



PST Supporter Survey Results & Report

2026



Results Summary

The topics Pompey supporters are most happy with are:

Feeling safe at the stadium

Fratton Park

Matchday experience & atmosphere

The topics Pompey supporters are least happy with are:

Youth academy

Men's first team

Overall strategic direction

1st

2nd

3rd

- 87% of supporters believe the club should be spending more on the first team playing budget.
- Over 75% of supporters are happy with the club's ticket prices.
- Fans are divided on use of 'club managed travel' for the South Coast Derby, with 51% in favour, and 49% against.
- Only 27% of supporters prefer the new Championship playoff format, which will involve the teams finishing 7th and 8th for the first time next season.



Chair's Report

The survey was held between March 27th and April 10th 2026.
1,226 fans took part.



Thank you to everyone who took part in the PST's 2026 survey. We're really grateful to the 1,226 Pompey fans who gave their time to respond. We run these surveys every year to ensure we can accurately represent the views of the wider fanbase in the discussions we have with the club's owners and key staff. The results this year speak loudly and clearly: supporters are dissatisfied with the club's performance in several key areas.

In particular, fans have told us that they lack confidence in the club's overall strategic direction, and feel that greater investment in the playing squad is required in order for Portsmouth to compete at the level fans expect.

This marks a notable shift in sentiment. In last year's survey, only 32% of fans told us that they would "like to see more owner investment, even if this means the club becoming increasingly dependent on continual injections of cash from the owners". Now, fans overwhelmingly do expect to see more spent on the pitch - 87% of supporters say they wanted to see a higher playing budget, even if that would result in bigger losses for the club.

The playing budget came up again and again in fans' written responses throughout the survey - it's the key issue driving unhappiness with the club's overall direction. Concerns around player recruitment and first team performance stem directly from this central problem.

The club recently announced losses of £4.36m for last season. While significant, this figure is relatively modest in comparison to other clubs in the division, where average annual losses are around £13m a year. Against such heavy spending, many feel that Portsmouth have fallen behind similar clubs.

Portsmouth fans know better than most the dangers of spending beyond your means in football. However, this survey suggests that our fanbase is less cautious about spending than in previous years. There now appears to be fewer fans who see 'financial sustainability' as a fundamental principle of the club. It ranked in supporters' top three priorities in our last two surveys, but this year saw the biggest drop in perceived importance among fans.



Chair's Report

This growing tension within the fanbase between long-term sustainability and short-term competitiveness is an enormously challenging problem facing the football club and the owners. There appears to be little appetite among fans to see ticket price rises to generate more income, with only 7% of supporters polled in favour of season ticket price rises. Fans also told us they would be extremely uncomfortable about the club taking on loans secured against the club's assets.

One area supporters do highlight as an opportunity to grow revenue is the club's Youth Academy. Some fans view this as a key pillar missing from the club's 'develop and sell' player trading model, which could be used to generate income and supplement the playing budget. The club's Youth Academy has consistently polled poorly in our three surveys to date, and once again came out as the area of lowest satisfaction for supporters. A number of respondents referenced the prominence this was given as part of Tornante's initial pitch to buy the club at the Guildhall 9 years ago, and expressed frustration at the perceived lack of progress since. For some fans, this feels like an unfulfilled promise.

More positively, there was strong support for Pompey's handling of the 'club managed travel' arrangements for the South Coast Derby fixtures. While opinion remains divided on the principle of enforced travel (51% in favour, 49% against), 81% of respondents felt the arrangements themselves were well executed. I know this was a particularly time-consuming operational challenge for the club's staff, so full credit to them for delivering it successfully. There was also strong support for the club's decision to agree a large, reciprocal away ticketing allocation for both games.

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. We'll present the results of this survey directly to Tornante at the next Heritage & Advisory Board meeting, and the themes identified in this report will form the basis of our ongoing dialogue with both the owners and club staff in the coming months.

John Mousinho and the team have done brilliantly in recent weeks to secure Championship football for another year – supporters now want to know that they'll be backed to push on again next season.



Donald Vass
PST Chair



Club's Response



I would like to thank the PST for once again organising their annual Supporter Survey, as well as all those supporters who took the time to respond.

We look forward to discussing the survey responses and feedback with the PST.

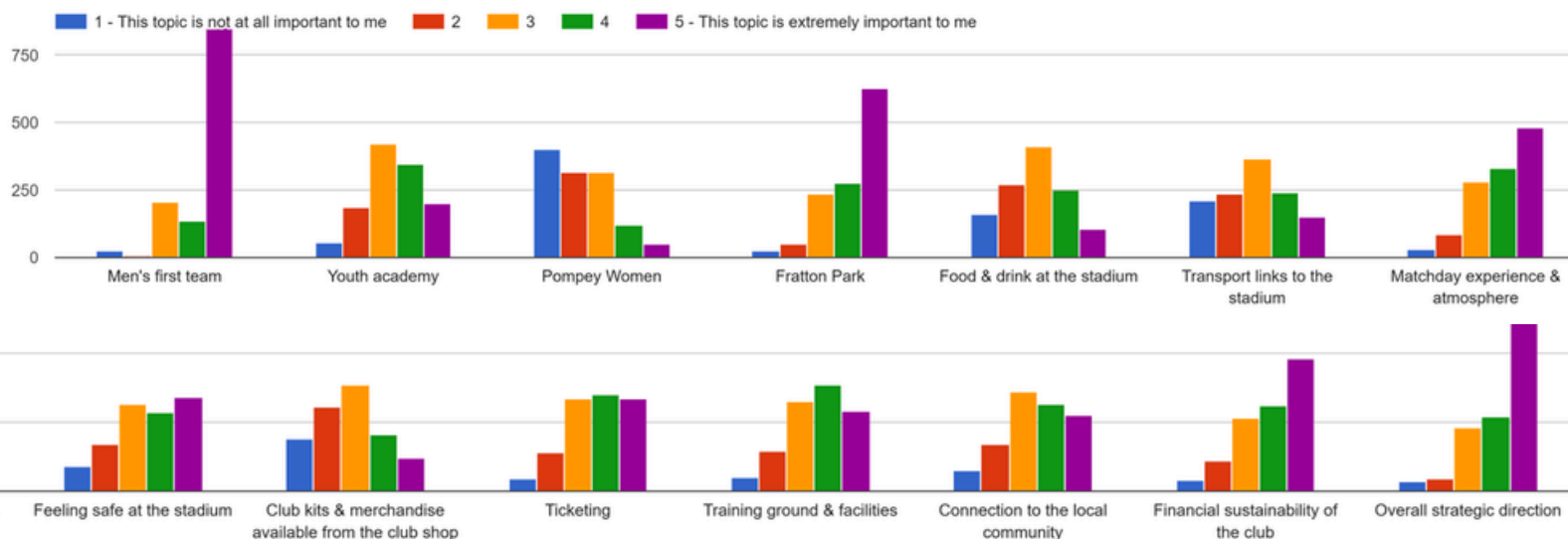
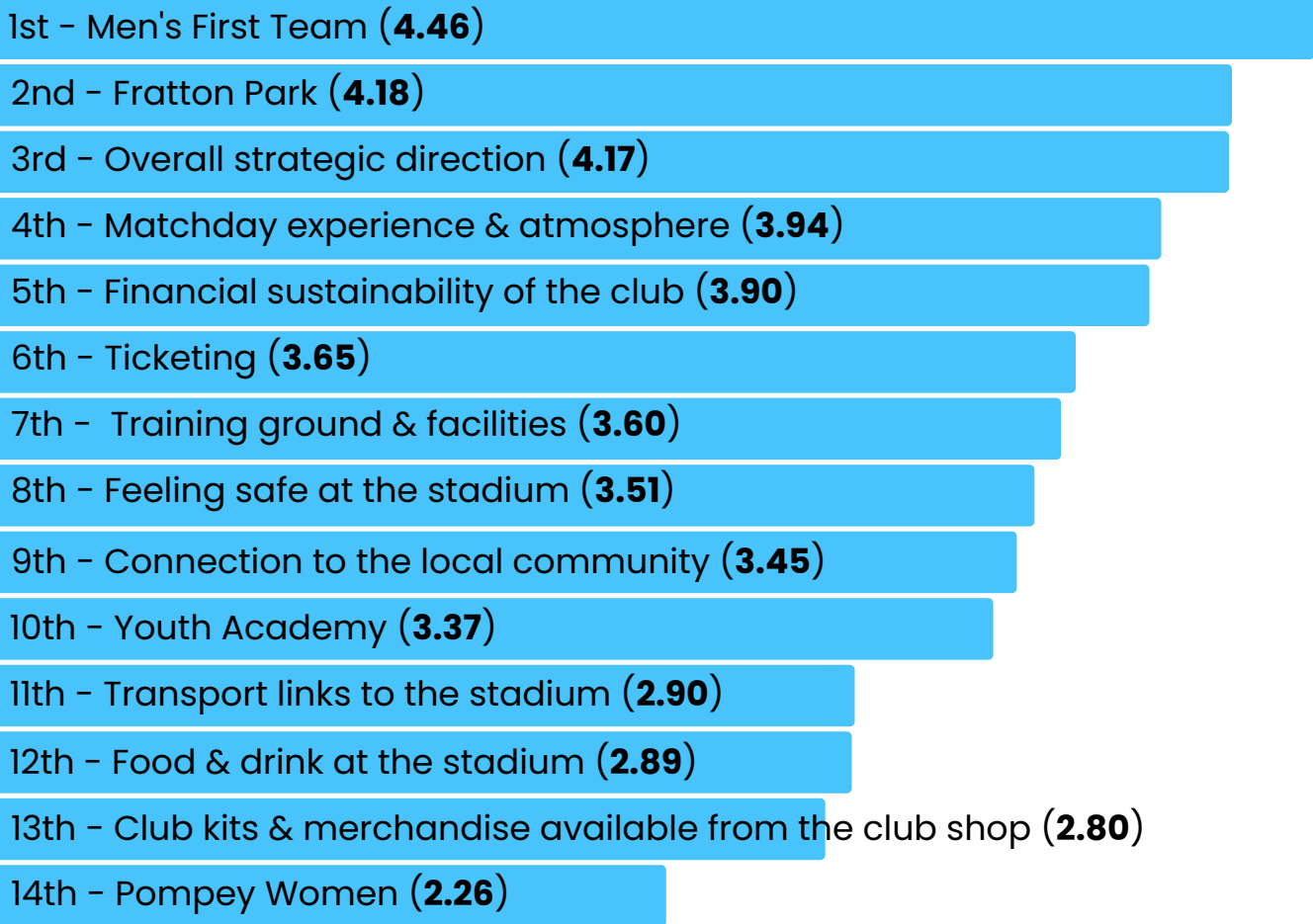


Andrew Cullen
Portsmouth FC CEO



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

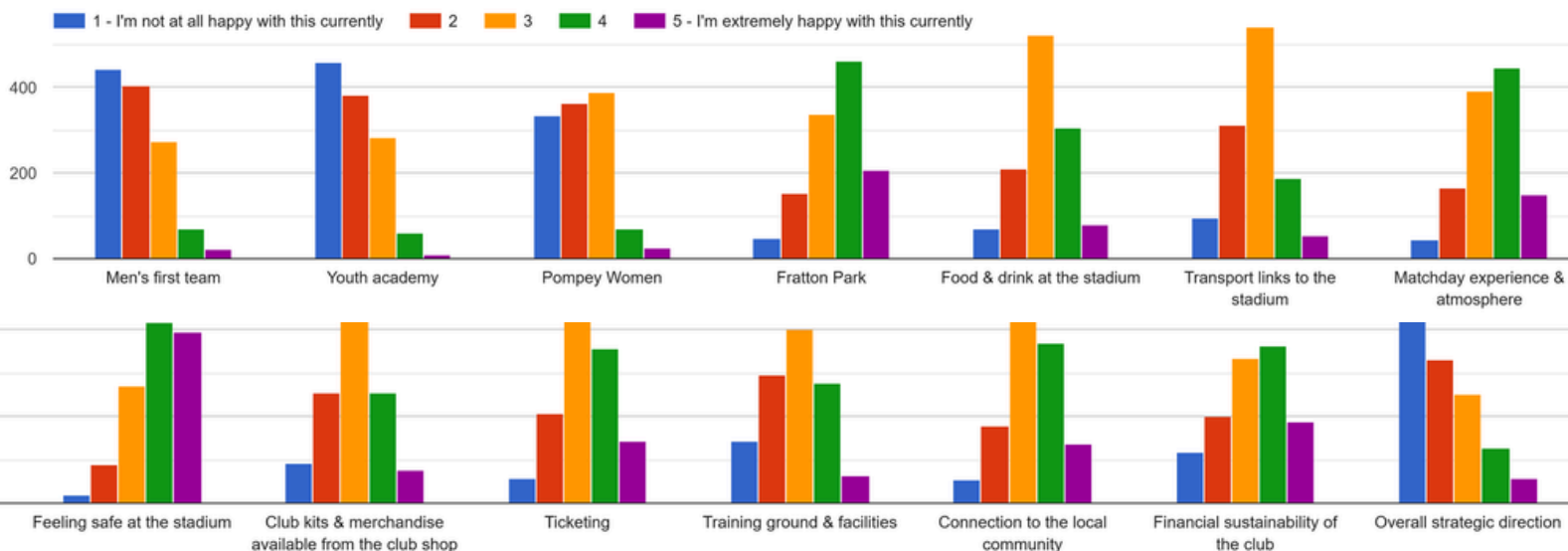
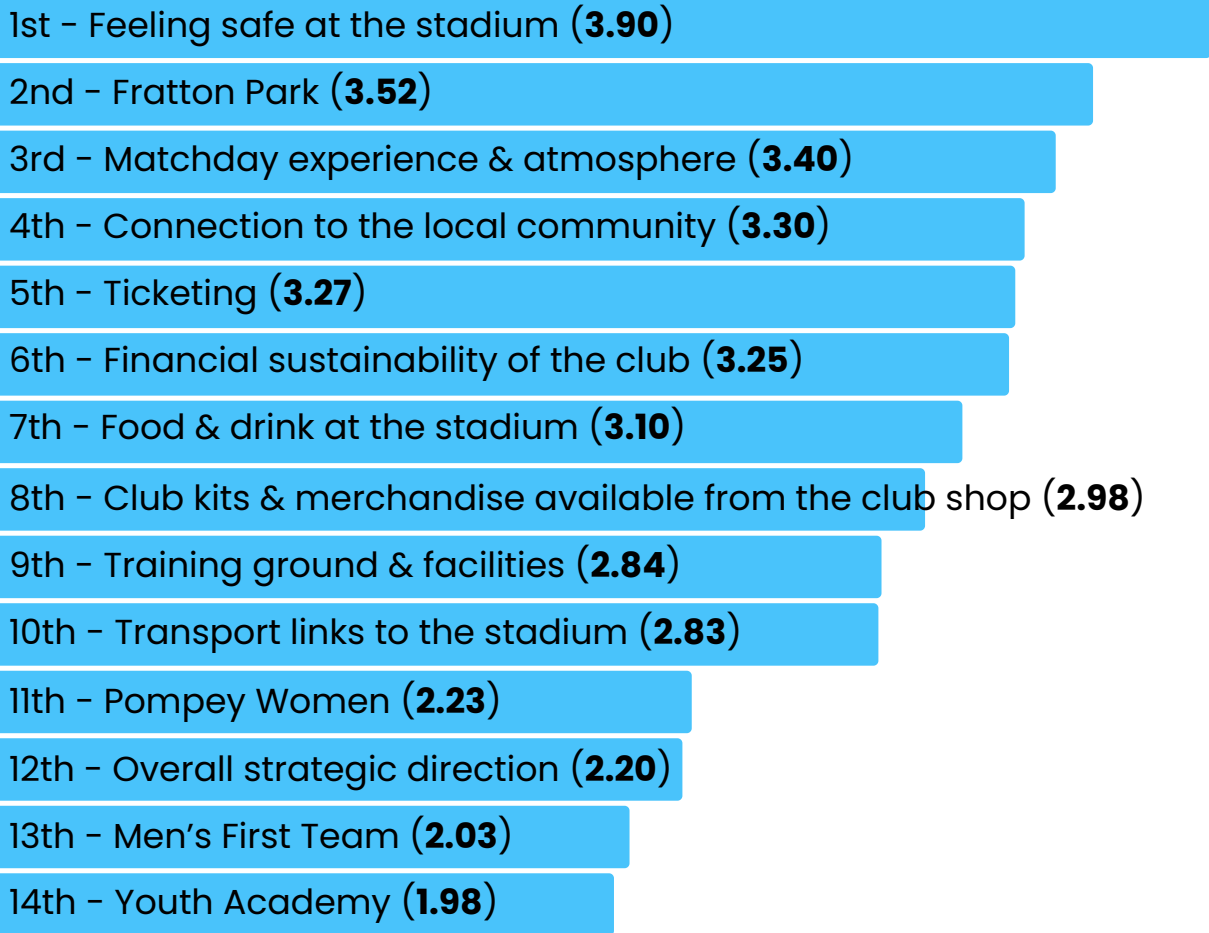
This table compares each topic's average score out of 5 for importance given in our 2026 supporter survey compared to the 2024 and 2025 results, **ordered by the change since 2025**.

	2024	2025	2026	Year-on-year change
Training ground & facilities	3.51	3.63	3.60	-0.03
Men's First Team	4.31	4.54	4.46	-0.08
Youth Academy	3.29	3.47	3.37	-0.1
Overall strategic direction	4.05	4.29	4.17	-0.12
Matchday experience & atmosphere	3.95	4.12	3.94	-0.18
Food & drink at the stadium	2.99	3.08	2.89	-0.19
Club kits and merchandise available from the club shop	3.22	3.00	2.80	-0.2
Fratton Park	4.18	4.39	4.18	-0.21
Ticketing	3.74	3.87	3.65	-0.22
Connection to the local community	3.56	3.69	3.45	-0.24
Feeling safe at the stadium	3.57	3.84	3.51	-0.33
Pompey Women	2.79	2.61	2.26	-0.35
Transport links to the stadium	3.14	3.26	2.90	-0.36
Financial sustainability of the club	4.11	4.31	3.90	-0.41



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 2026 supporter survey compared to the 2024 and 2025 results, **ordered by the change since 2025**.

	2024	2025	2026	Year-on-year change
Transport links to the stadium	2.74	2.69	2.83	0.14
Feeling safe at the stadium	3.9	3.99	3.9	-0.09
Ticketing	3.4	3.42	3.27	-0.15
Food & drink at the stadium	3.22	3.29	3.1	-0.19
Club kits and merchandise available from the club shop	3.25	3.22	2.98	-0.24
Fratton Park	3.83	3.8	3.52	-0.28
Connection to the local community	3.6	3.71	3.3	-0.41
Matchday experience & atmosphere	3.71	3.87	3.4	-0.47
Training ground & facilities	3.28	3.31	2.84	-0.47
Pompey Women	3.54	2.79	2.23	-0.56
Youth Academy	2.94	2.58	1.98	-0.6
Financial sustainability of the club	3.97	3.96	3.25	-0.71
Overall strategic direction	3.86	3.73	2.2	-1.53
Men's First Team	4.18	3.77	2.03	-1.74

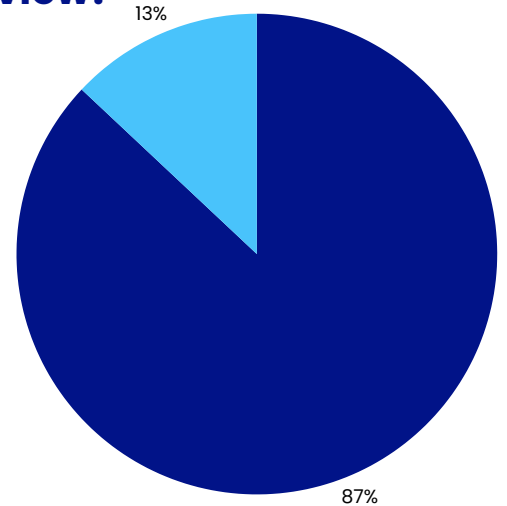


Q3 & 4 - Club Finances

Which of these is closest to your view?

87% - I feel the club should be spending more on the first team playing budget, even if this means the club making bigger losses which need to be covered by the owners.

13% - I feel the club's first team playing budget is sufficient.



Thinking about future investment into the club, how comfortable would you be with these different methods of funding?

Supporters scored each of these options from 1 ('I'm extremely uncomfortable about this type of investment') to 5 ('I'm extremely comfortable about this type of investment'). They are ranked here in order of supporters' preference based on the average score out of 5.

1st - Owner investment as equity (**3.78**)

2nd - New minority investment as equity (**3.58**)

3rd - Owner investment as 'soft' loans (**3.14**)
(not secured against any assets)

4th - Bank loans (**1.85**)
(at market rates, secured against the club's assets)

5th - Private lender loans (**1.51**)
(at higher rates, secured against the club's assets)



Q5, 6, 7 & 8 - Ticketing

Individual match tickets start at £30 for adults. Thinking about Championship football, do you think this pricing is fair?

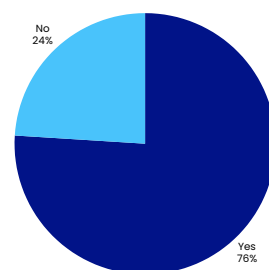
77% - It's about right
20% - It's too expensive
4% - It's too cheap

Season ticket prices start at £496 for renewing adults (around £21/match). Thinking about Championship football, do you think this pricing is fair?

79% - It's about right
13% - It's too expensive
7% - It's too cheap

Are you happy with the club's away ticketing policy, whereby loyalty points are used to prioritise sales?

76% Yes
24% No



251 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

"It's still very hard for me to build loyalty points for me and my son. The games we can get to and that are achievable for a child of his age sell out so quickly in higher windows"

2. Ticket website / sales process

"The website is somewhat unreliable at times. I get locked out for 'being a robot'."

3. Prices

"If you charge amongst the most expensive prices for tickets in the league, you need to deliver good football".

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



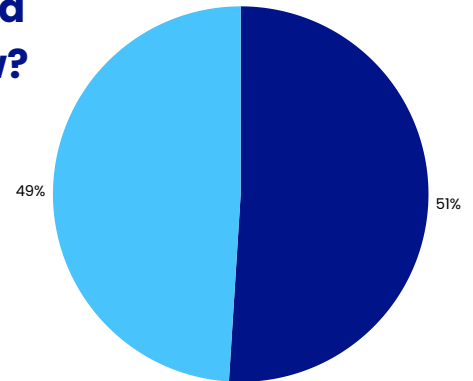
Q9, 10, & 11

South Coast Derby

If the South Coast Derby is played again in the future, which is closest to your view?

51% - I think away fans should continue to have to use 'club-managed travel' for these games.

49% I think away fans should be able to travel to these games however they choose.



Regardless of whether you agreed with the initial decision to impose travel restrictions, do you think the clubs implemented the plan effectively?

81% - Yes (total)

19% - No (total)

Of those who attended the away fixture at St. Mary's:

89% Yes

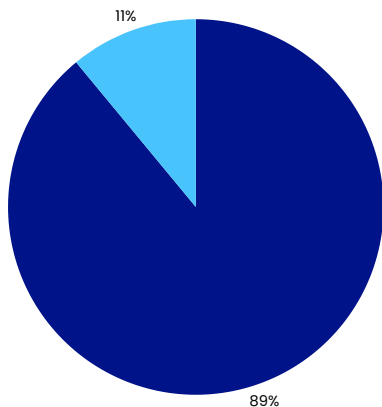
11% No

Of those who didn't attend the away fixture at St. Mary's:

79% Yes

21% No

The club have said that "it's very unlikely we would be allowed Portsmouth fans in the Milton End for this fixture", even if Southampton were restricted to a smaller allocation. Which of these is closest to your view?



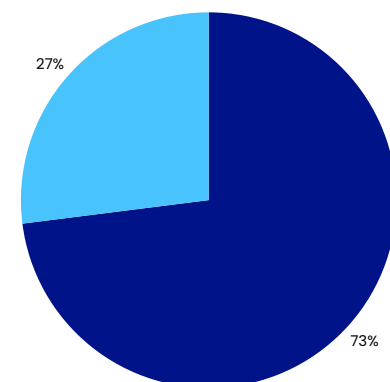
89% - I'd like away supporters at both games to receive an allocation of 2,700 tickets.

11% - I'd like away supporters at both games to be capped at 2,000 fans, even if that means around 1,000 empty seats in the Milton End and less ticketing revenue for the club.



Q12, 13, & 14 - Changes to the Championship and Portsmouth Women

EFL clubs have agreed to expand the number of teams competing in the Championship playoffs, meaning from next year six teams will feature rather than the current four. Are you supportive of the new format?



73% - No, I preferred the old format of teams finishing from 3rd - 6th.

27% - Yes, I'm happy that it will now involve the teams finishing from 3rd - 8th.

FIFA has been trialling a new 'Football Video Support' system ('VS'), as an alternative to 'VAR' for leagues with smaller resources. It allows Head Coaches to ask for certain refereeing decisions to be reviewed on a pitchside video monitor. Would you be supportive of the introduction of 'VS' technology in the EFL, allowing Head Coaches to challenge a set number of refereeing decisions?

50% - Yes

50% - No

The club recently confirmed that a new pitch will be laid at Fratton Park this summer. This means Portsmouth Women will be able to play most of their league games at Fratton Park, rather than at Westleigh Park in Havant. How does this change affect your likelihood of attending Portsmouth Women games?

87% - This won't affect how many Pompey Women games I attend.

11% - I'll attend more Portsmouth Women games.

2% - I'll attend fewer Portsmouth Women games.



Q15 - 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. 328 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. Playing Budget

"How can we be a stable championship club with the current playing budget? We are woefully short of what's required".

2. Long term vision

"What is the strategic direction? What is the plan? Where's the ambition?"

3. Investment

"The investment into Fratton Park has been amazing but it's clear that so much more is required in other areas to make us a competitive Championship club."

4. Youth Academy

"The Academy was a significant part of the Eisner's sales pitch when they bought the club and we continue to lack a pathway to help younger players get into the first team".

5. Fratton Park

"We sell out every week and have a long waiting list. What is the plan increase the capacity of Fratton Park?"

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



Q16 - 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. 245 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. First team player recruitment

"The current model of buying cheap 'project' signings, hoping they become £10m players, is failing"

2. Playing Budget

"What are club staff doing to communicate to the owners how damaging our restricted transfer budget is?"

3. Youth Academy

"Is there a plan in place for our academy to move up category to attract better staff and players, instead of them leaving for better quality academies locally?"

4. Injuries

"Injuries have been the ongoing theme again this season. Are the club utilising best practices for training sessions and rehabilitation?"

5. Matchday Experience

"The stadium is still lacking acceptable mobile signal/wifi. What can be done to improve this?"

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



Q17 & 18 - The PST

The Pompey Supporters' Trust currently has over 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?

87 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.

14 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 2026 Pompey Supporters' Trust survey.