



# Ticketing Research

Supporters Board Survey Results

May 2025



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# Introduction



# Introduction

**In May 2024 a survey was sent by Liverpool FC on behalf of the Supporter Board to help understand the views of supporters on a range of ticketing related topics.**

- The survey, which was designed in collaboration with the Supporters Board was seeking honest feedback from supporters on several ticketing topics, including proposed policy changes that the Club have put forward in recent months.
- This survey forms another part of engagement with a broad section of supporters as part of the ongoing comprehensive review of ticketing for men's first team fixtures which the Club is undertaking as present.





# Results





# Friends & Family

Season Ticket Holders

# Friends & Family

## Season Ticket Holders

There is high utilisation of forwarding to Friends & Family amongst season ticket holders with 89% saying they have used this option before. This is slightly more crucial for season ticket holders living outside of Liverpool.

Have you ever forwarded a ticket to a supporter from your Friends & Family list?

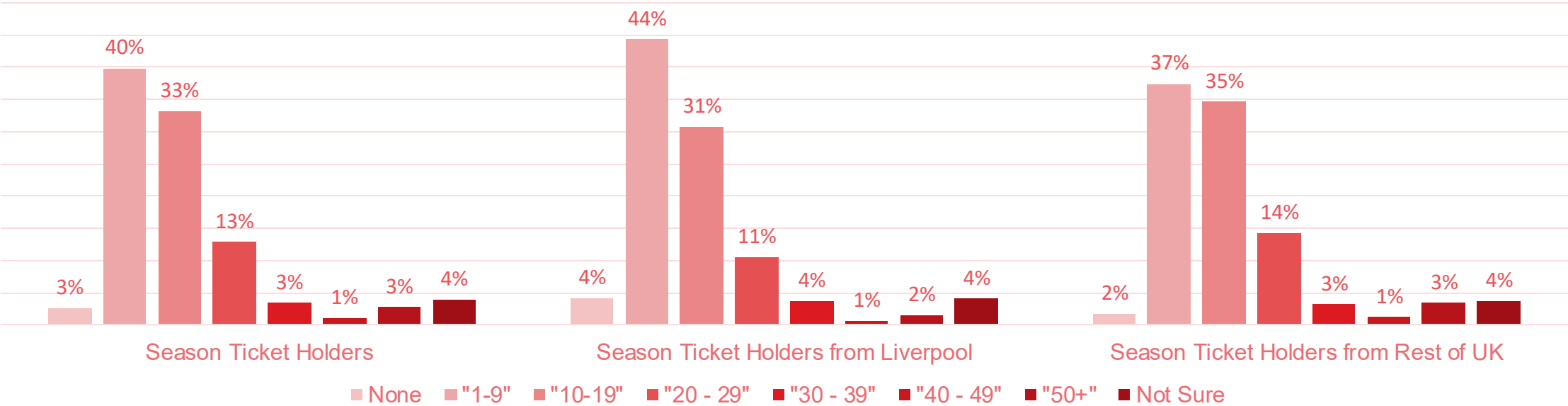


# Friends & Family

## Season Ticket Holders

Most season ticket holders say they have between 1-9 or 10-19 supporters on their Friends & Family list, with a smaller number having 20-29 on their list. Very few season ticket holders have none, or more than 30 supporters on their list.

How many supporters do you currently have on your Friends & Family list?



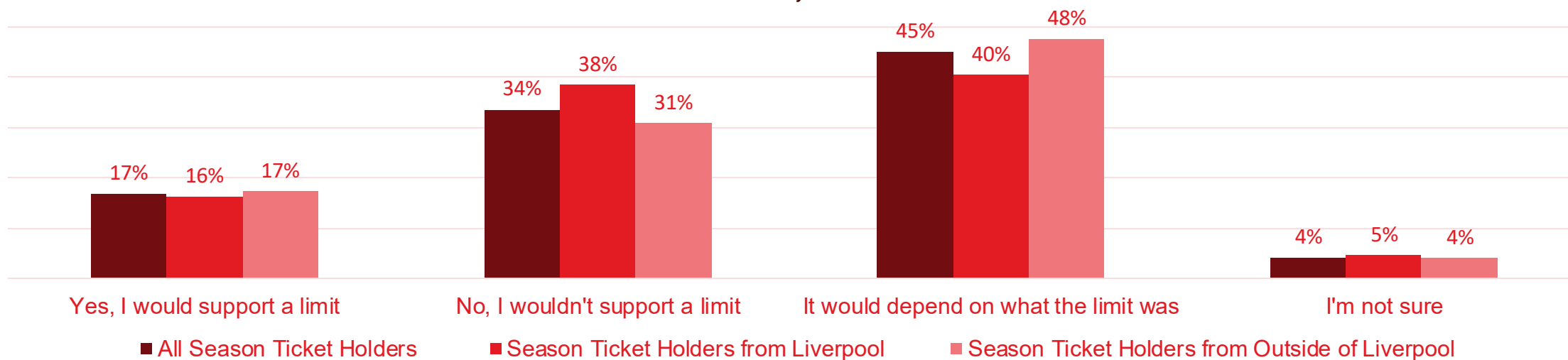


# Friends & Family Limit Support

## Season Ticket Holders

17% of season ticket holders said they would support a limit on how many supporters can be added to a Friends & Family list, with almost half saying their support would depend on the limit. A third of season ticket holders said they would not support a limit.

Would you support the introduction of a limit on the number of supporters that you can add to your Friends & Family list?

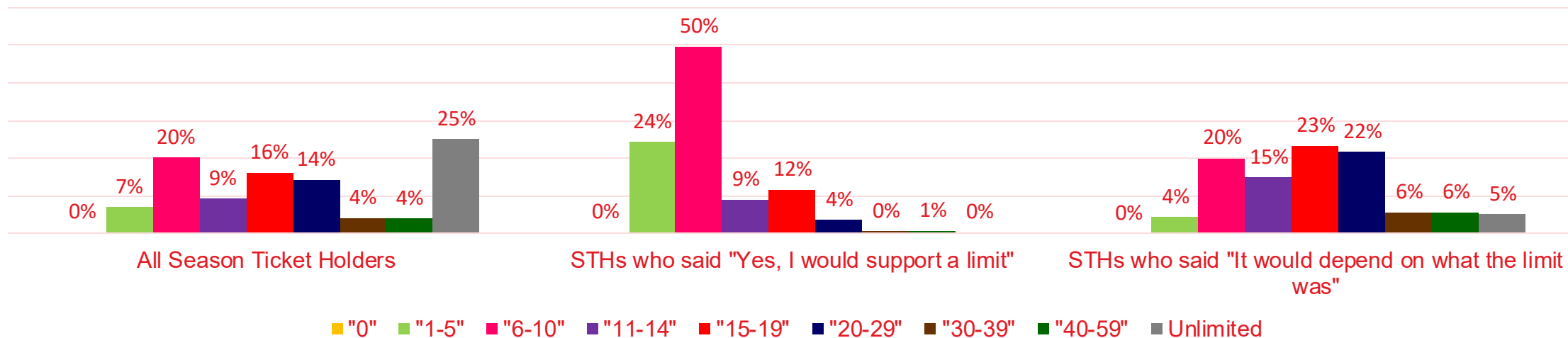


# Friends & Family Limit

## Season Ticket Holders

For the 17% of season ticket holders who support a limit on the number of supporters that can be added to a Friends & Family list, almost half think the limit should be 6-10 with a quarter saying 1-5. For the 45% of season ticket holders who said that their support would depend on what the limit was, the majority are split between 6-10, 15-19 and 20-29.

Thinking about the introduction of a limit on the number of supporters you could add to your Friends & Family list, what do you think the limit should be?





# Friends & Family

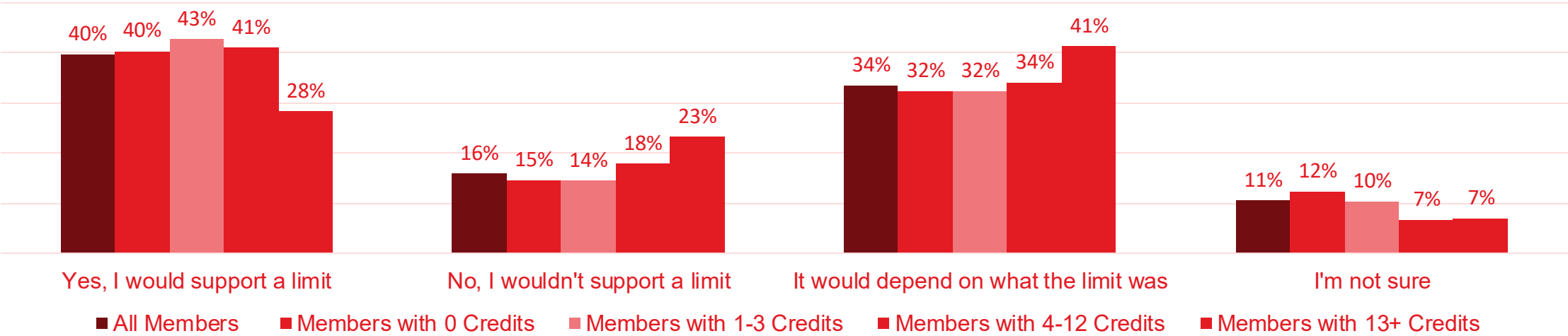
Official Members

# Friends & Family Limit Support

## Official Members

40% of members said they would support a limit on how many supporters can be added to a Friends & Family list, with a third saying their support would depend on the limit. Just 16% of members said they would not support a limit.

Would you support the introduction of a limit on the number of supporters that you can add to your Friends & Family list?



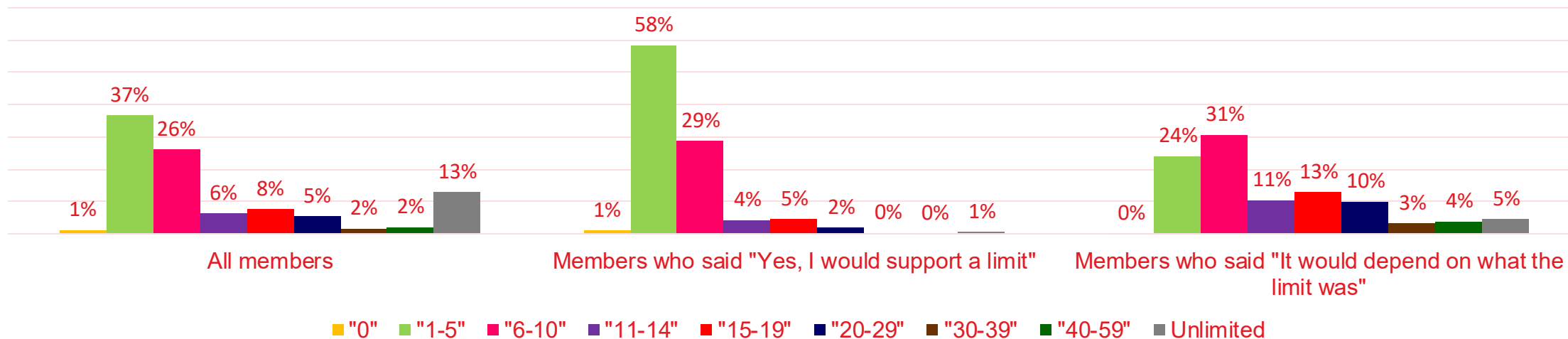


# Friends & Family Limit

## Official Members

For the 40% of members who support a limit on the number of supporters that can be added to a Friends & Family list, over half think the limit should be 1-5 with 29% saying 6-10. For the 34% of members who said that their support would depend on what the limit was, most say 6-10 or 1-5. Supporters with fewer credits feel the limit should be lower than those with more credits.

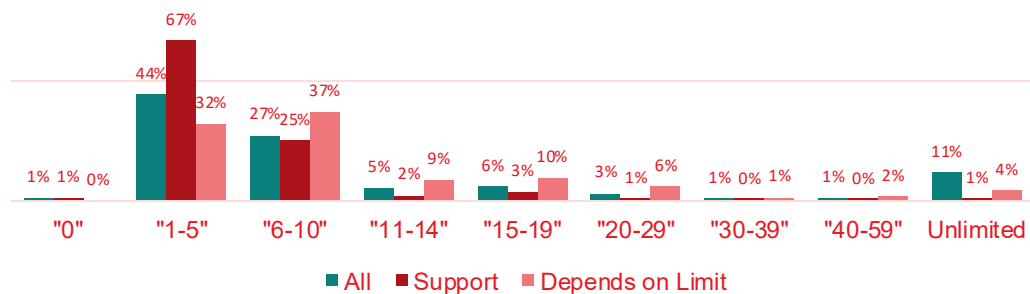
Thinking about the introduction of a limit on the number of supporters you could add to your Friends & Family list, what do you think the limit should be?



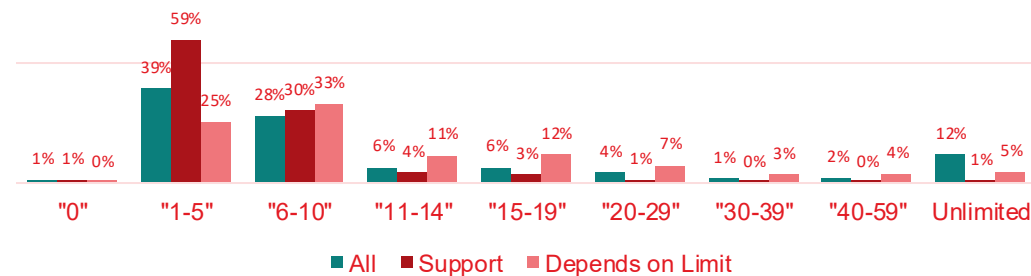
# Friends & Family Limit

## Official Members

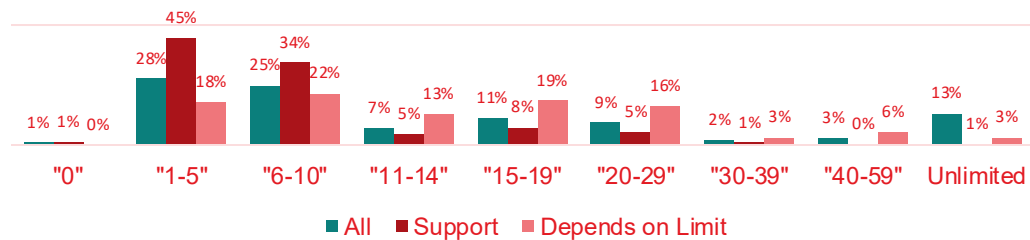
Members with 0 Credits



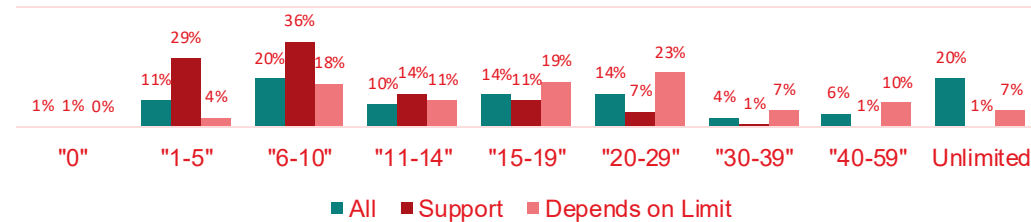
Members with 1-3 Credits



Members with 4-12 Credits



Members with 13+ Credits





# Friends & Family

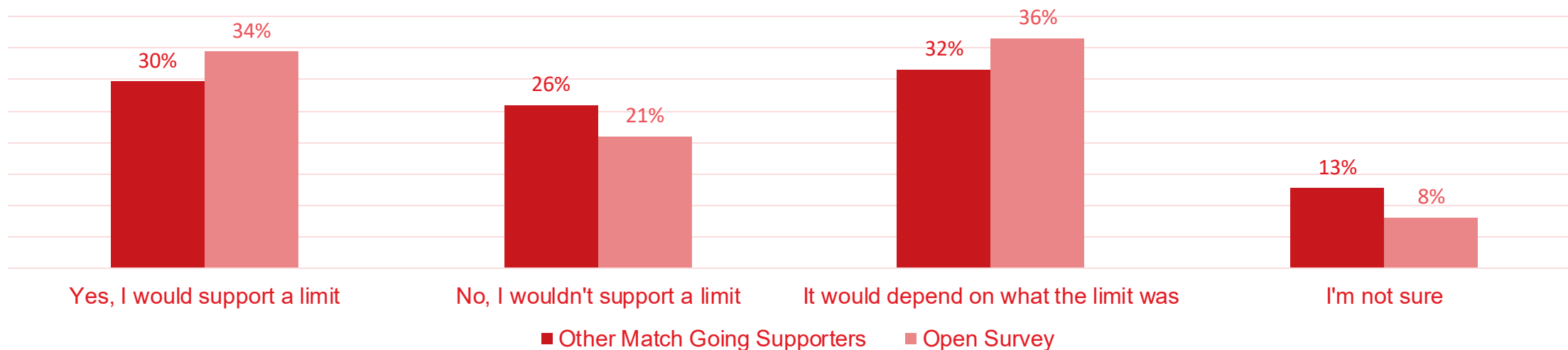
Other Match Going Supporters

# Friends & Family Limit Support

## Other Match Going Supporters

30% of other match going supporters said they would support a limit on how many supporters can be added to a Friends & Family list, with just under a third saying their support would depend on the limit. A quarter said they would not support a limit.

Would you support the introduction of a limit on the number of supporters that you can add to your Friends & Family list?



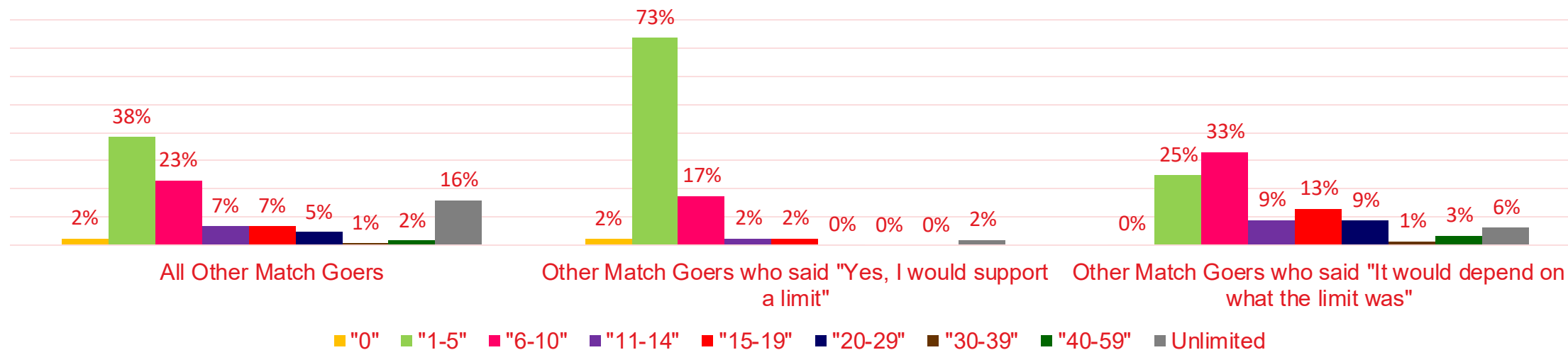


# Friends & Family Limit

## Other Match Going Supporters

For the 30% of other match going supporters who support a limit on the number of supporters that can be added to a Friends & Family list, almost three quarters think the limit should be 1-5 with 17% saying 6-10. For the 32% of other match going supporters who said that their support would depend on what the limit was, most say 6-10 or 1-5.

Thinking about the introduction of a limit on the number of supporters you could add to your Friends & Family list, what do you think the limit should be?





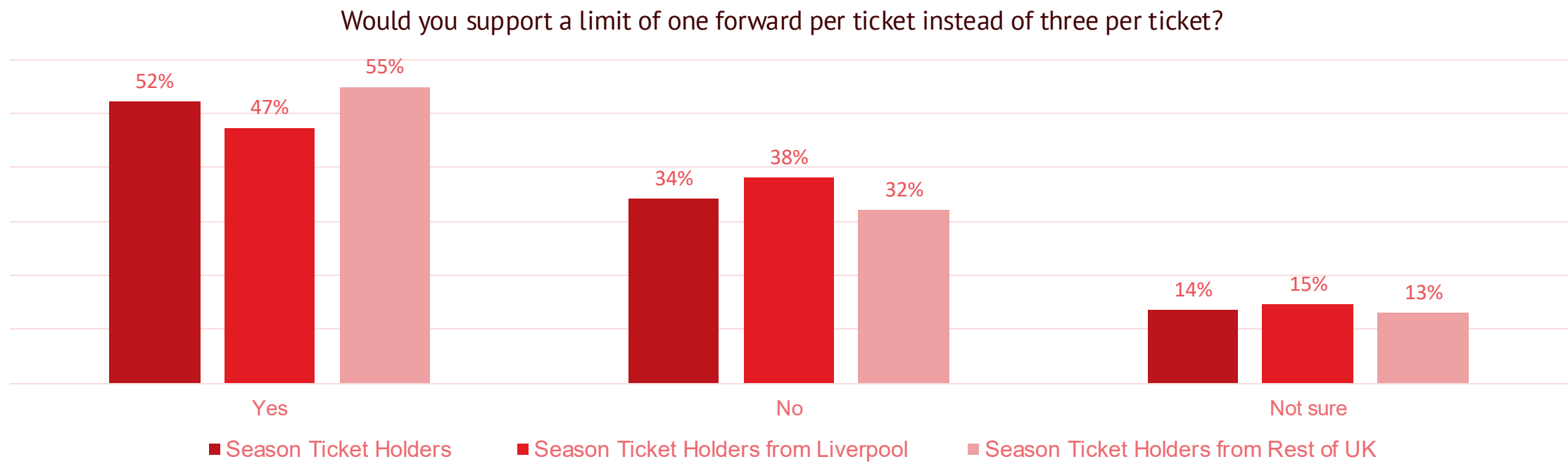
# Forwarding

Season Ticket Holders

# Forwarding Limit Support

## Season Ticket Holders

Over half of season ticket holders said they would support a limit on how many times a ticket could be forwarded. Just over a third of season ticket holders said they would be against this change.

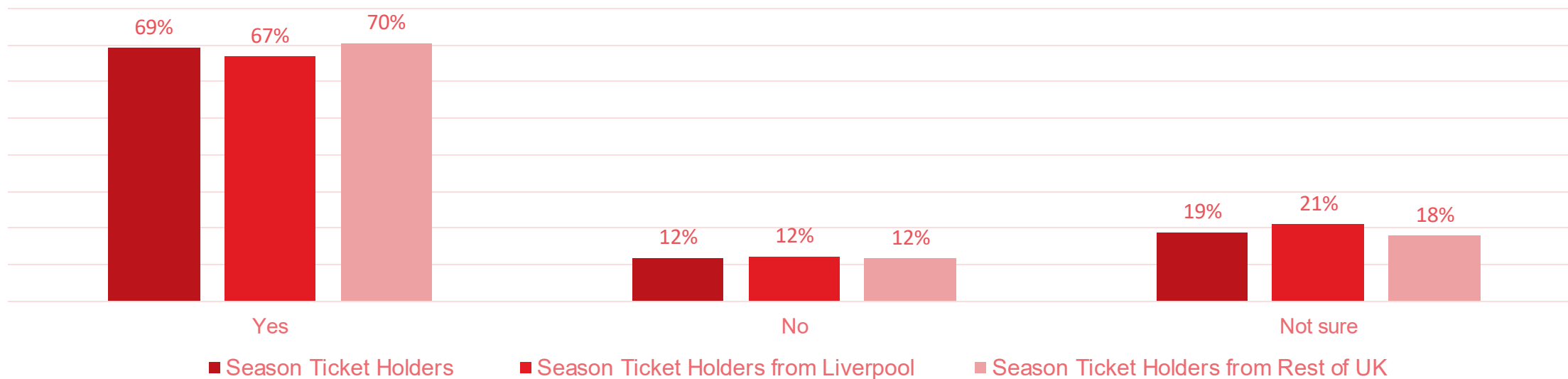


# Friends & Family Limit Support

## Season Ticket Holders

Most season ticket holders are supportive of a move towards the Club introducing a system for supporters to return a forwarded ticket to the original ticket holder rather than the current system where the original ticket holder can recall a ticket. Just 12% of season ticket holders said they would not support this.

Would you support the Club introducing a system for supporters to return a forwarded ticket to the original ticket holder?







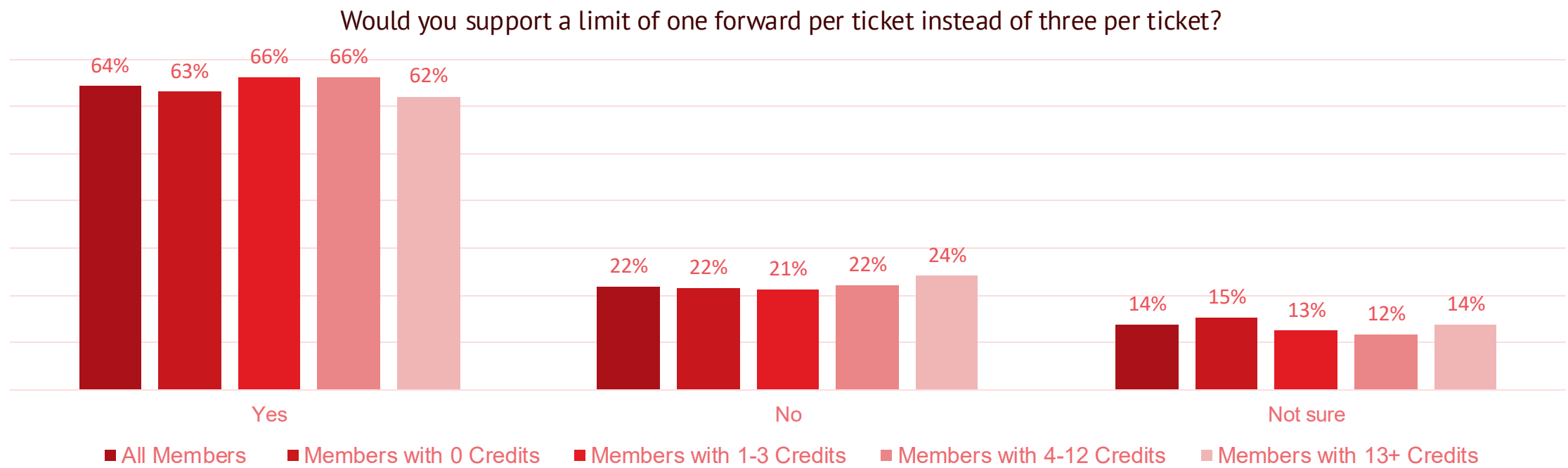
# Forwarding

Official Members

# Forwarding Limit Support

## Official Members

64% of Official Members said they would support a limit on how many times a ticket could be forwarded, this is also consistent across credit brackets. Around 22% of members would be against this.

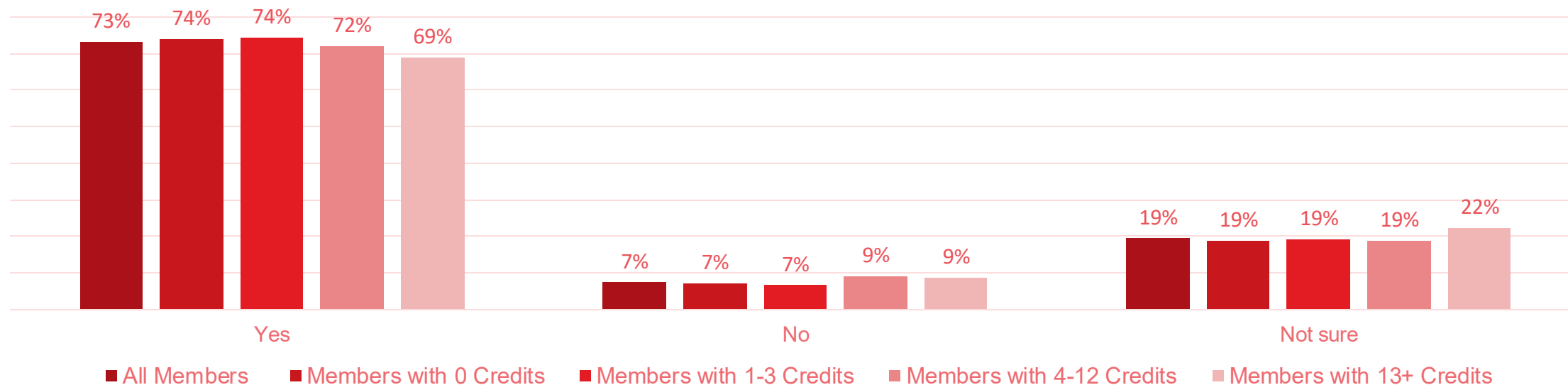


# Friends & Family Limit Support

## Official Members

Most Official Members are supportive of a move towards the Club introducing a system for supporters to return a forwarded ticket to the original ticket holder rather than the current system where the original ticket holder can recall a ticket. Around 7% of members said they would not support this.

Would you support the Club introducing a system for supporters to return a forwarded ticket to the original ticket holder?





# Forwarding

Other Match Going Supporters

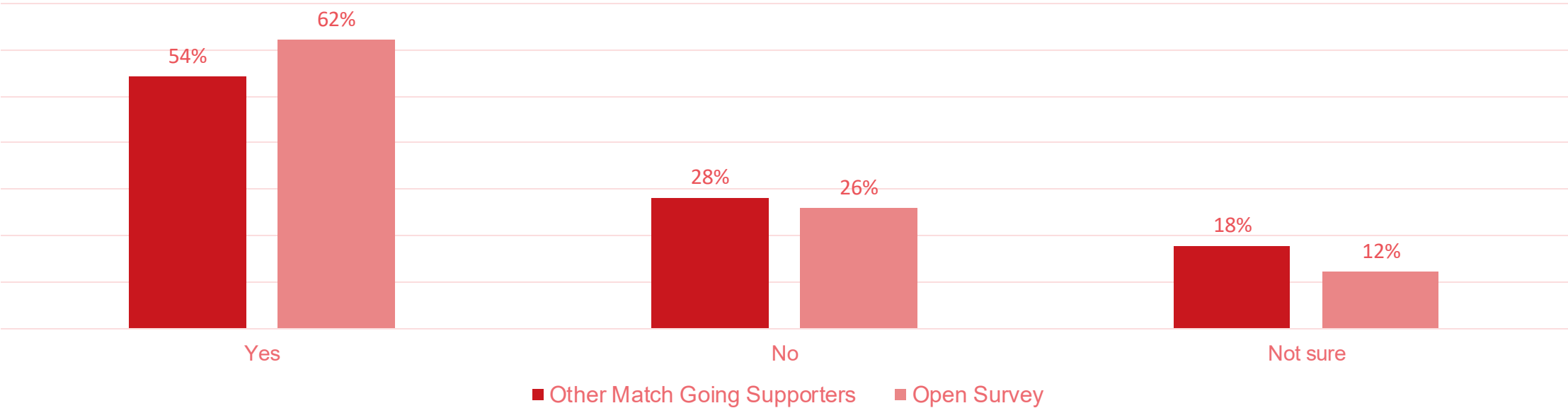


# Forwarding Limit Support

## Other Match Going Supporters

Over half of other match going supporters said they would support a limit on how many times a ticket could be forwarded, with 28% saying would be against this. Support was higher from the open survey with 62% of supporters saying they would support this move.

Would you support a limit of one forward per ticket instead of three per ticket?

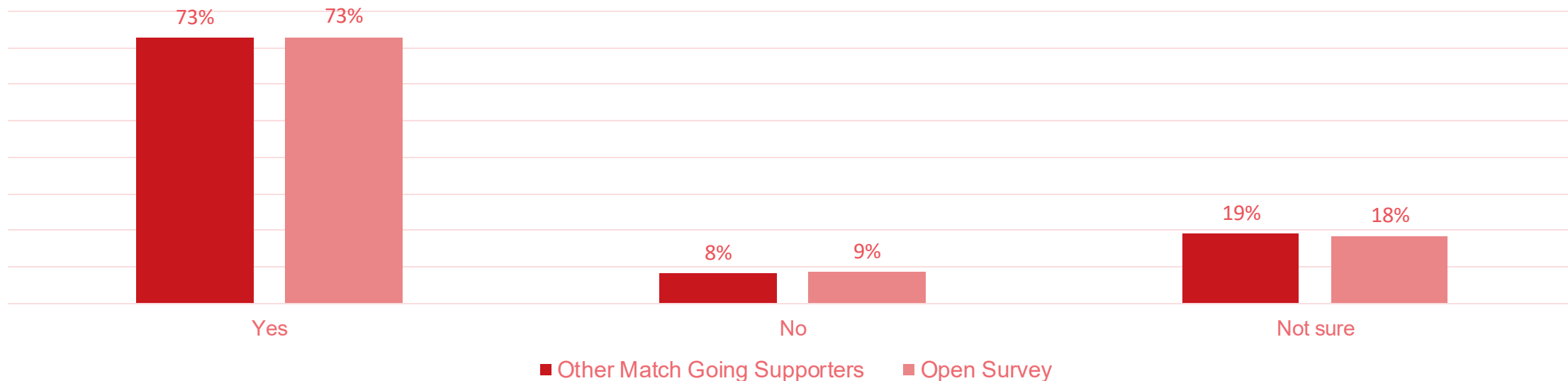


# Friends & Family Limit Support

## Other Match Going Supporters

Almost three quarters of other match going supporters said they would be supportive of a move towards the Club introducing a system for supporters to return a forwarded ticket to the original ticket holder rather than the current system where the original ticket holder can recall a ticket. Support is of a similar level from the open survey.

Would you support the Club introducing a system for supporters to return a forwarded ticket to the original ticket holder?





# Distribution

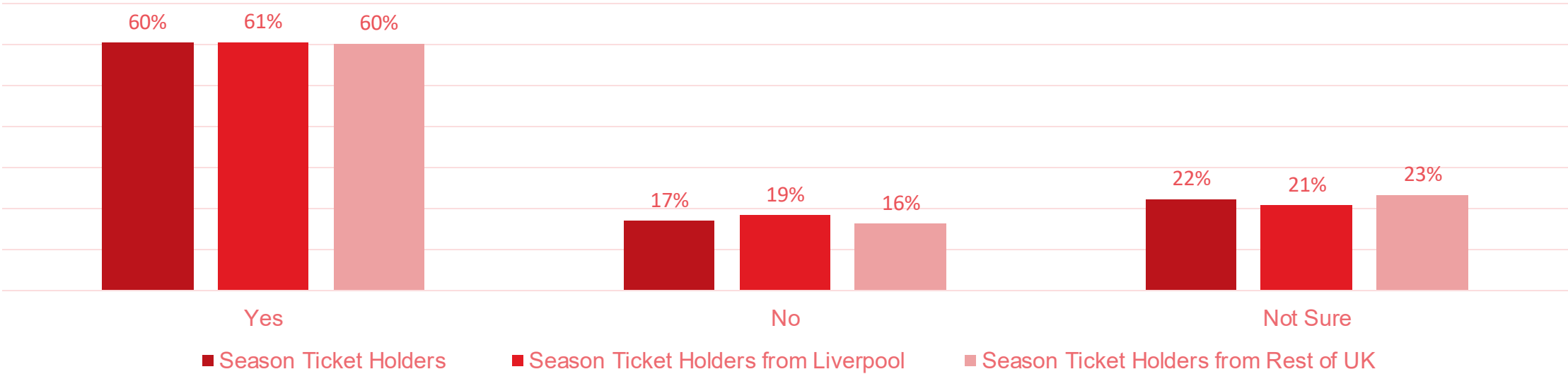
Season Ticket Holders

# Distribution for 13+ Members

## Season Ticket Holders

60% of season ticket holders are supportive of members with 13+ credits having the ability to distribute their ticket for up to two Premier League matches per season while retaining the credit for that match.

Do you think Official Members with 13+ credits should be able to distribute their ticket to other supporters up to twice per season for Premier League home fixtures while retaining the match credit?

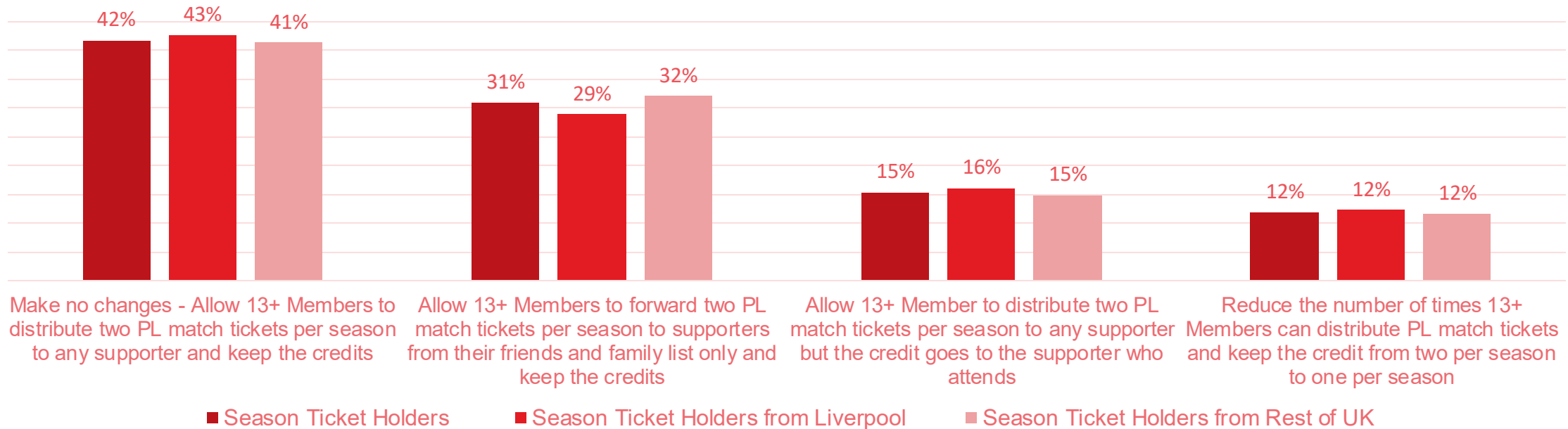


# Changes for 13+ Members

## Season Ticket Holders

42% of season ticket holders feel that there should be no change for members with 13+ credits, with just under a third saying that members with 13+ credits should have to use forwarding to Family & Friends rather than distribution.

Which of the following changes do you think would be fair for Official Members with 13+ credits?

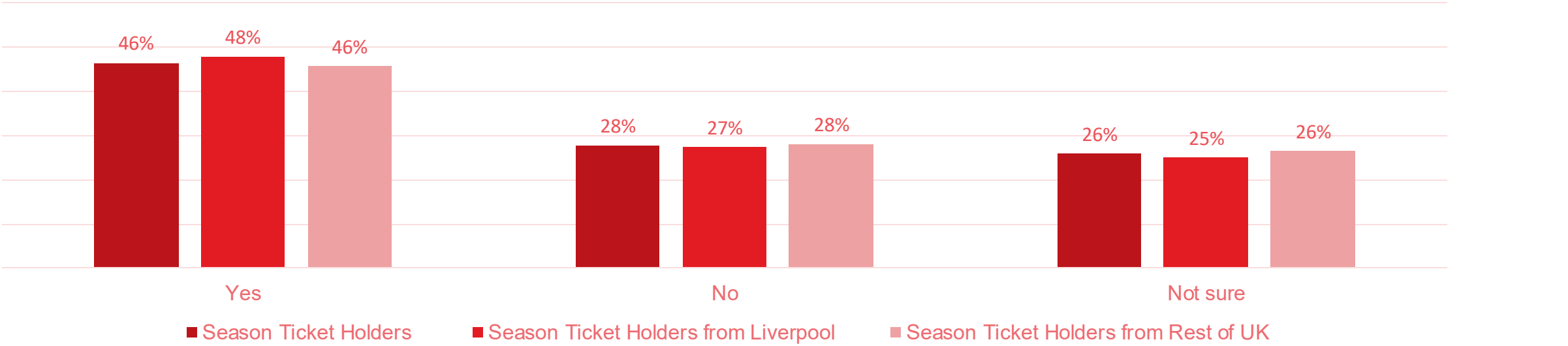


# Distribution for Priority Rights Holders

## Season Ticket Holders

46% of season ticket holders are supportive of priority rights holders having the ability to distribute their tickets to other supports. With just over a quarter of season tickets being against this.

Do you think priority rights holders should be able to distribute their ticket to other supporters for any home domestic or European cup fixture?



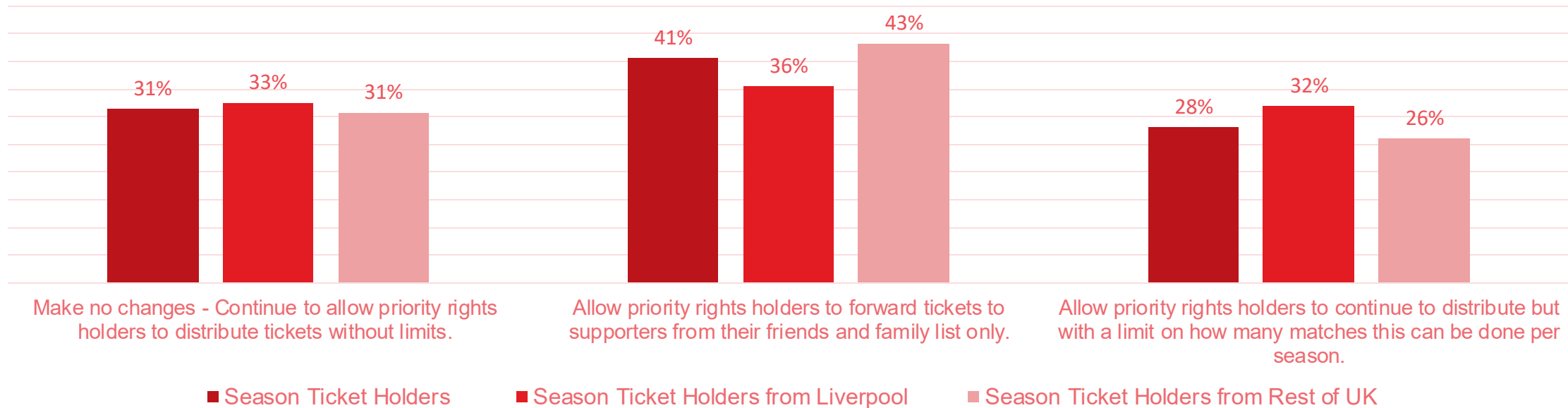


# Changes for Priority Rights Holders

## Season Ticket Holders

The most popular change for priority rights holders amongst season ticket holders would be switching from using distribution to using forwarding to Friends & Family.

Which of the following changes do you think would be fair for priority rights holders?





# Distribution

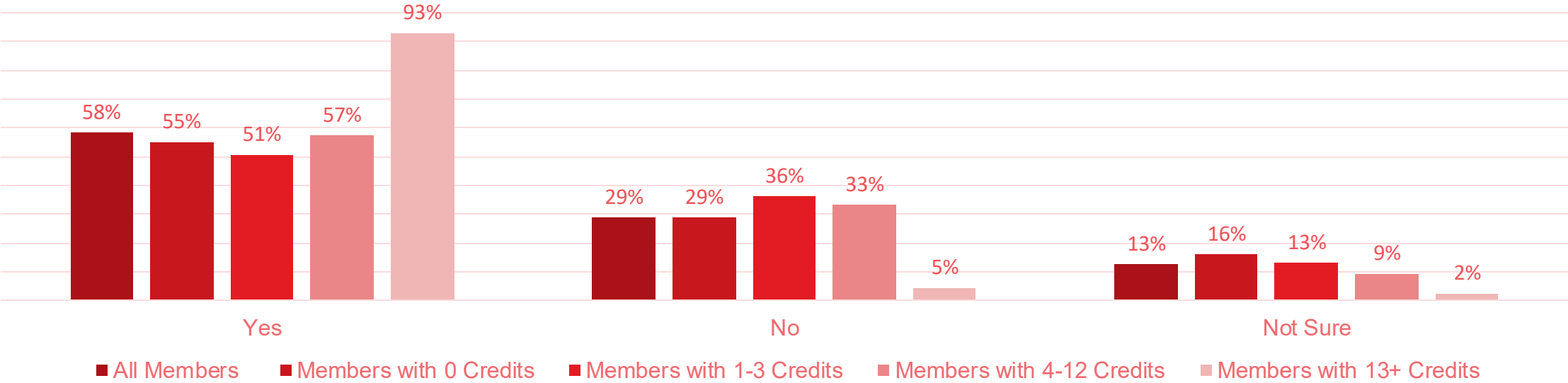
Official Members

# Distribution for 13+ Members

## Official Members

Over half of all members support members with 13+ credits having the ability to distribute up to two Premier League tickets per season. This rises to 93% for members with 13+ credits, which we would expect to see.

Do you think Official Members with 13+ credits should be able to distribute their ticket to other supporters up to twice per season for Premier League home fixtures while retaining the match credit?

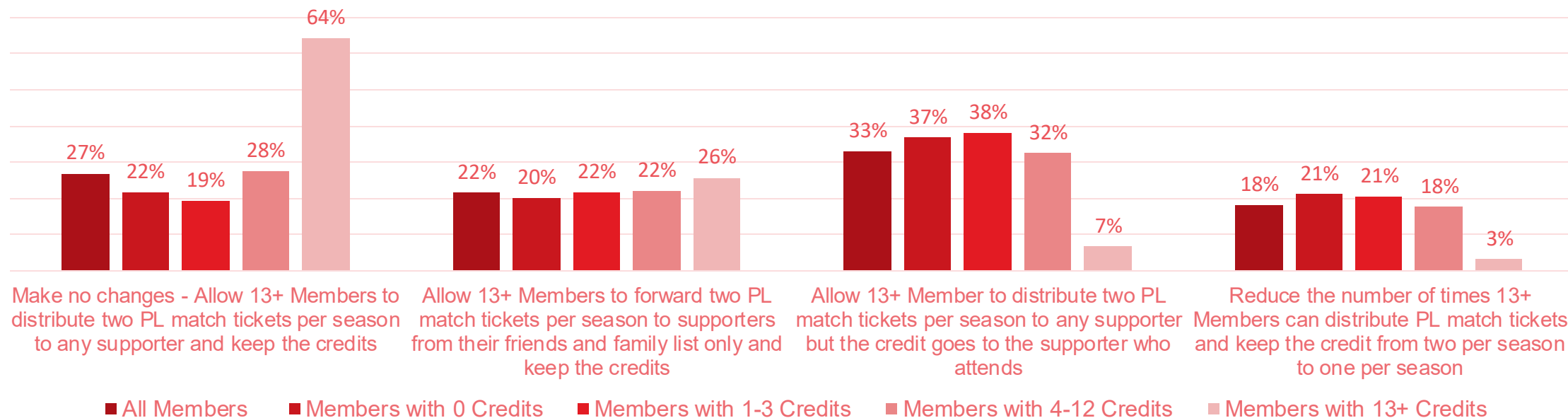


# Changes for 13+ Members

## Official Members

A third of members feel that 13+ members should be able to distribute but the credit should go to the supporter who attends the game. 64% of 13+ members feel that there should be no changes, while just over a quarter agree that they should use forwarding and keep the credit.

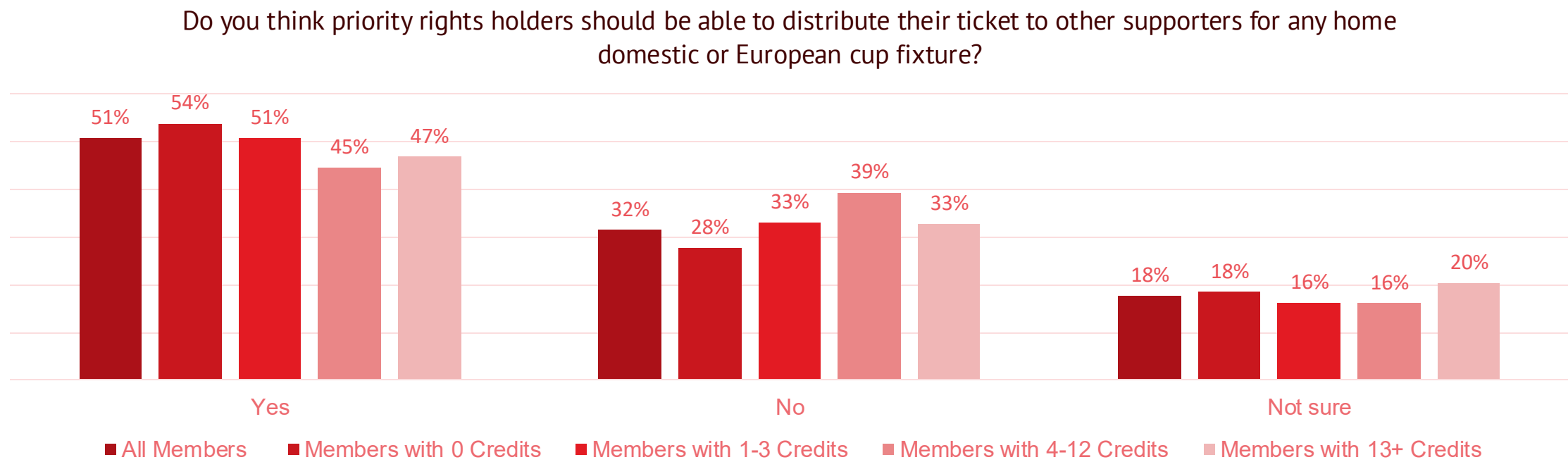
Which of the following changes do you think would be fair for Official Members with 13+ credits?



# Distribution for Priority Rights Holders

## Official Members

Over half of Official Members are supportive of priority rights holders having the ability to distribute their tickets to other supports. With just under a third of members being against this.

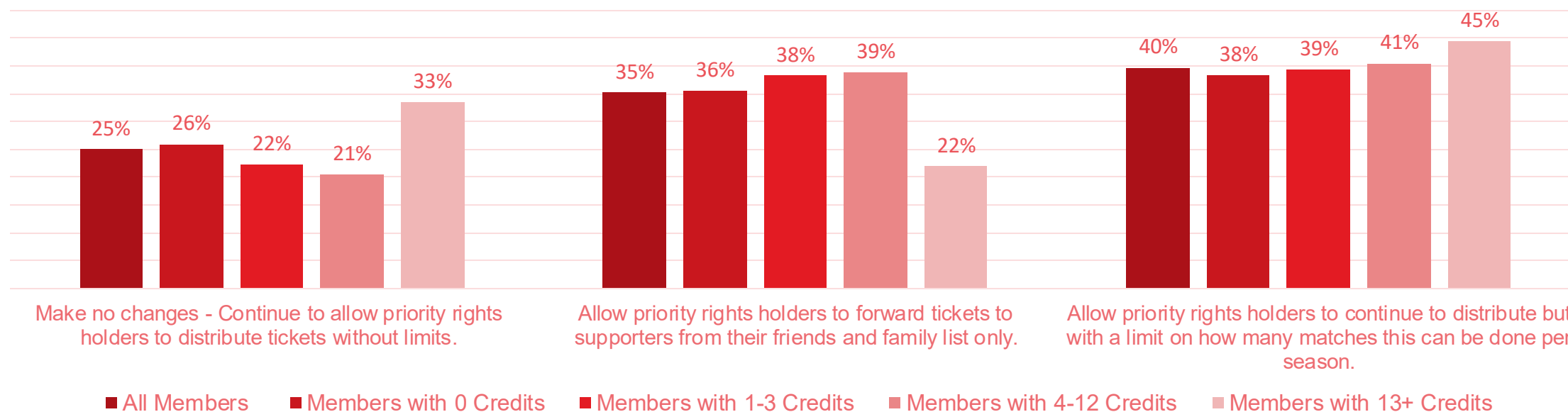


# Changes for Priority Rights Holders

## Official Members

40% of Official Members are supportive of allowing priority rights holders to continue to distribute with a limit on how many times this can be done, while 35% support them using forwarding to Friends & Family over distribution. A quarter of members feel there should be no change, this is slightly higher for 13+ members at 33%.

Which of the following changes do you think would be fair for priority rights holders?







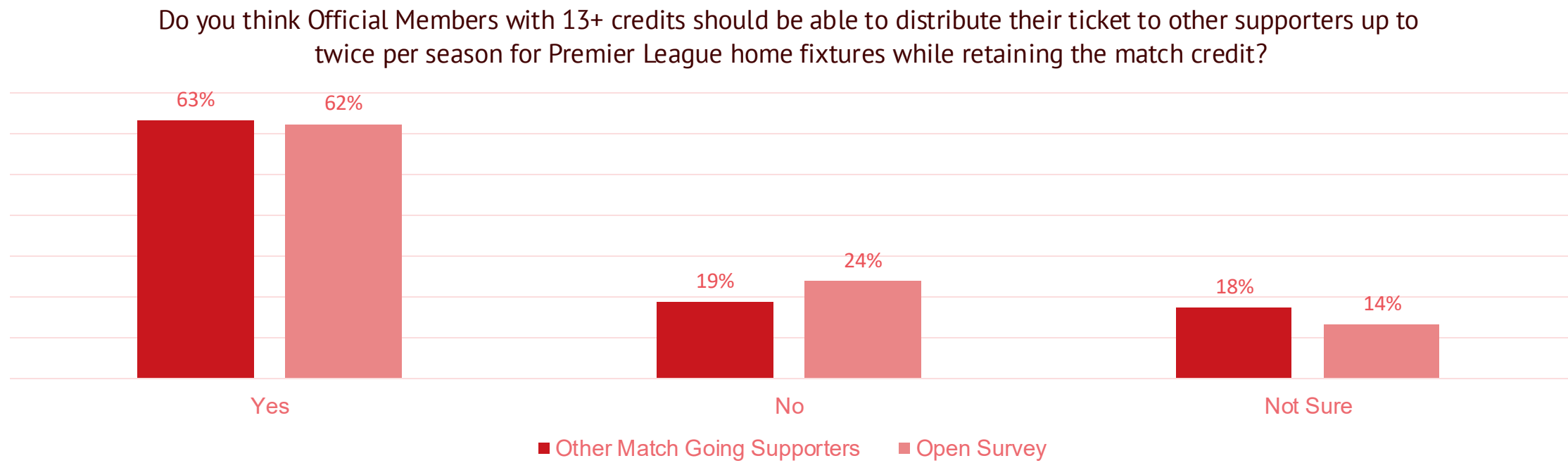
# Distribution

Other Match Going Supporters

# Distribution for 13+ Members

## Other Match Going Supporters

63% of other match going supporters support members with 13+ credits having the ability to distribute up to two Premier League tickets per season. This is similar for the open survey with 62% in support.

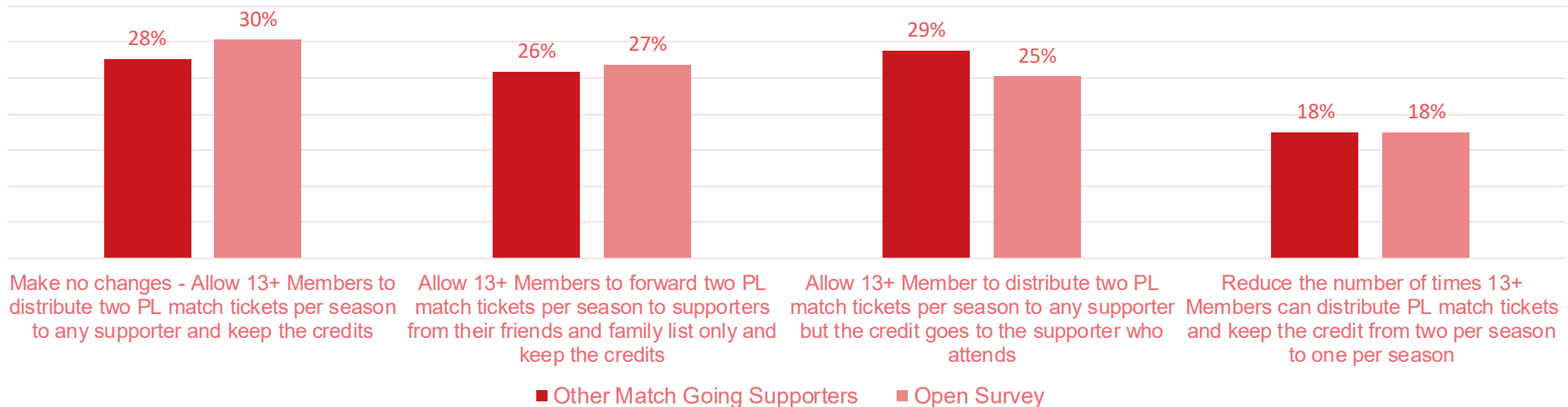


# Changes for 13+ Members

## Other Match Going Supporters

There is an even split across three options of just over 25% of other match going supporters supporting each. The final option, reducing the number of times members with 13+ credits can distribute and keep the credit from 2 times to once, is least popular.

Which of the following changes do you think would be fair for Official Members with 13+ credits?

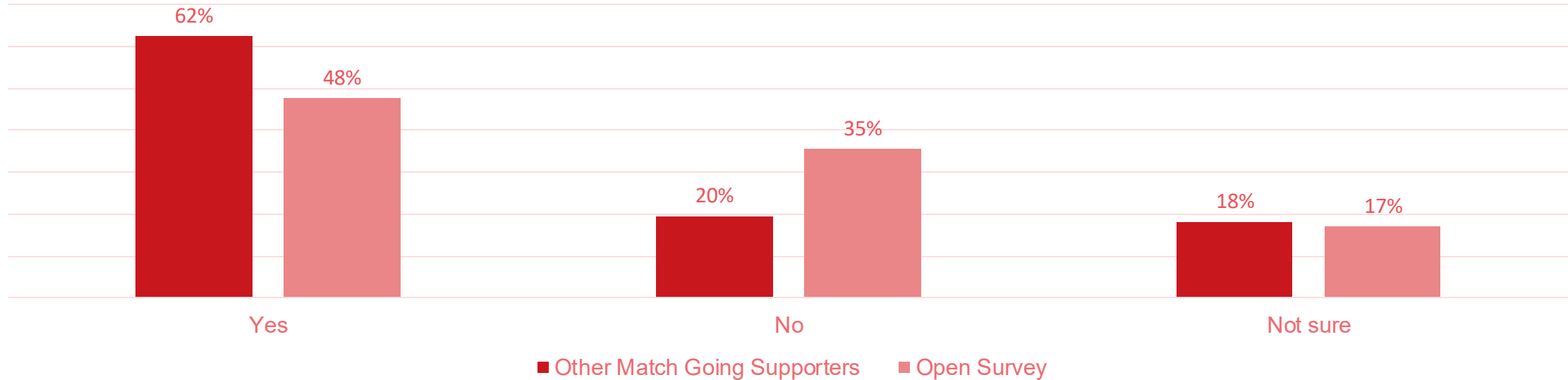


# Distribution for Priority Rights Holders

## Other Match Going Supporters

For other match going supporters, 62% support priority rights holders having the ability to forward their tickets with 20% against it. For the open survey just under half supported this, with over a third against it.

Do you think priority rights holders should be able to distribute their ticket to other supporters for any home domestic or European cup fixture?

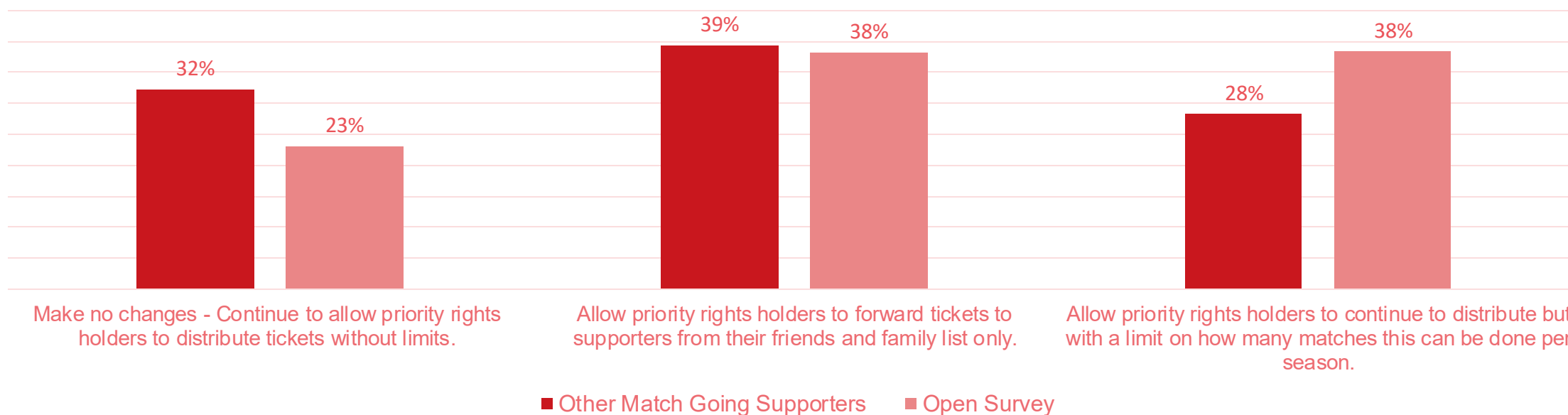


# Changes for Priority Rights Holders

## Other Match Going Supporters

39% of other match going supporters would like to see priority rights holders forward to their family and friends rather than use distribution, this is around the same for the open survey.

Which of the following changes do you think would be fair for priority rights holders?





# The Purchase Journey

Season Ticket Holders

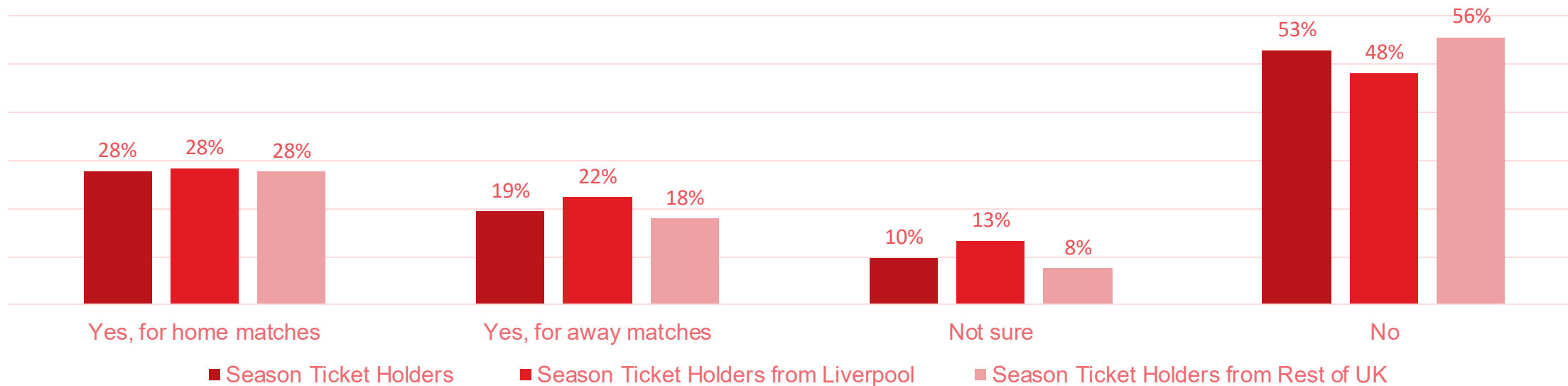


# Purchasing Tickets For Others

## Season Ticket Holders

Over half of season ticket holders say they haven't purchased tickets on behalf of other supporters in the last season. 28% say they have for home matches, and 19% say they have for away matches.

In the last season, have you ever purchased tickets for home Premier League, domestic or European cup games, or away matches (excluding finals) or entered members sales for yourself AND other supporters?

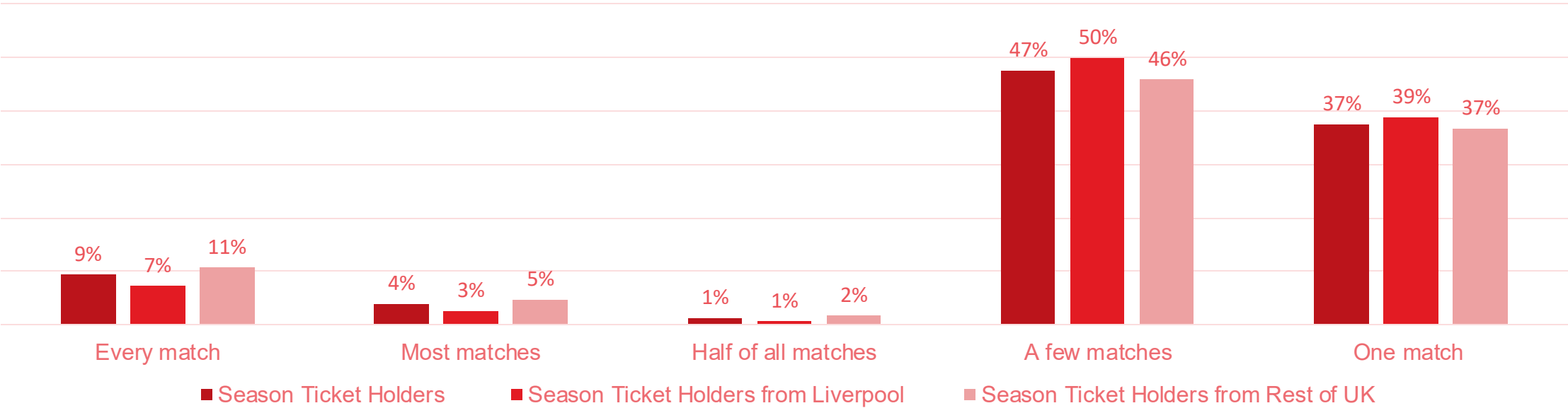


# Purchasing for Others: Frequency Home Matches

## Season Ticket Holders

Of the season ticket holders who do purchase tickets on behalf of other supporters, most say they do this for either just one match, or a few matches across a season.

How often per season do you purchase tickets on behalf of other supporters for home matches?

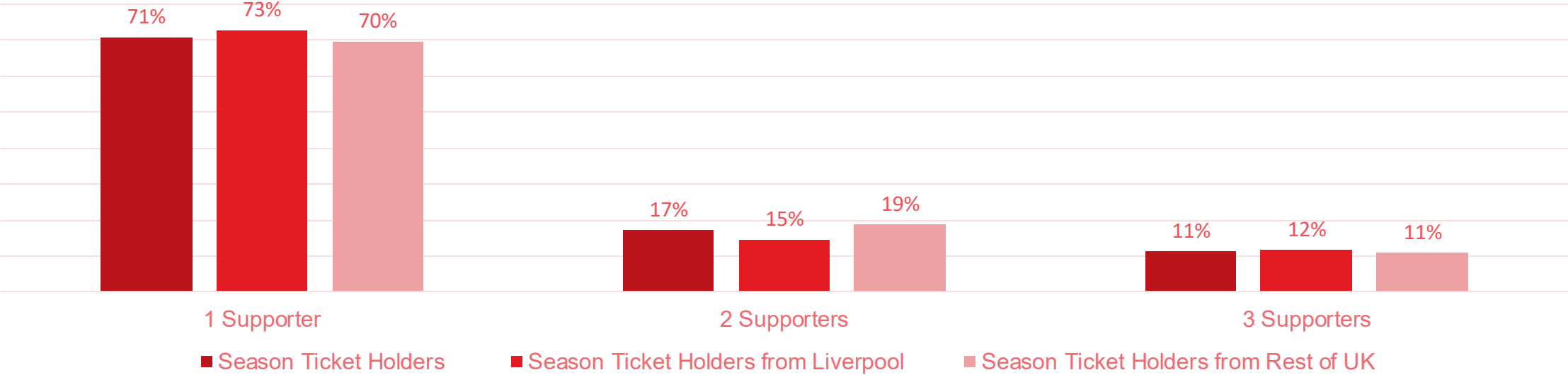


# Purchasing For Others: Volume Home Matches

## Season Ticket Holders

For home games, most season ticket holders who say they purchase tickets on behalf of other supporters say they typically do this for one additional supporter.

And, how many other supporters do you typically purchase for per home match?  
Please only count supporters other than yourself.

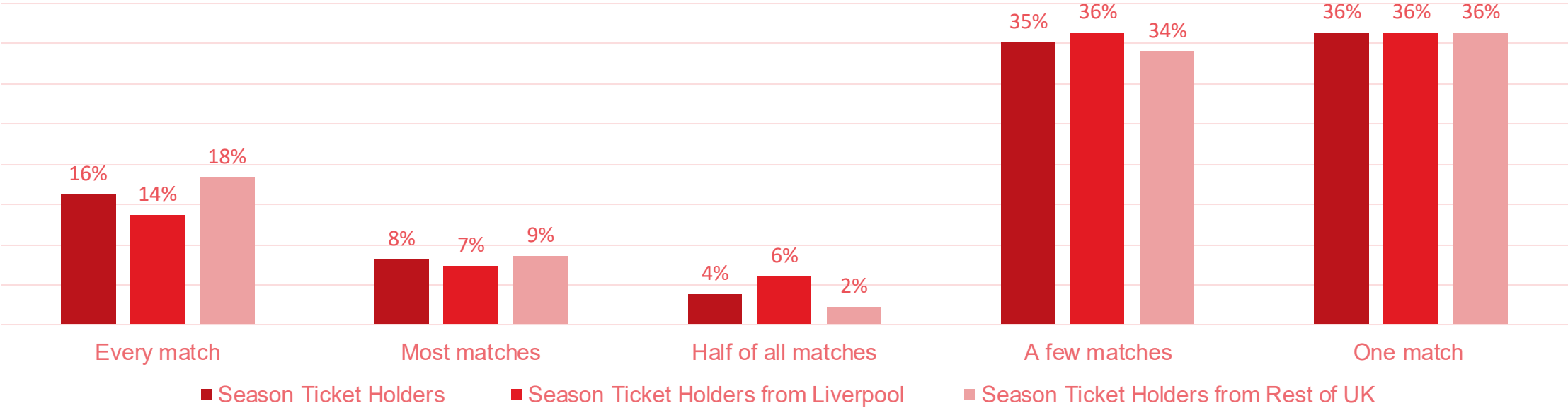


# Purchasing for Others: Frequency Away Matches

## Season Ticket Holders

When it comes to away matches, season ticket holders who say they buy for other supporters said they will typically do this for one or a few matches per season. Around 16% say they do this for every match for away fixtures.

How often per season do you purchase tickets on behalf of other supporters for away matches?

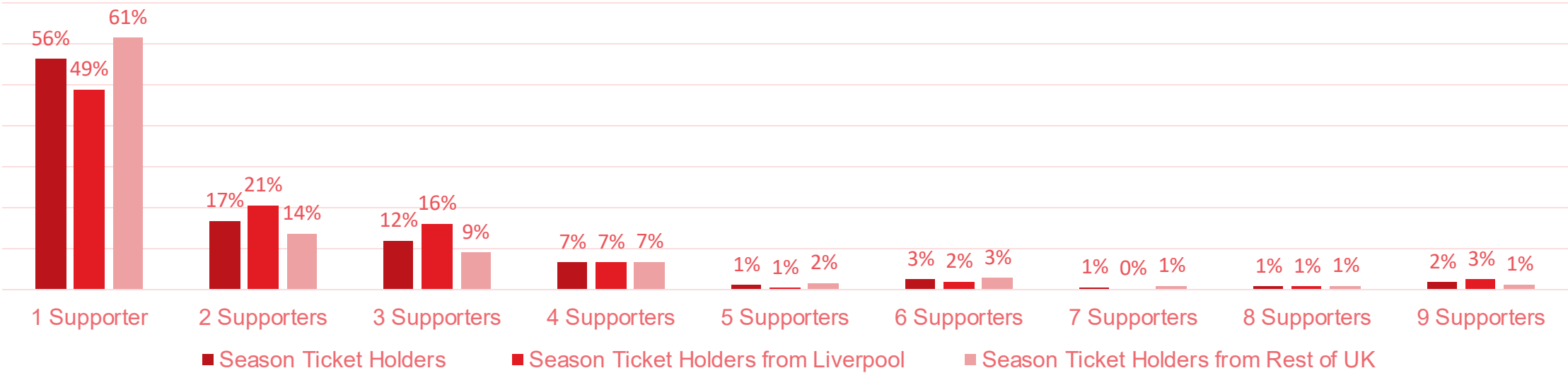


# Purchasing For Others: Volume Away Matches

## Season Ticket Holders

Over half of season ticket holders who told us they buy away tickets on behalf of other supporters said they typically buy on behalf of one other supporter. Some supporters also purchase on behalf of 2 or 3 supporters, but very few supporters do this for 5 or more.

And, how many other supporters do you typically purchase for per away match?  
Please only count supporters other than yourself.





# The Purchase Journey

Official Members

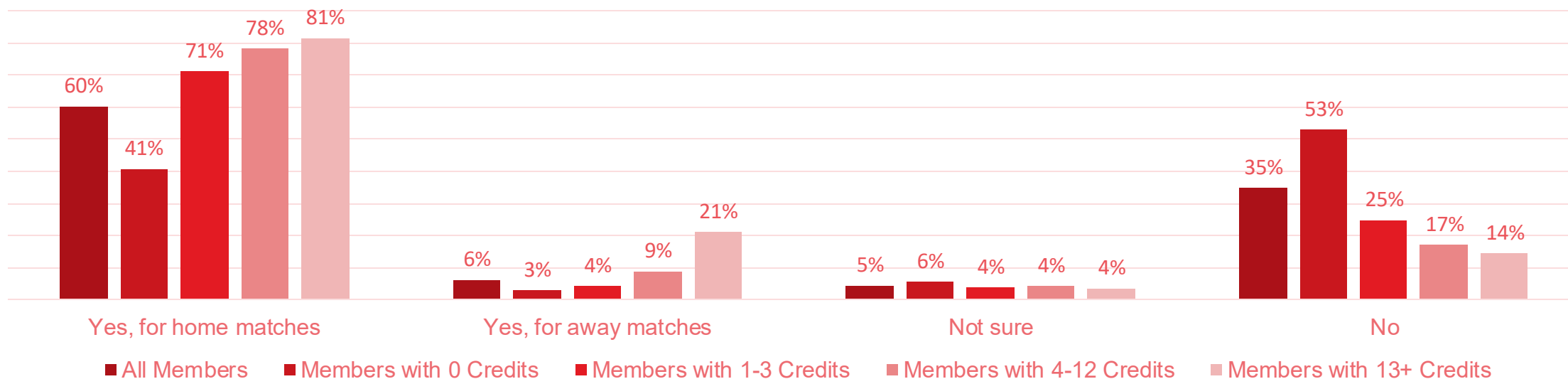


# Purchasing Tickets For Others

## Official Members

The picture is different for Official Members, who are more likely to buy for other supporters based on their credit status with 41% of supporters with 0 credits saying they buy for home matches (this could be entering a ballot or purchasing tickets for cup competitions), rising to 81% for members with 13+ credits.

In the last season, have you ever purchased tickets for home Premier League, domestic or European cup games, or away matches (excluding finals) or entered members sales for yourself AND other supporters?



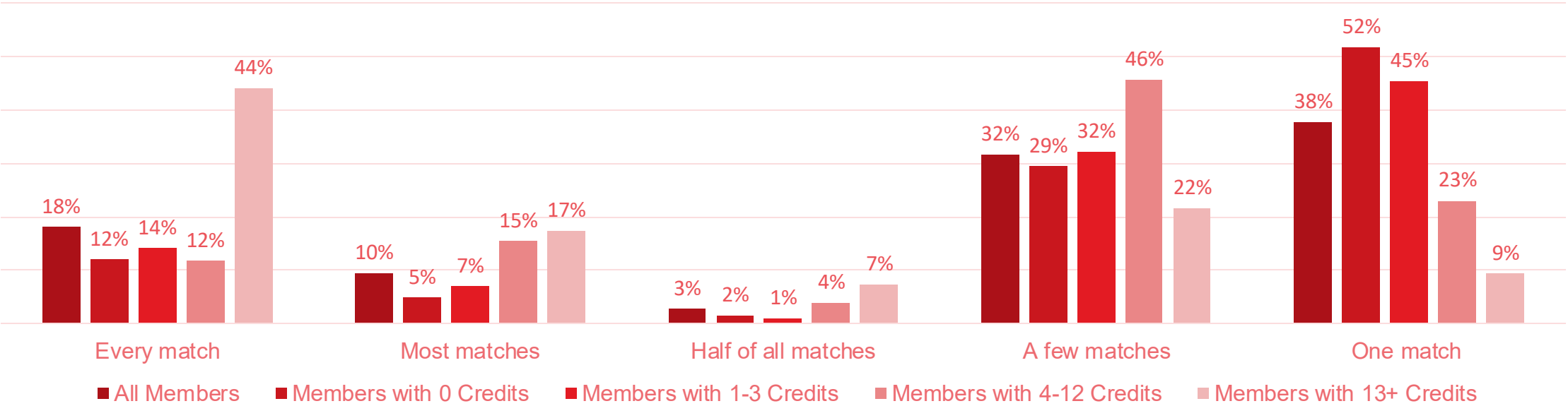
# Purchasing for Others: Frequency

## Home Matches

### Official Members

For members who said they purchased tickets for home matches on behalf of other supporters, almost half of members with 13+ credits say they do this for every match. For other credit brackets, most do this for either one match or a few matches per season.

How often per season do you purchase tickets on behalf of other supporters for home matches?

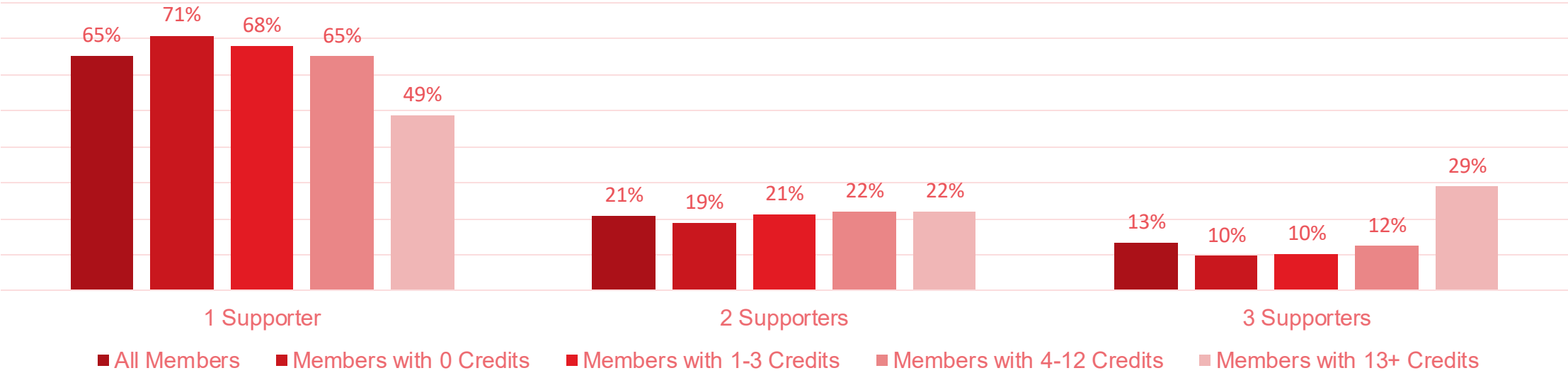


# Purchasing For Others: Volume Home Matches

## Official Members

For home games, most members who say they purchase tickets on behalf of other supporters say they typically do this for one additional supporter. For 13+ members they are more likely to purchase for 3 additional supporters than those with fewer credits.

And, how many other supporters do you typically purchase for per home match?  
Please only count supporters other than yourself.

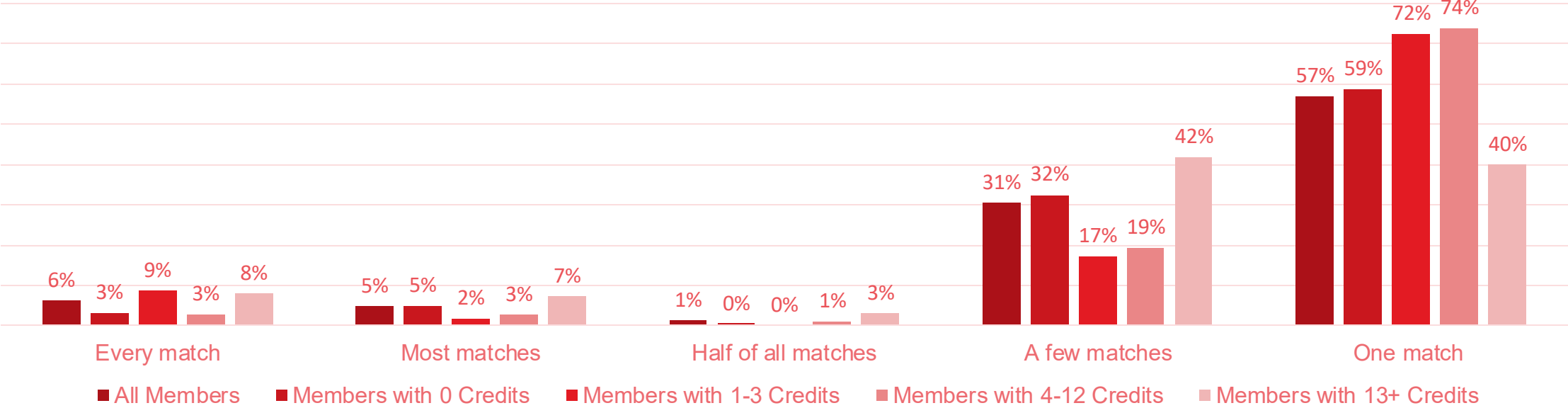


# Purchasing for Others: Frequency Away Matches

## Official Members

For away matches, of the Official Members who said they buy on behalf of other supporters, over half of members say they typically purchase tickets on behalf of other supporters for one match with just under a third saying they buy for a few matches per season.

How often per season do you purchase tickets on behalf of other supporters for away matches?

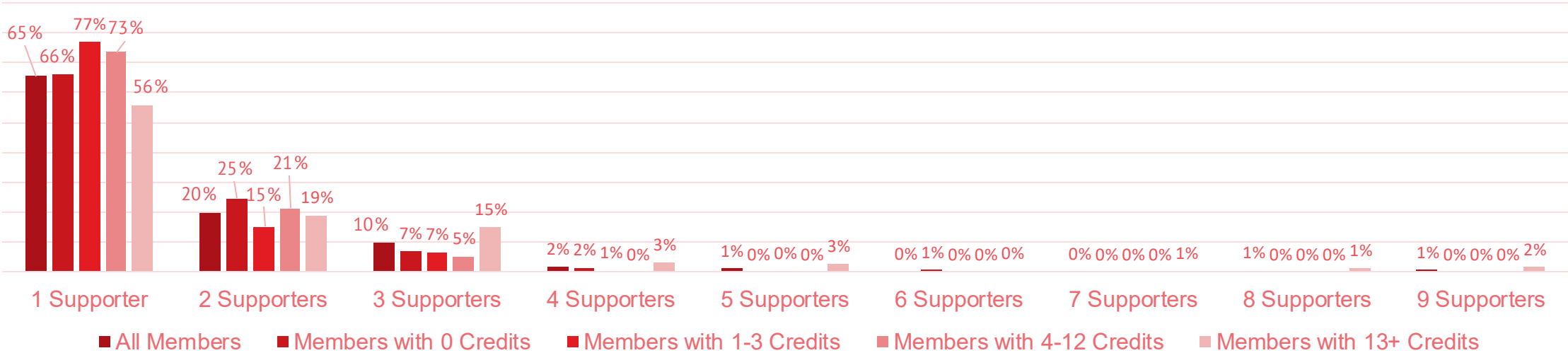


# Purchasing For Others: Volume Away Matches

## Official Members

For away matches, the majority of Official Members say they typically purchase for 1 additional supporter, like for home matches, members with 13+ credits say they are more likely to purchase for 2 or 3 additional supporters. Very few members say they purchase for 4 or more additional supporters.

And, how many other supporters do you typically purchase for per away match?  
Please only count supporters other than yourself.





# The Purchase Journey

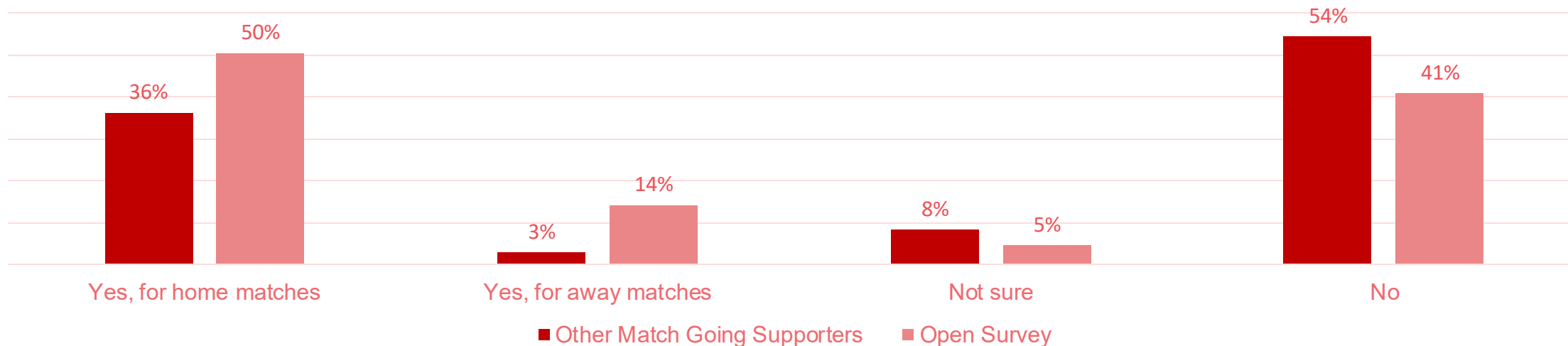
Other Match Going Supporters

# Purchasing Tickets For Others

## Other Match Going Supporters

36% of other match going supporters say they have purchased tickets on behalf of other supporters. Half of supporters from the open survey told us they had purchased on behalf of other supporters.

In the last season, have you ever purchased tickets for home Premier League, domestic or European cup games, or away matches (excluding finals) or entered members sales for yourself AND other supporters?



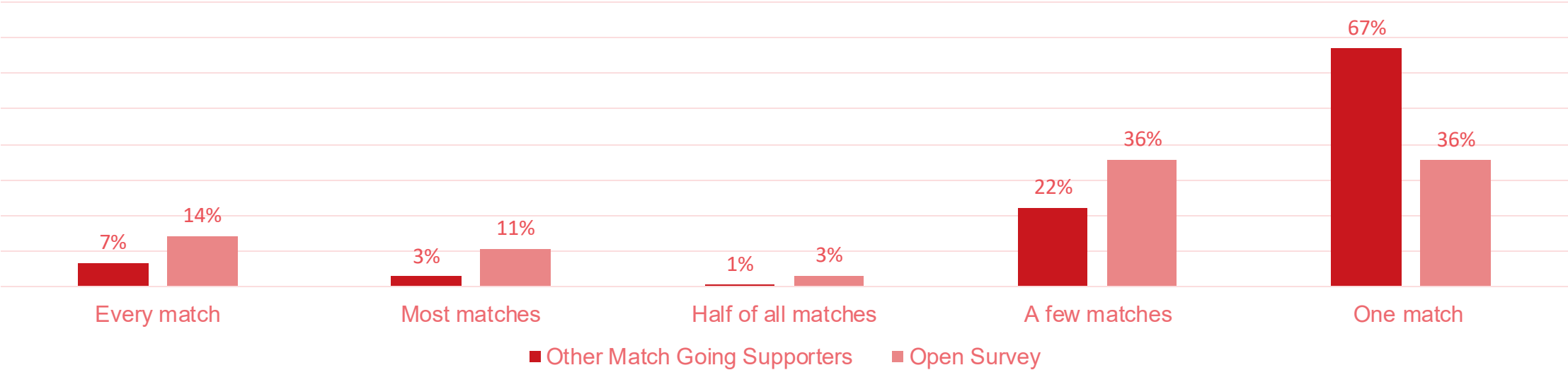


# Purchasing for Others: Frequency Home Matches

## Other Match Going Supporters

Of the other match going supporters who said they purchased tickets on behalf of other supporters, 67% said this was just for one match per season, with 22% saying this was a few matches per season. For the open survey, 36% said one match and 36% said a few matches per season.

How often per season do you purchase tickets on behalf of other supporters for home matches?

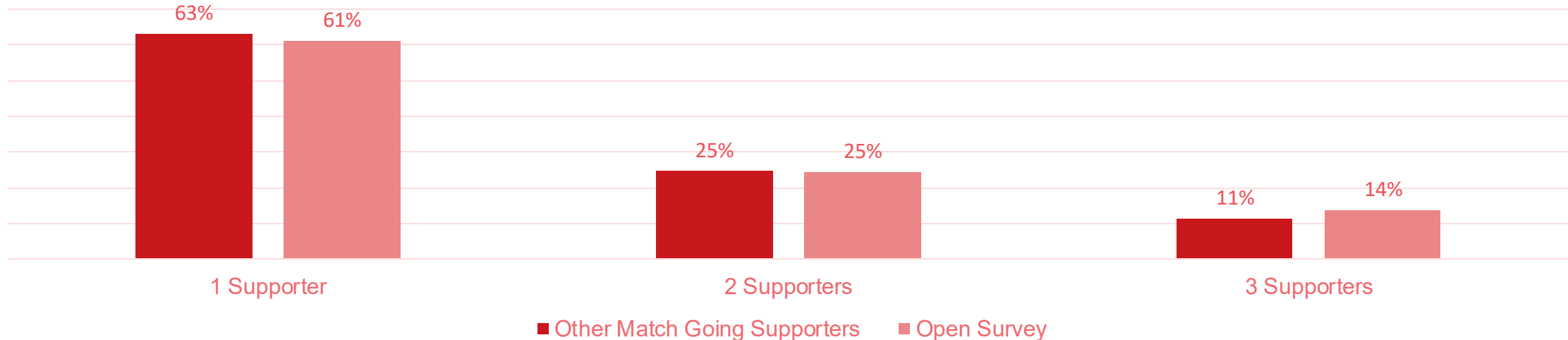


# Purchasing For Others: Volume Home Matches

## Other Match Going Supporters

For home games, most other match going supporters who say they purchase tickets on behalf of other supporters say they typically do this for one additional supporter. This is similar for those from the open survey.

And, how many other supporters do you typically purchase for per home match?  
Please only count supporters other than yourself.

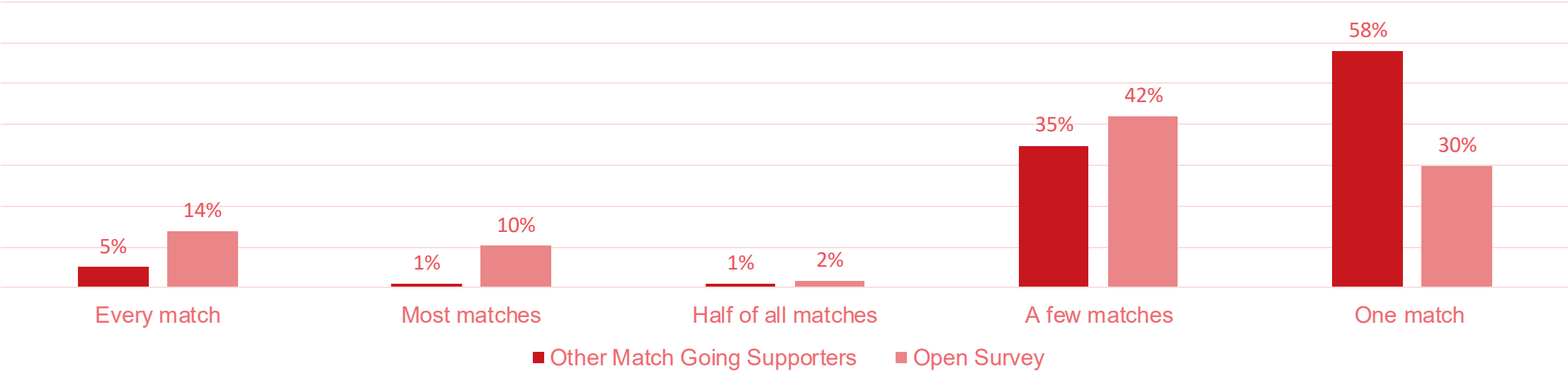


# Purchasing for Others: Frequency Away Matches

## Other Match Going Supporters

For away matches, of the other match going supporters who said they buy on behalf of other supporters, 58% say they typically purchase tickets on behalf of other supporters for one match with just over a third saying they buy for a few matches per season. For the open survey this was 30% for one match and 42% for a few matches per season.

How often per season do you purchase tickets on behalf of other supporters for away matches?

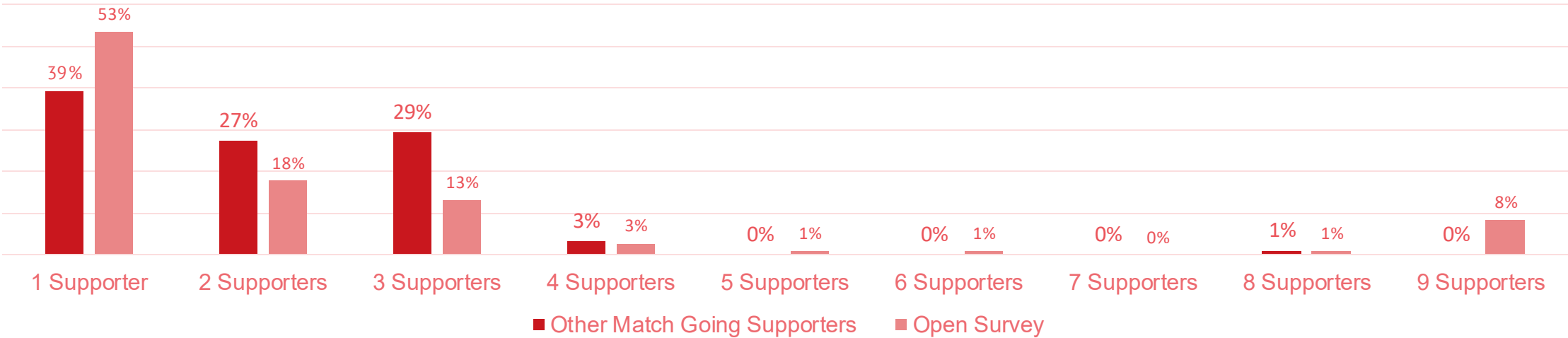


# Purchasing For Others: Volume Away Matches

## Other Match Going Supporters

For away matches, 39% of other match going supporters say they typically purchase for 1 additional supporter, with 27% buying for 2 supporters and 29% buying for 3 supporters. For the open survey, over half said they buy for 1 supporter with 18% buying for 2 supporters and 13% buying for 3 supporters. Very few members say they purchase for 4 or more additional supporters.

And, how many other supporters do you typically purchase for per away match?  
Please only count supporters other than yourself.





# Sharing Tickets

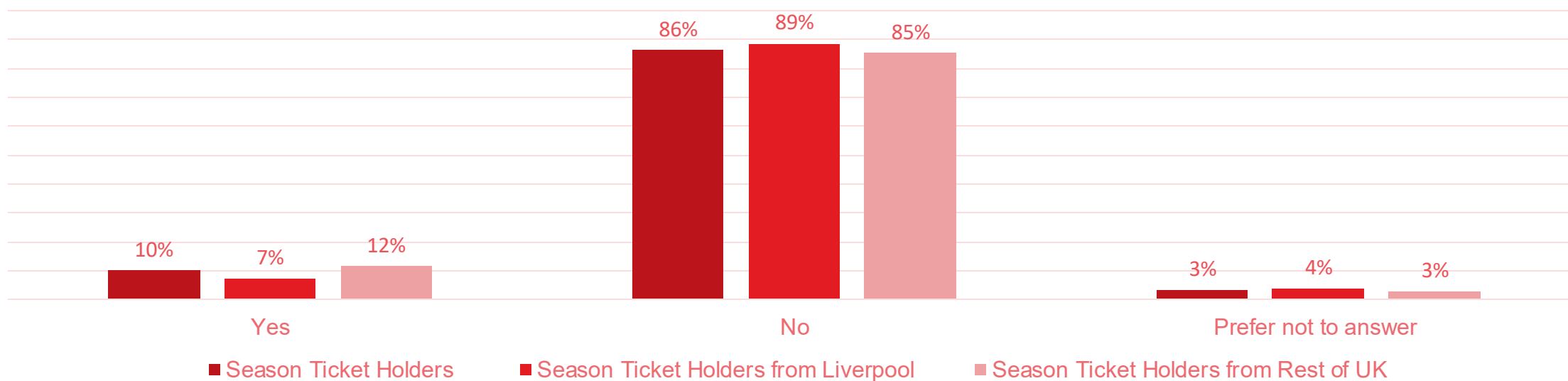
Season Ticket Holders

# Sharing Season Tickets

## Season Ticket Holders

Around 10% of season ticket holders said that they share their season ticket with other supporters. This is slightly lower for season ticket holders in Liverpool and slightly higher for those season ticket holders outside of Liverpool.

We recognise that supporters may share a season ticket with other supporters. Do you share your season ticket with other supporters?

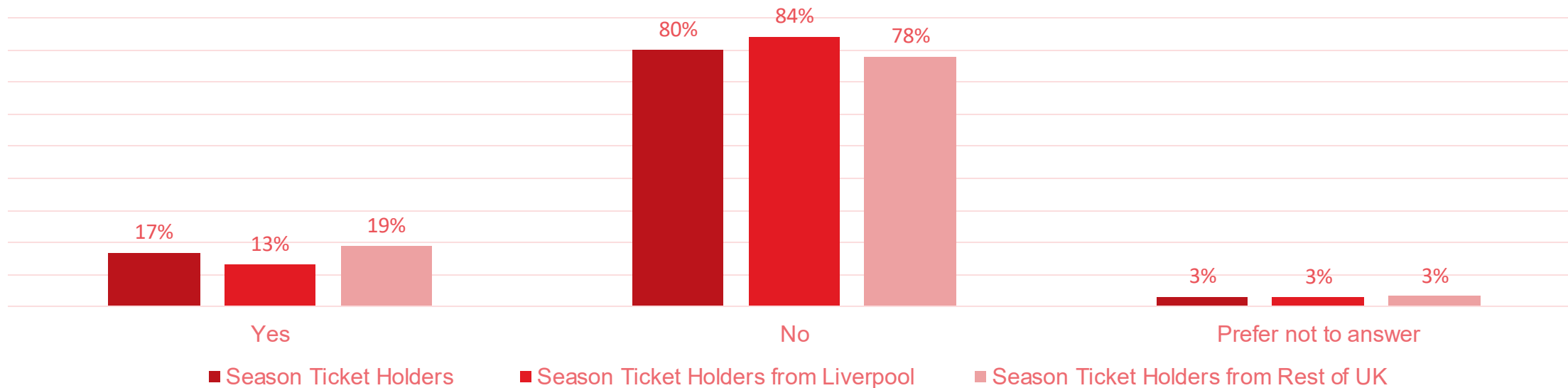


# Sharing Other Match Tickets

## Season Ticket Holders

Slightly more season ticket holders say they share other match tickets, such as cup competitions. This is around 17% with it being slightly less for season ticket holders in Liverpool and slightly more for those outside of Liverpool.

We recognise that supporters may share their tickets for some matches such as cup competitions with other supporters. Do you share match tickets with other supporters?







# Sharing Tickets

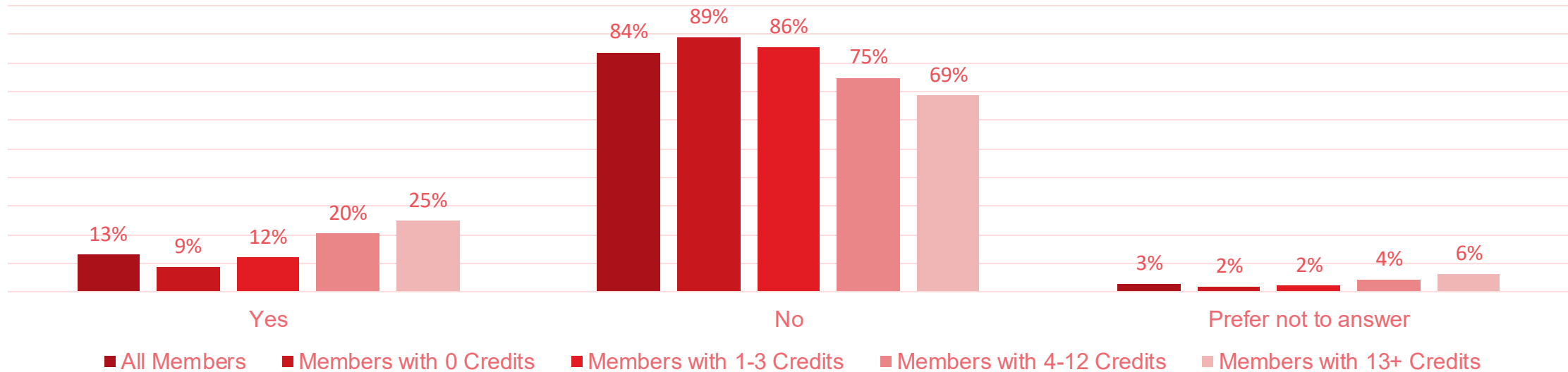
Official Members

# Sharing Match Tickets

## Official Members

For Official Members, those with fewer credits are less likely to share match tickets, this rises by credit bracket with a quarter of 13+ members saying they share match tickets. This likely includes sharing via forwarding and/or distribution within the rules.

We recognise that supporters may share their tickets for some matches such as cup competitions with other supporters. Do you share match tickets with other supporters?





# Sharing Tickets

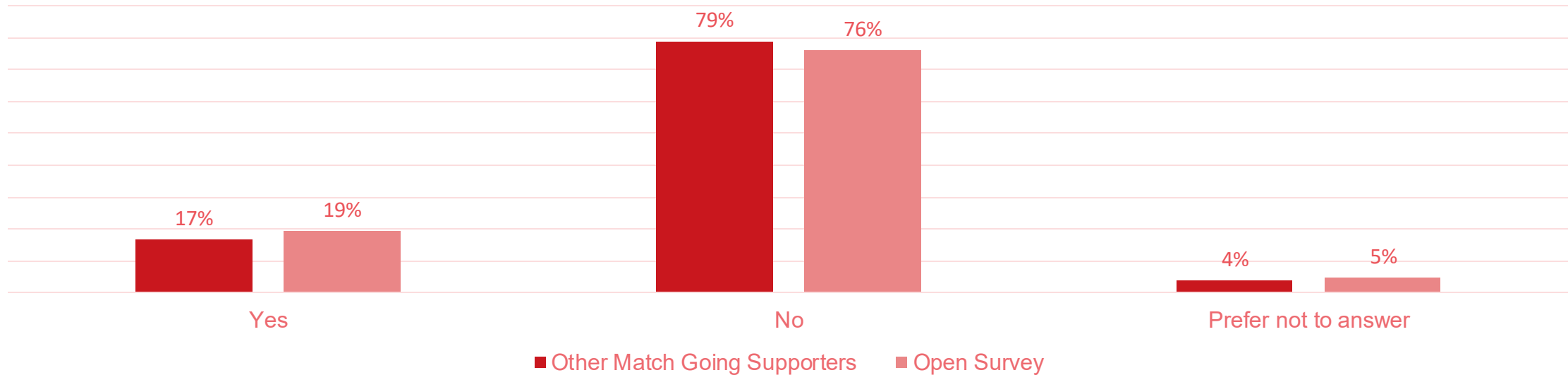
Other Match Going Supporters

# Sharing Other Match Tickets

## Other Match Going Supporters

For other match going supporters, 17% say they share match tickets. This could be that they forward them on again to other supporters or have hospitality tickets which they are able to share.

We recognise that supporters may share their tickets for some matches such as cup competitions with other supporters. Do you share match tickets with other supporters?





# Response



# Response

## Who responded?

We had a total of 27,905 responses from supporters, with a response rate of 15-20% from match going supporters which is detailed below.

- 3,980 season ticket holders, 14,745 members and 7,240 other match going supporters.
- We had a 17% response rate within local season ticket holders, 11% for other season ticket holders, 15% from members with Premier League credits.
- Around 80% of survey respondents have attended at least one home match at Anfield in recent seasons.
- The profile of respondents for this survey is representative of location and ticketing status 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
- We had 1,940 responses to the open survey on the LFC website.

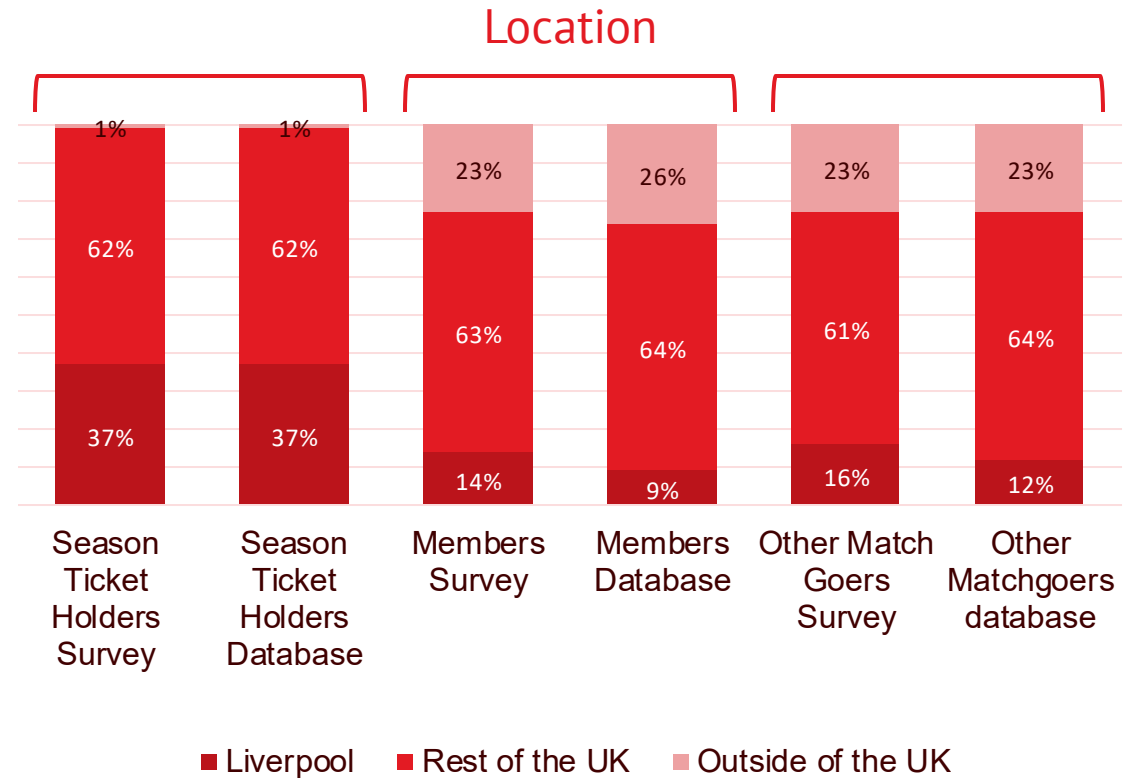


# Response

## Response by location: survey vs database

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

The profile of general admission supporters who took the survey by email across season ticket holders, members and other match goers is consistent and representative of the location profile of the club's ticketing database.



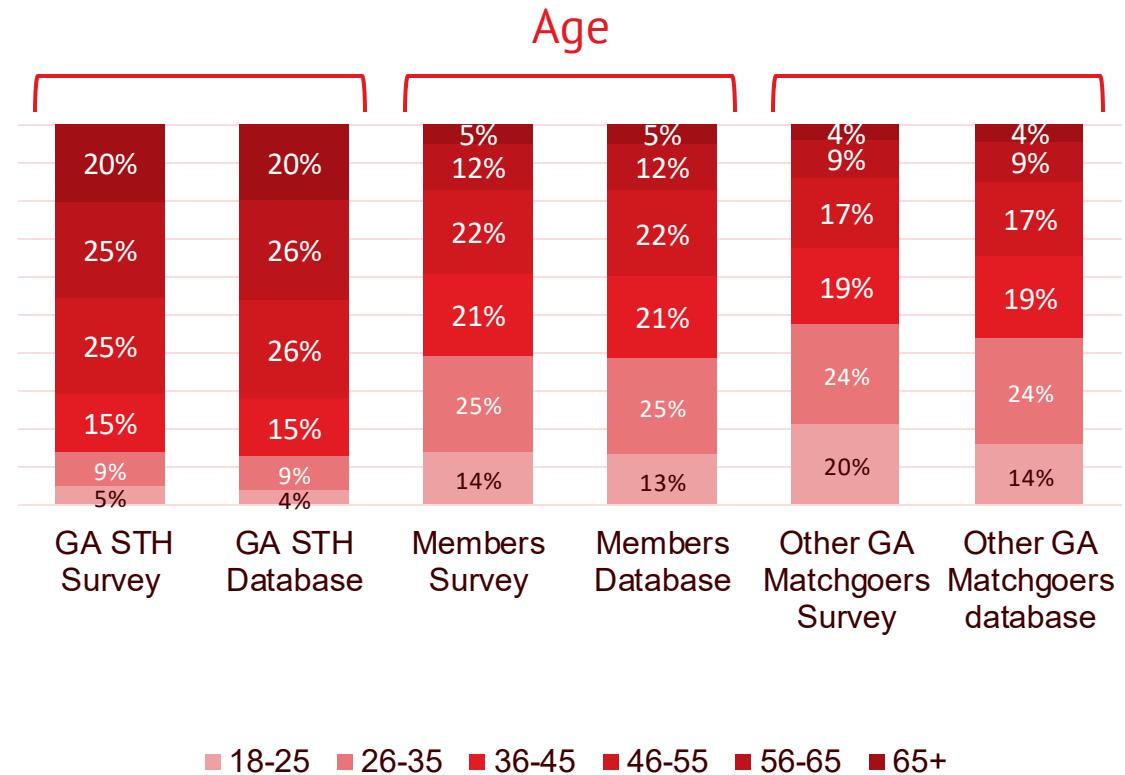
# Response

## Response by age: survey vs database

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

The original age profile of supporters who took the survey via email revealed there was a skew to older supporters as with the Club survey from autumn 2024.

In response to this, we upweighted responses from 18-25 and 26-35 age groups and downweighted the 46-55 age group to ensure a fair representation across age groups in these results.







# Methodology

# Methodology

## How we ran the survey

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 on the LFC website ([here](#)) to ensure all supporters who wanted to share feedback with us could do so. We ran a range of data quality checks on this open survey to ensure the integrity using best practice guidelines.

The survey ran from 3pm on Friday 9<sup>th</sup> May until the end of the 13<sup>th</sup> May 2025. During this period, the men's first team played one fixture at home against Arsenal in a 2-2 draw and had been confirmed as Premier League Champions two week prior.





# Methodology

## Survey Questions

The survey asked a range of demographic and ticketing status questions along with exploring several other topics.

Topics included:

- The ticketing purchase journey
- Sharing of season tickets and home match tickets
- The Friends & Family system for ticket forwarding
- Distribution for members with 13+ credits and priority rights holders





# Methodology

## Analysis of results

We analysed results across all supporter groups to ensure a clear understanding of the views of all types of supporters

- Season ticket holders
  - From Liverpool
  - From rest of UK
- Members – across different credit levels
- Non-ST or Member match going supporters
- Disabled supporters
- Away match going supporters
- Hospitality Members & Match Day Hospitality
- Supporters on the ACS







Thank You