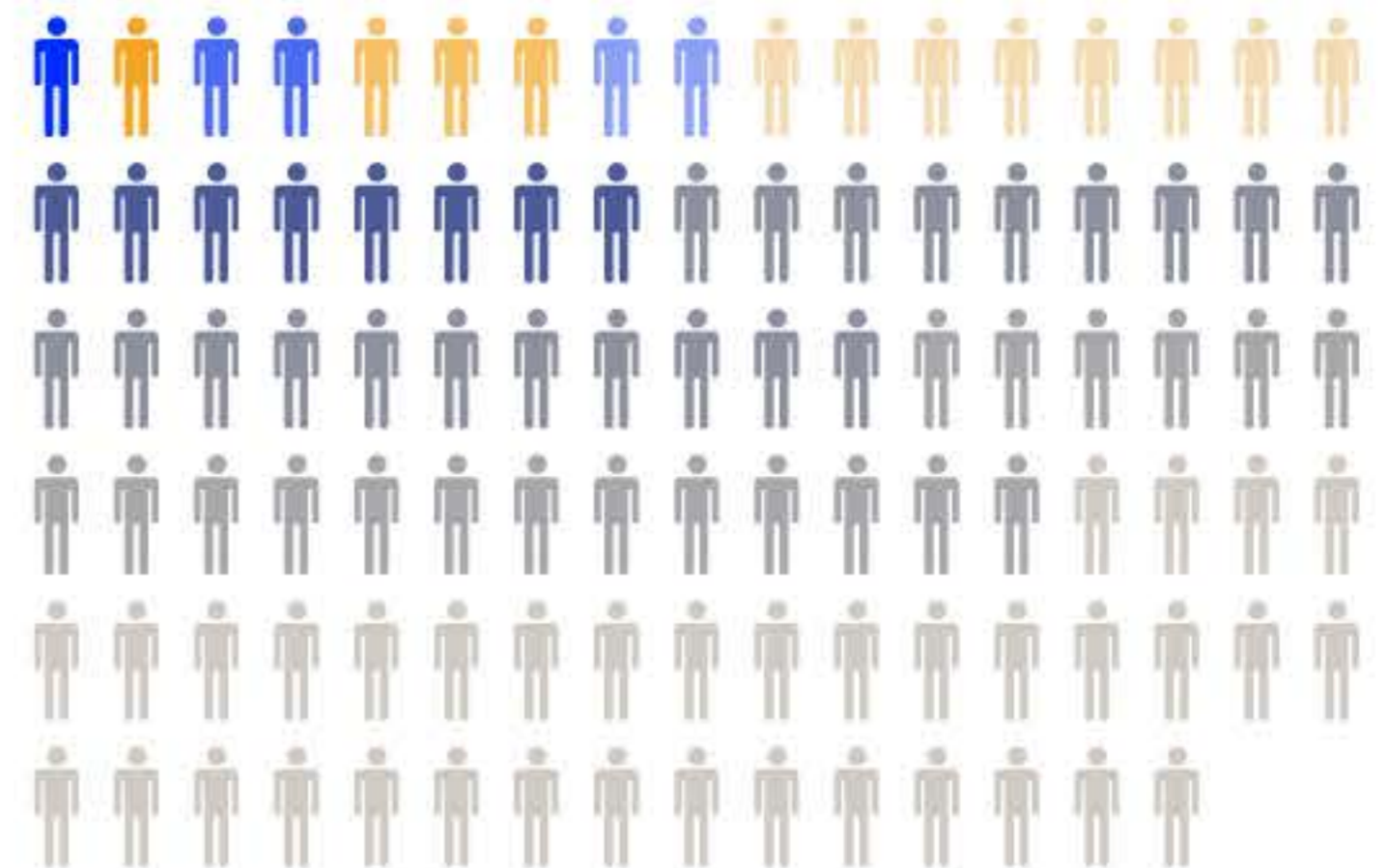
 **Increased Communication**
since the ticket office Twitter account closed the communication with the club is virtually none existent.

 **Better results**
66% of respondents are old enough to remember the glory years

 **Abdallah and the Board to engage with fans**
67% of all fans scored less than 3 for engagement with the club.

Engagement

10 being most engaged - 1 least engaged



Reclaim the Faith. Protest on 7th December 2019

 @pushtheboundary

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