



**NUST HOME TICKETING SURVEY**  
**AUGUST/SEPTEMBER 2023**

# NUST HOME TICKETING SURVEY

## AUG/SEPT 2023



The survey was open to both NUST members and non-members, receiving 5394 total responses between 27th August and 4th September.

NUST considers this to be a good representative sample of the fanbase.

59% of respondents are Season Ticket holders.

48% of remaining respondents are NUFC Members.

77% of respondents have attended a home game this season.



# **DIGITAL TICKETING AND COMMUNICATION WITH THE CLUB**

# HOW WOULD YOU DESCRIBE YOUR SATISFACTION WITH DIGITAL TICKETING AT SJP?



Very dissatisfied/Dissatisfied  
34.8%

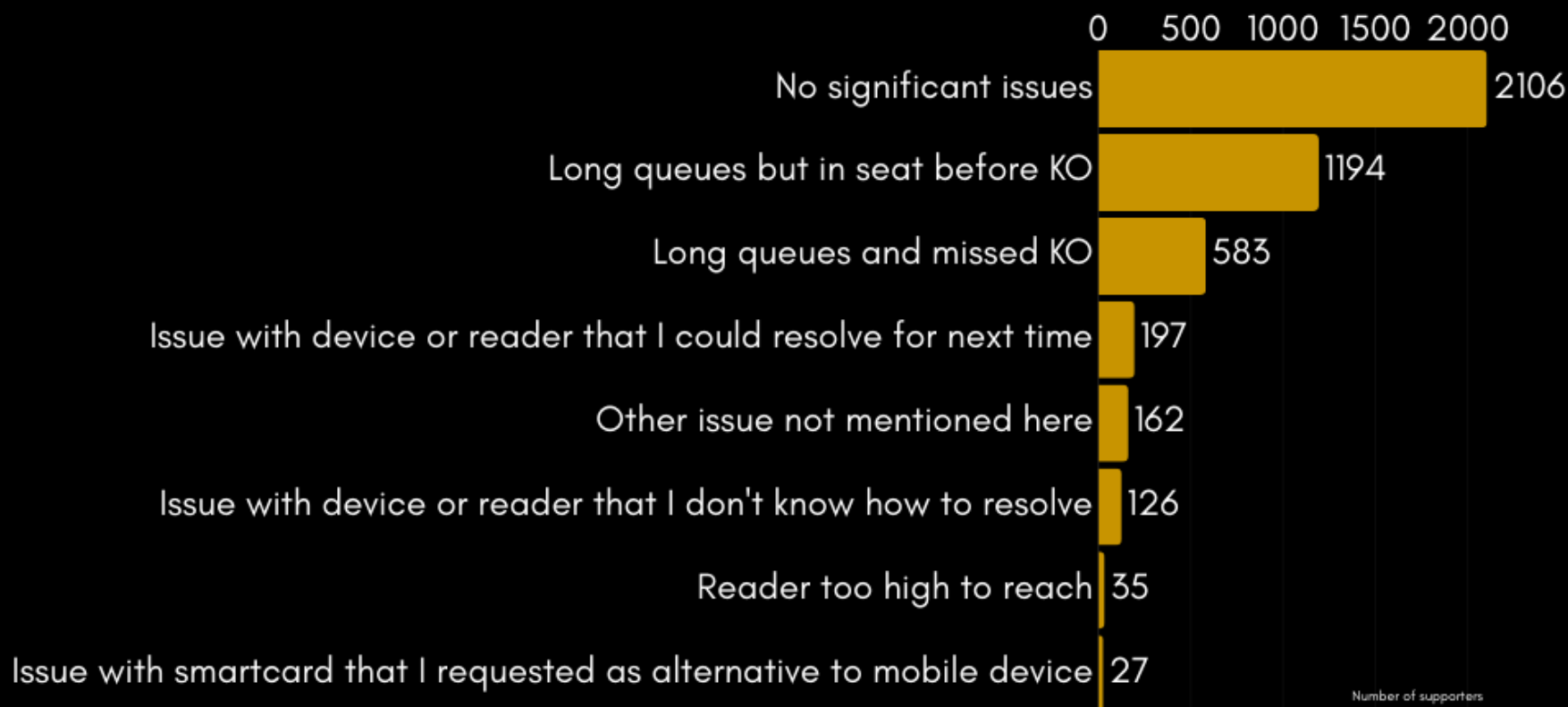


Very satisfied/Satisfied  
45%

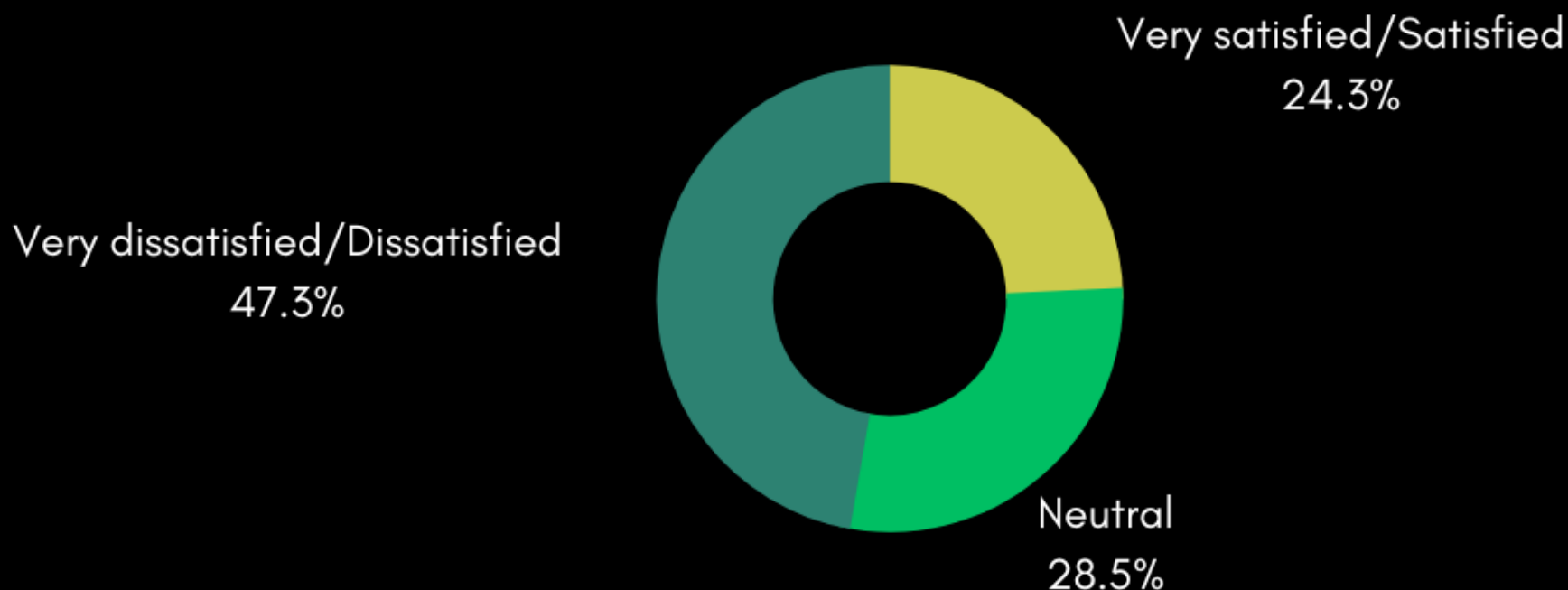
Neutral  
20.3%

4068 responses. Very satisfied - 20%, Satisfied - 25%, Dissatisfied - 20%, Very dissatisfied - 15%

# DID YOU HAVE ANY ISSUES WITH DIGITAL TICKETING AT YOUR MOST RECENT HOME GAME?

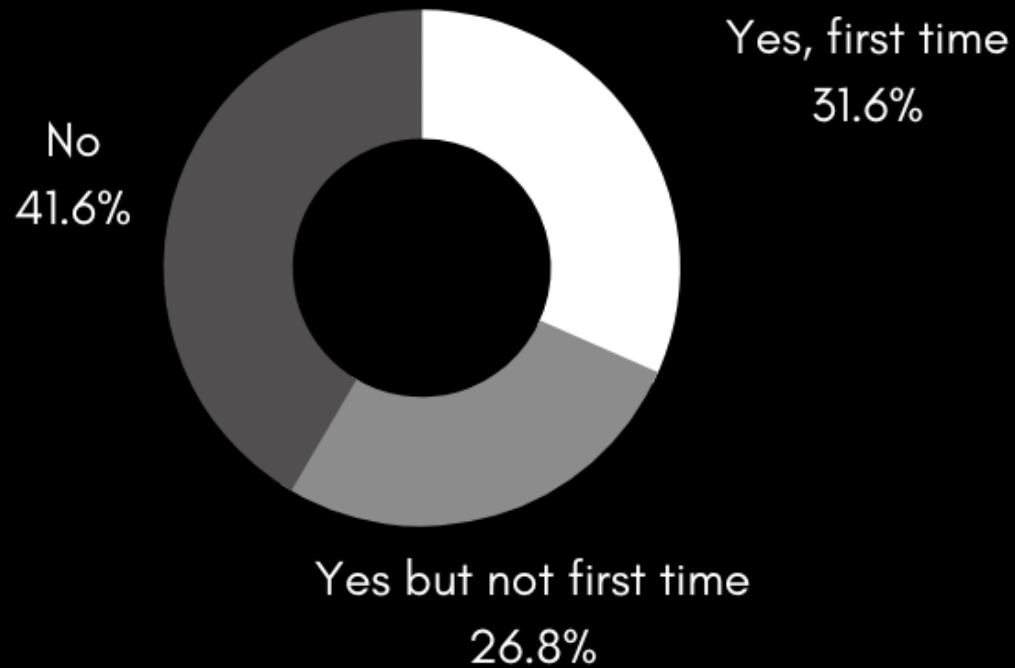


# HOW SATISFIED ARE YOU WITH THE CLUB'S TICKETING WEBSITE?

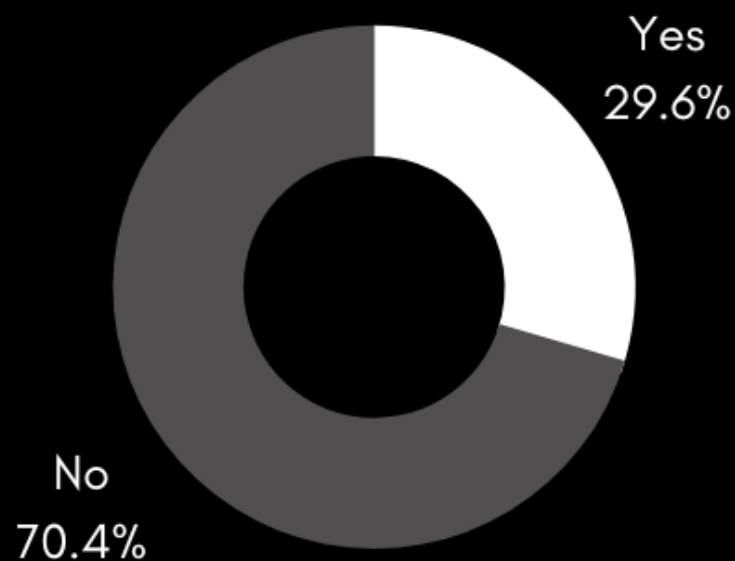


5242 responses. Very satisfied - 4%, Satisfied - 20%, Dissatisfied - 28%, Very dissatisfied - 20%

# IF YOU HAVE CONTACTED THE CLUB, WAS YOUR ISSUE RESOLVED?

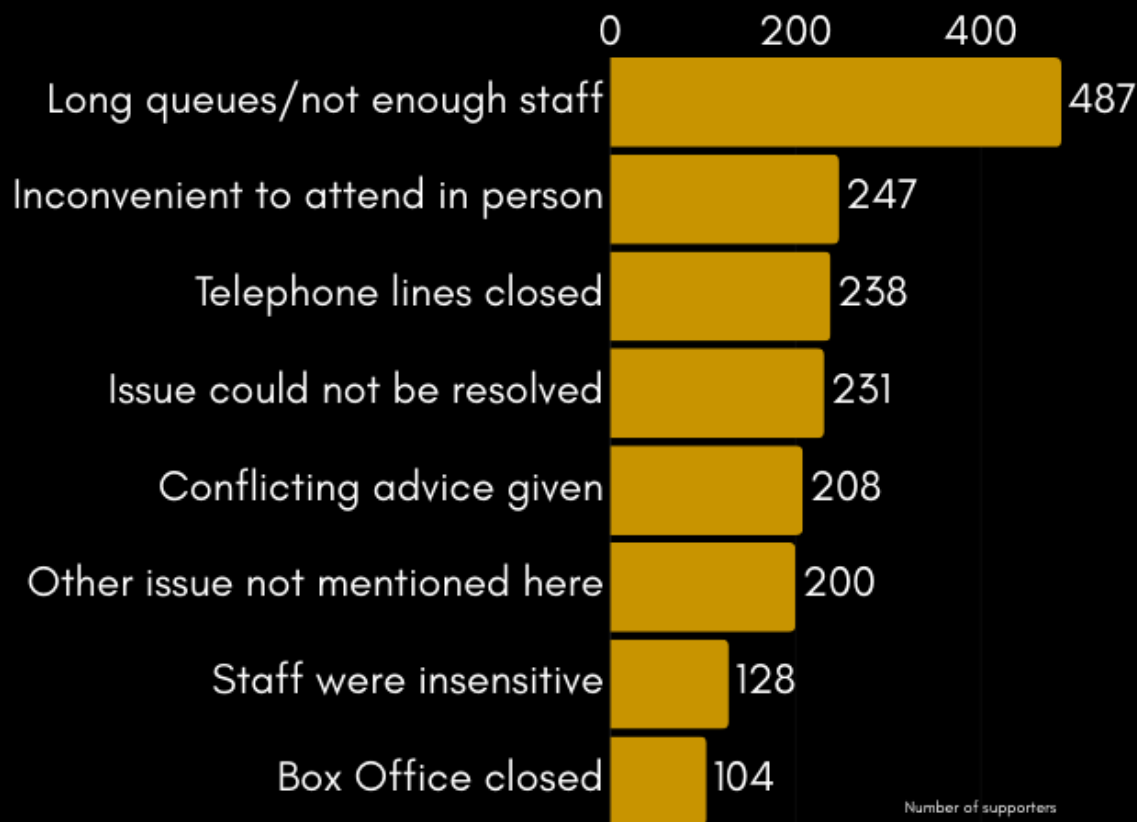


# IF YOU SENT AN EMAIL TO THE CLUB, DID YOU GET A RESPONSE?

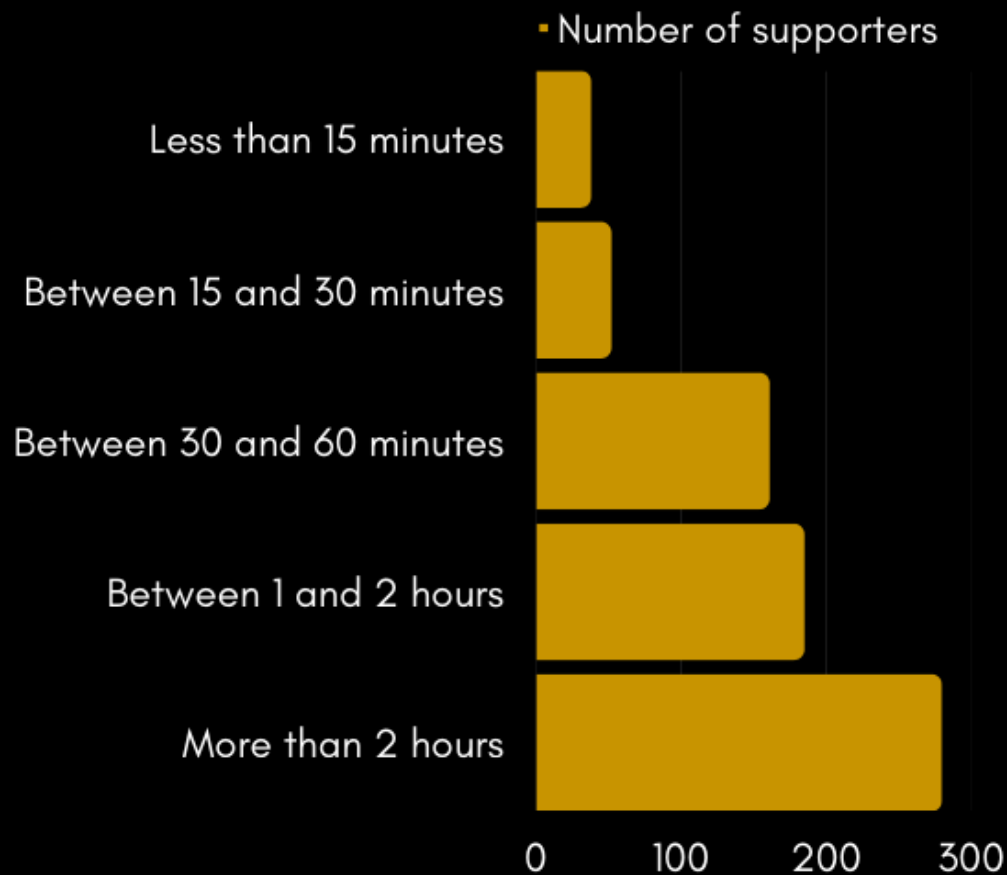




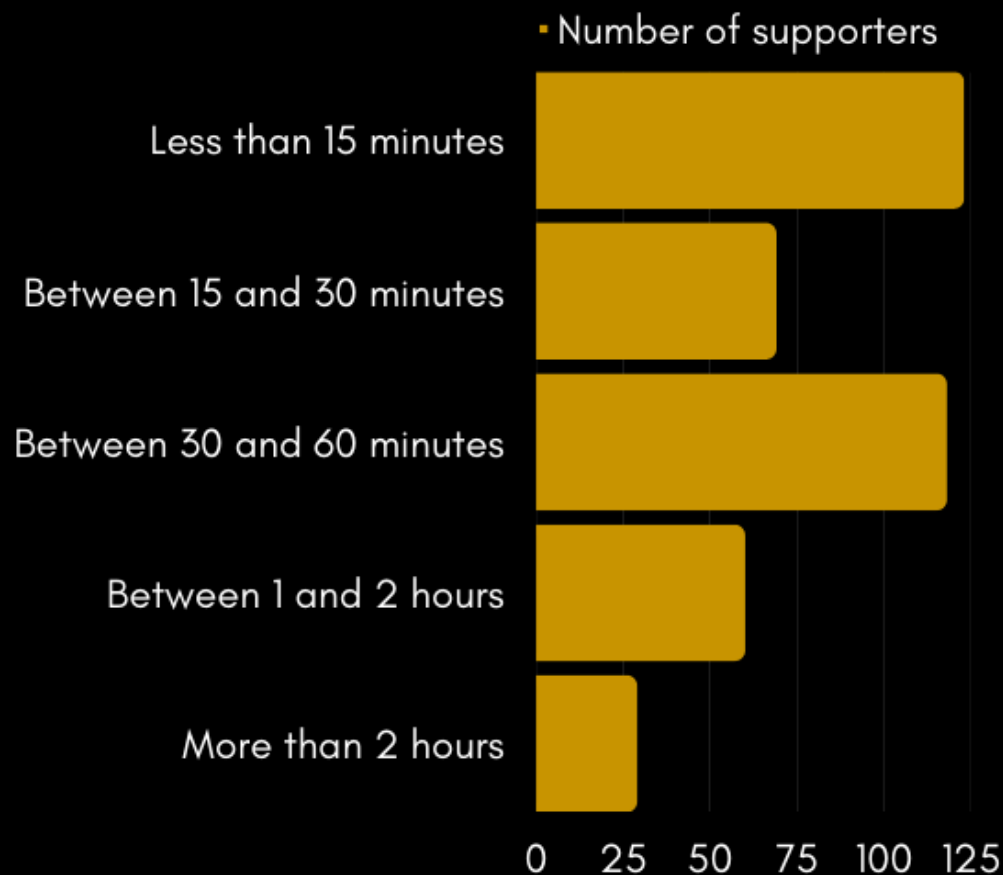
# REASONS FOR DISSATISFACTION WHEN ATTEMPTING TO CONTACT THE CLUB



# IF YOU PHONED THE CLUB, HOW LONG DID YOU WAIT FOR YOUR CALL TO BE ANSWERED?



# IF YOU ATTENDED THE BOX OFFICE, HOW LONG DID YOU WAIT TO SPEAK TO STAFF?



# HOME TICKETING KEY CONCERNS

Many supporters are using the digital system without problems and finding it a convenient way to purchase and use tickets.

However, there appear to be areas of the stadium (namely Strawberry Corner and parts of the Gallowgate and East Stand) with significant access issues. Some supporters are also more negatively affected than others by the roll out.

This is exacerbated by one of the major issues the survey highlights: the club does not appear to have sufficient resources and systems to support those encountering issues at peak times, either on matchday or between games.

We urge the club to assess the resourcing, systems and processes at the Box Office, as well as the turnstile allocation on tickets and the queueing arrangements in the areas of the stadium highlighted above.



# THOUGHTS FROM SUPPORTERS

"Being, let's say, an older supporter, I was nervous about the whole smart phone thing. But held it up and it worked fine. No queue as I was there 45 min before kick off."

"The Gallowgate access is over crowded, there's no discernible point at which queues for particular turnstiles end, they just blend into a big melee. People have to push past the queues to reach the far turnstiles and this squeeze is dangerous. It's only a matter of time before there's an incident here."

"Gallowgate 69 and 70 have been horrendously slow on both matches. I don't think it's the system, it's a huge bottleneck of queues merging."

"My ticket took about 10 attempts to scan. The attempt that got me in was no different to those I tried before. Despite this seemingly being an issue with the reader, I was shouted and screamed at by those behind me in the queue for 'my incompetence.'"

"Got lucky in the resale the day before the match - was handy to be able to download ticket to my phone there and then."

"Despite no significant issues, I do feel the reader is too high. I couldn't see what I was doing, just had to hold my phone up and hope it worked."



Taken from the free text responses in  
the NUST Home Ticketing Survey  
August/September 2023

# THOUGHTS FROM SUPPORTERS

"It is not possible for me to get to matches much earlier than I do. I am aware of the club's communications regarding getting there earlier but it is not possible & I don't blame those that can make it earlier but don't. It's a long time to be waiting with nothing to do & expensive stadium prices & poor choice. I also think queues will be worse in the winter as spending a long time in a freezing concourse doesn't appeal. Although I am tech savvy, I am in a long queue with many before me who are struggling. So no matter how prepared I am, it makes it no easier. I am really dreading getting to the Champions League games after work."

"Arrived early enough to avoid queues (deliberate) but the digital ticket didn't work at all. The stewards were very helpful and eventually took my phone off me to try it themselves. Having tried for a while turning the phone round every angle it eventually worked. The steward's comment was 'there are so many variables to getting it to work'. No idea what will be different next home game but I've bought a different phone case!"

"I only made kick off because I used a turnstile other than my designated ones."

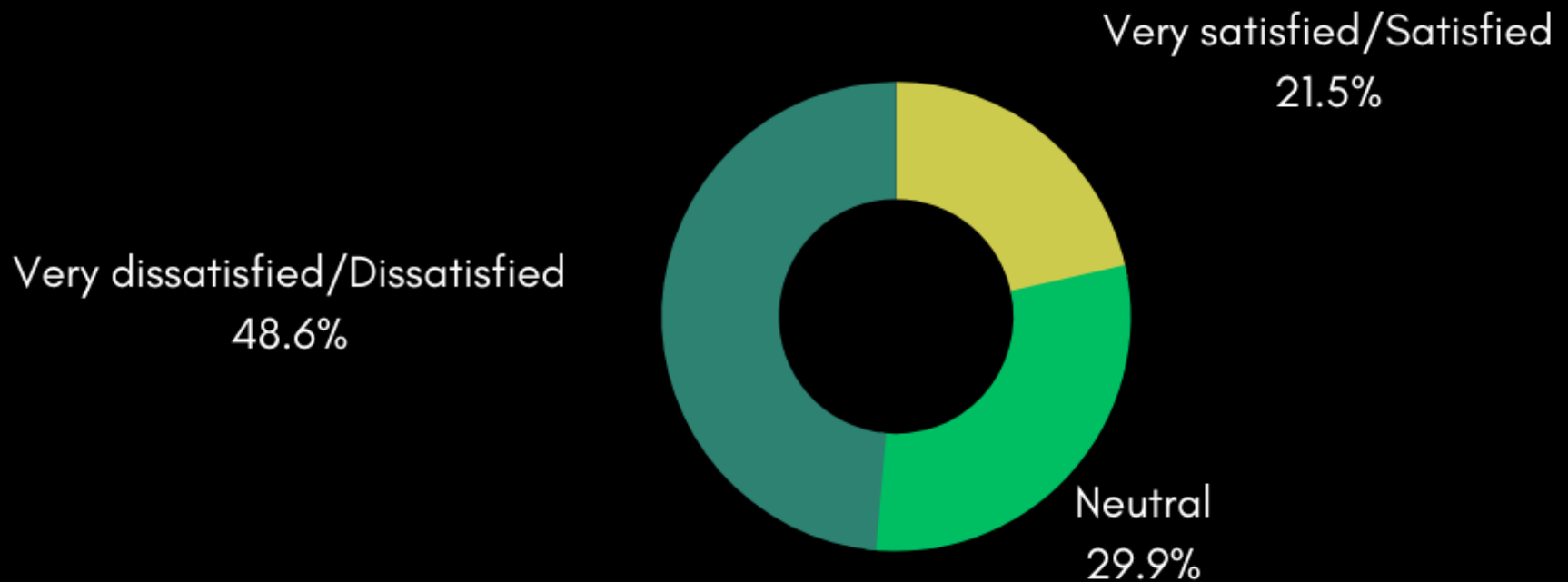


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# **NUFC MEMBERSHIP AND HOME TICKET BALLOTS**

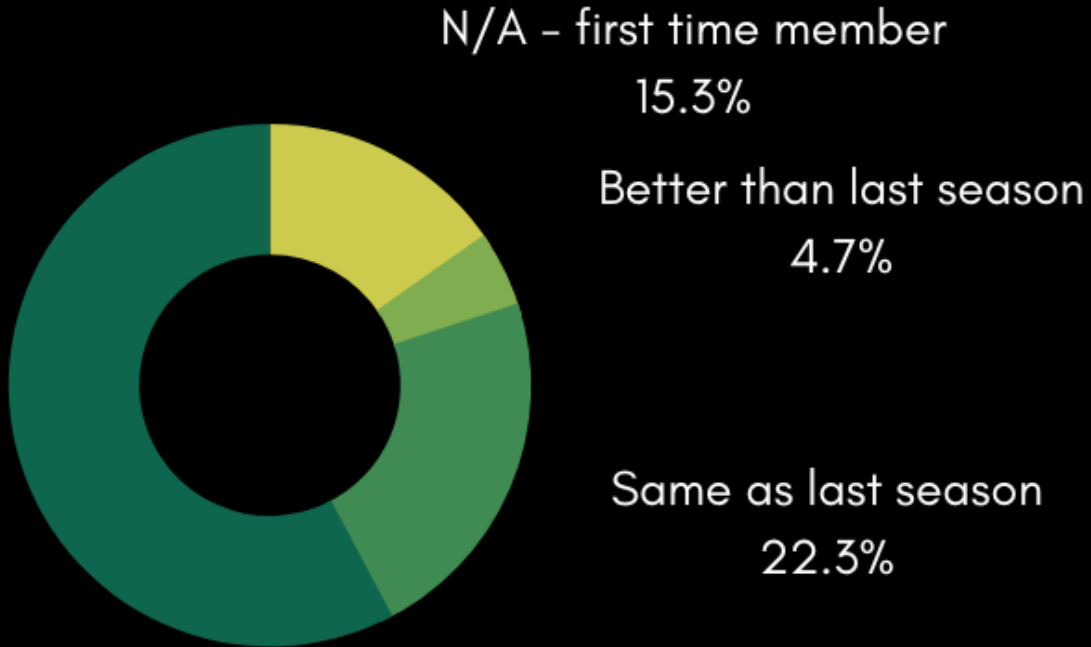
# WHAT IS YOUR SATISFACTION LEVEL WITH THE MEMBERSHIP BALLOT PROCESS FOR HOME GAMES?



2560 responses from NUFC members. Very satisfied - 7%, Satisfied - 14%, Dissatisfied - 21%, Very dissatisfied - 27%



# HOW WOULD YOU RATE THE VALUE FOR MONEY OF NUFC MEMBERSHIP THIS SEASON COMPARED TO LAST?



Worse than last season  
57.8%

Better than last season  
4.7%

Same as last season  
22.3%

N/A - first time member  
15.3%

2531 responses from NUFC members

# SEVEN KEY AREAS OF CONCERN FOR NUFC MEMBERS

- **TIMEFRAMES** of ballot making it difficult to arrange travel for those outside of the city.
- **UNCAPPED NUMBER** of memberships leading to reduced chance of ballot success and concerns regarding away fans purchasing memberships.
- **TRANSPARENCY** regarding amount of tickets available in each area and details of the numbers entering the ballots would be appreciated.
- **REWARDING LOYALTY** versus building the fanbase; a balance the club will have to get right.
- **UNABLE TO SELECT SEATING AREA**, which is a problem for those with mobility needs or disabilities who want to sit in a standard seat, as well as those wanting to sit near friends and family.
- **ONE PRICE CATEGORY** currently available for selection and some members would like the option to enter multiple categories.
- **NO MERCHANDISE** this year, which many members valued, particularly for junior members.



Based on responses to the NUST  
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# THOUGHTS FROM NUFC MEMBERS

"It's still new but I like the ballot system. I think it gives everyone a fair crack at a ticket - otherwise you just up trying to log in at 10.00 along with 25,000 others."

"International member. The ballot system means that I am unable to book flights and accommodation in advance resulting in increased trip costs. The ballot process was not clearly stipulated on the international membership benefits/details."

"I think I probably prefer the lottery of the ballot to the lottery of the queue, but both are more or less a lottery."

"There is much less certainty now. Previously I could see a ticket to select and make an informed choice about whether I can make arrangements to attend and whether I'm happy with the cost and position of the seat. Now it's a lottery - I have no idea my odds of getting a ticket. It's stressful to have to put all weekend plans on ice, knowing I may or may not be successful in the ballot."

"I am happy to pay a bit extra and even ok with an unlimited number of memberships being sold as we do need to progress commercially and raise funds across all markets. I do think it's a bit harsh that there is not some way to recognise loyalty to the club."



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# THOUGHTS FROM NUFC MEMBERS

“Effectively I could try (and fail) 18/18 then somebody could buy a membership for the final day of the season and win a ticket via the ballot.”

“When I spent £37 for membership I had no appreciation of how little I would get in return. I spent several hours – no exaggeration – on line for both Villa and Liverpool games trying to purchase resale tickets. I travel from London and had already committed to train and hotel. I did get a ticket somehow, for Villa game at 12.30 on day of match”

“Agree that I’d like to see more youth coming with their mates to the games. I do think some changes are for the good but feel there is still work to do.”

“The club claim to have a created a ticketing system that is fair. However, it cannot be fair unless it is also transparent. Before each match the club should let members know how many tickets are available. After each ballot has closed, the club should release information on the total number of ballot applications and the number of successful applications. I have heard Peter Silverstone say that going to the match of is only a small part of being a member and being a fan; a statement which suggests a fundamental misunderstanding of what it means to support NUFC.”



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# THOUGHTS FROM NUFC MEMBERS

"It's fair to say that it's an incredibly difficult situation that the club are managing, albeit a result of outstanding successes. My feeling is that the majority of decisions are geared towards the benefit of the fans, and I still feel very positive about the direction of the club both off the pitch as well as (obviously) on it. There have just been a few recent developments which have concerned me a little in this regard though; the redevelopment of the Sports Bar and eviction of ST holders in that area seemed in poor taste, although I understand there are extenuating circumstances as a result of UEFA rules, the unlimited Membership scheme is beginning to look a little like a cynical financial scheme rather than anything that actually benefits the fans, and the lower-end ticket prices are a real concern. On that last point, I have no issues with our corporate and high-end tickets

creeping up in price, this could be considered inevitable and is a clear and obvious target for increasing our revenue, but the lower-end prices are absolutely fundamental to allowing our club to remain inclusive. I can't stress enough how important I consider that to be; regardless of how easy or difficult it is for people to actually get hold of tickets, it absolutely must remain affordable. We can debate endlessly about who deserves tickets over who else (and indeed it's a worthwhile debate), but if it becomes the case that whole demographics of our city, our club, our people, simply can't afford to attend, then that, in my opinion, is simply unacceptable. Keep up the good work; the NUST is a great example of fan engagement and communication being infinitely better than in previous years, and indeed one of the greatest successes of the new management."



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