

# Ownership Survey

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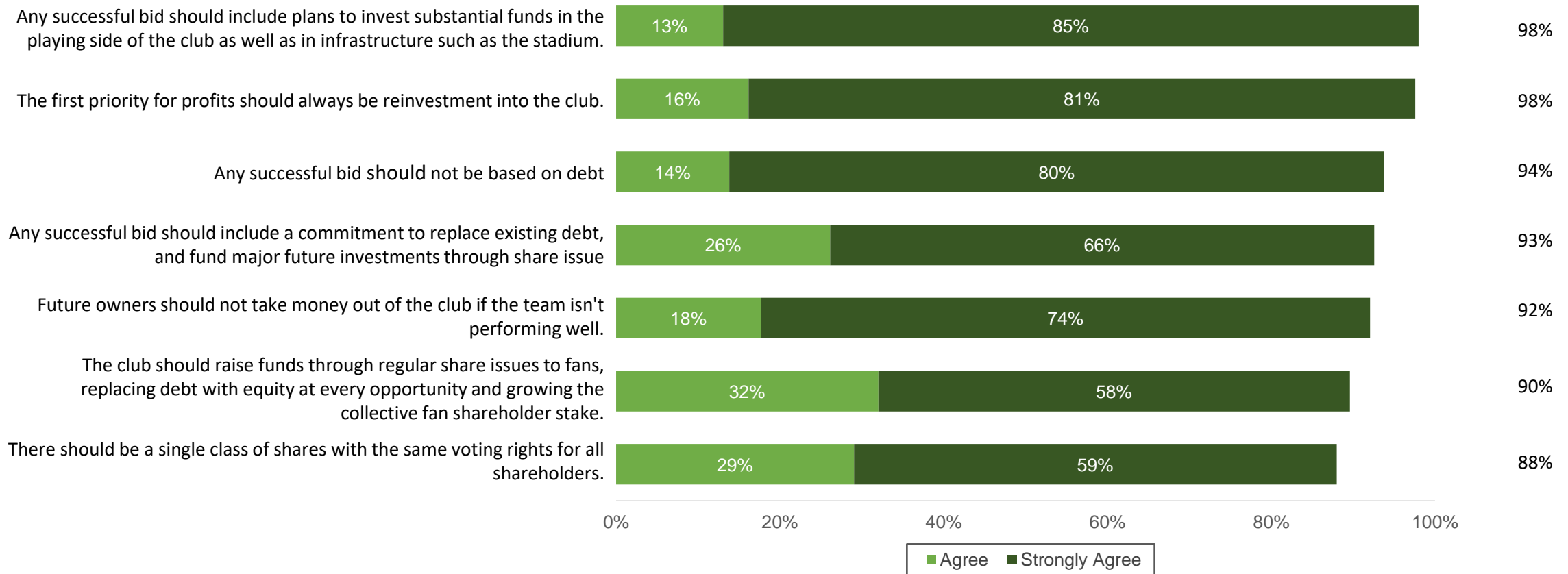
MUST

February 2023

# Very strong agreement to all statements relating to sources of funding

Q1: The following questions will ask your views about the sources of funding for any new ownership bid and future investment in the club.  
**To what extent do you AGREE or DISAGREE with the following statements?**

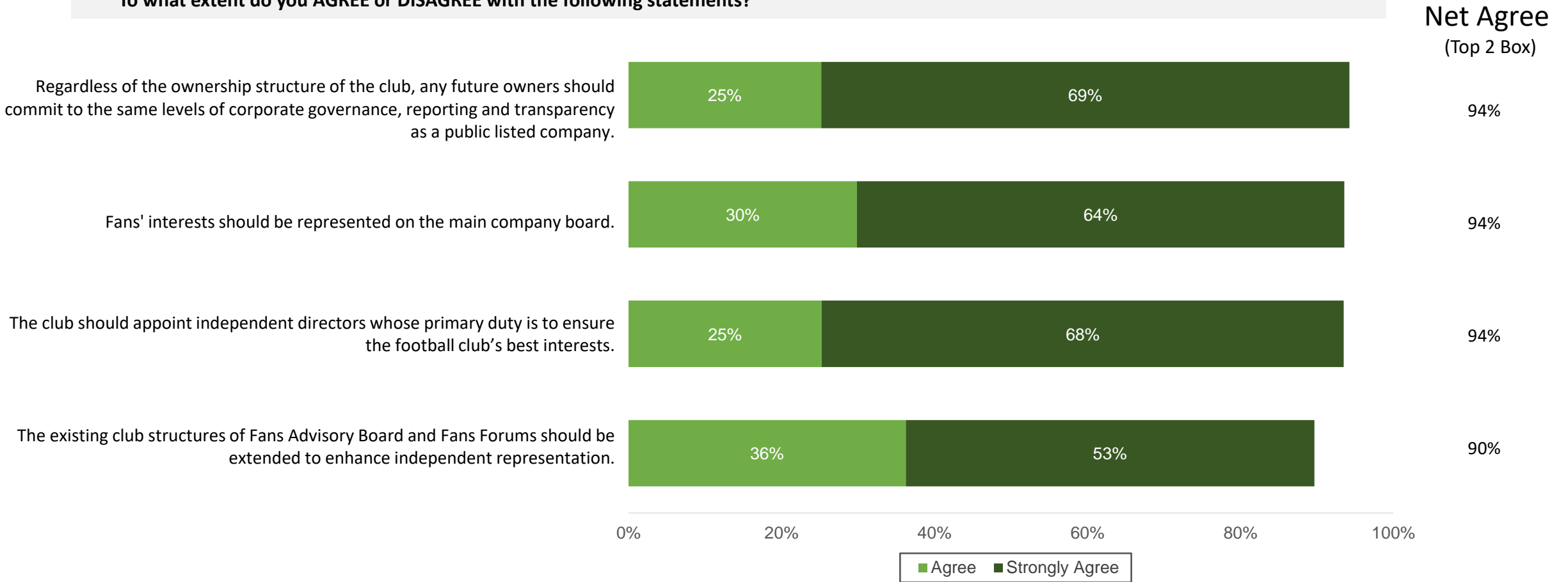
**Net Agree**  
(Top 2 Box)



Filter: All Supporters; Unweighted; base n = 16482

# Supporters want strong governance and supporter representation

Q2: The following questions will ask your views about the how the club is run.  
To what extent do you **AGREE** or **DISAGREE** with the following statements?



Filter: All Supporters; Unweighted; base n = 16482

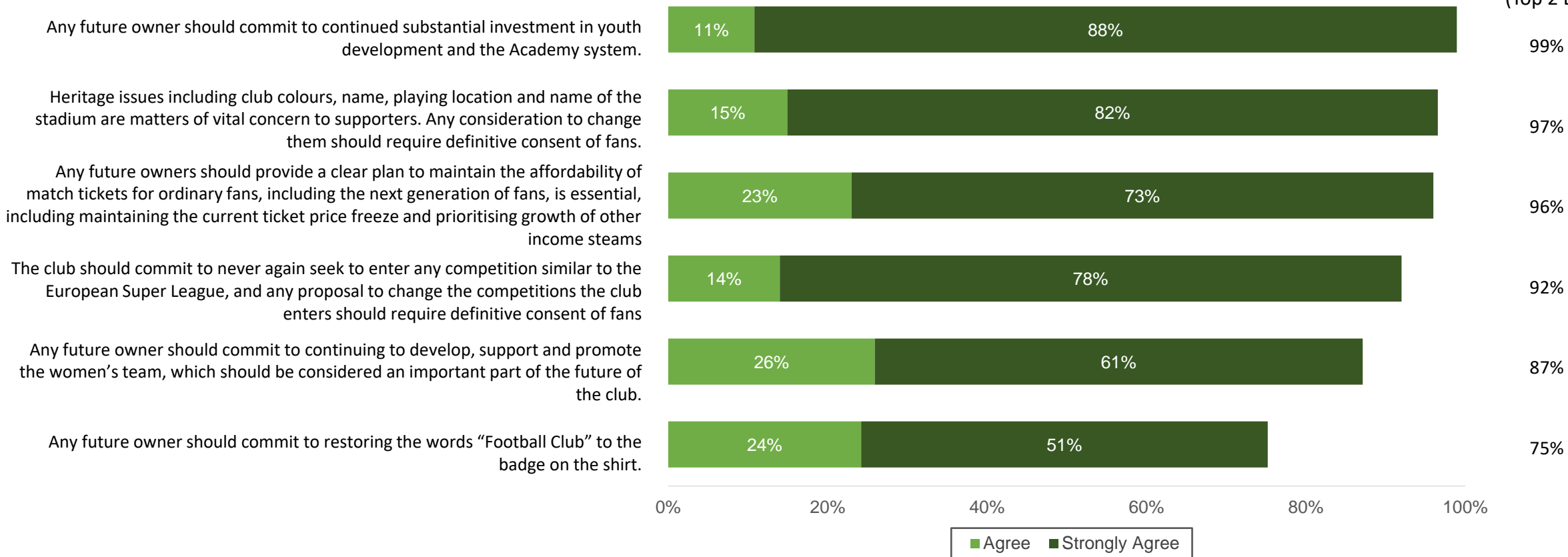
# Almost all supporters agree new owners should commit to the core values of the club, in terms of youth investment, it's identity & supporter accessibility

Q3: The following questions will ask your views about matters relating to the soul of Manchester United.

To what extent do you **AGREE** or **DISAGREE** with the following statements?

Net Agree

(Top 2 Box)



Filter: All Supporters; Unweighted; base n = 16482

# Putting the club first, Passion for football is the most cited theme



Themes 5% or more (Spontaneous mentions)	%
Must put club before profit (passion for football / not buying as a trophy / aiming for trophies before profit etc)	16%
No Sportswashing / no unethical regimes ( good human rights record etc)	12%
New owner should respect the club / respect clubs history	9%
Listen to fans/let fans have a say / respect fan views	9%
Must invest in the stadium/infrastructure (better access / disabled facilities etc)	8%
Glazers out / just want them out / out asap	7%
Must pay off the debt / not increase the debt	7%
Fan ownership / Fans should have shares / 51% ownership	7%
Owners should not take money out of the club / limit the dividend they take / profit should be reinvested	5%
No Saudis / Arab money (Inc. petrol dollars / oil money)	5%
British ownership / no foreign ownership	5%

Coded Responses; Unweighted; base n = 3,054