



PST Supporter Survey Findings

2025



Results Summary

The most important topics to Pompey supporters are:

Men's first team

Fratton Park

Financial sustainability of the club

1st

2nd

3rd

The topics Pompey supporters are happiest with are:

Feeling safe at the stadium

Financial sustainability of the club

Matchday experience & atmosphere

The topics Pompey supporters are least happy with are **transport links to the stadium** and the **youth academy**.

- 89% of supporters think current season ticket prices are fair.
- 68% of supporters want the club to operate in a sustainable way, rather than being reliant on money from the owners.
- 97% of supporters were pleased with the PST's street art mural.
- Only 6% of supporters oppose the Football Governance Bill, and the introduction of an independent football regulator.



Chair's Report

The PST held this supporter survey to gain an improved understand of the priorities and opinions of Pompey supporters, in order to better represent them in meetings with the club. The survey was held between Match 2nd and March 16th 2025. 1,010 fans took part.



Thank you to everyone who took part in the PST's 2025 survey – we're delighted that over 1,000 Pompey fans gave their time to respond. The results give a really interesting snapshot of supporter opinion on a range of topics, which will help us to better represent the views of the wider fanbase in our meetings with the club and the owners.

As this is now the second time we've run our annual survey, we're able to draw some useful comparisons to last year. In March 2024, both the Men and Women's teams were on course to achieve promotion as Champions, whereas both sides are currently battling to stay in the division. With wins now at a premium, it's to be expected that fans are less buoyant about on-pitch performance, but it's really pleasing to see that supporter satisfaction has remained at a high level for many other aspects of the club's work.

There's a great deal of fan debate about the concept of 'financial sustainability', and indeed whether it's even an achievable goal in a division where the average loss per club stands at around £13m a year. Financial sustainability has, for the second year running, been a top-three priority for Pompey supporters answering our survey though, highlighting it's ongoing importance to fans. We wanted to see whether fans were willing to see the club commit to this aspiration even if it meant a lower playing budget, and 68% said they would prefer this to the club becoming increasingly dependent on money from the owners.

It's notable that 'Feeling safe at the stadium' was the topic with the biggest rise in perceived importance in a season which has seen several significant off-pitch incidents at Fratton Park, and medical emergencies in the stands at both home and away fixtures. In light of this, it's reassuring that this was the topic fans felt most happy with currently.

89% of fans think our current season ticket prices are fair, and 81% are happy with the club's away ticket sales policy – up from 74% last season, where we typically had smaller allocations of tickets and fewer games went to general sale. Two points came up repeatedly in your feedback however. Firstly, that loyalty point 'inflation' means people feel it's increasingly hard to access away fixtures. We know the club would like to introduce a rolling window of loyalty points, and we'll be encouraging them to have this in place ahead of the 25/26 season.



Chair's Report

Secondly, many fans told us they're keen to get more than £5 credit in return for listing their seat on the ticket exchange. With so many Fratton Park games now selling out, the ticket exchange is an increasingly important part of the ticketing operation, and we'll be asking the club to review and improve this.

The high demand for tickets this season has, in turn, strengthened the case for expanding the stadium, with many fans wanting the owners to act more urgently to increase capacity at Fratton Park. This is an issue the PST will continue to bring forward at our Heritage And Advisory Board meetings, where we regularly meet with the owners of the club. Fans are also keen to see further improvements made to Fratton Park, with many fans writing in to request improvements to the North Stand PA system and the introduction of Wi-Fi within the stadium.

I'm thrilled that Pompey fans were happy with two of the PST's big projects from last year, with over 90% of you reporting being pleased with both the street art mural and the '125' tifo display. From a personal point of view, I was really pleased with the logistics and execution of the 'tifo' display but agree with feedback which told us the design itself could have been better. We've learned a lot about the process and it's our aspiration to stage an enhanced and improved fan display at a suitable fixture next season.

I was also pleased to see so many Pompey fans tell us they're supportive of the Football Governance Bill, and the introduction of an independent football regulator, with only 6% of respondents against it. This is something the PST has worked towards for a number of years, including an initial evidence session for the Fan-Led Review of Football Governance, and more recent work with the FSA and local MPs. We believe the bill will not only benefit Pompey but improve the future of the wider game, and we look forward to its introduction.

Thank you to everyone who took part – we really appreciate your time. We take our role seriously and want to represent you as best we can. Play Up Pompey!



Donald Vass
PST Chair



Club's Response



We are once again grateful to the Pompey Supporters Trust for investing their personal time designing and developing the second PST Supporter Survey and sharing the responses with the club.

The survey provides invaluable insights, observations and constructive suggestions across the key areas that matter most to supporters. We will use the results to help inform our regular engagement with fans and across the many different channels which include the Heritage and Advisory Board; The Tony Goodall Fans Conference; The Matchday Experience Working Group, as well as the various supporter meetings and forums that my colleagues and I are privileged to attend throughout the season.

We are pleased following the significant investment programme at Fratton Park, that fans continue to feel safe and that ticketing prices are viewed as fair. We will continue to consult with the various working groups on improvements to the Away Ticketing scheme and the Ticket Exchange.

The definition of financial sustainability of football clubs can mean different things to different people. Nevertheless, it is heartening that 68% of respondents are in alignment with our strategy not to put the club at risk by overspending.

The club is fully behind the introduction of The Football Governance Bill and we are reassured that this view is shared by 79% of respondents. The Bill has now progressed from the House of Lords to the Commons and we have been able to have some influence through direct dialogue with the Secretary of State and DCMS officials. We are encouraging them to deliver the Bill at the earliest opportunity to further protect the heritage and long-term financial sustainability of all football clubs, reducing risk and jeopardy through a fairer system of financial distributions.

Thank you to everyone who participated in the survey and for your support towards helping to improve Portsmouth Football Club for the benefit of everyone within our community.

Play up Pompey!

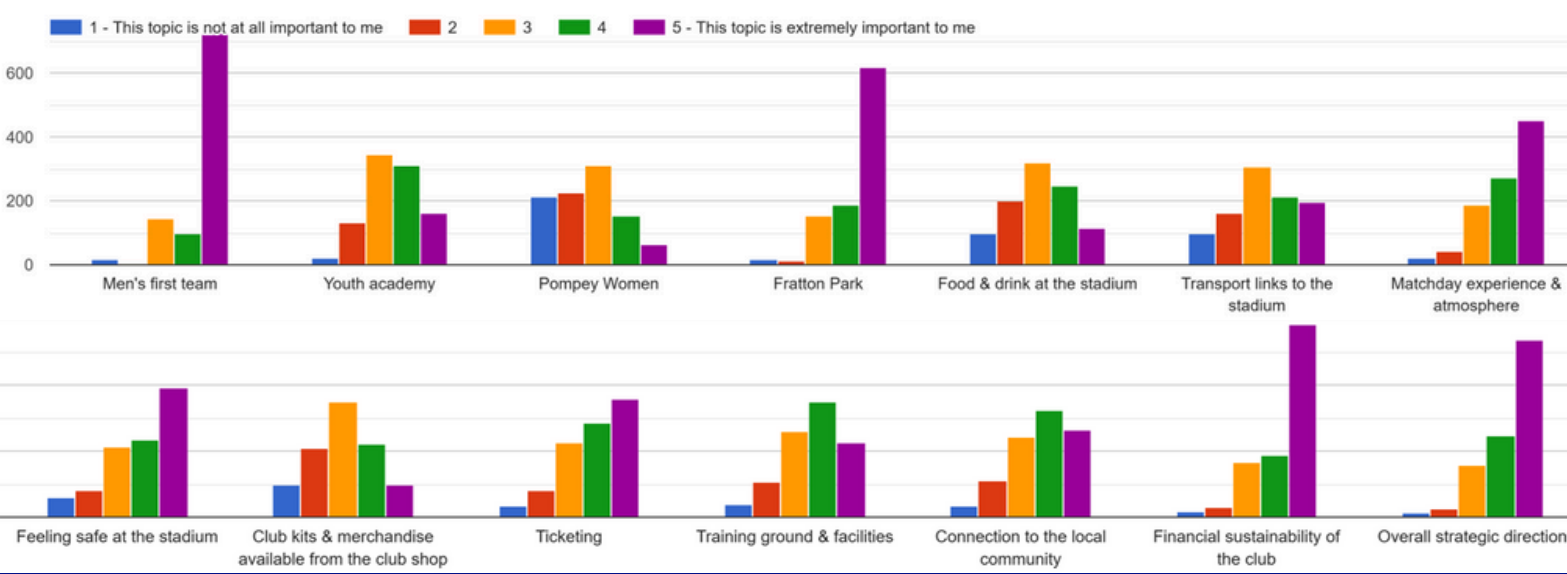
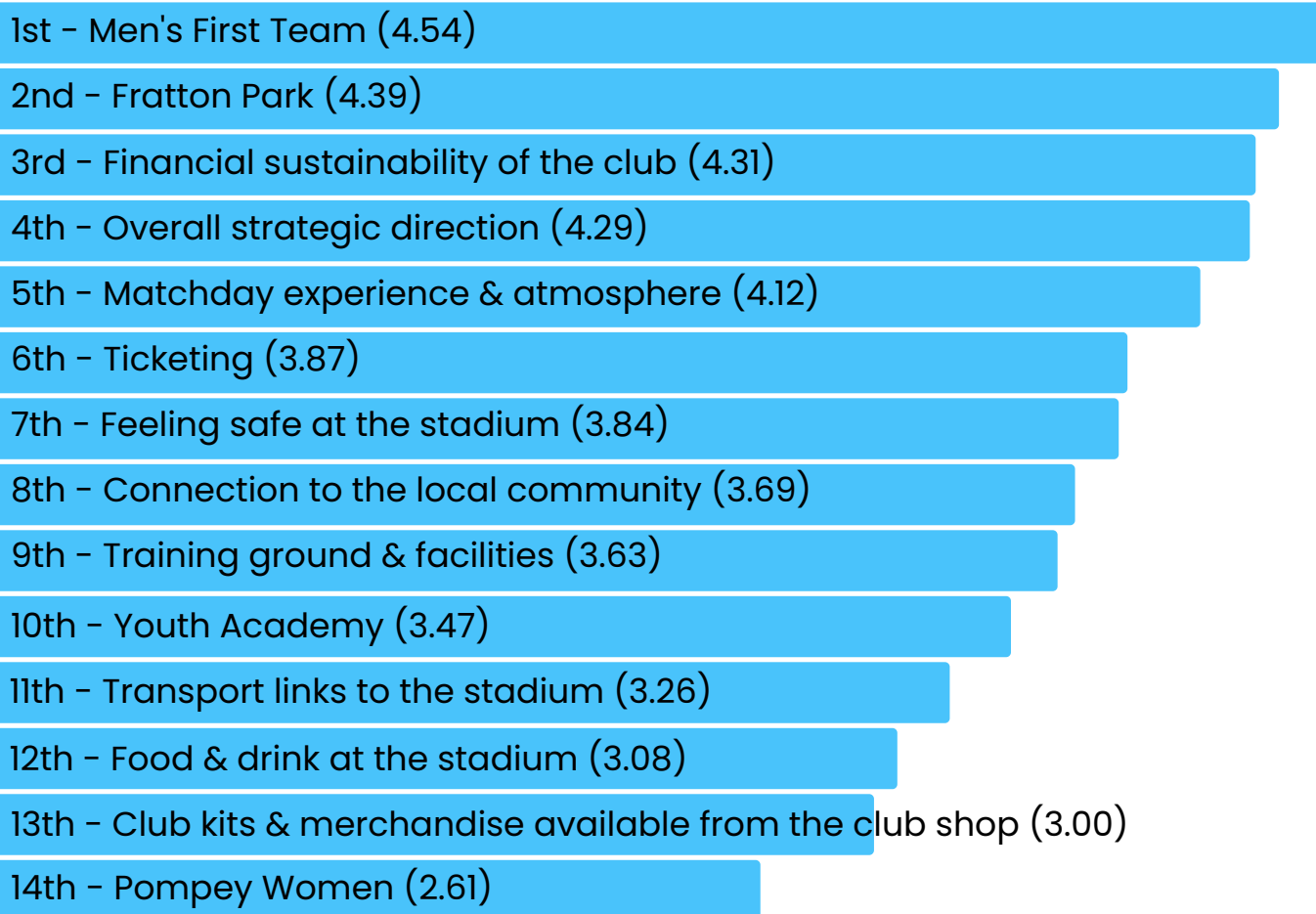


Andrew Cullen
Portsmouth FC CEO



Q1 - How important are these topics to you?

Supporters scored each of these topics from 1 ('this topic is not at all important to me') to 5 ('this topic is extremely important to me'). They are ranked here in order of importance based on the average score out of 5.





Q1 - How important are these topics to you? Year-on-year change

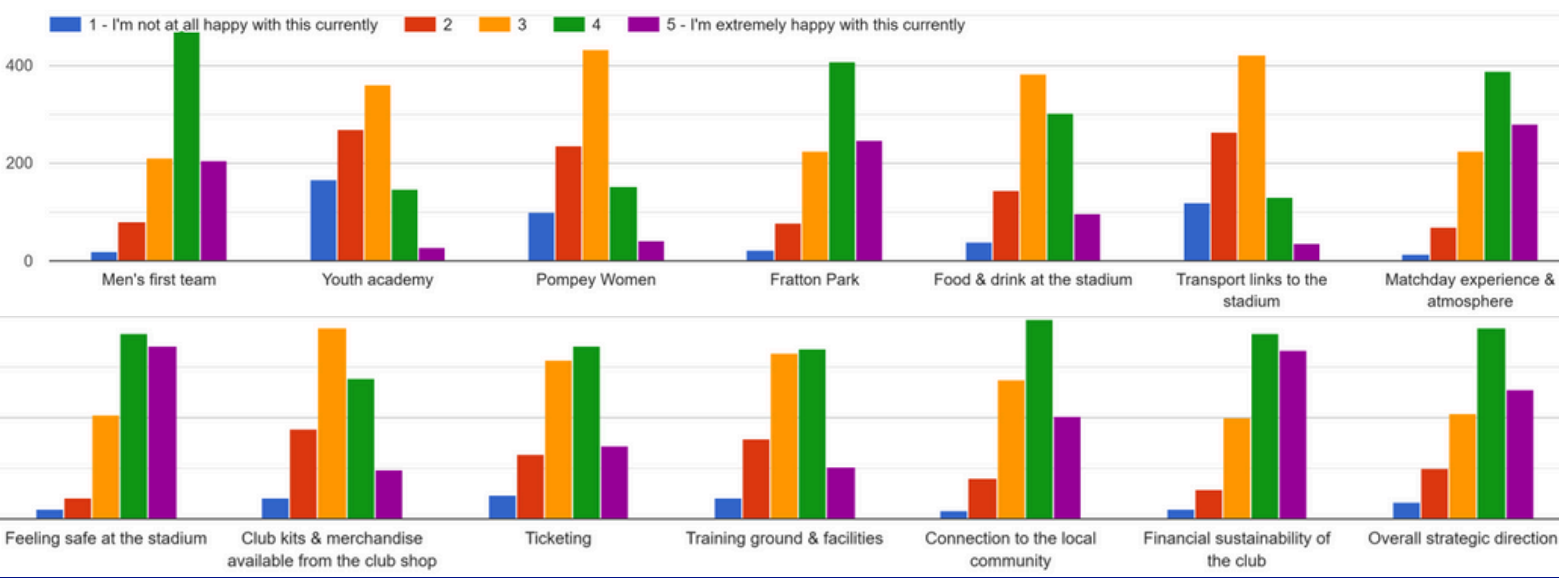
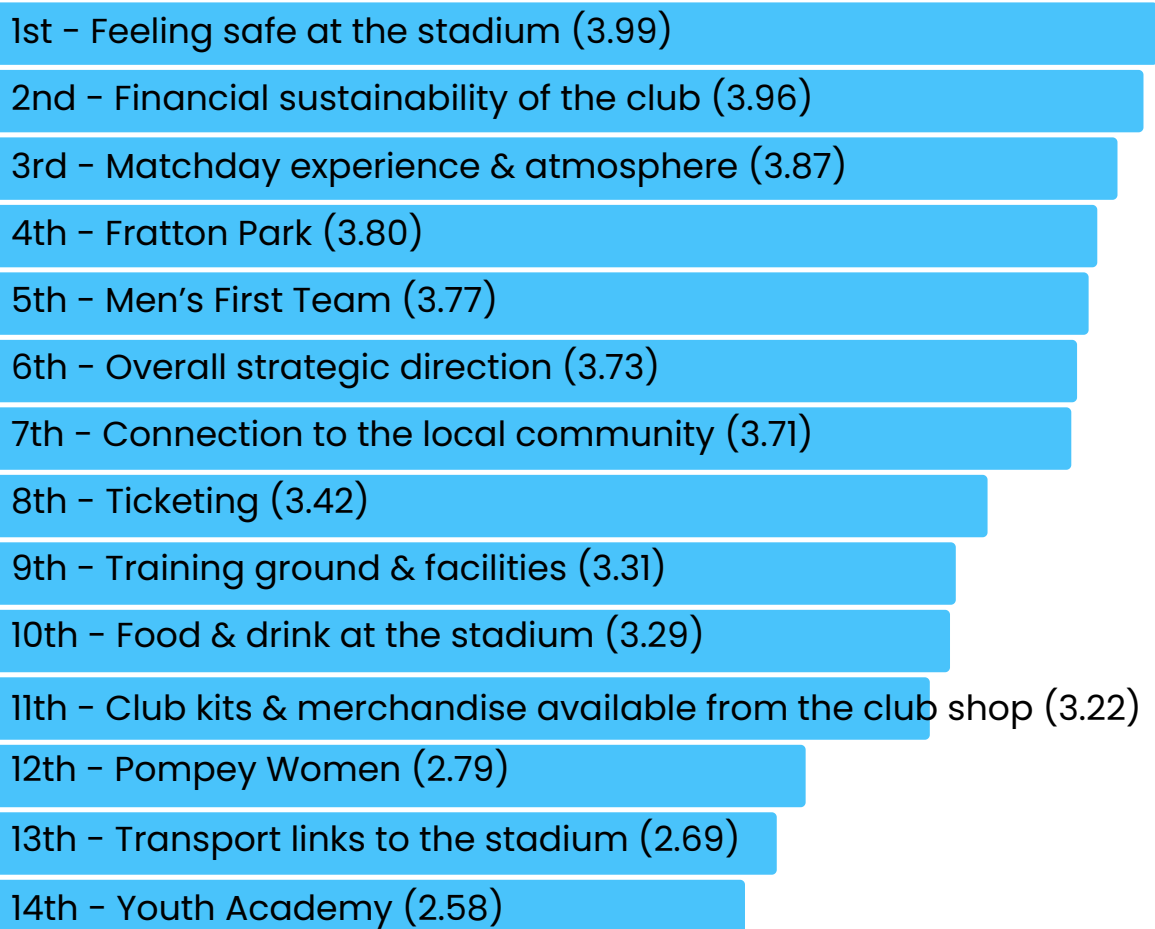
This table compares each topic's average score out of 5 for importance given in our 2025 supporter survey compared to the 2024 supporter survey, **ordered by the change**.

	2024	2025	Year-on-year change
Feeling safe at the stadium	3.57	3.84	+0.27
Overall strategic direction	4.05	4.29	+0.24
Men's First Team	4.31	4.54	+0.23
Fratton Park	4.18	4.39	+0.21
Financial sustainability of the club	4.11	4.31	+0.20
Youth Academy	3.29	3.47	+0.18
Matchday experience & atmosphere	3.95	4.12	+0.17
Ticketing	3.74	3.87	+0.13
Connection to the local community	3.56	3.69	+0.13
Training ground & facilities	3.51	3.63	+0.12
Transport links to the stadium	3.14	3.26	+0.12
Food & drink at the stadium	2.99	3.08	+0.09
Pompey Women	2.79	2.61	-0.18
Club kits and merchandise	3.22	3.00	-0.22



Q2 - How happy are you with each of these topics currently?

Supporters scored each of these topics from 1 ('I'm not at all happy with this currently') to 5 ('I'm extremely happy with this currently'). They are ranked here in order of supporters' happiness based on the average score out of 5.





Q2 - How happy are you with each of these topics currently? Year-on-year change

This table compares each topic's average score out of 5 for happiness given in our 2025 supporter survey compared to the 2024 supporter survey, **ordered by the change**.

	2024	2025	Year-on-year change
Matchday experience & atmosphere	3.71	3.87	+0.16
Connection to the local community	3.60	3.71	+0.11
Feeling safe at the stadium	3.90	3.99	+0.09
Food & drink at the stadium	3.22	3.29	+0.07
Training ground & facilities	3.28	3.31	+0.03
Ticketing	3.40	3.42	+0.02
Financial sustainability of the club	3.97	3.96	-0.01
Club kits and merchandise	3.25	3.22	-0.03
Fratton Park	3.83	3.80	-0.03
Transport links to the stadium	2.74	2.69	-0.05
Overall strategic direction	3.86	3.73	-0.13
Youth Academy	2.94	2.58	-0.36
Men's First Team	4.18	3.77	-0.41
Pompey Women	3.54	2.79	-0.75



Q3 - Do you have a question you'd like us to put to the owners via the Heritage & Advisory Board?

Representatives from the PST meet with the club's owners four times a year on the Heritage And Advisory Board. In these meetings, confidential information is shared about the club's long-term strategic direction. This ensures supporters are involved at the early stages of planning. 153 respondents wrote in questions or topics they would like the PST to take forward to the Heritage & Advisory Board. The most common themes, alongside a representative example question, are shown here:

1. Fratton Park

"In light of continual sell-outs at the stadium, when do Tornante plan to increase the capacity of Fratton Park? "

2. Finances

"We seem to have one the lowest budgets in the Championship. How are we going to compete while remaining financially sustainable?"

3. Youth academy

"Many of our Championship rivals are able to bring through an academy player every year or two. We struggle to due to the lack of a pathway from academy to first team".

4. Ownership

"Are Tornante fully committed to the long term future of the club?"

5. Other

"Does the ownership have any plans to produce a documentary about the club?"

Every single question submitted has been read by the PST and will inform our future engagement with the club and the owners.



Q4 - Do you have a question you'd like us to put to the club via the Tony Goodall Fans' Conference?

During the season, the club meets regularly with the Tony Goodall Fans' Conference, which brings together representatives from around 20 different supporter groups. In these meetings, CEO Andy Cullen and other club staff take questions from these supporter groups on a range of topics. The minutes of the meeting are then written up by the PST and published online. 131 respondents wrote in questions or topics they would like the PST to take forward to the Tony Goodall Fans' Conference. The most common themes, alongside a representative example question, are shown here:

1. Fratton Park

"Can the sound system be fixed in the North Stand Lower? It has been cutting out for the last year".

2. Ticketing

"A yearly reset of loyalty points would be beneficial for all. Currently it's stopping younger fans (our next generation of supporters) from attending".

3. Men's First Team

"Is there anything that can be done to reduce the risk of future significant injuries like we've seen at the CB position throughout 2024/25?"

4. Finances

"It seems like we have one of the lowest playing budgets in the league".

5. Transport

"Are there any opportunities to work with or support the management of Fratton Train Station with better crowd control on matchdays?"

Every single question submitted has been read by the PST and will inform our future engagement with the club and the owners.



Q5 - Do you have a question you'd like us to put to the club via the Matchday Experience Working Group?

In April 2022, the PST worked with the club to establish the Matchday Experience Working Group, which brings together a cross-section of fans to discuss ways the Fratton Park experience can be enhanced for supporters. 180 respondents wrote in questions or topics they would like the PST to take forward to the Matchday Experience Working Group. The most common themes, alongside a representative example question, are shown here:

1. Queues / Speed of service

"While facilities have massively improved, the speed of service is often extremely slow".

2. Entertainment

"I would welcome more half time entertainment on the pitch".

3. Food & drink

"I'd like to see a greater variety of food and drink concessions in the fan zone and in the ground".

4. Fanzone

"I don't find it easy having to walk through the Fanzone where people are standing, drinks in hand, on matchdays. Could a permanent walkway be provided?"

5. WiFi / PA / facilities

"Stadium Wi-Fi would be a fantastic addition".

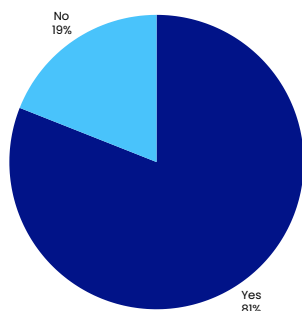
Every single question submitted has been read by the PST and will inform our future engagement with the club and the owners.



Q6, 7 & 8 - Ticketing

Are you happy with the club's away ticketing policy?

81% of respondents are happy with the away ticket sales policy. This is up from 74% last year.



The club sold out of 2024-25 season tickets, and there are currently around 2,100 people on the season ticket waiting list. Prices started at £455 for adults (around £20/match). Thinking about Championship football, do you think this pricing is fair?

- 89% - It's about right
- 6% - It's too cheap
- 5% - It's too expensive

191 respondents wrote in questions or topics on ticketing that they would like the PST to take forward. The most common themes, alongside a representative example question, are shown here:

1. Loyalty point system / Prioritising away ticket sales

"Loyalty points should operate over a two-year rolling window. Currently, the number of points required goes up and up which makes it harder to access away games".

2. Ticket Exchange

"I'd like to get more than £5 credit back if I list a ticket on the exchange. When the season ticket costs £455, getting only £5 back is unfair."

3. Prices

"The club need to be careful in future seasons not to exclude the grass roots supporters by raising season ticket prices unreasonably".

4. Sales Process

"It's frustrating that some home tickets are put on sale so late when other teams do not sell out their allocation".

Every single question submitted has been read by the PST and will inform our future engagement with the club and the owners.

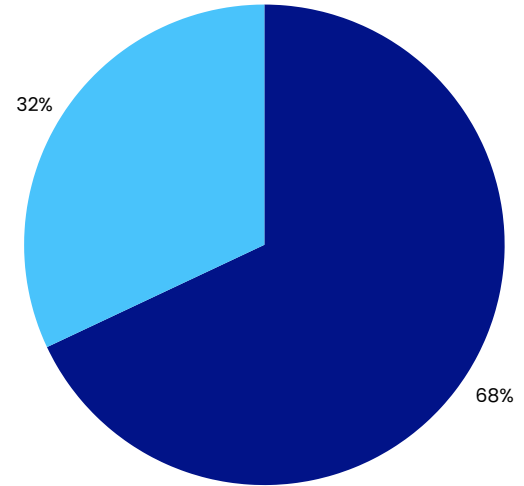


Q9 & 10 - Financial Sustainability in the Championship

Which of these best reflects your view?

68% - I'd like to see the club continue to operate in a more sustainable way, even if this means a lower playing budget.

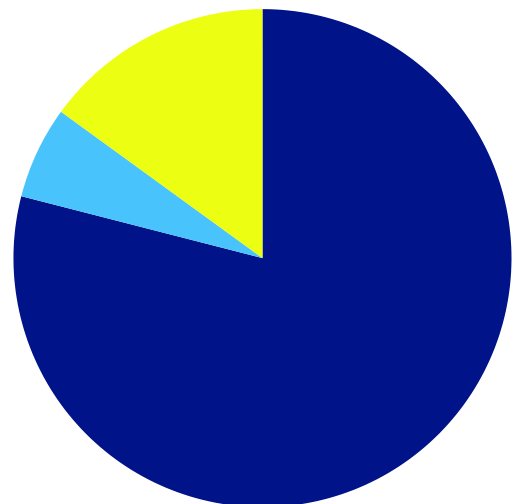
32% - I'd like to see more owner investment, even if this means the club becoming increasingly dependent on continual injections of cash from the owners.



The Football Governance Bill is supported by Portsmouth Football Club, the Portsmouth Supporters' Trust, and more than 200 fan groups across the country. Are you in favour of the Football Governance Bill, and the introduction of an independent football regulator?

79% - Yes
6% - No
15% - I don't know

● Yes ● No ● Don't Know



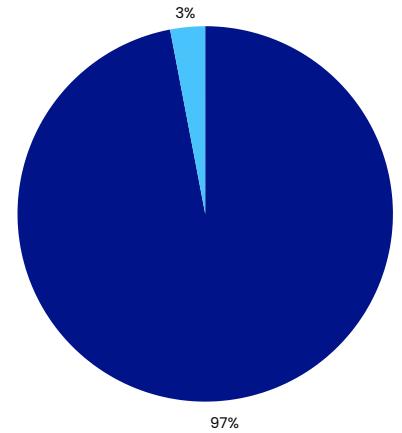
Excluding 'don't knows', 93% of fans who expressed an opinion were in favour of the Football Governance Bill.



Q11, 12 & 13 - PST Projects

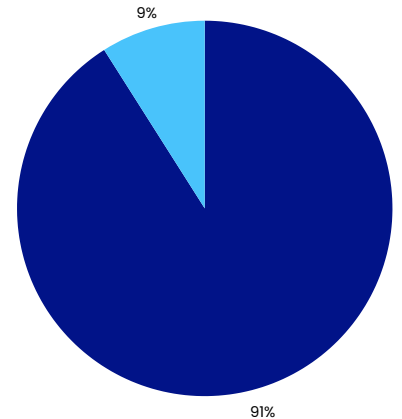
The Pompey Supporters' Trust used an Arts Council grant to commission a street art mural on the side of the club shop. If you've seen the finished mural, are you happy with it?

97% of respondents were happy with the street art mural.



In last year's supporter survey, 84% of respondents said they'd like the Pompey Supporters' Trust to organise a 'tifo' display. The PST sought out a sponsorship from Total AV to enable us to purchase 4,000 cards, and laid these out before the final home game of the club's 125th anniversary campaign. If you saw the fan display, were you happy with it?

91% of respondents were happy with the 'tifo' display.



Do you have any feedback on either of these projects, or have suggestions for future PST initiatives?

126 people gave feedback or suggestions for future projects. A common point of feedback was regarding the design of the 125 tifo, represented here:

"The 125 tifo was well organised, but it was off-centered. Would love an improved design in future"

The PST's aspiration is to stage an enhanced and improved fan display ahead of a suitable fixture next season.



Q14 & 15 - The PST

The Pompey Supporters' Trust currently has nearly 2,000 members. It costs £5/year to join. Members can:

- **Help shape the future of the football club by informing our engagement strategy and supporting future projects**
- **Attend PST member events, including Q&A evenings with club staff**
- **Vote or stand in PST Board elections**

Supporters can join via the PST website. Are you interested in becoming a member of the PST?

89 respondents indicated that they are not yet members of the PST but would be interested in joining. They have been contacted with information on membership.

The Pompey Supporters' Trust board is democratically elected each year. You can see who serves on our board on our website. We are always looking for passionate, committed Pompey supporters who would like to join the board, to help us improve the workings of the club and to benefit the wider fanbase.

34 respondents indicated that they would be interested in running for election to the PST board. They will be contacted with information when the next election calling notice is sent out.

Thank you to everyone who took part in the 2025 Pompey Supporters' Trust survey.