



ARSENAL SUPPORTERS' TRUST

Membership Survey 2012

Name: _____

Date: ____ / ____ / ____

Email: _____

(DD / MM / YYYY)

All information is in confidence and non-attributable

A About You

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

(Please tick all that apply)

Shareholder: ☐ Platinum (Club) member: ☐ Gold member (Season ticket): ☐

Silver member: ☐ Red member: ☐ Away scheme member: ☐

Overseas supporter: ☐ Fanshare member: ☐ Junior Gunner: ☐

Other *(Please Specify)* : _____

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: ☐ No: ☐ No View: ☐

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: ☐ No: ☐ No View: ☐

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) ☐

b. Outside investment into the club (benefactor model) ☐

B Ownership And Governance (Cont.)

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: ☐

No: ☐

No View: ☐

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: ☐

No: ☐

No View: ☐

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

Yes: ☐

No: ☐

No View: ☐

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

Yes: ☐

No: ☐

No View: ☐

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?

(Please rank 1 to 4, with 1 being the least important and 4 the most important skillset)

☐

Commercial and Marketing expertise

☐

Football experience and understanding of the global transfer market

☐

Representing the views of Supporters

☐

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

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

Yes: ☐

No: ☐

No View: ☐

Further Comments on Ownership issues at Arsenal:

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?

(Please tick one box, 1=Very Poor, 2=Poor, 3=Average/Unsure, 4=Good, 5=Very Good)

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Enhancing the fan experience at Arsenal

☐ ☐ ☐ ☐ ☐

Growing commercial revenues

☐ ☐ ☐ ☐ ☐

Openness and honesty over club finances and financial performance

☐ ☐ ☐ ☐ ☐

Listening to fans' views and explaining decisions that affect them

☐ ☐ ☐ ☐ ☐

Promoting the club's interests with the football authorities and having a voice commensurate to Arsenal's standing in the game

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

Yes: ☐

No: ☐

No View: ☐

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: ☐

No: ☐

No View: ☐

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

Yes: ☐

No: ☐

No View: ☐

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: ☐

Worse: ☐

Same: ☐

Further Comments on Off-Field Issues at Arsenal:

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

Highly Satisfied: ☐ Satisfied: ☐ Slightly Satisfied: ☐ Unsatisfied: ☐

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

Yes: ☐ No: ☐ No View: ☐

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?

(Please tick one box, 1=Very Poor, 2=Poor, 3=Average/Unsure, 4=Good, 5=Very Good)

1 2 3 4 5

- | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--|
| ☐ | ☐ | ☐ | ☐ | ☐ | Defensive preparation and coaching |
| ☐ | ☐ | ☐ | ☐ | ☐ | Adapting selection, tactics and substitutions to beat the opposition |
| ☐ | ☐ | ☐ | ☐ | ☐ | Playing attractive and entertaining football |
| ☐ | ☐ | ☐ | ☐ | ☐ | Nurturing and developing young players |
| ☐ | ☐ | ☐ | ☐ | ☐ | Effectiveness in the transfer market |
| ☐ | ☐ | ☐ | ☐ | ☐ | Preparing the team to be mentally ready and 'up' for all games |

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: ☐ No: ☐ No View: ☐

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.

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

Alan Pardew: ☐	Sir Alex Ferguson: ☐	Arsène Wenger: ☐
Harry Redknapp: ☐	Kenny Dalglish: ☐	Roberto Mancini: ☐

Further Comments on football issues:

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: ☐ No: ☐ No Change: ☐ Not Sure: ☐

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

Yes, Arsenal met my expectations: ☐ Arsenal exceeded my expectations: ☐

No, Arsenal failed to meet my expectations: ☐

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

Yes: ☐ No: ☐ No Change: ☐ Not Sure: ☐

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: ☐ They are in touch in some aspects, but need to improve: ☐

No, they are not in touch with fans: ☐

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: ☐

I am concerned the FFP rules will lead to the same clubs with large income streams dominating football every year: ☐

I believe it is unfair to prevent owners investing their own money into a club if they wish to do so: ☐

I believe that UEFA will strictly enforce the FFP regulations: ☐

I would like to learn more about how the FFP rules are meant to work: ☐

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: ☐ Alex James: ☐ Dennis Bergkamp: ☐ Ian Wright: ☐

Ted Drake: ☐ Cliff Bastin: ☐ Frank McClintock: ☐ David Rocastle: ☐

Jack Humble: ☐ None of the above: ☐ I don't want any more statues: ☐

E Being A Fan: Sentiment And Expectations (Cont.)

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: ☐ Somewhat optimistic: ☐ Unsure: ☐

Somewhat pessimistic: ☐ Extremely pessimistic: ☐

Further Comments on Sentiment and Expectations:

Thank you for participating in this survey.

Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.



ARSENAL SUPPORTERS' TRUST