

Liverpool Football Club Supporter Ticketing Survey Research Report

April 2025



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Introduction

Introduction

In October 2024, we invited more than half a million supporters to take part in a survey about ticketing for men's first team fixtures. This survey set out to seek honest and open feedback from supporters and it forms a part of engagement with a broad section of supporters as part of the ongoing ticketing review which the club is currently undertaking.

We wanted to take the opportunity to share the findings from this survey with supporters. This report details the results from the survey, covering responses from a broad section of match going supporters, including general admission season ticket holders, official members and other home match going supporters who are not members or season ticket holders as well as matchday hospitality ticket holders and seasonal hospitality members where indicated.



Ticketing Principles

Ticketing Principles

LFC recognises the need to constantly evolve and improve its ticketing operations. With this in mind, the club has developed a new set of ticketing principles, which, alongside fan feedback, will help guide ticketing development over the coming seasons.

The new ticketing principles, which have been created in consultation with the Supporters Board, include the ambition to make ticket access a realistic goal for all supporters while also recognising loyalty, with transparent data, protection against misuse and a considered pricing approach.



Fair

Reward and incentivise loyal support and recognise our Scouse heritage.

Make ticket access a realistic goal for all supporters – including new and returning fans.



Simple

Easy to understand, with credit systems and consistent sales processes that make sense.

Share transparent information and data with supporters about ticket access.



Protected

Operate sales and credit systems that are protected from misuse and manipulation by bad actors.

Ensure the Club knows everyone in attendance at games for their safety and security.



Atmosphere

Ensure every seat in the stadium is full, and highly sought-after tickets are not going to waste.

Help fans to continue to create a great atmosphere, giving our teams a competitive advantage.



Revenue

Ensure ticketing revenue continues to help fund the Club's ongoing pursuit of trophies in a highly competitive environment.

Have a considered pricing approach, and support our membership proposition by making ticket access a reality.

Our Survey

The Survey

We designed a scene setting survey to discover what ticketing topics were important to supporters and understand how supporters feel the club deals with these topics. Supporters also had the chance to share the most important topic they felt the club needed to improve in their own words, helping us to understand what supporters would like to see improved as their priority.

The survey was sent to over 500,000 supporters who have used a match ticket in recent seasons. This included season ticket holders, members, past members, other home match going supporters who are not members or season ticket holders and hospitality members and guests. Each supporter received a unique link which could only be used once to complete the survey.

We also published a link to the survey in the article [\[here\]](#) published on the LFC website to ensure all supporters who wanted to share feedback with us could do so.

The survey ran for two weeks, opening on Monday 21st October 2024 and closing on Monday 4th of November 2024. A reminder to take part in the survey was sent to supporters via email on Wednesday 30th October 2024.

Our Approach

We asked a range of questions in this survey to help set the scene for the ongoing ticketing review.

We asked several single and multichoice questions to help us understand attitudes towards a range of topics, these questions covered the following areas:

- Which ticketing topics are important?
- How well is the club doing on these topics?
- How important is price and seat location when buying tickets?
- Ticket status and additional questions to help us ensure the results were reflective of the fanbase.

We also asked a few text-based questions where supporters could share comments to give supporters the opportunity to share more detail with us, these questions covered the following areas:

- What is the single most important topic for the club to address
- Reasons behind rating of how well the club is doing

Who Responded?

The Response

We had over 62,000 responses to the survey, with around 59,000 of those responses coming from supporters who were invited to take part via email. Over 8,000 responses came from season ticket holders, over 32,000 from members and over 18,500 from other match going supporters.

We received a very strong response rate from match going supporters with around 80% of survey respondents attending at least one home match at Anfield in recent seasons.

We received over 3,300 responses to the survey via the link on the LFC website. We found no evidence of survey manipulation during our data quality checks which were conducted in line with best practice.

The profile of each group of supporters was representative of the location profile of general admission season ticket holders, members and other match going supporters.

The profile of each group of supporters revealed a skew by age, which meant that older supporters were overrepresented in the survey results compared to the proportion purchasing/using tickets. To address this, we upweighted responses from supporters aged 18-25 and 26-35 to ensure that the results were reflective of the LFC fanbase.

The profile of official members was broadly representative of the Premier League match credit status profile. However, there was a skew towards match going supporters, which we expected and deem useful given the subject of this survey.

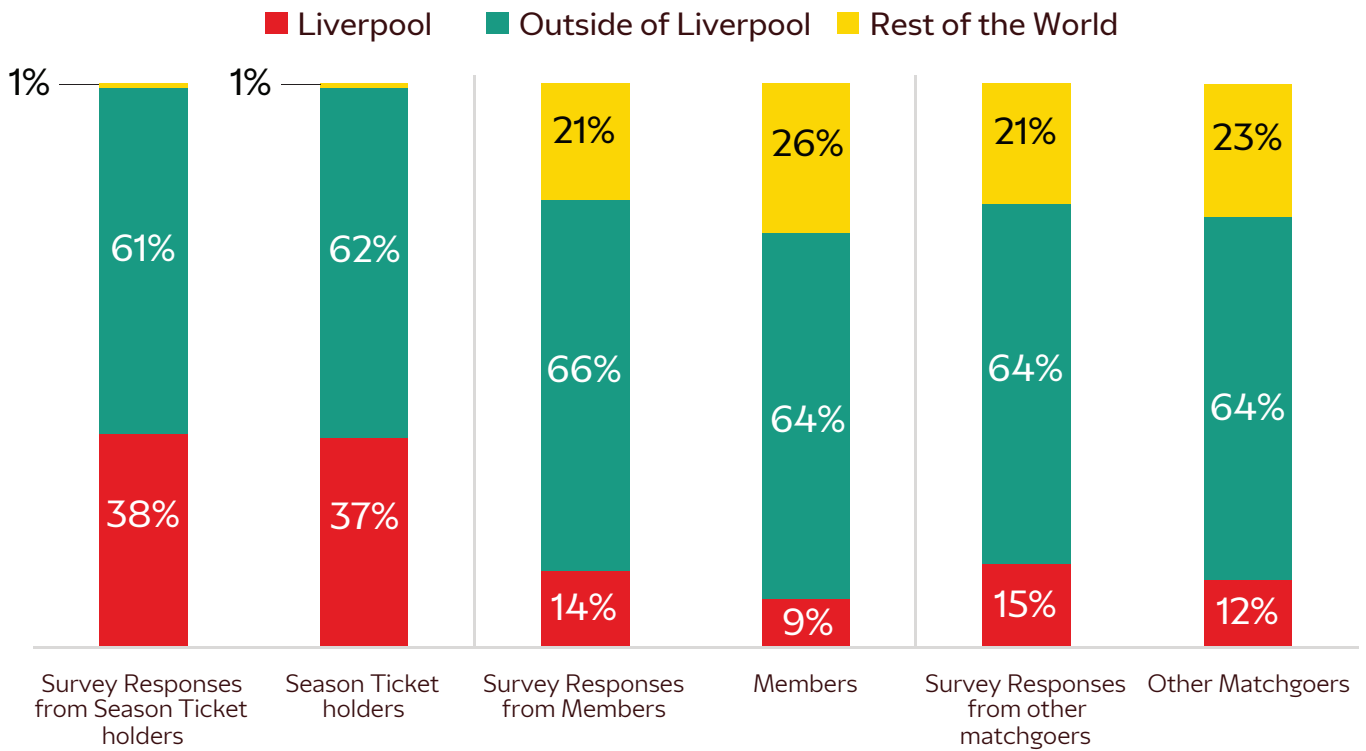
In order to fully understand the diverse range of opinion across the fanbase, we have analysed the survey results across a number of groups of supporters throughout this report.



Who Responded?

The Response

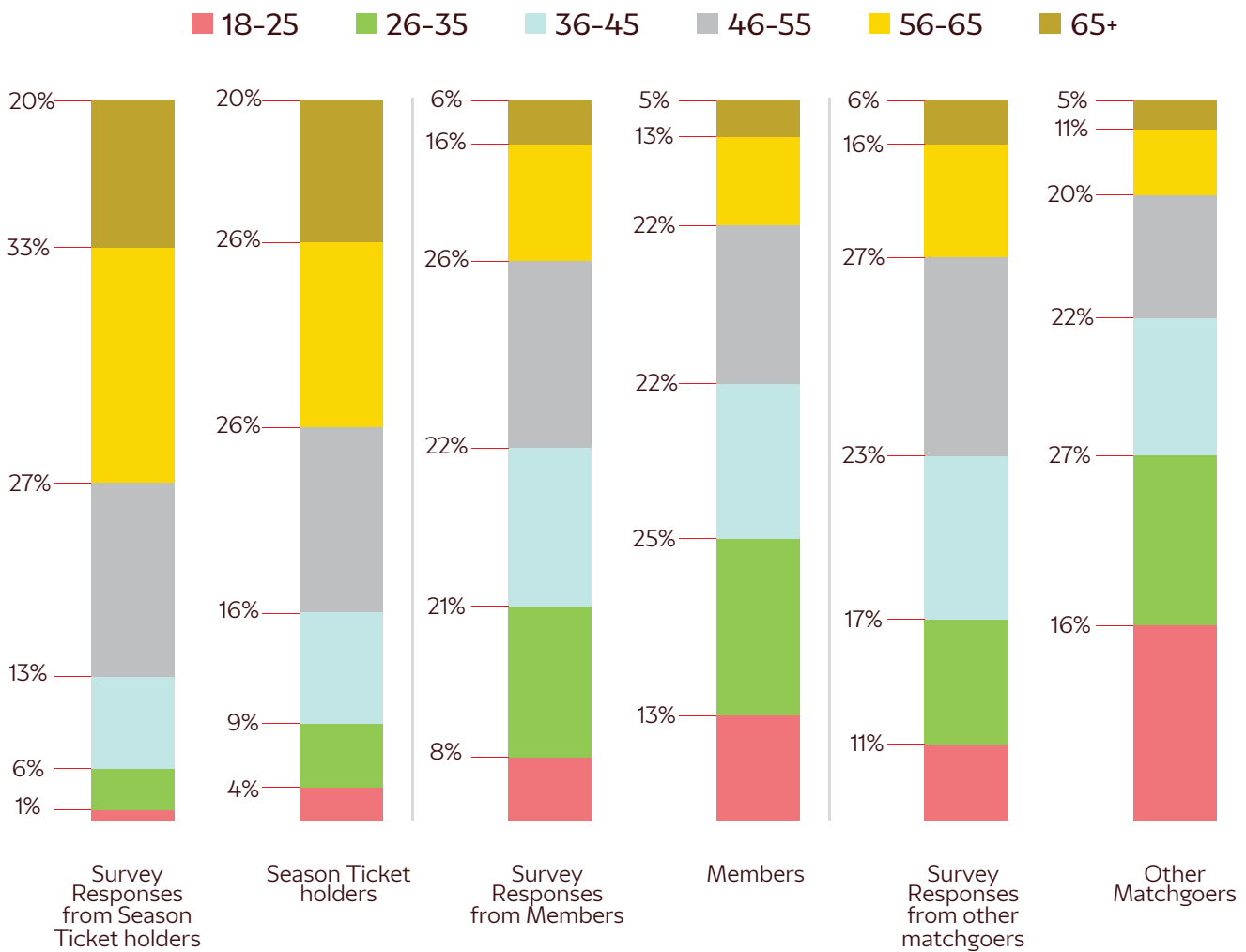
These charts compare the proportions of survey responses from each age group to the proportions purchasing/using each type of ticket.



Who Responded?

The Response

These charts compare the proportions of survey responses from each age group to the proportions purchasing/using each type of ticket.



The Single Most Important Topic

The Single Most Important Topic

To understand what matters most, we asked supporters to prioritise and tell us the single most important topic which they would like to see the club to address.

We asked: “For you, as a supporter, what do you feel is the single most important topic in relation to ticketing that you would like to see the Club to address?”

Using the latest text analysis technology, we analysed all comments to identify the most important topics to supporters. Due to the volume of text comments, we can't show these in full.



Season Ticket Holders

The following table shows the top five most important topics from season ticket holders.

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|--|------------------------------------|---|
| Season ticket holders Liverpool | Ticket Pricing & Affordability | Access to Away & Final Tickets | Ticket Touting & Resale | Technology & Support | Tickets for Young & Local Fans |
| Season ticket holders outside of Liverpool | Access to Away & Final Tickets | ACS & Credit System | Friends & Family System | Ticket Touting & Resale | Ticket Prices & Affordability |
| Season ticket holders with a disability | Loyalty & Final Tickets | Disabled Access & Support | Ticket Prices & Affordability | Ticket Allocations | Technology & Support |

Importance Colour Scale

Very high

High

Medium

Low

Very Low

The Single Most Important Topic

Official Members

The following table shows the top five most important topics from official members.

| | 1 | 2 | 3 | 4 | 5 |
|---------------------------|-------------------|-------------------------------|------------------------------|-------------------------------|-------------------------------------|
| Members 0 credits | Access to Tickets | Ticket Touting & Resale | Credit Systems & Allocations | Ticket Prices & Affordability | Membership & Loyalty |
| Members 1-3 credits | Access to Tickets | Hospitality Tickets | Ticket Touting & Resale | The Ballot Process | Tickets for Young Fans & Local Fans |
| Members 4-12 credits | Access to Tickets | Hospitality Tickets | Fairness & Transparency | Ticket Touting & Resale | Ticketing Website |
| Members 15+ credits | Ticketing Website | Season Tickets & Waiting List | Hospitality Tickets | Credit System & Loyalty | Ticket Touting & Resale |
| Members with a disability | Access to Tickets | Ticket Touting & Resale | Season Ticket Access | Ticketing Website | Disabled Access & Support |

Other Home Match Goers

The following table shows the top five most important topics from other home match going supporters.

| | 1 | 2 | 3 | 4 | 5 |
|--|-------------------|-------------------------------|------------------------------|------------------------|------------------------------|
| Other Home Match Goers | Access to Tickets | Hospitality Tickets | Tickets for Local Supporters | Credit & Ballot System | Ticket Touting & Resale |
| Other Home Match Goers with a disability | Access to Tickets | Ticket Prices & Affordability | Tickets for Local Supporters | Hospitality Tickets | Disabled Access & Facilities |

Importance Colour Scale

Very high

High

Medium

Low

Very Low

The Single Most Important Topic

Hospitality

The following table shows the top five most important topics from matchday hospitality ticket holders and seasonal hospitality members.

| | 1 | 2 | 3 | 4 | 5 |
|-------------------------------------|---------------------|----------------------------|-------------------------|---------------------------------|-------------------------------|
| Matchday Hospitality Ticket Holders | Access to Tickets* | Hospitality Tickets Prices | Ticket Touting & Resale | Match Credit Systems* | Tickets for Local Supporters* |
| Seasonal Hospitality Members | Access to Tickets** | Ticket Touting & Resale | High Cost of Tickets | Tickets for Young & Local Fans* | Ticket Value & Resale |



*Comments reference general admission home and away tickets.

**Comments reference general admission away & European Final Tickets

Importance Colour Scale

| | | | | |
|-----------|------|--------|-----|----------|
| Very high | High | Medium | Low | Very Low |
|-----------|------|--------|-----|----------|

Topics by Importance

Topics by Importance

To understand which, from the wide range of ticketing topics, are the most important, we asked supporters to choose from a list of ticketing topics which are commonly raised in discussions with the Club, from general feedback and responses in previous surveys.

We asked: "Below is a list of topics that have previously been raised by supporters in discussions with the Club, from general feedback and responses to surveys. Which, if any, of these ticketing areas are important to you? You can select all that apply to you."

Options:

- Forwarding to friends & family
- Access to final tickets
- Access to away tickets
- Auto Cup Scheme (ACS)
- Ticket pricing
- Access to home tickets
- Touting
- Online purchase process
- Match credit systems
- Access to season tickets
- Ticket exchange
- Concession tickets
- Local sales
- Members sales
- Disabled tickets

Season Ticket Holders

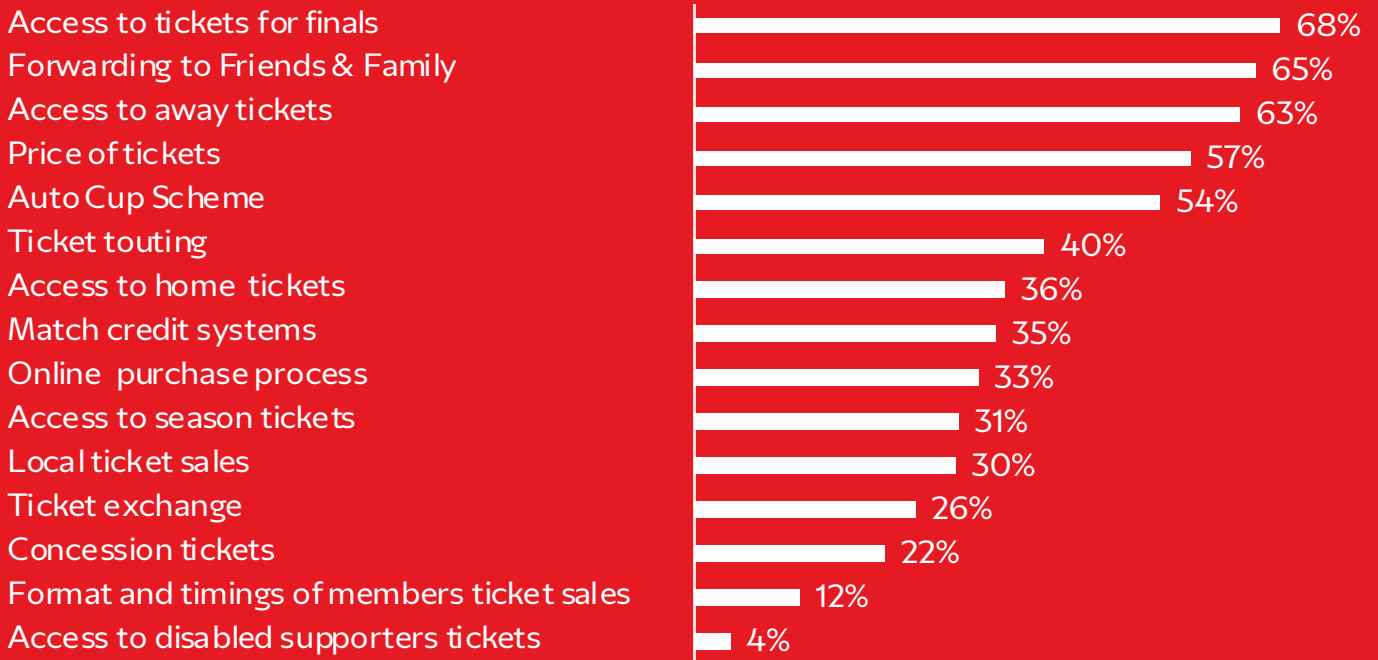
The following charts show topics ranked by importance for season ticket holders overall and season tickets by their location. The percentage (%) is the proportion of supporters who selected as a topic that was important to them.

Season Ticket Holders Overall

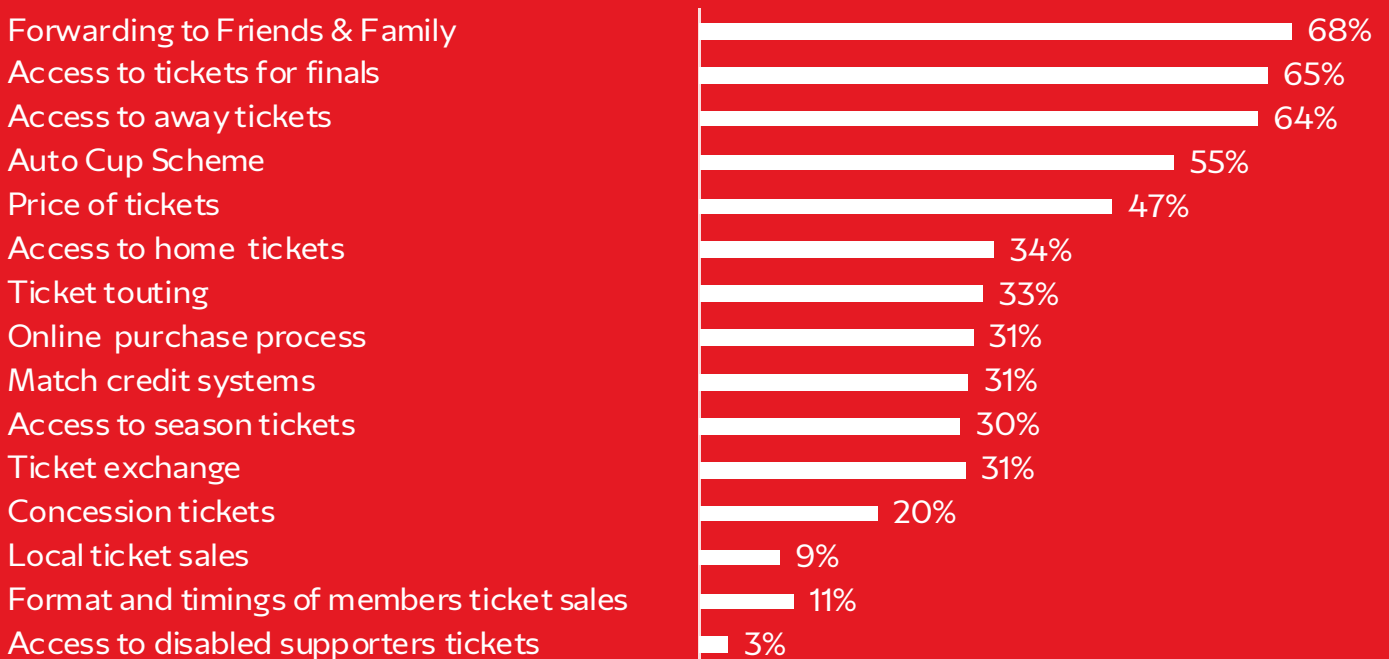


Topics by Importance

Season Ticket Holders in Liverpool



Season Ticket Holders Outside of Liverpool

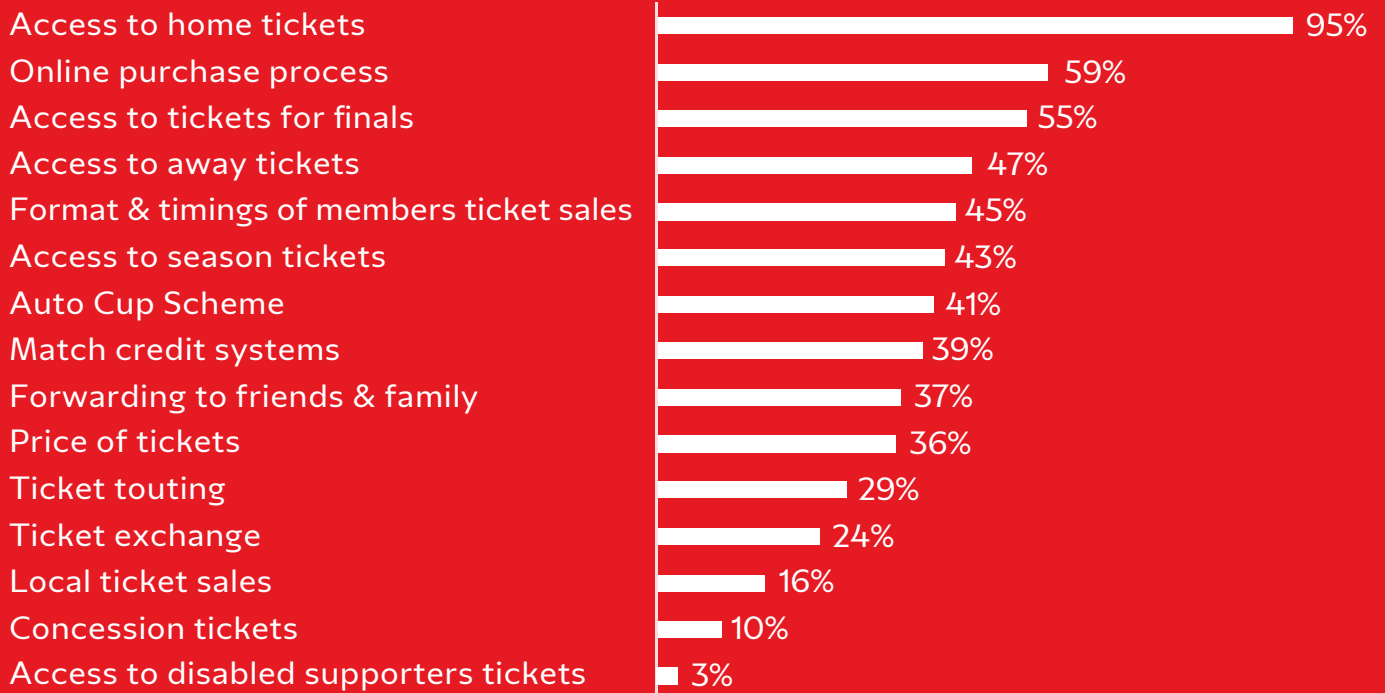


Topics by Importance

Official Members

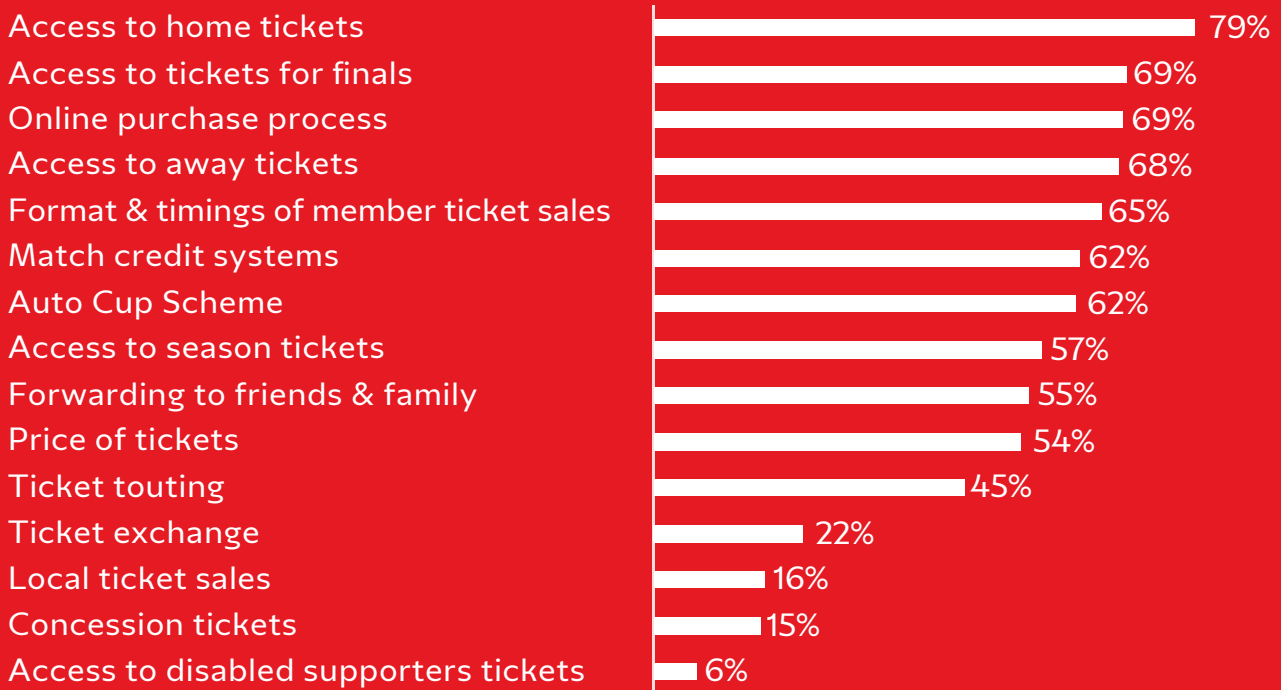
The following charts show topics ranked by importance for official members by how many Premier League match credits they have. The percentage (%) is the proportion of supporters who selected as a topic that was important to them.

Official Members Overall

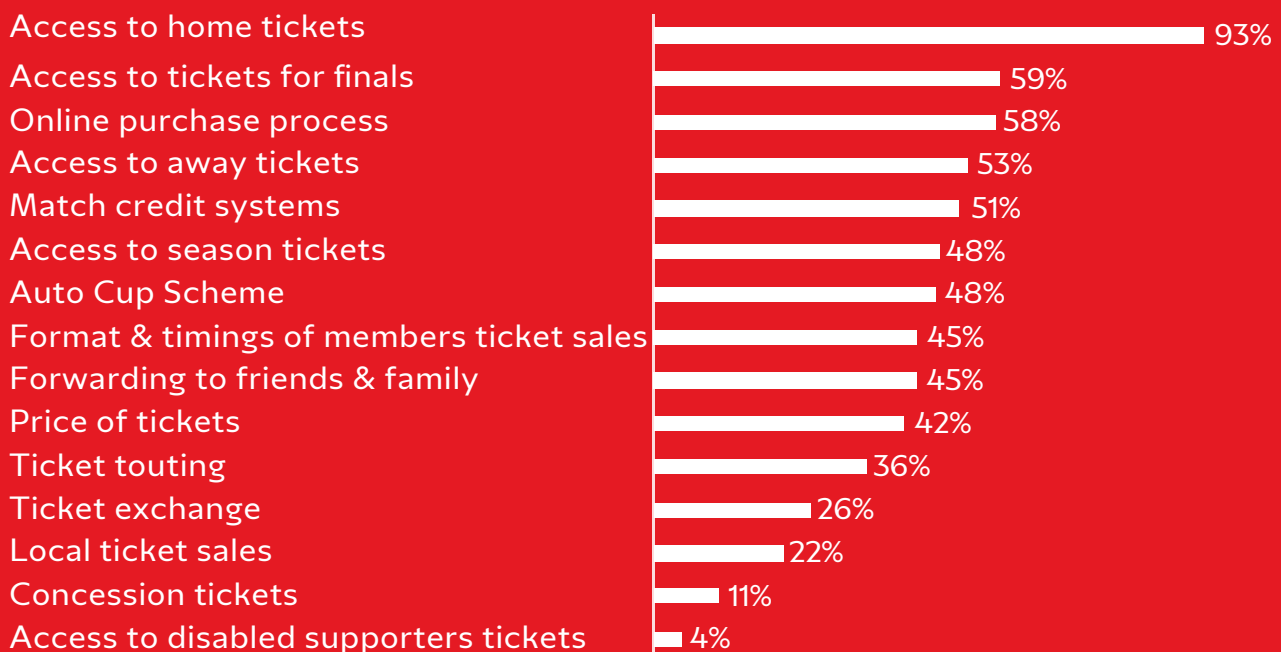


Topics by Importance

Official Members with 13+ Credits

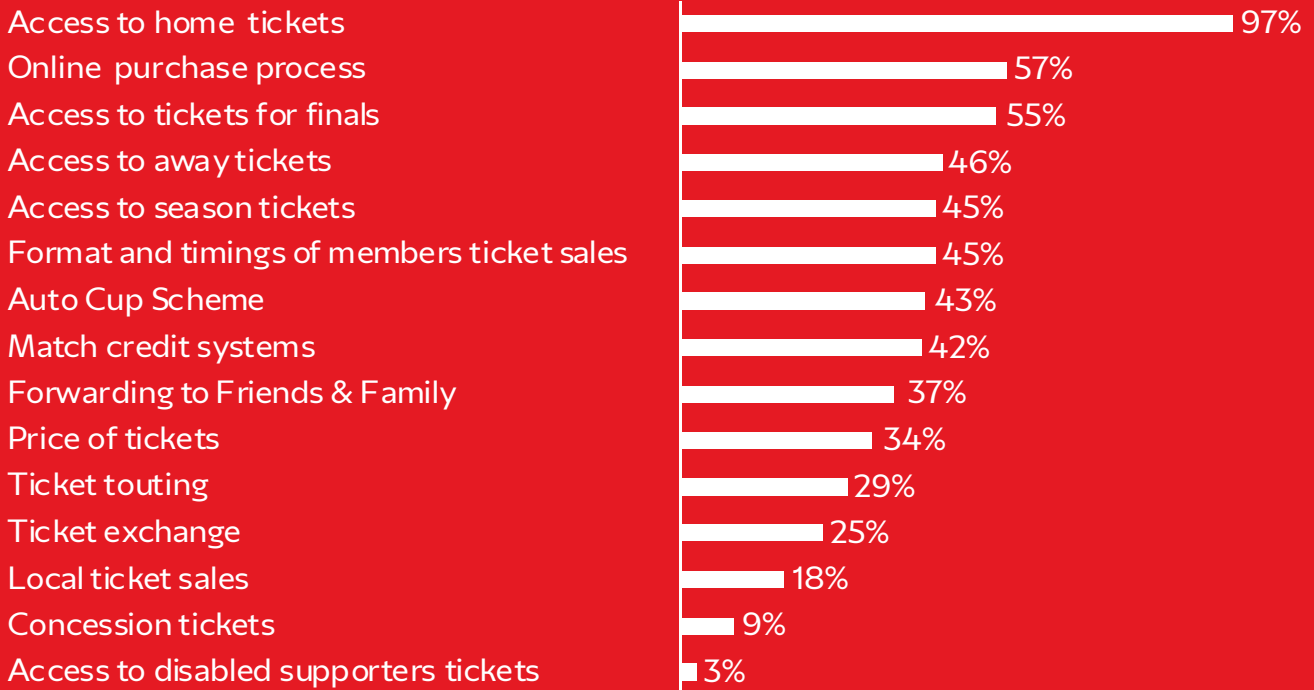


Official Members with 4 to 12 Credits

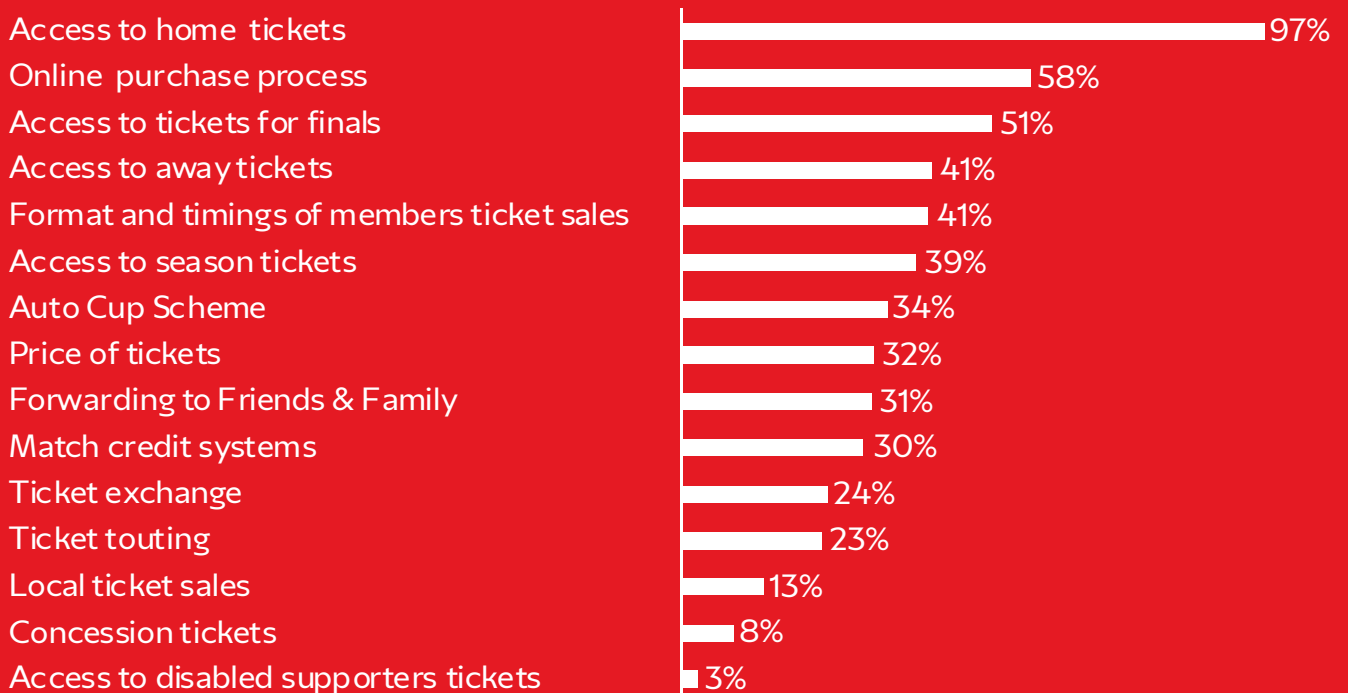


Topics by Importance

Official Members with 1 to 3 Credits



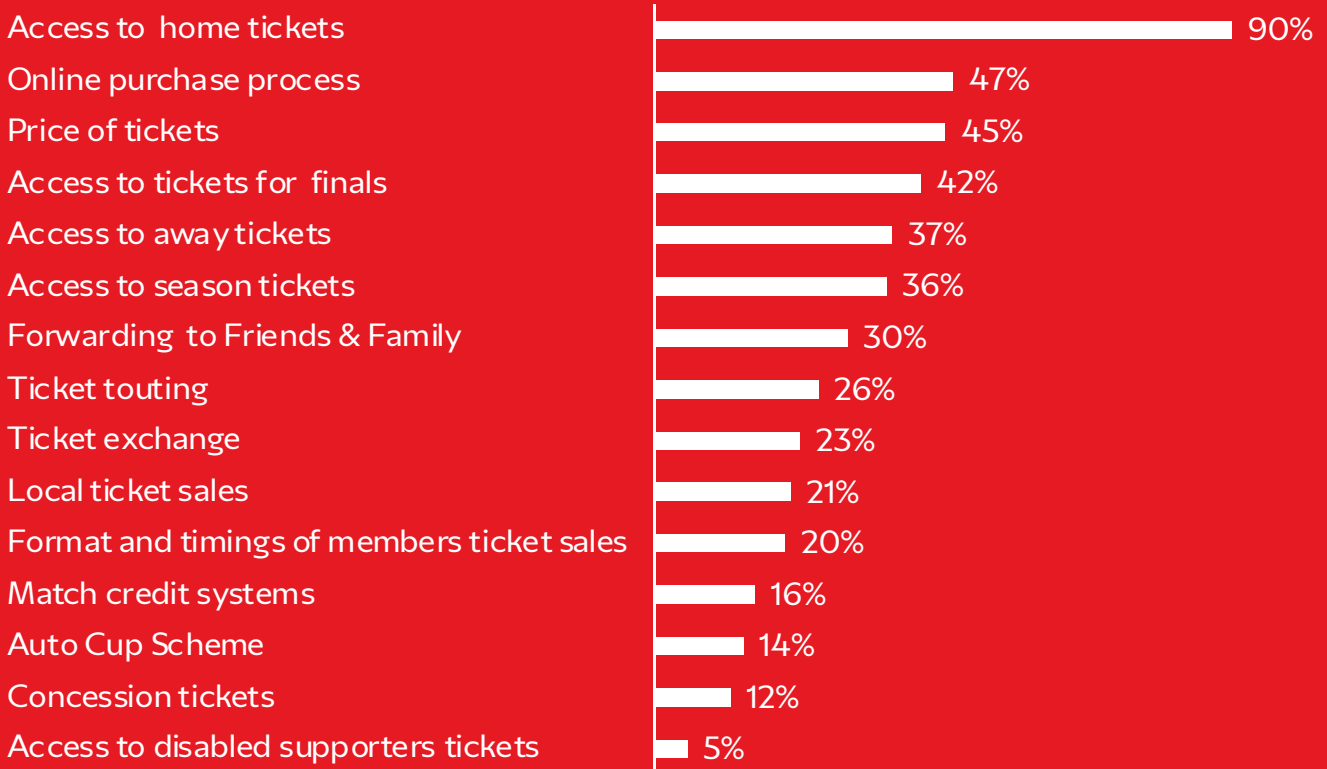
Official Members with 0 Credits



Topics by Importance

Other Home Match Goers

The following charts show topics ranked by importance for other home match going supporters. The percentage (%) is the proportion of supporters who selected as a topic that was important to them.

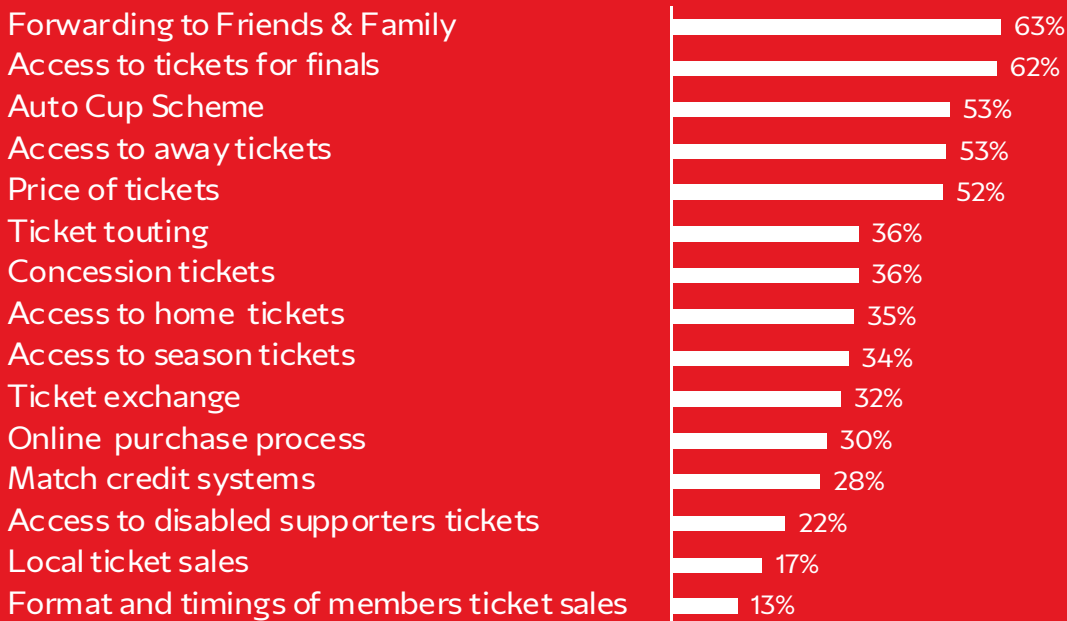


Topics by Importance

Supporters with a Disability

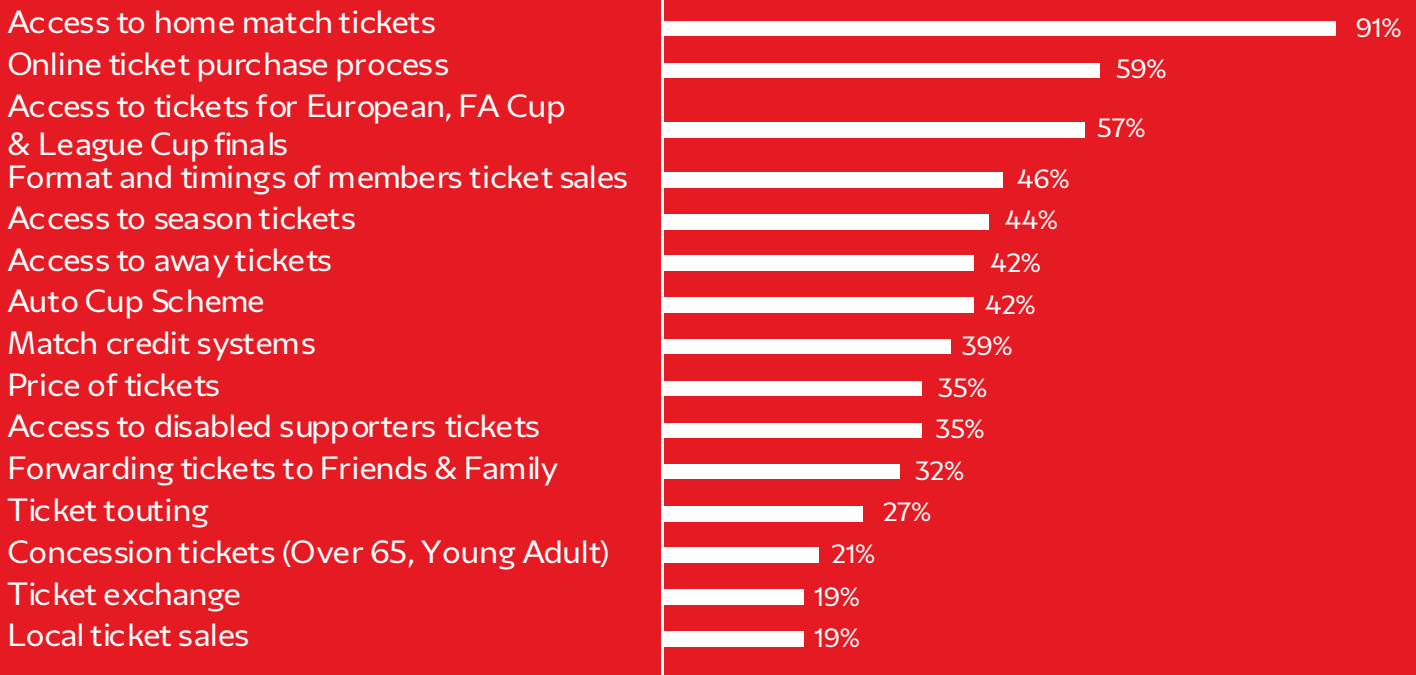
The following charts show topics ranked by importance for supporters who identified as having a disability. The percentage (%) is the proportion of supporters who selected as a topic that was important to them.

Season Ticket Holders with a Disability

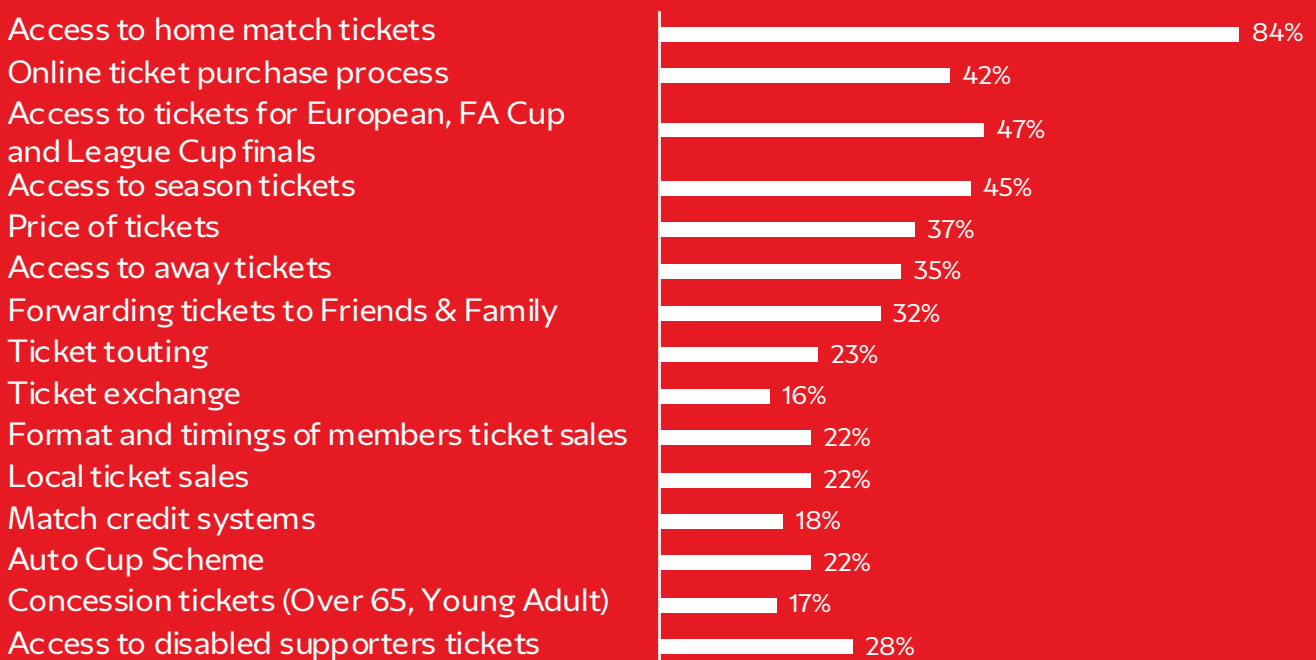


Topics by Importance

Official Members with a Disability



Other Home Match Goers with a Disability

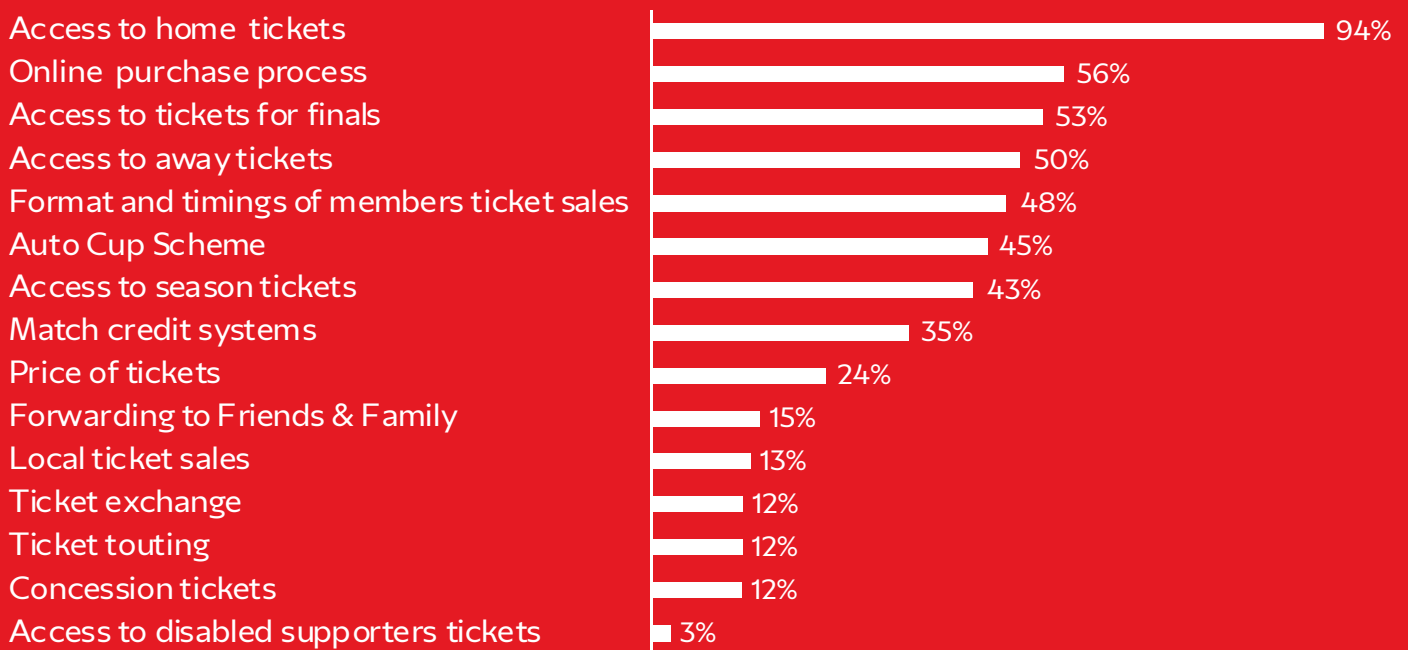


Topics by Importance

Hospitality

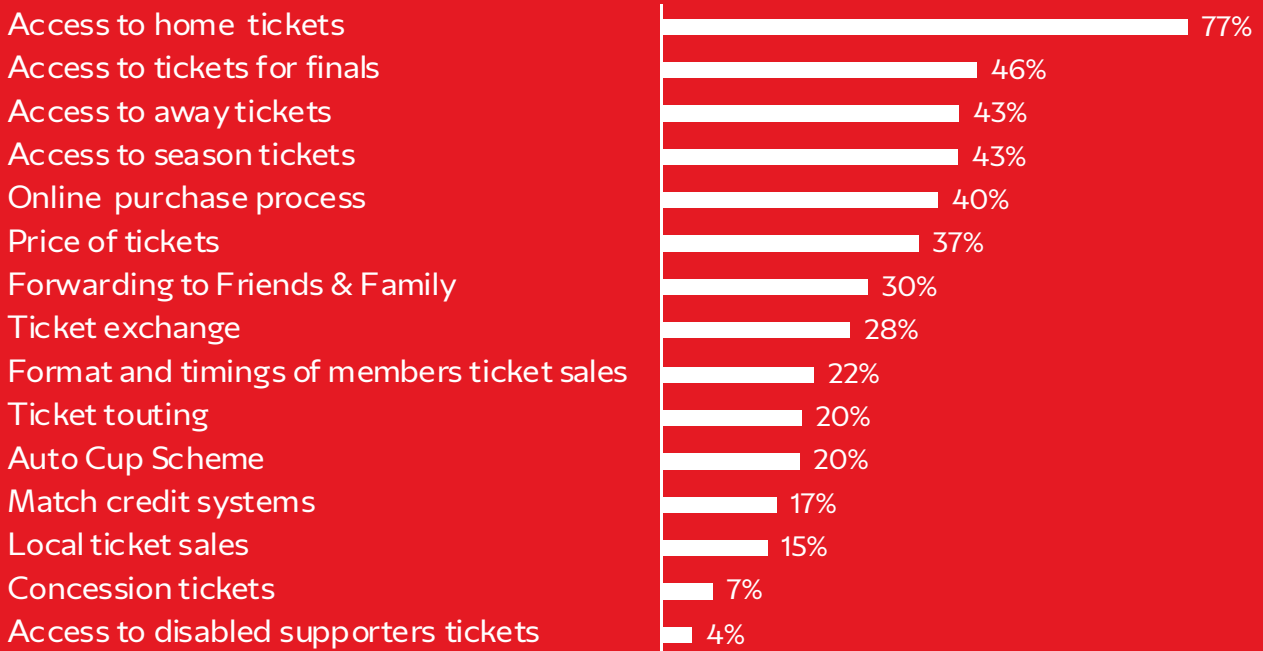
The following charts show topics ranked by importance for matchday hospitality ticket holders and seasonal hospitality members. The percentage (%) is the proportion of supporters who selected as a topic that was important to them.

Matchday Hospitality Ticket Holders



Topics by Importance

Seasonal Hospitality Members



Topic Performance

Topic Performance

To measure supporter attitudes, we asked supporters how well they thought the club is dealing with the ticketing topics that are important to them. We asked supporters to rate these topics from 1 to 5.

We asked: "Next, we'll show you each of the topics you selected. Taking everything into consideration, please indicate how well (5) or poorly (1) you feel the Club is dealing with the following topic?"

Supporters were then shown the topics they selected one by one and asked to rate how well (5) or poorly (1) they thought the club was managing that topic.

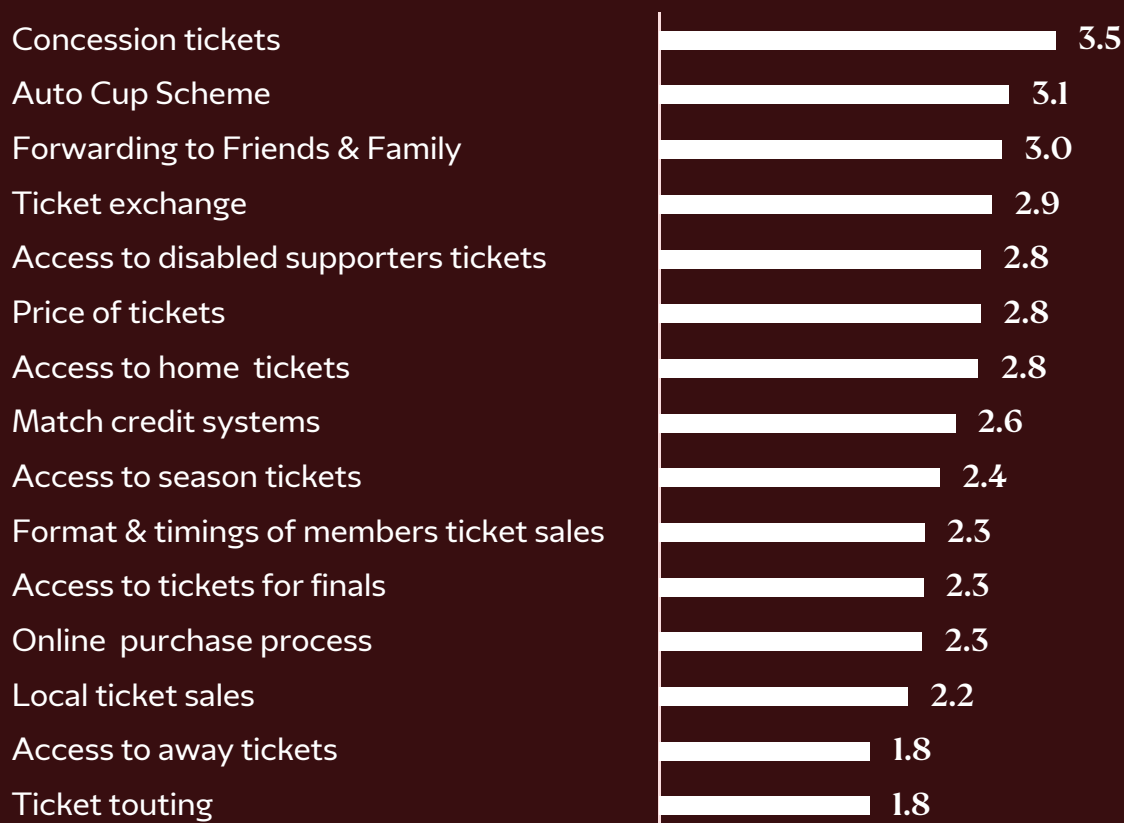


Topic Performance

Overall Topic Performance

The following chart shows the average score for all supporters for each ticketing topic. Showing that touting, along with access to away tickets are topics which supporters perceive as the club handling poorly, while the Auto Cup Scheme (ACS) and concessions tickets are two areas that supporters perceive as handling well. The score is the average rating from supporters who selected as a topic that was important to them.

Average Scores for Topics Across All Supporters out of 5

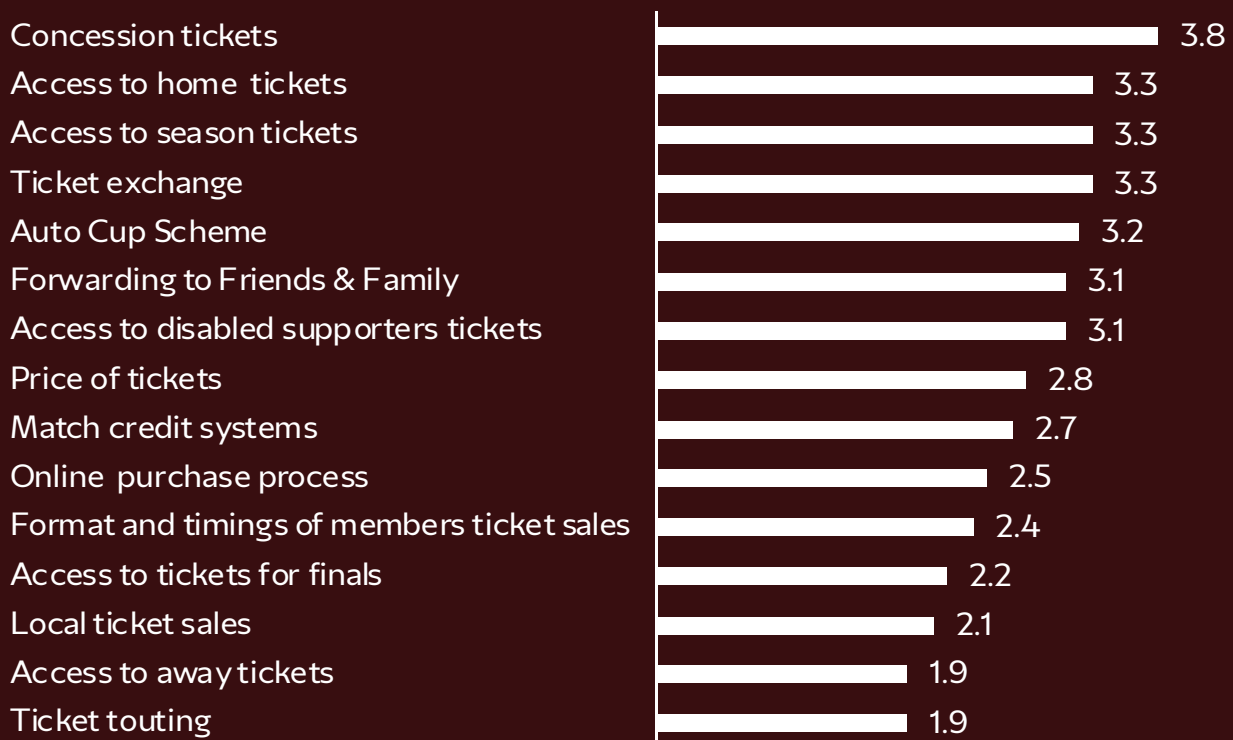


Topic Performance

Season Ticket Holders

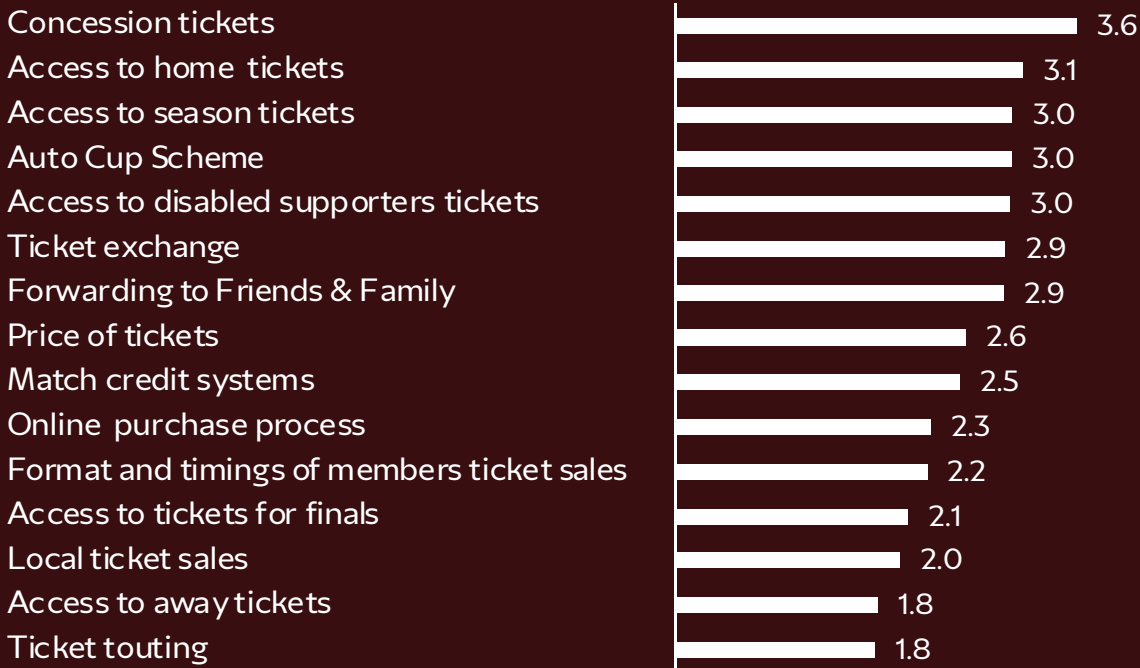
The following charts show the scores for season ticket holders overall and season ticket holders by their location. The score is the average rating from supporters who selected as a topic that was important to them.

Season Ticket Holders Overall out of 5



Topic Performance

Season Ticket Holders in Liverpool out of 5



Season Ticket Holders Outside of Liverpool out of 5



Topic Performance

Official Members

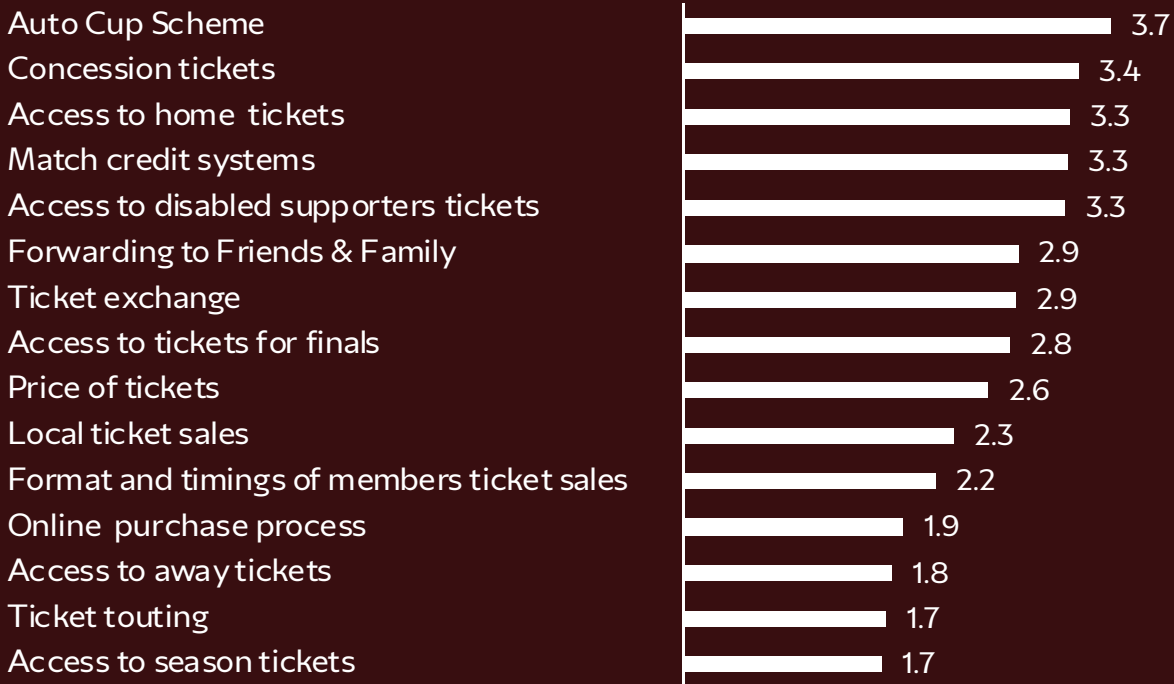
The following charts shows the scores for official members overall and by how many Premier League match credits they have. The score is the average rating from supporters who selected as a topic that was important to them.

Overall Official Members out of 5

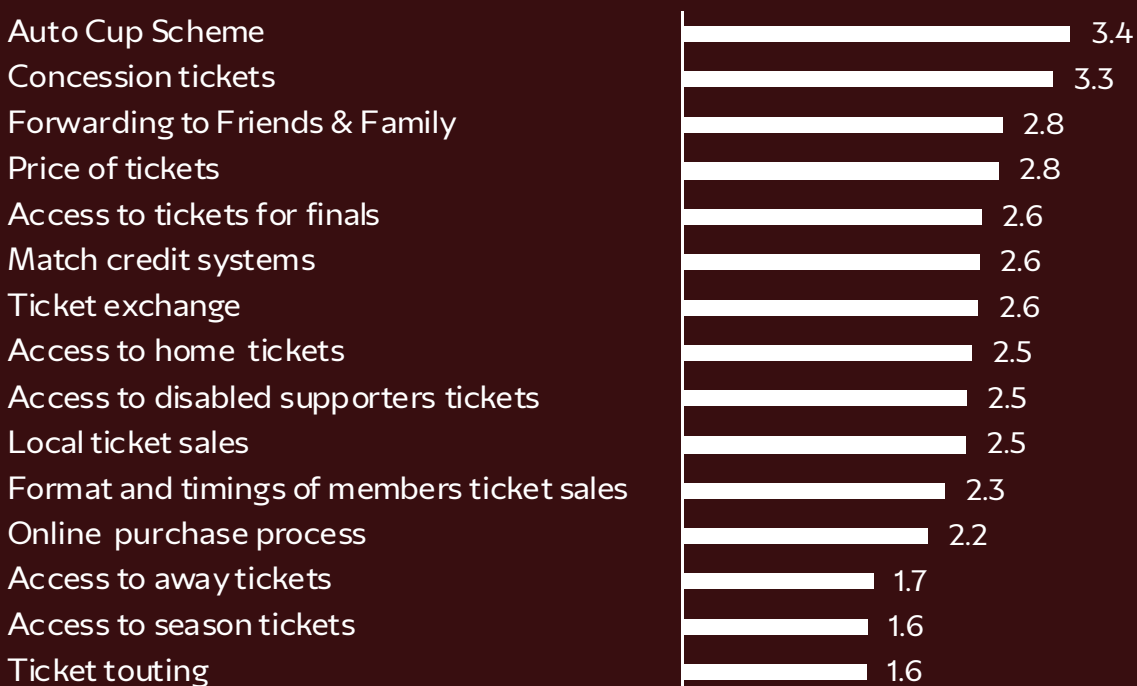


Topic Performance

Official Members with 13+ Credits out of 5

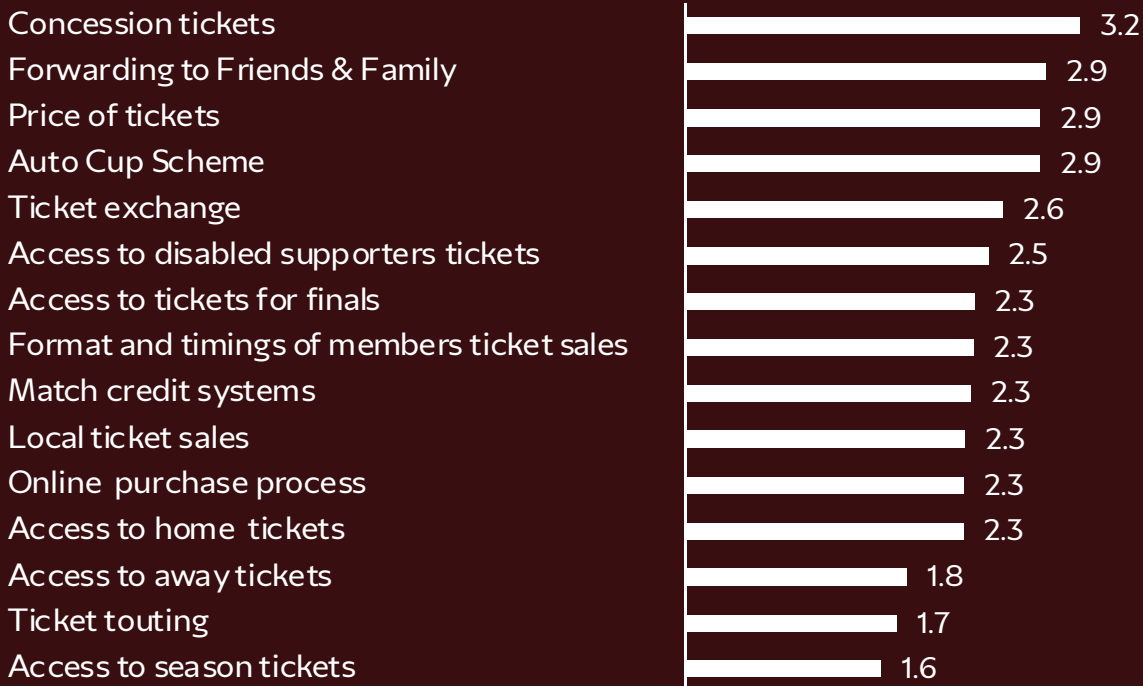


Official Members with 4 to 12 Credits out of 5



Topic Performance

Official Members with 1 to 3 Credits out of 5



Official Members with 0 Credits out of 5



Topic Performance

Other Home Match Goers

The following chart shows the scores for other home match going supporters. The score is the average rating from supporters who selected as a topic that was important to them.

Other Home match goes out of 5

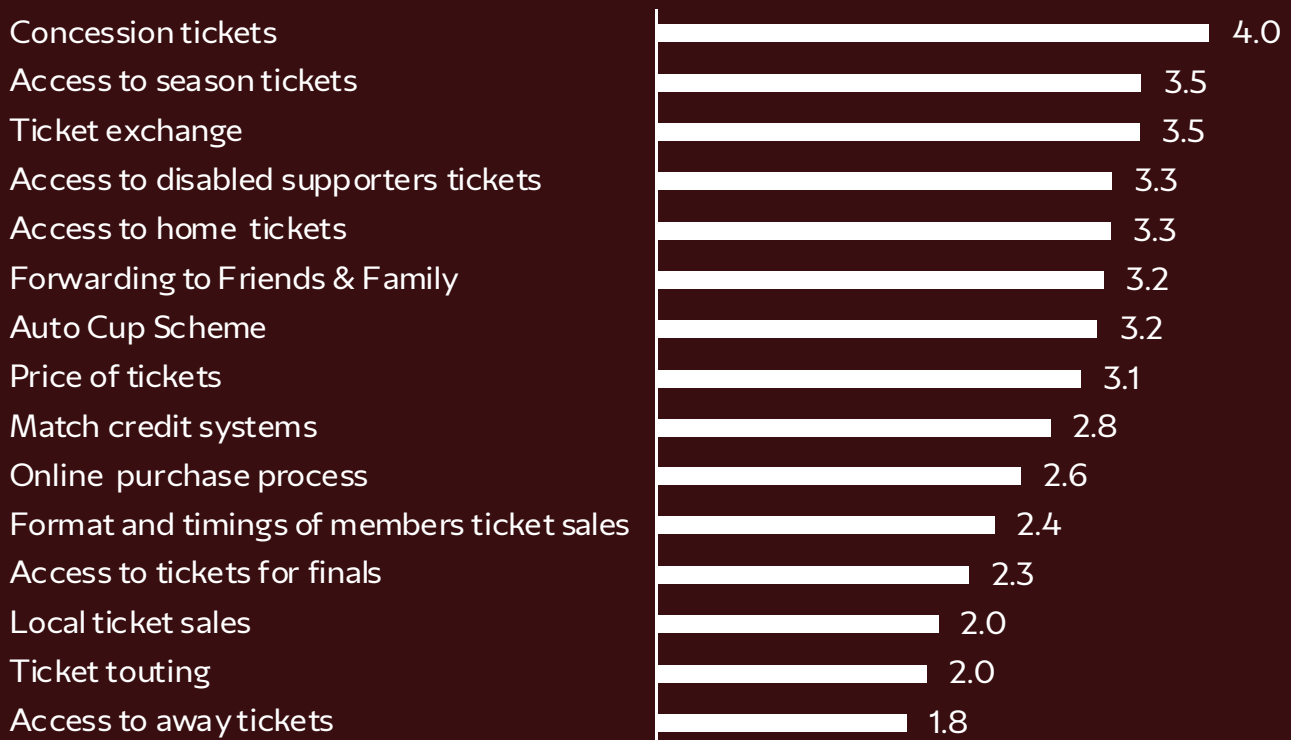


Topic Performance

Supporters with a Disability

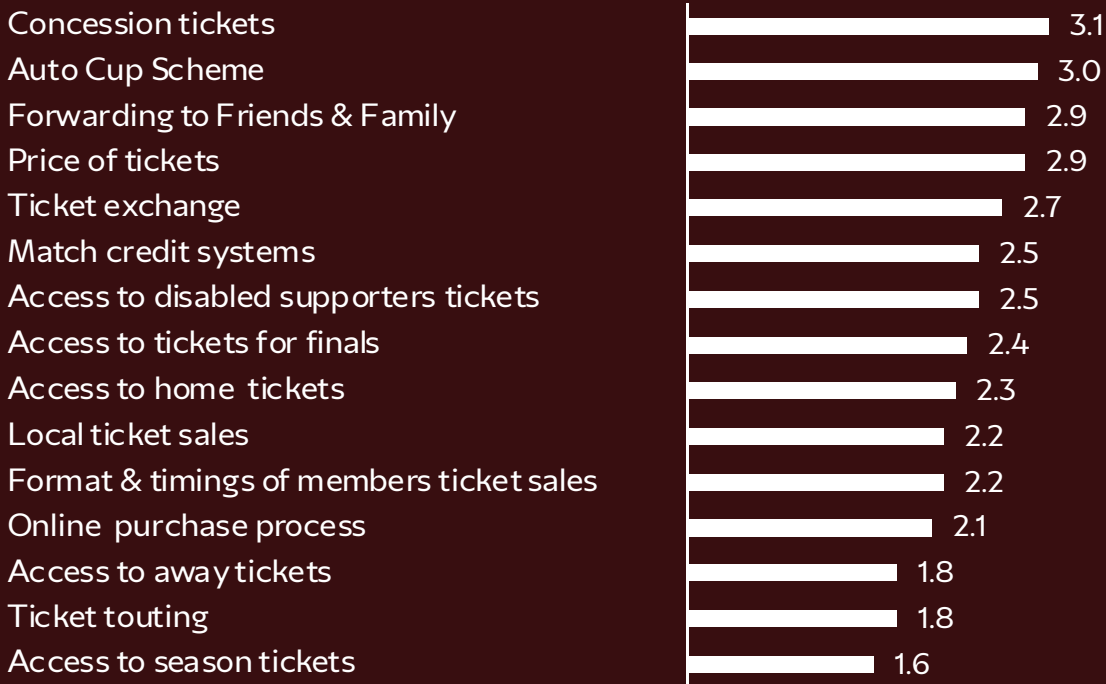
The following charts shows the scores for season ticket holders, official members and other home match goers identified as having a disability. The score is the average rating from supporters who selected as a topic that was important to them.

Season Ticket Holders with a Disability out of 5

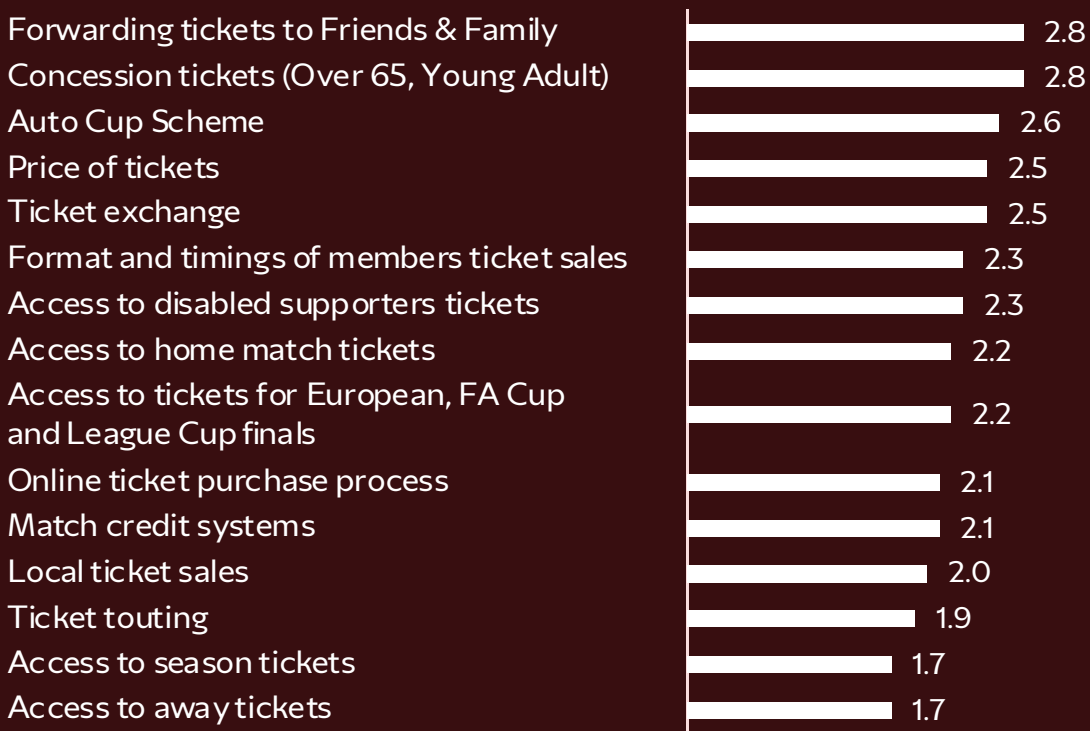


Topic Performance

Official Members with a Disability out of 5



Other Home Match Goers with a Disability out of 5

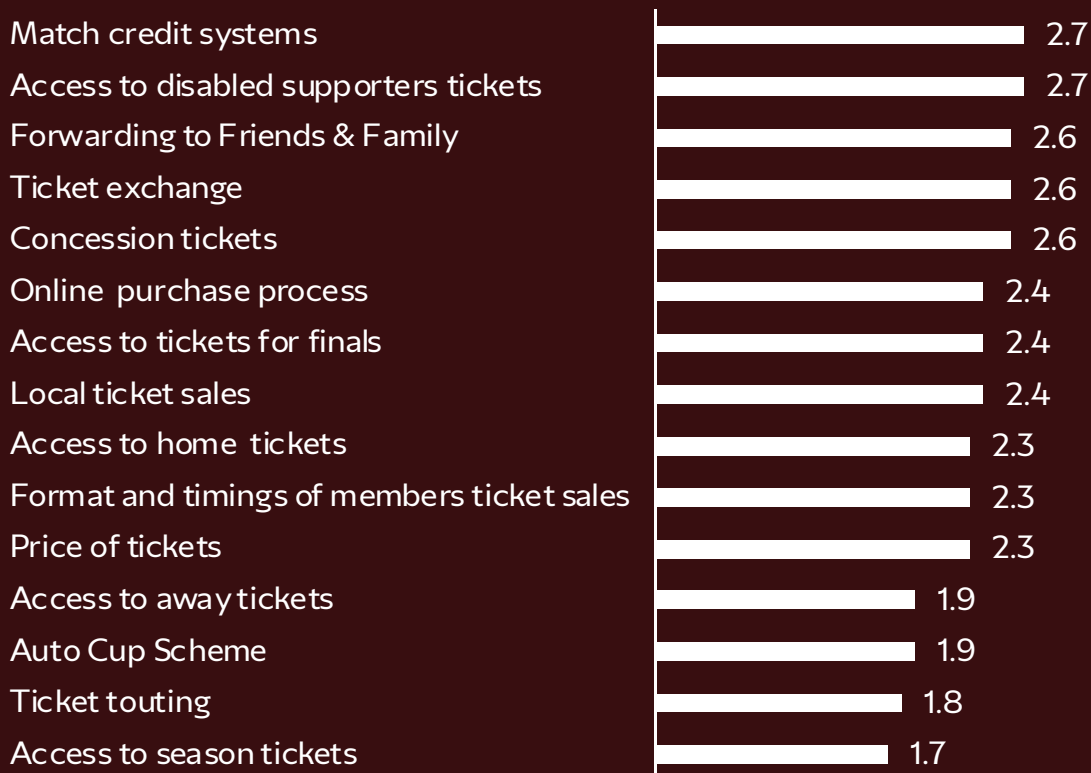


Topic Performance

Hospitality

The following charts shows the scores for matchday hospitality ticket holders and seasonal hospitality members. The score is the average rating from supporters who selected as a topic that was important to them.

Matchday Hospitality Ticket Holders out of 5



Topic Performance

Seasonal Hospitality Members out of 5



Topic Performance Comments

Topic Performance Comments

To understand why supporters had rated each of the topics either very well (5) or very poorly (1), we asked supporters to share more detail on why they scored this way. We asked: "You said that you feel that the club is dealing with [the relevant topic] very well. Can you please tell us why you feel this way?" OR "You said that you feel that the club is dealing with [the relevant topic] very poorly. Can you please tell us why you feel this way?"

Using the latest text analysis technology, we have analysed the comments to help us understand why supporters have rated topics very poorly and very well and the results are informing discussions and decisions as the ticketing review continues. Due to the volume of text comments, we can't show these in full.



Purchase Preference

Purchase Preference

Finally, we wanted to understand the most important aspect to supporters when selecting a seat during the online ticket purchase process when buying match tickets for men's home fixtures at Anfield.

We asked: "When purchasing tickets for a match at Anfield, which is the most important factor when selecting your seat?"

Supporters could select one of the following options:

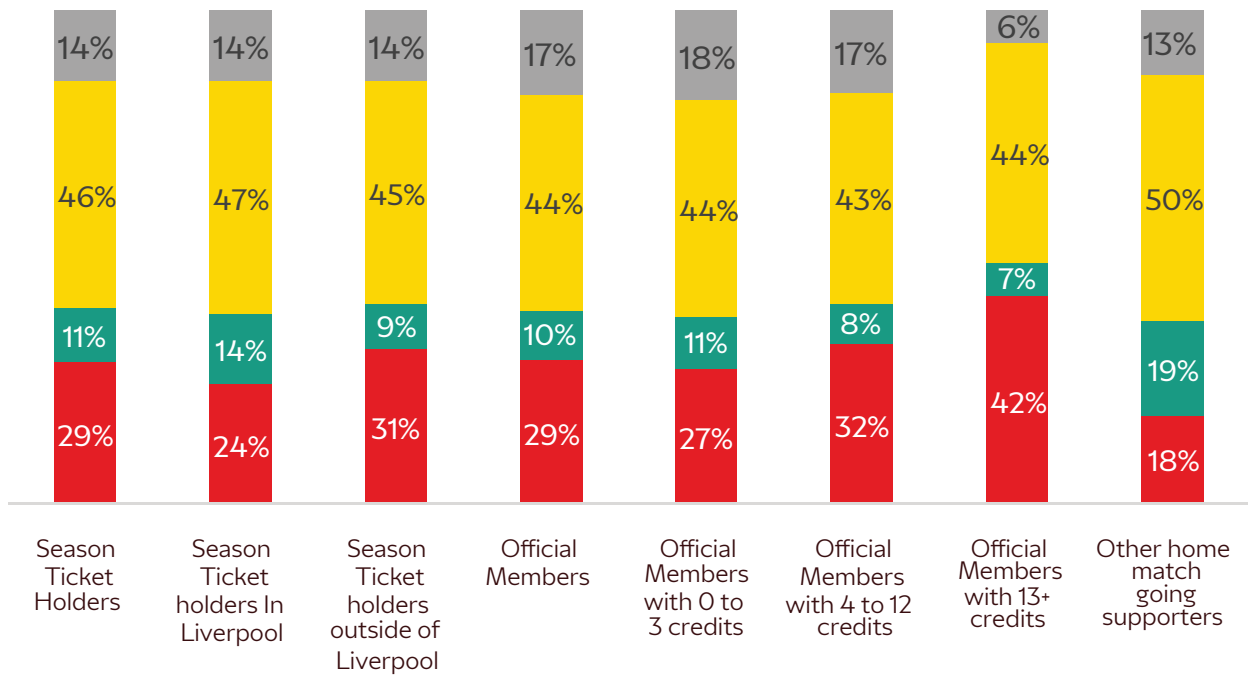
- Location in the stadium
- Price of ticket
- Combination of location and price
- Other



Purchase Preference

The chart below shows the results broken down by groups for the most important factors when booking match tickets for men's home matches at Anfield. The chart shows that a combination of location inside the stadium along with price is preferred by supporters, followed by location, then price.

■ Location in the stadium ■ Price of ticket ■ Combination of location & price ■ Other



Moving Forward

Action

So far, the feedback from the first survey has provided valuable insight for the early stages of the ongoing ticketing review that is being undertaken by the club.

There have already been several actions taken, which the survey results have supported, including recent changes including the new “Every Seat, Every Game” initiative that was recently set out [\[here\]](#).

The ongoing nature of the ticketing review means that the feedback provided by supporters will continue to form part of discussions, both within the club and with supporters, as the ticketing review progresses.



Moving Forward

Further Research

The survey we have covered in this report was an important first step for the ongoing ticketing review, helping to set the scene with the feedback shared by supporters forming a key part of the process during the early stages of the review.

On January 31st 2025, we reached out to supporters who had taken part in the first survey, to invite them to take part in a follow up survey. This survey was designed to gather suggestions from supporters on how the club could improve several aspects of ticketing.

Several topics were highlighted by the first survey that were important to supporters and the club wanted to understand more about these topics, which included match credit systems, the ticket purchase process and the anti-touting approach.

The survey closed on the 10th February 2025 and the results are currently being reviewed and will inform ongoing discussions within the club as the ticketing review progresses.



Your Voice

The feedback provided across both surveys will continue to inform the ongoing review.

There may be further opportunities to contribute to the ticketing review in the future. Please take a moment to sign up to LFC Your Voice, the club's research community by visiting **[here]** to stay updated and receive invitations to take part.

The club will continue to provide updates on the review and communicate the actions that it is taking, please check liverpoolfc.com for the latest news from the Club.



Scan to sign up to LFC Your Voice