



# Arsenal Supporters' Trust Membership Survey 2010

## A About You

1. **350 Members of the AST responded (44% of total membership) and were asked to describe their relationship with Arsenal with one or more of the following categories. Many fell into more than one category.**

Shareholder: 92                      Platinum member: 9                      Gold member (Season Ticket): 217  
Silver member: 32                      Red member: 70                      Away scheme member: 17  
Junior Gunner: 3                      Overseas supporter: 11

## B Ownership

2. **How important to you is the conduct and business reputation of those who own significant stakes in Arsenal Football Club?**

Highly important: 93%                      Slightly important: 6%                      Not important at all: 1%

3. **Do you think those who hold significant stakes in the club should provide more information about the intentions behind their investment and their aims and objectives for the club?**

Yes: 93%                      No: 7%

4. **Taking a long-term view, over the next five years, which of the following ownership structures would you prefer at Arsenal? (Please choose a first and second preference)**

1st	2nd	
63%	25%	Plural ownership, including supporter shareholders - with the club income reliant on revenues the club can generate.
21%	27%	Mutual ownership, where the club is owned and controlled by a Supporters' Trust.
7%	22%	Private ownership with the club income reliant on revenues the club can generate.
6%	21%	Public limited company model – with multiple shareholders - raising equity and potentially paying dividends as and when deemed appropriate.
3%	4%	Private ownership with club's income largely reliant on the goodwill investment of a wealthy benefactor.
0%	0%	Private ownership with club's financial model based on a large amount of debt.



**B Ownership (Cont.)**

5. Would you welcome a full takeover (taking the club private) of Arsenal Football Club by:

	Yes	No	Not Sure	No View
Stan Kroenke	13%	46%	39%	2%
Another Party	4%	53%	29%	14%
Alisher Usmanov	4%	73%	17%	6%

6. Do you think the Arsenal board should invite Alisher Usmanov (Red and White Holdings) who holds a 26 percent stake in the club to join the Board?

Yes: 40%      No: 35%      Not Sure: 21%      No View: 4%

**C The Arsenal Board And Corporate Governance**

7. Given your current impression of the Arsenal Board, how you would rate its strengths in the following?

Financial management generally:

Excellent: 42%      Good: 49%      Average: 8%      Poor: 1%

Custodianship / looking after the long-term future of the club:

Excellent: 28%      Good: 60%      Average: 10%      Poor: 2%

Overseeing the Manager and Football performance of the club:

Excellent: 11%      Good: 49%      Average: 24%      Poor: 16%

Providing a clear vision of its ambitions for the club and the strategy it has to achieve them:

Excellent: 9%      Good: 47%      Average: 32%      Poor: 12%

Enhancing Arsenal's commercial operations:

Excellent: 8%      Good: 45%      Average: 36%      Poor: 11%

Accountability and openness to shareholders and supporters:

Excellent: 4%      Good: 31%      Average: 47%      Poor: 18%



**C The Arsenal Board And Corporate Governance (Cont.)**

**8. To what extent do you think Arsenal football club currently represents the following values?**

Playing attractive and entertaining football:

Large Extent: 89%                      Some Extent: 10%                      Not At All: 1%

Custodianship and protecting the long-term future of the club:

Large Extent: 56%                      Some Extent: 42%                      Not At All: 2%

A role model for how a football club's finances should be managed:

Large Extent: 79%                      Some Extent: 20%                      Not At All: 1%

Fair Play and Respect:

Large Extent: 59%                      Some Extent: 40%                      Not At All: 1%

Good relationships with, and valuing, its supporters:

Large Extent: 26%                      Some Extent: 65%                      Not At All: 9%

Prioritising winning trophies:

Large Extent: 11%                      Some Extent: 65%                      Not At All: 24%

**C The Arsenal Board And Corporate Governance**

**9. To what extent do you think Arsenal football club should seek to represent the following values?**

A role model for how a football club's finances should be managed:

Large Extent: 85%                      Some Extent: 13%                      Not At All: 2%

Playing attractive and entertaining football:

Large Extent: 80%                      Some Extent: 17%                      Not At All: 3%

Prioritising winning trophies:

Large Extent: 76%                      Some Extent: 23%                      Not At All: 1%

Good relationships with, and valuing, its supporters:

Large Extent: 91%                      Some Extent: 8%                      Not At All: 1%

Custodianship and protecting the long-term future of the club:

Large Extent: 90%                      Some Extent: 8%                      Not At All: 2%

Fair Play and Respect:

Large Extent: 75%                      Some Extent: 23%                      Not At All: 2%



**D Football Performance**

**10. How satisfied are you with the football performance of Arsenal Football Club in recent years?**

Highly Satisfied: 10%      Satisfied: 50%      Slightly Satisfied: 29%      Unsatisfied: 11%

**11. How involved do you think the Arsenal Board should be in the following football issues?**

Direct involvement in deciding which players Arsenal should buy and sell:

Highly Involved: 6%      Limited involvement: 52%      No Involvement at All: 42%

Telling the Arsenal manager the type of player that Arsenal should buy (ie age range or position on field):

Highly Involved: 3%      Limited involvement: 31%      No Involvement at All: 66%

Setting clear targets on the football objectives the club is prioritising each year (ie which competitions and trophies take greatest precedence):

Highly Involved: 37%      Limited involvement: 44%      No Involvement at All: 19%

**12. Do you think the board should appoint a senior director of football who sits on the Arsenal board and has specific responsibility for overseeing the manager and football activity at the club?**

**Yes:** 13%      **Depends:** 33%      **No:** 50%      **No View:** 4%

**13. Looking ahead to the 2010/2011 season what do you think the club's football priorities should be?**

*(Please rank 1-5 with 1 being top priority)*

	1	2	3	4	5
Premier League winners	85%	12%	1%	1%	1%
Champions League winners	26%	57%	11%	4%	2%
Qualifying for the Champions League in 2011/12 (top 4)	33%	11%	37%	12%	7%
FA Cup winners	11%	14%	26%	47%	2%
League Cup winners	4%	6%	10%	10%	70%



**14. Do you agree with the decision taken by the manager to field a weakened team in the League Cup and the FA Cup? (Please tick one box for each)**

	Always Agree:	Depends On Circumstances:	Not As Policy:
League Cup	46%	39%	15%
FA Cup	3%	52%	45%

**15. Do you think that Arsene Wenger's football philosophy takes too much precedence over the objective of winning trophies?**

Yes: 53%      No: 43%      Sometimes: 3%      No View: 1%

**E Arsenal's Finances**

**16. The board is committed to running Arsenal on a self-sustainable basis. Consequently it is important that the club seeks to maximise its commercial revenues. Sometimes this may be perceived to be against the interests of a successful football team or to be seeking to make too much money from supporters. Do you support the following commercial activities? (Please tick one box for each)**

Increased use of the Emirates pitch for other events and reserve/youth/women's matches:

Yes: 39%      Depends: 36%      No: 25%

Players undertaking more commercial activity:

Yes: 35%      Depends: 46%      No: 19%

A pre-season or end of season overseas tour by the first team:

Yes: 35%      Depends: 40%      No: 25%

Early weekend kick-off times to appeal to the Far East TV market:

Yes: 25%      Depends: 23%      No: 43%

Greater rotation of the Arsenal home and away kits:

Yes: 7%      Depends: 23%      No: 70%

Higher ticket prices:

Yes: 1%      Depends: 21%      No: 78%



**E Arsenal's Finances (Cont.)**

17. Do you think Arsenal is right to remain committed to the self-sustainability model even if it means that they will struggle to compete with clubs that have a 'sugar-daddy'?

Yes: 89%                      No: 8%                      Not Sure: 3%

18. There is currently much debate about the way in which football is regulated by the football authorities. Which of the following regulatory proposals do you support: *(Please tick all that apply)*

88%	Controls over the amount of debt a club can hold.	86%	Tougher rules on the 'fit and proper' test on who is allowed to own a club.
71%	Rules that limit clubs to spending what they earn.	52%	Salary caps for players.
16%	Limits on the number of overseas players a club can field.	8%	A restriction on clubs signing young players from overseas.

**F Future Hopes**

19. Looking at Arsenal's current ownership structure, its 'self-sustainable' business model, its football management and squad strength, and comparing it to the other Premier League clubs, how optimistic are you about Arsenal's prospects during the next five years? *(Please tick a box)*

Extremely optimistic: 26%                      Optimistic: 49%                      Unsure: 15%  
Somewhat pessimistic: 9%                      Pessimistic: 1%