



ARSENAL SUPPORTERS' TRUST

Annual Membership Survey Executive Summary 2013

Questionnaires were sent to all AST members at the end of the 2012/13 season. 643 responses were received in total. This is the largest ever response to an AST survey.

A About You

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

(Please tick all that apply)

Shareholder:	72	Platinum (Club) member:	33	Gold member (Season ticket):	321
Silver member:	73	Red member:	185	Away scheme member:	24
Overseas supporter:	52	Fanshare member:	121	Junior Gunner:	6
Other:	51				

B Ownership & Governance

2. Since his takeover in 2011 to become majority owner, how satisfied are you with how Stan Kroenke has managed Arsenal Football Club?

Very Satisfied:	1%	Satisfied:	10%	Neither Satisfied nor Dissatisfied:	26%
Dissatisfied:	44%	Very Dissatisfied:	19%		

3. Arsenal's Board continue to reiterate their commitment to Arsenal's 'Self-Sustaining model' (where the club only spends the revenues it raises). Which of the following business models would you prefer the Club to follow?

Self-Sustaining model (only spending revenues earned):	61%
Benefactor model or rights issue (outside investment into the club):	31%
Don't know:	8%

4. New finance rules being introduced by the Premier League will allow Clubs to invest equity injections into their clubs of up to £105million over three years. Do you think Arsenal should or should not explore ways of having a small rights issue, or similar, to boost the resources the club has available to it?

Should explore ways of having a small rights issue:	79%
Should not explore ways of having a small rights issue:	11%
Don't know:	10%

5. During his takeover of Arsenal, Stan Kroenke made the following statement in his commitments to the Takeover Panel:

'Mr Kroenke has made it a priority to meet with supporters and fan groups in formal and informal settings. He recognises that fans are at the heart of the Club. Their opinions and involvement are important to him. Mr Kroenke fully expects himself, the Arsenal Directors and Club executives to continue to engage with supporters for the long term good of the Club.'

B Ownership & Governance (cont.)

- 5a. To what extent, if at all, do you think Stan Kroenke has kept faith with his commitment made during the takeover to engage with Arsenal fans? Has he:**

Consulted widely:	1%	Consulted on a small scale:	26%
Not consulted at all:	65%	Don't know:	8%

- 5b. Do you think Stan Kroenke has done enough to explain his vision for Arsenal?**

Yes:	4%	No:	94%	Don't know:	2%
------	----	-----	-----	-------------	----

- 6. Do you think Stan Kroenke should or should not invite Red and White Holdings, that now owns a stake of almost 30% in Arsenal, to be represented on the club's Board?**

Should:	78%	Should not:	15%	Don't know:	7%
---------	-----	-------------	-----	-------------	----

- 7. Would you support or oppose a takeover of Arsenal Football Club by Red and White Holdings (Alisher Usmanov)?**

Strongly support:	16%	Somewhat support:	24%	Neither support nor oppose:	24%
Somewhat oppose:	19%	Strongly oppose:	17%		

- 8. Would you support or oppose Stan Kroenke paying a dividend to shareholders and/or management fees to himself?**

Strongly support:	1%	Somewhat support:	6%	Neither support nor oppose:	14%
Somewhat oppose:	23%	Strongly oppose:	56%		

- 9. Do you think that new appointments are needed to the Arsenal Board?**

Yes:	93%	No:	2%	Don't know:	5%
------	-----	-----	----	-------------	----

- 10. The AST has asked Stan Kroenke to give proactive support to the Arsenal Fanshare scheme by issuing the scheme 125 more shares (in recognition of the Club's recent 125th anniversary) so that more supporters can own a small share in Arsenal. How important do you think it is that Stan Kroenke supports the Fanshare scheme?**

Very important:	71%	Quite important:	20%
Not very important:	7%	Not at all important:	2%

C Off-Field Management

- 11. How satisfied are you with the performance of Arsenal's commercial team in increasing the revenues the Club earns from sponsors and other activity?**

Very Satisfied:	8%	Satisfied:	52%	Neither Satisfied nor Dissatisfied:	21%
Dissatisfied:	13%	Very Dissatisfied:	4%	Don't know:	2%

- 12. How satisfied or dissatisfied are you that ticket prices at the Emirates provide good value for money?**

Very Satisfied:	1%	Satisfied:	14%	Neither Satisfied nor Dissatisfied:	24%
Dissatisfied:	40%	Very Dissatisfied:	18%	Don't know:	3%

C Off-Field Management (cont.)

13. Now that Arsenal are securing increased revenues from broadcasting and commercial deals do you think that further effort should be made to have more affordable ticket pricing at the Emirates?

Yes: 87% No: 7% Don't know: 6%

14. In comparison with other Premier League clubs, how do you think Arsenal treats its supporters?

Better: 20% The same: 46%
Worse: 20% Not sure: 14%

D Football Performance

15. How satisfied or dissatisfied are you with Arsenal's football performance in recent years?

Very Satisfied: 1% Satisfied: 16% Neither Satisfied nor Dissatisfied: 21%
Dissatisfied: 51% Very Dissatisfied: 11%

16. To what extent do you agree or disagree that Arsène Wenger should remain manager of Arsenal?

Strongly agree: 40% Somewhat agree: 31% Neither agree nor disagree: 11%
Somewhat disagree: 13% Strongly disagree: 5%

17. Arsène Wenger is entering the final year of his contract at Arsenal, please tick the box that best represents your views on how this situation should be handled by Arsenal Football club

It is fine for him to enter the final season with no new contract agreed, the position should be reviewed at the end of the 2013/14 season: 75%

He should sign a renewal and commit to the future of the Club before he is given a considerable transfer budget to spend: 25%

18. Do you agree or disagree that Arsène Wenger has too much responsibility for setting player wage levels and deciding the transfer fees the Club pays?

Strongly agree: 34% Somewhat agree: 35% Neither agree nor disagree: 14%
Somewhat disagree: 8% Strongly disagree: 4% Don't know: 5%

19. This year Arsène Wenger described the wage policy he adopts at Arsenal in the following way: *"We don't have a big gap between what our players earn at Arsenal, we have a more a socialist model and are vulnerable because of that. We have something that is defendable in front of every single player"*. Do you think this 'socialist' approach is the most effective model for the club to follow?

Yes: 14% No: 73% Don't know: 13%

20. When Arsène Wenger steps down as manager of Arsenal Football Club would you support or oppose him being offered a position on the Arsenal Board?

Strongly support: 57% Somewhat support: 23% Neither support nor oppose: 9%
Somewhat oppose: 7% Strongly oppose: 4%

D Football Performance (cont.)

- 21. Do you agree or disagree with the suggestion that Arsenal should make it a greater priority to qualify for the Champions League than to win one or both of the domestic cups (FA Cup/League Cup)?**

Strongly agree:	22%	Somewhat agree:	36%	Neither agree nor disagree:	16%
Somewhat disagree:	19%	Strongly disagree:	7%		

- 22. Do you agree or disagree that Arsenal should refresh and/or strengthen its first team football coaching set up?**

Strongly agree:	43%	Somewhat agree:	40%	Neither agree nor disagree:	12%
Somewhat disagree:	4%	Strongly disagree:	1%		

- 23. How effective or ineffective, do you think that Arsenal's Academy and development of young players (from under age of 16) has been in the last fifteen years?**

Very effective:	9%	Quite effective:	46%	Neither effective nor ineffective:	17%
Not very effective:	25%	Not at all effective:	3%		

E Being a Fan: Sentiment and Expectation

- 24. Reflecting on your own relationship with Arsenal do you now feel a stronger or weaker sense of belonging to the club than you did three years ago? Or do you feel no different?**

Stronger:	19%	Weaker:	35%
No different:	46%	Don't Know:	0%

- 25. How would you describe the atmosphere at the Emirates this season compared to last season? Was it:**

A lot better:	3%	A little better:	31%	No different:	38%
A little worse:	25%	A lot worse:	3%		

- 26. 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, in touch:	2%	In touch in some aspects, but need to improve:	54%	No, not in touch:	44%
----------------	----	--	-----	-------------------	-----

- 27. Looking at Arsenal's ownership structure, the 'self-sustaining' business model, its football management and financial resources, and comparing it to other Premier League clubs, how optimistic are you about Arsenal's prospects during the next five years?**

Extremely optimistic:	19%	Somewhat optimistic:	52%	Neither optimistic or pessimistic:	11%
Somewhat pessimistic:	15%	Extremely pessimistic:	3%		



ARSENAL SUPPORTERS' TRUST