













1. Do you currently, or did you previously, play fantasy football? Please tick one.

		Response Percent	Response Count
Yes - currently playing		74.7%	180
Yes - previously played		25.3%	61
No, I have never played fantasy football		0.0%	0
answered question			241
skipped question			0

2. How often do/did you play? Please tick one.

		Response Percent	Response Count
Several times per week		47.5%	104
Once per week		44.7%	98
Once per month		6.4%	14
Once per three months		1.4%	3
answered question			219
skipped question			22


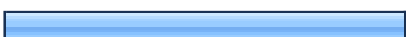

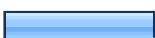
3. Which of the following fantasy football leagues do/did you play? Please tick all that apply.

		Response Percent	Response Count
Fantasy Premier League (Fantasy.Premierleague.com)		75.7%	165
The Sun Fantasy Football (Dreamteamfc.com)		14.2%	31
Sky Sports Fantasy Football (fantasyfootball.skysports.com)		24.8%	54
The Original Fantasy League (Fantasyleague.com)		6.9%	15
Telegraph Fantasy Football (fantasyfootball.telegraph.co.uk)		20.6%	45
The Mirror Fantasy Football (youthemanager.co.uk)		9.6%	21
Other (please specify)			34

answered question 218

skipped question 23





4. Why do/did you play that particular league? Please tick all that apply.

		Response Percent	Response Count
It's the most popular league		36.9%	76
It's the league my friends/family play		64.6%	133
It's the league I always played		27.7%	57
It's the league set up in my work		23.8%	49
Other (please specify)			19





answered question 206

skipped question 35











5. At what point in the season do you usually stop playing your fantasy football league?

		Response Percent	Response Count
Within 1 month (Sept/Oct)		6.7%	15
Within 3 months (Nov)		6.2%	14
Within 6 months (Jan/Feb)		11.6%	26
I play the full season		75.6%	170
answered question			225
skipped question			16




6. How committed are you to your favourite club? Please choose one of the following.

		Response Percent	Response Count
Very committed/Diehard		52.7%	119
Somewhat committed		29.2%	66
Not committed		11.1%	25
No favourite club		7.1%	16
answered question			226
skipped question			15



7. Which aspects of your Fantasy Football league annoy you? Please tick all that apply.

		Response Percent	Response Count
Feel uncomfortable if opposition player on my fantasy team scores highly		34.5%	68
I get annoyed if I/my team performs poorly		57.4%	113
Takes up too much time		26.4%	52
Fatigue - football league is too long		13.7%	27
Too unrealistic (team would never exist in real-world)		10.2%	20
No substitutions allowed during the game		22.3%	44
Badly designed website or App		24.4%	48
Distracts from following favourite club		12.2%	24
Scoring method too crude		16.2%	32
No club based version available		13.2%	26
Other (please specify)			13
answered question			197
skipped question			44

8. Are you considering stopping playing Fantasy Football?

		Response Percent	Response Count
Yes - I am considering stopping		12.6%	27
Yes - I have already stopped		15.4%	33
No		72.0%	154
answered question			214
skipped question			27

9. Do you own a smartphone?

		Response Percent	Response Count
Yes		74.7%	162
No		25.3%	55
answered question			217
skipped question			24

10. If a new fantasy football league was launched, what features would you like to see?

	Yes	No	No opinion	Rating Count
Manage your favourite club	58.2% (114)	23.5% (46)	18.4% (36)	196
Live substitutions	62.8% (120)	29.8% (57)	7.3% (14)	191
Beat real-life manager	60.1% (113)	20.7% (39)	19.1% (36)	188
Earn rewards after every game	65.1% (123)	17.5% (33)	17.5% (33)	189
Earn "coaching badges"	47.0% (87)	32.4% (60)	20.5% (38)	185
Beat friends/family	82.0% (155)	10.1% (19)	7.9% (15)	189
Win cash prizes	88.6% (179)	5.0% (10)	6.4% (13)	202
Communicate with Sky Sports	38.8% (71)	36.6% (67)	24.6% (45)	183
Advice from previous Managers	43.5% (80)	34.8% (64)	21.7% (40)	184



Other (please specify) 9

answered question	215
skipped question	26


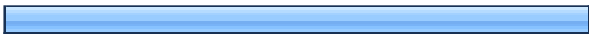
11. Any other features you'd like to see? Please specify.

	Response Count
	27
answered question	27
skipped question	214



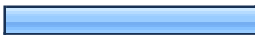
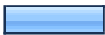

12. Would you be willing to trial a new game that let you manage your favourite club?

		Response Percent	Response Count
Yes		63.2%	132
No		36.8%	77
answered question			209
skipped question			32



13. If "Yes", would you supply your email address and favourite club here? We will NEVER reveal it to anyone else.

		Response Percent	Response Count
Email:		80.2%	97
Club:		94.2%	114
answered question			121
skipped question			120

14. Which category below includes your age?

		Response Percent	Response Count
20 or younger		19.2%	40
21-29		18.8%	39
30-39		40.4%	84
40-49		15.4%	32
50 or older		6.3%	13
answered question			208
skipped question			33

15. In what country do you live?

		Response Percent	Response Count
United Kingdom (UK)		36.7%	73
Republic of Ireland (ROI)		63.3%	126
United States of America (USA)		0.0%	0
Other (please specify)			9
answered question			199
skipped question			42