

OUR RECENT SURVEY - WHAT YOU TOLD US

SEASON TICKET PRICES

This has been a hot topic since we started the survey, not least as it has made the national newspapers.

Unsurprisingly, around 80% of you were unhappy with the increases for the coming season, split between those of you who thought the amount was too high and those who felt the price should not have gone up at all and been frozen.

Prices are increasing everywhere. The costs increases are justified	19.54%
Prices are increasing everywhere but the percentage increase is too high	44.25%
The prices should have been frozen	36.21%

The comments you went on to make are very revealing. It seems we'll go on supporting the team, no matter how much the prices increase. Perhaps we should have asked if there is an upper limit beyond which you would not be prepared to go. For the moment, this means you'll continue to pay up and show up. But while support of the team is unwavering, it does lower your view of the club, suggesting, you say, that it doesn't reward your loyalty, especially after the lean years experienced recently, or take into account the financial strains everyone is currently experiencing.

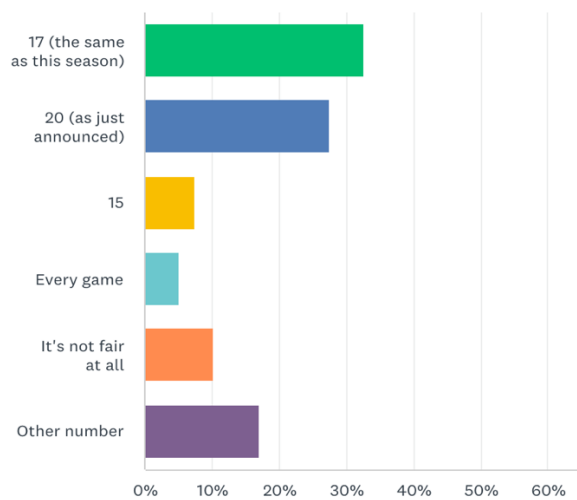
But what to do about it? There was very little support for any resistance that might impact the team's performance (just 12% of you voted to demonstrate before, during and after matches), but you were keen that we should make your views heard by the club.

Make disapproval clear but take no direct action	37.71%
Demonstrate against the price rises before, after and during matches	12.00%
Demonstrate against the price rises but not during matches	28.00%
Refuse to renew	1.71%
It's been decided. Nothing can be done	14.86%

From AISA's viewpoint, as members of the Arsenal Advisory Board that sits alongside other main supporters' groups with the club's owners and senior executives, we made clear our objections and concerns about price increases when they were first mooted. The club maintained that the increases were necessary and went ahead, and all of us could only leave our opinions and objections on the table. While some of the supporters' groups present have since gone to the media with those objections, AISA's current position is that, with the club showing no signs of deviating, we will use future Advisory Board meetings to continue to present the views of our members, and seek assurances over prices for the 2025/26 season.

ATTEND MATCHES OR ELSE

The majority of you thought the policy of a setting minimum number of matches for Season Ticket holders to attend was fair, but you are split on how many that should be, with numbers we offered in the survey (17, as is, and 20, the new season’s target) and all sorts of numbers in between.



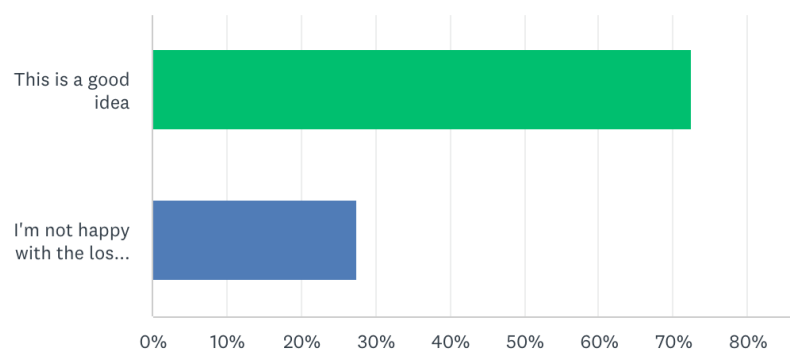
Quite a few of you are of the opinion that, as it’s your ticket that you’ve paid for, you should be allowed to do with it as you please. You also say that changes to dates of fixtures, long-term illnesses and last-minute emergencies do affect your ability to attend matches that you intended to come to when you bought your Season Ticket. We’d expect the club to counter this by reminding you that Ticket Exchange and Ticket Transfer are available – and now without a fee (something that supporters’ groups like AISA lobbied for) and that it’s a policy that has achieved its key objective, greater use of seats and fewer empty ones. You, however, continue to complain that the process online is still not easy to navigate, and that Ticket Exchange is not available for European games – and while this may be for valid, security reasons, it doesn’t help anyone who can’t get to a match of transfer the ticket.

Regarding what a Season Ticket covers, roughly half of you would prefer to return to the old system of admission to all matches, with credits for unknown cup games. Quite a few of you complain about missing purchasing windows (largely through the duration of the ‘window’ and missed club messaging/emails).

This is fair - leave it as it is	36.84%
All Premier League home games but make all European and domestic cup games additional and optional.	15.20%
Return to the old system, where the season ticket included all Premier League and an allowance for additional games, with credits or debits if more or fewer games than the allowance are played.	47.95%

There is little appetite (15.2%) for Season Tickets to apply only to Premier League matches (as has been promoted by other supporters’ groups).

AN END TO THE FAMILY ENCLOSURE



Three-quarters of you were happy with the removal of the Family Enclosure – perhaps because most of you are not seated there! But there seems to be confusion over the benefits and drawbacks. One comment sums up your thinking.

‘It’s good that kids will be all over the stadium. But they won’t be able to see and will have to endure bad language.’

There were some who identified an unexpected possible issue: young people often can’t concentrate for a full 90 minutes and if they are seated amongst regular supporters, this would be a distraction. On the other hand, one respondent asked if it might lead to the club to offering a family ticket.

The loss of the Family Enclosure also affects older supporters who use it and receive a discounted seat. While the club has said it will continue to offer these supporters the discount, it hasn’t identified for how long or if the same seats will be available. This has resulted in a torrent of complaints – 72% of you said the lack of concessions was unfair.

This is fair	28.40%
This is unfair to senior citizens	71.60%

From an AISA perspective, we recognise that the club has *never* offered senior discounts across the stadium. The AISA committee discussed whether we should be campaigning for the introduction of senior discounts, but ran into trouble when discussing the age when a discount might begin: 60? 75? Retirement age?

The club’s position has been made clear. It would cost too much to offer an across the stadium discount and it prefers to encourage younger supporters.

Which seems worthy but It hasn’t stopped you from feeling the club is being disloyal to its long-term support.

RED AND SILVER MEMBERS

I am happy with the tickets I have 'won'	8.33%
I am unhappy with the tickets I have 'won'	12.50%
I have not 'won' any tickets	15.28%
I haven't applied for tickets	63.89%

There were similar findings from those of you who hold red and silver memberships. Around half of you hadn't applied for tickets. This might be a reflection of our membership or, as some of you have pointed out, the uncertainty of the process.

A quarter of you who had entered ballots said they hadn't 'won' a seat, and a number commented they'd won fewer than they'd attended in previous years.

We've raised this with the club and they are confident everyone will 'win' in a ballot before the final away game, and they'll be looking carefully at how the ballots have worked at the end of the season.

A few of you asked whether Gold Members could have access to occasional additional tickets so that family members could join them on a limited number of matches.

ATMOSPHERE



Your replies were clear. The atmosphere has already greatly improved since the club asked us for our opinions on how to improve it. The Newcastle game was often quoted as an example, and people like the flags, pre-match build-up and, especially, North London Forever.

The team’s performance is identified as a key driver in improving atmosphere.

What else can the club do? You suggest ‘sections’ like the Singing Section or one for supporters groups. (Tightly packed groups with similar interests help create the atmosphere, as seen at women’s games.) Up there in your comments is the contribution of the Ashburton Army, and many of you point out how they are very important in keeping the stadium atmosphere alive. Equally, many of you voice concerns over the way they appear to be transforming into Ultras whose appalling behaviour on the continent mars matches and the sport as a whole. Indeed, the ‘tragedy chanting’ at the recent Liverpool cup tie - leading to banning orders on three supporters who were apparently sitting with with AA - illustrates the problem. It also highlights the difficult position the club finds itself in, wanting to encourage vocal support without there being offensive and unacceptable behaviour.

Other suggestions you make are looking again at pre-match entertainment. You identify the music played and pitch side interviews, neither of which some respondents think is helpful, and would like a return to the ‘old days’. (Arsenal-orientated songs and player name chants were listed, but surely not a return to a modern-day Constable Alex Morgan?!)

Improving the atmosphere on the stadium concourses is mentioned – specifically adding seating areas, and beer offers and promotions. No mention was made of the buskers who sometimes perform before games.

AWAY TICKETS

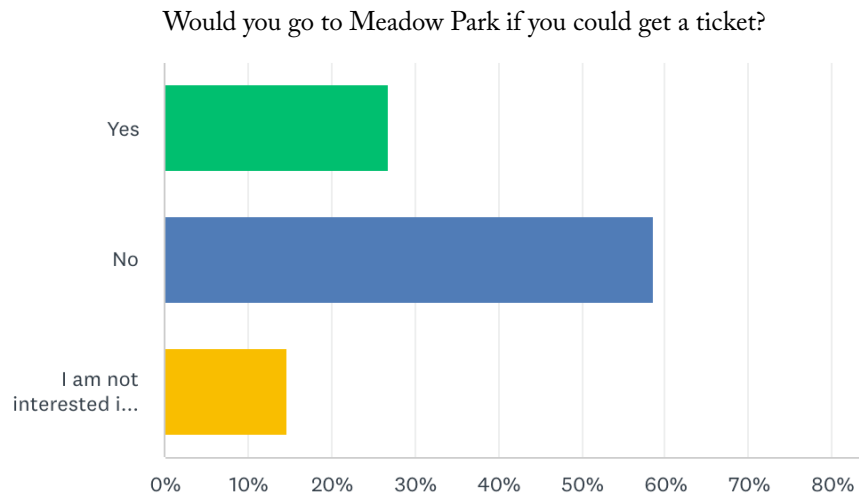
For those who attend, there were issues raised around collecting tickets and ID checking.

The system works for me	12.66%
I go to matches but the system needs to be improved (please use the text box or email us to explain how)	4.43%
I want to go to away matches but don't have sufficient points	55.70%
I don't want to go to away matches	27.22%

The biggest issue raised was difficulty getting tickets - if you don’t have points, you can’t get points. The removal of the old away scheme was an attempt to redress this – and some of you rue its removal. But the club thinks there are signs that access to away tickets is improving beyond the closed shop of Away Scheme members, and we’ll continue to monitor with them what’s happening and progress.

WOMEN’S MATCHES

More than half of you responded that you were not interested in travelling to Meadow Park to watch the women, even if you could get a ticket. Reasons given include travelling to Borehamwood being a step too far and there being a full calendar of Arsenal matches already. Instead, watching on TV suffices.



But a huge 93% of you say you are willing to travel to the Emirates to see a women's match.

The Meadow Park experience is enjoyed by almost all who go, including the standing area, although being prevented from changing ends (which used to be possible and is reminiscent of old Highbury) is listed as a big downer. But you love the atmosphere – often instigated by the loyal, tightly packed group from the women's supporters' group.



The way the women players greet supporters on the touchline after matches was much liked (despite the delay, one respondent complained, while the players indulge in a post-match huddle). And the occasion is so enjoyed that several people suggest the club offers family tickets.

There are a couple of negatives. Some don't like the integration of away supporters with home supporters, not liking differing reactions as matches unfold and wanting to sit with like-minded supporters.

The biggest issues are around the lack of female toilets and the way men's and women's fixtures clash. We've raised both with the club already, although we're not sure they know how to deal with either issue.

FOODBANK

More than half of you are unaware of the foodbank collections at all Arsenal Emirates home matches (opposite gates F and G) and almost as many say you're unlikely to donate anyway. A couple of people say they did and then couldn't find the collection point.



Reasons for not donating are largely that you already donate to your local good causes, and carrying bags all the way to the Emirates stuffed with cans is not feasible. (In recognition of this, the Islington Foodbank now accepts cash and card donations and is open until kick-off.)

But most of you believe it to be worthwhile and that it's good for the club to get behind it.