

Ipswich Town First Survey of Ipswich Town Supporters (January-April 2014)



INTRODUCTION

In January 2014 the Ipswich Town Independent Supporters Trust IpswichTown1st invited all ITFC fans to take part in an online survey. The aim was to identify any issues about which Town fans were feeling particularly strongly, so that the Trust could accurately and vigorously represent members' interests. We anticipated the results would help the Club to build stronger relationships with fans by exploring in more detail people's motivations and responses: either to the experience of still 'going to football' or in other cases, to appreciate some of the reasons why people may have chosen not to.

Initial results were presented at the 1 February 'Fans Forum': these are regular meetings hosted at Portman Road by ITFC's commercial and administrative team, at which interested groups and individuals provide feedback about fans' views. A few days after that a wide range of 'special ticket offers' were publicised for most remaining ITFC home games February-April 2014. This strongly suggests that the Club already shared Ipswich Town1st concerns about the long term trend of shrinking Portman Road attendances; and perhaps had been encouraged into prompt action by the warm reception to the survey's wide ranging content.

Below are key initial messages given to ITFC's joint Chief Executive and other club staff at that 1 February 'Fans Forum'. The pages that follow offer an in-depth summary of other key data. The purpose of both is to guide Ipswich Town1st and to encourage ITFC's leadership team into developing a longer term, strategic and more creative approach to the Club's relationships with its fans.

Headline issues from initial analysis (early February 2014)

- *Match day ticket prices and overall cost of the day out* are the main thing that put people off going to Portman Road – particularly younger people under 30
- A "fair price" for admission to Portman Road is considered to be *£25 or under*
- There is widespread discontent at the prices that ITFC charge to *away fans*
- There are high levels of satisfaction with *season ticket prices*
- *Cup game discounts* and *Kids For A Quid* are seen as popular ways to attract more fans
- ITFC's *current attempts* at drawing bigger crowds in early 2014 were perceived very poorly
- The *closure of the ticket office* appeared to be a significant barrier for some fans in purchasing tickets but not for others

"There appears to be a major problem with how supporters perceive the club's efforts to attract them to Portman Road. The poor ratings given to various attempts to draw bigger crowds, combined with the extent to which match day ticket prices are putting people off attending, suggests that significant numbers of people who could be tempted to Portman Road feel that the Club isn't doing as much as it could to attract them. In particular the cost of match day ticket prices is off putting for those in the 0-18 and 18-30 age range. This a cause of significant concern if it means that a potential younger generation of supporters, who might one day become season ticket holders and start bringing their own children along, aren't getting into the habit of attending. On a more positive

note, three quarters of season ticket holders believe that they pay a “fair” price for their season ticket, a view which is evidenced by the relatively high renewal rates for season tickets in recent years, despite generally disappointing performances on the pitch. ITFC’s loyalty to season ticket holders in keeping prices at a reasonable level is clearly being rewarded and should be commended. It is interesting to note the discontent with the prices charged to away fans. It might have been assumed that this was an issue over which home fans did not have much interest, but the reported strength of feeling suggests that Town fans do not like to see away supporters put off from attending by ticket prices – possibly because they want to see a full away end to help create more atmosphere.”

See <http://ipswichtownfirst.wordpress.com/2014/02/11/supporters-trust-survey-shows-town-at-risk-of-missing-the-next-generation-2/> for original release.

APRIL 2014: MAIN REPORT AND OVERALL DATA SUMMARY

This ‘final report’ was compiled in March/April 2014. The quantity of data available and the time demands of analysing it, means that unlike the February summary this summary was largely written by one Ipswich Town First committee member (Grant Bage). Although his analysis does not necessarily reflect the precise views of all other committee members, it broadly reflects the concerns and approach of [Ipswich Town1st](#); and builds on valuable contributions from other committee members (especially Susan Gardiner and Gavin Barber).

We make no claim to particular expertise in survey methodology or research approaches and inevitably the survey reflects a snapshot in time: questions were formulated in December 2013 and data collected in January/February 2014. Yet for all its limitations this survey and the current report provide a wide and perhaps unique range of evidence about the views, opinions and experiences of nearly 600 Ipswich Town fans. At the time of writing (29 April 2014) ITFC still has one game to go of the 2014 Championship season and the Club made a late, ultimately unsuccessful push for the ‘Play Offs’. Who can know whether fans’ opinions on the questions we asked a few months ago, would have changed completely if promotion to the Premiership had been secured in a 24 May Wembley play-off final? Or might fans’ views and some of the trenchant criticisms in this report, be reinforced further faced with another season in the Championship? Either way the Club has yet to announce its match day ticket prices for the 2014-15 season and in contacts with [Ipswich Town1st](#) have welcomed our contribution to learning more about fans’ perspectives. Indeed on 20 February 2014 the Club announced its own survey conducted by a commercial research company. Many of the questions asked were similar to our own and had therefore already been answered by nearly 600 ITFC fans. As one TWTD poster commented *“Seeing as most of the questions have been copied from the annual survey [publicised] on this site, you have to wonder why they didn't just lift the results from here?”* <http://www.twtd.co.uk/ipswich-town-news/24678/take-town-survey-win-portman-road-tickets> .

A strong clue to the answer may be the Club asking, in their own questionnaire *“Would you be interested in joining an on-going Ipswich Town community, in which you can earn rewards for telling us your views?”* An ‘ITFC focus group’ is an interesting idea and from the point of view of [Ipswich Town 1st](#) we are delighted that the Club has flattered us a little, by imitation. But we would also like to remind our members and all ITFC fans that [Ipswich Town1st](#) already represents an ‘ongoing Ipswich Town community’; and one which the Club can consult for free, when they choose.

In-depth surveys of football fans, by football fans, are also not as frequent as they should be: and there appear to have been very few in the case of ITFC. Considerable effort has therefore been

invested in producing this report, over the last four months, working on the basis that if ‘we don’t do it nobody else will’. It therefore summarises data from the most significant questions and data sets, offers headlines from their analysis and is being circulated to Trust members, the media and the Club. But in particular it tries to lend a powerful voice to fans themselves, by including a large number of representative written, personal qualitative comments offered by individual ITFC fans. Although some of these comments repeat concerns illustrated in the quantitative data, they do so in ways which are far more distinctive and individual. Many other comments also contain ideas or feelings which cannot be expressed in statistics, and so have been reproduced in full.

Finally and just to be clear about the provenance of this report: [Ipswich Town1st](http://www.ipswichtownfirst.co.uk) is a voluntary group of Ipswich Town Supporters committed to improving the representation of fans’ views and interests. Our prime aim is *“To enable the views and interests of supporters to have a greater influence in the decision making of the Club”*. One way in which we do this is by trying to *“strengthen the bonds between the Club, the supporters and the community and aid communications in matters of interest”*. This survey and report are designed to achieve those objectives. Read more at <http://ipswichtownfirst.wordpress.com/aims-and-objectives/>

OVERVIEW OF RESPONDENTS

CONTACT DETAILS

- The survey had 592 responses 86% of whom supplied contact details.

GENDER

- 93% of respondents were male and 7% female. ITFC will be asked to share data on the gender balance of season ticket holders at Portman Road, to see if this figure reflects those proportions.

SEASON TICKETS/MATCH DAY TICKETS

- 56% of respondents were season ticket holders, 44% were not. This latter 44% could therefore be viewed as *key potential* customers. Taking an analogy from another field if these respondents were viewed as ‘floating voters’ in an election for a marginal parliamentary seat, political parties would be battling to find out their views and present policies to match.
- The balance of season ticket/non season ticket respondents reflects a higher proportion of non season ticket holders than is normally present in a Portman Road crowd. For example (and as approximations) the average ITFC home game attendance in season 2012-13 was 17,500 including away fans and 12,500 season tickets were sold. Even assuming a ‘home attendance’ of 17,000 then a maximum of 73.5% of ITFC’s 2012-13 home support was ‘season ticket holders’ with the other 26.5% having bought tickets on the day. This compares to 56% of respondents to this survey having a season ticket and 44% of which do not.
- The survey’s 592 respondents therefore appear to be strongly representative of the sort of people that ITFC say they wish to attract, either into more regular attendance or into season ticket purchase.
- 176 respondents claimed to have held a season ticket before, but not at the point of answering the survey. The turnover or churn amongst season ticket holders may therefore range up to 30%, suggesting that the Club needs to battle hard to ensure ‘renewals’.
- Former season ticket holders when asked ‘what was the main reason you gave it up?’ offered ‘cost’ (17%) followed by ‘university’ (14%) and ‘football’ (13%). Some typical and interesting comments illustrating ‘why people gave up season tickets’ were:

WHAT WAS THE MAIN REASON YOU GAVE UP YOUR SEASON TICKET?

- *"Cost and atmosphere."*
- *"Cost and the quality of football on offer."*
- *"Costs of travel (£600 for a train season ticket from London) and time pressures on my weekends."*
- *"Team were performing too poorly on a consistent basis, plus the time it took to travel to Portman Road and the cost."*
- *"With a young family, could not justify the time and money it took to attend games."*
- *"Loss of connection with ITFC. It's a different club. Marcus who?"*
- *"I work shifts and work 2 from 5 Saturdays so cannot always guarantee leave or being off. Also I moved to Yorkshire which makes it more difficult."*
- *"Price and the boring football with Keane and Jewell."*
- *"Dad couldn't afford it, the petrol cost there and back was too much, plus the price for him was a lot but for me was really cheap."*
- *"It was when I was young and my dad paid for it!"*
- *"Experience of attending Portman Road and sitting in silence for 90 minutes became boring and a chore, rather stand and sing at Aways."*
- *"Standard of football being played at the time and also cost of petrol as I have to undertake a 200 mile round trip to see games, but I go to see as many games as my pocket will allow, now that I am a pensioner."*
- *"Fed up with the way the club was being run. Resolved not to renew until Sheepshanks had no involvement whatsoever. By the time that day arrived didn't feel the need to have a season ticket anymore."*
- *"Held a season ticket since 1978. Found the last 5 years very hard to watch, don't enjoy the current product, not enough possession or attacking football."*
- *"Mortgage, Moved, Money, Marriage, Job. Lack of time and money basically made it not worthwhile having a Season Ticket."*
- *"Up until this season I was a season ticket holder but I was finding the travelling from Gloucestershire to each home game to be both time consuming and expensive for what had been little reward once I got to Ipswich! "*
- *"Moving away from East Anglia, I kept it for two years but the tipping point was paying £400 to get back for the 1-5 Norwich game."*

SEASON TICKETS/MATCH DAY TICKETS continued

SEASON TICKETS AND TICKET HOLDERS

- 75% of season ticket holders thought their season ticket for 2013-14 was a fair price, 25% did not.
- 63% of season ticket holders 'always' or 'often' spend time with friends when they go to Portman Road.
- 50% of season ticket respondents 'never go with a partner or spouse' but 19% 'always go with a partner or spouse'.
- 325 people chose from a pre-selected list of six reasons for 'buying a season ticket'. They rated these reasons as *very important*, *quite important*, *matters slightly* or *does not matter*. Under the *very important* category for buying a season ticket responses were:
 - 64% 'because it is cheaper than separate tickets'.
 - 53% because it enabled them to 'stay in the same seat',
 - 50% out of 'loyalty to the club',
 - 30% to 'guarantee me a ticket'
 - 21% because 'my family does'
 - 11% because 'my friends do'

Put another way ITFC season ticket holders in descending order of importance therefore appear to:

- count the cost
 - stick around in the same place
 - be very loyal to the club
 - feel slightly insecure about being guaranteed a ticket
 - hang around with their family more than their friends
- Interestingly, only 1 in 40 season ticket holders ever seemed to share their season ticket.

FRIENDS AND FAMILY

- Answers to another question (Q10) 'which people do you spend time with at Portman Road?' revealed that season ticket holders were fairly family-oriented with an average of 20% of season ticket holders 'always' attending games with their partner, parents or children.
- They were even more sociable with their friends: 63% answered that they 'always or often' spent time with their friends when going to a match at Portman Road.
- Or to put it another way football at ITFC as a (comparatively) unsuccessful Championship Club over the last decade is for many fans apparently more about friends, community and kinship, and less about cups and promotion.

BUYING MATCH DAY TICKETS

- People who were not season ticket holders said that the three main perceived reasons for sometimes choosing to buy match day tickets rather than a season ticket were:
 - 'I cannot attend enough matches in a season to justify a season ticket' (79% very or quite important);
 - 'A season ticket is too big a financial commitment' (61%) and;
 - 'I live too far away to attend regularly' (55%).

AGE

- 4% of respondents were aged 0-18, 25% aged 18-30, 18% aged 31-40, 25% aged 41-50, 16% aged 51-60 and 12% were over 60.
- Only 1 in 25 respondents for this online survey were under 18. Three times as many people over 60 years old completed the survey as compared to those under 18 years old.
- Such figures suggest either that younger ITFC fans are considerably outnumbered by older ones: or that something about how this online survey was constructed and publicised unintentionally advantaged older age groups in responding to it.

FIRST MATCH AT PORTMAN ROAD

- Following on from the above 68% of those responding to this survey reported their 'first match' was either in the 1970s, 1980s or 1990s.
- For another 19% this was the case in the 1960s or 1950s.
- Only 12% of those responding saw their first match in the 2000s, and only 1% had seen their first game at Portman Road in the 2010s (so seasons 2010-11, 11-12, 12-13 or 13-14 up until January 2014).
- Put another way at least 87% of ITFC customers appear to date their allegiance to attending ITFC from around 15 years ago or more.
- As paying customers ITFC fans appear to be significantly weighted towards older sections of the population. Where are new, regularly-attending and committed ITFC fans to come from in future decades, as the older generation passes through and passes away?

FANS' HOME LOCATIONS

- 25% travelled 70+ miles to attend a game at Portman Road compared to 23% who travelled 0-5 miles.
- Given such data ITFC is not just a 'local club'. If it wishes to attract higher crowds then its pricing and marketing needs to take 'travel time and cost' into account in whatever ways it can: at least 1 in 4 of the regular attendance at Portman Road has travelled at least 70 miles to be there.

FANS' FEELINGS ABOUT THE PRICE AND MARKETING OF TICKETS

- When asked 'does anything put you off going to Portman Road?' from the ten options and over 500 responses given, the most categories of 'very important' were 'ticket prices' (45%) and 'overall cost of the day out' (36%). 34% of those answering this question said that 'difficult to buy tickets' was 'very or quite important'.
- 42% of people thought £16-£20 was a fair price to watch a Championship match at Portman Road, 39% thought £21-£25.
- Over 500 people answered the question 'please rate how these do or could influence your purchase of tickets at Ipswich' and the three most popular answers were: 'ten pound cup matches' (55%) 'kids for a quid' (44%) and 'bring a friend for a fiver' (38%).
- When asked 'how significant has the closure of the ITFC ticket office and telephone sales system been for you during the last six months' from over 500 responses 26% answered 'very important' although 30% said it 'does not matter' (see also p.16)
- When asked 'have recent changes to the ticket office and ticket sales worked' five questions were asked. These included one about 'ITFC's overall attempts to draw bigger crowds'.
- Over 500 people answered that of whom 79% thought they were 'very poor' or 'poor', 17% thought they were 'acceptable' and only 4% thought they were 'good or excellent'.
- 90% of over 500 respondents thought that it was 'very poor or poor' that 'Away Fans' were charged a standard ticket price of £32.50.

- 33% of over 500 respondents thought that ‘the ease of getting ticket information’ this season had been ‘poor or very poor’. 43% of over 400 respondents answered ‘poor or very poor’ to the question ‘how easy has it been to buy a ticket on a match day?’

ISSUES AROUND ‘STANDING’

We asked ‘does anything put you off going to Portman Road?’ Two of the ten options we offered were ‘not being able to stand’ and ‘poor view because of standing in front of me’. The categories and responses can be seen in the table below. Over 500 people responded to each. For the majority of people (78% on first question and 90% on second question) ‘standing’ matters slightly or does not matter at all, either way. But interestingly, 22% of respondents replied that ‘not being able to stand’ was very or quite important, in putting them off coming to Portman Road. Logically, if you add to those people the 10% of people who found ‘people standing in front of me’ off putting, then you have practically a third of respondents to this survey reporting that in one way or another, issues around ‘standing’ were a ‘very’ or ‘quite important’ deterrent in attending Portman Road. ‘Standing’ issues combined like this were not anything like as significant as cost (65%) or ticket prices (74%) in the ‘very/quite important’ combined bracket: but they were also roughly the same as travel difficulties (31%) and ‘difficult to buy tickets’ (34%).

<i>Does anything put you off going to Portman Road?</i>					
	‘very important’	‘quite important’	‘matters slightly’	‘does not matter’.	total
Not being able to stand	12.09% 63	9.60% 50	17.85% 93	60.46% 315	521
Poor view because of standing in front of me	4.69% 24	5.08% 26	11.33% 58	78.91% 404	512

Some interesting and powerful comments related to ‘standing’ are quoted below with all the mentions of ‘standing’ having been extracted from 48 other text comments made in this section:

SOME COMMENTS MENTIONING ‘STANDING’ AND OTHER ISSUES

- *“Tickets are too expensive (£35 for the north stand!). Get some bloody atmosphere back into the ground - make the lower north terracing & make tickets cheaper to fill the ground “*
- *“Sometimes it feels as though you don't care about the fans. We cannot smoke. We cannot drink. We cannot stand. Park and ride is a joke, because you say it is not your responsibility, and the council say it is not theirs to provide football transport - speak to each other and grow up. Ticket prices are too high. Train prices are too high. All these things, fans have been raising for seasons, and nobody cared. Finally, skint and fed up fans are voting with their feet, and now, finally now, you want to listen. It could already be too late. Our away allocation is often a joke for big games - say Chelsea FA Cup and then Aston Villa FA Cup. Of course ITFC will go big to these games, they are both in geographically accessible regions for the legions of fans who don't live close to Portman Rd, yet it was such a hassle to get tickets because the club was so stubborn in getting the correct, large allocations. You HAVE to listen to the fans, because when the fans leave and they no longer bring their kids, you are killing the current generations, but also more importantly, the future. Your choice.”*

- *“I have a season ticket in Sir Bobby Robson lower so have to stand all match though this does not worry me but question if 'approved' standing should be granted for clubs in certain sections? Loyal that I am, the quality of football being played is not attractive and is off putting so hope at some stage this will change. Mick has done well on a limited budget and saved us last season but I want entertainment.”*
- *“For me, being able to stand in the lower north is very important. If I had to sit down I would not renew my season ticket. I am keen for us to keep a standing area as the rest of the stadium has plenty of room for anyone who wants to sit down. “*
- *“I have found it difficult and expensive moving my S/ticket to another stand in order to take my children on occasions. I stand in SBR Lower mainly because seating lacks legroom.”*
- *“It doesn't stop me going to Portman Road, but I often go in the home end at away games because too often Town fans insist on standing (at London games, for example).”*

- We asked another related question a little later in the survey *“Football clubs have various ideas to encourage more people to attend matches. Please rate how these do or could influence your purchase of tickets at Ipswich”*.
- ‘Safe standing’ was one of six possible options and 45% of respondents thought that safe standing areas were ‘very or quite important’ in encouraging more people to attend matches.
- Although this appears significant ‘safe standing’ actually came fourth out of six in the options given; and as 39% of people thought it did not matter at all ‘safe standing’ sharply divides opinion amongst fans.
- That conclusion is re-iterated in significant negative comments also quoted below.
- Our Ipswich Town^{1st} stance as a Trust is therefore to campaign for choice: reflecting the fact that whilst a significant minority amongst ITFC fans believe that ‘safe standing’ can improve attendances and enjoyment, many others remain worried about safety and other factors. The answers overall were:

Football clubs have various ideas to encourage more people to attend matches. Please rate how these do or could influence your purchase of tickets at Ipswich.

	Very important	Quite important	Matters slightly	Does not matter	Total
Kids for a quid	44.01% 239	21.36% 116	7.55% 41	27.07% 147	543
Bring a friend for a fiver	38.50% 206	32.52% 174	15.89% 85	13.08% 70	535
Ten pound cup matches	55.49% 303	28.75% 157	10.26% 56	5.49% 30	546
Categorising league fixtures so some games are much cheaper to watch	18.40% 99	19.52% 105	22.12% 119	39.96% 215	538
Free or cheap school and club outings for under 16s	24.34% 130	24.72% 132	13.67% 73	37.27% 199	534
Re-introduction of safe standing areas	28.22% 151	17.20% 92	15.51% 83	39.07% 209	535

Any comments mentioning standing from this section are also quoted below. Interestingly (a) quite a few people below appear actively to dislike the idea of 'safe standing' but (b) the tone of some negative written comments does not seem entirely consistent with the statistical data.

FURTHER COMMENTS ON 'SAFE STANDING'

- *"Incentives and avenues for young fans to attend are important. Standing should not be brought back to Portman Road."*
- *"Time for people to let it go over standing. The atmosphere at PR is due to the poor location of away supporters."*
- *"No standing please...I sense that this forum wants a return to standing."*
- *"NO STANDING!"*
- *"I would support safe standing areas, but wouldn't stand there."*
- *"I do not see how standing areas are going to help even if you could get more people into the ground I do not believe if we had standing areas for half price the attendance would not get higher than the 30.000 gates we could get if the ticket prices for seating was at a decent price."*
- *"I am very much against standing returning. We cannot ignore the events of the past, and safe standing can NEVER be as safe as sitting."*
- *"Standing areas are a step backwards - end up being hemmed in like cattle - it is not really humane! Best to have allowable standing in certain seated areas such as lower North - everyone knows will stand so can't complain."*
- *"I would love safe standing. Generates a much better atmosphere which has been lacking at Portman road for a few years now."*

As well as a range of 'closed questions' prompting quantitative data, key points in the survey offered fans an opportunity to voice their own ideas and suggestions. Question 17 asked for 'any other ideas that might encourage you or other people to buy more tickets' (see summary on previous page) and 227 people (38% of all respondents) replied to this open-ended question. This was the highest response rate to any of the questions in the survey offering 'free text' options. Many suggestions are reproduced in full over the following pages but a 'cloud view' analysis, in which the size of the text represents the most common words people used can be seen below:

Showing 28 most important words and phrases

Advertising Better Atmosphere Bookings Bring
back Telephone Club Shop Drink Entertainment
Far Football Games Group Live Manager
Match North Stand Not Easy to Buy Parking Queues
Sales Season Ticket Holders Singing
Sound Standing Areas Surcharge Ticket Office Ticket
Prices Train Wages

The cloud view above and the quotations from fans below strongly suggest that the overall 'expense' of attending football games is the thing that touches the most significant nerve with ITFC fans. As suggested strongly by the responses in other sections, the cost of tickets and of the day out when seen as a whole, is the single most important issue influencing ticket sales. Equally, what the fans' voices below evidence is that football supporters DO have a range of creative, practical ideas for how to attract more people to follow their club. If Clubs learned how to treat fans and their ideas in more welcoming ways, then they may find huge benefits.

Examples of suggested OTHER IDEAS THAT MIGHT ENCOURAGE YOU OR OTHER PEOPLE TO BUY MORE TICKETS were:

- *"How about "free upgrades" e.g. season ticket holders' tickets go into a monthly draw to get a chance of a corporate hospitality day e.g. another carrot to get casual supported to invest in a season ticket."*
- *"Ticket Office should re-introduce telephone requests, as this has been a reason for decline in attendances for those from outlying districts. I have a computer but am no longer able to download PDF since the reorganisation."*
- *"Our ticket prices are amongst the highest in the league and there is no justification for this."*
- *"Do something to improve the atmosphere as in Germany. Perhaps have a leader nominated at front of north stand leading at the moment the singing is too fragmented."*
- *"Get the prices down for pie & pint same with kids drink."*
- *"Some sort of system where you pay a lump sum at the start of the season and then you could pick and choose say 5 games that you can go to throughout the season (taking into account the category of the game etc), like a prepaid card system. You could then get some*

sort of reward like money off if you buy a ticket for a 6th game or just be included in promotions such as bring a friend for a tenner type things. I feel that this would benefit people who don't live in Ipswich but do visit friends or family in Suffolk every so often. I do feel it would be important not to have to pick the five games at the start of the season though you could for example have to give a week's notice. This would give the club time to ensure seats are available etc."

- *"The club should be more involved with the supporters."*
- *"At least looking into and speaking about safe standing, I think would encourage a better atmosphere and bring optimism to those want to create atmosphere and stand. Therefore I think it may bring back people who feel alienated by the current state of the club. But the main factor is the extortionate ticket prices, people can't afford it. It's as simple as that. If you were to lower the prices significantly to a reasonable level I'm sure loss of revenue could be made up for in increased refreshment, club shop etc sales. Also it may lead to better success on the pitch due to better atmosphere and crowds. Thanks."*
- *"A system where fans who live very far away from Portman Road have a discount on tickets!"*
- *"Designate Block A Cobbold as under 25. Walk up unreserved seating for £15 to £20 to include a pie a drink and a programme. Make the game affordable and accessible for the age group we are most likely to lose and who will be the next generation of fans."*
- *"Actually advertise them and make them Easy to buy online as the system is awful"*
- *"Standard ticket costs for all league games. Cheaper overall ticket prices. Removal of administration costs for internet ticket booking for members."*
- *"Players need an atmosphere to play in. Whilst fans do their best the lower attendances is a reflection on individuals' budgets as opposed quality of football. Just let under-16s in for £10 set price whatever the game, or charge them and students £ 100 for season ticket. Leave adult prices. This will boost the attendance and increase revenue to the club. Top 6 and not an attendance over 20K says it all. Fans in Ipswich are loyal and will turn up whatever the quality of football if the pricing is sorted. The under 16's are the future and will also have the benefit of encouraging their parents to attend with them. Come on Town make a statement - think outside the box and get the bums back on seats...."*
- *"We need to encourage the casual fans back to Portman Road as they have been driven away by prices and the ticket purchase process. The club try this one off offers (bring a friend for £10) these are never going to work unless they are run over a period of time, one game will not give any indication of success of such a scheme."*
- *"Attractive prices for some games, it really is an incredibly expensive day out, I love football and ITFC but even though I earn a good salary just think it is too expensive."*
- *"Bring back telephone purchasing."*
- *"If ITFC could link up with Greater Anglia and offer a combination of rail travel and match ticket for a small reduction (i.e. the sum of both would be lesser than each component) this would be an attractive proposition. It also makes the planning of the day easier for fans travelling into Ipswich. I also think that a match day ticket loyalty scheme would be good."*

E.g. buy 5 x match day tickets and get a 6th free."

- *"Make the on-line ticket shop more user-friendly. Make it easier to contact someone at the club should you have a query."*
- *"The ability to buy a block of games, for example being able to obtain tickets on a 3 from 5 basis for a slight discount. This would allow you plan ahead, so for example out of 5 home games, you get to book 3, retaining the same seat(s) and paying a 10% discount on the total cost. This could be tweaked and would help people like me who cannot commit to even a half season ticket due to work commitments, but who come regularly."*
- *"Make food and drink cheaper and don't treat supporters like cash cows."*
- *"Stop being an arrogant football club and be more humble and listen to the fans. Sort out park and ride. Speak to the train company to not have infernal transport works on match days - surely you could give them a fixture list too? You have to make the A-B journey for fans much simpler, and not simply assume we are going to slog to a game, to be ripped off for a ticket and want to come back. Group discounts would be a good idea. As would getting decent away allocations for big games. For too many seasons, you have ignored the fans. Now we vote with our feet - I said this to the last ticket office manager you made redundant. Eventually, the fans would stop coming because you kept giving off the impression you felt you could continue to abuse our trust and we would keep coming. The falling attendances signify we called your bluff."*
- *"Reduced prices for the military. Under 24 tickets rather than just student tickets. Move the away supporters closer to Sir Bobby Robson stand. More affordable refreshments."*
- *"Bring back telephone ticket purchase have pay on the day turnstiles."*
- *"Adding in train tickets to the price as a bundle, like so you could get the tickets cheaper (Train, bus, and other transport.)"*
- *"Cost of match day tickets is definitely the main factor limiting myself and many other friends I know attending matches... I'd say somewhere between £18 and £24 is definitely reasonable. I was prevented from going to the 'Grade A' Leeds match due to an adult ticket costing around £34. I also think adult tickets all around the stadium should be the same price and not dependant where you sit e.g. price difference between the upper and lower Sir Bobby Robson Stand."*
- *"Being able to buy tickets easily, by talking to someone on the phone and selecting your seat."*
- *"First round of the cup free for season ticket holders."*
- *"Really need to bring down the price of ordinary match day tickets to something more reasonable (say £25 for a very good seat). I'd be happy to pay slightly more than a season ticket holder pays, but not vastly more. My son is about to turn 16. The increase in ticket cost will reduce the number of games we attend."*
- *"Get the ticket office back and keep it open till kick off and be able to ring and speak to someone also not make ticket prices more on match days , No staff means no extra ticket*

sales no wonder gates are falling if we get to play off final can you imagine the trouble getting tickets from our club remember last time the queues were round the ground and that was with staff, I think closing the ticket office is the worst thing this club could have done, I know my two children used to come to most games but don't any more because they can't be arsed to try and get tickets it's a joke. We went to Nottingham with no tickets because 4 days after ordering them still hadn't arrived in post but they had an open office to sort it out for us and were very helpful unlike our club."

- *"Cheaper & make it FUN for all if you have watched any sport in the USA you'll know what I mean."*
- *"We definitely need something to bring back the atmosphere in Portman Road which has been lacking in recent years, maybe get a sound expert to look at the acoustics of the stadium to see if there is anything they can do to make the stadium to sound loud on the pitch and create a real atmosphere."*
- *"Treat supporters as if they were important. But until the quality of football on show is significantly better generally I will continue to support the local non league scene in preference."*
- *"Children's ticket and adult ticket prices have to be dropped as they are too expensive for a ninety minute average championship game. I have taken my sister to two games this season and they are her first ever games the cup game and a league game. She loved them both but can only come with me when my granddad isn't using his ticket or on cup games. The problem is that my dad can't take her as his ticket is over £30 each time something he simply can't afford and there is no point him getting a season ticket as he works every other Saturday so will miss half the games."*
- *"The main thing which I think has definitely affected attendances is the ludicrous decision to do away with ticket office. Personally am aware of 12+ seats lost to club because of not having a phone facility for purchasing tickets. Multiply this by number of supporters plus pies, drinks etc and you have a considerable additional outcome which I am sure will outweigh cost of 2 or 3 phones and associated staff."*
- *"Cheap standing areas!"*
- *"Better atmosphere: Standing + Move away fans closer to SBRL. Would rather go to away games at present."*
- *"Not charging extra to buy ticket on the day. Re-introduction of the ticket office. Haven't bought ticket since the ticket office closed."*
- *"I think it is quite simple. Ticket prices need to be lowered and young people need to be encouraged to go to games. When I say young people, I am talking about young adults between 16 and 30 years old. Tickets are too expensive and football is becoming a cold, boring day out with a load of oldsters moaning about the lack of quality on show. Young people bring energy and atmosphere to a stadium and they are being priced out of the game. Not only does this affect attendances but it affects the atmosphere, which then has a knock on effect on the team. If we were getting an extra 5 / 10 thousand fans in every week, I am almost certain that we would be doing even better than we are at the moment. What is more, people would tell their mates to come along because it is a great day out going for a*

few drinks and having a good old sing song! It may sound ridiculous but it's absolutely true. A lot of my mates only go to away games now because they can stand up, sing and actually enjoy themselves. I don't support Ipswich because they play beautiful football and are going to win trophies every year, I support them because I always have and I love a day out at the football. For me, the football itself is just one factor. If all I wanted was beautiful football, I'd go and get a season ticket at Arsenal. Ticket prices need to be slashed and the clubs need to be seen to be putting the fans first. British football fans feel as though they are becoming more and more distanced from their clubs with the increasing number of strange businessman taking over the game. Give the game back to the fans! Slash the ticket prices and watch the attendances increase. Move the away fans next to the North Stand and introduce safe standing areas (which will allow ticket prices to be lowered). It is an absolute no-brainer. All of these factors will lead to an increase in attendances, therefore more season ticket holders, therefore a better atmosphere and better performances on the pitch. Short-term it may cost the club a bit of money to cut the prices but bear in mind the attendances are falling every season, so a long term strategy is required."

- *"Same price on match day would encourage more fans to come to games on the spur of the moment."*
- *"Make tickets easier to buy not everyone has a computer, bring back the ticket office after the farce against Preston where season tickets holders could not get into see the game for up to 40 minutes after kick off."*
- *"Getting rid of the stupid programmes that are on the new lovely TVs in the North Stand. No-one gives a crap about some poxy manor house or a fridge freezer that they currently show, we're at football, we want to see football related things!"*
- *"I think that ticket prices for 18-25 year old men in the North Stand should be cheaper, especially if bought in groups of 4 or more. We seem to have lost a generation of groups of lads who go to every match and want to generate a better atmosphere. The last 'lad' generation was back in the early 2000s (my generation), nothing has replaced it other than what appears to be a bunch of teenagers who are somewhat sad. Perhaps season tickets for £250 for men aged 18-25 if bought in quantities of 4 or more. This would definitely improve the atmosphere. So as not to offend women of this age group perhaps they could be offered the same deal in the Churchmans? I also think that the North Stand should be made all standing. This would also improve the atmosphere."*
- *"Afraid to say it but when you look at price for tickets in some premier league clubs and they are almost identical if not cheaper than our prices it makes no sense."*
- *"I usually buy the 'ten pounds a ticket' offers for friends and family. That's fine except there are no incentives for me personally to buy them. It would be far better if all ticket prices were lowered in an effort to encourage bigger crowds. I have been going to Portman Road for 46 years. It was cheap to go when I was a teenager I never struggled to find money for tickets, even though I had little."*
- *"Proportionately, tickets are IMO, expensive nowadays and adding on travel costs, must be a major consideration for most supporters and the casual visitor. Surely it has to be better for everybody (club, players and fans) to have a fuller stadium? If we stay in the Championship, I would like to see a season of experimental cheaper pricing in an effort to fill a ground which is currently only half full - but these offers to apply directly to season ticket holders too! I*

currently pay £1004 per season for 2 tickets, plus transport, match day costs etc. so would like to have better value for the money. Supporters can be very fickle-If the tickets are expensive and the team are serving up poor football, everybody moans and boos throughout the game--cheaper tickets and they might not feel so hard done by!"

- *"Introduction of safe standing and the moving of away fans to improve the atmosphere again. Let's face it the atmosphere isn't what it used to be, some say it's poor attendances and the quality of football but if the away fans were moved closer to SBRL I can guarantee there would be a better atmosphere which is what football's all about, not segregating the groups of fans that make an atmosphere, they'd be in a different stand, it wouldn't be dangerous!"*
- *"Make it easy to get them---not everybody has a PC. The club MUST go back to phone sales--- they are losing money with the current ridiculous and stupid sales methods. Also turn the clock and make tickets available at outlets like shops and garages in our bigger towns, Felixstowe, Aldeburgh, Leiston etc."*
- *"I think a better atmosphere would encourage a better attendance, encourage the north stand drummer to get more involved which will encourage other fans to join in even if the club offered them guys free tickets to boost the buzz around the stand. I know this is out of the club's hands but we need to build up a big and better 12th man!!"*
- *"Not me personally but I think that people would be encouraged to go if the club offers group offers where say if you could get 4 people together of any age you would end up saving a reasonable amount of money say 25% worth of saving if you buy as a group . This would get the attendances up in my opinion."*
- *"Lower season ticket prices. At the moment, being under 20, my season ticket price isn't too bad at £223. However, the season after next, I will have to buy an adult ticket as I will be over 20 years old. The step up in price is something that I may not be able to afford and will be devastating as I love going to PR and possibly having that taken away is not something I'm looking forward to."*
- *"Like anything in life it comes down to value for money. Prices go up because we're funding the 'La-la land' footballers and respective clubs live in. Most clubs are in debt and cannot afford to run as they do so prices are jacked up to get as much as possible out of the paying punter. The attitude of clubs, footballers and the leagues has changed dramatically since I started watching in 1991. There is no loyalty or commitment from, clubs, managers, players, I'm/we're therefore funding people who are only in it for the money, show no loyalty or commitment. This attitude is destroying the game and to be honest, I'm slowly 'falling out of love' with the modern game and people involved in it. In a nutshell - do I think I get 'value for money' in the grand scheme of things, no I don't, hence my reluctance to commit serious amounts of my hard earned money to a business and people in it for themselves."*
- *"At the end of the day, it comes down to the cost of the ticket. Buying tickets on a per match basis is far too expensive at Ipswich. The ticketing website needs an overhaul (as does the main site, but that's another matter entirely and I know they're contracted for a certain period of time). The saddest thing of all was that the main ticket site was advertising half season tickets yet when I clicked on the link I was told I couldn't buy one and had to contact the club. Why advertise it so widely then and make such a big thing of it on the ticket site itself? Some things the club do frustrate the hell out of me, as you may have gathered."*

- *“It is really price all the London away games are cheaper than a lower north ticket.”*
- *“A singing/standing section, an area purely for people to stand and create a proper atmosphere.”*
- *“I am a student, grew up in Ipswich but go to University in the midlands. I can think of at least 20 mates in the same position, all town fans. If a "student" price was available - I think £15 is a fair price for those with an NUS student card - I know dozens of lads who would go to several more games per season.”*

Significant numbers of comments above and elsewhere in the survey are very critical of changes made in the summer of 2013 to ticket sales and systems. In brief the ITFC ticket office was closed, most members of its staff were made redundant and telephone or face to face sales were channelled towards a newly revamped ITFC ticketing system online. <http://www.twtd.co.uk/ipswich-town-news/23253/redundancies-as-town-restructure-ticketing>

This prompted the following question in our survey:

<i>Have recent changes to the ticket office and ticket sales 'worked'? Please rate your overall experience of:</i>						
	Very poor	Poor	Acceptable	Good	Excellent	Total
The ease of getting ticket information this season	13.59% 70	19.22% 99	42.33% 218	19.42% 100	5.44% 28	515
How easy it has been to buy a match ticket this season	15.90% 80	16.90% 85	34.00% 171	22.07% 111	11.13% 56	503
How easy it has been to buy a ticket on a match day	17.07% 71	25.48% 106	38.46% 160	13.22% 55	5.77% 24	416
The attractiveness of this season's 'special offers' for tickets	12.02% 59	32.38% 159	36.46% 179	17.11% 84	2.04% 10	491
ITFC's overall attempts to draw bigger crowds	39.07% 202	40.04% 207	16.83% 87	3.09% 16	0.97% 5	517

However such data is analysed there appeared to be a major problem with how supporters in January 2014 perceived the Club's efforts to attract them to Portman Road. Four out of every five fans (79%) thought that ITFC's 'overall attempts to draw bigger crowds' were poor or very poor. Only one in four fans (25%) perceived that that 'ease of getting ticket information this season' had been good or excellent. Combined with threads running throughout the rest of this report, significant numbers of people who might be tempted to Portman Road feel that the Club simply is not doing as much as it could, or should, to attract them. High prices, poor communications and multiple other non-football related factors, perhaps accumulating over a number of years, mean in our interpretation that ITFC urgently need an imaginative and long-term strategy to improve not just how the Club markets to or communicates with its fans; but to evidence a genuine and unwavering will for engagement with families, communities and especially, younger fans.

Significant sections of the evidence from this survey, representing the views of between 500 and 600 ITFC fans, lead us towards such damning conclusions. Equally other responses show that Portman Road as a venue has much to offer fans, who perceive many positives if they DO regularly attend

matches. As the table below shows in more detail, the majority of respondents rate the following aspects as good or excellent:

- The behaviour and friendliness of other supporters
- View of the pitch
- Comfort of the surroundings
- Quality of stewarding

For 40-50% of fans 'the quality of the football', of 'food and drink' and 'toilet facilities' was at the very least acceptable and for example only one in every four fans (25%) perceived that the quality of football was 'poor or very poor'.

<i>Taking into account your experience over the last few matches what is your opinion about the following areas?</i>						
	Very poor	Poor	Acceptable	Good	Excellent	Total
Quality of the football	4.48% 24	20.71% 111	47.39% 254	26.68% 143	0.75% 4	536
Atmosphere and excitement	7.65% 41	41.04% 220	38.99% 209	11.75% 63	0.56% 3	536
Behaviour and friendliness of other supporters	0.37% 2	2.80% 15	39.44% 211	45.79% 245	11.59% 62	535
View of the pitch	0.00% 0	0.56% 3	11.75% 63	47.20% 253	40.49% 217	536
Comfort of the surroundings	0.37% 2	5.62% 30	30.52% 163	49.25% 263	14.23% 76	534
Quality of food and drink	6.74% 35	20.62% 107	45.86% 238	21.97% 114	4.82% 25	519
Quality of the toilet facilities	3.20% 17	12.24% 65	47.08% 250	32.39% 172	5.08% 27	531
Quality of stewarding	1.88% 10	3.94% 21	34.52% 184	45.97% 245	13.70% 73	533
Value of the match day programme	8.73% 44	21.43% 108	41.87% 211	20.44% 103	7.54% 38	504
Quality of pre-match and half-time entertainment	28.79% 152	32.20% 170	31.44% 166	7.20% 38	0.38% 2	528

Football is competing with many and growing leisure alternatives; both for existing fans to renew season tickets or buy more match day tickets, and for new customers. It should therefore be of real concern to the Club that 61% of people who had been to matches reported that the 'quality of pre-match and half-time entertainment' was poor or very poor: and that for practically half (49%) the 'atmosphere and excitement' was perceived in the same way. If ITFC want to bring back regular crowds of over 20,000 to Portman Road a convincing and persuasive long term strategy is needed, and one that includes fans themselves. And if causes for optimism are needed, supporters' answers to the following question may provide some. Many match day staff at Portman Road do appear to care and examples of individual professionalism are long-remembered, as quoted in responses following the table below. Over 50% of fans with disabilities or the friends and family accompanying them, report an 'excellent or good' match day experience:

<i>If you have direct experience of attending Portman Road as a person with disabilities, or in the company of somebody with disabilities, how would you rate your overall match day experience?</i>	
Answer Choices	Responses
Very poor	1.54% (1)
Poor	10.77% (7)
Acceptable	36.92% (24)
Good	26.15% (17)
Excellent	24.62% (16)
Total	65

Individual comments included:

- *“The club went out of their way to accommodate my father when he was wheelchair bound for a couple of months. Warner Duff requires special mention for his service.”*
- *“Not enough choice of location, particularly out of the rain. Also, what if you want to sit with your friends. If you have a disability are you only allowed one friend? I can book any number of seats together with my friends, unless our friend who is a wheelchair user is there. This is not really equality. Also need more covered areas out of the rain, as people who use a wheelchair are less likely to be able to move to keep warm etc”.*
- *“I have attended with my father in the past and felt he was very well looked after with regards to having a parking space and the staff in that area.”*
- *“People can be disabled and not be wheelchair users. More should be done to make the ground accessible for other disabilities.”*
- *“I have an elderly mother that needed temporary moves on a game by game basis after coming out of hospital. Everyone was very helpful.”*
- *“Go to football with someone with a disability and the man who locks up the gate told us we was taking too long to get out and we wait too long the actual fact is that we let the queues die down then get out for ease of access but when we told a chief steward we have never had another problem.”*

The final question of the survey was another opportunity for a free text/open response. It simply asked ‘*ANY OTHER QUESTIONS? Please raise any other important points or suggest questions you would like to be asked in our next survey.*’ It was answered by 135 people. As previously a ‘cloud view’ represents this data visually:

Showing 26 most important words and phrases

Ability Buy Tickets Charitable Trust Club Cost
Crazy Earlier Entertainment Fans Food and Drink
Games Good Luck Ground Impact Marketing Match
Day Measure Portman Road Premier League Price
Reserve Season Ticket Holders Stand
Supporters Ticket Office Traffic

Because our overriding commitment as an independent supporters trust is to give voice to ordinary ITFC fans, to conclude this report we include here and in detail more views offered in response to the survey's final question. Thank you to all who have contributed or helped in some way; and please look out for next year's, which we hope to conduct in January/February 2015:

ANY OTHER QUESTIONS? PLEASE RAISE ANY OTHER IMPORTANT POINTS OR SUGGEST QUESTIONS YOU WOULD LIKE TO BE ASKED IN OUR NEXT SURVEY.

- *"What are ITFC planning to do to avoid a lost generation of potential town fans? There is little or no exposure of ITFC, hardly ever on Sky, low attendances, why would anyone start to support ITFC? The only reason my kids will become ITFC fan is because of me and I'm being priced out of attending games. If ITFC lose my commitment they could lose a whole family. "*
- *"When asked what price I think should be paid for a ticket the lowest option was £11, however I am under 16 and feel that the price should be much lower than this. There could be one question asking what I think the adult price should be and another asking what I think the u16s price should be. Another question which could be asked is how much would you pay for a ticket if the club did a 'pay what you think it is worth' day".*
- *"Keep up the good work, somebody has to, and the ordinary supporters club is loathe to 'rock the boat.'"*
- *"Questions on the overall attitude of ITFC to supporters in general."*
- *"Can we please go back to being a family club and not as it is at the moment? Is owner ashamed to be known because of the club's attitude towards supporters?"*
- *"The club is too business-like and has lost its family friendly and local appeal. "*

- *“Some questions about the club’s connections with fans and the community.”*
- *“Seriously considering whether I should renew for next season. The 'entertainment' is questionable and for the money I pay I feel the tipping point is near. I used to attend all games home and away but only a few away games now. Seriously tempted to ditch the season ticket and just cherry pick away games.”*
- *“Why is there not a concerted effort between the trust, the club and fans to create a better atmosphere at PR? It’s not impossible. Look at clubs such as Crystal Palace.”*
- *“When is a man who has made millions in marketing and ticketing ever going to address the pathetic ticketing arrangements currently employed?”*
- *“Friends who have tried to buy tickets on line have found it a laborious process. One friend bought a ticket for the first game of the season. He printed off the ticket but when he tried to enter the ground the ticket could not be read. The turnstile operator blamed his printer. The same printer that has printed off several concert tickets for various venues as well as airline boarding passes and never had a problem. He was sent to the match day ticket office in Portman Road where he was met with a queue of several others in a similar predicament. As a consequence he missed kick off. Given that experience he said if the club want to make it that difficult for him to see a game then he couldn't be bothered anymore. He hasn't been since.”*
- *“Living 70 miles from Ipswich, the closure of the Ticket office from 1:30pm onwards on match day is crazy. You are then directed by Stewards to a cash point a 10 minute walk away from the ground in order to have cash and gain access to the ground. Not very customer friendly considering the ground is always half empty. Pricing for a family is too high.”*
- *“Is it possible for a 'limited season ticket' for fans living 'away'. For example, 10 tickets at a discount price with a seat allocated by the club each match. A home match is a 400 mile round trip for me and I would certainly feel that I was more a part of the club.”*
- *“I would love to see an introduction of safe standing in the Lower Sir Bobby Robson Stand. I feel it would be a good gesture to the fans who have put up with so much from ITFC and how the club has been run over the last few seasons.”*
- *“I would like to see large images of past players/managers displayed around the ground both inside and out, especially the Lower Bobby Robson. Also a more relaxed attitude by the club to banners/flags etc. PORTMAN ROAD IS VERY DULL and needs the club to engage better with supporters to improve this and actually follow through on ideas”.*
- *“I personally have had no issues with the ticket office being shut, but has not been easy for all, my 76 year old father included, who is fairly competent on a computer ... Food and drink at the ground has declined - person in front of us couldn't get a white coffee at half time twice this season because they had run out, apparently nobody drinks coffee (that was what they were told...) I love Ipswich Town FC, but something doesn't feel right with the place, and I don't feel this is anything do to with the performances on the pitch, friendly / family feel seems to be lost. Thanks for conducting the survey.”*
- *“Given that many fans from far flung places love the club, could the club help us by facilitating transport to a small number of home games? Saying that this is purely the role of*

supporters clubs is not a satisfactory answer."

- *"When are we going to get decent screens at PR? I live a short walk from the Amex stadium and their screens really add to the experience with squad listings displayed, replays of goals and pre-match entertainment. Surely there's room in the corners?"*
- *"You have not tackled the difficulty in getting tickets for away matches and travel and the ludicrous sale on a Monday when a season ticket holder is attending on the previous Saturday. Galloway coaches are also rather expensive."*
- *"Better entertainment pre match and at half time (or just some would be nice) TVs under the stands have improved, but what is shown could be better. How about action from the 'glory' days 70s and 80s and sound that we can hear. Hot drinks are awful £2 for powdered coffee???"*
- *"Tickets are too expensive (£35 for the north stand!). Get some bloody atmosphere back into the ground - make the lower north terracing & make tickets cheaper to fill the ground Let MM keep doing what he is doing, invest in the youth. Get park and ride supported by the club to make travel for the rural supporters easier - taking away the west park and ride site is criminal."*
- *"Whilst the quality of food and drink on offer at Portman Rd is very good and the staff are friendly I have on every occasion been disappointed at the efficiency and speed of service."*
- *"Frequently supporters claim they do not benefit from ticket offers. How about giving each season ticket holder a free electronic copy of the programme when an offer is on for other supporters at that match? I am one of the 'Corinthian' town fans disliked by Joe Royle - the key thing for me is the quality and style of the football we play. Negative, long ball football does not interest me in the slightest and as a result after over 20 years a season ticket holder (including throughout the John Duncan era) I have made up my mind to not renew my season ticket next season (my wife feels the same way and is not renewing hers either). I watch football to be entertained and to watch Ipswich play passing, attacking football preferably with wingers. There has been no evidence of this during any manager during Marcus Evans reign. Sadly I have had enough."*
- *"If you want this survey to be a serious research tool rather than a cheap way to get the answers you want, I think you should look at some of these questions. e.g. 16. Have recent changes to the ticket office and ticket sales 'worked'? These scare quotes are pretty clearly pushing the respondent in a specific direction. For what it's worth I understand it's not ideal for everyone, but for someone like me who doesn't live in Ipswich but knows how to use a computer the print at home option is great. I think it's important that the Trust is a credible voice on behalf of fans, so a little more caution with this kind of thing would be beneficial. Asking leading questions to get helpful responses is counter-productive - it spoils the data you get, and the club will look through the survey questions too so they won't exactly be impressed."*
- *"Closure of the ticket office and telephone sales has made it much more difficult to bring along casual supporters. It used to be possible to ring up and buy a ticket for a friend, and also arrange for season tickets to be moved on a one-off basis so that everyone could sit together. This is now very difficult."*

- *“To make the club more family friendly and to raise the profile of Ipswich Town as a family friendly ground.”*
- *“Issue of 2 new kits every season not being fair or necessary. Issue of supporters’ choice of kits being removed.”*
- *“Do you have confidence in Marcus Evans? Do you like the way the club is being run? Are you concerned about the level of debt at the club? Do you feel that the club dealings are transparent and accountable to the fans i.e. where is the club registered for business purposes, where does the money go to academy etc? Does the club do enough work in the local community?”*
- *“How often are our MDs in Ipswich working to drive supporter engagement or do they just appear on match days?? Unlike most clubs Ipswich don't seem to have a commercial director or anyone trying to engage fans and businesses proactively. Surely this is a false economy...”*
- *“Leave prices the same and no promotion will lead to further reduction in attendance. Get the fans in behind the team - it's worth points on the pitch and will get us promoted to the ‘promised land’. £ 100 season tickets for under 16s / students £ 200 - £ 250 season tickets for adults - advertise it in people’s faces - go on be brave – I’d rather have a fuller ground each week than spend £2m - £3m on a player - the crowd's worth more in points over the season!!”*
- *“£35.00 for a match day ticket is extremely expensive. I recently went to a Newcastle home game and the ticket price was £20.00 and they are in the premier league.”*
- *“The club's current attitude to ticket prices seems to be completely driven by money in the here and now. However, my brother and I got 'bitten by the ITFC bug' through going to football with my Dad when it was affordable enough for him to pay for all three of us to go, when we were in our teens. That is surely the future of improving attendances, rather than the odd gimmick promotion every now and then? While season tickets offer good value per game, they don't take account of the fact that a lot of people are unable to commit to every other weekend. Why not offer offers where you can attend any 3 games for the price of 2 when booking at the same time, etc? I'm sure this would increase attendances.”*
- *“I have supported ITFC and always will but have no faith in the people running the club they do not have any thoughts for supporters.”*