



# NEWCASTLE UNITED SUPPORTERS TRUST ANNUAL SURVEY REPORT 2024





The NUST 2024 Annual Survey Report provides a comprehensive overview of the Newcastle United Supporters Trust (NUST) activities and membership feedback from the 2023-2024 season. Key highlights include:

**Survey Overview and Demographics:** The survey had a significant participation, with demographics showing a majority of members aged between 41 and 60, primarily located in the North East of England. A good response rate was achieved (>10% NUST members), reflecting active engagement among the supporters.

**Digital Ticketing and Season Tickets:** There was a focus on the transition to digital ticketing systems, with feedback indicating that while many have adapted without issues, some challenges persist, particularly around accessibility and queue times at certain stadium entrances, in particular the East Stand. There are also concerns raised regarding the upcoming direct debit payment options for season ticket holders with a preference for minimising monthly payments by spreading them over 12 months.



**Away Games:** The report details the introduction of ID checks at away games, which has been met with mixed reactions. There was a significant discussion on the potential for ticket transfers and the general sentiment towards the management of away game access and experience. Whilst there was no majority opinion over 50% either in support of or against away game ID checks, the vast majority are not in favour of the current model.

**Membership, Ballot, and Resale:** There was notable dissatisfaction with the new membership ballot system for ticket sales, perceived lack of transparency, and challenges in the ticket resale system. Many members voiced the need for improvements in how tickets are allocated and suggested enhancements to ensure fairness and reward loyalty. The majority of members were in favour of a season ticket waiting list.



**St James' Park:** Opinions on St. James' Park focused on the future of the stadium, with a strong preference for staying at the current location and incorporating safe standing areas. The atmosphere at games was also discussed, highlighting the many factors that contribute to or detract from the matchday experience.

**Club Exec/Liaison and Fan Engagement:** The report emphasised ongoing efforts to improve dialogue with the club's executive team, including regular workshops and the establishment of a Fan Advisory Board. Feedback from these initiatives suggests a desire for more substantial impact and greater transparency, such as communication of the outcomes following fan engagement.

**NUST Performance and Member Feedback:** Members rated NUST's performance positively but pointed out areas for improvement such as communication, representation, and operational effectiveness to better meet the needs of its diverse membership base.



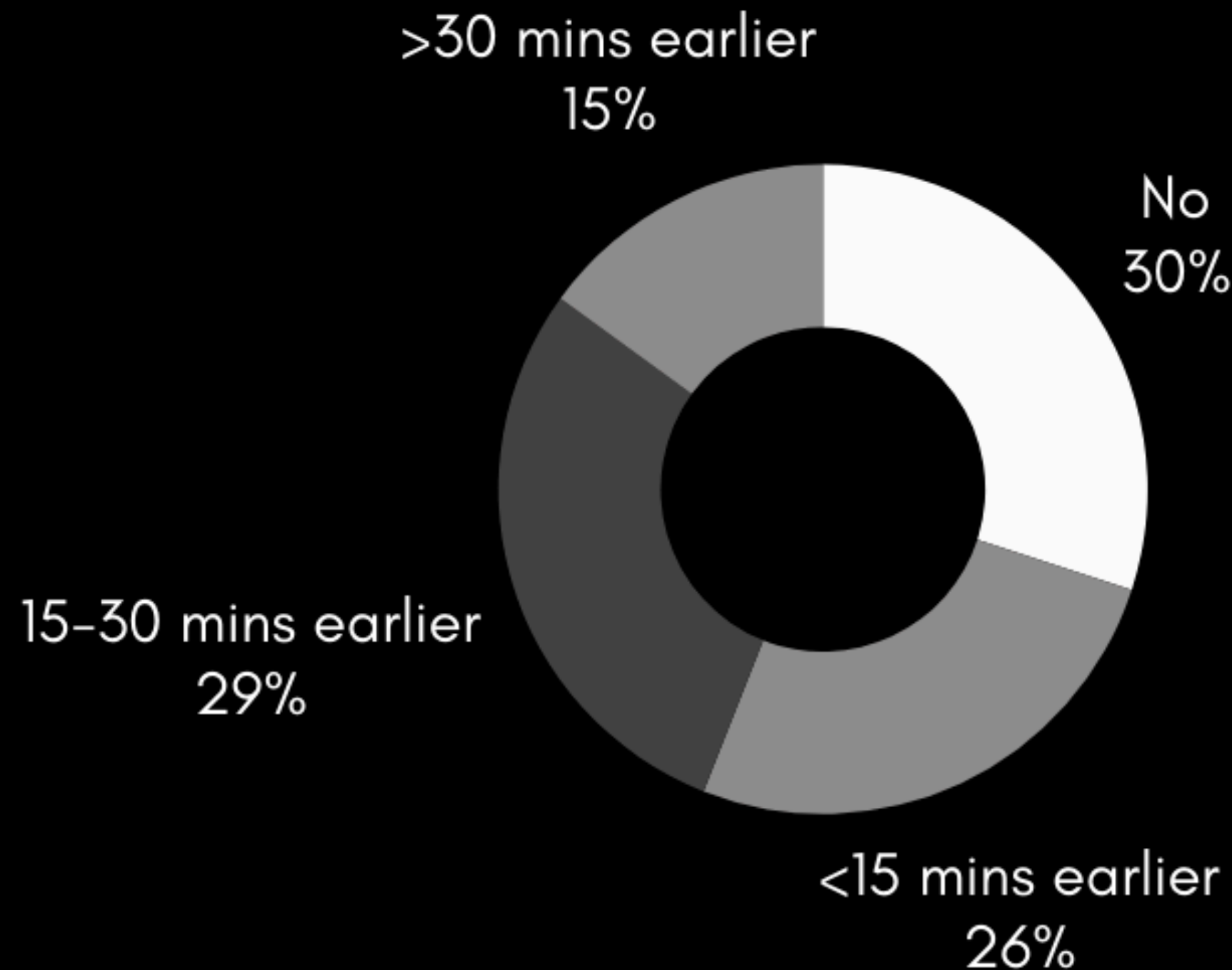


# DIGITAL TICKETING AND SEASON TICKETS





# HAS THE TIME YOU ARRIVE AT SJP ON A MATCHDAY CHANGED THIS SEASON FOLLOWING THE INTRODUCTION OF DIGITAL TICKETING?







**44 RESPONDENTS HAD USED A THIRD PARTY TICKET WEBSITE TO PURCHASE HOME TICKETS THIS SEASON.**

**39 SAID THEIR TICKET WORKED WITHOUT ISSUE.**

**5 SAID THEIR TICKET WAS FRAUDULENT AND THEY COULDN'T ACCESS THE STADIUM.**







## **SJP: EASE OF ACCESS**

**SOMEWHAT EASY/EXTREMELY EASY:**

**LEAZES**

**MILBURN**

**LEAZES EAST CORNER**

**MIXED FEEDBACK**

**GALLOWGATE**

**SOMEWHAT DIFFICULT/EXTREMELY DIFFICULT**

**EAST STAND**

**GE (STRAWBERRY) CORNER**





# RECOMMENDATIONS/SUGGESTIONS

REVIEW TURNSTILES AND STAFFING FOR  
MOST AFFECTED STANDS

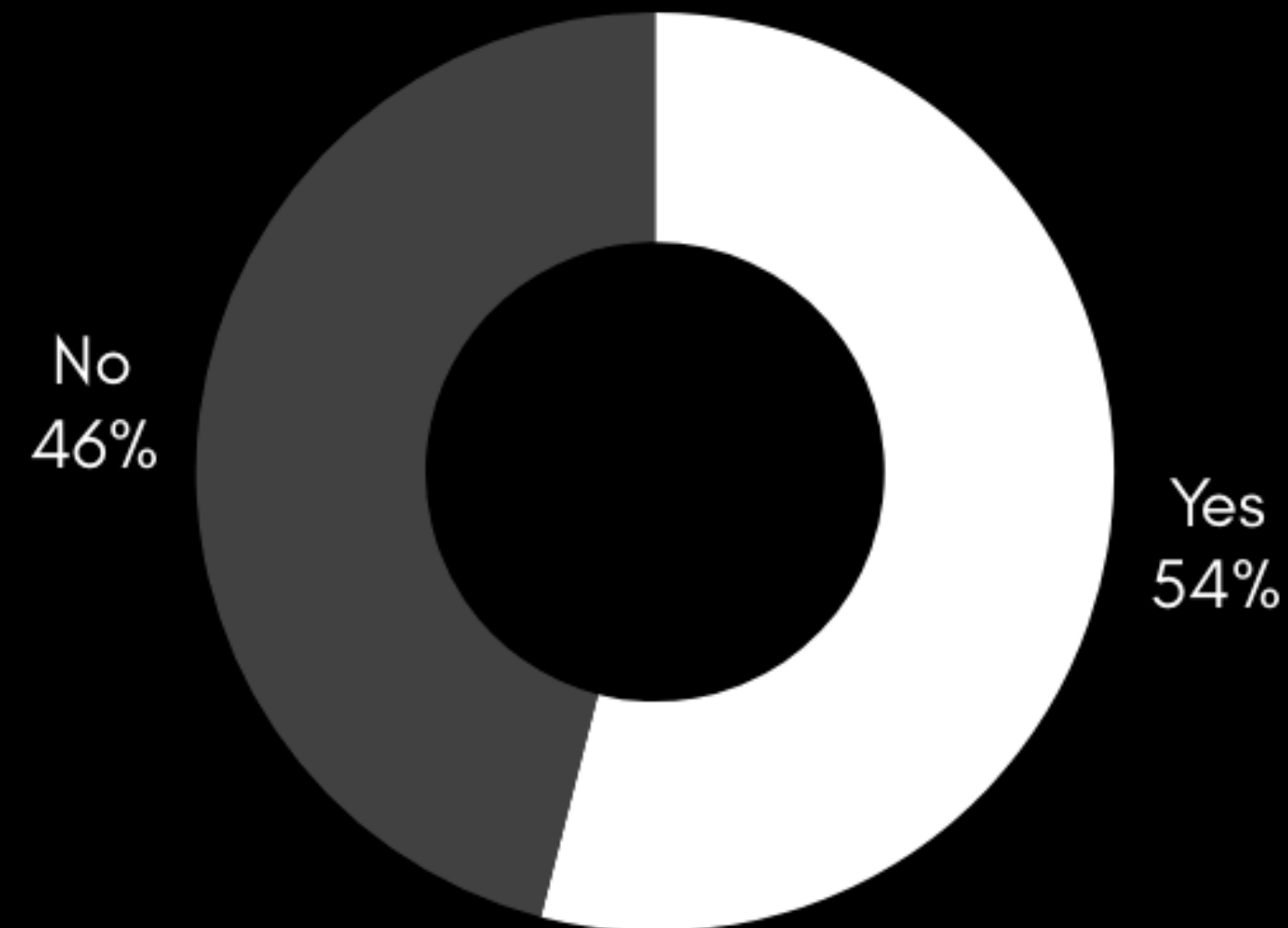
MOBILE TICKET SCANNERS

IMPROVE PRE-GAME OFFERINGS



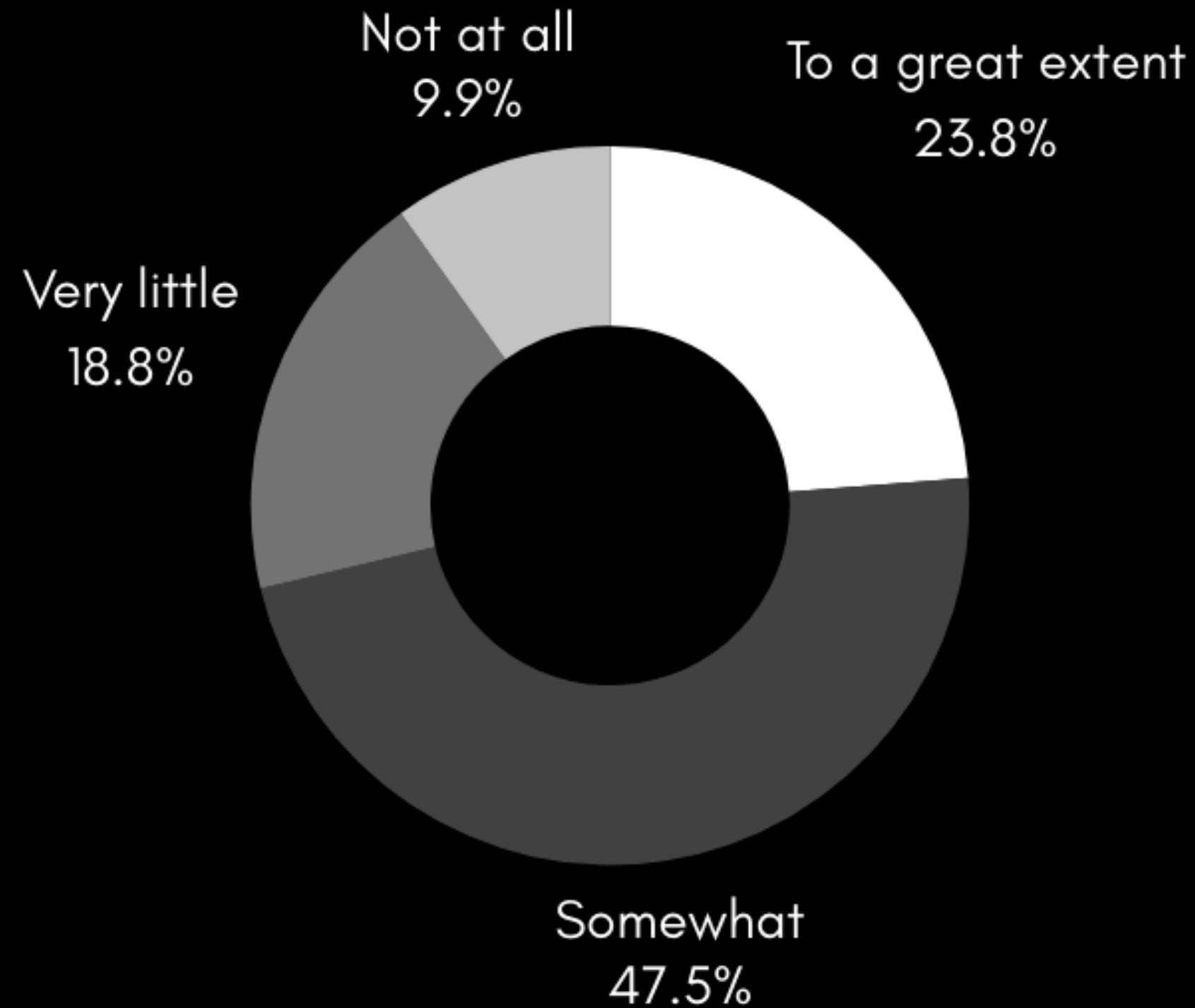


WILL YOU BE IMPACTED BY THE CHANGES TO ST  
DIRECT DEBITS AT END OF LONG TERM DEAL?



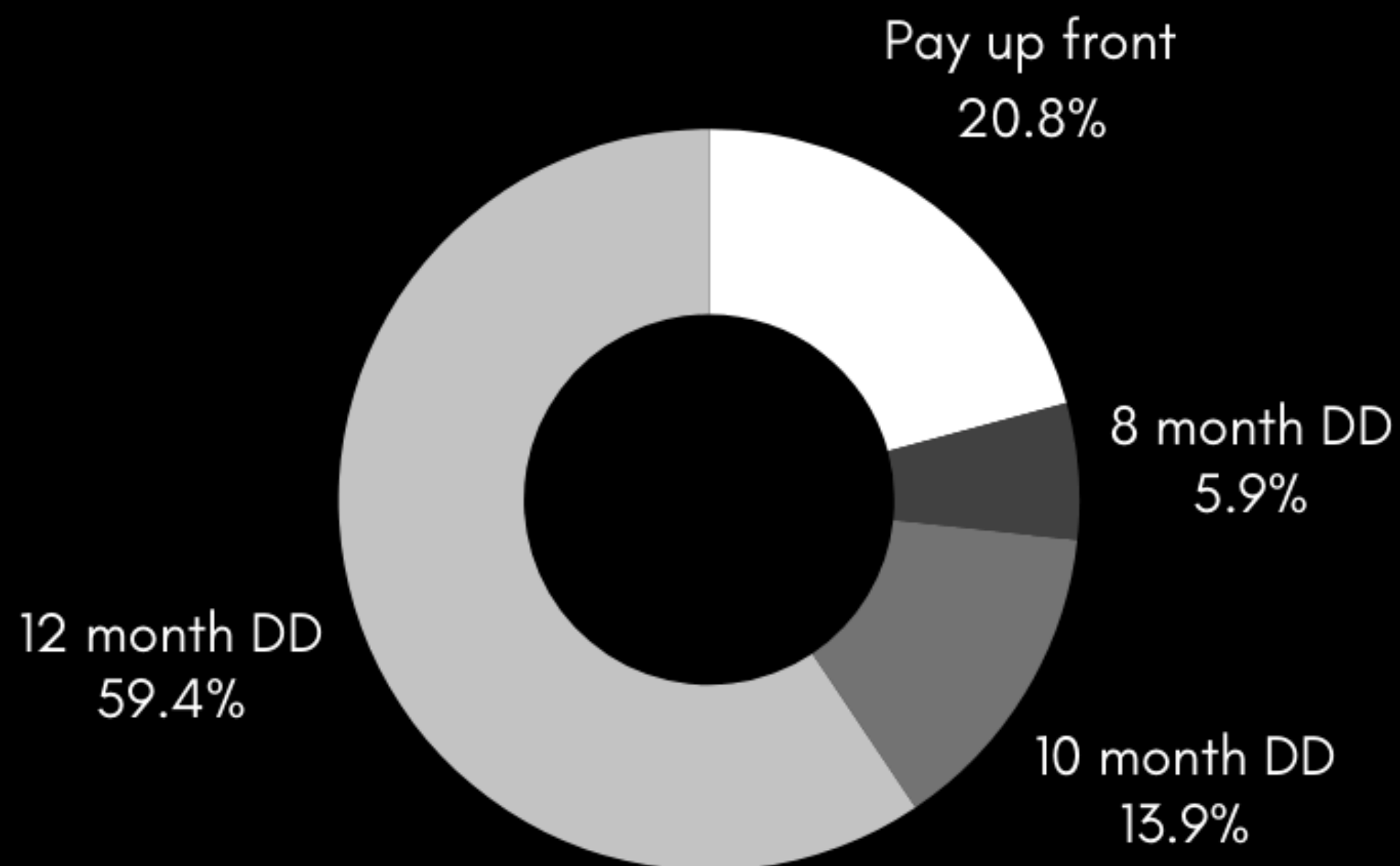


HOW MUCH OF A FINANCIAL CONCERN IS A  
POTENTIAL RISE IN ST MONTHLY PAYMENTS TO  
YOU?





# WHAT WOULD BE YOUR PREFERENCE FOR PAYING FOR YOUR SEASON TICKET?







## RECOMMENDATIONS

CONSIDER FLEXIBLE PAYMENT OPTIONS

CONSIDER EARLY BIRD DISCOUNT

RETAIN CONCESSION PRICING



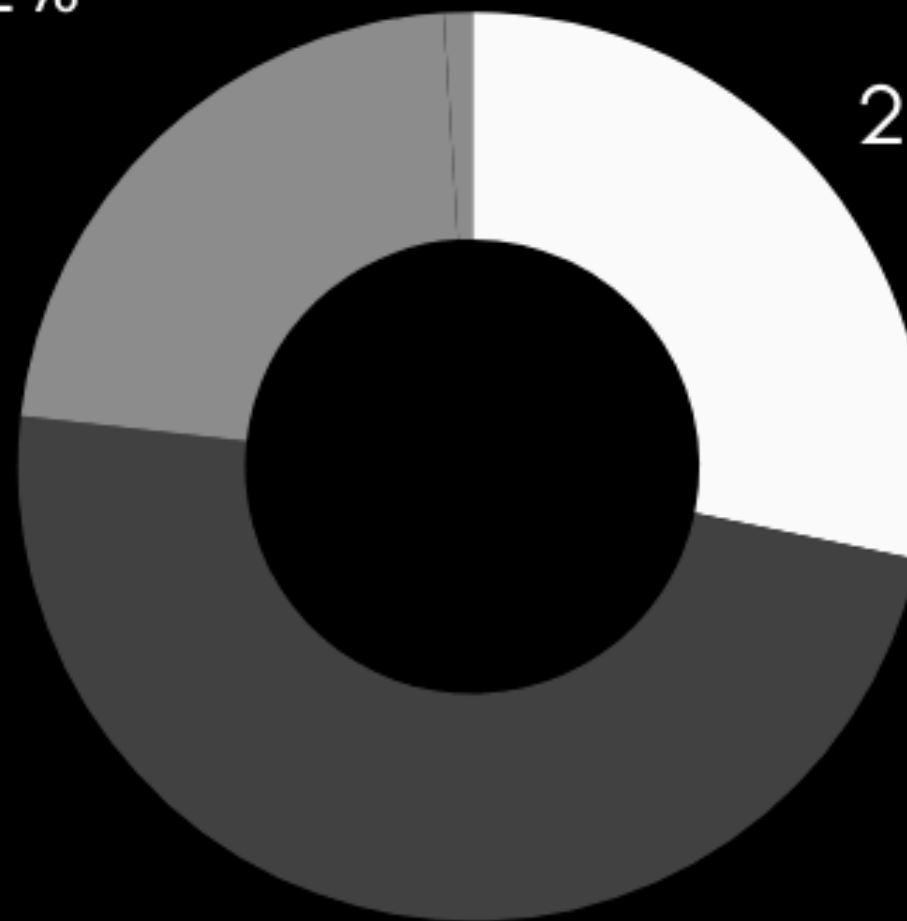


# HAVE YOU TRIED TO TRANSFER A TICKET TO ANOTHER SUPPORTER THIS SEASON?



Yes – with issues  
22.2%

No  
28.3%



Yes – no issues  
48.5%



# AWAY GAMES

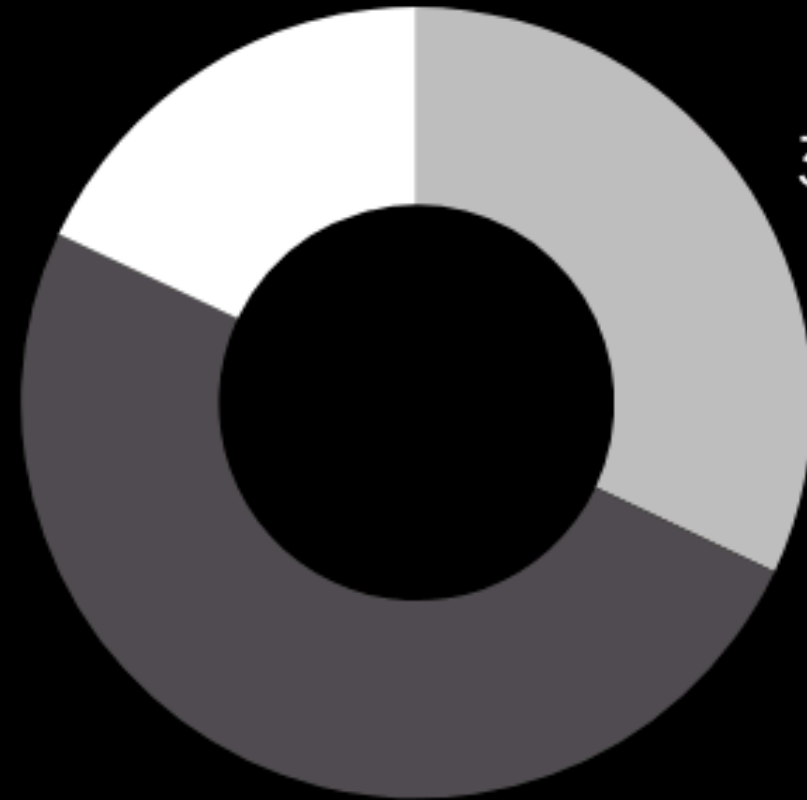




# ARE YOU IN FAVOUR OF AWAY GAME ID CHECKS?



No opinion  
18%

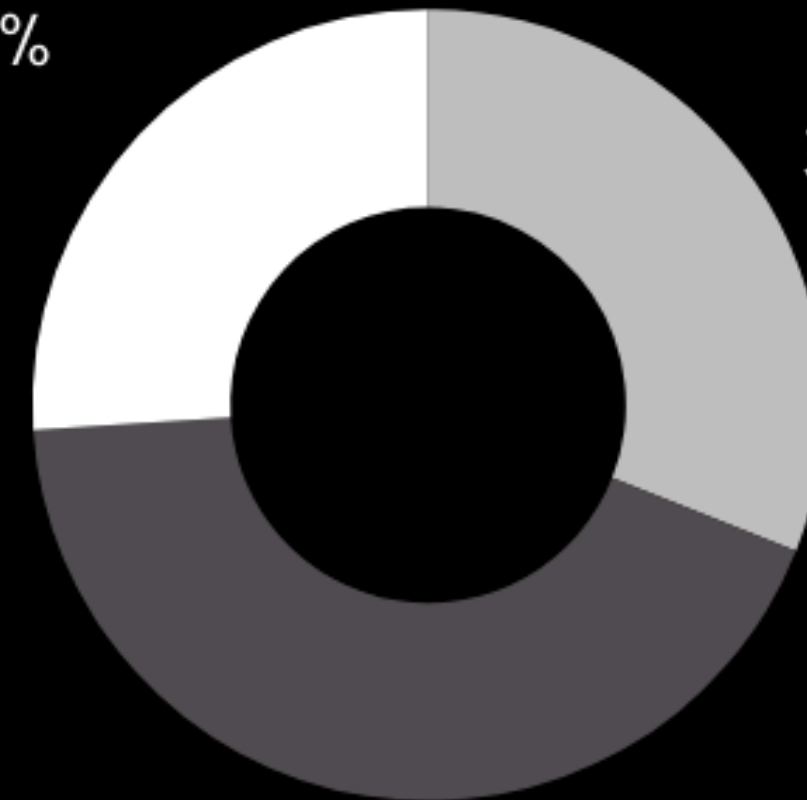


Yes  
32%

No  
50%

**SEASON TICKET HOLDERS**

No opinion  
26%



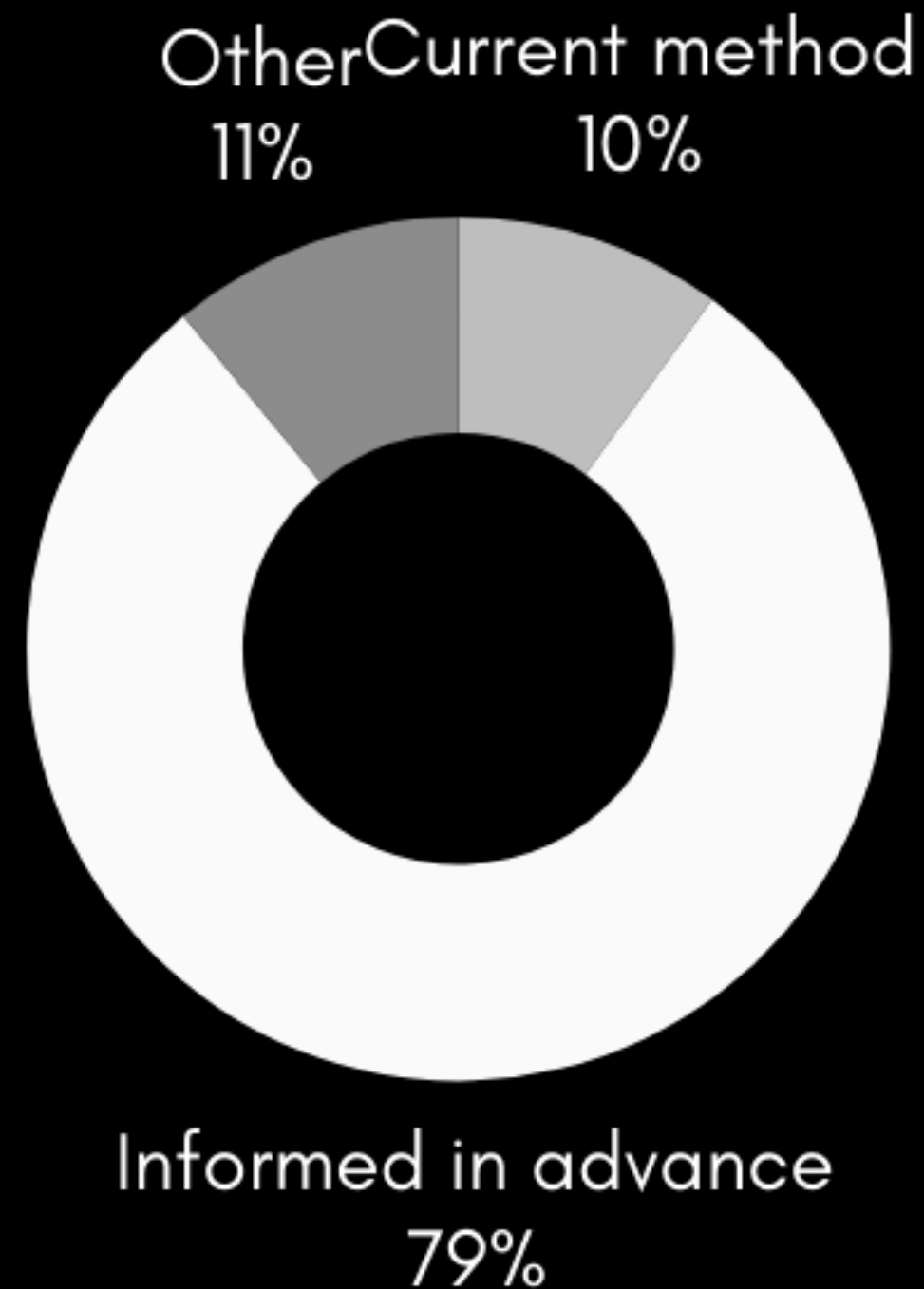
Yes  
31%

No  
43%

**NUFC MEMBERS**



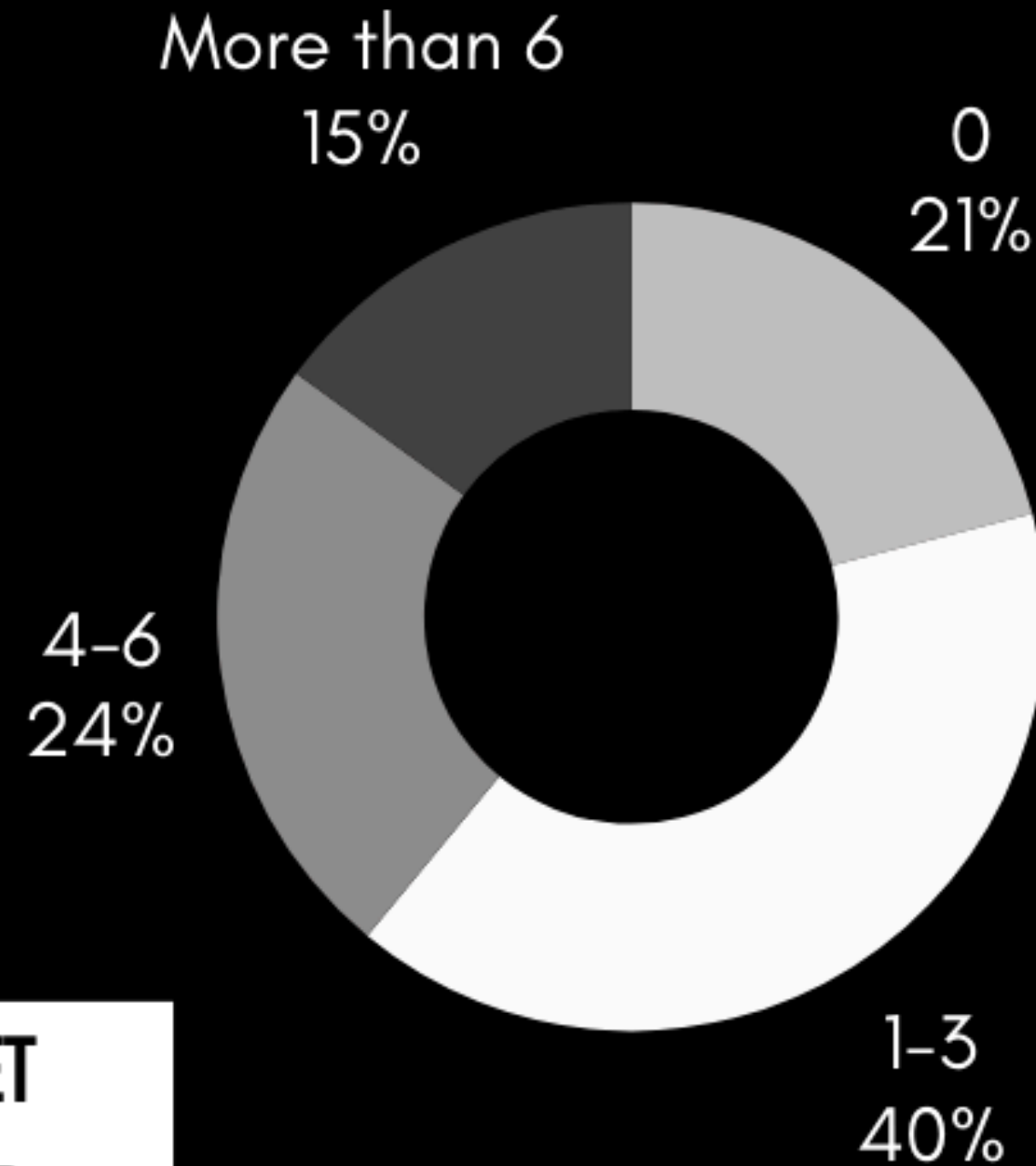
# IF ID CHECKS DO TAKE PLACE, WHAT IS YOUR PREFERRED METHOD?



**ONLY SEASON TICKET  
HOLDERS SURVEYED**



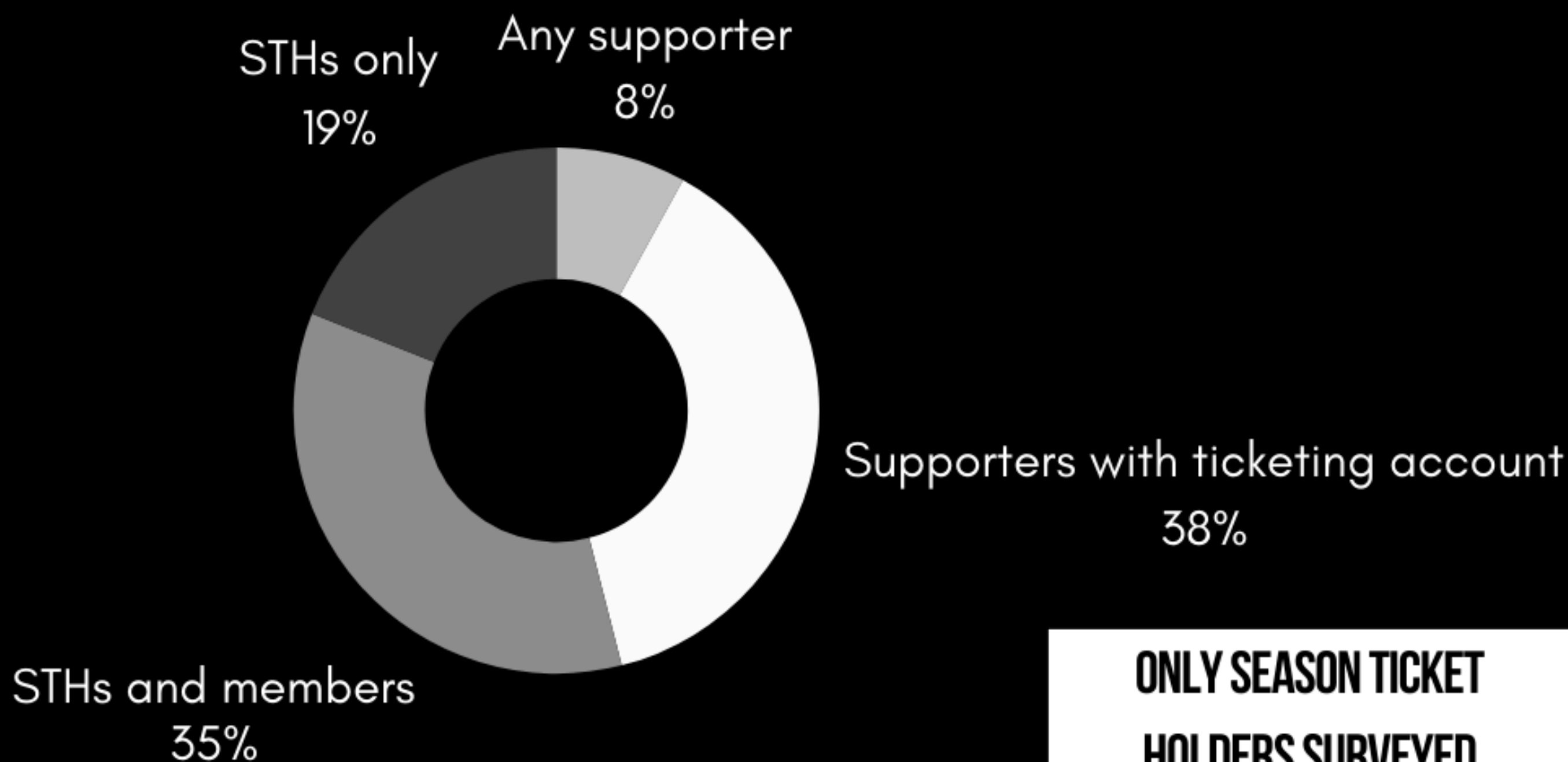
IF SUPPORTERS COULD TRANSFER AN AWAY TICKET A FIXED  
NUMBER OF TIMES PER SEASON, HOW MANY TIMES DO YOU  
SEE AS A FAIR AMOUNT?



**ONLY SEASON TICKET  
HOLDERS SURVEYED**



# IF SUPPORTERS COULD TRANSFER AWAY TICKETS, WHO SHOULD THEY BE ABLE TO TRANSFER THEM TO?







# RECOMMENDATIONS/SUGGESTIONS

ALLOCATE LOYALTY POINT AFTER ATTENDANCE AT GAME RATHER THAN AT PURCHASE.

PROVIDE CLEARER UNDERSTANDING OF TICKET ALLOCATIONS AND HOW THEY ARE DISTRIBUTED.

CONSIDER LIMITED NUMBERS OF TICKET TRANSFERS.

CONSIDER WAYS IN WHICH PARENTS CAN ATTEND GAMES WITH THEIR CHILDREN.

CONSIDER ALTERNATIVE APPROACH TO ID CHECKS.



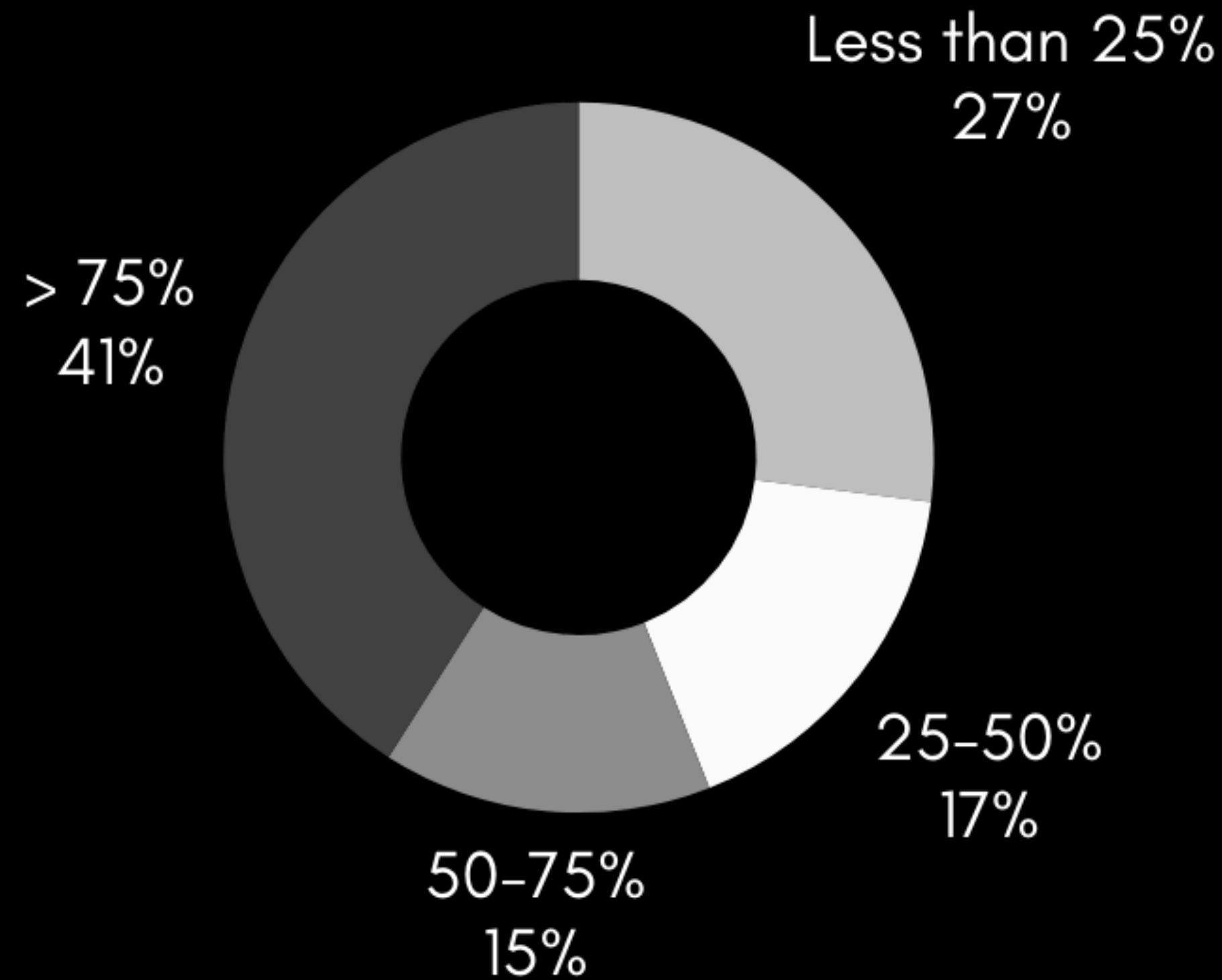


# MEMBERSHIP, BALLOT AND RESALE



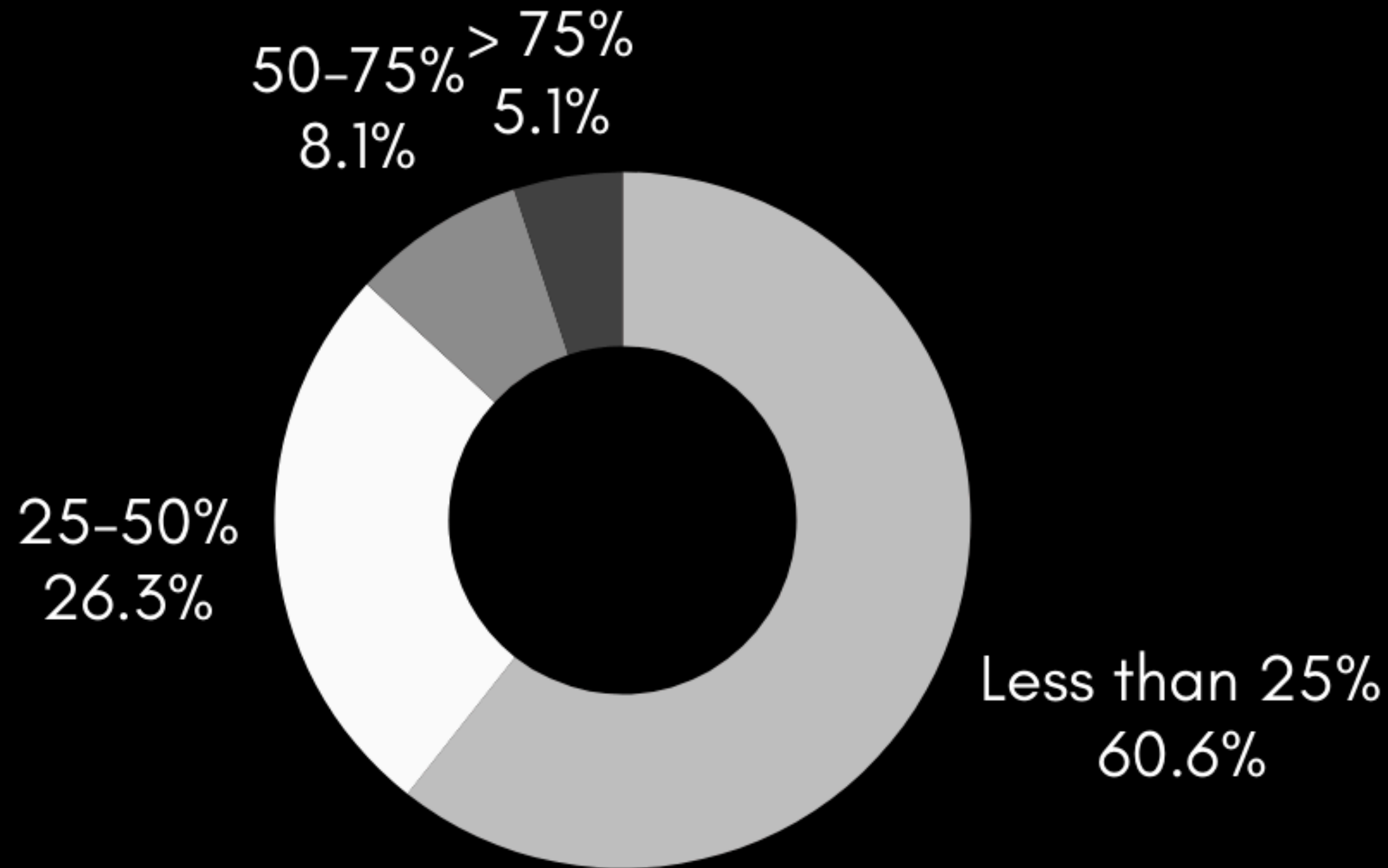


# HOW MANY BALLOTS HAVE YOU ENTERED THIS SEASON?





# WHAT HAS YOUR BALLOT SUCCESS BEEN THIS SEASON?





Ballot process score given by NUST  
members: 2.34/5.





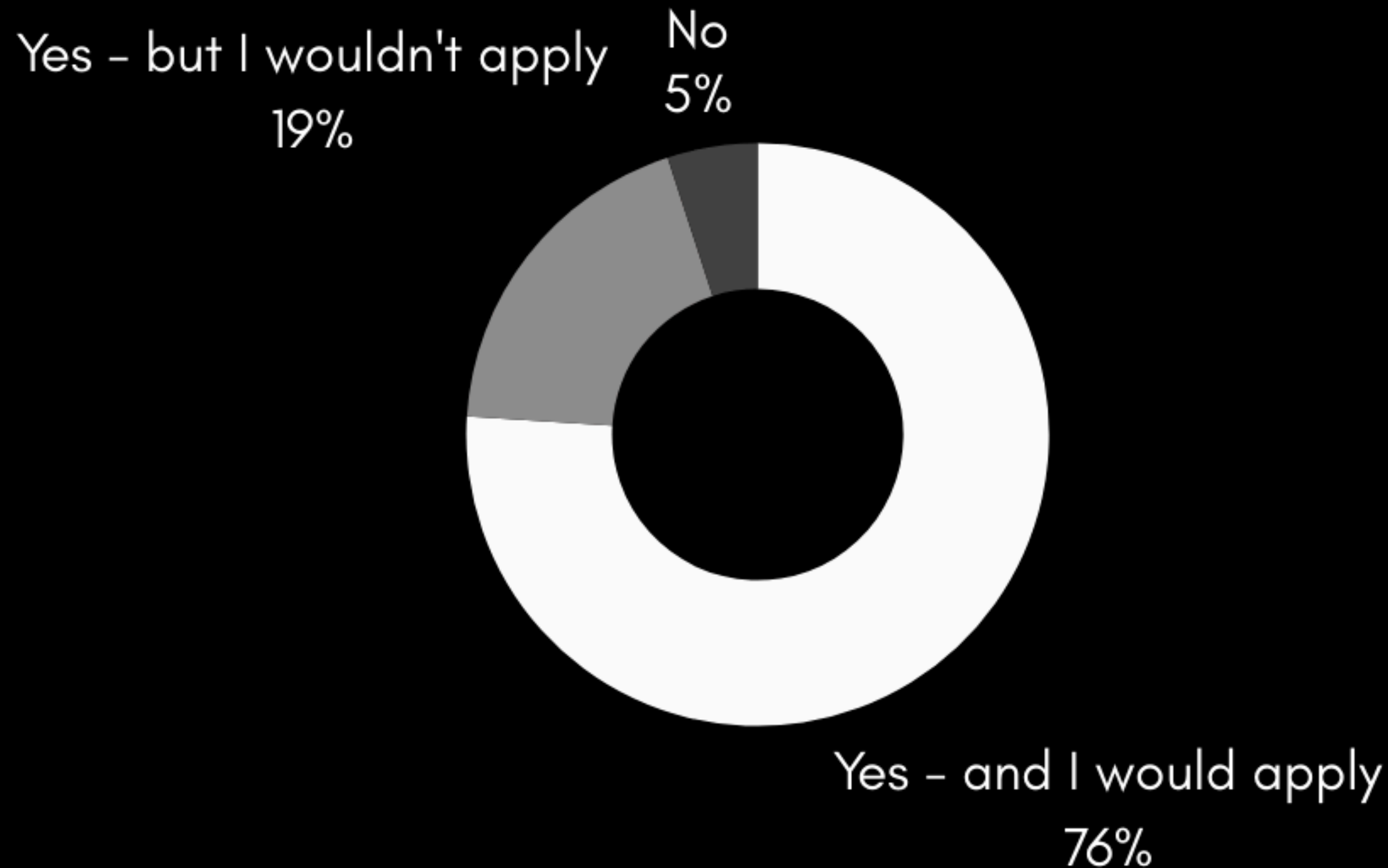
## **Ticket Resale**

This season, the club introduced a ticket resale system where members could purchase tickets that were returned to the club. Only 23% of the members we surveyed have bought a ticket via this system. This could be due to not being aware of the function in its first season in use or due to poor user-friendliness of the system, illustrated by the score given by those who had used it: 2.07/5.





# WOULD YOU BE IN FAVOUR OF A SEASON TICKET WAITING LIST?







# RECOMMENDATIONS/SUGGESTIONS

CONSIDER A MEMBERSHIP SYSTEM THAT REWARDS PAST ATTENDANCE AT GAMES.

CONSIDER A SYSTEM WHERE FANS CAN MORE EASILY SELECT THEIR SEAT.

REVIEW THE RESALE SYSTEM.

EMAIL UNSUCCESSFUL SUPPORTERS RE BALLOT - INCLUDE CLUB SHOP DISCOUNT?

CONSIDER PRICES OF TICKETS FOR MEMBERS.

PROVIDE MORE INFORMATION ON TICKET ALLOCATION AND BALLOT SUCCESS RATES.





We asked NUST members who are International club Members to score their membership package out of five with a result of 2.5/5.



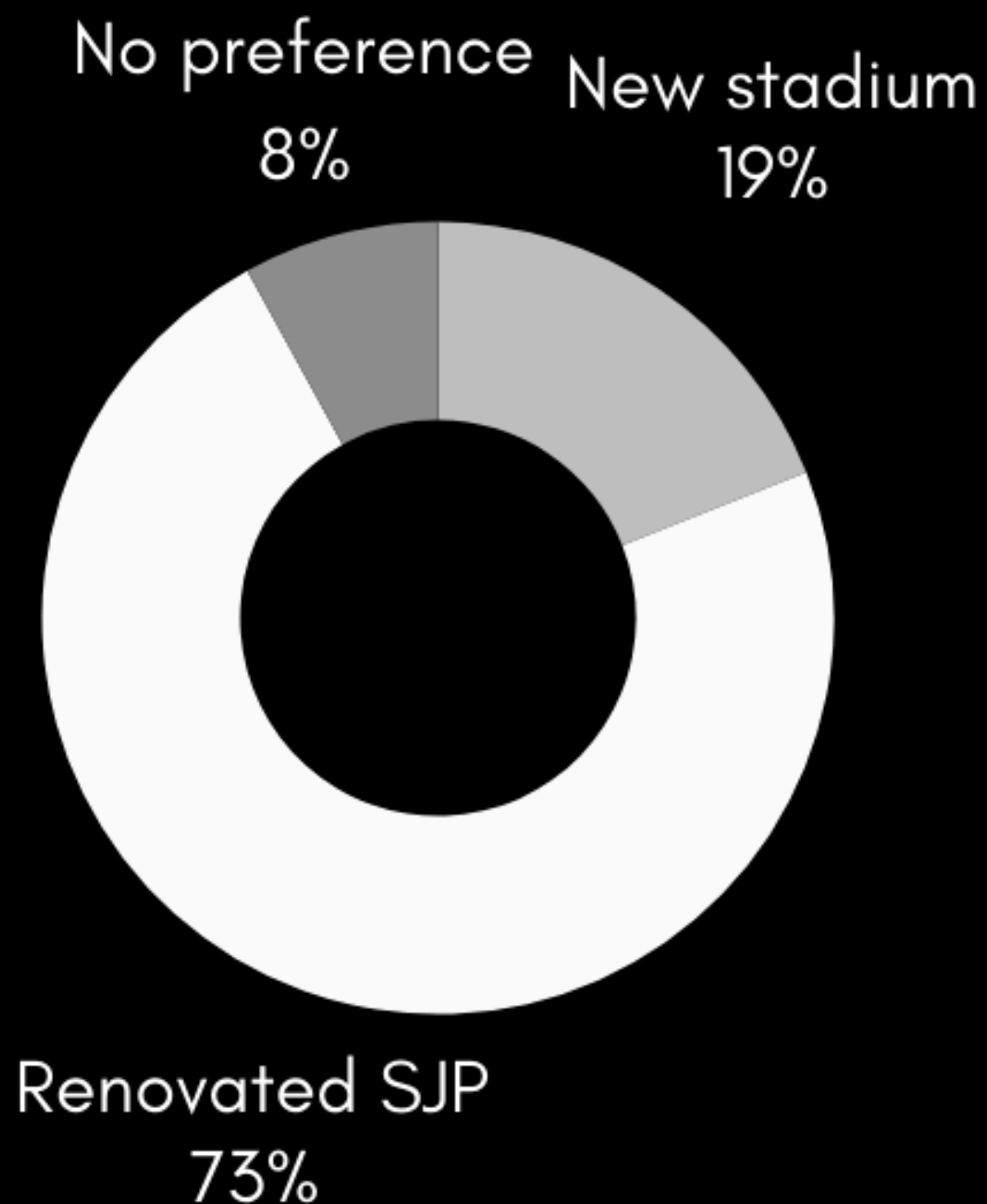


# ST JAMES' PARK





# WHAT IS YOUR PREFERENCE ON THE FUTURE OF SJP?

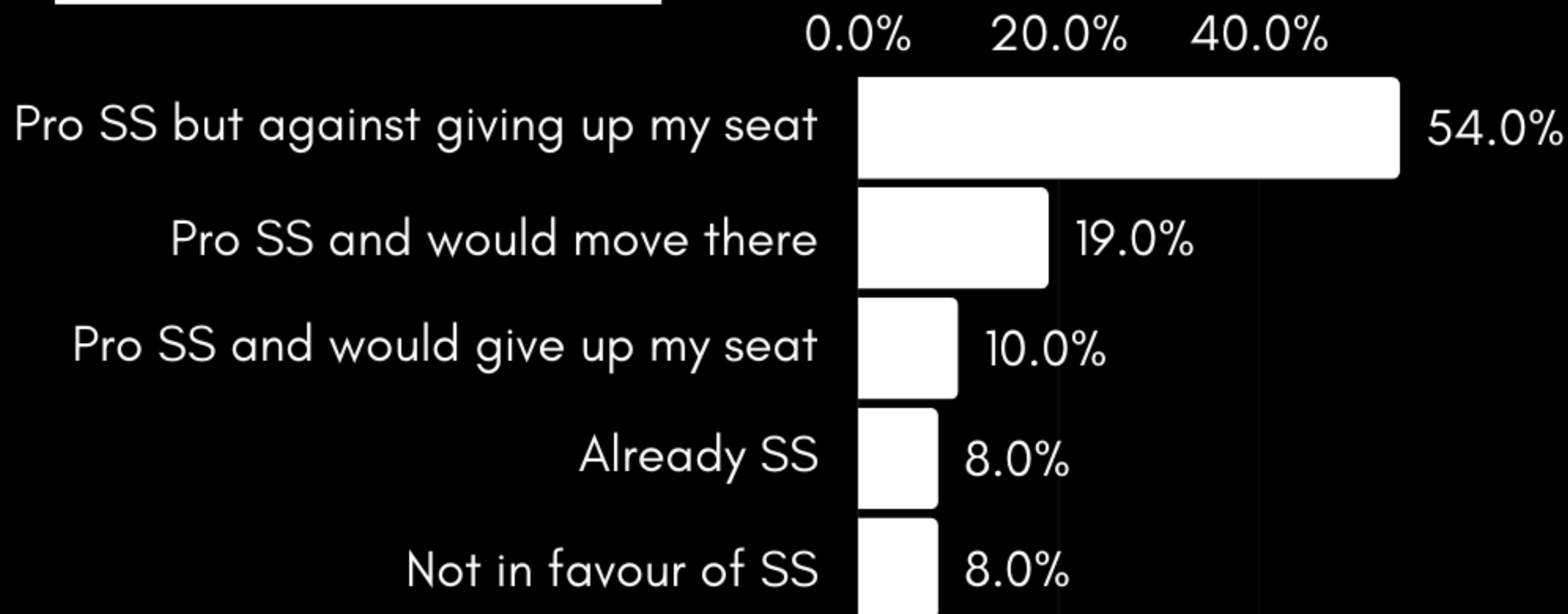




# WHAT BEST DESCRIBES YOUR STANCE ON SAFE STANDING (SS) AT SJP?



## SEASON TICKET HOLDERS

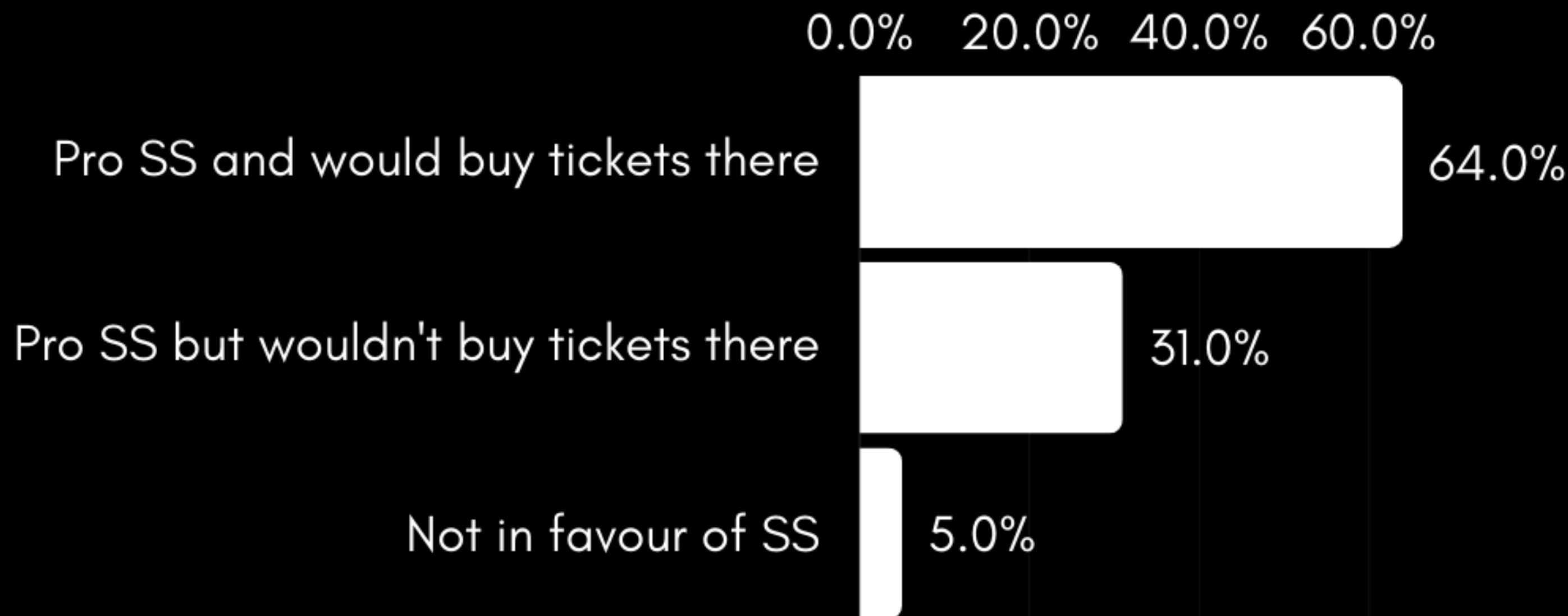




# WHAT BEST DESCRIBES YOUR STANCE ON SAFE STANDING (SS) AT SJP?

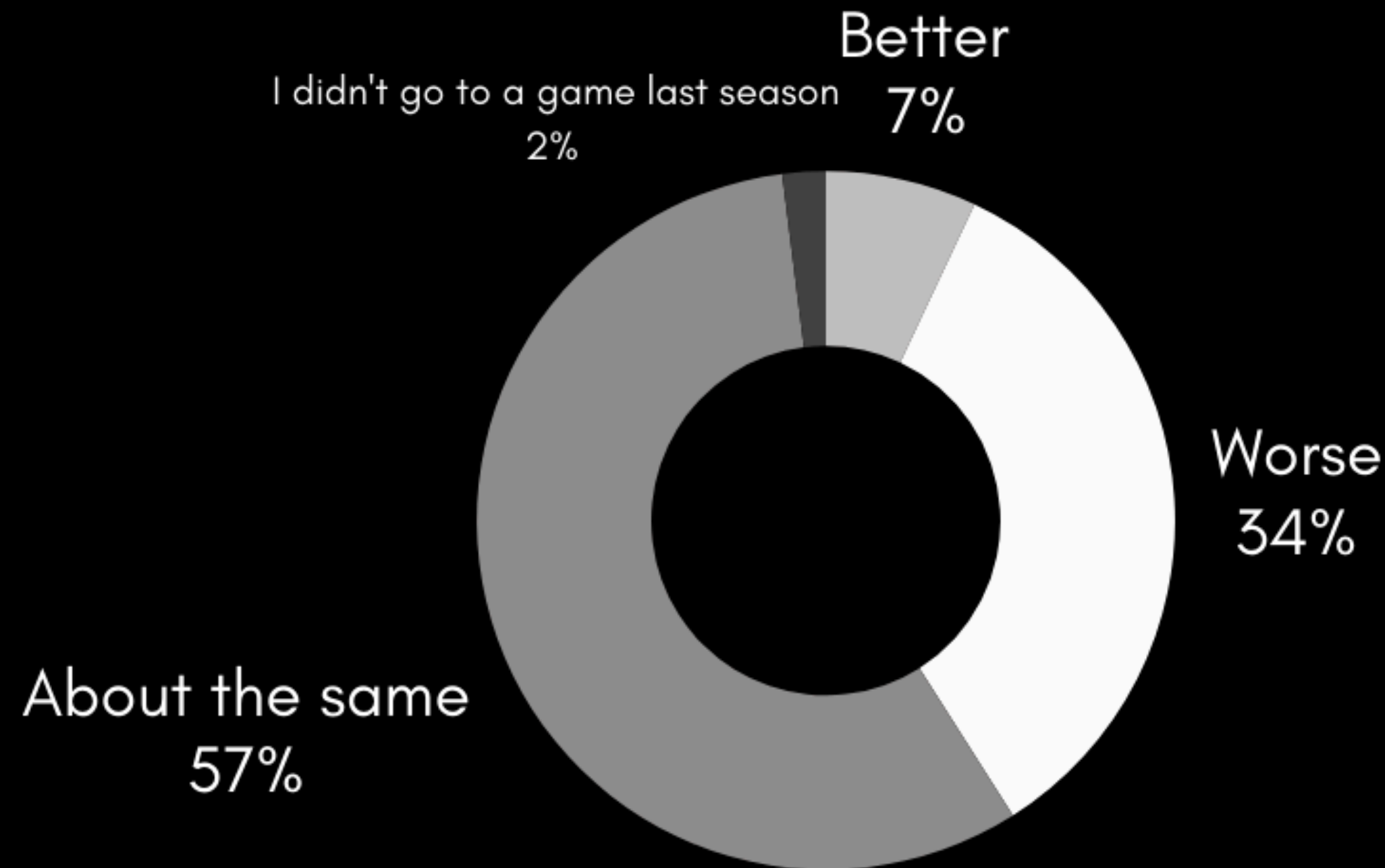


## MEMBERS





IN YOUR OPINION IS SJP ATMOSPHERE THE SAME,  
BETTER, OR WORSE THAN LAST SEASON?





We asked respondents to pick the top three factors that they felt influenced atmosphere, either positively or negatively, and the most often selected were:

1. Performance of the team on the day
2. Match opposition/context of the game
3. Day and time of the match.

Whilst all of these factors are outside the control of individual supporters, the next three most selected factors are more amenable to being influenced by fans:

4. Flag displays/Tifos
5. Existence of singing sections
6. Actions of supporters (whether positive, eg chanting or negative, eg empty seats).







# FACTORS THAT AFFECT ATMOSPHERE

SOCIAL GATHERINGS

TICKETING SYSTEMS DISPERSING GROUPS OF FANS

CULTURAL DYNAMICS

TECHNOLOGY AND INFRASTRUCTURE

MATCH INFLUENCES

ENVIRONMENTAL FACTORS

TEAM PERFORMANCE/EXPECTATIONS







In summary, the atmosphere at football matches is a complex interplay of many factors that extend beyond the pitch. It's shaped by the fans' ability to gather and participate collectively, the functional aspects of the stadium experience, and the broader cultural context within which the sport is consumed. The feedback calls for a more fan-centric approach to matchday organisation, emphasising the importance of community, engagement, and the preservation of traditions that foster a robust and inclusive atmosphere.



# CLUB EXEC AND LIAISON





## Club Executive Board and Ownership

We asked NUST members to rate the ON-the-field decisions of the club ownership and executive board. On-the-field decisions would include playing staff, squad management, transfers and league performance.



The score given of 3.91/5 was said by most respondents (59%) to be about the same as last season.

Scores were similar though overall lower when we asked respondents to rate the OFF-the-field decisions of the club ownership and Executive Board, with off-the-field issues including the stadium, ticketing and supporter concerns.

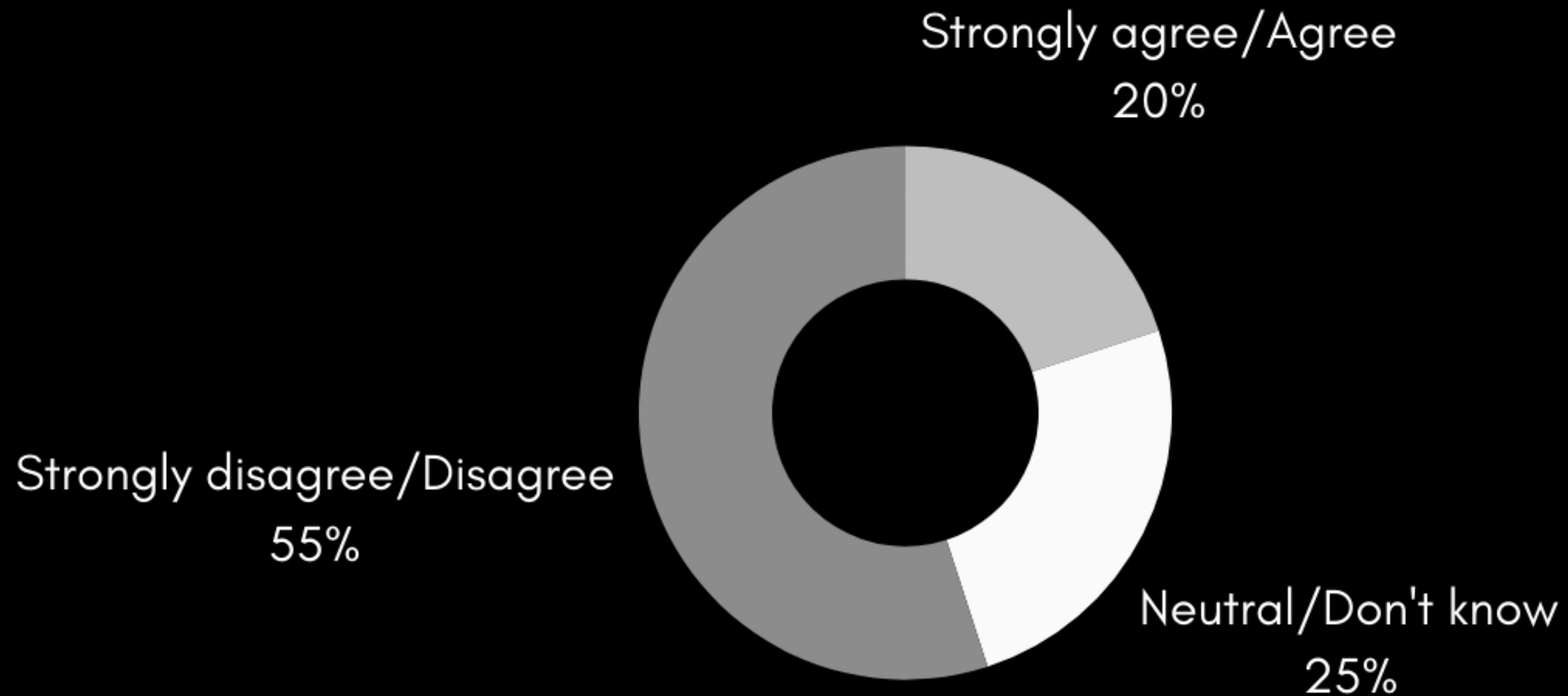


The score given was 3.45/5. 50% feel this was about the same as last season and 40% feel this season is worse for off-the-field decisions.



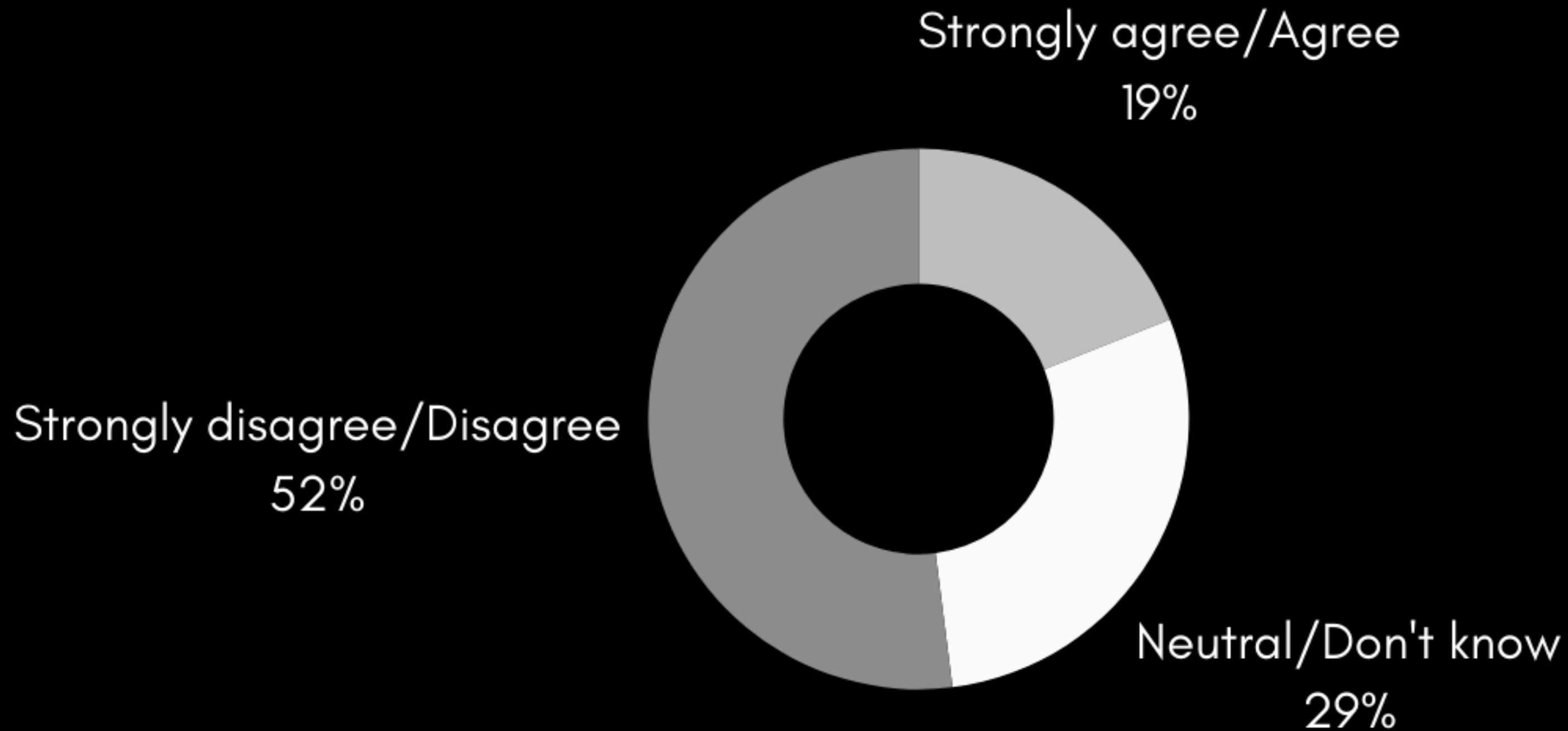


THE CLUB IS CLEAR AND TRANSPARENT WHEN IT COMES TO  
NUMBERS OF TICKETS AVAILABLE AND ALLOCATED FOR HOME  
GAMES



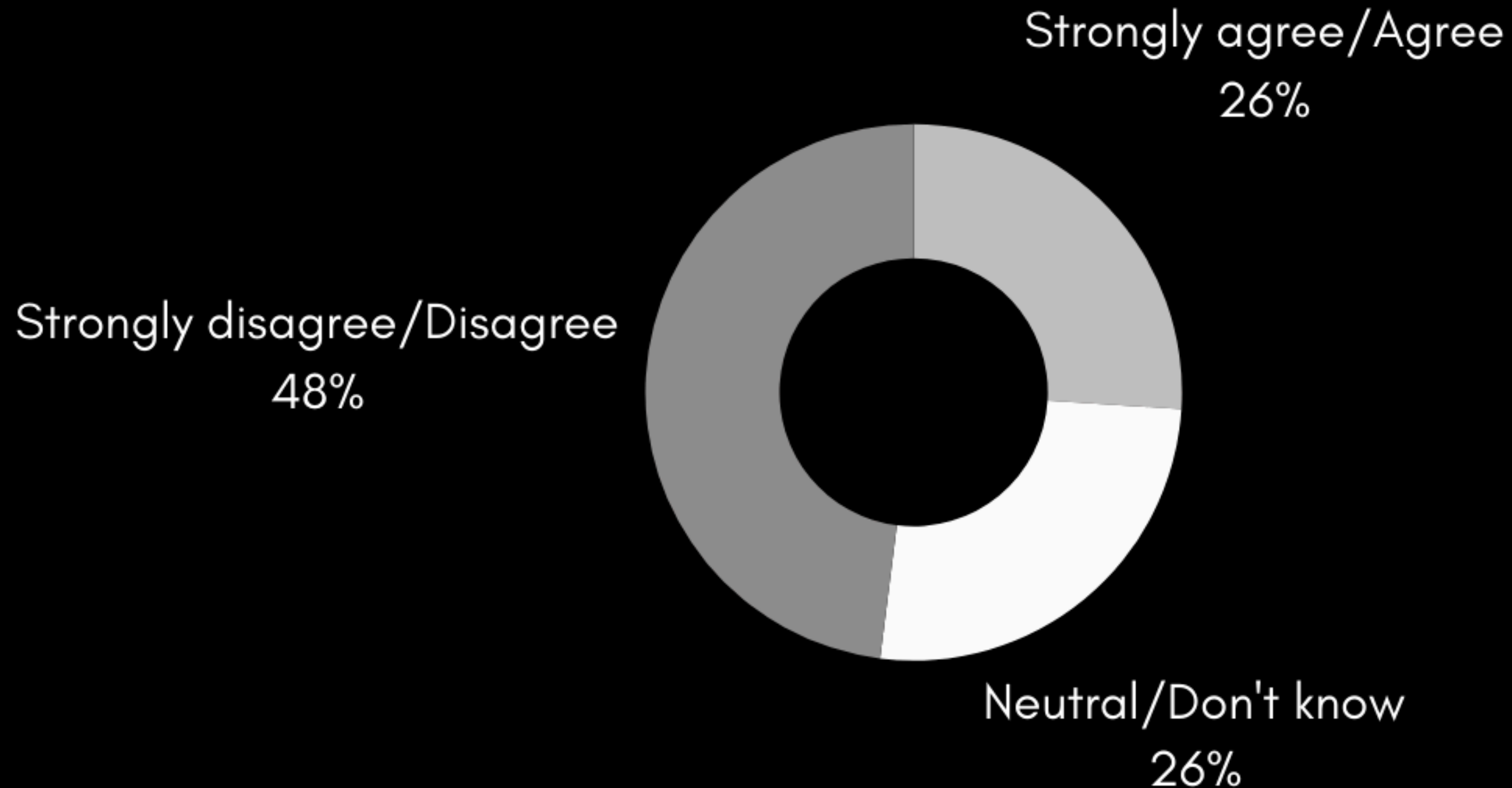


THE CLUB IS CLEAR AND TRANSPARENT WHEN IT COMES TO  
NUMBERS OF TICKETS AVAILABLE AND ALLOCATED FOR AWAY  
GAMES





# CLUB DECISION MAKING PROCESSES FOR NEW TICKET SYSTEMS ARE CLEAR AND TRANSPARENT





## Fan Workshops

This season saw a number of forum-style Fan Workshops run by the club, each discussing different topics such as away games, memberships and ticketing , which fans could attend in person or online if selected by ballot. Only 9% of our respondents have attended a Fan Workshop this season and those who attended score the Workshops 3.18/5.







**FAN WORKSHOP FEEDBACK**

**TRANSPARENCY AND FOLLOW UP/ACTIONABLE NEXT  
STEPS**

**SCEPTICISM OF IMPACT/UTILITY**

**INCLUSIVENESS AND REPRESENTATION**

**ACCESS AND PARTICIPATION**

**PERCEIVED CORPORATE FOCUS**





## **Supporter Services and Liaison**

Last year, we asked NUST members if they were aware of Supporter Services at the club and only 43% were. This season, the response was similar, with only 44% being aware of the department.

However, Supporter Liaison Officer Matt Willis has seen his profile increase with 55% of NUST members now aware of his role, compared to only 19% in 2023.





The final part of our survey asked for our members' opinions about the Trust itself. 88% would recommend joining NUST to a fellow Toon fan and our overall rating was 3.82/5.

