



“Hot topics at The Arsenal” survey: over 8,100 fans give their views

Background

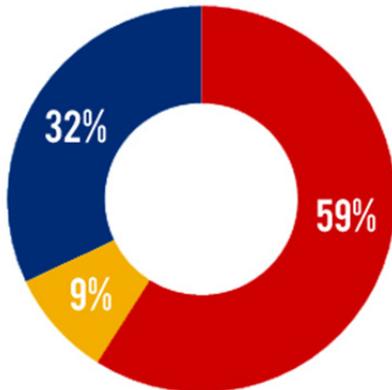
On the back of a recently published article on our website, “On and off the pitch, what on earth is going on at our club?” we published a very short (five questions) survey. This was simply to gauge feeling among fans at that time; no hidden agendas, we were interested in finding out how Arsenal fans felt. The survey ran for a week and had a great response, with 8,174 people voting.

Survey results

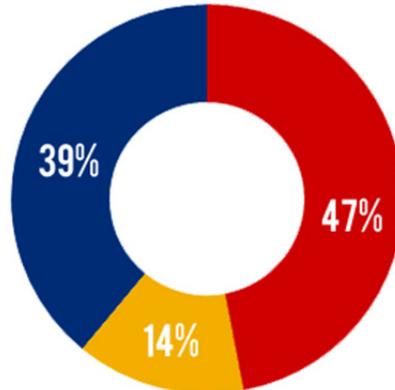
The first four questions related to Arsene Wenger, bearing in mind his future at Arsenal is a daily, fiercely debated topic of conversation among fans and the media. The answer choices were the same for all four questions:

- Stay as manager, on a 2-3 year contract
- Stay as manager, but on a rolling 1 year contract basis
- Leave his managerial post

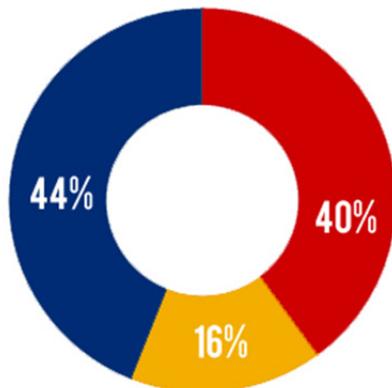
Should Arsenal win the FA Cup and finish in the top four:



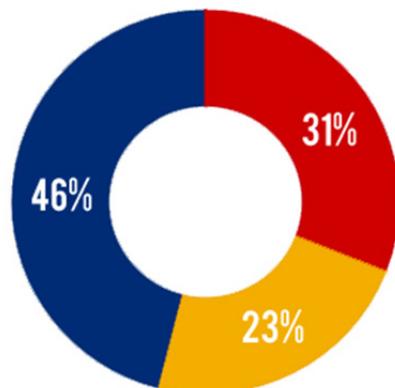
Should Arsenal fail to win the FA Cup, but finish in the top four:



Should Arsenal win the FA Cup, but finish outside of the top four:



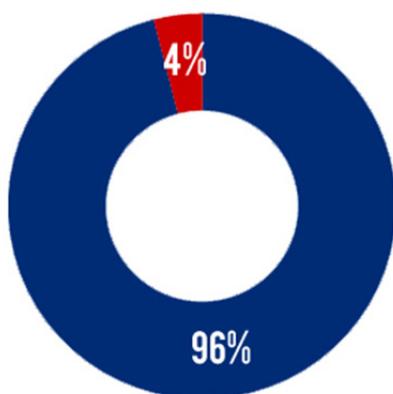
Should Arsenal fail to win the FA Cup, and finish outside of the top four:



The final question in the survey is in response to Arsenal's announcement that they will raise ticket prices by a further 3% next season. This will bring in around £2.8m in additional revenue, against the backdrop of over £100m cash which remains unspent in the club's bank account.

Off the pitch, what do you think of the Board's decision to further raise ticket prices by 3% for next season?

- The price rise is unjustified
- The price rise is fine by me



Analysis

The topic of whether Arsene Wenger should stay or go remains as split as ever. Should Arsenal win the FA Cup and finish in the top four, most voters are happy for him to stay for another 2-3 years. Even failing to win the FA Cup (which now, on paper, is Arsenal's to lose) fans would be fine with him staying as long as we finish in the top four, although it's a close-run thing with almost 40% voting against him staying.

Should Arsenal fall out of the top four, the figures are less favourable towards the manager. Even if we win the FA Cup, failing to get a Champions League spot for next season sees most voters wanting Wenger to leave. Failing to win the FA Cup and finishing outside of the top four sees that number increase, though a larger number would also be happy with him receiving a 1 year rolling deal.

On ticket pricing, the result of that vote couldn't be more conclusive. A huge 96% feel the price rise is unjustified, sending a crystal clear message to the Arsenal Board that with prices already the highest in football, pressing loyal fans for even more cash – especially when there is over £100m sitting in the bank – is simply not on.

Football without the fans is nothing. Up The Gunners.



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