

Leicester City Football Club

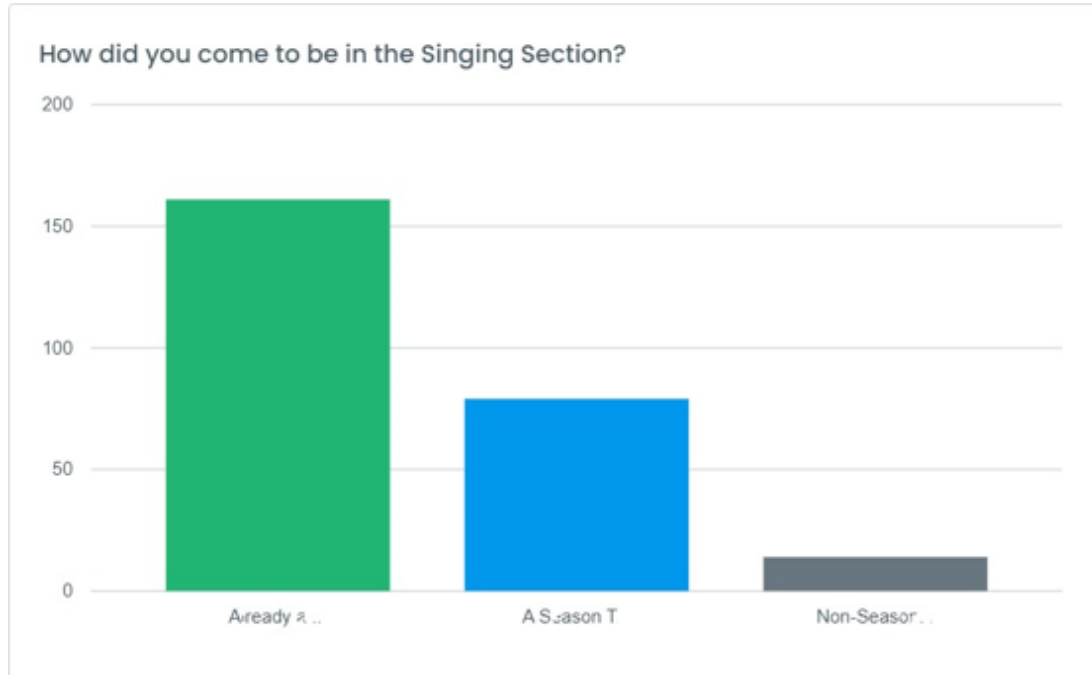
Singing Section Feedback

2022/23

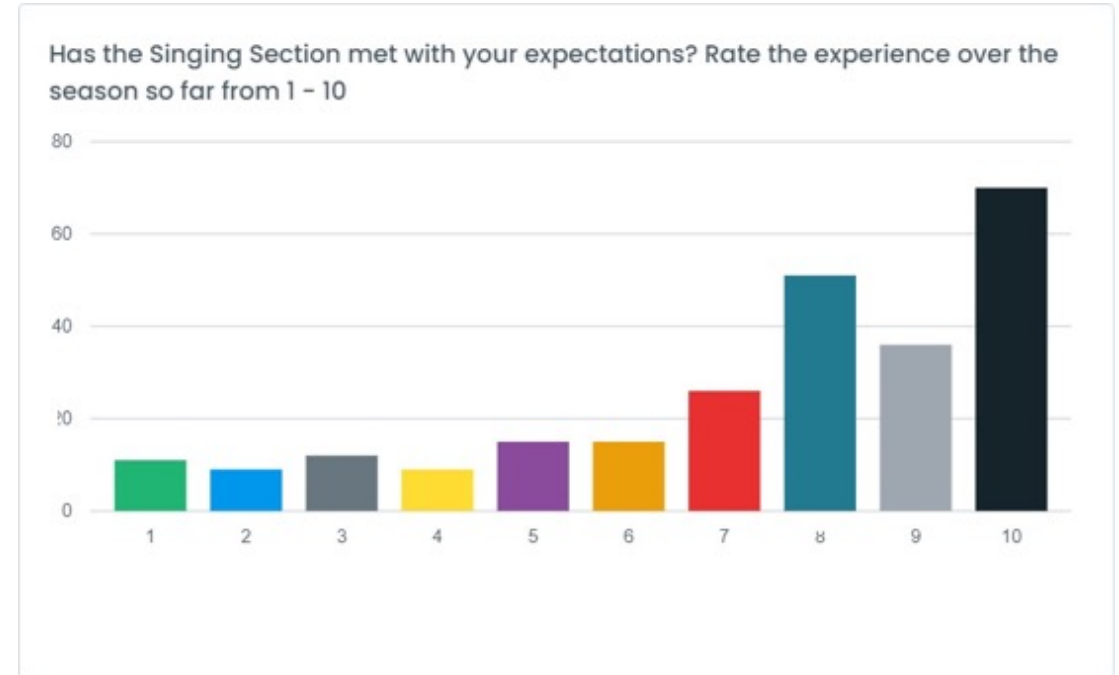



KING
POWER

Singing Section Occupants



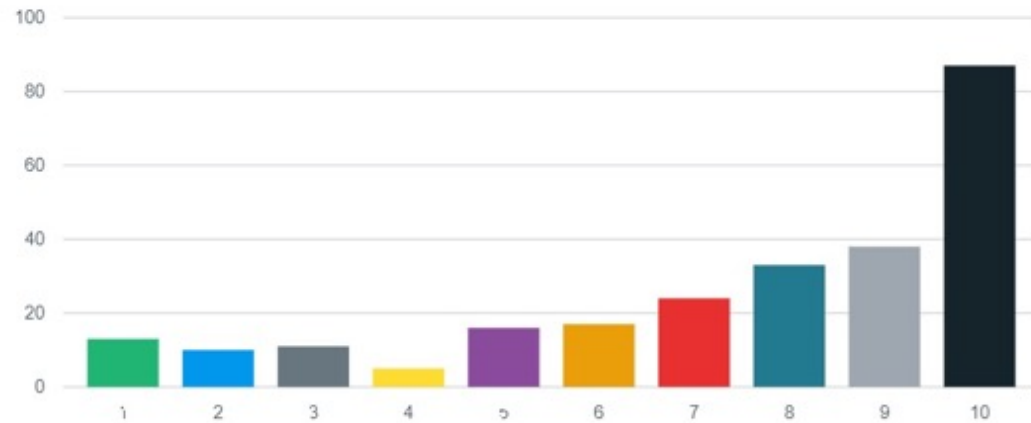
63% of responders from within the Singing Section were already Season Ticket Holders there when the trial began. 31% were Season Ticket Holders who relocated and 5.5% were non-Season Ticket Holders who chose to relocate to the section.



62% of submissions scored their experience between 8-10.
38% of submissions scored their experience 7 and lower.
Average score - 7.

Singing Section Occupants

To what extent do you feel the Singing Section is meeting its objectives of providing sustained and coordinated vocal support for the team? Score from 1 – 10

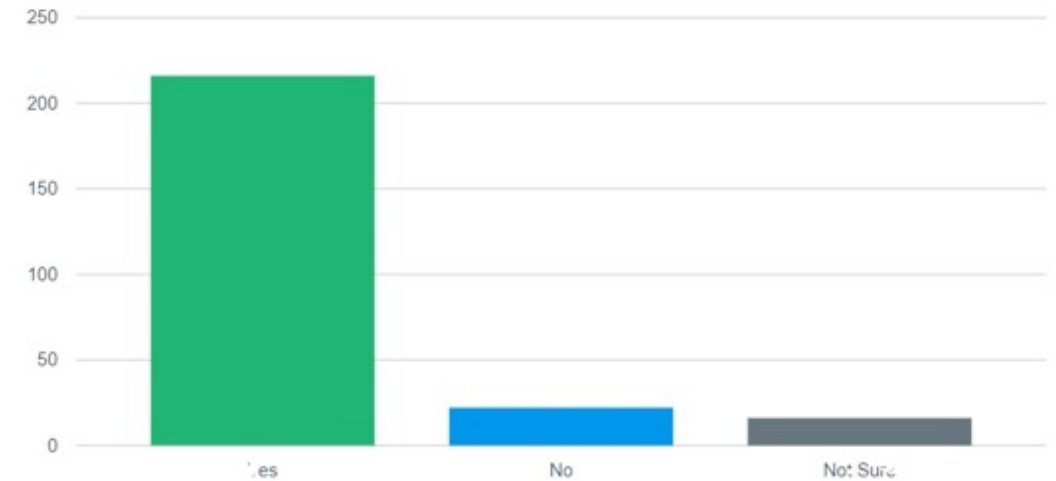


A majority of Singing Section occupants feel like the Singing Section is meeting its objectives of providing sustained and coordinated vocal support.

34% of survey participants scored 10.

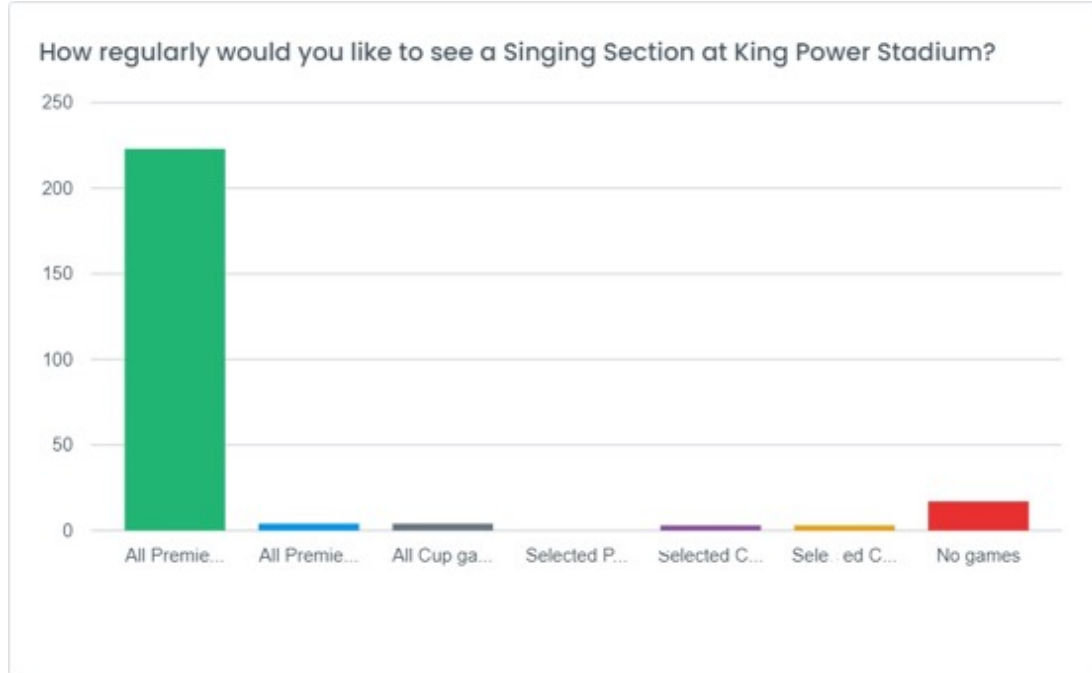
Average score – 7.

Do you support the continuation of the Singing Section trial beyond the 2022/23 season?



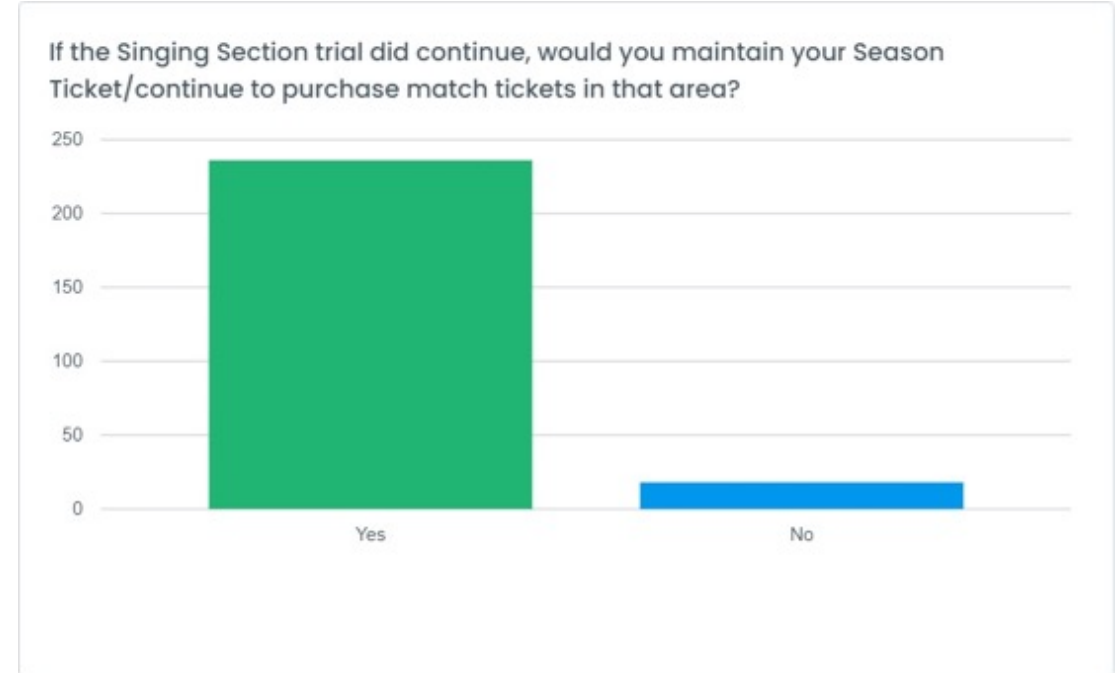
85% of Singing Section occupants expressed support for the continuation of the Singing Section trial beyond the 22/23 season.

Singing Section Occupants



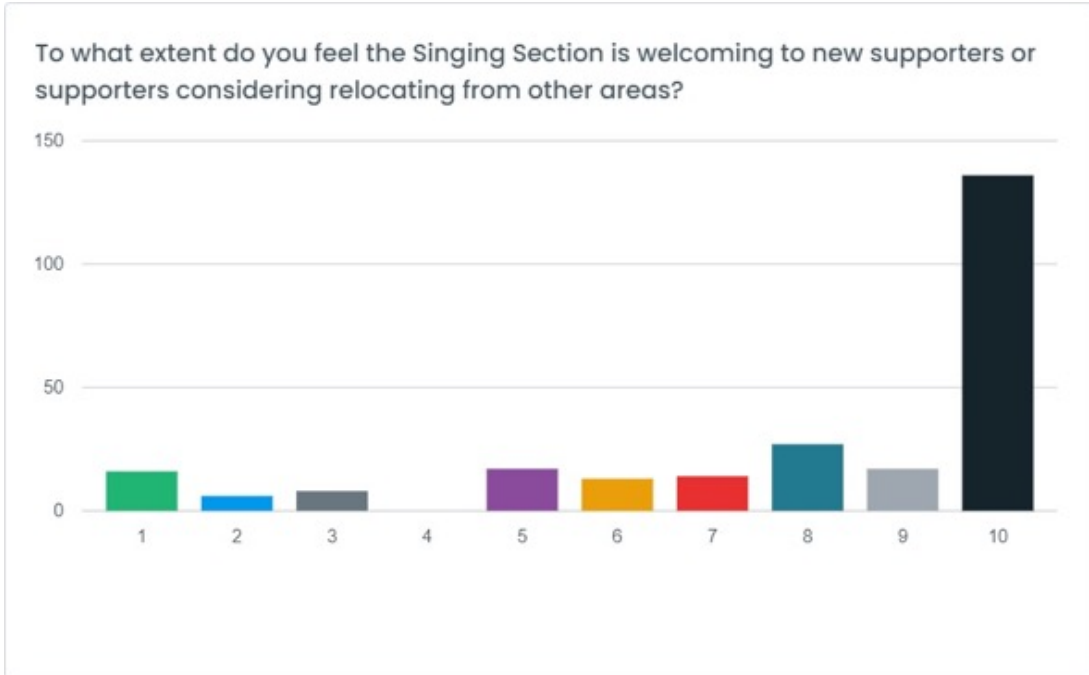
88% of the Singing Section occupants would regularly like to see the Singing Section at King Power Stadium at all Premier League games and all cup games.

6.7% of responders wanted one to appear at no games.



93% of Season Ticket Holders in the Singing Section said they would retain their Season Ticket in the section should the trial continue.

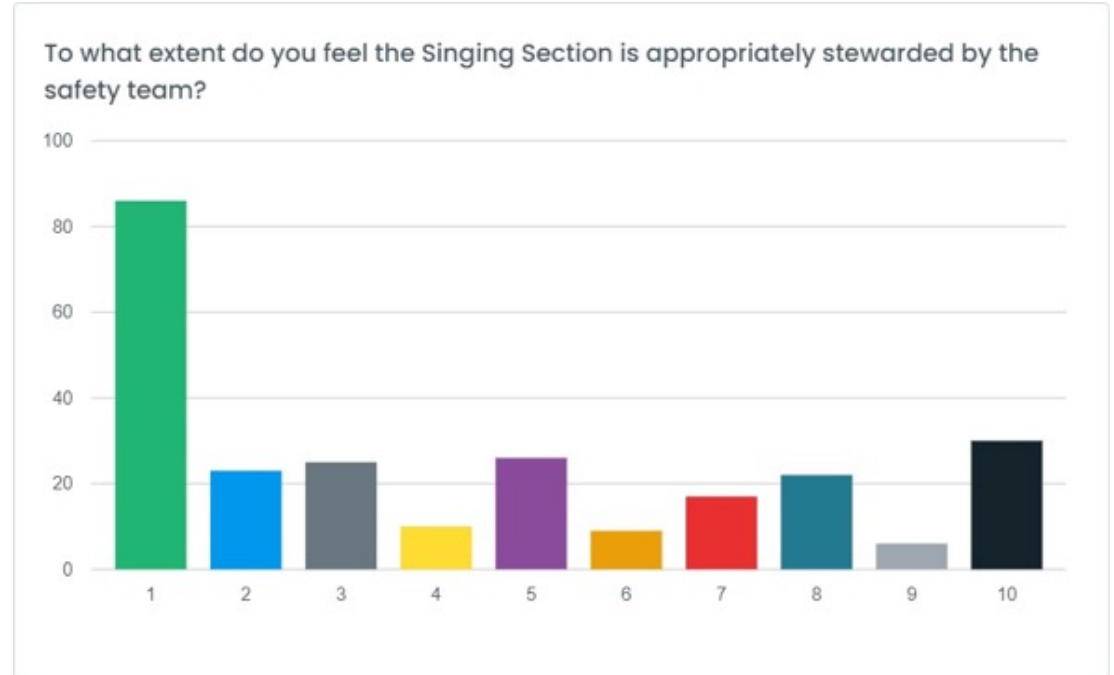
Singing Section Occupants



On the subject of whether the Singing Section is welcoming to new supporters or supporters relocating from other areas, 54% of survey participants provided a score of 10.

However 18.5% of the participants scored 5 or below.

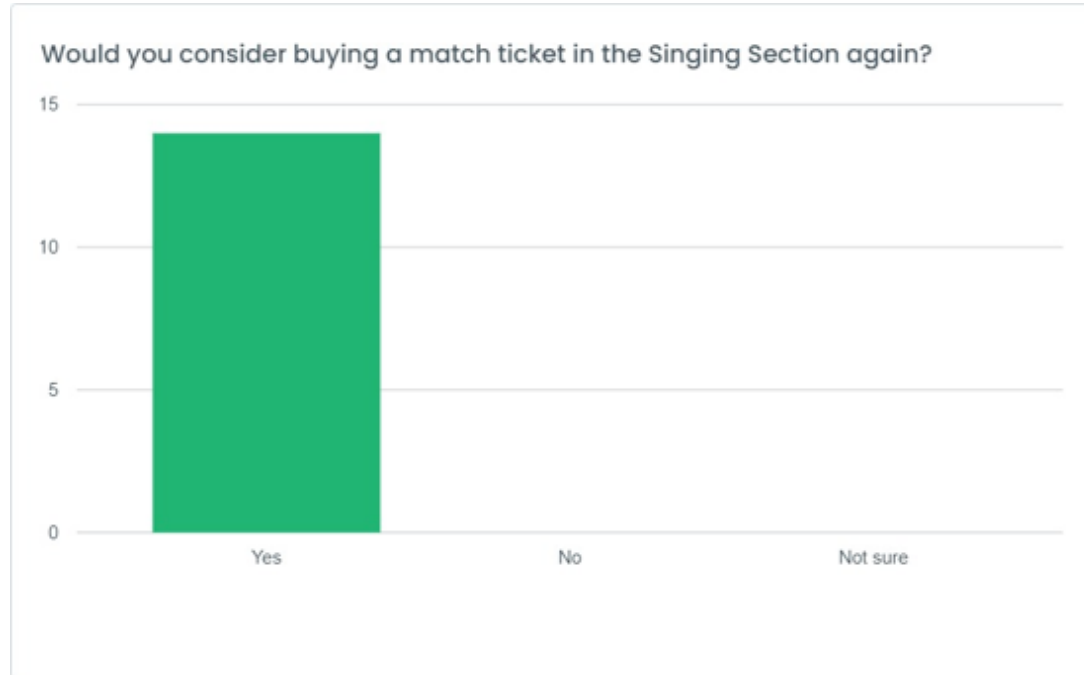
Average score – 8.



34% of survey participants scored 1 and don't feel like the Singing Section is appropriately stewarded by the safety team.

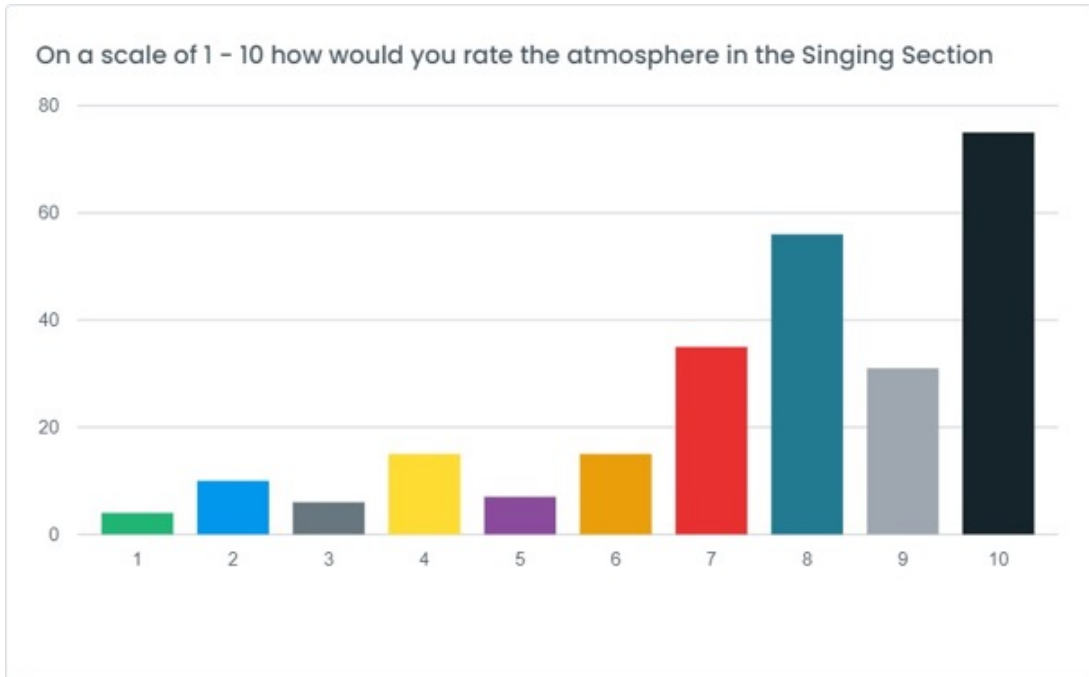
Average score – 4.

Singing Section Occupants

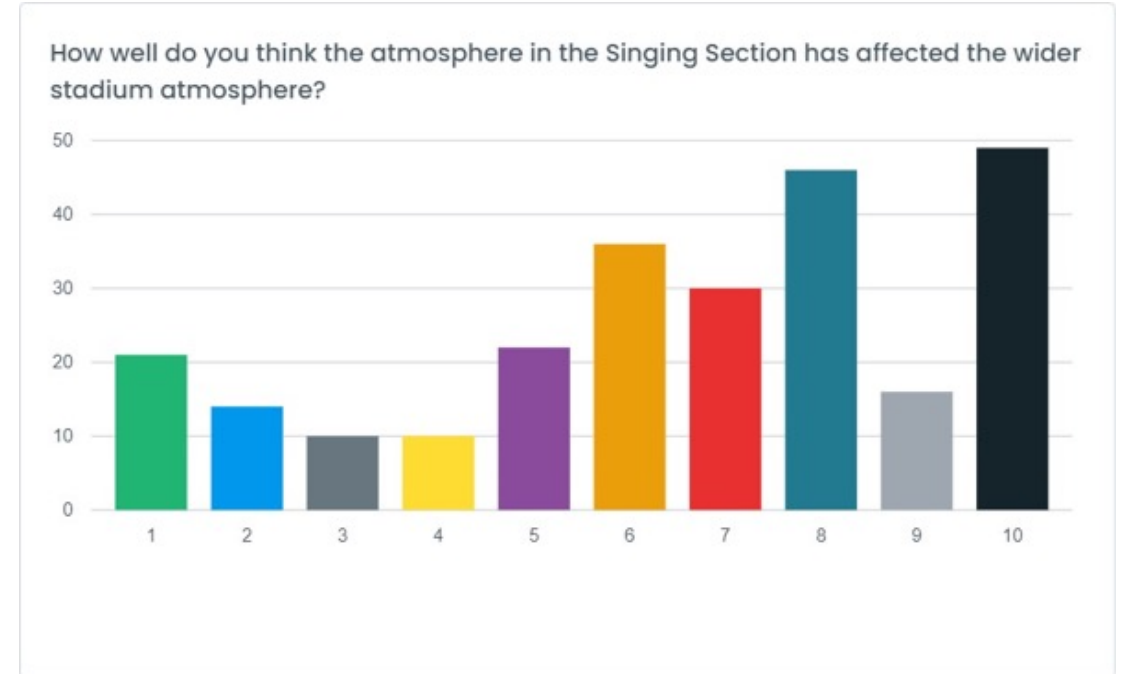


Of responses received from supporters that had purchased a match ticket in the Singing Section, 100% said they would buy a match ticket in the section again.

Singing Section Occupants

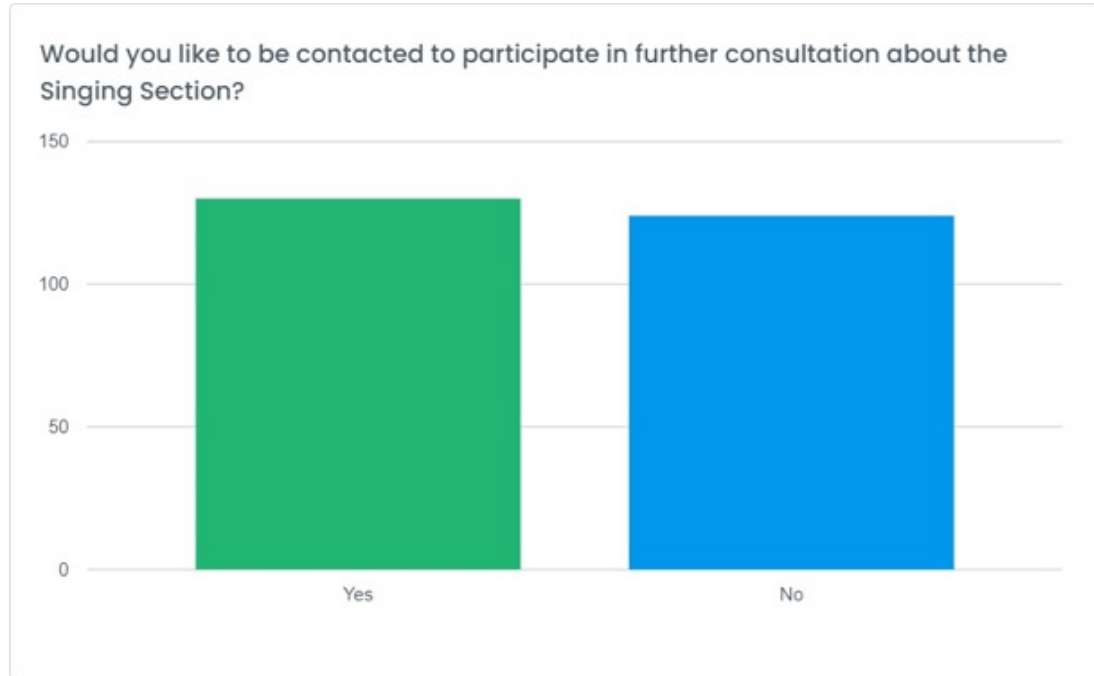


In rating the atmosphere generated in the Singing Section...
30% of survey participants ranked the atmosphere as 10.
83.9% of members have ranked the atmosphere 6 or higher.
Average score - 7.



On the extent to which the atmosphere in the Singing Section
is positively affecting the wider stadium atmosphere...
61.3% of survey participants provided a score of 6 and above.
8.1% of the members voted 1.
Average score - 6

Singing Section Occupants



51% of participants approved being contacted to participate in further consultation about the Singing Section and 49% opted out.

Singing Section Occupants – Further Comments



On the Singing Section meeting with their expectations, **17% of Season Ticket Holders** gave a rating of **1 – 4** with related feedback including...

- The atmosphere hasn't improved
- They didn't choose to be seated there but don't want to relocate.



33% of responders in the Singing Section gave a **1** for how well the area is stewarded, with feedback including that they feel like they are treated like away fans



63% gave the Singing Section a rating of **8 – 10** for its atmosphere with the majority of these people being Season Ticket Holders. Feedback included...

- They feel it brings atmosphere to the stadium
- It helps others join in around the stadium
 - It encourages the players

How can the Singing Section be improved

Create a section for people with ill health

Other comments

Keep it going, best thing to have been added

Expand the section

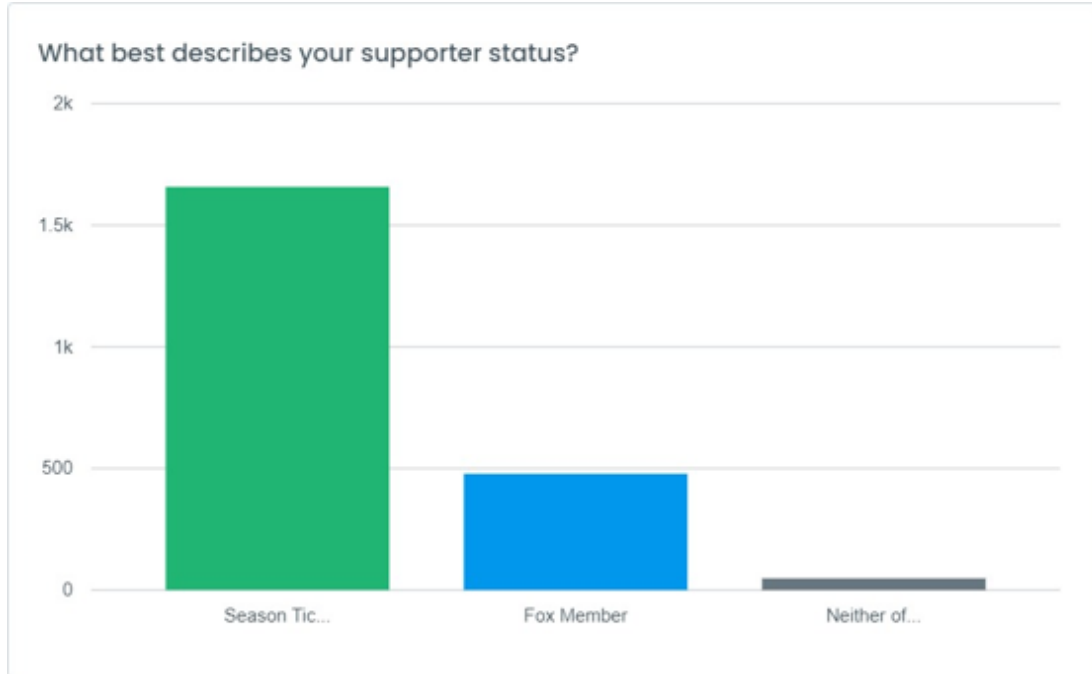
Bring clappers back

Singing Section Feedback

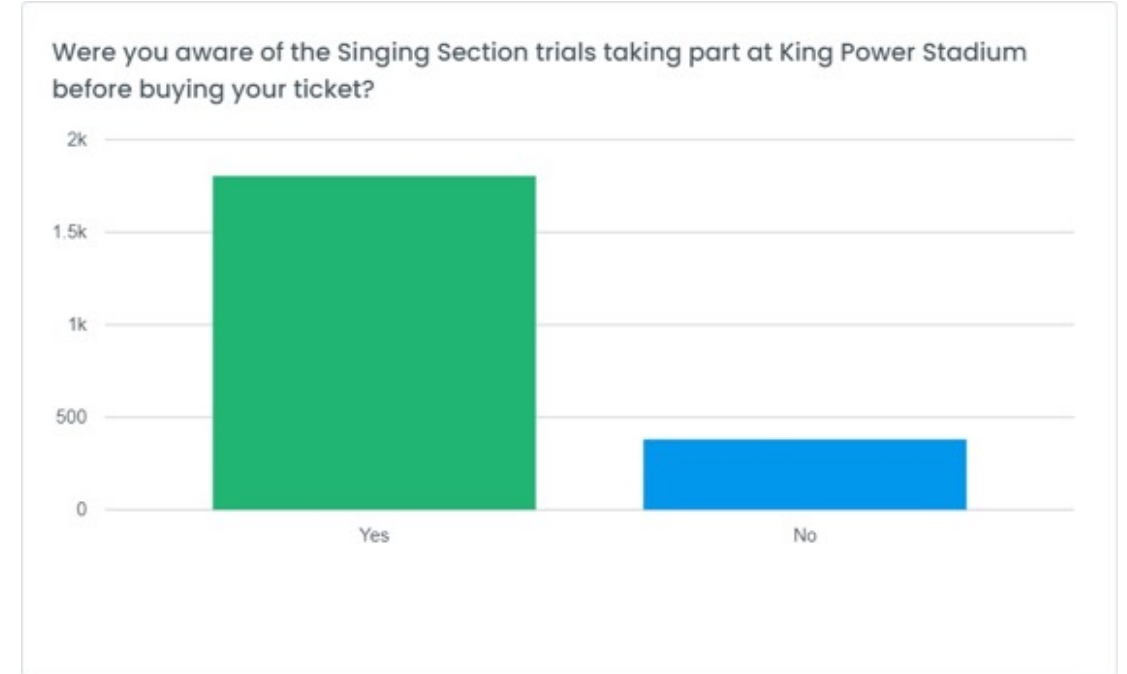
2022/23 STHs/Members/Attendees



22/23 STHs/Members/Attendees



76% of responders from outside of the Singing Section were Season Ticket Holders, 22% were Fox Members and 2.2% were neither of the above.

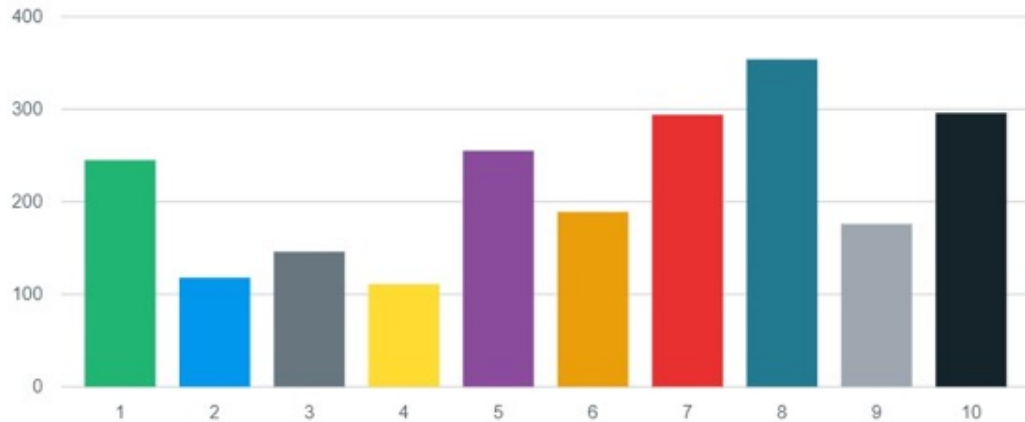


83% of STH/Members/attendees surveyed were aware of the Singing Section trials before buying their tickets and 17% were not.

22/23 STHs/Members/Attendees



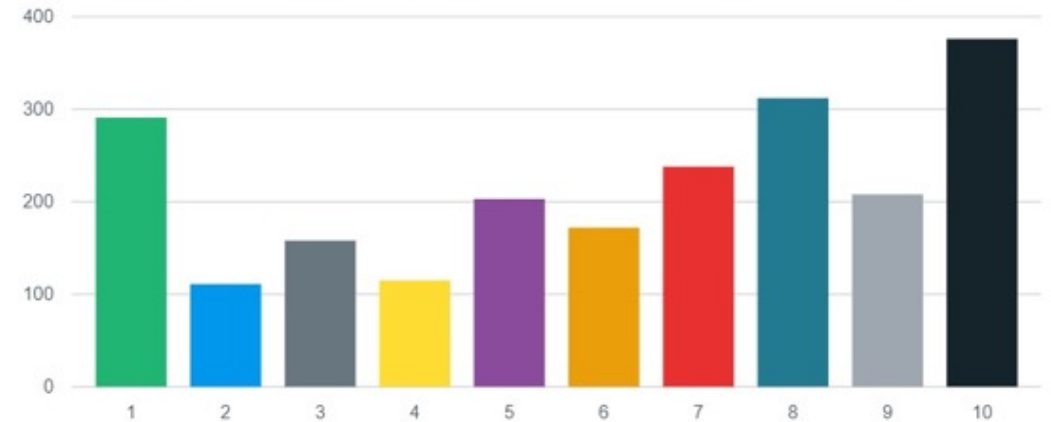
Has the Singing Section met with your expectations? Rate the experience over the season so far from 1 - 10



Responders from outside of the Singing Section provided a most frequent score of 8 (16%) for whether the trial had met with their expectations.

Average score – 6.

To what extent do you feel the Singing Section is meeting its objectives of providing sustained and coordinated vocal support for the team? Score from 1 - 10



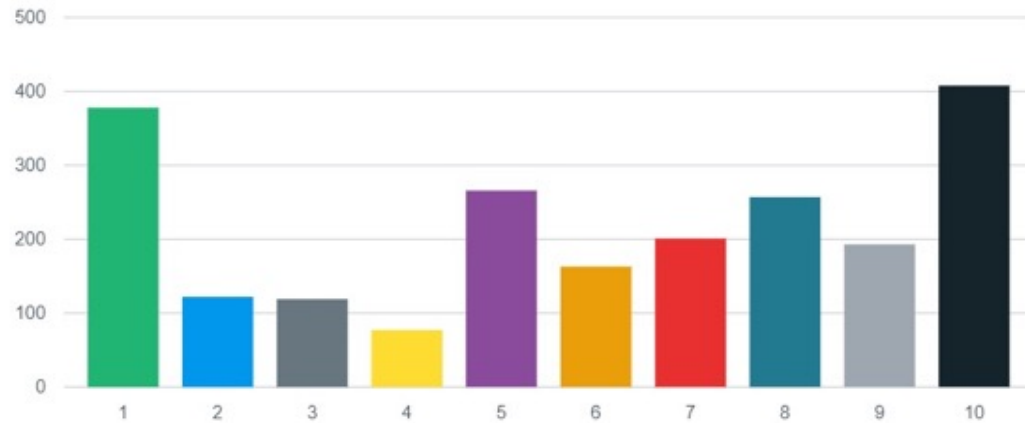
17% of responders from outside the Singing Section gave it a rating of 10 for meeting its objectives. 13% provided a score of 1.

Average score – 6.

22/23 STHs/Members/Attendees



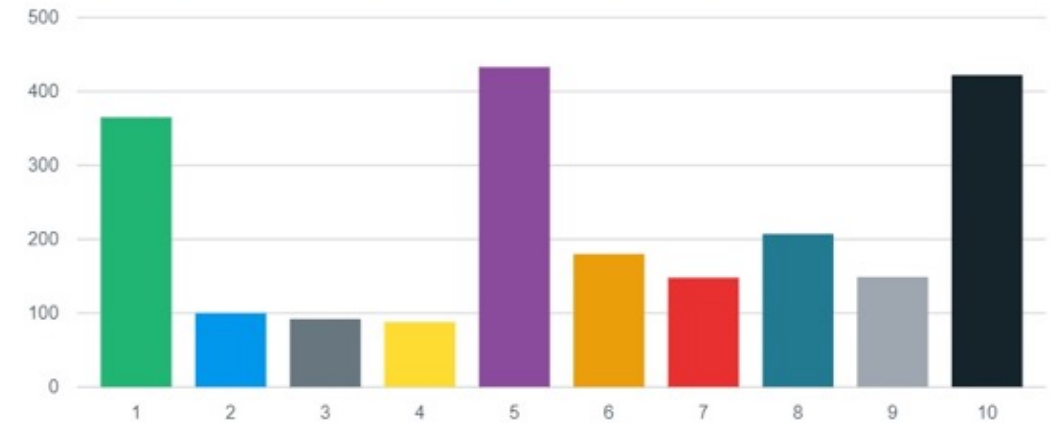
To what extent do you feel the Singing Section trial has positively affected your matchday experience? Score from 1 - 10



Of responders outside of the Singing Section, 19% provided a score of 10 for its positive impact on their matchday experience. 43.5% provided a score of 5 or lower.

Average score – 5.

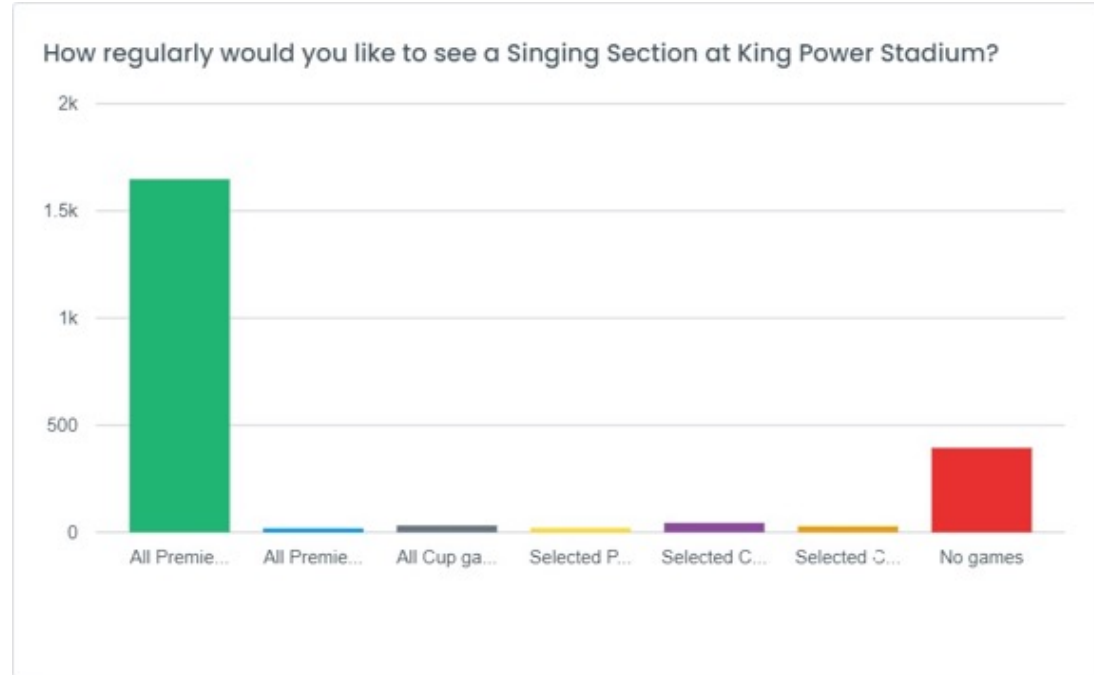
To what extent do you feel the Singing Section is welcoming to new supporters or supporters considering relocating from other areas? Score from 1 - 10



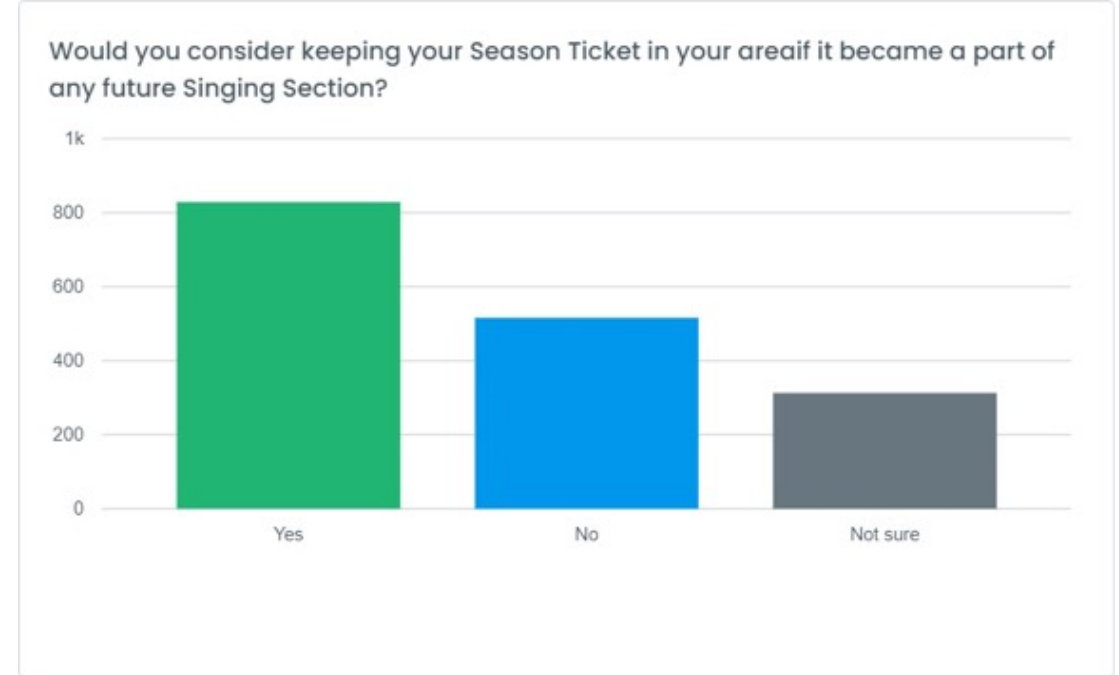
In rating how welcoming the Singing Section has been to supporters considering relocating into it, responders outside of the Singing Section provided varied scores. 20% of responders scored 5, 19% scored 10 and 17% scored 1.

Average score – 6.

22/23 STHs/Members/Attendees

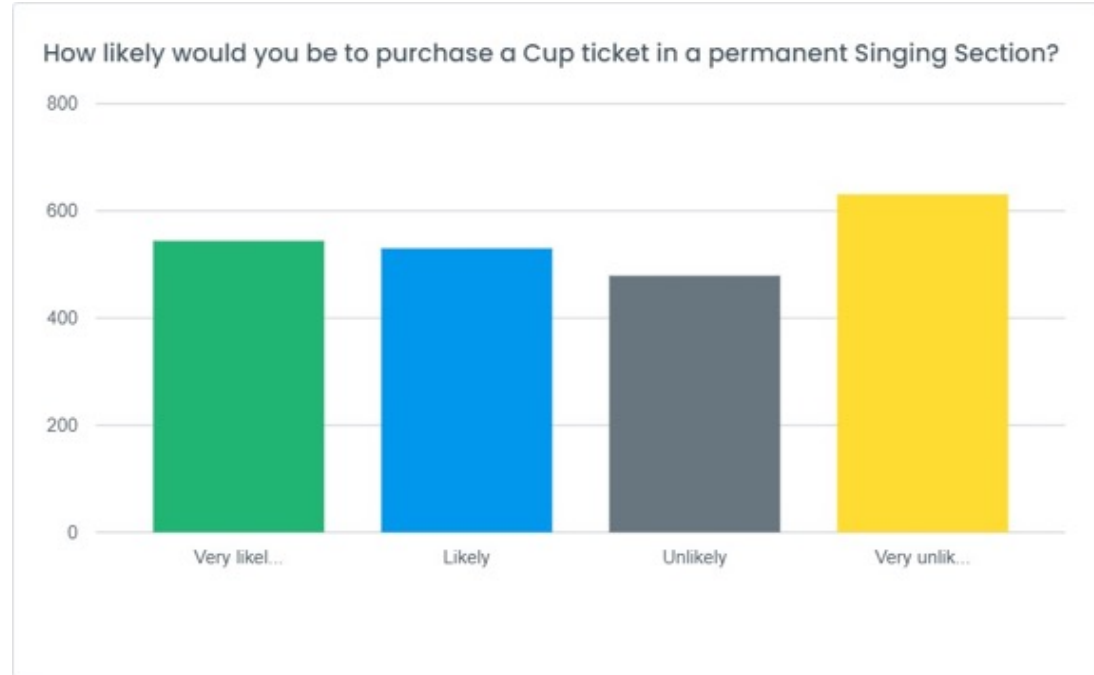


The majority of supporters from outside the Singing Section supported its implementation at all Premier League and cup games (75%), with 18% expressing that it should be present at no games.



Of Season Ticket Holders from outside the Singing Section that responded, 50% would consider keeping their Season Ticket in their area if it became part of a future Singing Section. 31% said they would not and 19% were undecided.

22/23 STHs/Members/Attendees



29% of responders from outside the Singing Section said they would be very unlikely to purchase a cup ticket in a permanent Singing Section. 22% said they would be unlikely, 24% said they would be likely and 25% said very likely.

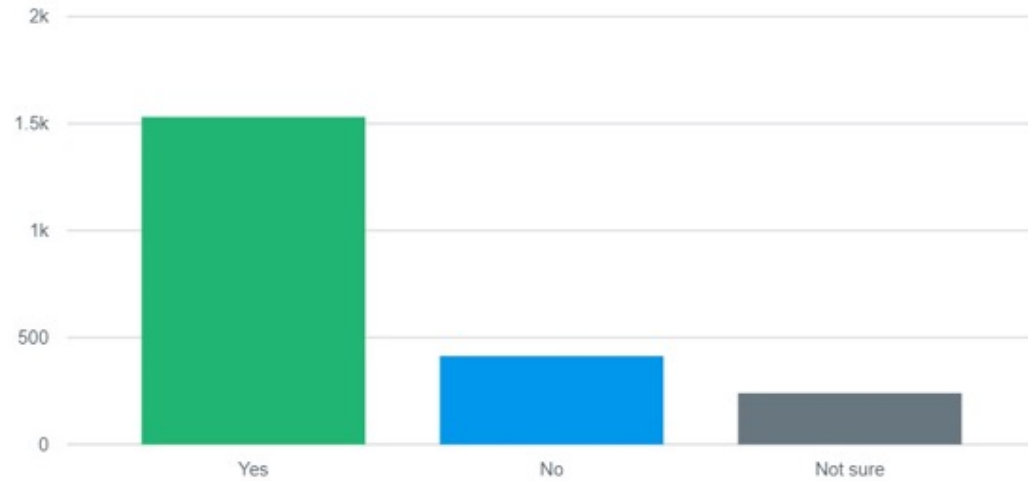


42% of responders said they could be contacted to participate further in consultation about the Singing Section and 58% opted out.

22/23 STHs/Members/Attendees



Do you support the continuation of the Singing Section trial beyond the 2022/23 season?

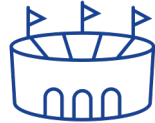


Of responders outside of the Singing Section, 70% supported the continuation of the trial, 19% did not and 11% were undecided.

Outside of Singing Section - Comments



16% of Season Ticket Holders and Members were **unaware** of the Singing Section



Reasons provided by supporters as to why they **didn't** occupy the Singing Section included...

- Don't buy the tickets
- Prefer to sit with family
- Prefer not to sing continuously



35% of **Season Ticket Holders** scored the Singing Section between a **1-5** for fulfilling its objectives, with feedback including that the singing could not be heard in other parts of the stadium.

Feedback from responders that were Members, 5% of whom scored the Singing Section 1-5 for meeting its objectives, expressed concern for the prevalence of negative songs.



Has the singing section positively affected your matchday experience?

44% provided a score of **1 - 5** while **56%** gave a score between **6 - 10**
Feedback included that they felt it added more atmosphere to the stadium



47% of responders from outside of the Singing Section gave a score of **1 - 5** for how well the area is stewarded.

How can the Singing Section be improved

Sing louder

Other comments

Expand the section – make two sections

Bring clappers back

Thank You




**KING
POWER**