



Questionnaires were sent to 1067 AST members at the end of the 2011/12 season. 636 responses were received, representing 60% of the membership. This year's survey has seen a 65% increase in the number of respondents compared with 2011

A About You

1. Which of the following describe your relationship with Arsenal Football Club?

(Respondents ticked more than 1 category)

Shareholder:	70	Platinum (Club) member:	45	Gold member (Season ticket):	301
Silver member:	66	Red member:	171	Away scheme member:	17
Overseas supporter:	60	Fanshare member:	105	Junior Gunner:	1

B Ownership And Governance

2. Since his takeover in May 2011 are you satisfied with Stan Kroenke's explanation of his Vision for Arsenal Football Club?

Yes: 13% No: 75% No View: 12%

3. Do you think Stan Kroenke should make it a priority to support the Arsenal Fanshare scheme which was established by the AST to give more supporters involvement in Arsenal's ownership structure?

Yes: 82% No: 7% No View: 11%

4. Both Stan Kroenke and the Arsenal Board continue to reiterate their commitment to Arsenal's Self-Sustaining model (where the club only spends the revenues it raises) and reject suggestions that either of its two main shareholders invest money into the club. Which of the following models would you prefer Arsenal to follow?

- a. Self-Sustaining model (only spending club revenues earned) 60%
- b. Outside investment into the club (benefactor model) 40%

5. Earlier this season the AST urged the Arsenal Board to review their business model, and, while supportive of the general principle of sustainability, urged them to fully review options for injecting additional cash into the club such as through a rights issue or short-term loan against future income. Do you support this approach?

Yes: 80% No: 15% No View: 5%

6. Do you think Stan Kroenke should invite Red and White Holdings, which now owns a stake of just under 30% in Arsenal, to be represented on the club's Board?

Yes: 82% No: 12% No View: 6%

B Ownership And Governance (Cont.)

7. Do you think Peter Hill-Wood is an effective non-executive Chairman of Arsenal Football Club?

Yes: 20% No: 54% No View: 26%

8. Do you think that any new appointments are needed to the Board of Arsenal?

Yes: 83% No: 6% No View: 11%

9. If you answered Yes to question 8, please rank in order of importance the following skillsets that might be represented on the Board of Arsenal?

(The following records the skillset judged most important)

Football experience and understanding of the global transfer market 35%

Understanding Arsenal's values and traditions (being a long-term fan) 25%

Commercial and Marketing expertise 20%

Representing the views of Supporters 20%

10. Do you think former Board member David Dein should be invited to play a role in Arsenal again?

Yes: 72% No: 17% No View: 11%

C Off-Field Management

11. How would you assess the performance of Arsenal CEO, Ivan Gazidis, and his senior management team on each of the following off-field activities?

	Good/Very Good	Average/Unsure	Very Poor/Poor
Enhancing the fan experience at Arsenal	50%	40%	10%
Openness and honesty over club finances and financial performance	35%	33%	31%
Listening to fans' views and explaining decisions that affect them	29%	38%	33%
Growing commercial revenues	26%	45%	29%
Promoting the club's interests with the football authorities and having a voice commensurate to Arsenal's standing in the game	24%	49%	27%

12. Do you agree with Arsenal's decision to freeze General Admission season ticket prices this year?

Yes: 89% No: 3% No View: 8%

C Off-Field Management (Cont.)

13. Last year Ivan Gazidis instigated a major review of Arsenal's ticketing policies. Are you satisfied with the new ticketing arrangements that Arsenal have announced?

Yes: 29% No: 33% No View: 38%

14. Do you think that the ticket prices Arsenal charge provide good value for money?

Yes: 31% No: 56% No View: 13%

15. How do you perceive that Arsenal looks after and stands up for the interests of its supporters compared to other Premier League clubs?

Better: 26% Worse: 21% Same: 53%

D Football Performance

16. How satisfied are you with Arsenal's football performance in recent years?

Highly Satisfied: 1.5% Satisfied: 20% Slightly Satisfied: 40.5% Unsatisfied: 38%

17. Do you support Arsène Wenger remaining manager of Arsenal?

Yes: 77% No: 15% No View: 8%

18. In assessing Arsenal's football performance, how do you rank the abilities of Arsène Wenger and his football support team on the following attributes?

	Good/Very Good	Average/Unsure	Very Poor/Poor
Playing attractive and entertaining football	89%	9%	2%
Nurturing and developing young players	84%	12%	3%
Preparing the team to be mentally ready and 'up' for all games	49%	33%	17%
Adapting selection, tactics and substitutions to beat the opposition	23%	36%	41%
Effectiveness in the transfer market	23%	31%	46%
Defensive preparation and coaching	7%	21%	72%

19. Do you think it is more important that Arsenal qualify for the Champions League rather than win one or both of the domestic cups (FA Cup/League Cup)?

Yes: 76% No: 18% No View: 6%

D Football Performance (Cont.)

20. Looking at Arsenal's main opponents in the Premier League, in what order would you rank the following managers' performances? Consider this in terms of their team's performance related to their transfer spending and wages expenditure.

(Ranked 1 to 6 with 1 being the best performer and 6 being the worst)

	1st	2nd	3rd	4th	5th	6th
Alan Pardew:	54%	19%	14%	9%	3%	1%
Sir Alex Ferguson:	27%	30%	19%	16%	7%	1%
Arsène Wenger:	9%	23%	28%	27%	12%	1%
Roberto Mancini:	8%	21%	20%	23%	25%	3%
Harry Redknapp:	1%	7%	18%	27%	46%	3%
Kenny Dalglish:	1%	0%	3%	1%	3%	91%

E Being A Fan: Sentiment And Expectations

21. Reflecting on your own relationship with Arsenal, and in light of the takeover by Stan Kroenke and the performance of the Arsenal Board, do you now feel a stronger sense of belonging to the club than three years ago?

Yes: 7% No: 49% No Change: 39% Not Sure: 5%

22. Reflecting on the season that has just ended, did Arsenal meet your expectations?

Yes, Arsenal met my expectations: 38% Arsenal exceeded my expectations: 17%

No, Arsenal failed to meet my expectations: 45%

23. Do you think there was a better atmosphere at the Emirates this season compared to last season?

Yes: 35% No: 9% No Change: 45% Not Sure: 10%

24. Do you think the Arsenal Board and its senior executives are in touch with Arsenal fans and have a good understanding of their hopes and concerns for the future of the club?

Yes, they are in touch with fans: 5% They are in touch in some aspects, but need to improve: 63%

No, they are not in touch with fans: 32%

25. UEFA are currently implementing their Financial Fair Play (FFP) regulations. Please tick each of the following statements that you AGREE with.

I support the FFP regulations:	74%
I am concerned the FFP rules will lead to the same clubs with large income streams dominating football every year:	38%
I believe it is unfair to prevent owners investing their own money into a club if they wish to do so:	11%
I believe that UEFA will strictly enforce the FFP regulations:	5%
I would like to learn more about how the FFP rules are meant to work:	49%

26. This year Arsenal unveiled three statues on the concourse of their stadium. Which of the following (if any) would be your choice to be the next statue:

Ian Wright:	5%	Alex James:	5%	Dennis Bergkamp:	41%	David Rocastle:	14%
Ted Drake:	2.5%	Cliff Bastin:	6%	Frank McClintock:	7%	Jack Humble:	1.5%
None of the above:	3%	I don't want any more statues:	13%				

27. Looking at Arsenal's new ownership structure, its 'self-sustaining' 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?

Extremely optimistic:	11%	Somewhat optimistic:	25%	Unsure:	29%
Somewhat pessimistic:	28%	Extremely pessimistic:	7%		



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