



Questionnaires were sent to all AST members after the end of the 2015/16 season.
943 responses were received in total.

A ABOUT YOU

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

(Please tick all that apply)

Shareholder	108	Platinum (Club) member	51	Gold member (<i>Season ticket</i>)	476
Silver member	150	Red member	246	Away scheme member	28
Overseas supporter	49	Purple member (<i>disability</i>)	7	Junior Gunner	10
Other	90				

B OWNERSHIP & GOVERNANCE

2. Stan Kroenke has now been majority owner of Arsenal Football Club for five years. Are you satisfied with Stan Kroenke's ownership?

Very satisfied	2%	Quite satisfied	9%	Neither satisfied nor dissatisfied	26%
Quite dissatisfied	33%	Very dissatisfied	30%		

3. In the last two years consultancy fees of £6m were paid by Arsenal Football Club to Kroenke Sports Enterprises (KSE). Do you think that Arsenal should give a fuller description of how this fee is calculated and what the specific services KSE perform are?

Yes	92%	No	6%	Don't know	2%
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4. Do you think that Alisher Usmanov, who holds a 30% equity stake in Arsenal through Red and White Holdings, should be offered a place on the Arsenal Board?

Yes	74%	No	16%	Don't know	10%
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5. Should appointments be made to the Arsenal Board to strengthen its composition and governance arrangements by adding personnel with more independence and a greater diversity?

Yes	87%	No	4%	Don't know	9%
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B OWNERSHIP & GOVERNANCE (CONT.)

6. Do you think that there needs to be more professional football experience either added to the Arsenal Board or made available in an advisory role to them?

Yes **86%** No **6%** Don't know **8%**

7. Are you satisfied with the performance of Ivan Gazidis as Arsenal Chief Executive?

Very satisfied **6%** Quite satisfied **31%** Neither satisfied nor dissatisfied **37%**
Quite dissatisfied **18%** Very dissatisfied **8%**

8. On a scale of 1 to 10 (1 being lowest and 10 highest), rate the extent to which you believe the Arsenal owner and Board are doing all they can to help Arsenal win the Premier League again?

1 **10%** 2 **9%** 3 **19%** 4 **11%** 5 **16%** 6 **12%** 7 **11%** 8 **9%** 9 **2%** 10 **1%**

C FAN ENGAGEMENT, TICKETING ISSUES& ATMOSPHERE

9. How would you describe the atmosphere at the Emirates stadium this season compared to last season?

A lot better **2%** A little better **8%** No difference **30%**
A little worse **41%** A lot worse **19%**

10. The AST campaigned this year for more of the new TV money to be spent on reducing ticket prices. The Club subsequently announced that they would freeze home ticket prices for three years. Do you think this is enough?

Yes **26%** No **70%** Don't know **4%**

11. How satisfied or dissatisfied are you that ticket prices at the Emirates stadium provide good value for money?

Very satisfied **3%** Quite satisfied **16%** Neither satisfied nor dissatisfied **28%**
Quite dissatisfied **38%** Very dissatisfied **15%**

12. Do you support the introduction of Safe Standing Areas at English Football Grounds including at Arsenal?

Yes **67%** No **24%** Don't know **9%**

13. REDaction have recently canvassed opinion on whether having a band in the ground would improve the atmosphere. Would you support this?

Yes **43%** No **40%** Don't know **17%**

C FAN ENGAGEMENT, TICKETING ISSUES& ATMOSPHERE (CONT.)

14. Arsène Wenger has talked more than once about the importance of the atmosphere at the Emirates stadium influencing the performance of the home team.

a. Do you think Arsenal do enough to support there being a good atmosphere?

Yes **12%** No **74%** No View **14%**

b. Do you think Arsenal should put more resources into trying to improve the atmosphere by investing in schemes such as the Ticket Exchange and having home credits so that there are less empty seats?

Yes **92%** No **4%** No View **4%**

D FOOTBALL PERFORMANCE

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

Very satisfied **2%** Quite satisfied **27%** Neither satisfied nor dissatisfied **18%**
Quite dissatisfied **41%** Very dissatisfied **12%**

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

Strongly agree **21%** Somewhat agree **28%** Neither agree nor disagree **13%**
Somewhat disagree **24%** Strongly disagree **14%**

17. Arsène Wenger is entering the final year of his contract at Arsenal (ends in May 2017). What are your views on his position at Arsenal

Should leave now (*late May 2016*) **16%**
Should leave at the end of his contract (*late May 2017*) **36%**
Should renew his contract and stay beyond 2017 **8%**
Should stay and review the position depending on results next season **40%**

E BEING A FAN: SENTIMENT AND EXPECTATIONS

18. Reflecting on your own relationship with Arsenal do you now feel a stronger or weaker sense of belonging to the club than five years ago?

Stronger **16%** Weaker **44%**
No different **40%** Don't know **0%**

19. In comparison with other Premier League Clubs do you think Arsenal communicate openly and honestly with their supporters?

Better **16%** Worse **20%**
No different **33%** Don't know **31%**

20. 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? You did three years ago? Or do you feel no different?

Extremely optimistic	13%	Somewhat optimistic	43%	Neither optimistic or pessimistic	18%
Somewhat pessimistic	21%	Extremely pessimistic	5%		



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Thank you for participating in this survey