

**NEWCASTLE UNITED SUPPORTERS TRUST**

**MAGS MEMBERSHIP**

**&**

**HOME TICKETING SURVEY**

**MARCH 2025**



# Our Approach...

## A summary of our approach



### Background & Objectives

Following Newcastle United's takeover, the club have seen an increase in demand for tickets at St James' Park, making accessibility a growing concern. This research explores the ticketing process fans navigate to secure home tickets. The survey covers from the start of the 2024-25 season until February 2025, which included 18 home game ballots.

Key Objectives:

- **Accessibility & Importance** – Is St James' Park becoming harder to access? How important is attending home games to fans?
- **Ticketing Process** – How do NUST members perceive the current ticketing system? Has it improved since last year?
- **Alternative Methods & Communication** – Are fans turning to alternative ways to secure tickets? How do they feel about NUFC's communication?



### Methodology

A 15-minute online quantitative survey was conducted globally in February 2025 to explore key aspects of Newcastle United membership and ticketing.

NUST Members were invited to participate via email and WhatsApp.

The survey sampled **954 NUST members aged 18+** and was structured into two main sections:

- **Memberships and the importance of being at home games** - Examining Mags Membership, its associated benefits, and the role of ticketing in driving engagement with the club.
- **Ticketing Experience** – Evaluating ticket access points and the overall user experience on the NUFC ticketing site.

---

**In this report, we will cover...**

**1.**

## **Accessibility & Importance**

**Are members attending fewer games than in previous seasons?**

**Is match attendance an important way for members to connect with the club?**

**2.**

## **Memberships**

**How do perceptions of the Mags membership compare to last year?**

**How do the tiers of membership affect perceptions?**

**How do members feel about the ticketing process overall?**

**3.**

## **Ticketing**

**What is the success rate of the ballot?**

**How do members feel about the ticketing process overall?**

**Is NUFC's ticketing site fit for purpose?**

**Are members turning to alternative sources such as third-party sites?**



# ACCESSIBILITY AND IMPORTANCE OF MATCH ATTENDANCE



# SJP is becoming increasingly hard to get into. This season there have been a drastic increase in the number who haven't attended any games

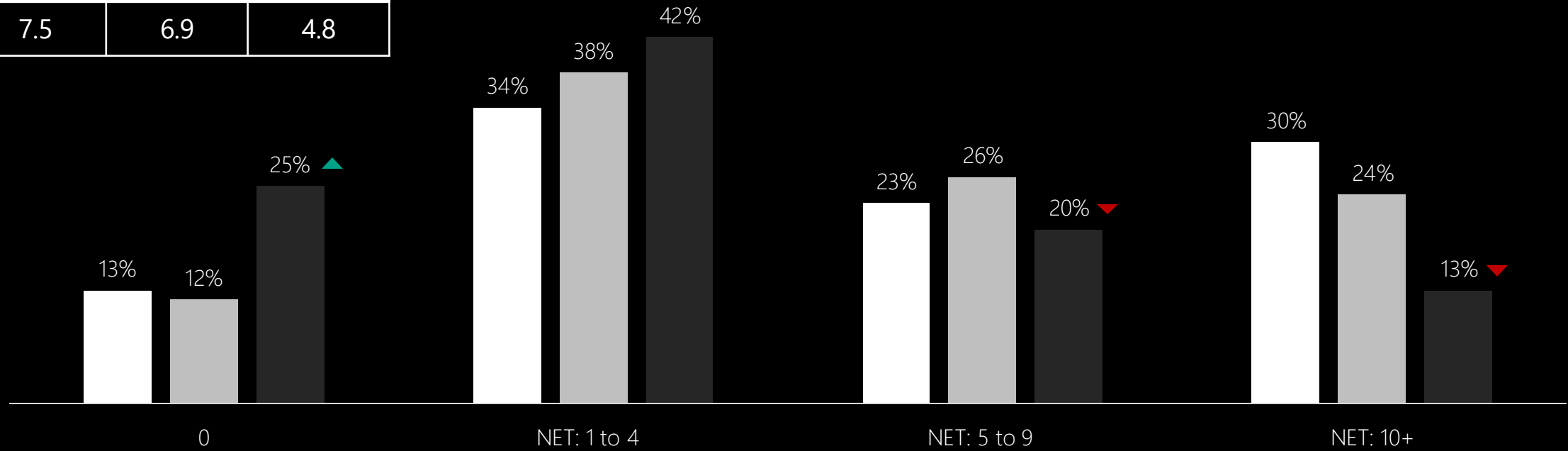
At the same time there has been a significant decrease in the number of fans who have attended 10+ and 5-9 games

Number of games attended across the past 3 seasons – All non-STHs

■ 22/23 (Eddie Howe's first season) ■ 23/24 (Champions League Season) ■ 24/25 (This year so far)

Average number of games attended

| 22/23 | 23/24 | 24/25 |
|-------|-------|-------|
| 7.5   | 6.9   | 4.8   |



# Fans crave the electric atmosphere of SJP and believe they can make a real difference the team's performance

NUFC is perhaps a victim of its own success, as the electric atmosphere and quality of football makes it the place to watch football in the North East

Why is attending home games in person important to members – All NUST Members

## Influencing the Result

"I go to all home games and most away games. By far the best way of showing support is being there and doing what we can to influence results!"

"I can get behind the team and hopefully make a difference"

"I feel like I'm able to actually contribute to the outcome of a game by being vocal in my support, it's clear to see the impact a rocking electric SJP can have on the team and I love to be a part of that"

## The Matchday Experience

"Match day experience is by far and away the best way to support the club and you just can't beat it"

"To turn up for the team, to add to the atmosphere through waving my scarf and cheering them on/singing"

"Atmosphere, being proud to be part of club, hope & being 12th man! Meeting many other fans who all have one thing in common"

## Routine over decades

"I have supported NUFC since 1973 . I love being at St James's Park. I love my team and fellow fans . It's in my blood and I'm proud to be a Geordie"

"I've gone for over 40 years and try to go to every home game and 6/7 away games per season"

"To carry on doing what I have done for 58 years"

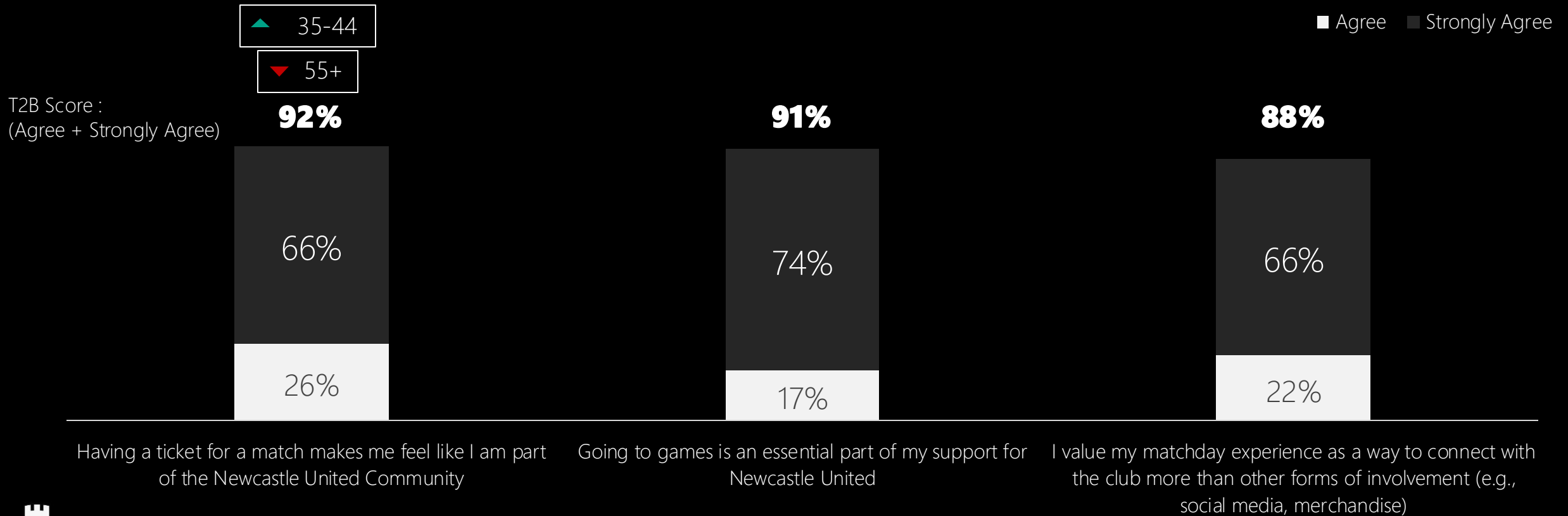
"I have been attending matches at SJP since 1982 and, to me, this is the only way to support your team. I have recently moved 170 miles away, but I still have my season ticket and very rarely miss a home game"



# Match attendance is key in bringing fans closer together and makes them feel like they are part of the wider NUFC community

Although those aged 55+ are significantly less likely to agree that match attendance brings them into the NUFC community

How much do fans agree with the following statements – All NUJUST Members



A8: How much do you agree or disagree with the following statements about attending matches  
Base : All NUJUST Members (954)

▲ ▼ Sig higher / lower vs. total sample

# MAGS AND MAGS+ MEMBERSHIP

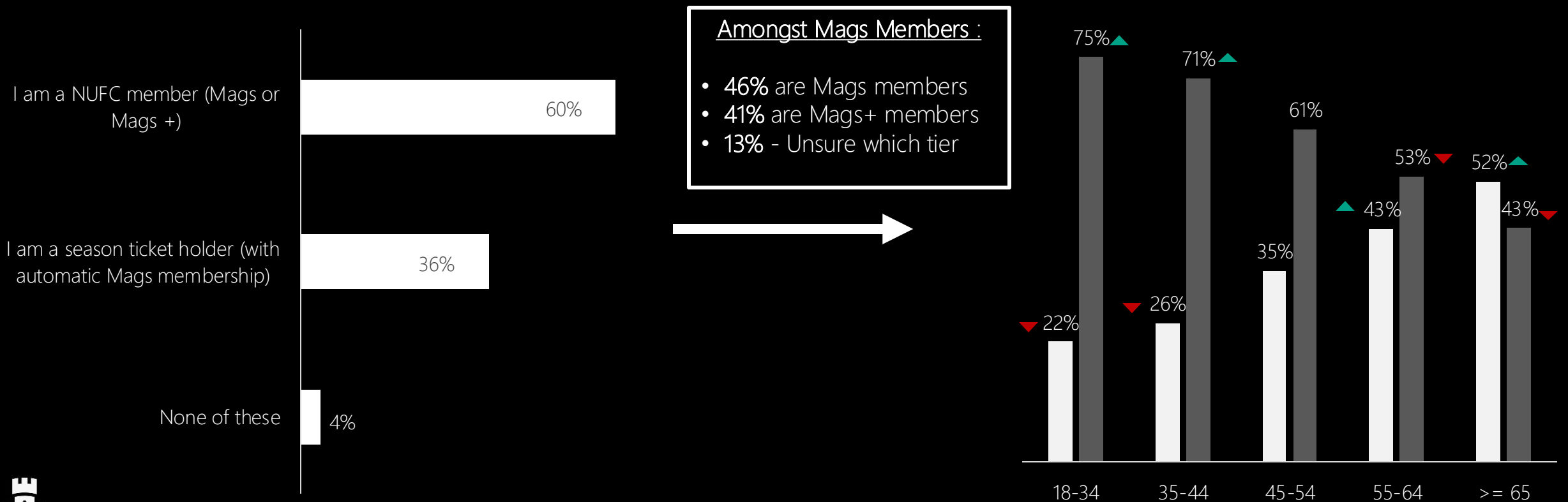




# Most NUST members who responded to this survey are Mags members and about a third are Season Ticket Holders

Mags memberships are much more popular than season tickets amongst younger NUST members – likely because they haven't had a chance to 'get on the ladder'

How are fans connected with the club? – All NUST Members





A1. Which of the following best applies to you? A2: You said you are a member, which of the following membership tiers are you currently on?  
 Base : All NUST Members (954), All NUST members aged : 18-34 (99), 35-44 (257), 45-54 (218), 55-64(218), 65+ (162), All Mag Members (918)

▲ ▼ Sig higher / lower vs. total sample

# Across tiers there are significant concerns around the value memberships provide compared to last year

Ticketing is a primary driver of membership purchase, so the club must deliver on that!

Perceptions towards Mags Memberships – (NET Scores : T2B – B2B, Agree - Disagree)

|  |  |  |
|--|---|---|
| Represents good value for money compared to last year  | -40%  | -42%  |
| I only have a Mags Membership to get access to tickets | +45%  | +47%  |
| Offers better benefits than the base tier              | N/A   | +7%   |



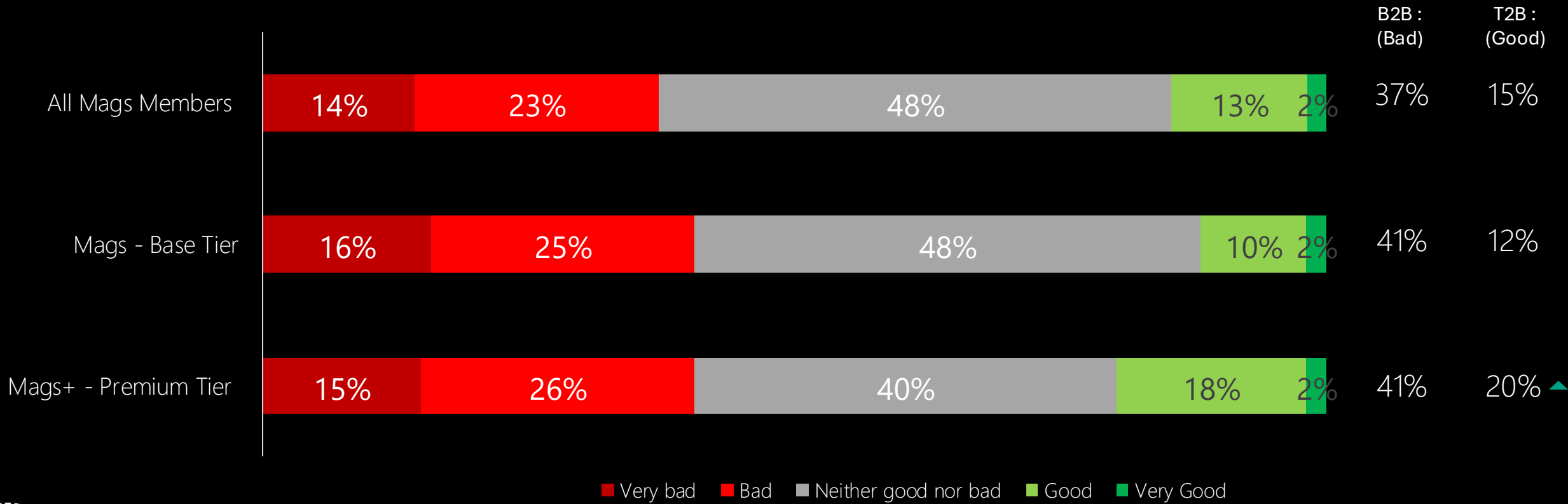
A3a: Thinking about your Mags+ membership, how much do you agree or disagree with the following statements, A3b: Thinking about your Mags membership, how much do you agree or disagree with the following statements

Base : All Mags Members – Base Tier (421), All Mags+ Members – Premium Tier (379)

# Overall sentiment toward Mags membership is low, with positive sentiment being in short supply

Although Mags+ members feel slightly more positive than Mags members

Mags Memberships rated – All Mags Members



A4: How would you rate your Mags membership?  
 Base : All members (918), All Mags Members – Base Tier (421), All Mags+ Members – Premium Tier (379)

▲ Sig higher / lower vs. all members

# Ticketing is the primary reason why members are dissatisfied - fuelled by a lack of transparency around the number of tickets and number of members

Outside of SJP ticketing, the lack of a welcome pack and members getting low priority in Wembley allocations are key concerns

Why do NUJST members dislike their club membership? – All Mags Members who rated their membership as **Bad or Very bad**

## No Tickets

"The chance of being successful in a ballot is slim to none, general sale is just as bad but slightly better"

"Haven't been successful in a single ballot. Applied for every game. Don't have time or resources to pursue resale refreshes."

"Not enough tickets, getting ripped off while season ticket holders cry foul at the mere thought of prices rising after a ten-year freeze"

## Dissatisfaction with ticketing

"Only had 2 successful ballots the rest of the tickets have been via resale sitting for hours refreshing and sometimes being locked out as the system thinks I'm a bot!"

"Paying best part of £40 to be rejected in over 90% of ballots for home tickets."

"It is believed there could be as many as 50,000 Mags Members competing for an unknown, but probably a small number of seats at home games."

"Minimal success rate in ballots, plus zero consideration for Wembley allocation."

## Other

"Offering memberships at half price only creates more members and in turn lowers my chance of success in ballots."

"There is no reward for loyalty. You pay a fee purely to access the ballot/sale. The amount of effort that has to go into getting a ticket in the general sale/resale is disproportionate."

"The benefits have worked out a lot worse than expected and we have been shafted when it came to cup final tickets"

"Lack of transparency"

"No membership pack. A lot of the offers that they offer now are largely pointless. Ballots are deeply flawed, and that's before we even get to Wembley!"



# Those fans who do rate their Mags membership see the additional benefits outside of ticketing as useful additions

Fans that have an above average success rate in the ballot are more likely to rate their membership highly

Why do NUJST members like their club membership? – All Mags Members who rated their membership as [Good or Very good](#)

## Have had a better success rate this season

"Good for purchasing tickets but not enough benefits to justify the extra money for the + membership"

"I've managed to buy tickets when I want them."

"I have managed to get tickets for some home games either through ballot or members sale"

Those with above average success rates in the ballot rate their membership significantly higher than those with a below average (30% vs 8% - *Good or Very Good - T2B*)

## Utilising additional benefits

"There are plenty useful benefits with the Mags+ membership, although the main aim of having it is to make sure I can get to as many games at SJP as possible."

"Helped get me Sam Fender tickets."

"Gives you access to tickets, and early access to merchandise has been a nice addition."

"I have been able to access 2 digital events and attend the 95/96 shirt release through my membership so although I use the membership to regularly access tickets, these events are an added benefit which I have utilised"

"It's good that you can get 24-hour early access to purchase certain clothing that is the only good thing but coming to getting tickets it's been harder due to the ballot and the resale window I've been only successful twice"

"I think it's value for money and I like to think by becoming a member I do feel more part of NUFC family."

"Access to tickets via ballot and also first chance at new kit."

"I find that it takes away any disputes as to who shouldn't get tickets when all the rules are known. You went to the ballot and take your chance. The resale option is also very good, and I've used this successfully many times."





## Newcastle United v Carabao Cup Semi Final v Arsenal

You are in a queue for the Newcastle United Ticketing platform.

This sale is for Mags Member General Sale, for our Carabao Cup Semi Final v Arsenal, on 5th Feb 8pm.

Arsenal Members General Sale will commence at 12 noon.

When it is your turn, you will have 10 minutes to enter the website.

[What is this?](#)



Your queue number: **60454**

Number of users in queue ahead of you: **25305**

Expected arrival time on the website: **more than an hour**

Your estimated wait time is: **more than an hour**



Status last updated: 12:06:25

# TICKETING: BALLOTS AND MEMBER SALE



# NUST members are worried that excessive membership sales for revenue are hurting their chances of success in the ballot

Some NUST members can see that it is an impossible situation, with demand far outstripping supply

Unprompted opinions on the current ticketing process – All NUST Members

## NUFC too financially motivated

"It's not good. The club seem more intent on increasing its membership (for very little financial gain in real terms) than rewarding its loyal historical fanbase"

"I think it feels like the focus has shifted particularly this season on absolute revenue and taking every possible penny from the fans - unfortunately this is modern football and what it takes to be a modern successful club"

"Too many memberships were sold by the club, drastically reducing the chances of obtaining tickets"

## Impossible situation

"Not fit for purpose. However, I recognise the club are limited when demand outstrips supply and the need to keep competing demographics happy (legacy versus new fan / price for every pocket versus corporate ) etc"

"Whilst the system is not perfect, as long as demand outstrips supply so significantly then no matter what the club does with ticketing, there will no solution that works for everyone."

"The ballot in theory seems a fair way of distributing tickets, however, I do not understand this season why tickets are held back for public sale to the detriment of members."

## Support for ballot

"I'm 100% for the balloting system. I believe everyone should have the opportunity to go, an equal one. The checkout system with regards to applying/paying I feel could be made easier."

"I understand why the ballot system is in place and it is not perfect, it appears to be fair, although nobody knows just how many Mags Members are entering each ballot or how many tickets are available."

"I think the current approach is about as good as we can get. There aren't enough tickets for everyone - so a ballot, with some tickets left for general sale, seems the fairest way."

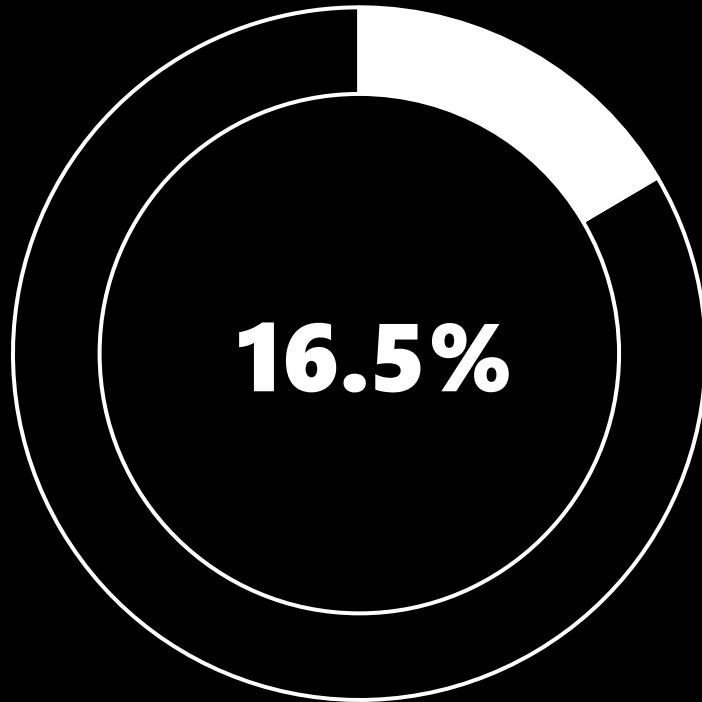
"I think a ballot is the fairest means of allocating tickets. However, the current ballot plus general sale favours fans who are able to join an online queue at a specific time/day"



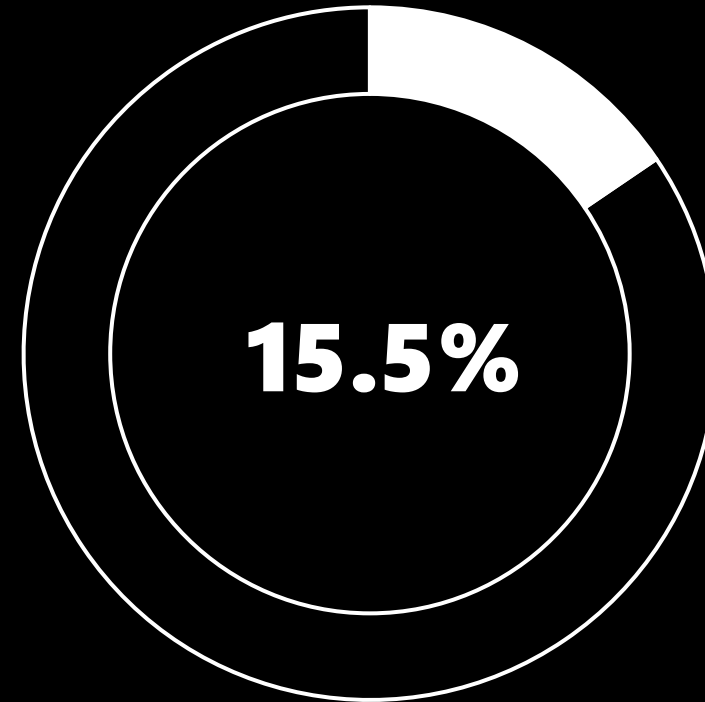
# If fans apply for every home ballot they can expect to go to 2-3 games per season

NUST members are aware of the low success rate too – with the estimated chance aligning closely with the actual success rate

Average Ballot Success Rate



Estimated Ballot Success Rate



B1. Thinking about this season (24/25), how many games have you entered the ballot for? B2. And how many times have you been successful with these ballot applications?

Base: All who used the ballot (645), All who have entered the ballot at least once (586)

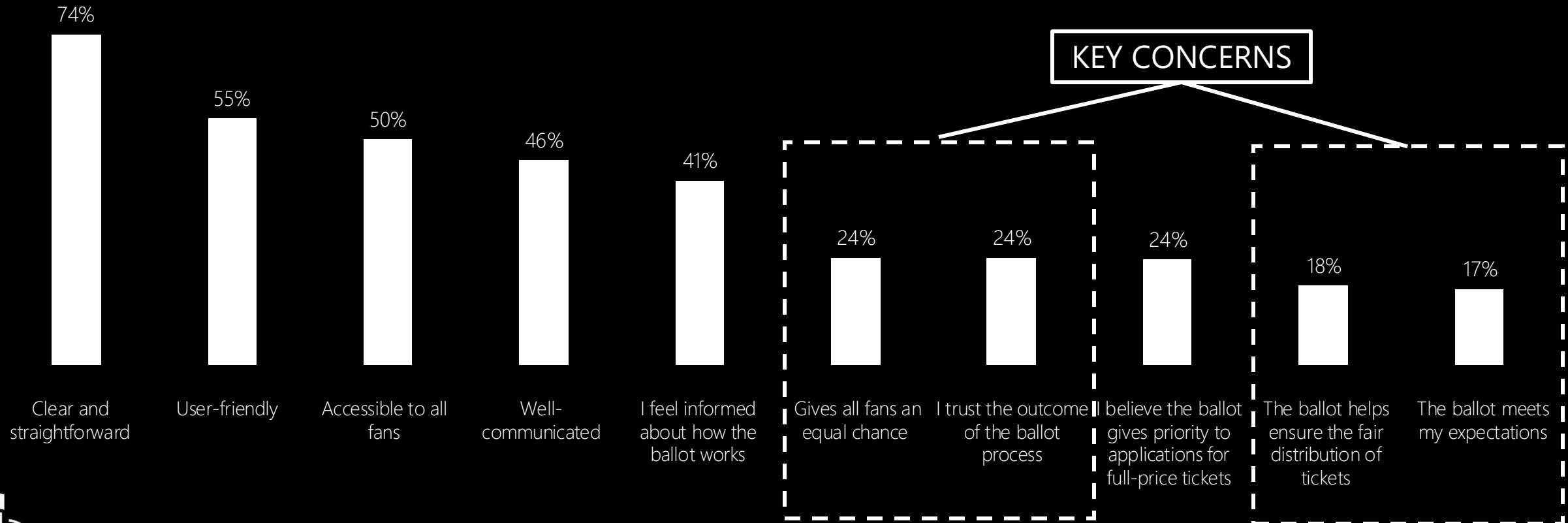


# The ballot is seen to be clear and straightforward but doesn't meet expectations

NUST members believe the system is unfair and doesn't give all fans an equal chance of success – showcasing how the random nature of a ballot can lead to unequal outcomes

Perceptions towards the ballot system – T2B agree %

■ All who have used the ballot at least once



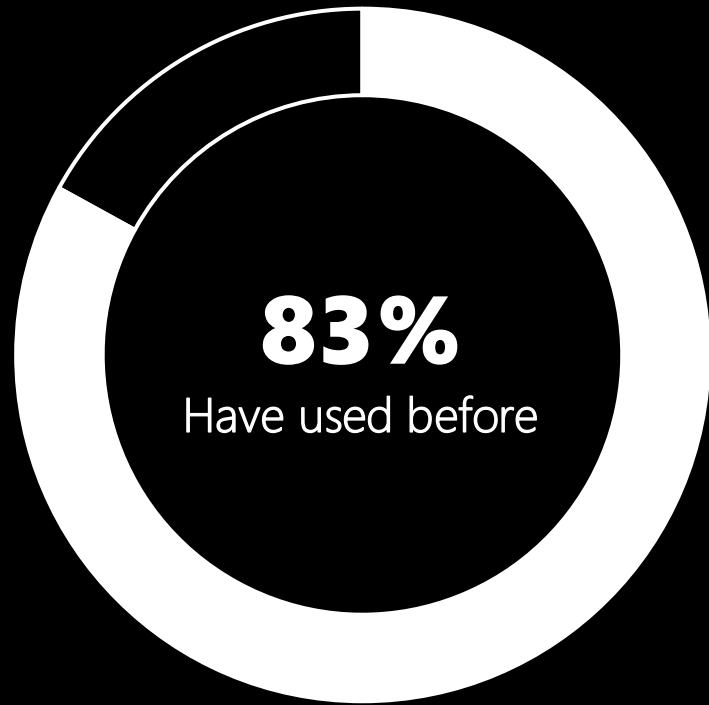
B5. How much do you agree or disagree with the following statements?  
Base: All NUST Members who have entered the ballot at least once (586)

# Most NUST members have used the Member sale and sentiment is just above the midpoint on the scale

Many who have used it before feels it is just another lottery system

Usage of the Member sale  
*All who have purchased tickets*

Rating of method  
*Among users*



"The general sale is a ballot in itself as [it] just gives you a random number in the queue and [tickets] are sold out in no time"

"The stickman queuing system benefits those that can log on with the most browsers or devices."

"It's too complex and confusing. Not clear how priority is assigned in the queue."

"The small amount of general sale tickets is a good idea, but the website cannot handle the demand. If you are lucky enough to get a good number in the queue, there's a strong chance the site will crash when you get through"



B4. Have you ever used the Mags Member sale option? option (Stick man queue after the main ballot – image below)B4a.. How would you rate the stick man queue (Mags Member sale) method of purchasing tickets? B10a. You said you thought the ticketing experience at NUFC is <PIPE ANSWER FROM B10>. Why is this? Please be as detailed as possible.  
Base: All NUST Members who have entered the ballot at least once (586), All NUST members who have used the members sale (508)

# TICKETING: NUFC WEBSITE FUNCTIONALITY & THIRD PARTY TICKETS



## Restricted Access

You have attempted to enter a waiting room, but the access link is invalid. Please ensure that you are using the correct valid link.

[What is this?](#)



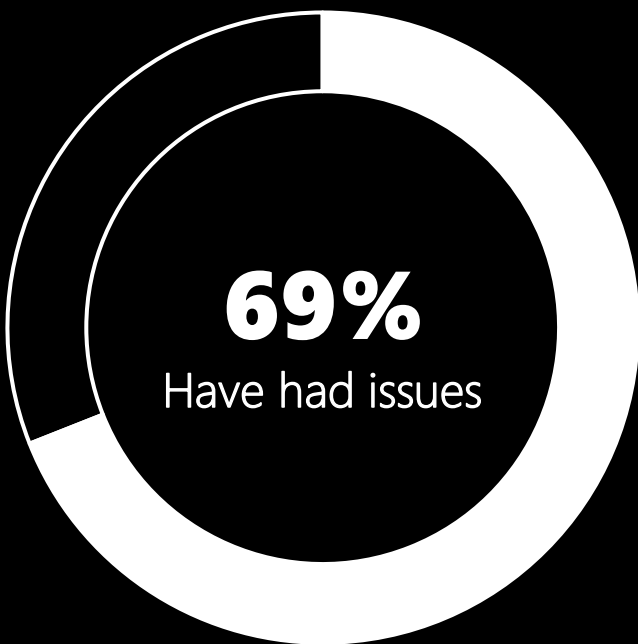
Queue-it

# NUFC's ticketing site is mired by issues, with NUST members calling out issues across the process

The club's primary focus should be seat reservations and ensuring glitches and loading issues aren't affecting fans while purchasing tickets

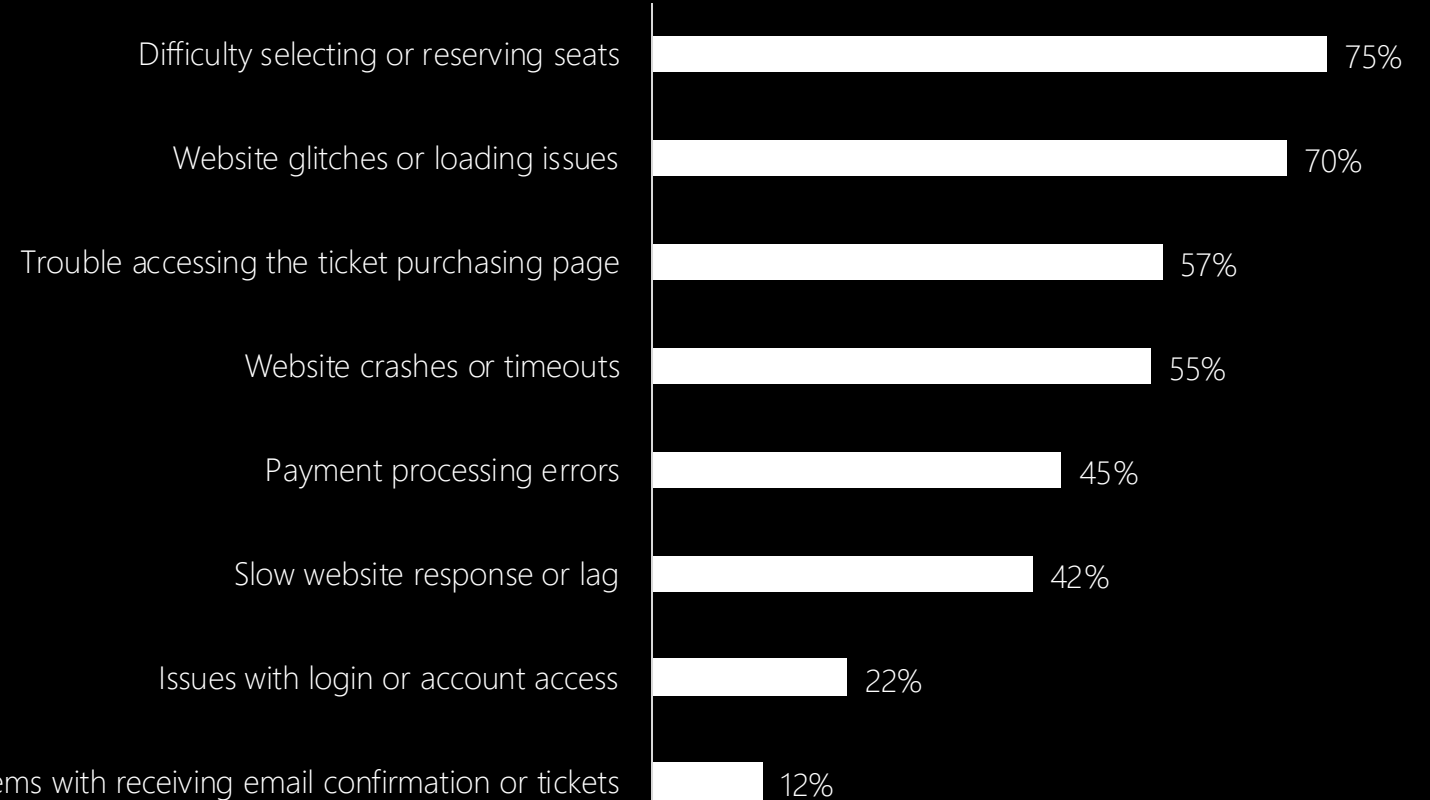
Have NUST members had issues purchasing tickets through NUFC?

*All who have used the ticketing site*



What issues are NUST members facing when purchasing tickets?

*All NUST members who have encountered issues*



B6. Have you ever experienced any technical issues (such as error messages or website glitches) while trying to purchase tickets on the club's website? B7. Which of the technical difficulties below have you experienced?

Base: All NUST Members who have entered the ballot at least once (586), All who have experienced issues on the NUFC ticketing site (405)

# A small number of NUST members have turned to third party resellers to get into home games – most are paying a large premium

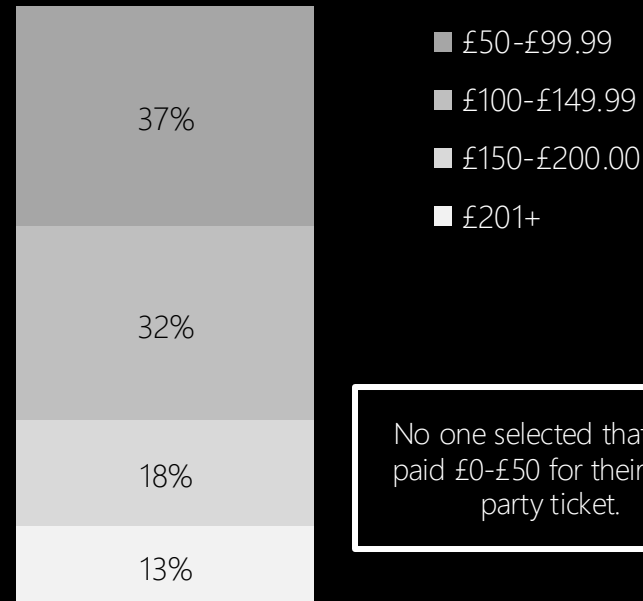
Despite getting these tickets through illegitimate means, most have used them without issue

Have NUST Members purchased tickets from third party sites?  
*All who have purchased tickets*

# 12%

Have used before

Cost of third party tickets  
*Among those who have used third party sites*



No one selected that they paid £0-£50 for their third party ticket.

Did the third party ticket work?  
*Among those who have used third party sites*

# 96%

Gained entry to the stadium



B11. Have you ever purchased NUFC tickets through a third-party website (E.g. StubHub)? B11a. How much roughly did you pay for (the/each) ticket? Were you able to enter the stadium with the ticket(s) you bought through a third-party website?

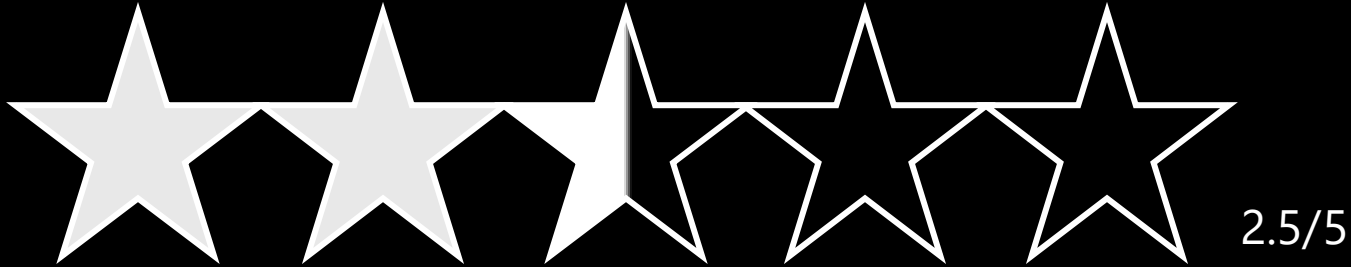
Base: All NUST Members who have entered the ballot at least once (586), All who have purchased third-party tickets (68)

# TICKETING: OVERALL RATING AND NUFC COMMUNICATION



# Overall, there is work to do. Sentiment towards ticketing is not particularly strong

Rating of the overall ticketing experience



B10. Thinking about your overall experience across all the elements of ticketing at NUFC, how would you rate your experience?  
Base: All NUST Members who have entered the ballot at least once (586)

# Those who rate the ticketing experience positively find it simple and feel they are able to secure tickets when needed

The Member sale is a welcome addition this season as it gives fans an additional chance to get a ticket

Why do NUJST members like the ticketing experience? – All Mags Members who rated the ticketing process as [Good or Very good](#)

## Member sale

"The resale gives me an opportunity to buy the tickets I want. In the unlikely event that I win the ballot, I can choose a seat in a section I want rather than being placed in a different part of the stadium"

"For people that are determined to get a tickets there are different methods instead of just a lottery of the ballot."

"I've been able to get tickets through the ballot and the subsequent members sale"

## Good success rate in the ballot

"Because through the general sale I've managed to get tickets for every game I've been able to attend"

"It's easy to buy tickets when I need them and any issues with buying are easy to solve."

"like I said, I've been successful on a few occasions, which is all I can ask for. If I had never been successful, it'd be a different story."

"I have been lucky with ballot wins and also using member sale so can't be too critical."

## Simple process

"Overall, the process is fair and straightforward. Some UI improvements to the website could be made."

"I think it is a simple straightforward process that may sometimes have a glitch or 2 on the website. But I've never had too much trouble.."

"On the whole I've had no issues really with using the online prices and downloading digital tickets etc."

"I find it very easy, well explained and very straightforward."





# Those who have had a negative ticketing experience feel disadvantaged, while others feel a lack of communication from the club

Any improvement to the usability of the ticketing website would quickly enhance the overall process

Why do NUJST members dislike the ticketing experience? – All Mags Members who rated the ticketing process as **Bad or Very bad**

## Poor access to tickets

"I've entered every single ballot, and I've not had a single ticket"

"Been unable to gain tickets for any home game league or cup"

"I just want a ticket! No chance of away tickets either"

"I have no tickets! I am not sure there is another lottery (ballot) in the UK where you don't know your odds of winning. The club won't share the quantity of available tickets"

## Website issues

"Inept software, no accountability for loyalty"

"Seems outdated and the seat selection part is poor"

"I've been through to seat selection then cut off from site more than once. The system has crashed on me."

"The website itself is not fit for purpose and frequently fails to deliver the correct experience"

## Lack of information

"Feel success rate is not what club "advertise". General sale is like a lottery, if you have an error with payment by the time you connect to the box office you have lost your ticket, and they are unable to help and tell you to just keep trying and then to ring back when the payment fails again, repeating the same process"

"Communication from last season onwards has been abysmal. The membership scheme is a borderline scam and ticket prices are getting to the point of being a total disgrace."

"Allowing an unlimited number of memberships has opened the door for touts and away fans to be able to access tickets for home games!"

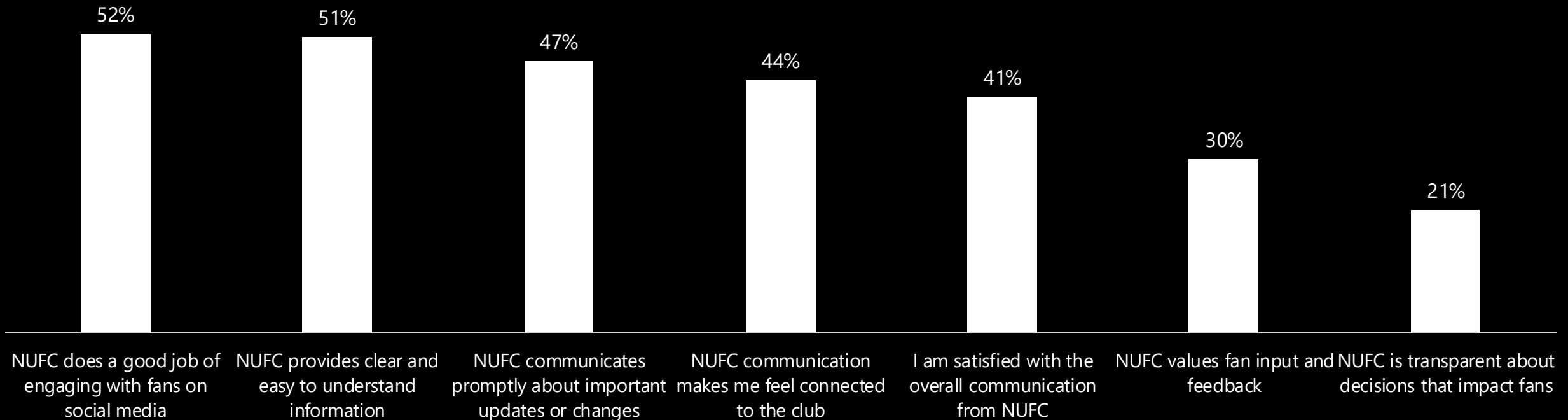


# Enhancing the connection between the club and its fans should be a priority, as many feel their feedback isn't heard or wanted

NUST members who responded to the survey are especially worried about the transparency of decisions that directly affect them.

How do NUST members rate communications from NUFC? – All NUST members

■ All NUST Members



# EXECUTIVE SUMMARY



---

**We understand that the long term solution involves expanding SJP or constructing a new stadium.**

**However, building or expanding stadiums takes time. In the short to medium term, the concerns of fans regarding the current Mags membership offerings and ticketing website functionality need to be addressed.**



# Executive summary

## Memberships and Match Attendance

**For most NUST members, access to ticketing is a key reason for purchasing a membership.**

Many NUST members have voiced concerns that the odds are against them, pointing to the large number of Mags memberships sold.

Attendance among NUST members has declined compared to previous seasons, with a significant increase in those who have not attended any games this season. Additionally, fewer members attended 5-9 matches or more than 10 matches.

Attending matches is a key way for members to engage with both the team and other fans.

## The Ballot

**The ballot is divisive, and the random nature of a ballot creates a perception of unequal chances**

The ballot is seen to be clear and easy to use, but NUST members hold significant concerns around fairness –fuelled by a lack of communication on the number of members who apply for each home game and the number of available tickets.

The random nature of a ballot means that some fans see an above-average success rate while others sit well below the average. This amplifies frustrations around ticket access.

Some fans concede that the ballot makes the best of a bad situation, while others feel it doesn't deliver on their expectations.

## Alternatives

**The Member sale is a good addition - for fans that have time to do it!**

The Member sale satisfaction rates are slightly higher than the overall ticketing experience, which suggests that NUST members are happy with its inclusion this season.

A small number of members have turned to third party sites to secure tickets. However, members are paying a significant premium when going through this route. That said, all but one member were able to get into the stadium with no issues.

## Ticketing Website

**The scale of reported problems on the ticketing website is substantial.**

Nearly 7 in 10 NUST members reported issues with the ticketing site, suggesting that significant improvements need to be made.

Improving the performance of the ticketing website would greatly enhance the overall ticketing experience for members. Members report various issues throughout the ticketing process, with the most pressing concerns being website crashes, glitches, challenges in selecting seats, and payment processing failures.



Thank you to all NUST members who took part in the survey.  
Your responses help us make a difference!

Huge thanks to NUST member and Senior Research Executive Will Eddy for his time, expertise and use of professional software in the survey itself and in the production of this report.

Questions:

NUST: [board@nufctrust.co.uk](mailto:board@nufctrust.co.uk)

Research: [William.Eddy@2cv.com](mailto:William.Eddy@2cv.com)





Newcastle United Supporters Trust

[www.nufctrust.co.uk](http://www.nufctrust.co.uk)

[board@nufctrust.co.uk](mailto:board@nufctrust.co.uk)

Newcastle United Supporters Society Limited Registration Number: 30721R

Registered Office: Ash House, Cleish, Kinross, Perthshire KY13 0LR