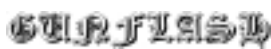




AISASTADIUMSURVEY

THANK YOU FOR TAKING THE TIME TO GIVE US YOUR VIEWS

IN ASSOCIATION WITH



HIGHBURY



TICKET PRICES

1. What is the lowest full-price ticket the Club should aim for in the new stadium?

- ☐ Less than £10 ☐ £10-£15 ☐ £15-£20 ☐ £20-£25 ☐ More than £25

2. Excluding the 7,000 corporate/club seats, what should the price of the best seats be?

- ☐ Less than £50 ☐ £50-75 ☐ More than £75

3. Would you support the concept of cheaper tickets for "category B" games and more expensive tickets for 'category A' games?

- ☐ Definitely ☐ Probably ☐ Don't know ☐ Probably not ☐ Definitely not

4. Should there be cheaper tickets for pensioners, children and students?

- ☐ Yes ☐ No ☐ Don't know

STADIUM NAME

5. Should the club sell 'naming rights' for the new stadium (e.g. McAlpine Stadium, Reebok Stadium, Walkers' Bowl)?

- ☐ Definitely ☐ Probably ☐ Don't know ☐ Probably not ☐ Definitely not

6. If you're against naming rights for the new ground, how strongly?

- ☐ Slightly ☐ Quite a bit ☐ Strongly ☐ Over my dead body!

QUESTIONS FOR NON-SEASON TICKET-HOLDERS

7. If you're a TRS member how do you prefer to apply for tickets?

- ☐ Via Ticketmaster ☐ By post ☐ In person

8. If you use Ticketmaster, what do you think of its service to Arsenal supporters?

- ☐ Excellent ☐ Good ☐ Average ☐ Below average ☐ Poor

9. If you use Ticketmaster, what do you think of its charges?

- ☐ Good ☐ Fair ☐ Expensive ☐ Very expensive

10. How important, if at all, do you think it is that the Club continue to offer tickets for sale through alternative methods (i.e. telephone, postal, in person)?

- ☐ Very important ☐ Quite important ☐ Not very important ☐ Not important at all

SEASON TICKETS IN THE NEW STADIUM

11. There are currently around 23,000 season ticket holders at Highbury. What upper limit should the Club place on the total number of season tickets sold for the new stadium?

- ☐ 23,000 or less ☐ 23-28,000 ☐ 28-33,000 ☐ More than 33,000

12. Should it be a priority for the Club to relocate existing season-ticket holders according to their preferences?

- ☐ Yes ☐ No

QUESTIONS FOR ARSENAL BONDHOLDERS

13. Before you bought a Bond did you:

- ☐ Stand on the old North Bank ☐ Stand on the old Clock End
☐ Sit in the East Stand ☐ Sit in the West Stand

14. Did you have a season ticket before you bought a Bond?

- ☐ Yes ☐ No

15. Do you have a season ticket now?

- ☐ In the North Bank ☐ Elsewhere in the ground ☐ No

16. Why did you buy a Bond?

- ☐ So I could buy a season ticket on the North Bank ☐ For benefits such as cheap season tickets
☐ As an investment ☐ Other (please specify)

17. If the Club were to offer you the option of "rolling forward" your Bond into the new stadium rather than repaying you in cash, would you do this?

- ☐ Definitely ☐ Probably ☐ Possibly ☐ No

18. Would you be interested in the option of converting your current Bond into shares in the Club?

- ☐ Definitely ☐ Possibly ☐ Unlikely ☐ Definitely not

19. Would you like the Club to consult with you and other Bondholders before a final decision is made about the current Bonds?

- ☐ Definitely, it's essential ☐ Probably, it's desirable ☐ Don't know
☐ No, just make me an offer ☐ No just let me have my money back as soon as possible

ATMOSPHERE AND CHOICE

20. Should the Club take pro-active steps to ensure that the atmosphere is at least as good as if not better than at Highbury?

- ☐ Definitely ☐ Probably ☐ Don't know ☐ Probably not ☐ Definitely not

21. If so what should the Club do? Please tick all those that apply:

- ☐ Introduce "singing" areas ☐ Introduce organised cheer-leaders
☐ Organised displays as the teams come out (giant flags, streamers, etc)
☐ Music as teams come out (e.g. something similar to Sunderland's use of Prokoviev's "Romeo and Juliet")
☐ Other (please specify) _____

22. What improvements to the catering facilities would you like to see?

23. Should smoking be permitted throughout the new stadium apart from the Family Enclosure?

- ☐ Definitely ☐ Probably ☐ Don't know ☐ Probably not ☐ Definitely not

24. Do you think the new stadium should including a safe standing area, which can be also be converted to seating, such as at major German grounds?

- ☐ Definitely ☐ Possibly ☐ Don't know ☐ Probably not ☐ Definitely not

25. If you support the introduction of a safe standing area, what are the most important factors? Please tick all that you believe are important:

- ☐ Improved atmosphere in the ground
☐ Cheaper admission prices
☐ People who prefer to stand can do so without annoying those who prefer to sit
☐ It's safer to have people standing in specially designed areas than in the seats
☐ I personally prefer to stand
☐ Other (please specify) _____
-

26. If you don't support the introduction of a safe standing area, which factors are most important? Please tick all that you believe are important:

- ☐ It's too dangerous
☐ People standing together encourages bad behaviour
☐ It's a throw-back to the past. We should move on
☐ It makes it more difficult for the police and stewards to deal with trouble-makers
☐ I prefer to sit
☐ Other (please specify) _____

27. Should the Club ensure that supporters are widely consulted on the development of the new stadium, on issues such as those covered in this survey?

- ☐ Definitely ☐ Probably ☐ Don't know ☐ Probably not ☐ Definitely not

28. What methods to consult supporters should the Club use? Please tick all those you support:

- ☐ Meetings with supporters' clubs and associations
☐ The Arsenal Fans' Forum
☐ Special meetings open to all supporters
☐ A special website including message boards and discussion groups
☐ Questionnaires in the matchday programme
☐ Questionnaires mailed to all season ticket holders and TRS members

29. Please list any other items, or proposals, that you would like to draw to the Club's attention regarding the new stadium

FINALLY, A LITTLE BIT ABOUT YOURSELF

a) Are you ☐ Male? ☐ Female?

b) How old are you? ☐ Under 18 ☐ 18-25 ☐ 26-35
☐ 36-45 ☐ 46-55 ☐ 56-65 ☐ Over 65

c) How long have you supported Arsenal?

- ☐ 1-5 years ☐ 5-10 years ☐ 10-20 years ☐ 20-30 years ☐ Over 30 years

d) Are you a current season ticket holder? ☐ Yes ☐ No

e) If not, are you on the season ticket waiting list? ☐ Yes ☐ No

f) Are you a Ticket Registration Scheme member? ☐ Yes ☐ No

g) If not, are you on the TRS waiting list? ☐ Yes ☐ No

h) Where do you currently live? ☐ Islington ☐ Elsewhere in London ☐ Home Counties
☐ Elsewhere in England ☐ Elsewhere in UK ☐ Elsewhere

TO ENSURE YOU ARE ENTERED IN THE FREE AISA PRIZE DRAW RETURN THIS FORM BY 30 NOVEMBER 2002

The information provided on this survey is private and confidential and will not be passed to any third party. AISA will be compiling a detailed report on the responses to this survey for discussion with the Club. A copy will be sent to all respondents who provide their name and address.

First Name _____ Surname _____

Address _____

Postcode _____

Email _____

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affix
stamp
here

AISA Stadium Survey
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