

# 2025/26 Everton Fan Survey Results

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4,002 Everton fans completed our annual fan survey, which ran from the conclusion of Everton's final fixture of the 2025/26 season on 24/05/2026 until 31/05/2026.

Grand Old Team would like to thank all Everton fans who provided us with a detailed understanding of their views on the key issues at Everton Football Club.

We would also like to thank the Evertonians who helped us prepare, conduct, and compile the results to ensure we gained a thorough reflection of the fanbase.

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## How We Build the Questions

Our questions are formulated by asking fans themselves. Any fan can submit questions to include in the survey. We intentionally maintain continuity in our core questions to ensure accurate, season-over-season comparisons can be made regarding supporter sentiment.

## Data Integrity & Validation

Because this is an open survey, we employ several measures to sense-check the data and protect its integrity:

**Sample Testing:** We initially send the survey to a sample of people we know to be Everton fans. We then monitor the wider, open responses for any significant variance against that initial control group.

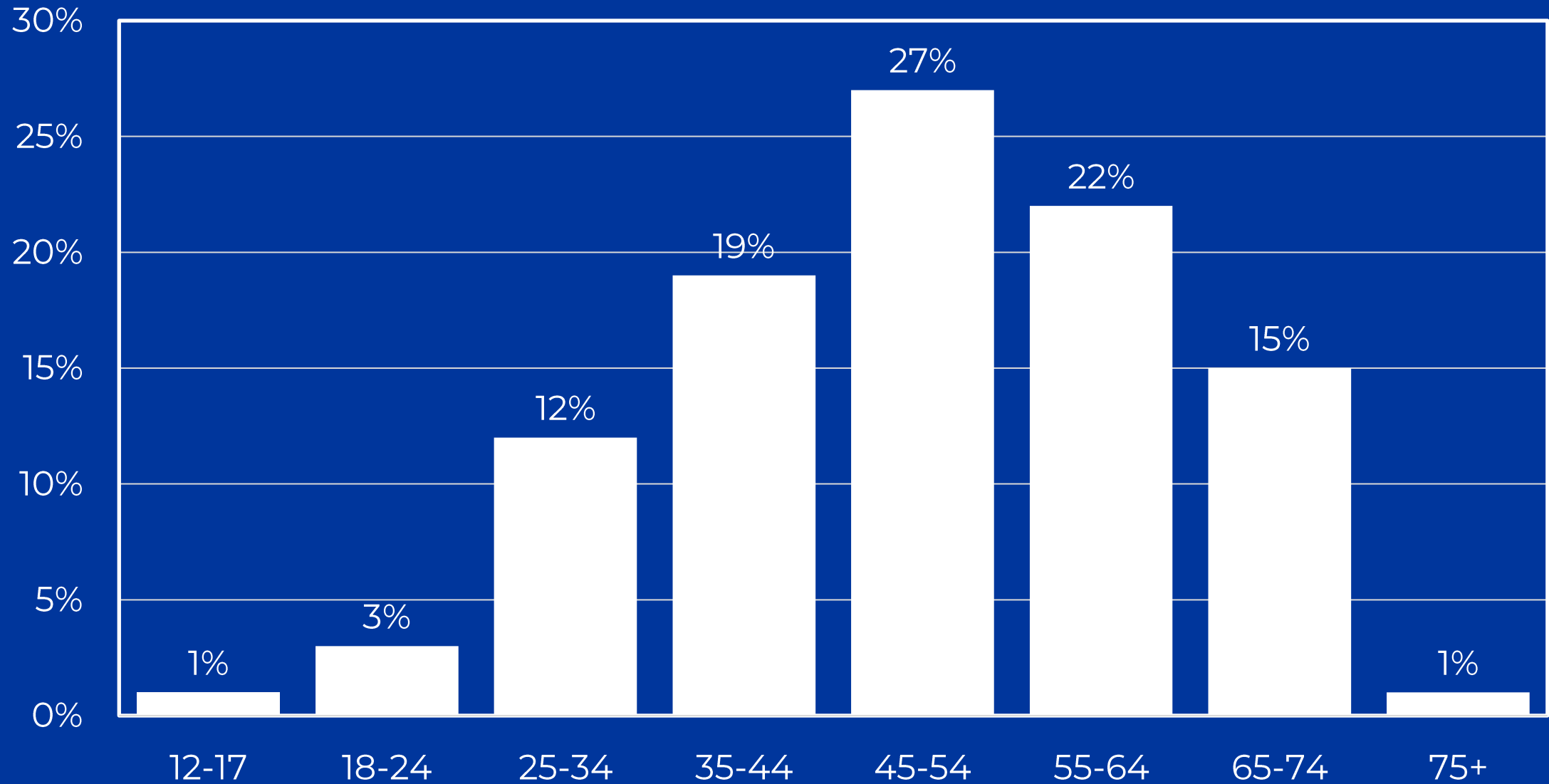
**Traffic Monitoring:** We closely monitor referral sources to the survey and utilise software designed to prevent rogue or duplicate polling.

**Statistical Weight:** Ultimately, the sheer volume of genuine entries renders any minor rogue completions statistically insignificant—especially when factoring in standard whole-number rounding.

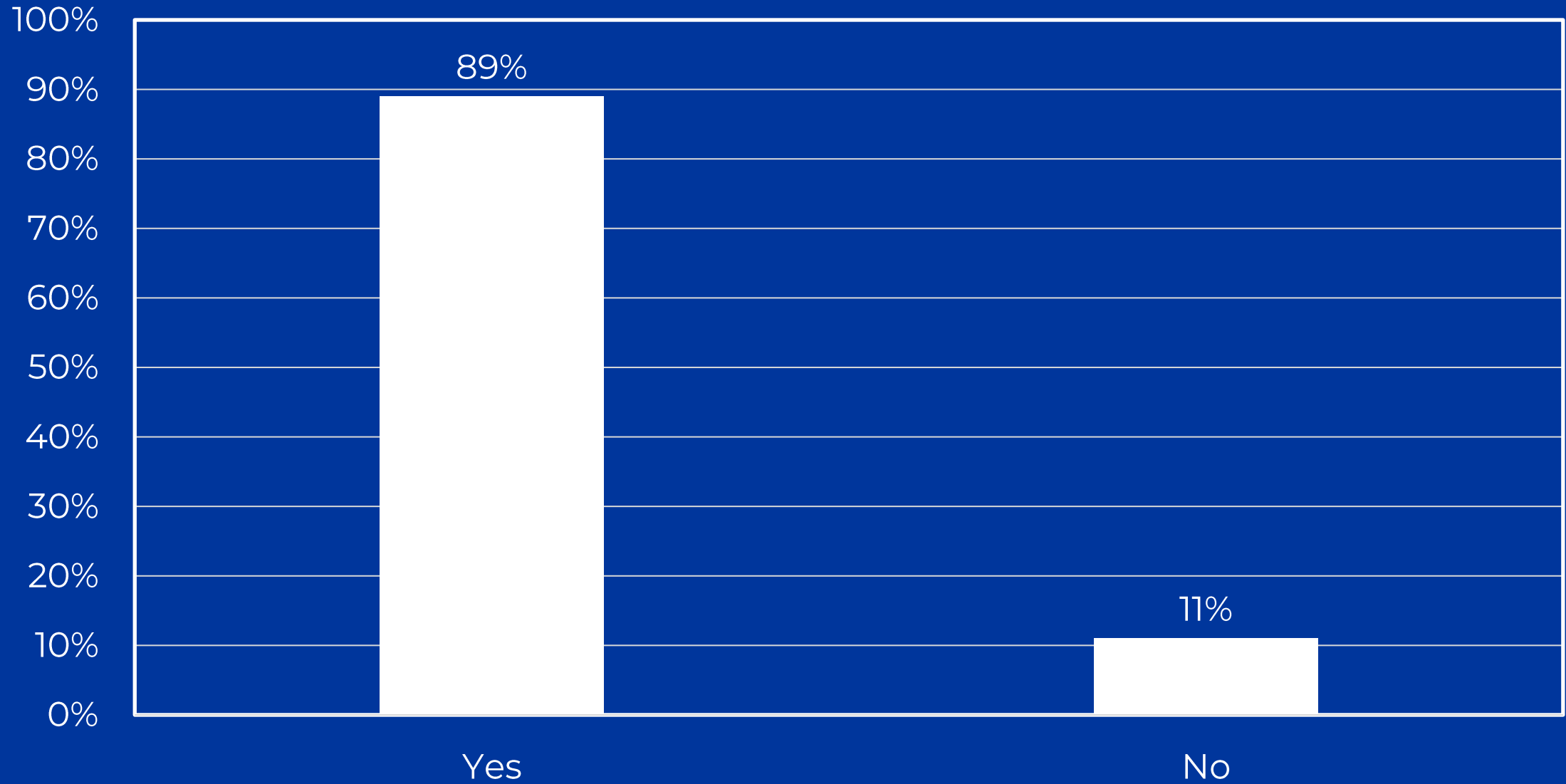
## A Note on Percentages

All survey results are rounded to the nearest full percentage point. **Due to standard whole-number rounding, individual percentages for a given question may not sum exactly to 100%.**

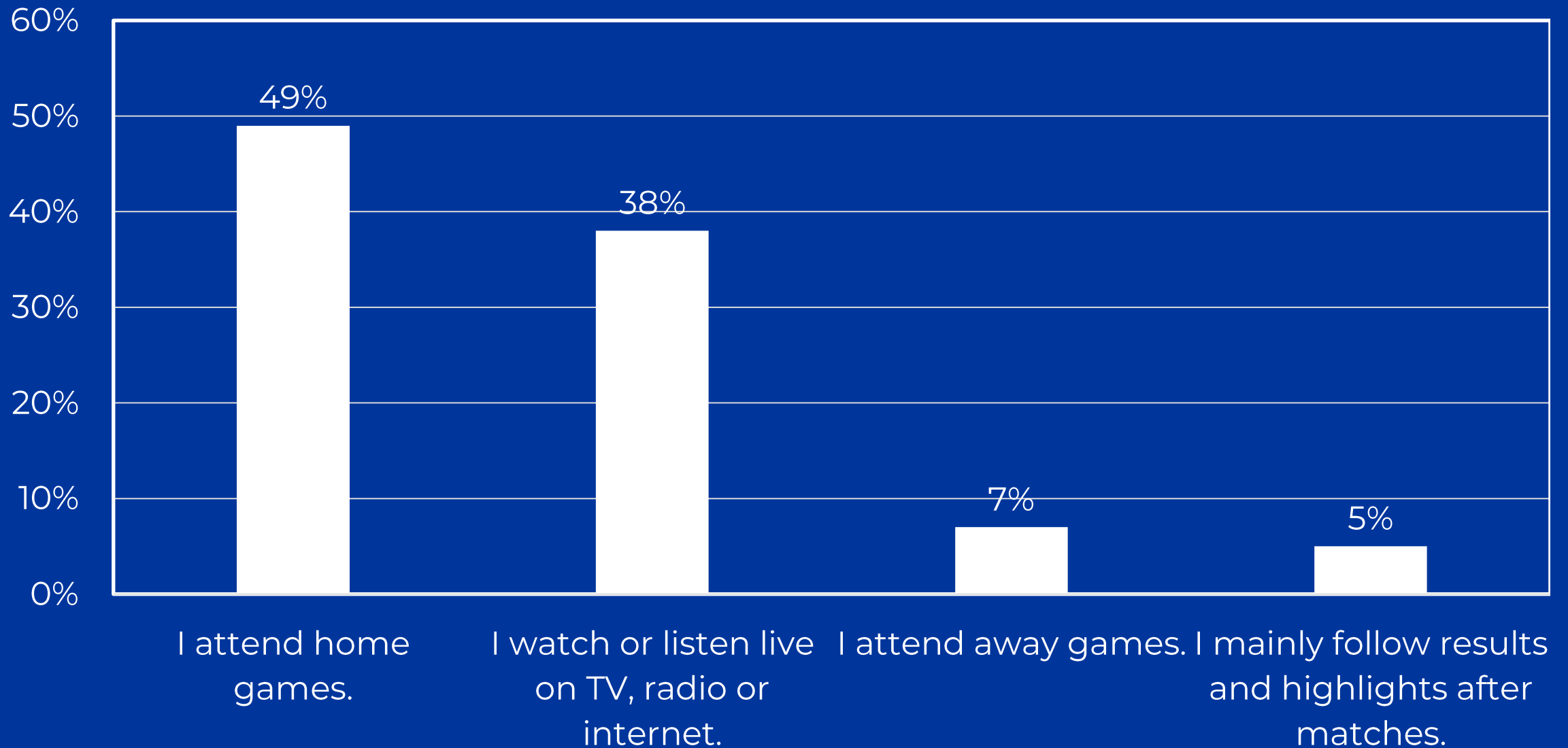
# How old are you?



# Are you based in the UK?

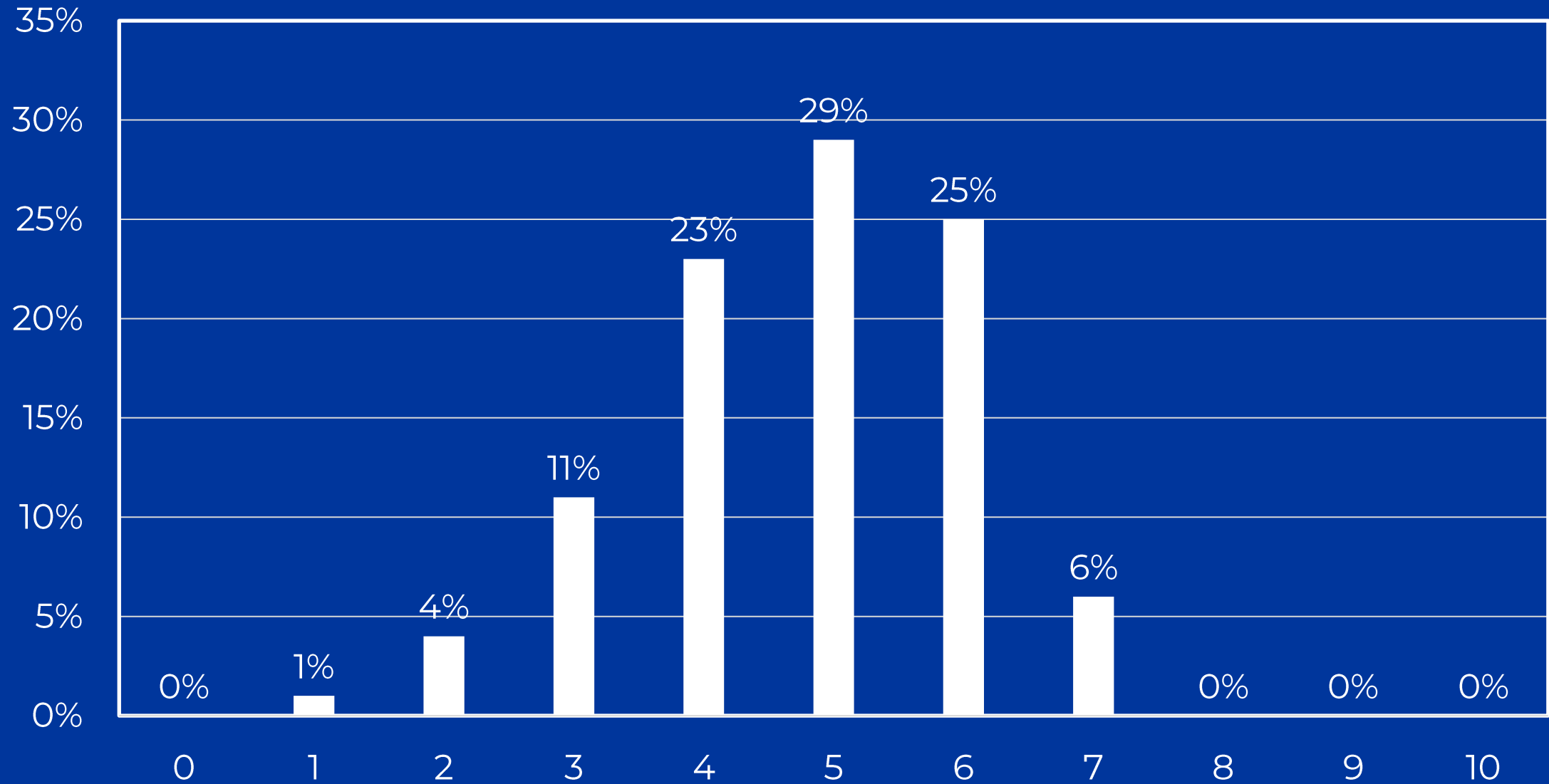


# Which best describes your primary way of following Everton matches? - Select all that apply

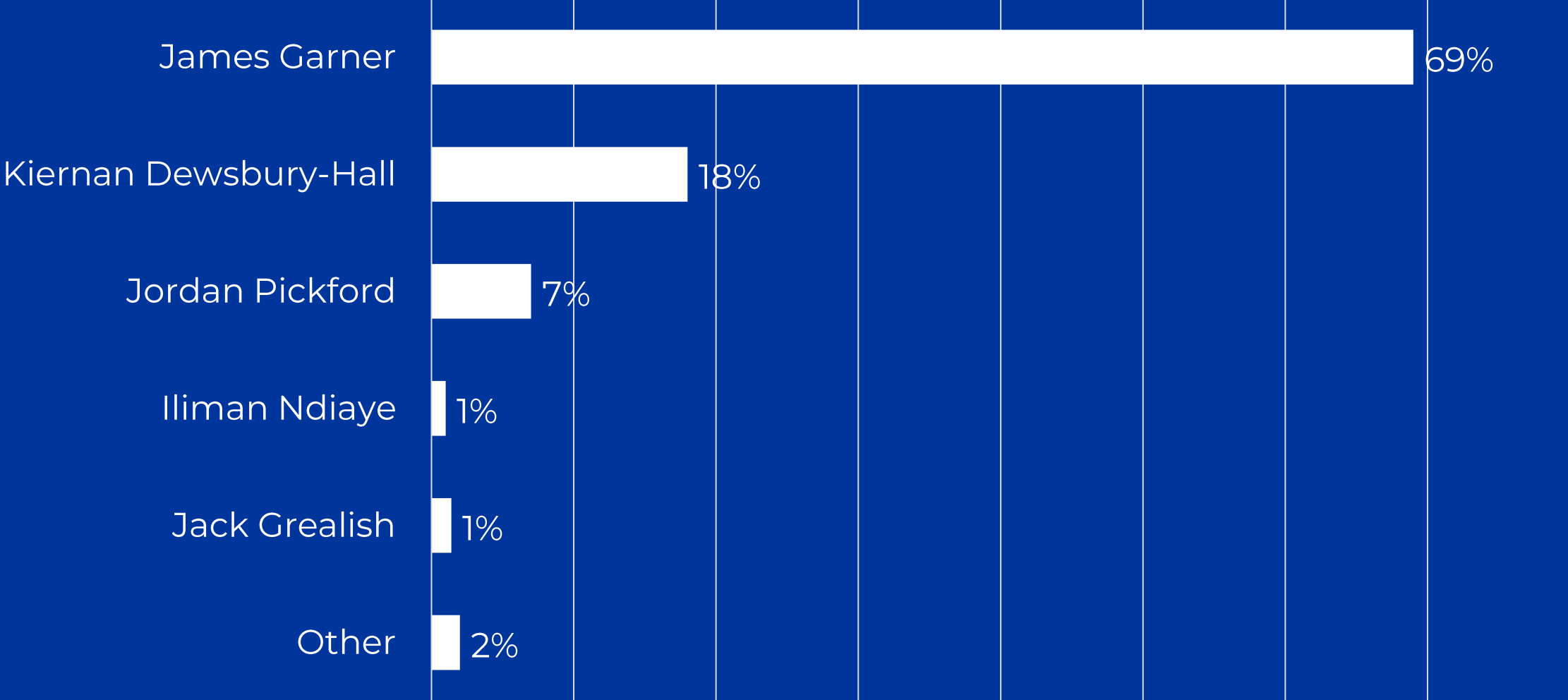


# Rate Everton's 2025/26 season out of 10

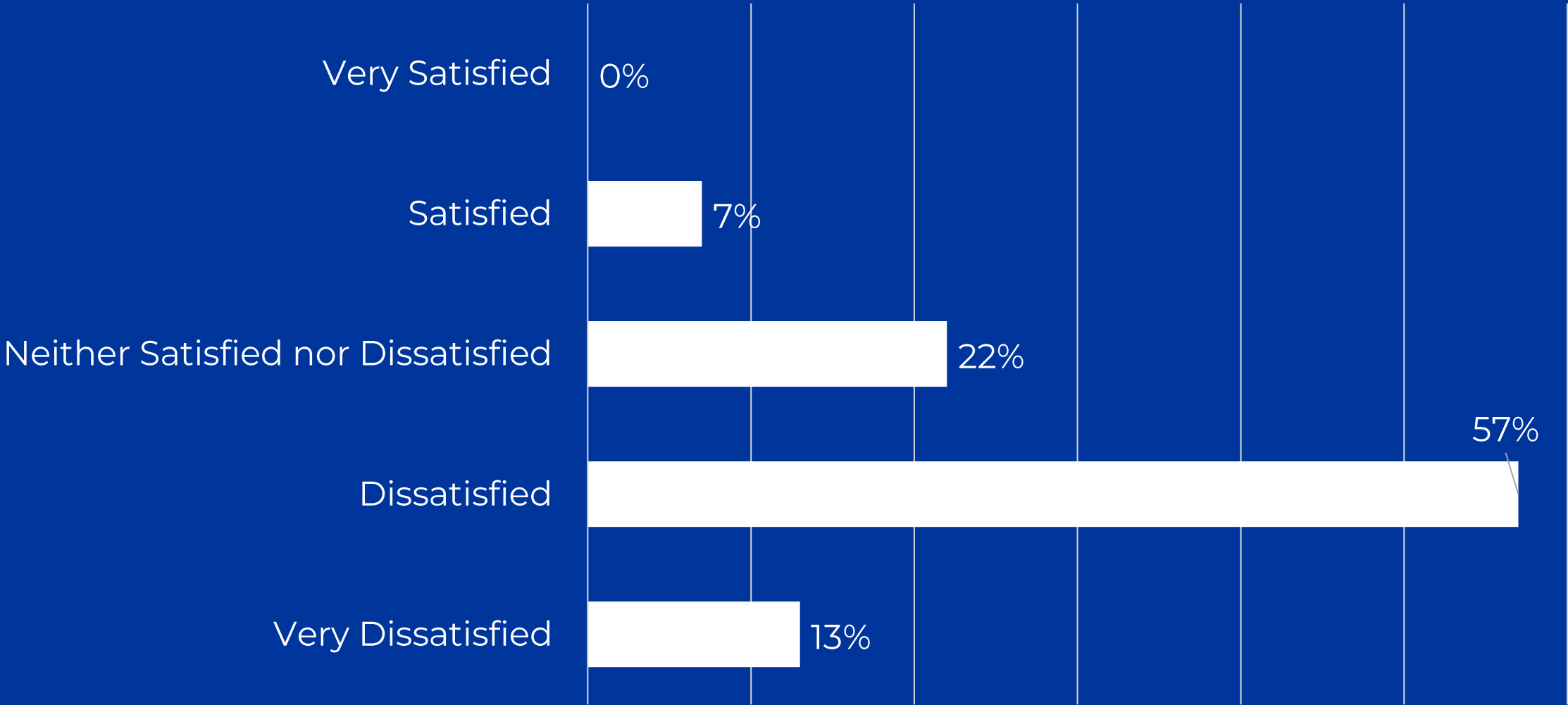
Average: 4.8



# Who is your Everton 'Player of the Season'?



# How satisfied are you with the football performance of Everton Football Club in 2025/26?



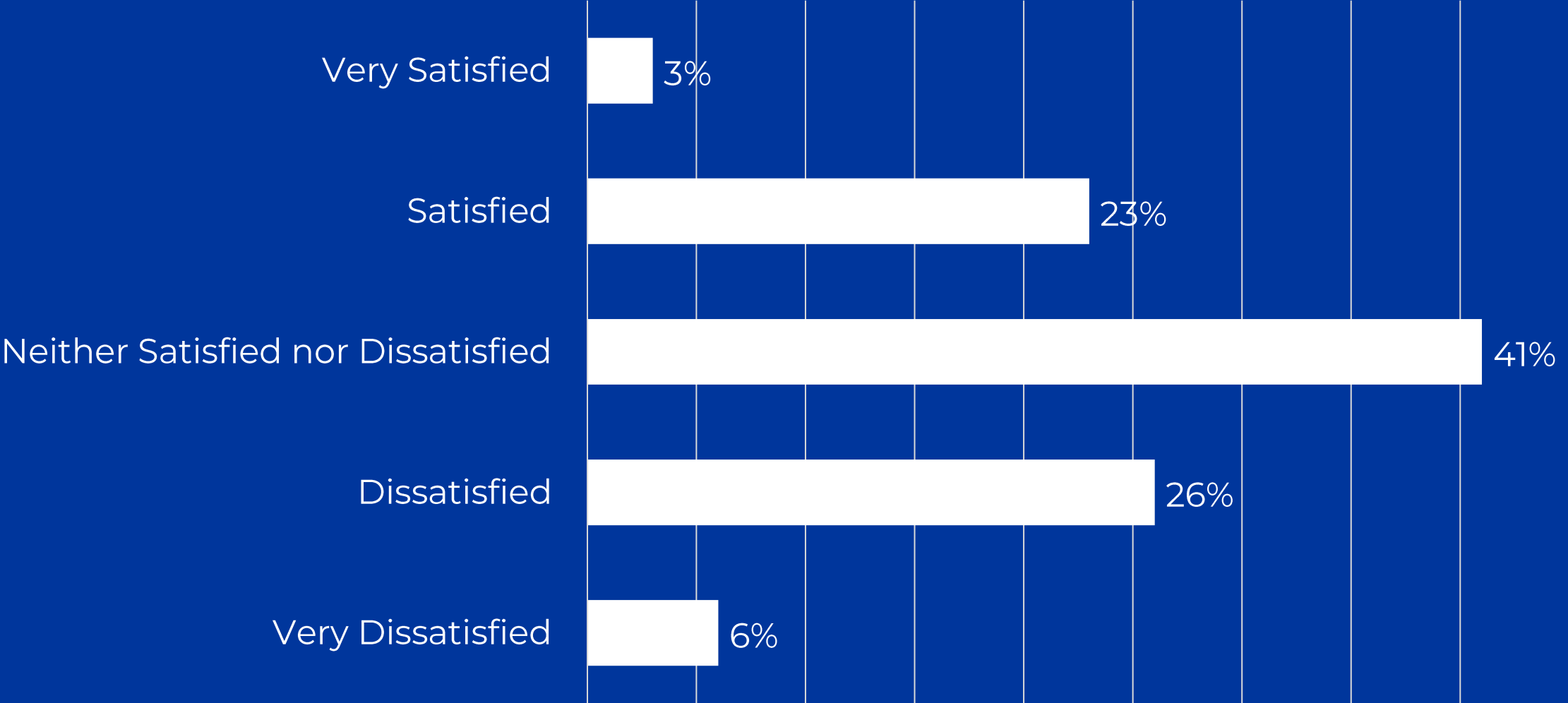
# How satisfied are you with the performance of David Moyes as manager?



# How satisfied are you with the performance of Angus Kinnear as CEO?



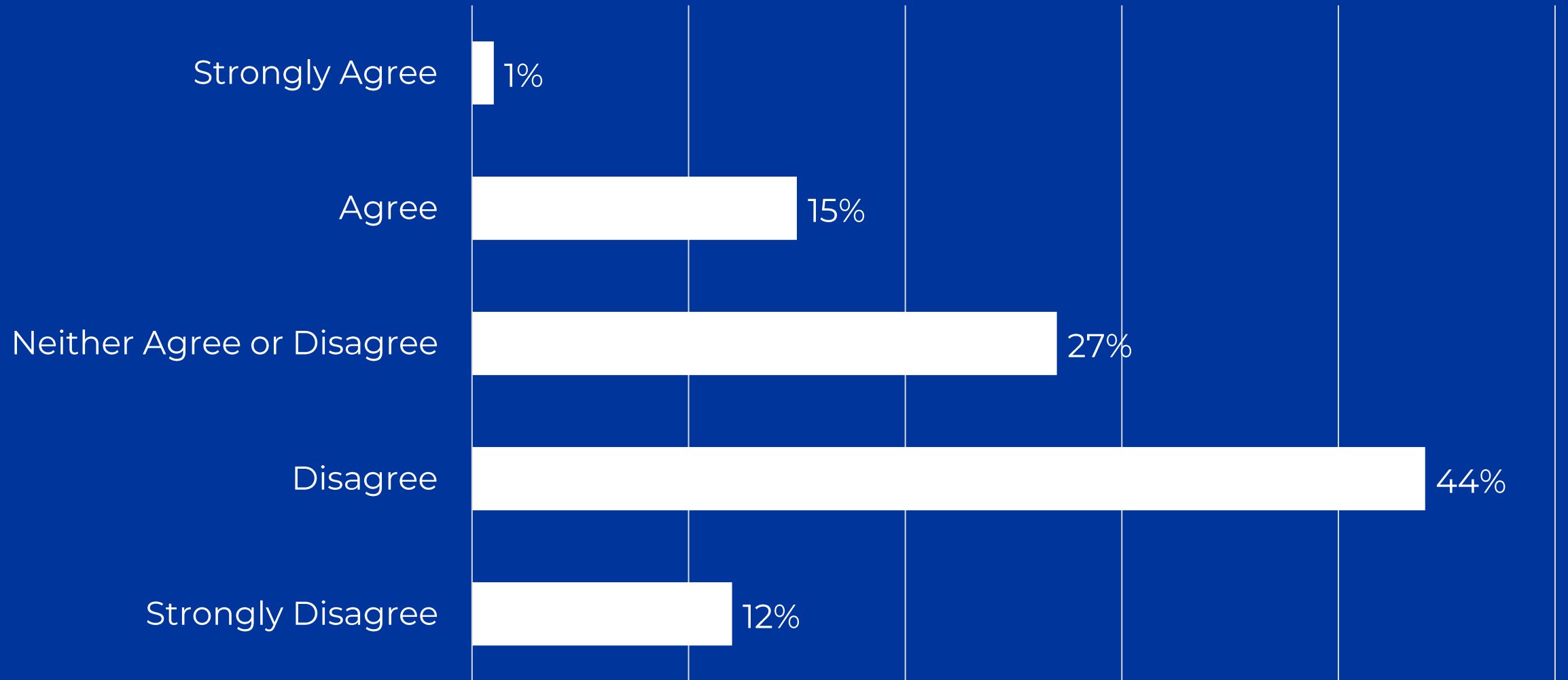
# How satisfied are you with the performance of The Friedkin Group as owners?



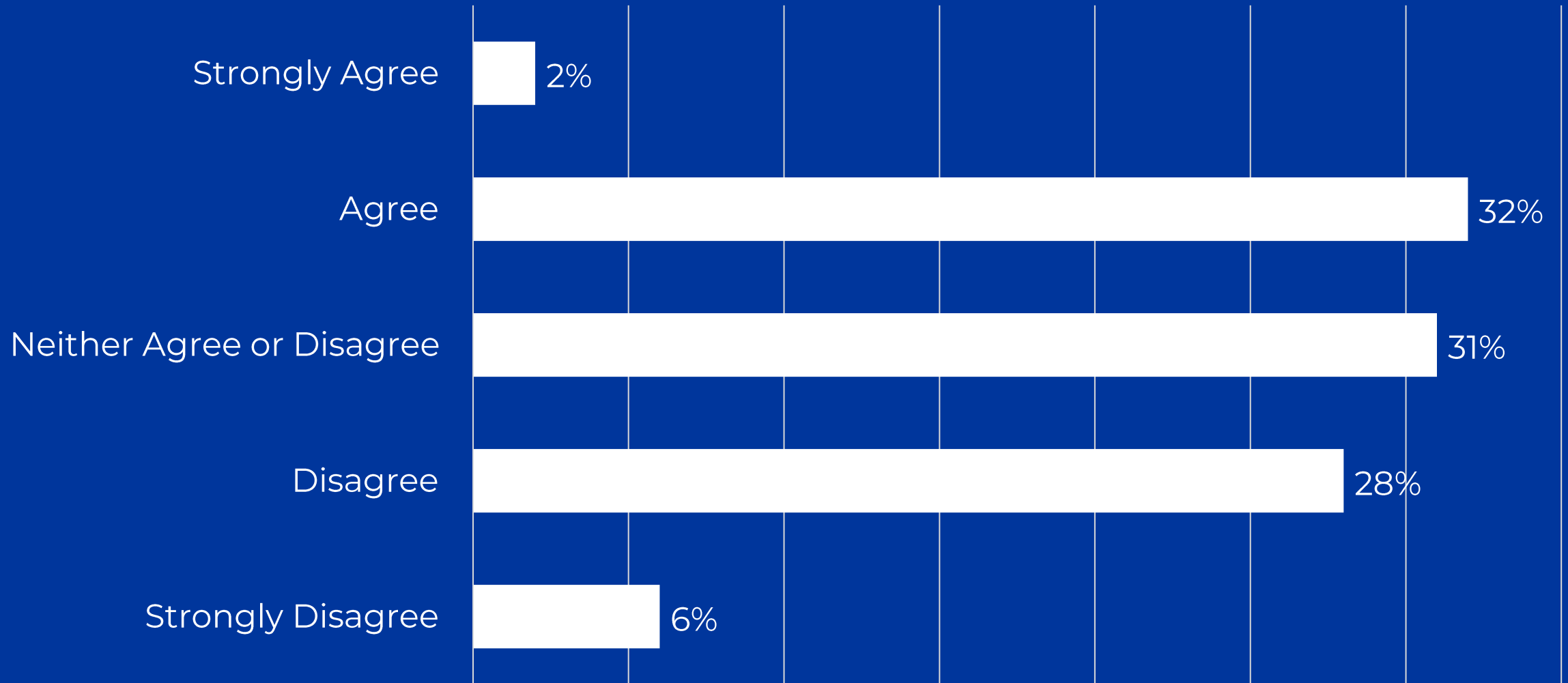
# How satisfied are you with the club's off-pitch leadership and governance?



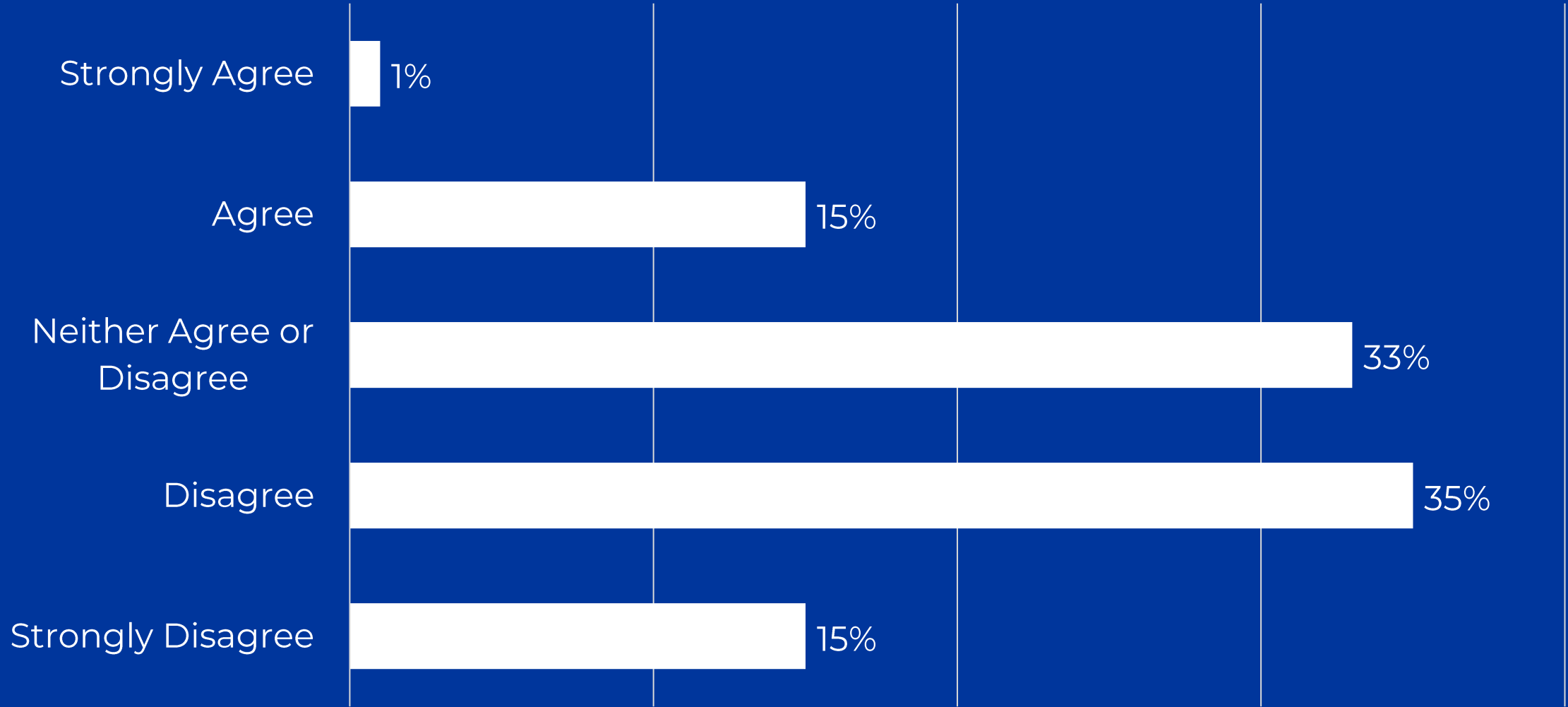
# Everton Football Club genuinely listen to and act on fan opinion



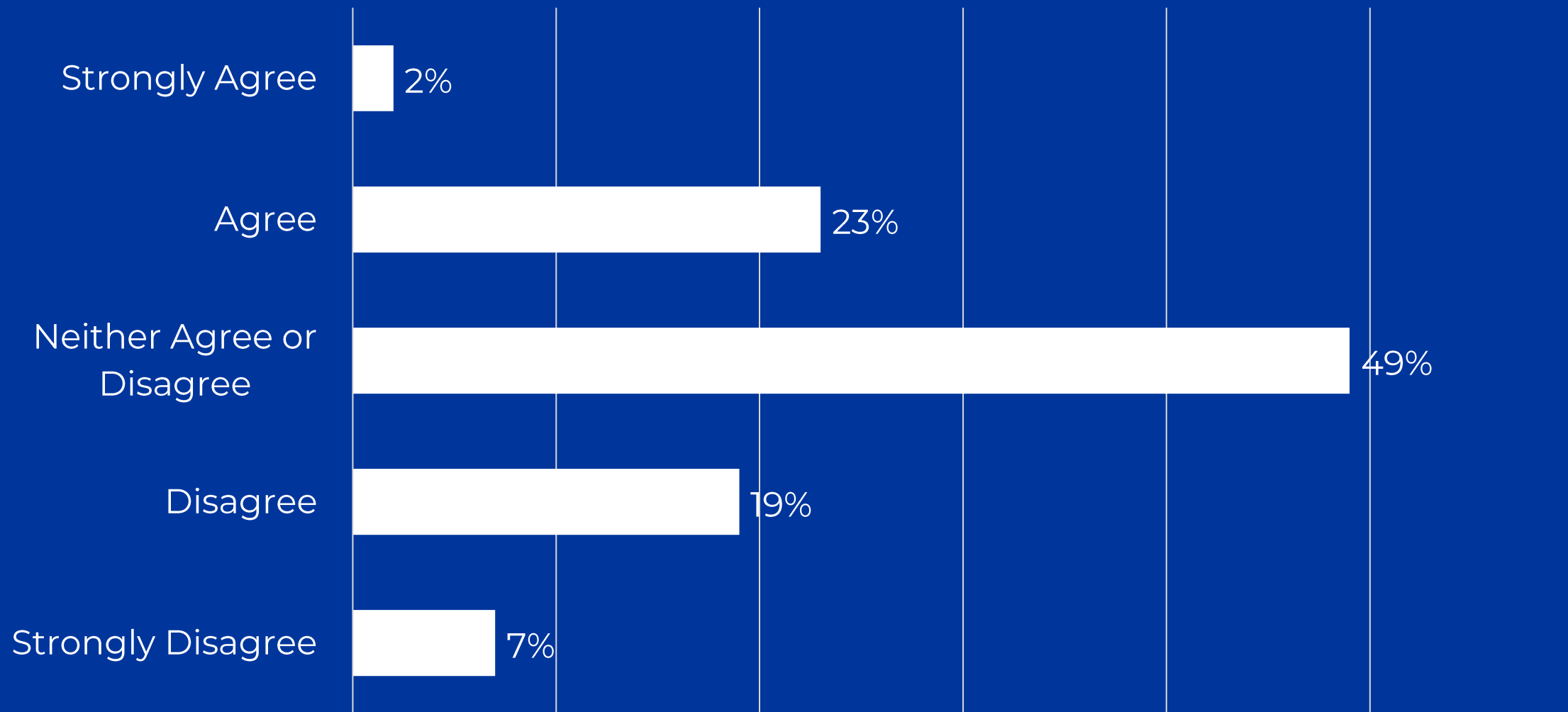
# Everton Football Club is moving in the right direction



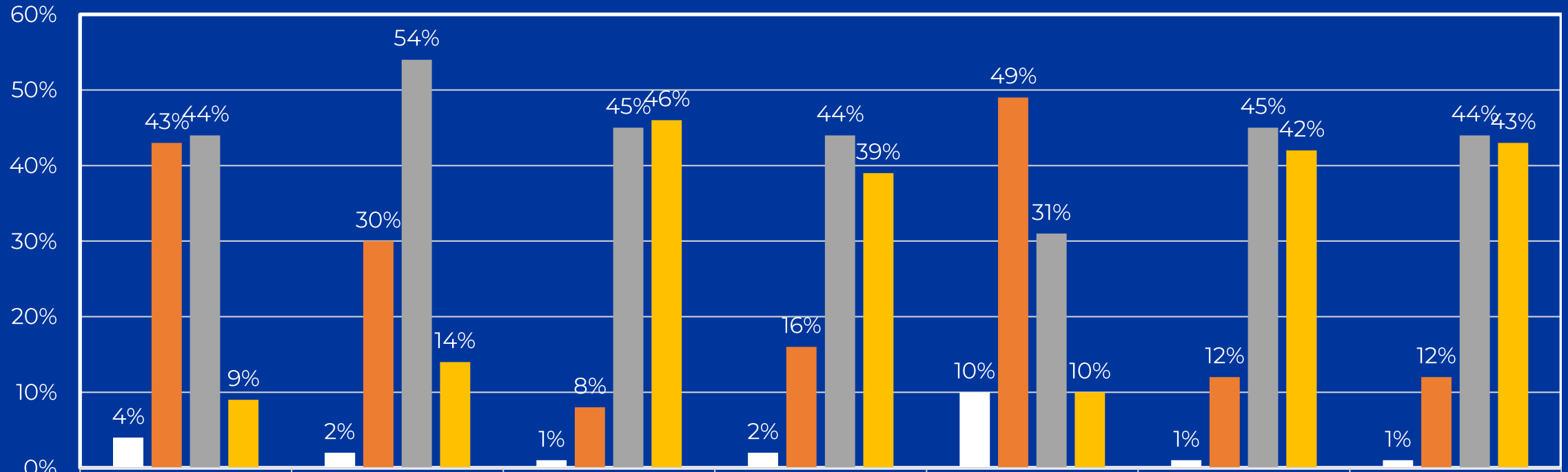
# Everton's fan representative groups have real influence at the club



# It is easy to contact Everton when I have a question or complaint

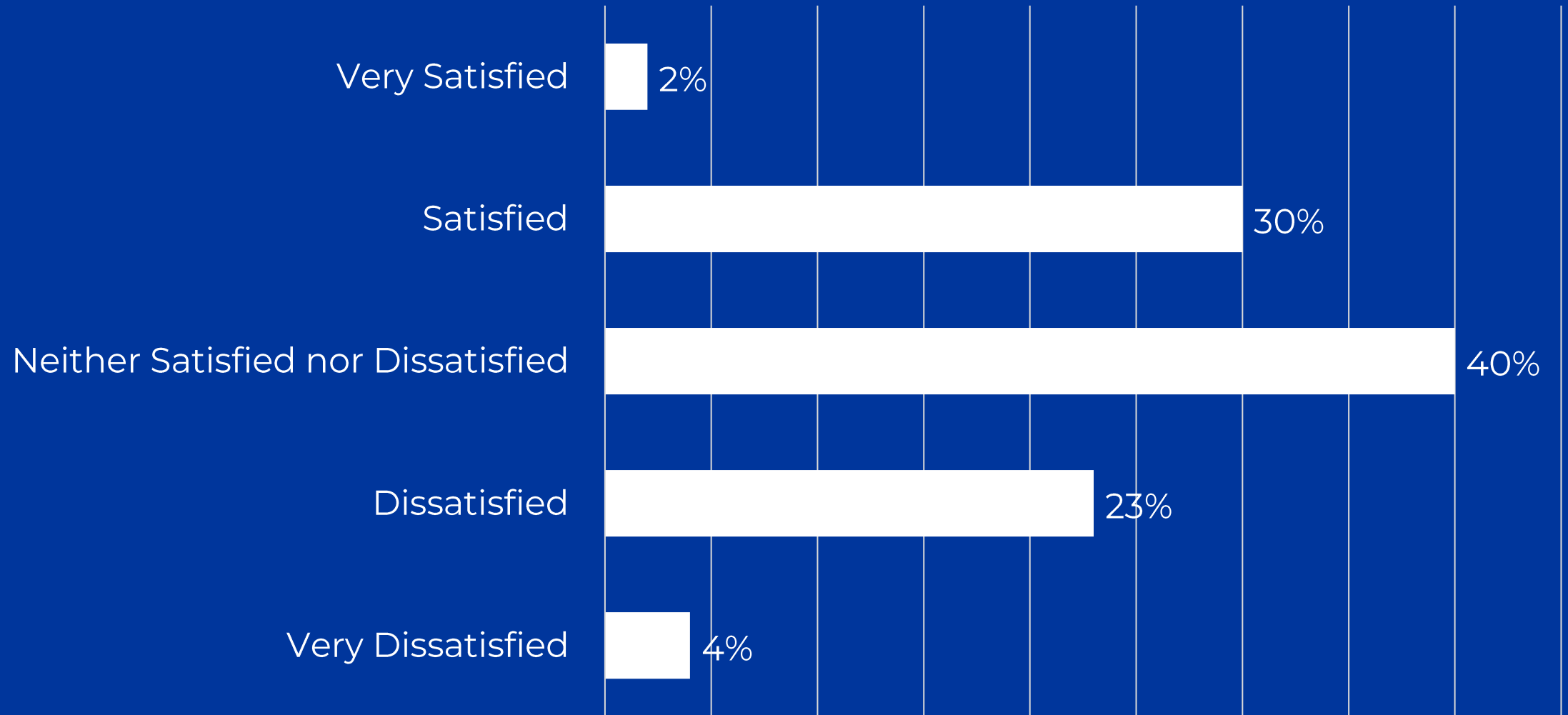


# How you would rate the Everton board's strengths in the following?

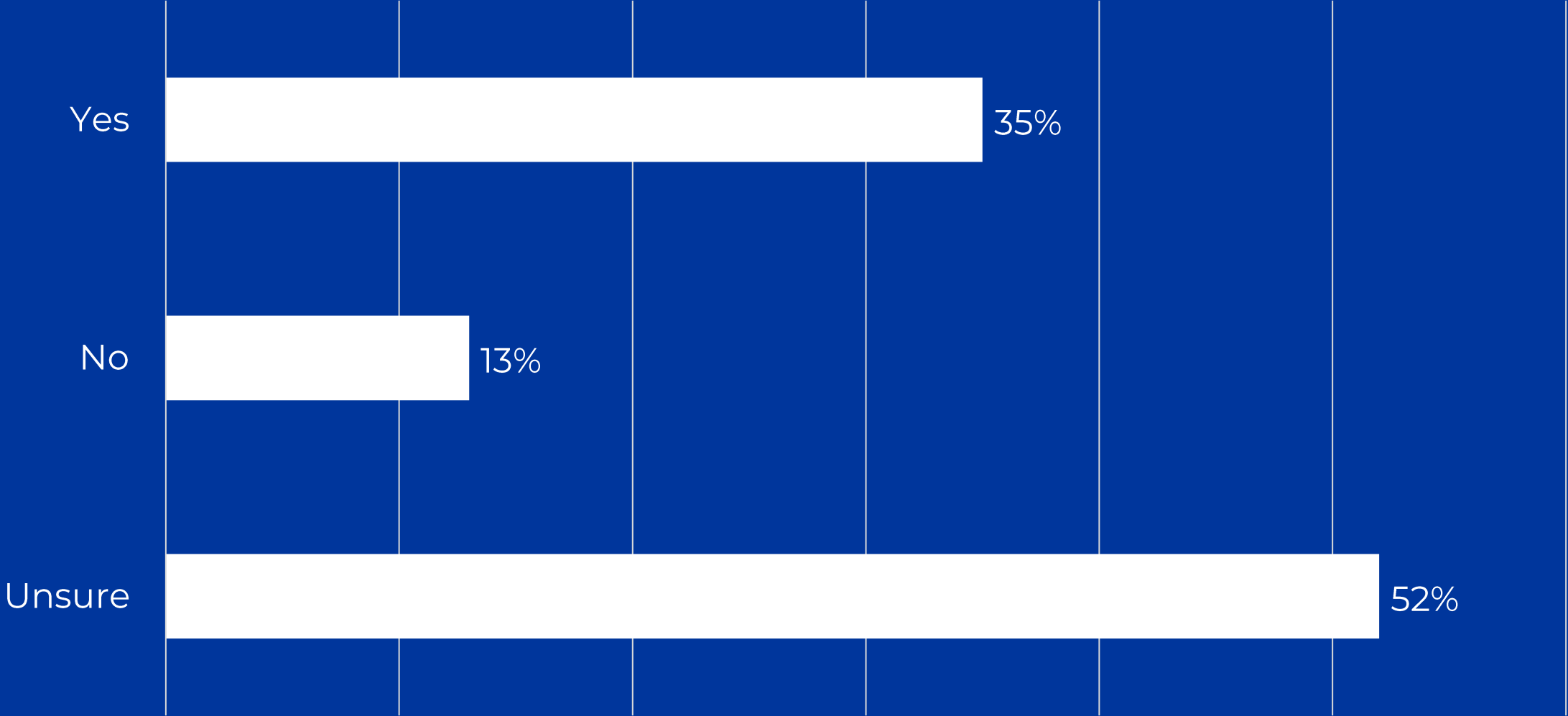


	Financial management generally	Long-term custodianship of the club	Overseeing the Manager and Football performance of the club	Strategic vision and planning	Enhancing Everton's commercial operations	Accountability and openness to supporters	Valuing and engaging supporters
■ Excellent	4%	2%	1%	2%	10%	1%	1%
■ Good	43%	30%	8%	16%	49%	12%	12%
■ Average	44%	54%	45%	44%	31%	45%	44%
■ Poor	9%	14%	46%	39%	10%	42%	43%

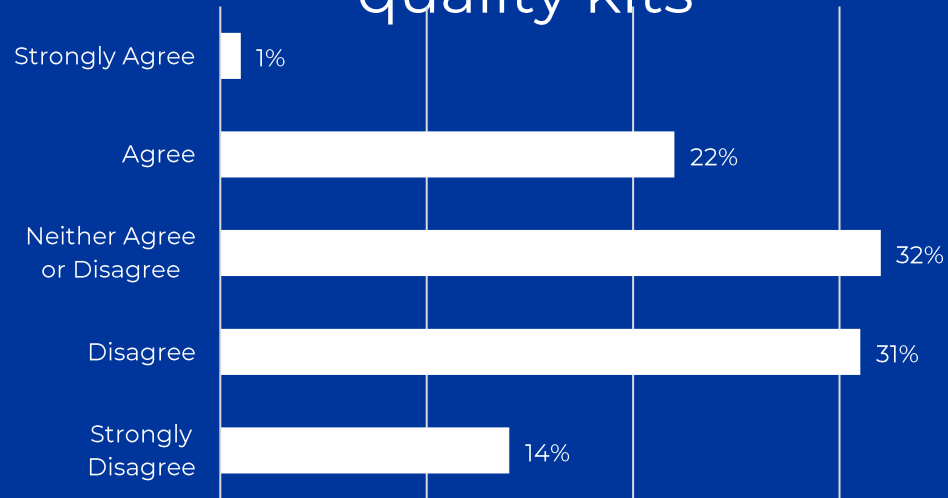
# How satisfied are you with the way the club is being run off the pitch, by the current board of Everton Football Club?



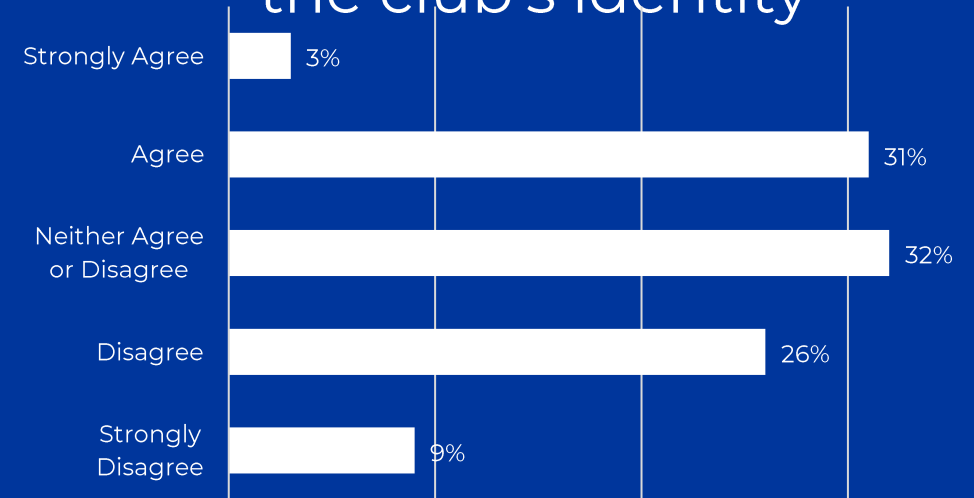
# Overall, do you think the current Everton board is fit for purpose?



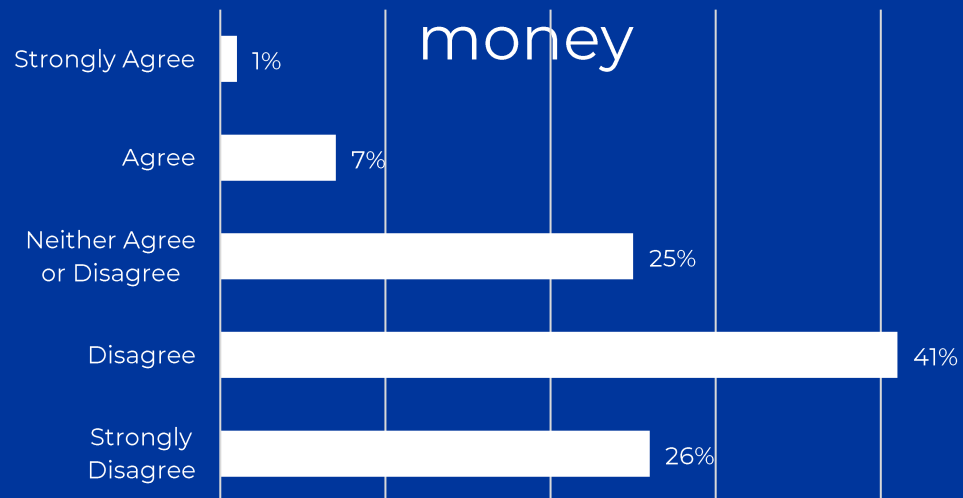
## Castore produces good quality kits



## Everton's kit designs reflect the club's identity



## Everton's Castore items are generally good value for money



## Castore is the right manufacturer for Everton

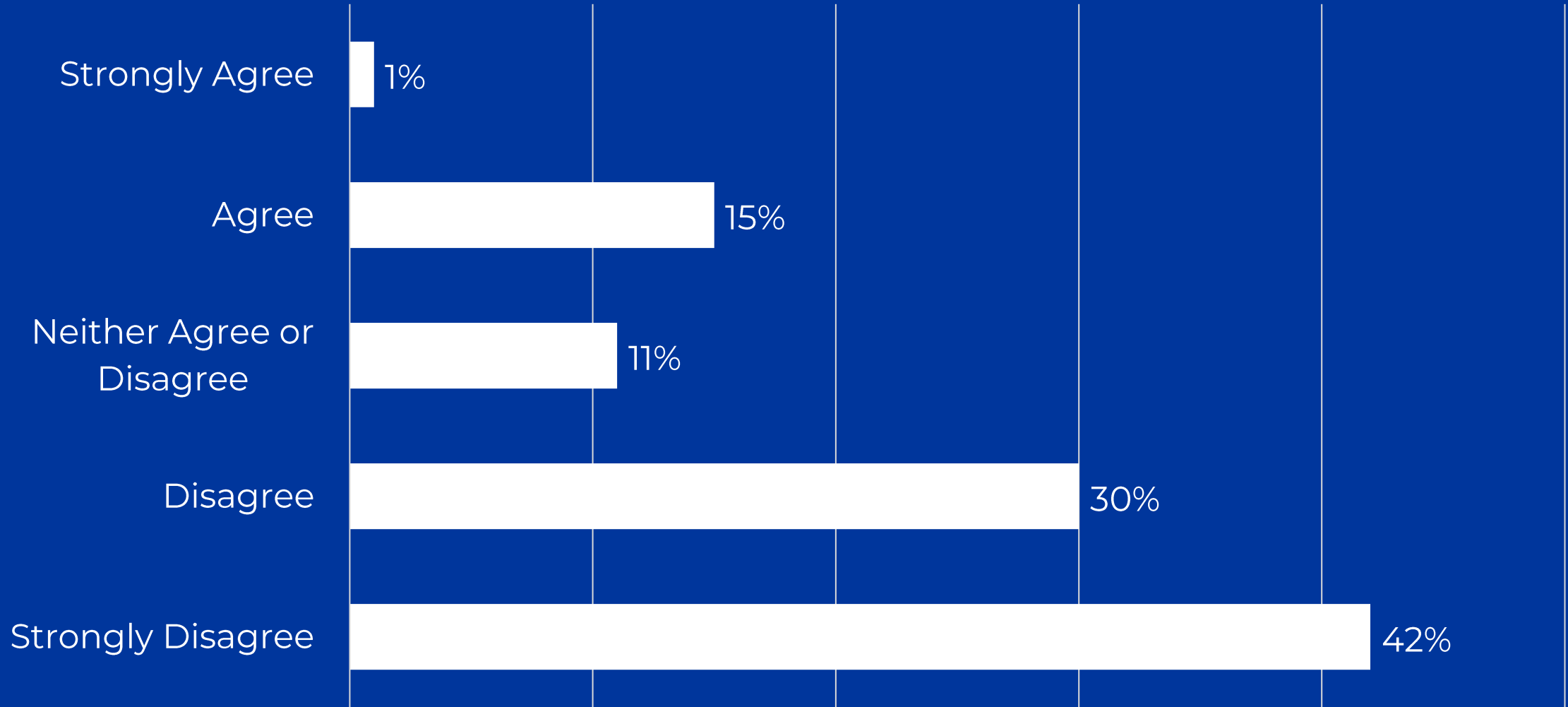


# I would welcome a change of kit manufacturer



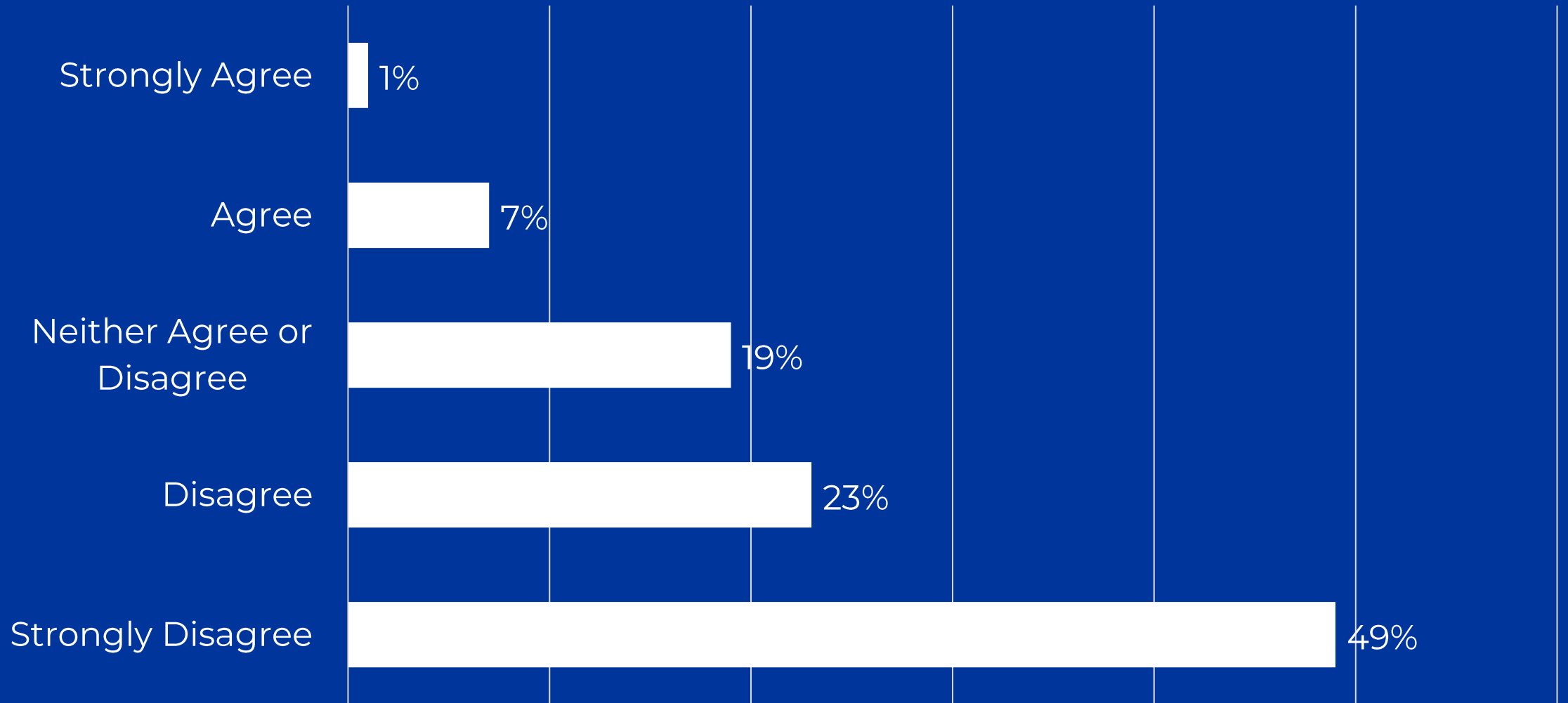
To what extent do you agree with the following statements about Everton ticketing?

# Requiring a paid, annual Everton membership to purchase tickets is acceptable

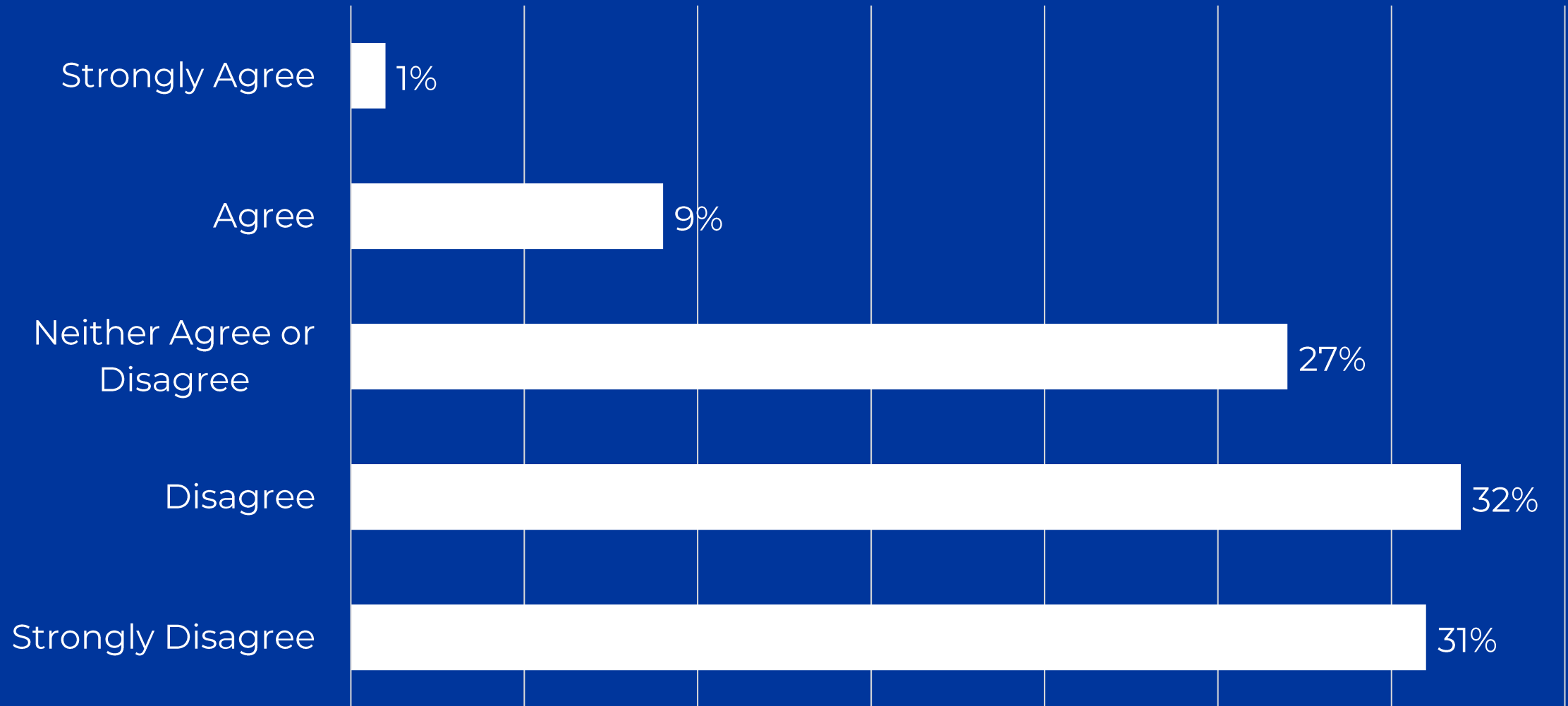


To what extent do you agree with the following statements about Everton ticketing?

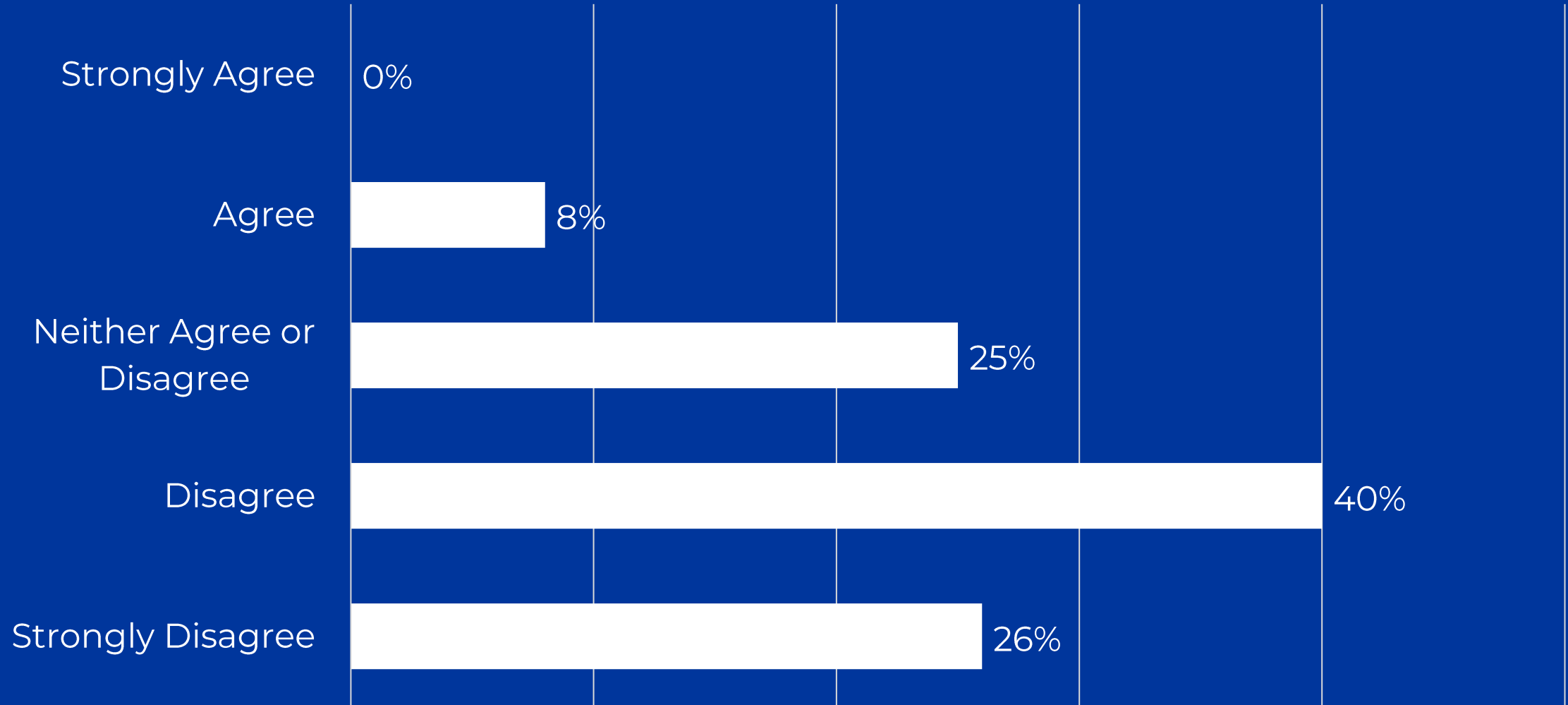
## Everton makes it easy for fans to transfer tickets they can't use



To what extent do you agree with the following statements about Everton ticketing?  
Everton's ticketing system is fair and transparent

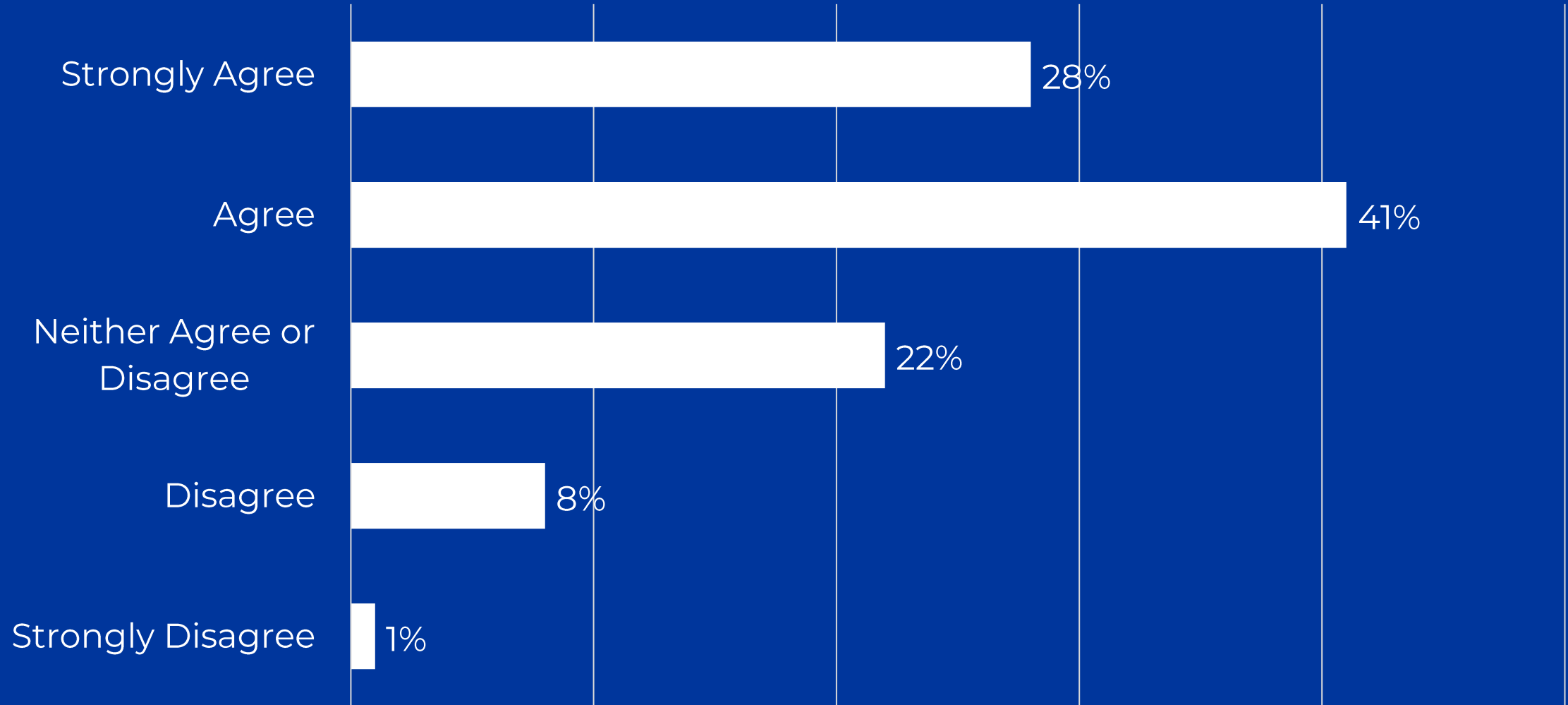


To what extent do you agree with the following statements about Everton ticketing?  
Everton provides enough affordable options for all fans



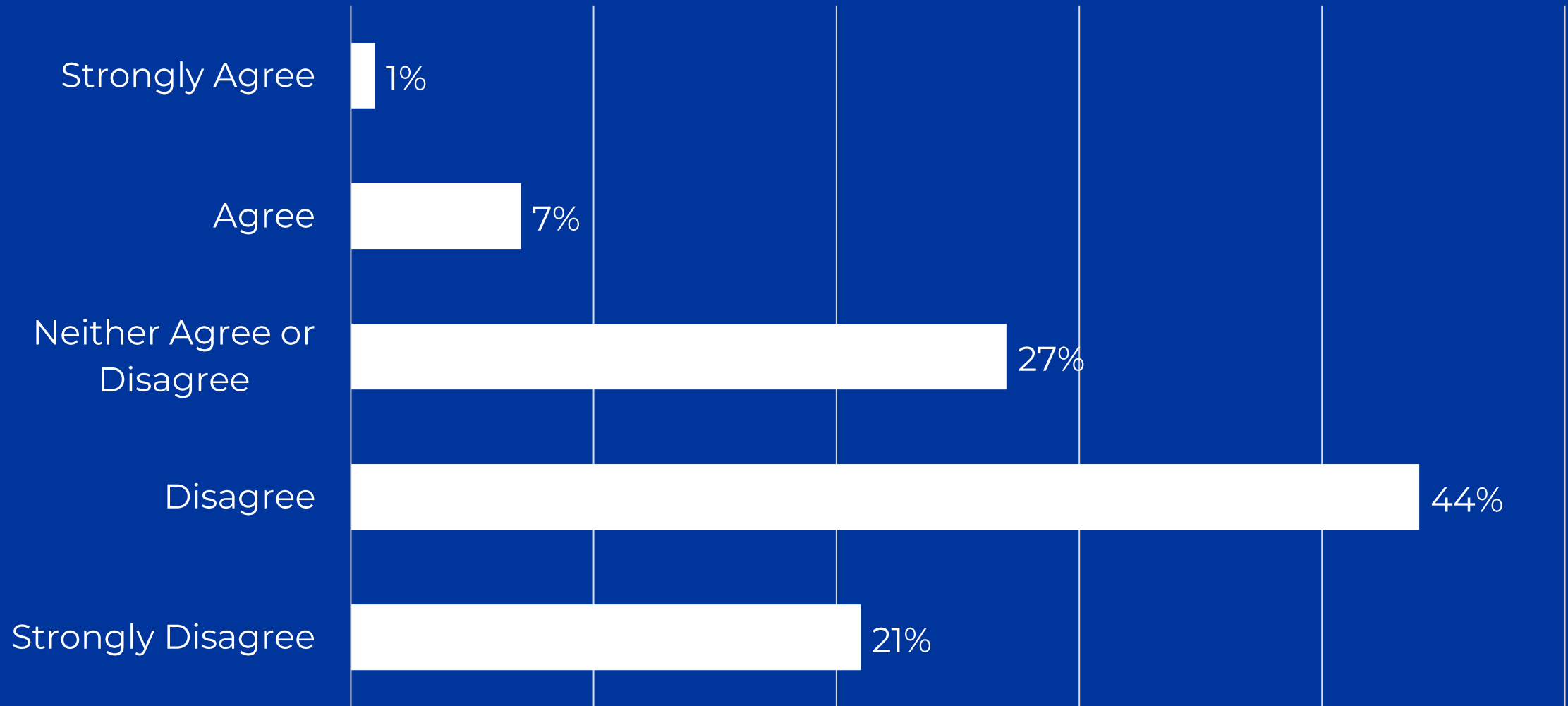
To what extent do you agree with the following statements about Everton ticketing?

## Ticket prices at the new stadium are a concern for me



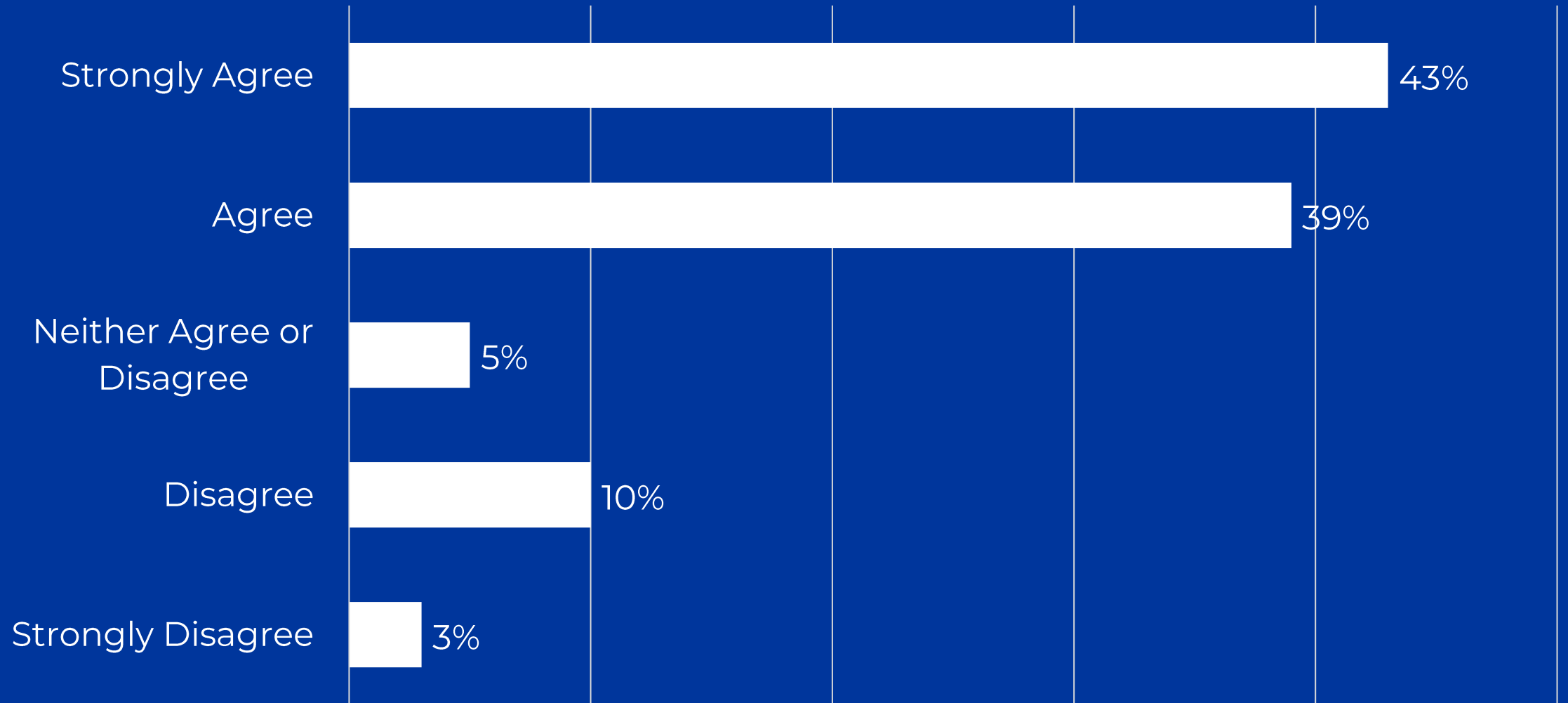
To what extent do you agree with the following statements about Everton ticketing?

## Ticket prices provide good value for money



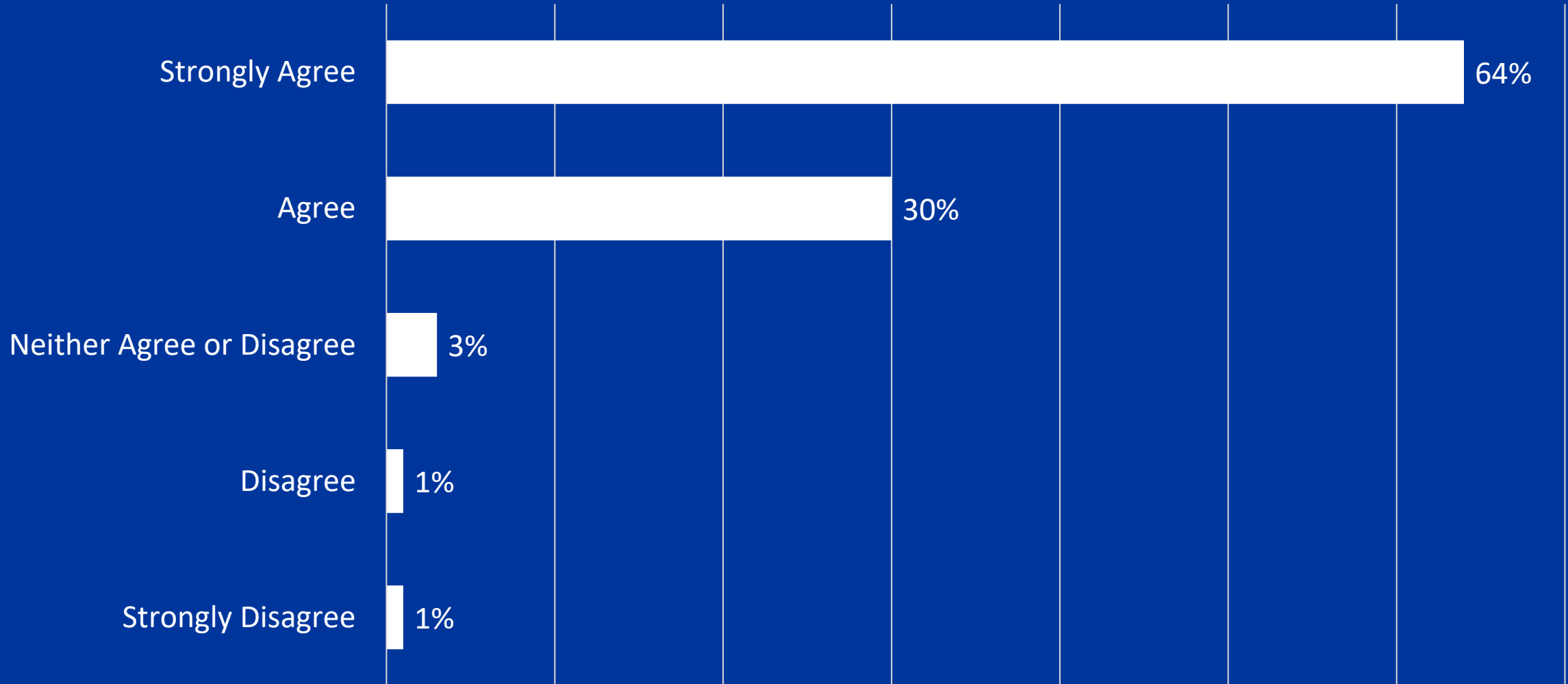
To what extent do you agree with the following statements about Everton's new stadium?

## I was sad to leave Goodison Park



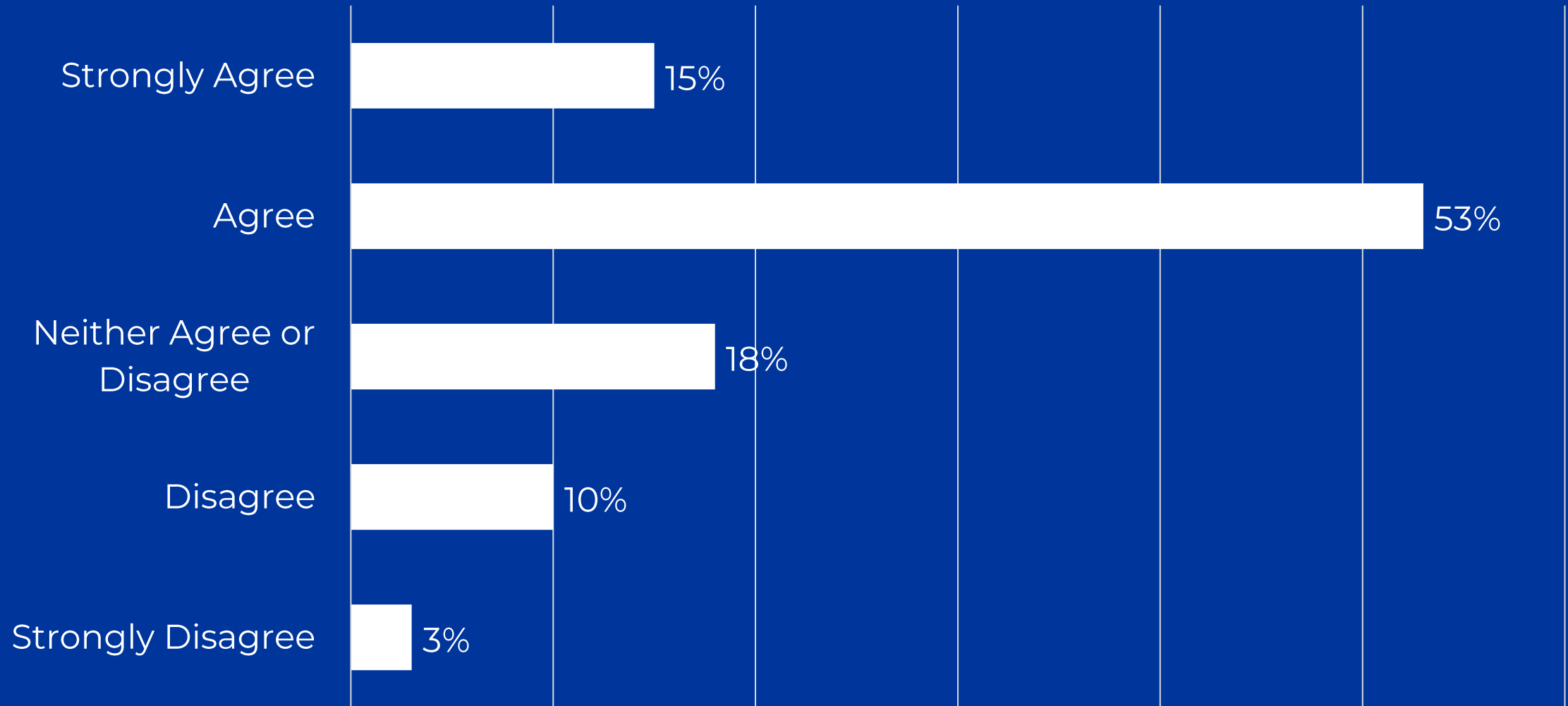
To what extent do you agree with the following statements about Everton's new stadium?

## Moving to a new stadium was the right decision for the club



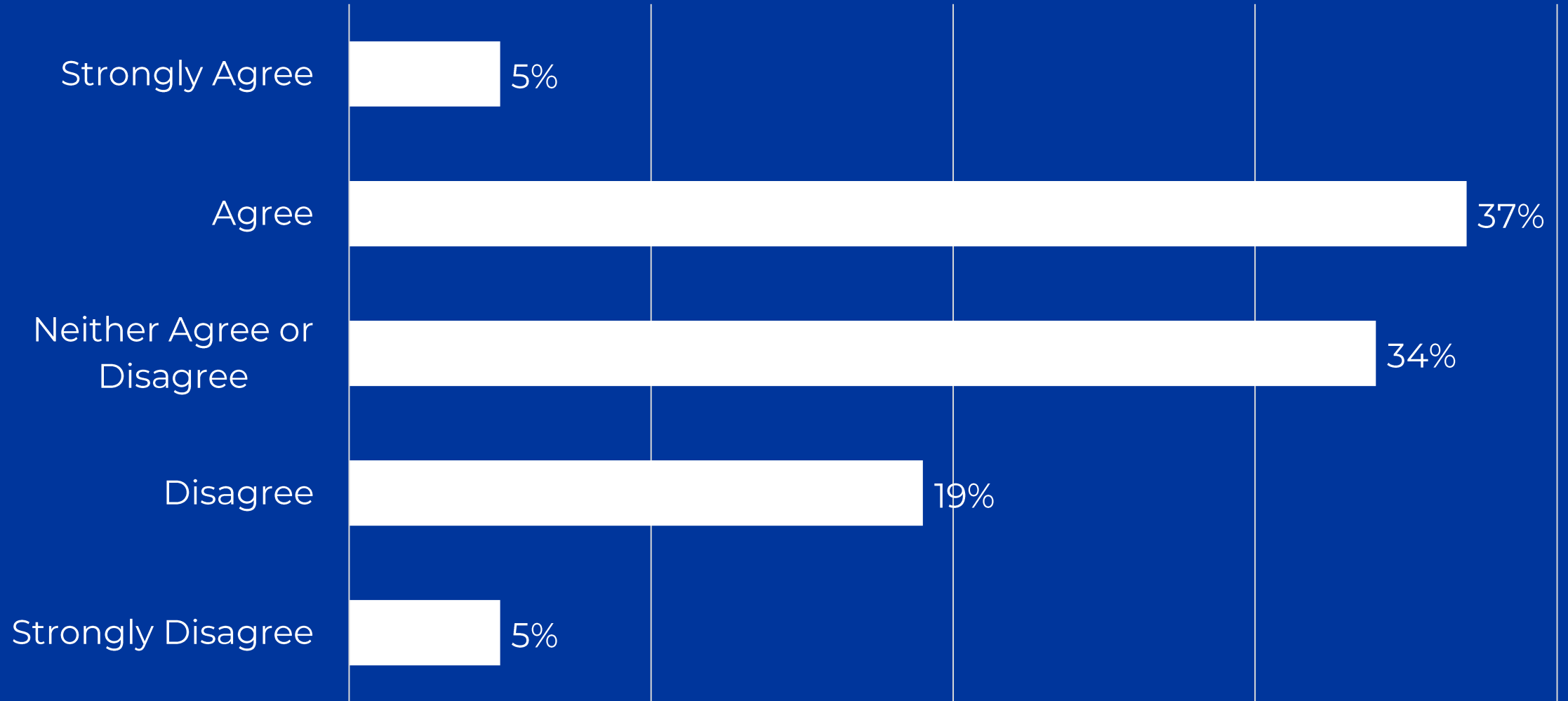
To what extent do you agree with the following statements about Everton's new stadium?

## The transition from Goodison Park was handled well by the club



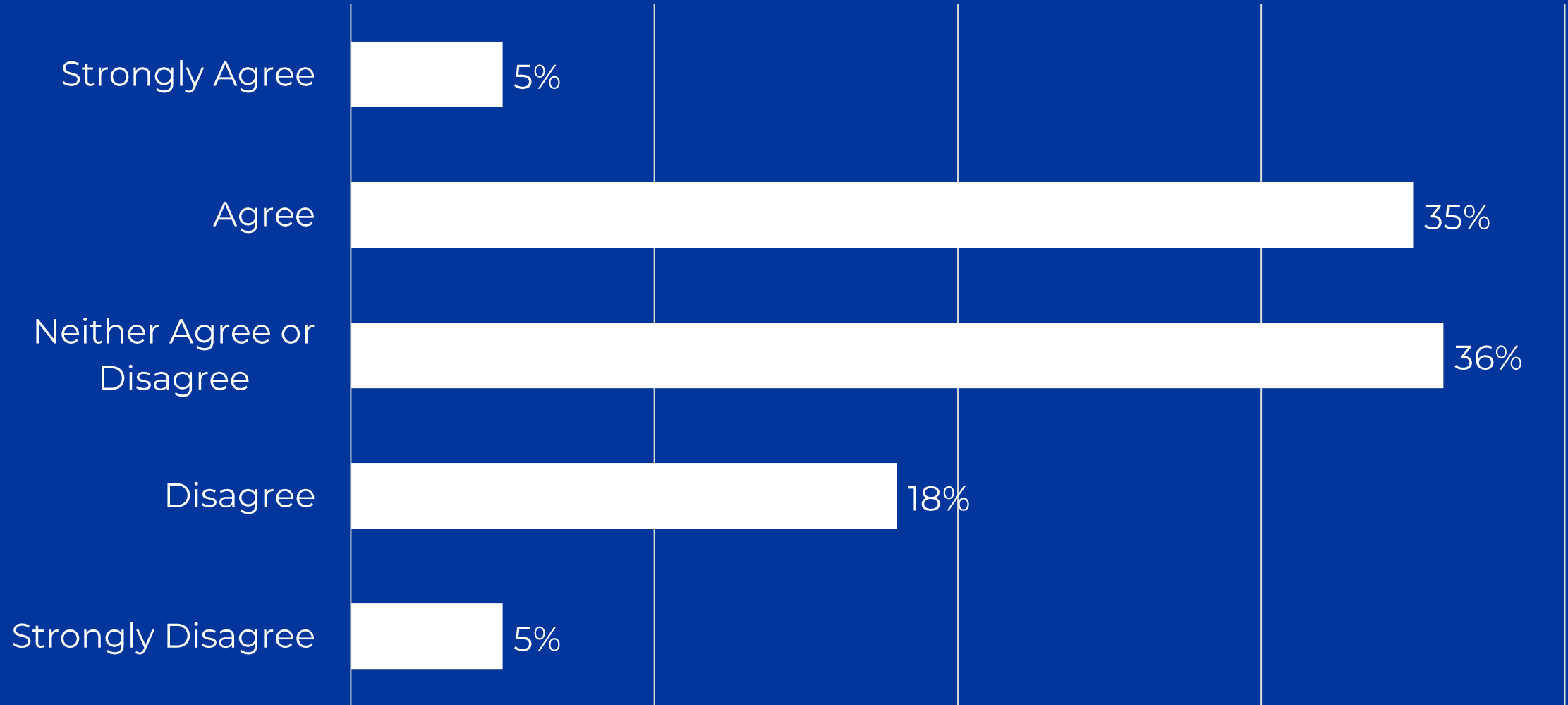
To what extent do you agree with the following statements about Everton's new stadium?

## The new stadium feels like home



To what extent do you agree with the following statements about Everton's new stadium?

## The matchday atmosphere at the new stadium is good



\* Fan feedback correctly identified that this question asks about two separate metrics (geographic location vs. transport accessibility). Please view these results with that nuance in mind. We will split this into two distinct questions for the 2026/27 survey.

To what extent do you agree with the following statements about Everton's new stadium?  
The new stadium is well located and easy to get to



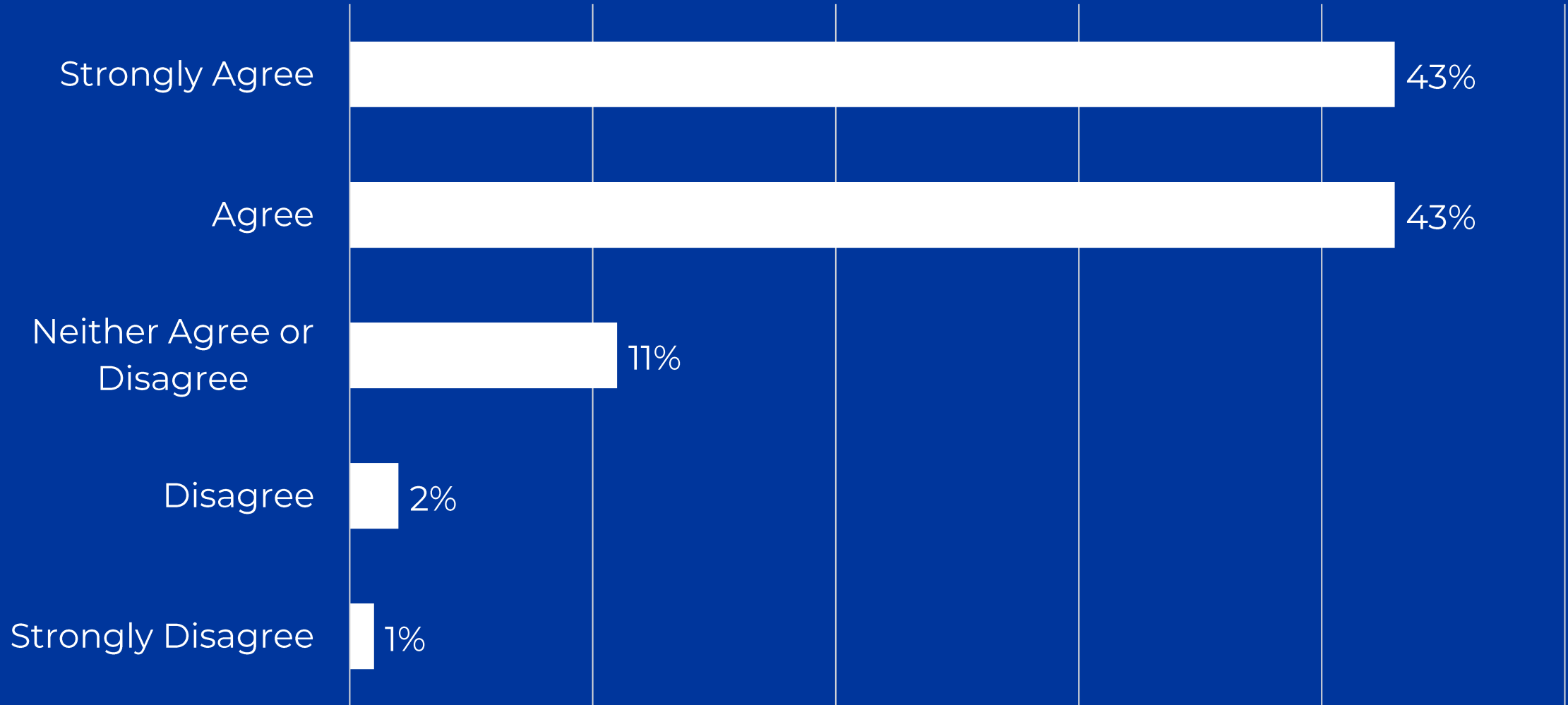
To what extent do you agree with the following statements about Everton's new stadium?

## I feel proud of the new stadium



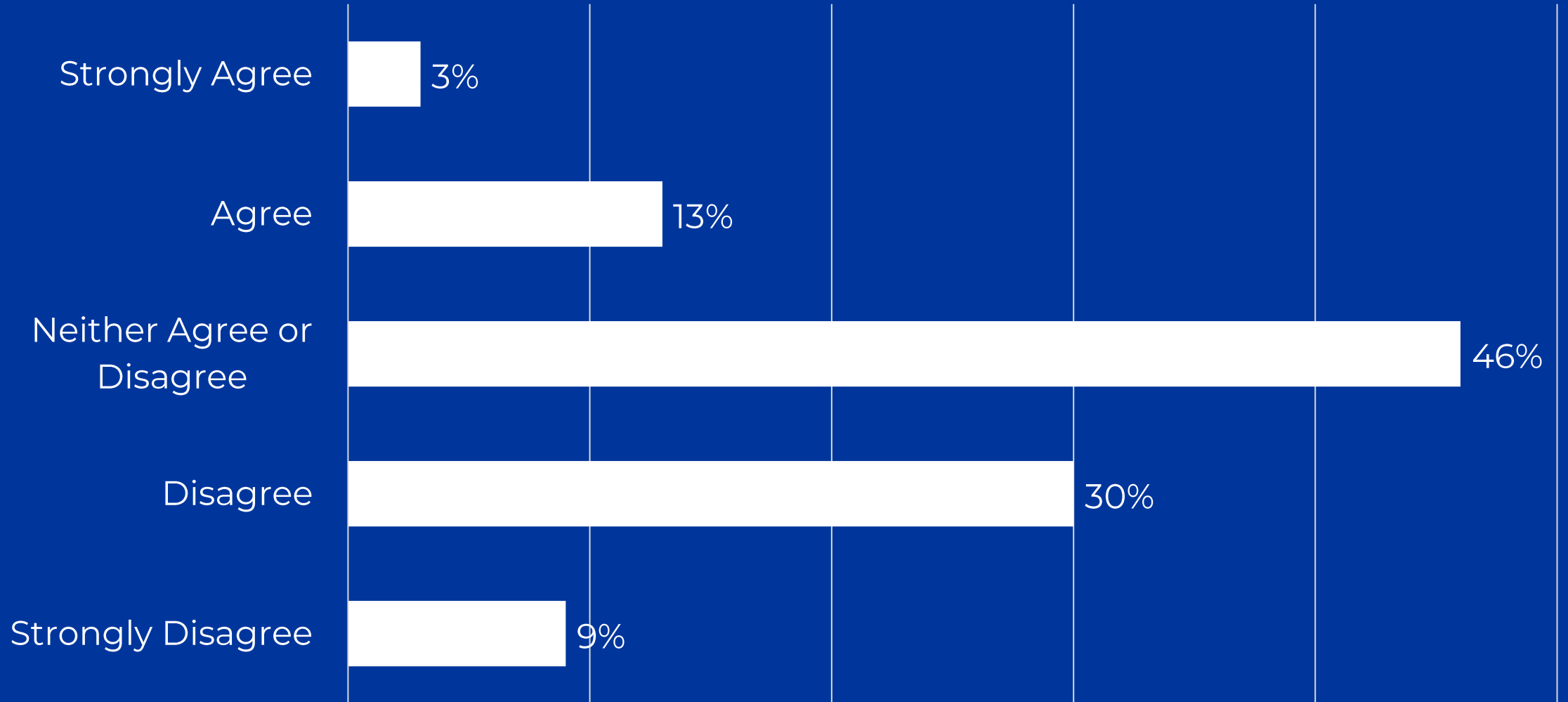
To what extent do you agree with the following statements about Everton's new stadium?

I am confident the new stadium will help Everton grow as a club



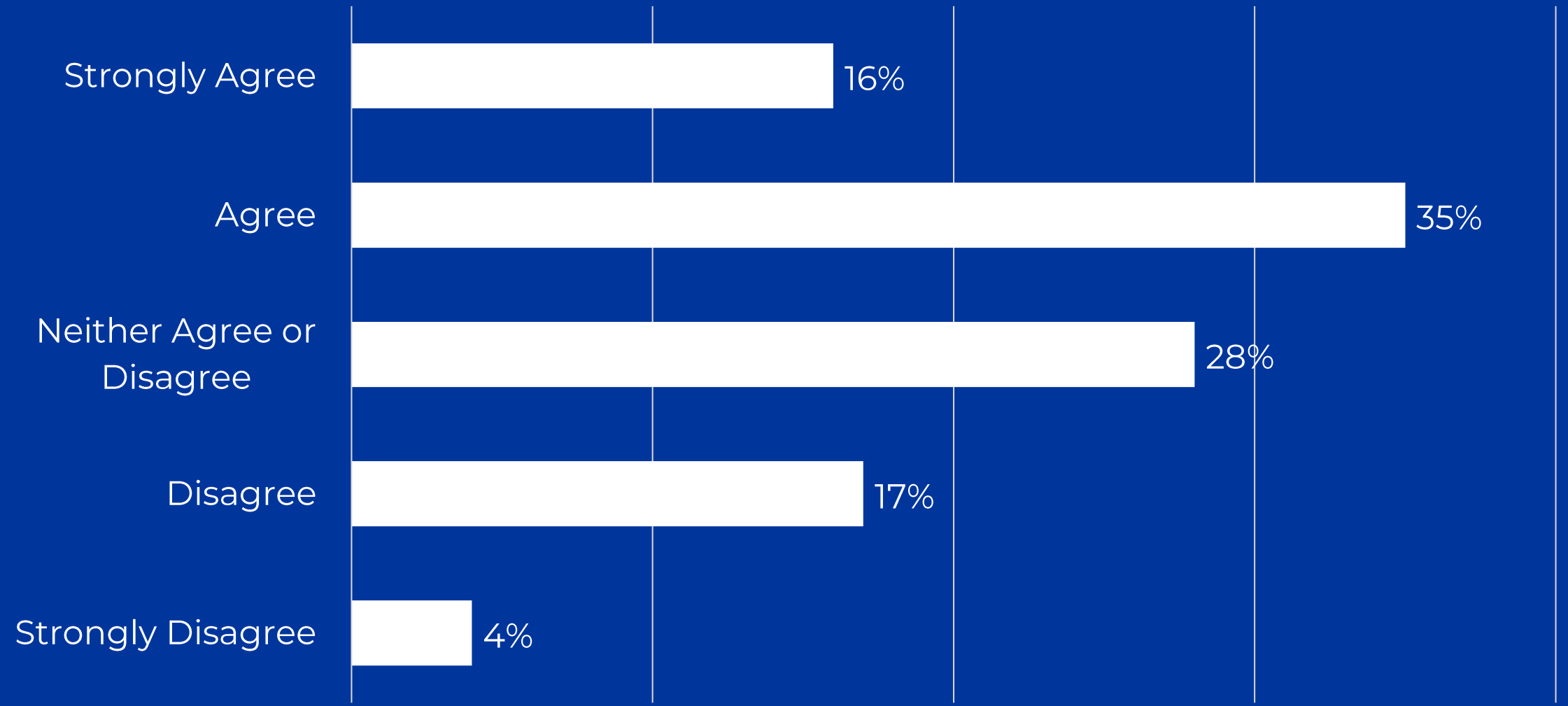
To what extent do you agree with the following statements about your relationship with Everton Football Club

# The move to the new stadium has strengthened my connection to the club



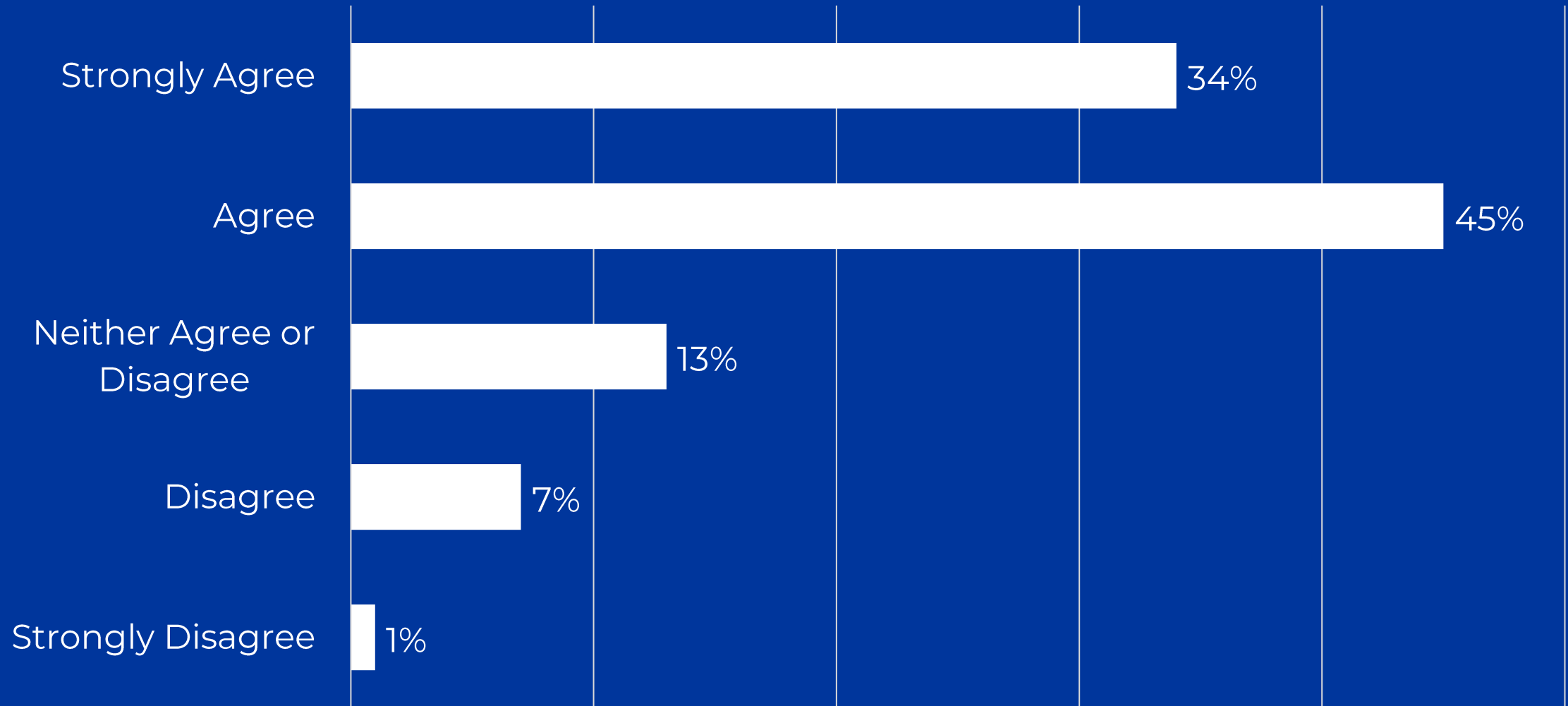
To what extent do you agree with the following statements about your relationship with Everton Football Club

# I have considered reducing my financial commitment to Everton (tickets, merchandise) in the past 12 months



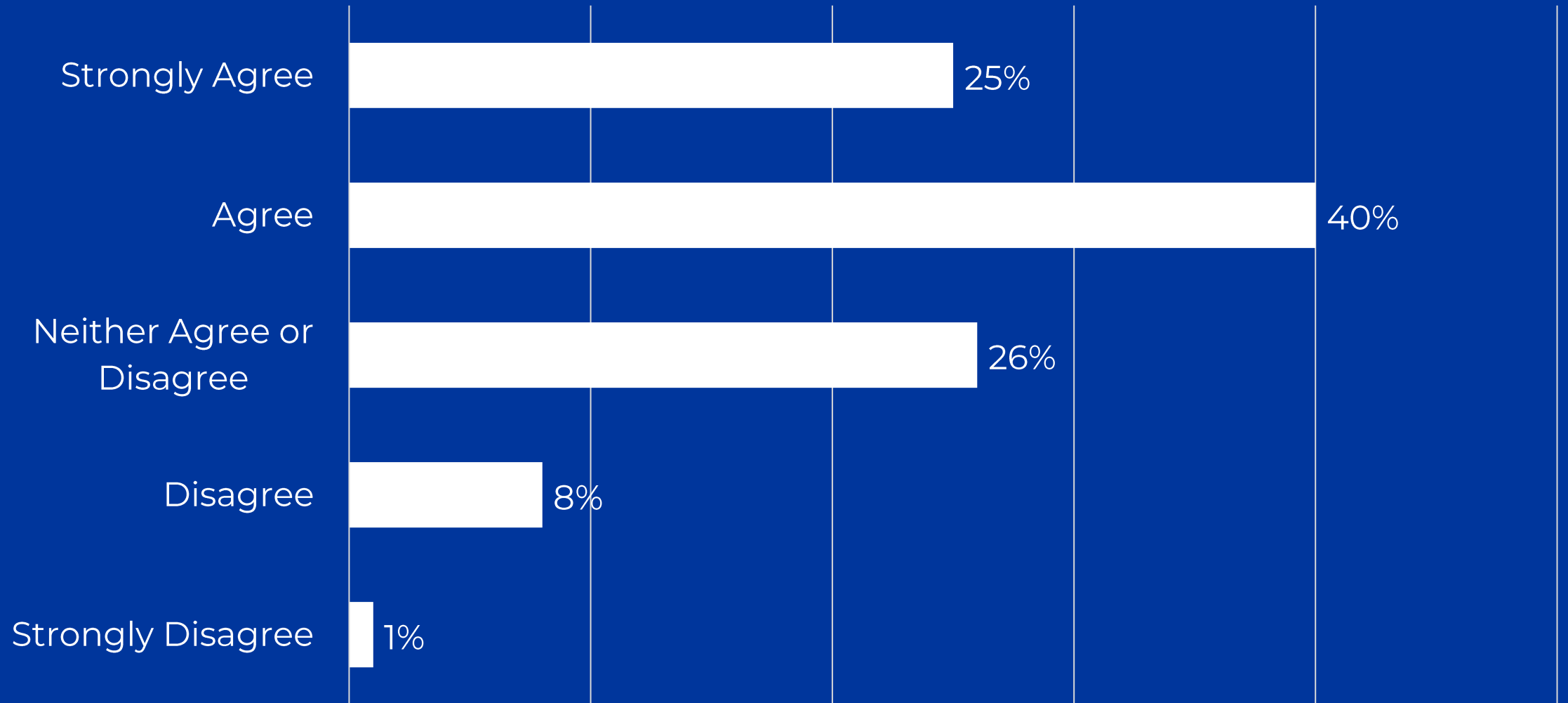
To what extent do you agree with the following statements about your relationship with Everton Football Club

# I feel the modern game is making it harder to connect with my club



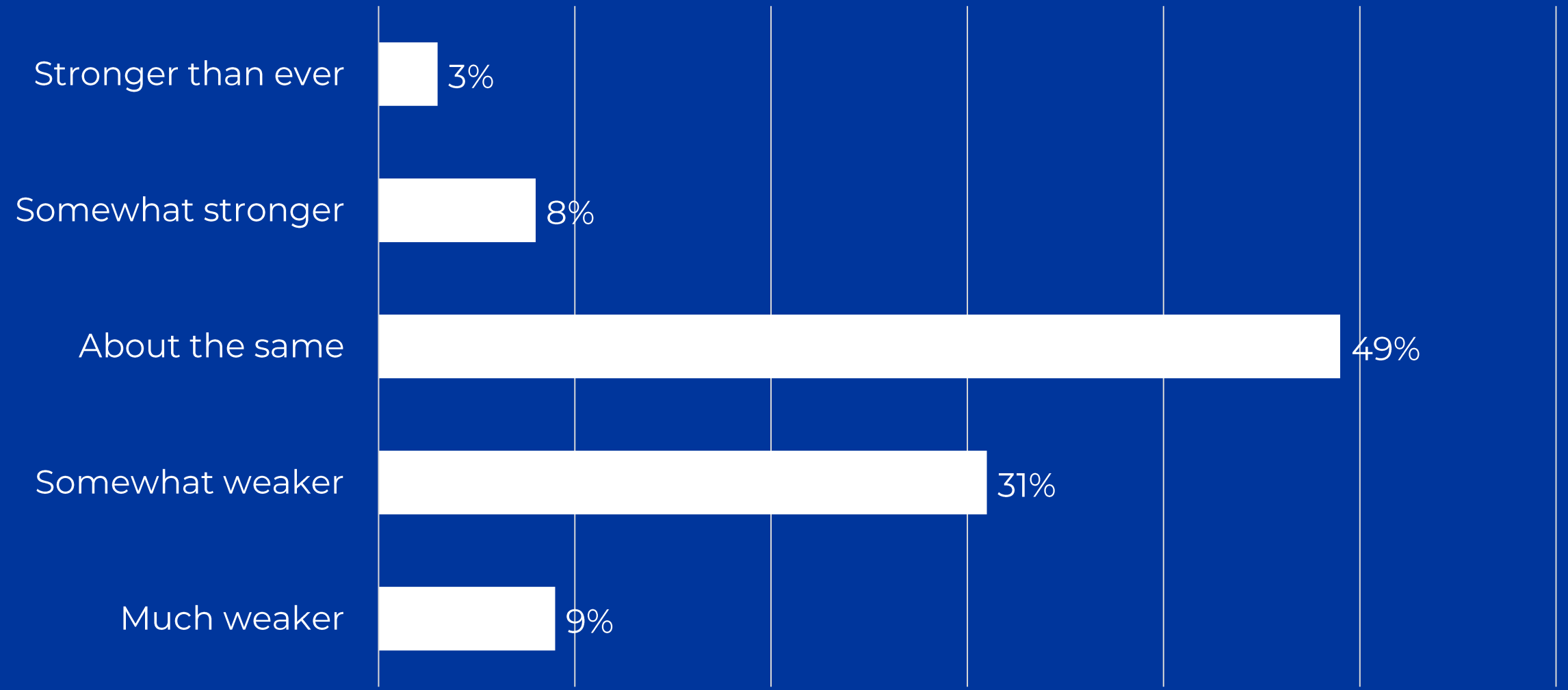
To what extent do you agree with the following statements about your relationship with Everton Football Club

## Everton prioritises commercial interests over the needs of its fans



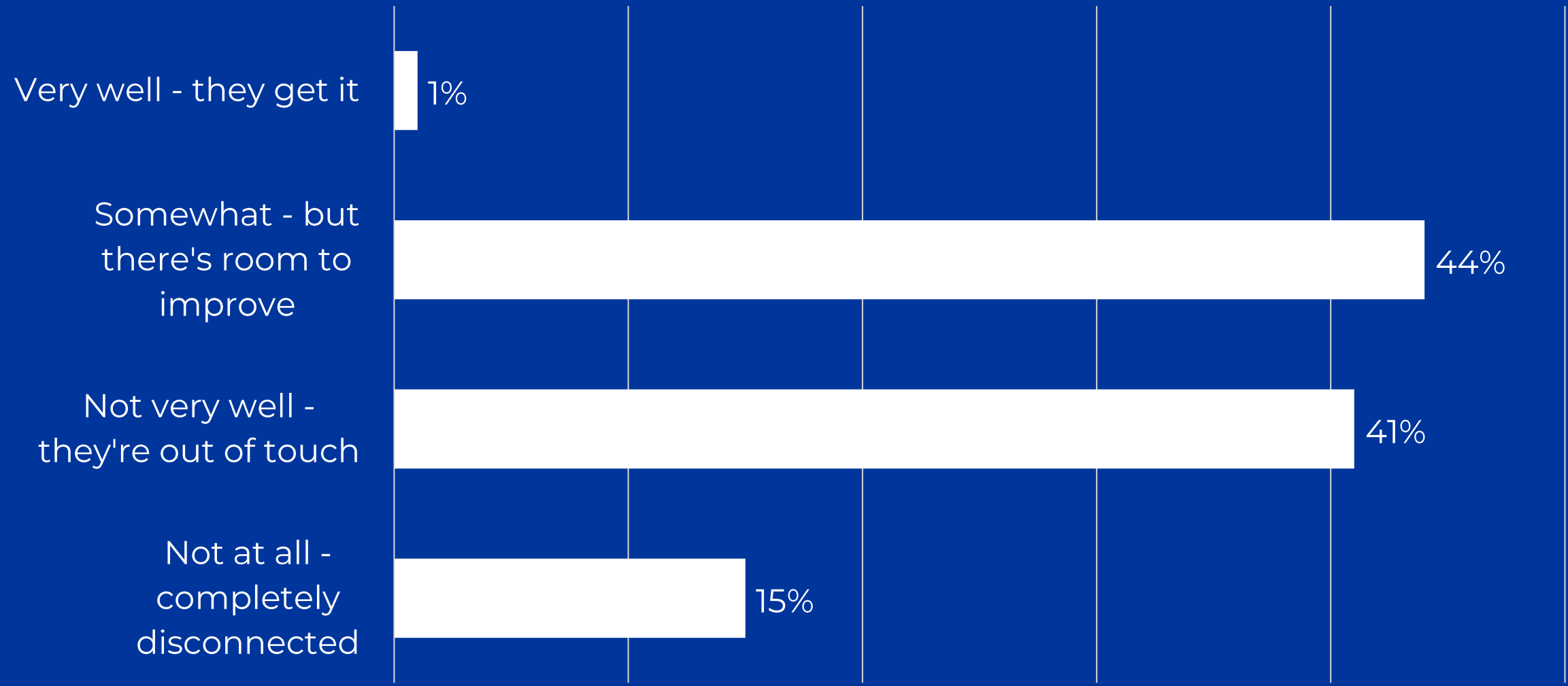
To what extent do you agree with the following statements about your relationship with Everton Football Club

# Over the previous season, how has your sense of connection to Everton changed?



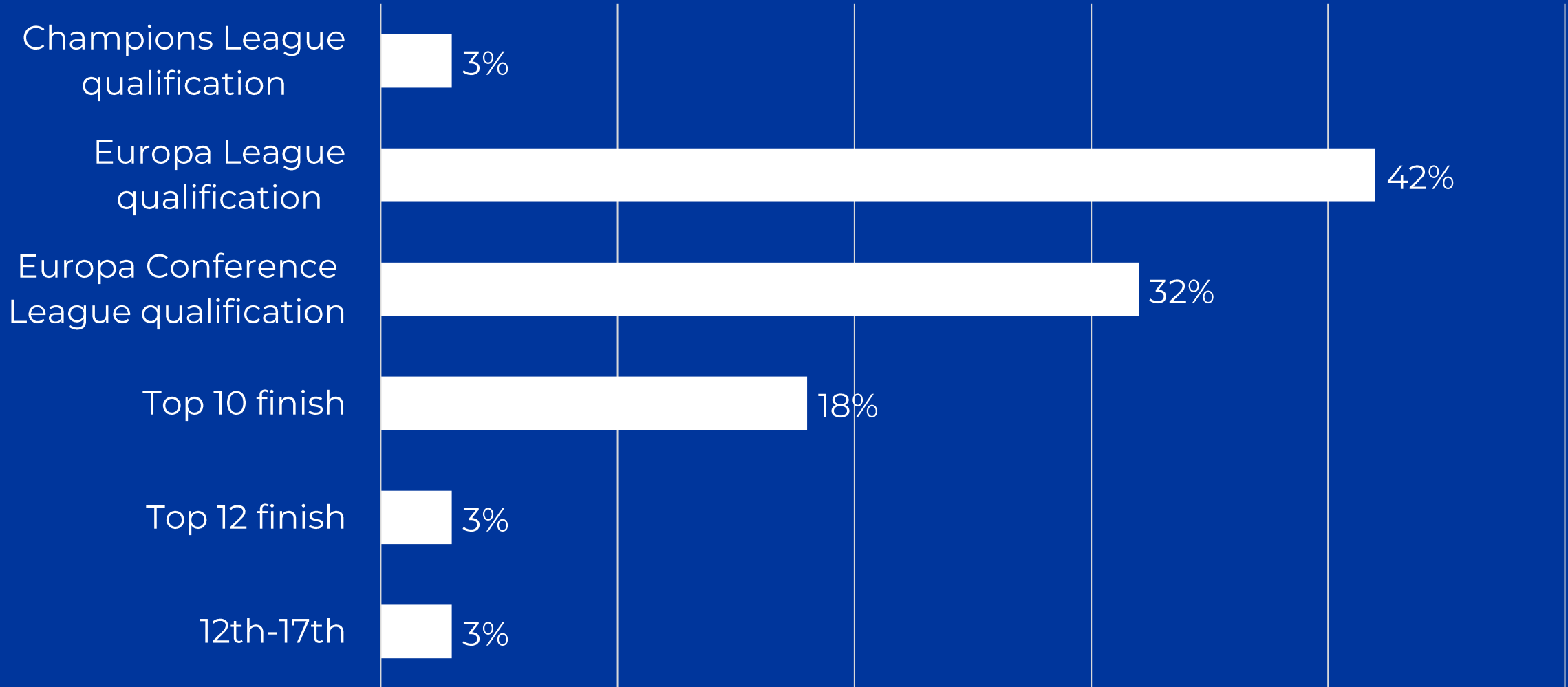
To what extent do you agree with the following statements about your relationship with Everton Football Club

# How well do the Everton board and senior executives understand what fans want from the club?



To what extent do you agree with the following statements about your relationship with Everton Football Club

# What do you think would be a realistic league target for Everton in 2026/2027 season?



To what extent do you agree with the following statements about your relationship with Everton Football Club

## How optimistic are you about Everton's prospects over the next five years?

