



Questionnaires were sent to all AST members after the end of the 2014/15 season.  
664 responses were received in total.

## A ABOUT YOU

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

Shareholder	100	Platinum (Club) member	37	Gold member (Season ticket)	336
Silver member	117	Red member	165	Away scheme member	19
Overseas supporter	43	Junior Gunner	10	Other	70

## B OWNERSHIP & GOVERNANCE

### 2. Stan Kroenke has been majority owner of Arsenal Football Club for three years. How satisfied are you with Stan Kroenke's ownership?

Very satisfied	3%	Quite satisfied	29%	Neither satisfied nor dissatisfied	40%
Quite dissatisfied	19%	Very dissatisfied	9%		

### 3. Would you support or oppose Stan Kroenke paying a dividend to shareholders?

Support	19%	Oppose	57%	Don't know	24%
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### 4. In the last year a consultancy fee of £3m was paid from Arsenal Football Club to Kroenke Sports Enterprises. Do you think this payment is justified?

Yes	7%	No	65%	Don't know	28%
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### 5. This year the Arsenal Fanshare scheme closed, further reducing the level of supporter involvement in Arsenal's ownership structure. Less than 3% of the club's shares are now held by 400 individuals not connected with Stan Kroenke or Alisher Usmanov. Do you think it is important that Arsenal continues to have individual supporter shareholders involved in its ownership structure?

Yes	96%	No	3%	Don't know	1%
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**B OWNERSHIP & GOVERNANCE (CONT.)**

6. How important do you feel it is that Arsenal retains its status as a company listed on the Stock Exchange with obligations towards financial transparency and accountability to shareholders?

Very important	72%	Quite important	21%
Not important	3%	Don't Know	4%

**C TICKETING ISSUES & ATMOSPHERE**

7. The AST wrote to the Arsenal Board in November 2014 calling on them to freeze ticket prices for season 2014/15. Do you support Arsenal's decision to subsequently announce a price freeze for 2015/16?

Yes	96%	No	3%	Don't know	1%
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8. How satisfied or dissatisfied are you that ticket prices at the Emirates provide good value for money?

Very satisfied	5%	Quite satisfied	24%	Neither satisfied nor dissatisfied	28%
Quite dissatisfied	34%	Very dissatisfied	9%		

9. Arsenal games at the Emirates often take place with many seats left unoccupied. Please answer the following questions relating to this:

As a supporter either buying or selling, would you be more likely to use the ticket exchange system if

- a. it worked closer to kick off

Yes	73%	No	14%	Don't know	13%
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- b. had an app which was easy to log in from smartphones and tablets?

Yes	73%	No	14%	Don't know	13%
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- c. you received a refund more immediately than at the end of the season

Yes	58%	No	25%	Don't know	17%
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- d. you could set the price at which you bought and sold tickets? (Only lower than face value)

Yes	58%	No	27%	Don't know	15%
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Do you support the introduction by Arsenal of a home credits system that rewards people for making sure that their seat is used (putting it into Ticket Exchange would count as used) to ensure the ground is fuller on matchdays?

Yes	88%	No	4%	Don't know for each	8%
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**C TICKETING ISSUES& ATMOSPHERE (CONT.)**

10. Do you support a change in legislation to enable the introduction of Safe Standing Areas at English Football Grounds?

Yes 66% No 24% No View 10%

**D FOOTBALL PERFORMANCE**

11. How satisfied or dissatisfied are you with Arsenal's football performance over the last few seasons?

Very satisfied 11% Quite satisfied 65% Neither satisfied nor dissatisfied 14%  
Quite dissatisfied 9% Very dissatisfied 1%

12. To what extent do you agree or disagree that Arsène Wenger is the right person to manage Arsenal Football Club?

Strongly agree 54% Somewhat agree 30% Neither agree nor disagree 6%  
Somewhat disagree 8% Strongly disagree 2%

13. Do you think season 2014/15 demonstrated progress in terms of football performance compared with the 2013/14 season?

Yes 88% No 10% Don't know 2%

14. If Arsenal are only to achieve one of the following football objectives next season which would you rate as the more important:

Win the FA Cup for the third year in a row 37% Qualify for the Champions League for the 19th season in a row 63%

15. This season has seen a debate about style of football played by teams and terms such as 'boring' and 'parking the bus' levied. Please indicate which of the following statements reflects your views about supporting Arsenal:

I think trophies are more important than style. 67% I think style is more important than trophies. 33%

16. Where do you think Arsenal will finish next season in the Premier League?

1st 26% 2nd 43% 3rd 24%  
4th 7% 5th 0% 6th 0%  
7th 0% Lower than 7th 0%

**E BEING A FAN: SENTIMENT AND EXPECTATIONS**

17. Reflecting on your own relationship with Arsenal do you now feel a stronger or weaker sense of belonging to the club than you did three years ago? Or do you feel no different?

Stronger 19% Weaker 26%  
No different 54% Don't know 1%

## E BEING A FAN: SENTIMENT AND EXPECTATIONS (CONT.)

### 18. How would you describe the atmosphere at the Emirates this season compared to last season?

A lot better	7%	A little better	41%	No different	46%
A little worse	6%	A lot worse	0%		

### 19. Looking at Arsenal's ownership structure, the 'self-sustaining' business model, its football management and financial resources, and comparing it to other Premier League clubs, how optimistic are you about Arsenal's prospects during the next five years?

Extremely optimistic	33%	Somewhat optimistic	53%	Neither optimistic or pessimistic	8%
Somewhat pessimistic	5%	Extremely pessimistic	1%		

## F THE NEW PREMIER LEAGUE TV DEAL

Earlier this year the Premier League announced a new domestic deal for the period 2016 to 2019 worth £5.14bn. This will mean an additional income to Arsenal of at least £50m a season before the overseas rights are sold. Richard Scudamore, the chief executive of the Premier League, has recently stated that Clubs will invest up to £1bn in a range of activities including 'Fan engagement and the match-day experience'.

The following proposals have been put forward by the AST for consideration by Arsenal. Please rank on a scale of 1 to 10 (1 meaning you strongly don't support it and 10 meaning you strongly do) how much you support each area:

We have listing the responses in order of those receiving greatest support.

- Arsenal paying the London living wage to all of their employees, including those employed by contractors on services such as stewarding, cleaning and catering.

1.	4%	2.	0%	3.	1%	4.	1%	5.	6%
6.	3%	7.	6%	8.	10%	9.	10%	10.	59%

**Average Score 8.61**

- Freezing General Admission Ticket Prices for the period of the new TV contract

1.	3%	2.	1%	3.	1%	4.	1%	5.	8%
6.	4%	7.	7%	8.	12%	9.	11%	10.	52%

**Average Score 8.38**

- Investment in an improved ticketing exchange (including better technology that runs closer to kick off time and is smartphone/tablet compatible) that enables more fans to pass on tickets when they cannot attend.

1.	2%	2.	2%	3.	2%	4.	1%	5.	5%
6.	5%	7.	10%	8.	17%	9.	14%	10.	42%

**Average Score 8.23**

- Reducing General Admission ticket process for the period of the new TV contract

1.	4%	2.	2%	3.	3%	4.	2%	5.	12%
6.	4%	7.	6%	8.	7%	9.	6%	10.	55%

**Average Score 8.02**

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- Extending the Young Guns (£10 tickets for under 16s) to cover category A games.

1.	3%	2.	1%	3.	2%	4.	2%	5.	10%
6.	5%	7.	10%	8.	12%	9.	9%	10.	45%

**Average Score 7.96**

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- Specific investment into initiatives to improve the atmosphere at home games at the Emirates including more support for the work of REDaction.

1.	2%	2.	1%	3.	2%	4.	1%	5.	11%
6.	7%	7.	11%	8.	20%	9.	11%	10.	34%

**Average Score 7.87**

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- Expanding the Young Guns scheme to provide specific seats and support to people in the age of 16 to 21 who are mainly in continuing education or lower paid/apprenticeship jobs.

1.	3%	2.	2%	3.	3%	4.	1%	5.	10%
6.	6%	7.	11%	8.	15%	9.	9%	10.	38%

**Average Score 7.64**

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- A significant increase in the financial support given to Away Fans including covering travel costs when games are moved at short notice to inconvenient times for TV coverage (such as the recent game at Hull City or the FA Cup tie in Manchester).

1.	4%	2.	2%	3.	3%	4.	3%	5.	8%
6.	7%	7.	10%	8.	15%	9.	10%	10.	37%

**Average Score 7.61**

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