

44.7%

of recorded messages came from Football Manager conversations.

23,489 Football Manager messages against 24,962 real-world coaching messages in the dated activity figures. In the historical report window, March to August 2026, the game overtook the pitch. This is what 22,787 recorded FM questions were about.

22,787 FM QUESTIONS IN THE WINDOW	11.4% ASKED IN A LANGUAGE OTHER THAN ENGLISH	4-2-3-1 THE SHAPE NAMED MOST
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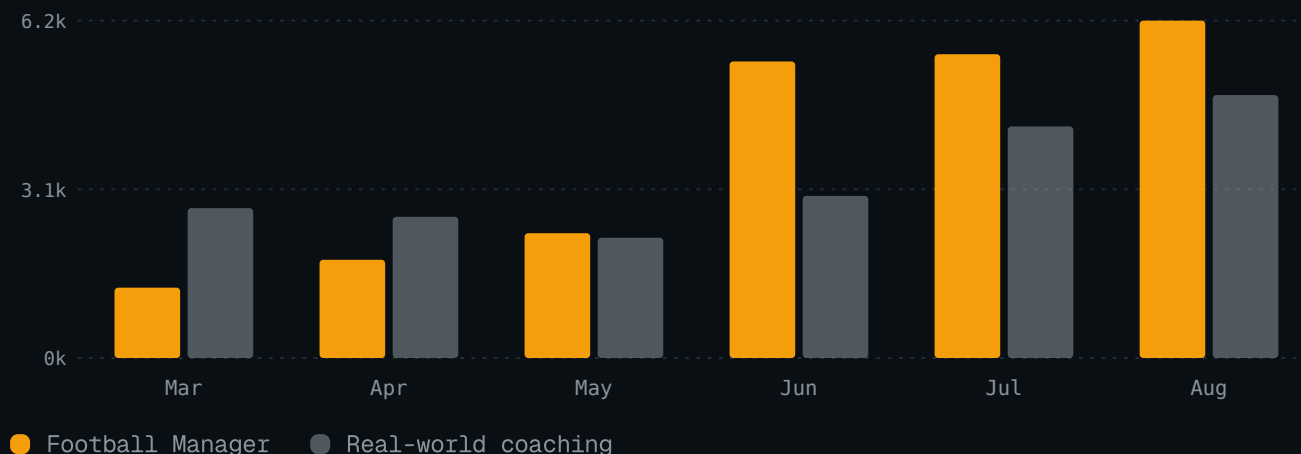
Aggregate only. No player, save, club or account is identifiable. Questions are counted, never quoted.

FINDING 01 · THE GAME OVERTOOK THE
PITCH

n = 42,555 mode-tagged questions · March to
August 2026

4.8x

FM questions grew 4.8 times over in six months,
passed coaching questions in May and stayed
ahead.



1,302 FM questions in March to 6,245 in August. Counts are questions sent in each mode, not people. Coaching questions grew too.

33.3%

of FM questions are about tactics, roles and formations. Transfers are a distant second. Man-management barely registers.



Each question is assigned to the first matching theme by a rule-based classifier (fm-taxonomy-v1). 32.4% everything else and 8% asked in another language, not classified. Shares are of all FM questions in the window, so the bars do not add to 100.

FINDING 03 · THE FORMATIONS THEY
BUILD

n = 1,624 questions naming a shape · March to
August 2026

4-2-3-1

is the shape FM players ask about most. 4-3-3 is second and nothing else comes close.



4-2-4

3.6%

3-4-2-1

3.3%

7.1% of FM questions name a shape that adds up to ten outfield players. Shares are of those questions. Shapes named fewer than 50 times are not shown. A question naming two shapes counts once for each.

Possession

football is what FM players ask for most. The low block is right behind it.



13% of FM questions name a recognisable style. Shares are of those questions and a question can name more than one style. Styles named fewer than 50 times are not shown.

FINDING 05 · THE CLUBS THEY
MANAGE

n = 1,857 questions naming one of 65 clubs · March to
August 2026

Manchester United

is the club FM players name most when they ask for
help. Arsenal and Chelsea follow.



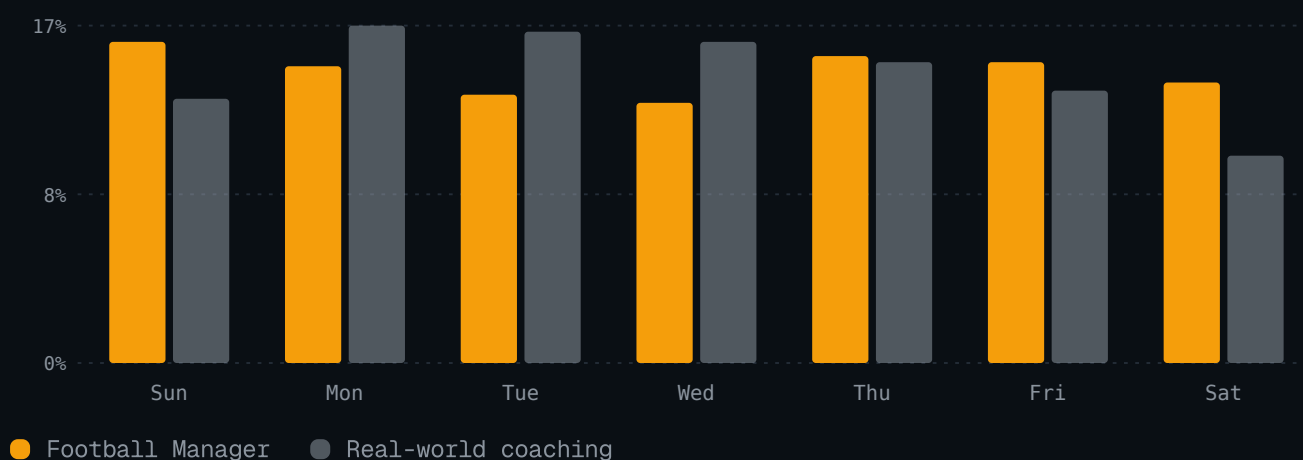
Ranked by how often each club is named, bars relative to the top club. Only 8.1% of FM questions name a club at all, and the check covers 65 well-known clubs, so this is the shape of a thin sample, not a league table. Club names are shown as text; no crest or badge is used.

FINDING 06 · WHEN THEY
PLAY

n = 22,787 FM and 19,768 coaching questions · March to August
2026

Sunday

is the busiest day for Football Manager. Coaches peak on Monday and go quiet on Saturday.



Share of each lane's questions by day of the week, UTC. FM: Sunday 15.8%. Coaching: Monday 16.6%, Saturday 10.2%. By time of day FM leans to the afternoon and evening (32.2% and 31.1%), coaching spreads more evenly. These are timestamps of questions, not of matches played.

6.7:1

FM26 to FM24, among questions that name a version. And 11.4% of all FM questions are not asked in English.



10.1% of FM questions name FM26 and 1.5% name FM24; the rest name no version. Language is detected by function words, so it is coarse, and only languages above the 50 floor are named. Shares are of all FM questions.

FOR FM PLAYERS · CODE FM50

FM Mode for \$2.49 in your first month.

Ask it about your own save, your tactic and your squad. It is the same FM Mode that answered the 22,787 questions above. Normally \$4.99 a month. New customers only, with code FM50 at checkout. Free to try without a card.

Questions are counted, never quoted, and the rules are published.

Source. Questions sent to FootballGPT in Football Manager mode between 1 March and 31 August 2026, compared with real-world coaching mode over the same window. The all-time split on the cover is every mode-tagged question since records began. Computed on 6 September 2026.

Method. A rule-based classifier (fm-taxonomy-v1) assigns each question to its first matching theme. Formations are strings that add up to ten outfield players. Styles, clubs, game versions and languages are matched by published word lists. The rules live in the FootballGPT codebase and are versioned; a rule change means a recompute, never a hand edit.

Floors. No ranked row is shown below 50 questions. Accounts that opted out of the data portal are excluded upstream. No question text, save, club setup or account appears anywhere in this report.

What it does not prove. This is what people asked, not what they were told and not what happened in their save. It says nothing about the quality of FootballGPT's answers. It is not a survey of Football Manager players in general: it describes the people who brought their save to this product.

The coaching side of the same dataset is at footballgpt.co/data, with the full [methodology](#). What FM players actually build, rather than ask about, is the [FM Meta Report](#).

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Formations

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