



# Arsenal Supporters' Trust Membership Survey 2011

## Percentage Results

Questionnaires were sent to 850 members of the AST and 382 responses were received, representing **45%** of the membership.

### A About the respondent

1. Which of the following describe your relationship with Arsenal Football Club?

Shareholder:	73	Platinum (Club) member:	26	Gold member (Season ticket):	213
Silver member:	45	Red member:	82	Away scheme member:	14
Overseas supporter:	11	Fanshare member:	79	Junior Gunner:	3

### B Ownership

2. Stan Kroenke will soon have a majority holding in Arsenal Football Club and control over all strategic decisions. How important do you think each of the following areas of corporate strategy are?

*(Rated on a score of 1 to 5, with 5 being highly important)*

Custodianship / looking after the long-term future of the club:

1	2	3	4	5
1.6%	1.3%	3%	8%	86%

Accountability and openness to supporters:

1	2	3	4	5
1%	2%	11%	19%	67%

Financial management and enhancing Arsenal's commercial operations:

1	2	3	4	5
0.5%	2.1%	8%	30%	59%

Overseeing the manager and football performance of the club:

1	2	3	4	5
7%	8%	25%	16%	44%

96 respondents rated 5 for all the categories. Their numbers are included in those above.

**B Ownership (Cont.)**

- 3. Now that Arsenal is more than 90 percent owned by two billionaire investors, do you think that relying on the 'sustainability' model (where the Club only spends the revenues it raises) should remain a key corporate objective or is there a case for financial investment into the club by its major shareholders?**

Retain self-sustainability model: 51%

Investment into Club by major shareholders (rights issue or donation): 38%

Don't know: 11%

- 4a. Once the takeover of Arsenal by Kroenke is completed, do you think he should make it a priority to continue to support both the Arsenal Fanshare scheme and to involve supporter shareholders in Arsenal's ownership arrangements?**

Yes: 96%                      No: 2%                      Don't know: 2%

- 4b. and that he should improve his communications with supporters including setting out his ambitions for the club and explaining the strategy he has to achieve them?**

Yes: 96%                      No: 1%                      Don't know: 3%

- 5. Do you think Kroenke should invite Red and White Holdings, which owns a 27 percent stake in the Club, to join the Board?**

Yes: 70%                      No: 18%                      Don't know: 12%

- 6. Would you support Kroenke paying a dividend or extracting management fees from Arsenal Football Club?**

Yes: 6%                      No: 80%                      Don't know: 14%

- 7. Do you think Kroenke Sports Enterprises should be more transparent in how it has raised the finance to purchase Arsenal Football Club?**

Yes: 78%                      No: 13%                      Don't know: 9%

## C Football Performance

8. How satisfied are you with the football performance of Arsenal Football Club in recent years?

Highly satisfied: 2%      Satisfied: 22%      Slightly satisfied: 39%      Unsatisfied: 37%

9. Do you think that Arsène Wenger's football philosophy takes too much precedence over the objective of winning trophies?

Yes: 69%      No: 24%      Don't know: 7%

10. Now that the club is under new ownership, should former Board member David Dein be invited to return to the club, in a football specific role, to support Arsène Wenger in delivering the club's footballing objectives?

Yes: 69%      No: 17%      Don't know: 12%      No answer: 2%

11. Do you think that if Arsenal does not win a trophy next season (which would be the seventh successive year without one) that the Board should conclude that Arsène Wenger has taken the club as far as he can?

Yes: 42%      No: 40%      Don't know: 18%

## D Ticketing

12. Do you agree with Arsenal's decision to increase season ticket and general admission ticket prices by 6.5 percent this year?

Yes: 14%      No: 78%      Don't know: 8%

13. Do you agree with Ivan Gazidis that the cost of attending live football is in danger of pricing supporters out of football and that the Club should make affordability a key priority of its ticketing review?

Yes: 96%      No: 2%      Don't know: 2%

14. Do you think that the ticket prices Arsenal charge provide good value for money?

Very good value: 3%      Good value: 47%      Not Good value: 50%

## D Ticketing (Cont.)

### 15. How do you envisage the increase in ticket prices will affect your behaviour at Arsenal next season?

Non-renewal of season ticket:	3.5%	Attend fewer home games:	20%
Attend fewer away games:	12%	No change in behaviour:	49%
Attend more games than previously:	1%	Reduce expenditure on merchandising/ programmes/food & drink at stadium:	40%

## E Forward: Sentiment And Expectations

### 16. Reflecting on your own relationship with Arsenal and reviewing recent years, do you now feel a stronger sense of belonging to the club?

Yes: 24%                      No: 51%                      No change: 25%

### 17. Do you think the Arsenal Board and its senior executives are in touch with Arsenal fans and have a good understanding of their hopes and concerns for the future of the club?

Yes, in touch: 8%                      Slightly in touch, but need to improve: 57%                      No, not in touch: 35%

### 18. Looking at Arsenal's new ownership structure, its 'sustainable' business model, its football management and squad strength, and comparing it to the other Premier League clubs, how optimistic are you about Arsenal's prospects during the next five years?

Extremely optimistic: 8%                      Optimistic: 35%                      Unsure: 26%

Somewhat pessimistic: 20%                      Pessimistic: 11%