



ARSENAL SUPPORTERS' TRUST

Membership Survey, May 2014 **RESULTS**

Questionnaires were sent to all AST members after the end of the 2013/14 season.
534 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 | 11% | Platinum (Club) member | 6% | Gold member (Season ticket) | 53% |
| Silver member | 14% | Red member | 28% | Away scheme member | 4% |
| Overseas supporter | 8% | Fanshare member | 18% | Junior Gunner | 1% |

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 | 2% | Quite satisfied | 18% | Neither satisfied nor dissatisfied | 42% |
| Quite dissatisfied | 28% | Very dissatisfied | 10% | | |

3. Do you think Stan Kroenke has done enough to explain his vision for Arsenal?

| | | | | | |
|-----|----|----|-----|------------|----|
| Yes | 6% | No | 90% | Don't know | 4% |
|-----|----|----|-----|------------|----|

4. During his takeover of Arsenal, Stan Kroenke made the following statement in his commitments to the Takeover Panel:

'Mr Kroenke has made it a priority to meet with supporters and fan groups in formal and informal settings. He recognises that fans are at the heart of the Club. Their opinions and involvement are important to him. Mr Kroenke fully expects himself, the Arsenal Directors and Club executives to continue to engage with supporters for the long term good of the Club.'

Do you think that Stan Kroenke should honour the commitment he made during the takeover to engage with Arsenal fans?

| | | | | | |
|-----|-----|----|-----|------------|----|
| Yes | 81% | No | 15% | Don't know | 4% |
|-----|-----|----|-----|------------|----|

5. Do you think Stan Kroenke should or should not invite Red and White Holdings, that now owns a stake of 30% in Arsenal, to be represented on the club's Board?

| | | | | | |
|--------|-----|------------|-----|------------|-----|
| Should | 70% | Should not | 20% | Don't know | 10% |
|--------|-----|------------|-----|------------|-----|

B OWNERSHIP & GOVERNANCE (CONT.)

6. Would you support or oppose Stan Kroenke paying a dividend to shareholders and/or management fees to himself?

Support 5% Neither support or oppose 27% Oppose 68%

7. In 2013 the AST commissioned two independent reports that advised Arsenal to strengthen their Boardroom composition and Governance arrangements, including increasing the size of the Board with the addition of members who could bring more independence, diversity and/or professional football experience.

- a. Do you agree that new appointments are needed to the Arsenal Board?

Yes 90% No 4% Don't know 6%

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

Yes 88% No 6% Don't know 6%

8. The AST has asked Stan Kroenke to give proactive support to the Arsenal Fanshare scheme by issuing more shares so that more supporters can own a small part of Arsenal. How important do you think it is that Stan Kroenke supports the Fanshare scheme?

Very important 69% Quite important 24%
Not very important 5% Not at all important 2%

9. Do you think it is important that Arsenal continues to have individual supporter shareholders and the Arsenal Fanshare scheme involved in its ownership structure?

Yes 95% No 3% Don't know 2%

C TICKETING ISSUES

10. Do you support Arsenal's decision to increase all ticket prices by 3% for the 2014/15 season?

Yes 9% No 86% Don't know 5%

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

Very Satisfied 3% Quite satisfied 19% Neither satisfied nor dissatisfied 31%
Quite dissatisfied 35% Very dissatisfied 12%

12. In 2011 Ivan Gazidis told the AST he 'shared our concerns that ordinary football fans are being priced out of the game' and suggested that increased commercial revenues would allow less pressure to be put on ticket prices. Now that Arsenal are securing increased revenues from broadcasting and commercial deals, do you think that further effort should be made to have more affordable ticket pricing at the Emirates?

Yes 94% No 3% Don't know 3%

C TICKETING ISSUES (CONT.)

13. Many Arsenal games at the Emirates now take place in front of a significant proportion of unoccupied seats.

- a. Should Arsenal make extra investment into improving the Ticket Exchange such as having it work closer to kick-off and creating an app for easy log-in?

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

- b. 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) at the Emirates?

Yes 88% No 6% Don't know 6%

14. Do you think action should be taken to address the issue of Season Ticket holders who rarely come to the Emirates (and leave their seats unused)?

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

D FOOTBALL PERFORMANCE

15. How satisfied are you with Arsenal's football performance in recent years?

Very satisfied 4% Quite satisfied 47% Neither satisfied nor dissatisfied 18%
Quite dissatisfied 27% Very dissatisfied 4%

16. To what extent do you agree with the decision to award Arsène Wenger a new contract by Arsenal?

Strongly agree 41% Somewhat agree 33% Neither agree nor disagree 7%
Somewhat disagree 12% Strongly disagree 7%

17. Please list in order what you think Arsenal's trophy priorities should be for the 2014/15 Season (list 1 to 4)

Premier League 1 Champions League 2
FA Cup 3 League Cup 4

| | 1 | 2 | 3 | 4 |
|-------------------------|------------------|------------------|------------------|------------------|
| Premier League | 94% 477 votes | 6% 32 votes | 1% 1 vote | 0% 0 votes |
| Champions League | 6% 32 votes | 74% 379 votes | 17% 89 votes | 2% 10 votes |
| FA Cup | 0% 0 votes | 19% 99 votes | 80% 408 votes | 1% 3 votes |
| League Cup | 1% 1 vote | 0% 0 votes | 2% 12 votes | 97% 497 votes |

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 you did three years ago? Or do you feel no different?

| | | | |
|--------------|-----|------------|-----|
| Stronger | 26% | Weaker | 25% |
| No different | 48% | Don't know | 1% |

19. How would you describe the atmosphere at Arsenal's home games this season compared to last season?

| | | | | | |
|----------------|-----|-----------------|-----|--------------|-----|
| A lot better | 16% | A little better | 52% | No different | 18% |
| A little worse | 6% | A lot worse | 1% | Don't know | 7% |

20. 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 | 6% | In touch in some aspects, but need to improve | 61% | No, not in touch | 33% |
|---------------|----|---|-----|------------------|-----|

21. 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 | 22% | Somewhat optimistic | 54% | Neither optimistic or pessimistic | 10% |
| Somewhat pessimistic | 12% | Extremely pessimistic | 2% | | |

F WIDER FOOTBALL ISSUES

22. Do you support the proposals put forward by FA Chairman Greg Dyke's England Commission to increase the amount of playing time opportunities for young English footballers by allowing the bigger English Clubs to field B teams in the Football League/Conference structure?

| | | | | | |
|-----|-----|----|-----|---------|-----|
| Yes | 33% | No | 52% | No view | 15% |
|-----|-----|----|-----|---------|-----|

23. Do you support the introduction of Safe Standing Areas at English Football Grounds?

| | | | | | |
|-----|-----|----|-----|---------|----|
| Yes | 72% | No | 20% | No view | 8% |
|-----|-----|----|-----|---------|----|



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