

BST Ticket Pricing Survey Results

ONLINE SURVEY MAY 2021

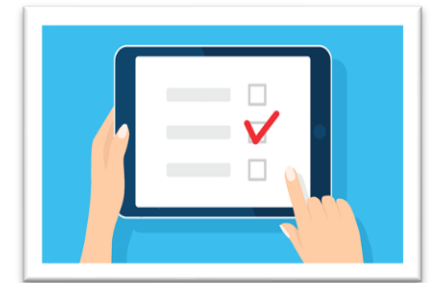
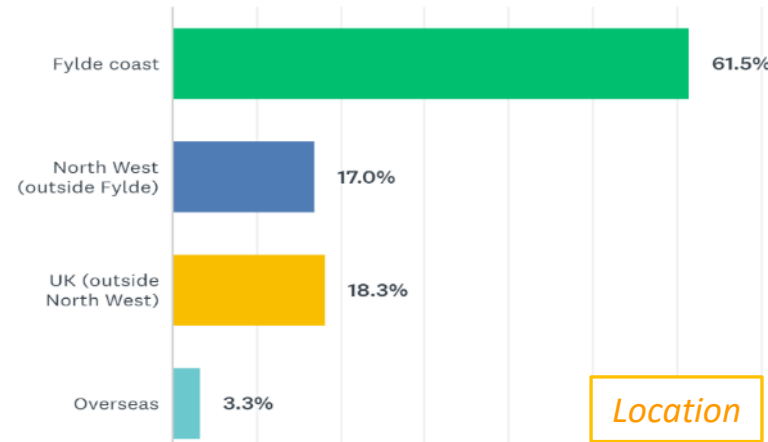
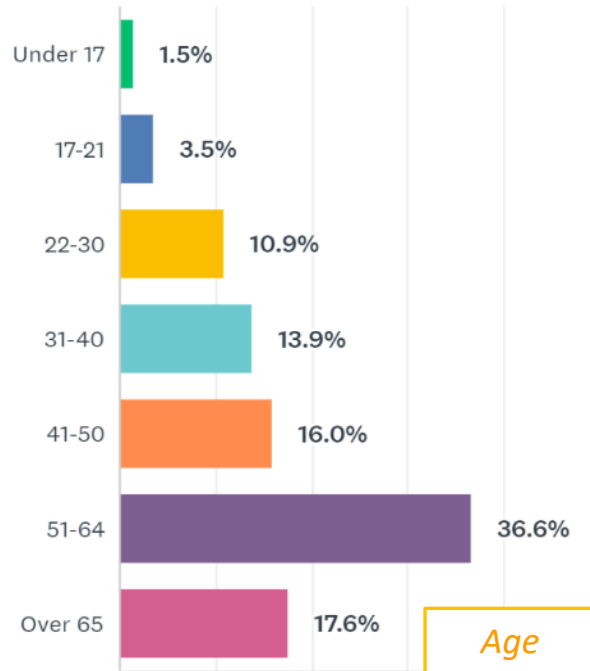
Contents:

- **Survey method and responses**
- **Summary**
- **Detailed results**
 - Planned attendance 20/21
 - Intentions to buy season tickets
 - Ticketing options and barriers to purchase
 - Ticket pricing
 - Fans' open feedback



Online survey: Survey method and responses

- Our online survey ran from **14th - 18th May 2021**. As with previous studies, the response rate was excellent, boosted by contributions from non-BST members, as the study was extended more widely to other fans and groups through Twitter, Facebook and other message boards.
- We had a total of **1080 responses**, with a similar age and location profile to the last study – as in the past, a high proportion are from the Fylde Coast but there are also a significant proportion of Exiles. Numbers are sufficient for us to analyse results by age, location or other variables, which are highlighted where relevant/actionable



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Summary: Key insights (1)

- **Return post Covid** – The majority of fans plan to return immediately or within the first month, with only a small minority not planning to return for three months or more. A slight upside is that some say they will spend more on non-ticket items when they return
- **Impact of promotion to the Championship** – Around three quarters are highly likely to buy a season ticket if BFC remain in League 1, rising slightly if they reach the Championship
- **Early bird offer** – The vast majority of those interested in a season ticket claim they will take advantage of the early bird offer
- **Barriers to buying a season ticket** – The main obstacles are distance and other commitments. Price is only mentioned by a few respondents. Many express an interest in a ticket bundle or membership scheme
- **Premium ticket** – There is a high level of interest in a premium ticket that comes with additional benefits for example extra discounts or hospitality options
- **Payment plans** – A third of those who don't currently buy a season ticket say some form of payment plan may entice them to do so
- **Price increases** – Around half feel prices should be kept the same for the coming season, though most others would accept a reasonable increase, in order to ensure investment in players and facilities. Few suggest a price drop



Summary: Key insights (2)

Ticket pricing

- **Psychological price points** - There appears to be several price points where fans' perceptions of value change e.g. £300 and £350 for season tickets, £20 and £25 for match day tickets
- **League 1** - There is an opportunity for a small price increase on **season tickets** without seriously undermining perception of value for money (as many are likely to recognise that this can all help with club investment in players, facilities, etc). A small reduction in current **match day ticket** pricing would impact value perception positively.
- **Championship** - If promoted, there is a rise in perceived ticket value, giving the club the option to move to the next price point for both **season** and **match day tickets**

Other key themes based on fans' comments include:

- Pricing should stay competitive to grow the fan base and attract young fans
- Affordability should be considered, to reflect local economic conditions
- Some would welcome different price structures e.g. memberships, ticket bundles, subscriptions and added benefits
- There should be some recognition for 20/21 season ticket holders, who bought in good faith yet were unable to attend



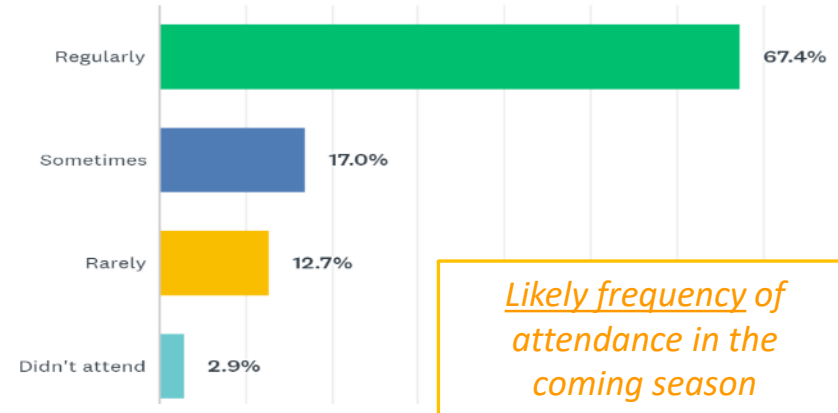
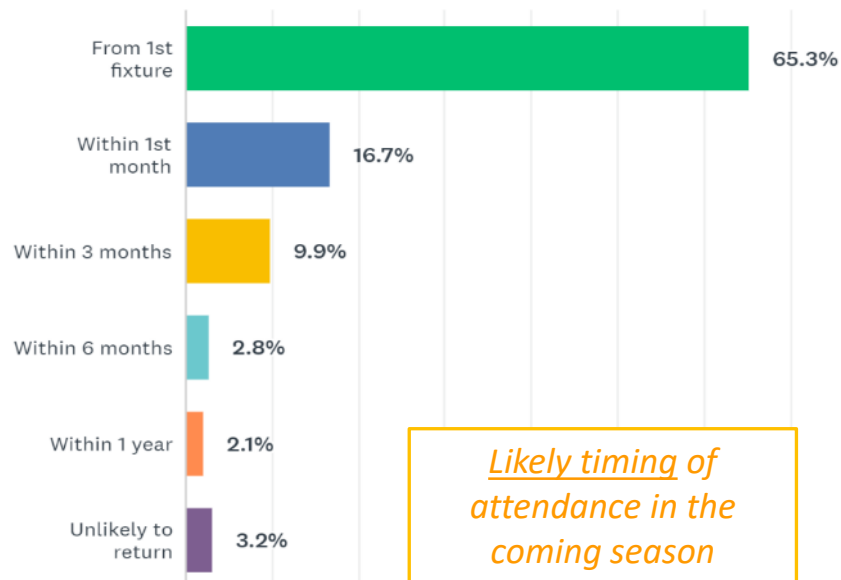
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Attendance: There's a keen appetite to attend games again as soon as possible

- On the understanding that sensible safety measures are in place, over 80% estimate they are likely to return to the grounds from the first fixture (rising to 90% for those living locally), with the majority of others swiftly following within the first month or so
- Though it's possible that attitudes may have changed since the last study in August 2020, a reminder that those safety measures deemed key back then were: availability of hand sanitiser around the grounds (said 67%) and social distancing where possible (in toilets/queues – 60%)
- And nearly 80% say they plan to attend regularly (though understandably, figures are much lower for those outside the North West (only 30%))



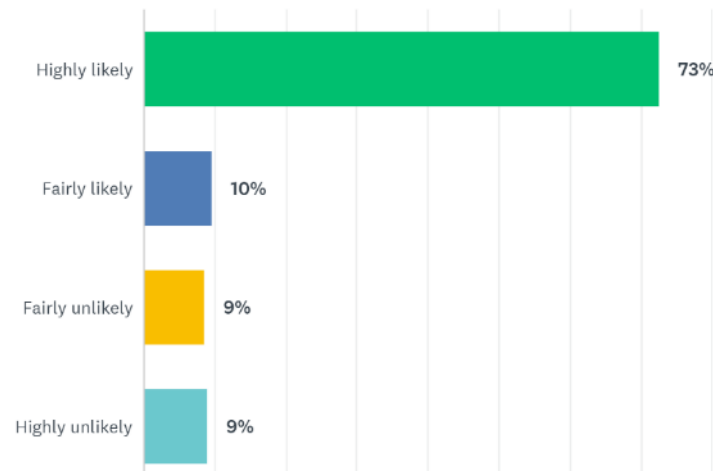
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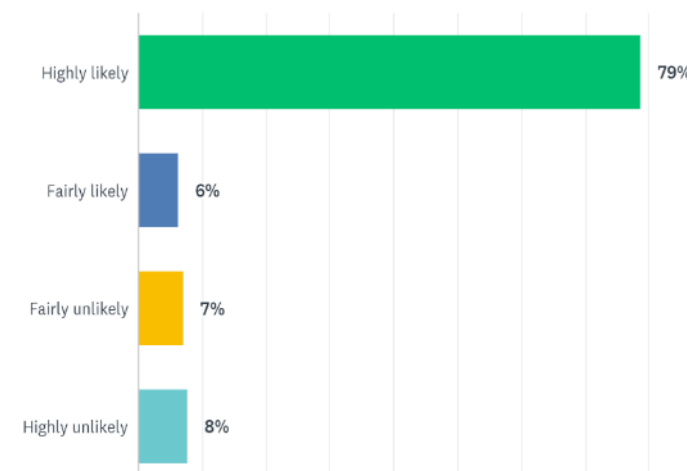


Desire to buy season tickets: Intention is high, especially if BFC get promoted

- Some 71% of fans had a season ticket in the past 3 years* and a similar number are highly likely to buy again for the coming season
- If BFC make it into the Championship this may further strengthen a desire to purchase – the number highly likely to buy rises to 79%. The impact of promotion is particularly marked among younger buyers (22 or under), as it would lift claimed high likelihood of buying scores from 58% to 81%



*Intention to buy a season ticket for
2021-22 if BFC in **LEAGUE 1***



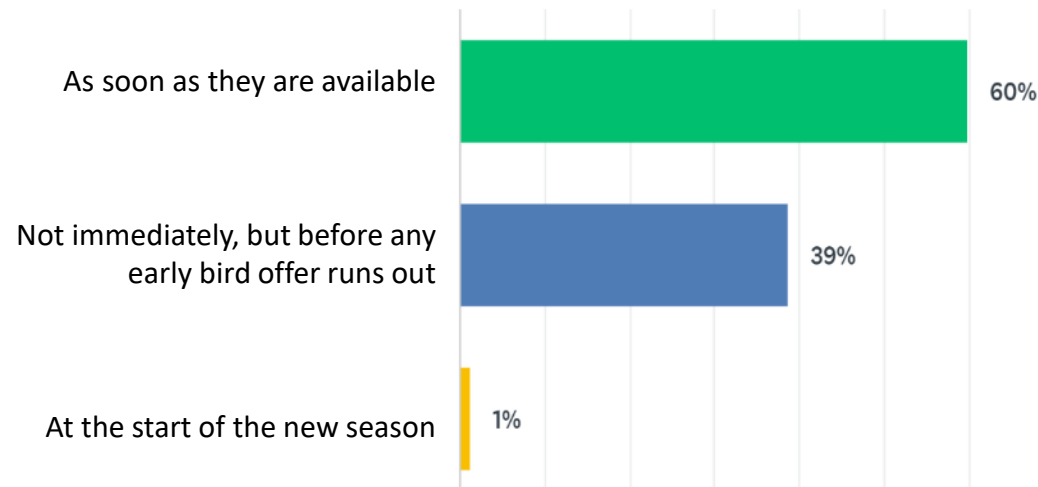
*Intention to buy a season ticket for
2021-22 if BFC in **CHAMPIONSHIP***

* NB: The question was extended to ask about purchase in the last 3 years, not just last year, as 2020 figures alone would not be representative of a typical season, due to Covid

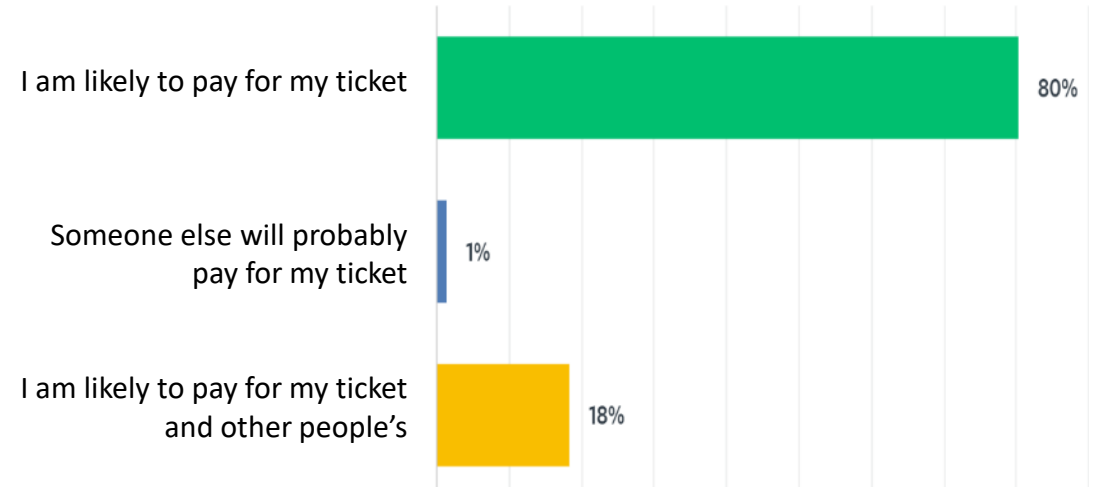


Desire to buy season tickets: When they are bought is likely to be fairly early

- As well as an appetite to return to the grounds quickly, fans are also keen to get on and buy their tickets, with a large proportion saying they will do so as soon as they are on sale (whereas last season there was more reticence to act quickly due to uncertainty about Covid)
- Most others intend to do so before any early bird offer runs out
- And the vast majority will pay for their own ticket(s), as well as around a fifth paying for others too (eg: a child/partner)



Intended TIMING of buying a season ticket



Who is likely to pay for tickets (season/match day)

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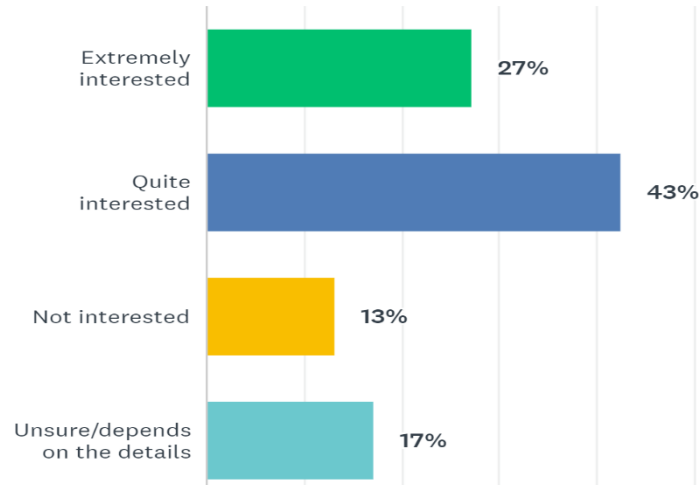


Ticketing options: A premium ticket or monthly pricing option appealed to some

We explored the idea of different variations on current ticket pricing practices, both of which held some appeal:

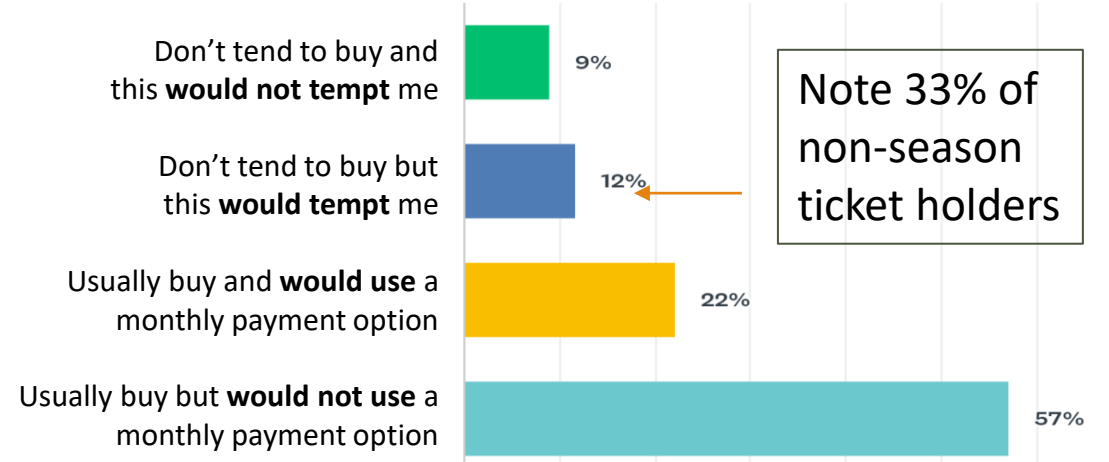
Interest in a premium ticket

- There was minimal description beyond the idea of a special package, (eg: possible discounts in club shop/hospitality, prize draws, use of i-follow, etc) so some want more details
- But nearly two thirds have some level of interest – appeal is similar across age groups and slightly higher among those out of area (perhaps use of i-follow is what appeals to them)



Interest in a monthly payment option

- There was some interest in the idea of a monthly payment plan, 33% of those not buying season ticket said this would tempt them .
- And some (22%) who do usually buy one may be interested in this, though more than half would not (so in total this appeals to around a third of fans)

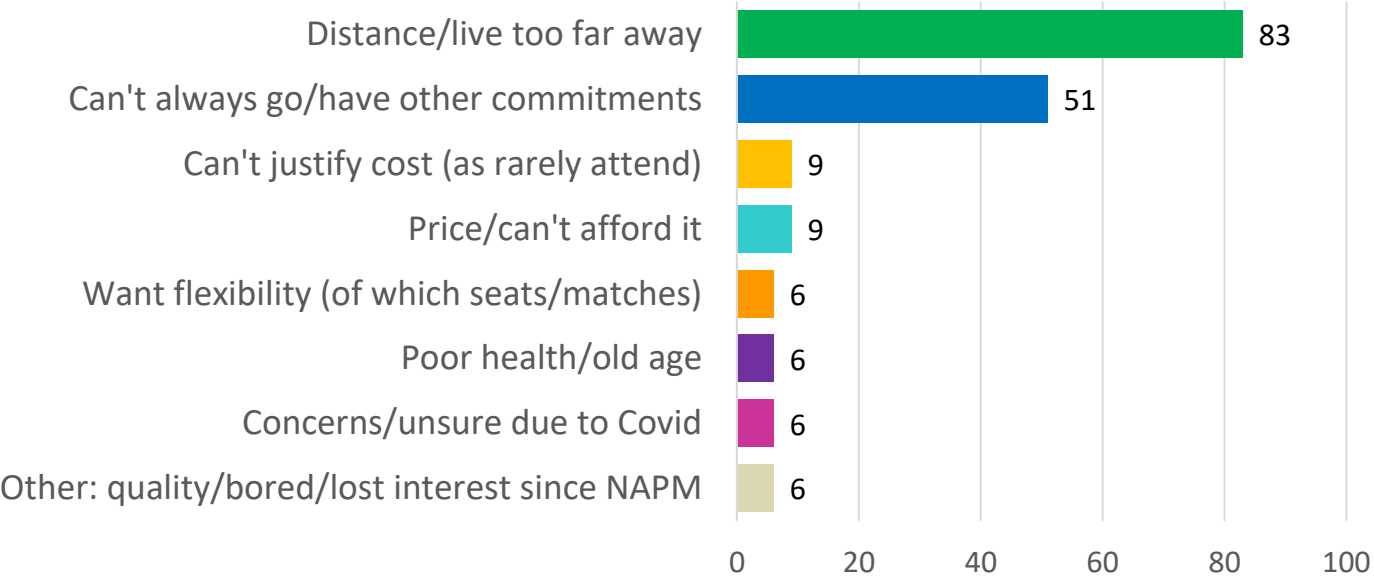


Barriers to buying season tickets: The main reason for non-purchase is distance

- Reasons have changed markedly since last season, when the key barrier was Covid (safety/uncertainty)
- This time the key issue is cited as distance – far away fans don't attend enough matches to justify the expense
- The second main reason is family/work/other calls upon time which make commitment to too many matches difficult
- This is why some (here and at other questions) express interest in an online ticket/bundle price for say 8-10 games, ie: a way of supporting the club, incentivising attendance, yet not committing them to the whole season

Illustrative comments

I live too far away to make it economically viable. A games package may be more viable



Reasons for not buying a season ticket (number of mentions)

I live in London and go to most games in the south but this doesn't enhance my chances of getting a ticket to important games (eg: the play offs) semis, final. I feel our support is disrespected!

I live 250 miles away. If the club offered an online season ticket, I'd definitely buy one. It could even be more than a "standard" season ticket as I'd rather give my money to the club than train companies

I was a 20 year season ticket holder. With NAPM I found other ways to occupy my Saturdays. The opportunity to bring me back was missed due to ticket pricing



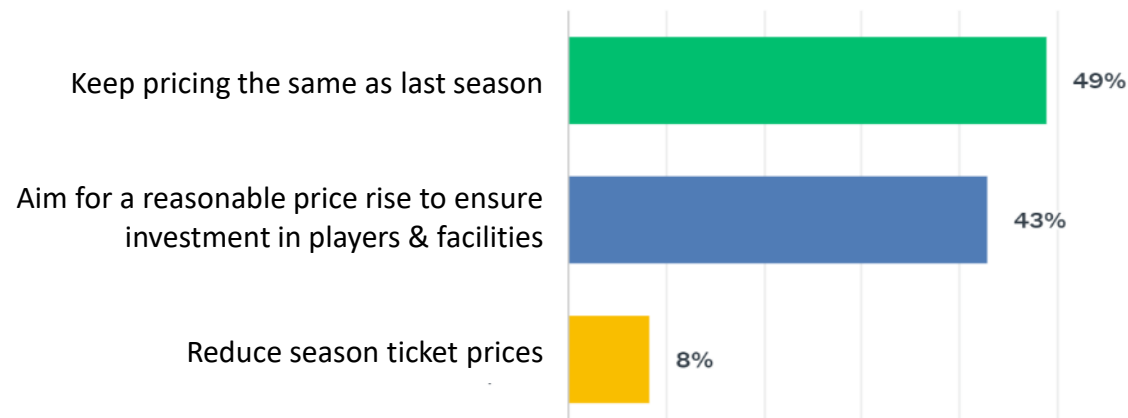
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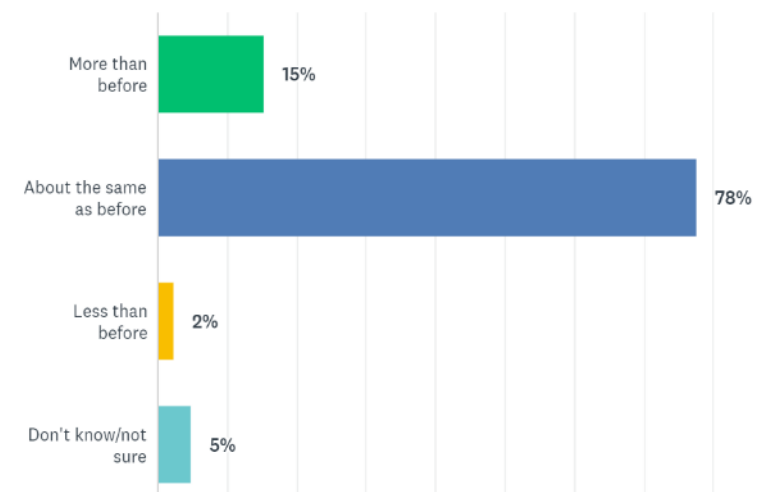


Ticket prices: Raising prices this season would seem preferred to reducing them

- One might imagine there to be little appetite among fans for raising prices this coming season, given the inability to attend games last year and the economic impact of Covid, both of which might imply supporters expect greater value for money this year
- Yet although around half are in favour of keeping costs the same, many of the rest are accepting of a reasonable price rise and can perhaps understand the rationale that funds can facilitate more investment in the club. Indeed only 8% feel ticket prices should be reduced
- Willingness to help swell club coffers is also reflected to a degree in a question about likely spend this coming season – while the majority envisage no change to their spend, around 15% predict they will buy more non-ticket items this year (rising to 22% for 23-50 year olds)
- Perhaps scores reflect either pent up demand after a year stuck at home, or feel-good factor after this season's performance. Following charts provide more detailed findings on willingness to pay



*What the club should do about pricing
(season tickets and match day)*



*Likely spend on non-ticket items
in the coming season*

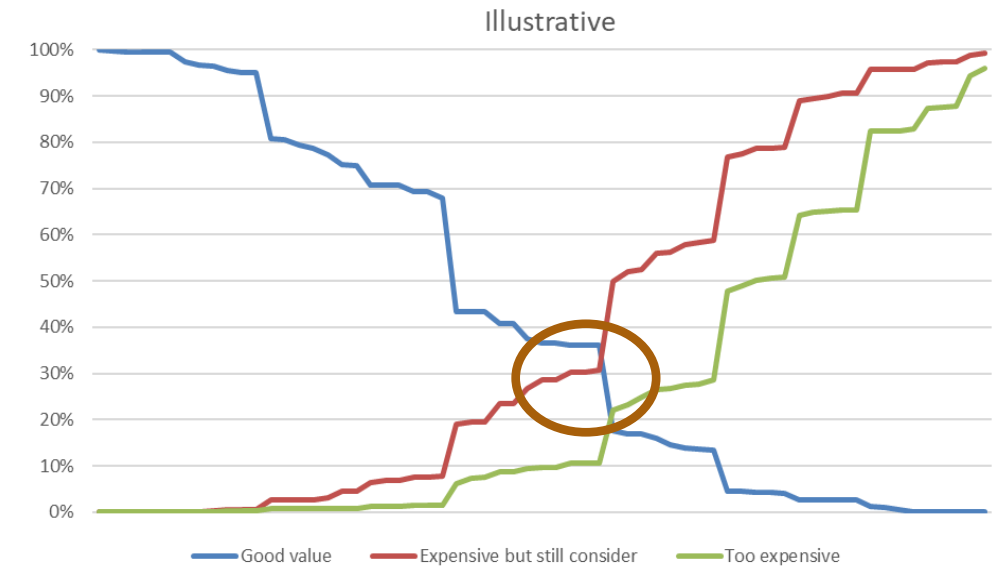


Ticket Pricing: Willingness to pay

- To establish what fans believe is reasonable to pay for tickets we asked the following questions. For both League 1 and the Championship
 - What price do you feel seems good **value for money** for a season ticket?*
 - What price do you feel seems **expensive** but would **STILL** consider buying?*
 - What price do you feel seems **too expensive** and would NOT consider buying?
- Respondents who indicated they were likely to buy a season ticket were asked about season ticket pricing. Those indicating they would probably buy match day tickets were asked about match day pricing
- Not surprisingly, we observed a wide range of suggested price points across the fan base, but by triangulating the cumulative answers of these three questions, we can identify key price points that are acceptable to the majority of supporters (see table)
- It can be seen that the willingness to pay increases significantly if Blackpool are in the Championship

Adult ticket - Excluding Blocks L,M,N

	League 1	Championship
Season ticket	£299	£349
Match day	£19	£24.50



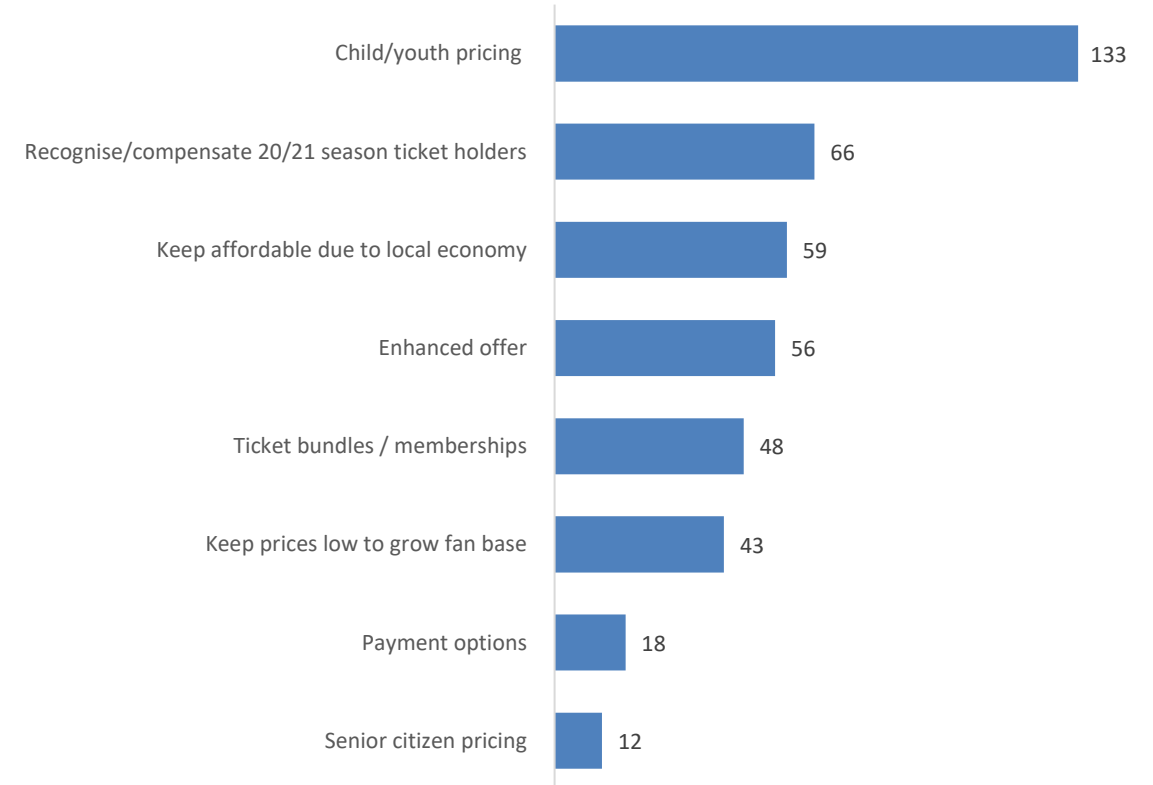
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Open feedback: There were many further ideas about ticket pricing in general

- There were over 500, often detailed responses to the open question **“Do you have any other suggestions to the club about ticket pricing in general?”** which have been summarised into key themes
- There were over **133** suggestions relating to pricing of tickets for children or young fans. Many felt that a whole generation had been lost during the boycott period and more recently with Covid
- A further **44** felt that keeping prices reasonable would help fill the stadium and benefit the club through other revenue streams such as merchandise and catering
- And **58** commented that due to local economic conditions and the impact of Covid, the club should keep the tickets affordable
- On a different theme, **66** mentioned a wish for some recognition or compensation to 20/21 season ticket holders
- Suggestions relating to enhancing the season ticket offer were made by **56**, including access to I-follow, parking passes and hybrids of or preferred access to hospitality
- Ticket bundles or memberships were suggested by **48** fans, many of whom were exiles or worked odd shift patterns.

Do you have any other suggestions to the club about ticket pricing in general?



Number of mentions



Open feedback: Some illustrative comments from fans

Keep the prices affordable so more fans come to games. The bigger the crowd the better to help the players

I just think it would be a nice gesture to not increase season ticket prices next season as a thank you to the fans who bought this season, knowing that there was a chance they would not be able to attend ... I know it was clear from the outset that no refunds would be given but no-one expected to watch no matches

Tiered pricing charging higher rates for key games may help generate more funds and encourage larger crowds for non- key games

I'd like a season ticket to include free I-follow access for home games too. As I get older, Tuesday nights in the cold become a problem and I'd like to have the option of watching at home for free, as I have already bought a ticket

Just be sensible with children's prices. There has been so much disruption over the last few years we need to get the kids of the future captured! ... Make it more of a full day out. More entertainment, bars and food. Not just 90 mins of football

Increasing prices would be an issue for some given the current climate and reliance of the local economy on tourism and other factors that have been almost wiped out over the past year. However there will be a significant portion of fans who are happy to pay a bit more given the infinitely higher product now on offer and the knowledge that the money will now be spent properly (which couldn't previously be said). It's probably not for everyone, but there is definitely scope for prices to increase and still be more than competitive. Maybe a scheme where fans can pay an extra £50-100 and get a nominal benefit but that extra money goes into some sort of hardship fund

I live in the South. I buy a season ticket to support the club and attend less than I used to. I would like the club to be able to use my seat when I cannot attend

I would be interested in a 3 or 5 year season ticket option

Do Saturdays only season tickets for 2/3rd of price for those who can't make midweek

Apart from the availability of an online season ticket, I would also welcome a carnet style season ticket only available for those who live more than 100 miles away from Blackpool. If this allowed you to go to 15 league games, and was pitched in between season ticket and match day prices, I might well be tempted to buy one whichever league we are in

Keep it affordable for the kids, they are the supporters of the future. I for one am happy to see a reasonable increase in ticket prices and would support the owners in this

Talk with Blackpool council to see if possible to include parking for fans within season ticket prices for those who want it ... A car park pass would be great to avoid massive queues





THANK YOU

