Is Carrick losing the fans?

Online sentiment towards Michael Carrick as Manchester United manager · 13 Jul 2026 – 13 Oct 2026

VERDICT

ONLINE SENTIMENT HAS TURNED CLEARLY AGAINST CARRICK

63–73%

of stance-taking items were critical every week since the week starting 21 Sep 2026

up from 14–41% a week in July–August 2026 (the week starting 31 Aug 2026, 47%, falls outside that range)

149

critical items calling to sack him or name a successor

the No. 1 critical argument; 18 supportive items touched the same theme

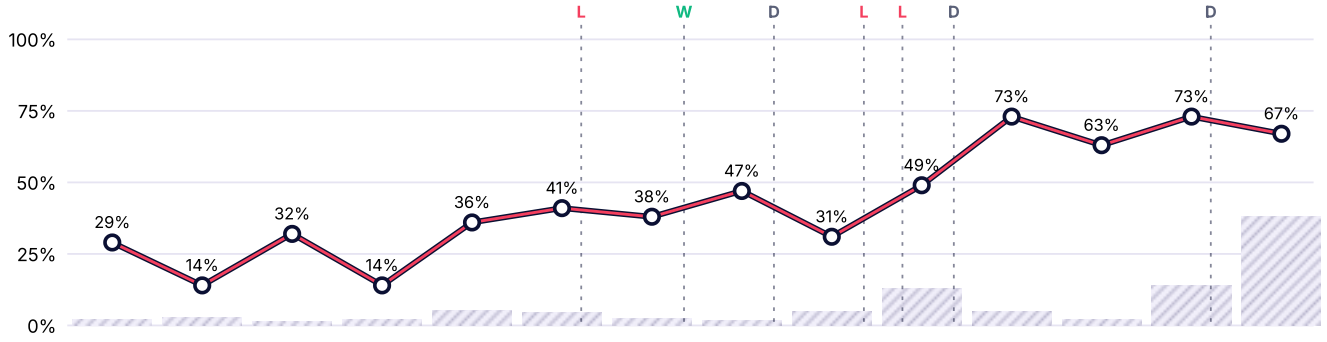
15,386

X posts in 7 days, 7–13 Oct 2026

6,655 on 10 Oct 2026 alone, the day of the 1-1 v Spurs

Turning point. The mood shifted in the week starting 14 Sep 2026, after Utd 0-1 City (13 Sep 2026) and Utd 2-3 Brighton in the Carabao Cup (16 Sep 2026). First week above 50% critical: the week starting 21 Sep 2026 (73%).

01 How the mood shifted: weekly share of critical items



Line with dots (labelled %): share of critical items among items taking a clear stance, per week (week starting Monday). Hatched bars: items analysed per week, including neutral. W/D/L above the chart: United win, draw or loss. The last week covers only 12–13 Oct 2026.

22 Aug 2026: Hull 2-0 Utd (L) · 30 Aug 2026: Utd 5-2 Ipswich (W) · 6 Sept 2026: Everton 2-2 Utd (D) · 13 Sept 2026: Utd 0-1 City (L) · 16 Sept 2026: Utd 2-3 Brighton (Carabao Cup) (L) · 20 Sept 2026: Fulham 1-1 Utd (D) · 10 Oct 2026: Utd 1-1 Spurs (D)

Match results taken from public match coverage at the time of analysis; not independently re-verified.

02 What we analysed

X
476
posts
13 Jul – 13 Oct 2026
English, no reposts

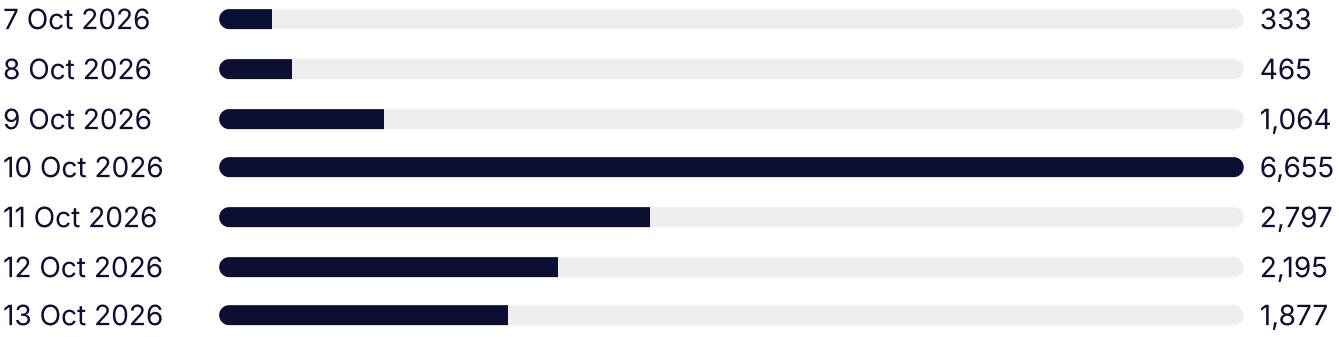
Reddit
656
posts & comments
24 Jul – 13 Oct 2026
r/reddevils

YouTube
928
comments
14 Aug – 13 Oct 2026
on 27 United & Carrick videos

Google Trends
3
search series
past 3 months, daily
relative index 0–100, not search counts

2,060 items analysed · 13 Jul 2026 – 13 Oct 2026

03 X posts per day



13 Oct 2026 is a partial day.

04 What people argue about

Theme	Critical items	Supportive items
Calls to replace / successor names	149	18
Tactics & in-game management	59	68
Squad, recruitment & INEOS	55	46
Results & league position	49	46
Last season credit & legend status	41	51
Player effort & attitude	24	21
Inexperience	21	9

An item can mention several themes.

05 In their own words

– Critical

“Carrick completely lost it. Seriously out of his depth.”

YouTube · 12 Oct 2026

± Ambivalent

“I back Carrick, don't get me wrong, but I think we made the wrong decision giving him the job full time.”

X · 9 Oct 2026

+ Supportive

“I have a gut feeling that we are getting back to the glory days with Carrick.”

YouTube · 14 Sept 2026

Quotes are anonymised. We never show usernames of private individuals.

06 News coverage

News coverage was not part of this sample analysis.

07 Method

Period: 13 Jul 2026 – 13 Oct 2026. **Items analysed:** 2,060.

Platform	Items	Period	Scope
X	476 posts	13 Jul – 13 Oct 2026	English, no reposts
Reddit	656 posts & comments	24 Jul – 13 Oct 2026	r/reddevils
YouTube	928 comments	14 Aug – 13 Oct 2026	on 27 United & Carrick videos
Google Trends	3 search series	past 3 months, daily	relative index 0–100, not search counts

We only analyse publicly available content: posts and comments anyone can see without being invited. Private messages, private profiles, closed groups and private channels are never included, on any platform.

News coverage is based on written online news sources we can find through search. We may miss articles behind paywalls, in smaller outlets or in languages outside the analysis scope, so treat the outlet count as a minimum, not a complete list.

Caveats

- This is online sentiment among people who post, not a representative poll of Manchester United fans.
- Labels (critical, supportive, neutral) are automatic and checked by hand on a subset; treat trends as directional, not exact.
- Weekly shares count only stance-taking items.
- Reddit covers r/reddevils only.

- YouTube comment dates are approximate.
- The final week covers only 12–13 Oct 2026.
- Google Trends is a relative index (100 = peak per term and region), not search counts.