



# **PST Supporter Survey Findings**

**March 2024**



# Results Summary

The most important topics to Pompey supporters are:

**Men's first team**

**Fratton Park**

**Financial sustainability of the club**

The topics Pompey supporters are happiest with are:

**Men's first team**

**Financial sustainability of the club**

**Feeling safe at the stadium**

1st

2nd

3rd

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

- 91% of supporters believe the matchday experience has improved in the last 2 years.
- 74% of supporters are happy with the club's away ticketing policy.
- 99% of supporters are happy with the Jimmy Dickinson statue.



# 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 February 15th and March 3rd 2024. 2,418 fans took part.



First of all, thank you to everyone who took the time to complete our survey – we've been blown away by the response. It's been a really useful exercise which will help us to better represent your views in our meetings with the club and the owners.

The survey demonstrates that Pompey fans are in buoyant mood at the moment, with fan happiness rated highly across a wide variety of topics. Unsurprisingly, the success of the men's first team was both supporters' top priority and the thing fans are most pleased with at the moment.

Behind the men's first team, the financial sustainability of the club was the second highest rated topic for supporter happiness. Given the club's chequered financial history, this is an issue particularly important to our fanbase. With the club performing so well in League One, many fans are understandably looking ahead to a potential return to the Championship. Among the most common issue fans wanted us to ask the owners about in our Heritage & Advisory Board meetings was whether it's possible to maintain this financial sustainability in the Championship, a league where clubs lost an average of around £15m each last year. This is a topic we'll continue to discuss regularly with the owners and directors of the club.

The topic fans were least happy with was transport links to the stadium. We know this is an ongoing issue, with some fans reporting safety concerns at Fratton train station and on Goldsmith Avenue before and after games. We will continue to support the club in pushing local stakeholders to improve this situation for the Pompey fanbase and other local residents. Supporters also told us that although they were pleased with improvements made to Fratton Park, they were eager to hear more about plans for a potential North Stand redevelopment.

I was particularly pleased to see that 91% of supporters feel that their experience at Fratton Park has improved since the creation of the Matchday Experience Working Group – this highlights the power of effective fan engagement. Massive credit should go to the volunteers who have come forward with such great ideas, and to the club for making these improvements a reality.



# Chair's Report

74% of fans are happy with the loyalty point scheme used for away ticket sales. This is particularly impressive in the context of a successful season where inevitably some fans will miss out on tickets to high-demand games. Some of you did suggest ways this could be further improved however, including making a small percentage of tickets available more freely so as to allow more supporters – particularly younger fans with little purchase history – the chance to start building loyalty points of their own. This is something we will discuss with the club.

We're delighted to see that over 99% of respondents were happy with the outcome of the Jimmy Dickinson statue. This was a significant project for us, over 2 years in the making, and we felt a huge weight of responsibility to get it right having Crowdfunded £150,000 from generous Pompey supporters. I'm over the moon that so many of you feel it was successful.

The survey has emboldened us to press ahead with two other projects off the back of the statue. We will shortly be revealing the winners of our poll to decide which modern Pompey icons to honour on a street art mural at Fratton Park. I know this sparked lots of healthy debate around which players should feature, and I think supporters will be pleased with the outcome. The mural will be in place before the end of the season. 84% of fans also said they'd like us to explore the possibility of a fan-led 'tifo' display in the Fratton End at a forthcoming fixture. Discussions are already underway about this – watch this space.

Over 750 of you indicated in the survey that you're not currently members of the Trust and would be interested in joining, and nearly 100 said they'd consider running for the PST Board at our next election. Thank you for your enthusiasm – I'd be thrilled to welcome you to the Trust. If you like what we've been doing lately, and want to support our future projects, you can find more information about joining on our website: [www.pompeytrust.com](http://www.pompeytrust.com)

I look forward to an exciting end to our 125th season. Play up Pompey!



**Donald Vass**  
**PST Chair**



# Club's Response



My thanks to the PST for taking the time to create and design the Supporter Survey and the incredible effort taken by everyone to analyse more than 2,400 responses.

The results provide a helpful and valuable insight into those matters of most importance to our supporters as well as assessing how well the club delivers against each of these different subject matters.

The operation of a financially sustainable football club for the long term, very much guides our strategy and it is reassuring that this particular objective continues to be of critical importance to the majority of supporters. We are totally committed towards building long-term success for the club by creating the conditions for regular success both on and off the pitch, delivering excellent service to supporters and being at the forefront of our community, all in a responsible manner, so as never again to jeopardise the club's future.

We remain committed to all forms of supporter engagement. In addition to the regular scheduled meetings of the Heritage and Advisory Board; the Tony Goodall Fan Conference, and the multitude of different supporter organisation forums attended by key club staff throughout the season, we have established Supporter Working Groups in respect of Matchday Experience and Away Ticketing. All are essential as part of our commitment to involve supporters from all backgrounds in matters that affect them most. The thoughts and observations from the PST Supporter Survey will additionally feed into these Working Group discussions helping to shape, inform and guide continuous improvement throughout the club.

We look forward to seeing the unveiling of the PST Street Art Mural next month and of course continuing our constructive, productive and excellent relationship with the PST and indeed with all our supporter organisations.

Play up Pompey!

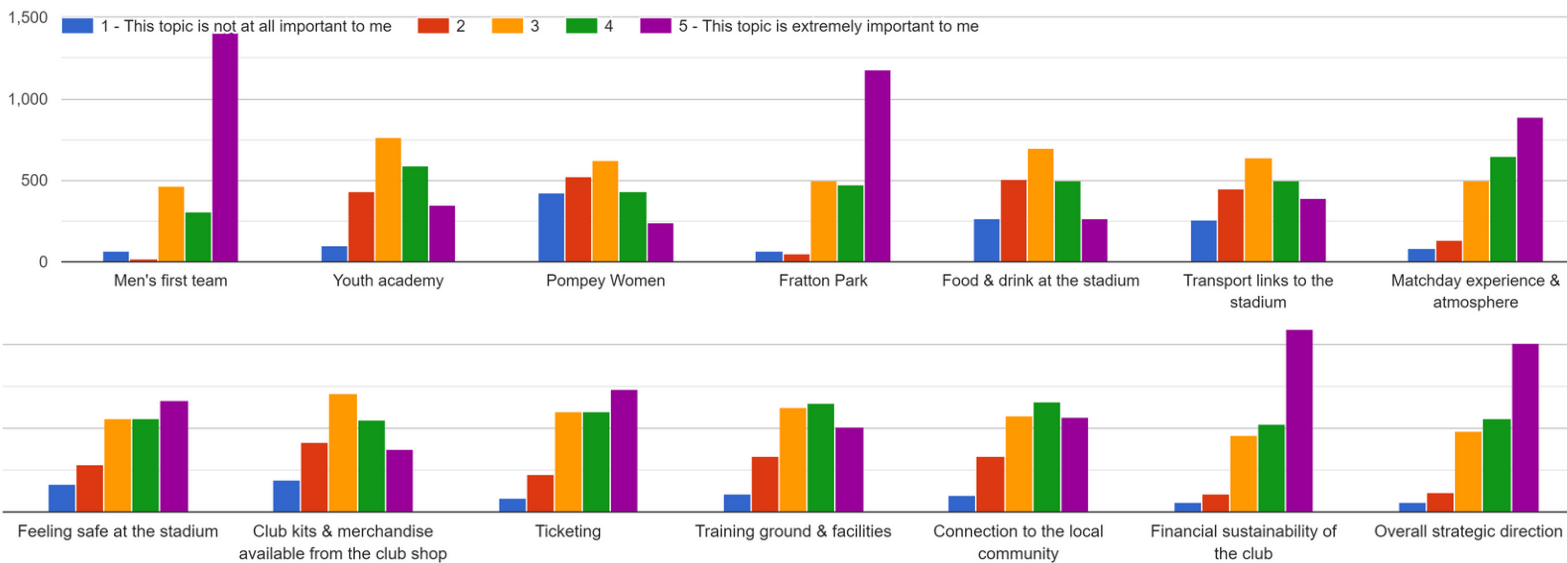
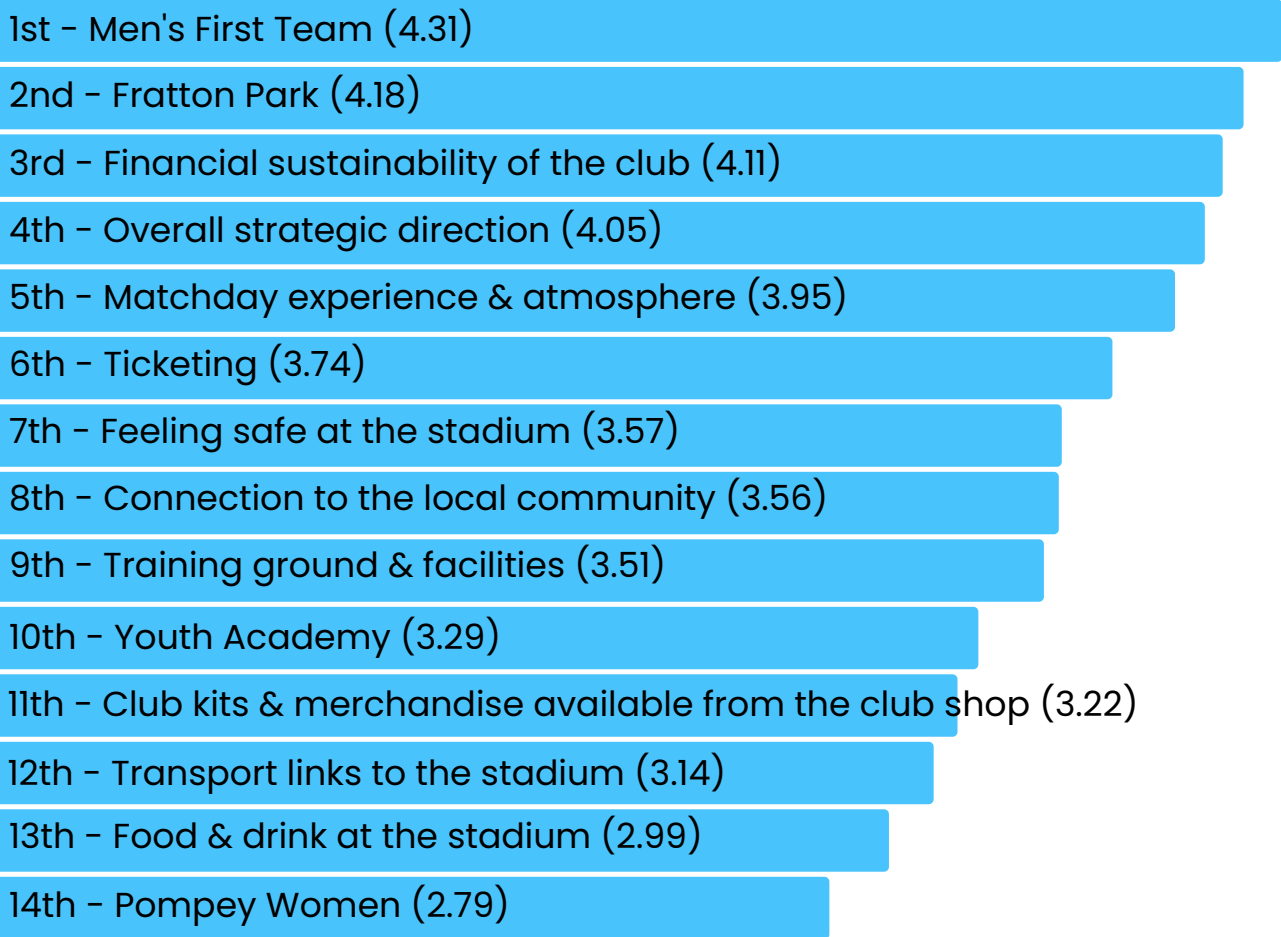


**Andy Cullen**  
**Portsmouth FC CEO**



# Q1 - How important are these topics to you?

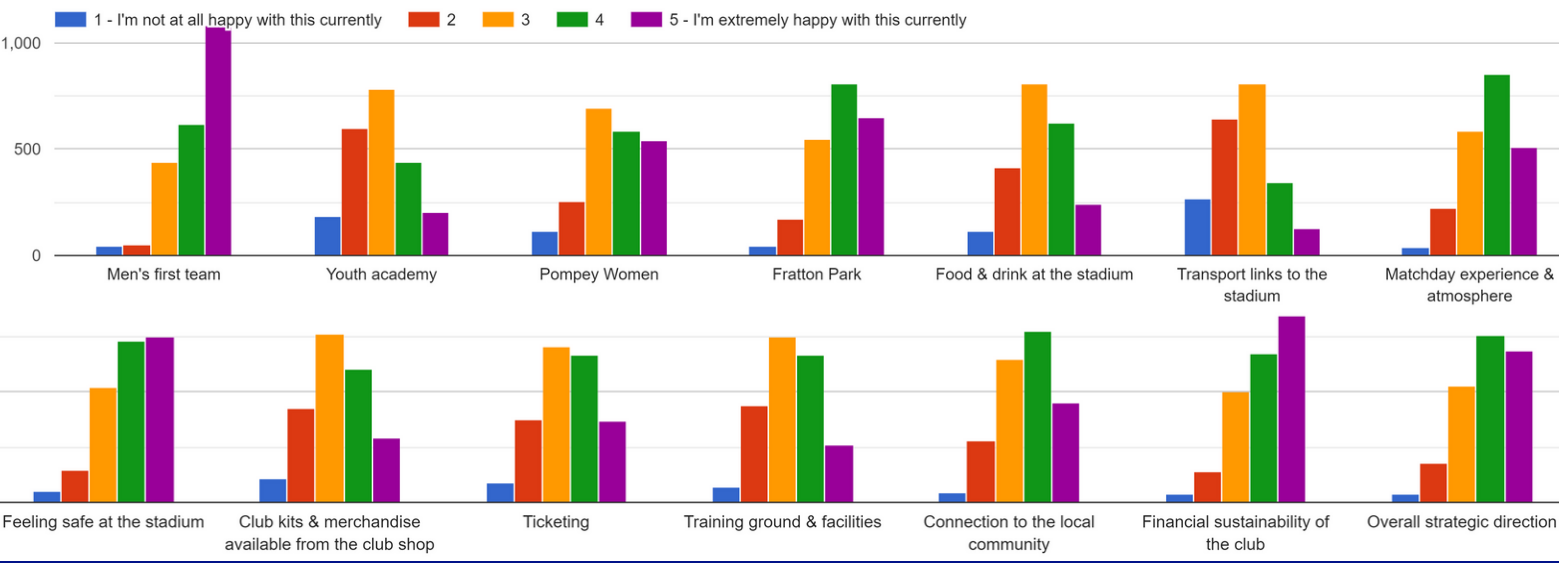
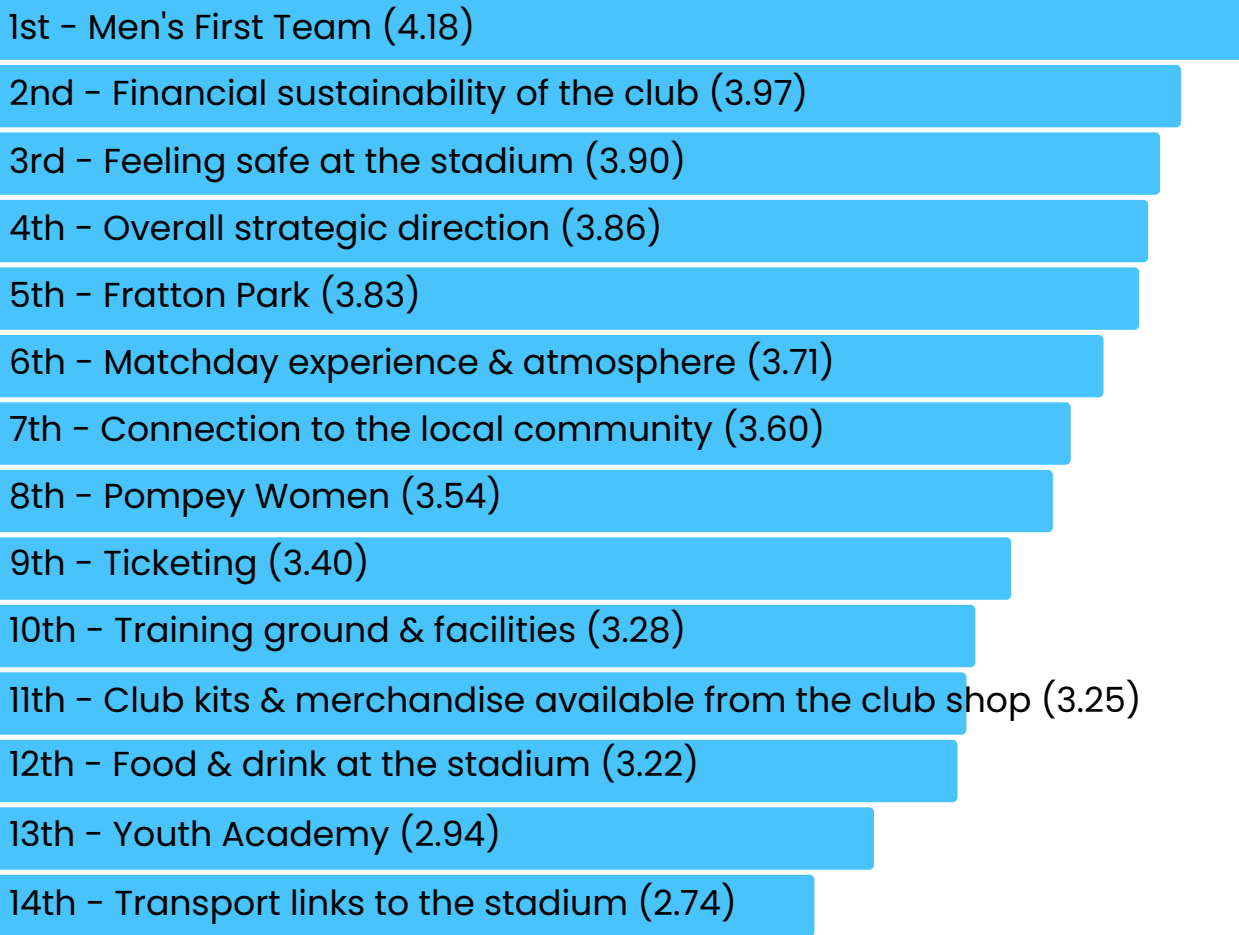
Supporters scored each of these topics from 1 ('this topic is not at all important to me') to 5 ('this topic is extremely important to me'). They are ranked in order of importance here based on the average score out of 5.





# 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.





## Q1 & 2 - Importance to happiness comparison

This table compares each topic's average score out of 5 for importance against the average score for happiness.

	Importance	Happiness	Difference
Pompey Women	2.79	3.54	+0.75
Feeling safe at the stadium	3.57	3.90	+0.33
Food & drink at the stadium	2.99	3.22	+0.23
Connection to the local community	3.56	3.60	+0.04
Club kits and merchandise available from the club shop	3.22	3.25	+0.03
Men's First Team	4.31	4.18	-0.13
Financial sustainability of the club	4.11	3.97	-0.14
Overall strategic direction	4.05	3.86	-0.19
Training ground & facilities	3.51	3.28	-0.23
Matchday experience & atmosphere	3.95	3.71	-0.24
Ticketing	3.74	3.40	-0.34
Fratton Park	4.18	3.83	-0.35
Youth Academy	3.29	2.94	-0.35
Transport links to the stadium	3.14	2.74	-0.40





## 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. 227 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

"The results of the current investment are impressive. Do Tornante plan to continue with further development phases including the north stand expansion?"

### 2. Transport

"Goldsmith Avenue is a major accident waiting to happen after games, is anything planned to improve access to and from the ground?"

### 3. Finances

"How does the club plan to compete financially if/when it is promoted to the Championship?"

### 4. Youth academy

"What is the long-term plan to become a category 1 academy and to nurture and develop more home grown talent for the first team?"

### 5. Ticketing

"What approach will there be to ticket prices if we are playing in the championship?"

Every single question submitted has been read by the PST and passed on to the club. These questions will inform our future engagement with the club and the owners. The next meeting of the Heritage & Advisory Board will take place in April.



## 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. 205 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

"The North Stand concourse is extremely congested and it's difficult to get to the toilets and to the kiosks. How can this be improved?"

### 2. Ticketing

"I support the loyalty points scheme, but this means that there are none left for new younger fans who are the future of our club. Can a small percentage be retained for open sale to allow new fans to start accumulating points?"

### 3. Transport

"Why not have Goldsmith Avenue closed at key times? This works very effectively for other club to ensure the welfare of travelling fans"

### 4. Kits / merchandise

"Can we open more club shops around the city, for example at Gunwharf?"

### 5. iFollow / broadcasting

"What is the planned successor to iFollow? This service is essential to expat fans like me"

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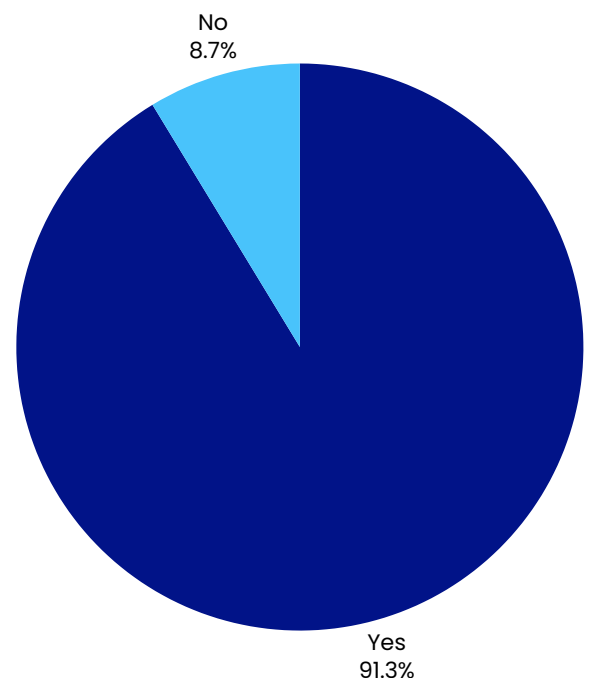


## Q5 & 6 - The Matchday Experience Working Group

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. Changes implemented following suggestions from this group include the introduction of the Fratton End fanzone and the sale of drinks tokens which can be quickly exchanged at half time.

### Do you feel the matchday experience at Fratton Park has improved since the group was set up in April 2022?

91.3% of respondents feel the matchday experience has improved.



### Would you be interested in joining the Matchday Experience Working Group?

77 supporters indicated they would be interested in joining the group to share their thoughts with the club. They have been contacted by the club and sent details on how to get involved.



## Q7 - Do you have a question you'd like us to put to the club via the Matchday Experience Working Group?

363 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. Entertainment

"I'd love to see more half-time entertainment, such as the return of the dizzy stick"

### 2. Food & drink

"Could we have more local food and drink options, such as beer from Staggeringly Good?"

### 3. Queues, congestion & speed of service

"Queues in the North stand at half time are massive for both the kiosks and the toilets. 15 minutes is just not long enough if you need to visit both!"

### 4. PA, Wi-Fi & facilities

"The PA system is either deafeningly loud or too quiet, but always indistinct. Please can this be improved?"

### 5. Fanzone

"The Fanzone area has been a huge improvement recently. Are there any plans to add toilets or a retractable roof for rainy days?"

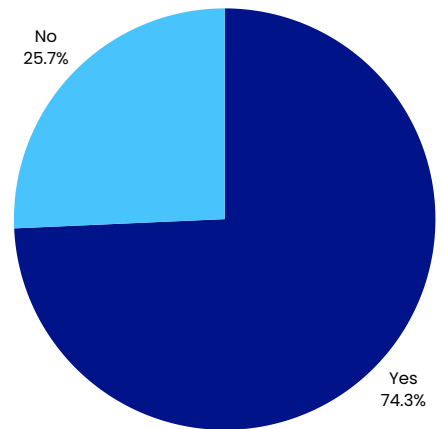
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## Q8 & 9 - Away Ticketing Sub Group

**The PST worked with the club on the Away Ticketing Sub Group, which has resulted in the current loyalty points system used to prioritise the sale of away tickets. Are you happy with the current away ticket sales policy?**

74.3% of respondents are happy with the away ticket sales policy.



353 respondents wrote in questions or topics they would like the PST to take forward to the Away Ticketing Sub Group. The most common themes, alongside a representative example question, are shown here:

### 1. Loyalty point system / Prioritising away ticket sales

"I understand the requirement for loyalty points for away games to reward fans, but I think keeping a small percentage for general sale could benefit fans who aren't able to attend certain away games to build points"

### 2. Technical issues

"The system breaks too often: not allowed to buy tickets at the right time even if the correct loyalty points, not allowed to assign to a friend etc..."

### 3. Sales process

"In cases where I buy multiple tickets across different loyalty points bands, I get charged £2.50 postage each time. It would be good if I only paid postage once and the tickets I purchase across the bands are grouped together when posting."

### 4. Communication

"I'd like regular emails regarding when tickets go on sale (particularly for away matches). I don't use Twitter/Facebook so often miss the updates"

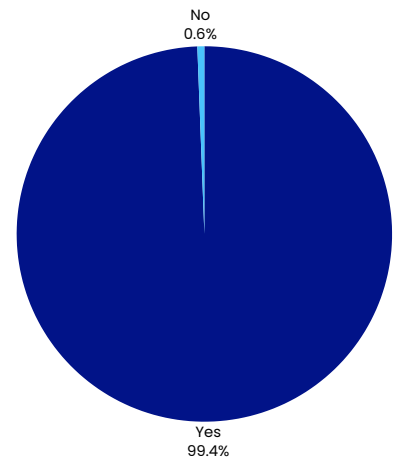
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## Q10, 11 & 12 - 125th Anniversary Projects

**The Pompey Supporters' Trust organised, crowdfunded and delivered the Jimmy Dickinson statue. If you've seen the finished statue, do you think it was a success?**

99.4% of respondents feel the statue was a success.

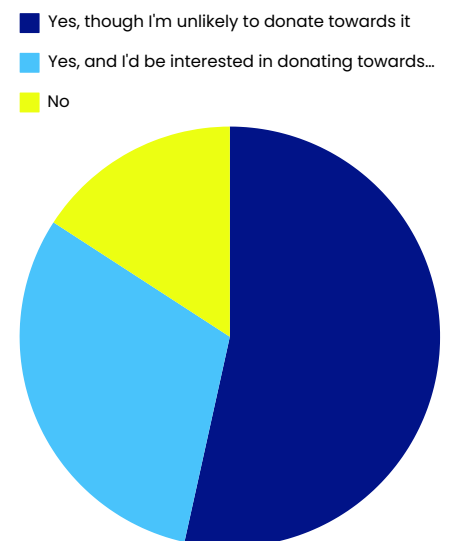


**The Pompey Supporters Trust are working with Murwalls, a group of street artists who have previously worked with Manchester City and Liverpool, to produce a mural of former players close to Fratton Park. In keeping with this more modern style of art, we're only looking at Pompey icons from the last 30 years. Which former players would you most like to see featured?**

The results of the vote on which former players should feature on the street art mural will be announced separately. The mural is due to be unveiled before the end of the current season.

**The Pompey Supporters' Trust are exploring the possibility of organising a fan 'tifo' display in the Fratton End for a game in the future, similar to the 'Ours' display in 2013. Is this a project you'd like the PST to proceed with?**

Overall, 84.4% of respondents would like the PST to proceed with this project.





## Q13 & 14 - 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?**

778 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.

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**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.**

96 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.

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3 respondents who provided their email address have been randomly selected to receive a copy of the book "The Official History Of Portsmouth Football Club - Celebrating 125 Years". They have been contacted with further details. Thank you to everyone who took part.