



WHERE HAS OUR ARSENAL GONE?

2012-13 Mid-season survey

Our mid-season survey was e-mailed to 3,019 members of Where Has Our Arsenal Gone. We had 2,324 responses which represents 77% of the membership at that time.

The following are the results of the survey.

About you

1. What type of membership or association do you have with Arsenal?

| | |
|------------------------------------|---------------|
| Shareholder | 0.38% |
| Platinum (Club Level) | 0.85% |
| Gold (Season ticket holder) | 30.13% |
| Silver | 10.92% |
| Red | 27.12% |
| Cannon Club | 0.94% |
| Junior Gunner | 2.07% |
| I am not a member, just a fan | 27.59% |

Comment: Of the 2,324 respondents, the majority are season ticket holders at Emirates Stadium, however it was good to see responses coming from every category listed, from shareholders to Junior Gunners.

Your matchday experience

2. How often do you attend matches at Emirates Stadium each season?

| | |
|-----------------|---------------|
| More than 20 | 19.86% |
| 10 to 20 | 38.92% |
| 1 to 9 | 15.85% |
| None | 25.38% |

3. If you answered 'None' to Question 2 above, why do you not attend matches at Emirates Stadium?

| | |
|---|---------------|
| I find tickets too expensive for the games I want to see | 76.90% |
| I live abroad and don't get the chance | 23.10% |

4. If you used to attend Arsenal matches but no longer do so, what would it take to get you back in the ground on matchdays?

| | |
|---------------------------------|---------------|
| Cheaper tickets | 37.12% |
| Better ticket availability | 9.39% |
| A team challenging for trophies | 33.41% |
| A better atmosphere | 20.09% |

5. This season, how would you rate your overall experience of attending matches at Emirates Stadium? Note this isn't simply based on football; it's the atmosphere, crowd, stewarding, facilities etc. in addition.

| | |
|----------------------|---------------|
| Very enjoyable | 1.84% |
| Enjoyable | 9.84% |
| Okay | 29.61% |
| Not that enjoyable | 27.56% |
| Don't like it at all | 10.04% |
| Not applicable | 21.11% |

6. Would you say the matchday experience has changed at Emirates Stadium since it opened in 2006?

| | |
|-----------------------|---------------|
| It's got better | 8.54% |
| It's about the same | 25.72% |
| It's got worse | 51.57% |
| Not applicable | 13.99% |

7. How would you compare your matchday experience at Emirates Stadium compared to that at Highbury?

| | |
|---------------------|---------------|
| It's better | 3.93% |
| It's about the same | 5.18% |
| It's worse | 76.60% |
| Not applicable | 14.29% |

8. How would you rate the stewarding at Emirates stadium, in terms of knowledge, helpfulness, friendliness etc?

| | |
|----------------|---------------|
| Very good | 7.90% |
| Good | 29.13% |
| Average | 32.92% |
| Below average | 6.77% |
| Poor | 10.87% |
| Not applicable | 12.41% |

9. Given the positioning of our singing section in relation to the away fans, and considering the club publishing a text service where you can report anyone you feel is acting anti-socially, do you feel the atmosphere is affected by things like this?

| | |
|--|---------------|
| Yes, it's too sanitised now | 74.64% |
| These don't have an effect on the atmosphere & matchday experience | 13.94% |
| No opinion | 11.42% |

10. How would you rate the food & drink on offer at Emirates in terms of quality and value for money?

| | |
|----------------|---------------|
| Very good | 0.51% |
| Good | 3.29% |
| Average | 15.84% |
| Below average | 20.16% |
| Poor | 45.68% |
| Not applicable | 14.51% |

11. How would you rate the 'Arsenalisation' that's taken place at Emirates Stadium over the past couple of years?

| | |
|---------------------------|---------------|
| I really like it | 13.23% |
| I like some of it | 55.79% |
| I don't like it that much | 10.26% |
| I don't like it at all | 9.95% |
| No opinion | 10.77% |

12. What's your view on how the club handled the 'Arsenalisation' project?

| | |
|--|---------------|
| The club seemed well aware of traditions, were switched on and had this planned from the start | 17.83% |
| The club seemed unaware that this was needed | 57.68% |
| No opinion | 24.49% |

Performance on the pitch

13. Looking at the players who joined the club last summer, against the players we sold or released, would you say our squad is now stronger than it was at the end of last season?

| | |
|----------------|---------------|
| Stronger | 2.92% |
| About the same | 10.69% |
| Weaker | 86.39% |

14. How would you rate the performance of the team so far this season?

| | |
|---------------|---------------|
| Outstanding | 0.10% |
| Above average | 0.51% |
| Average | 10.20% |
| Poor | 45.86% |
| Very Poor | 43.54% |

15. Do you think Steve Bould will have a positive effect on our results on the pitch?

| | |
|------------|---------------|
| Yes | 30.40% |
| No | 37.99% |
| Don't know | 31.61% |

16. Do you feel Arsene Wenger is still the best man for the Manager's job at Arsenal?

| | |
|---|---------------|
| Yes | 4.95% |
| Yes, if he changes approach (e.g. away from 'project youth' or working to achieve top 4 on minimal spend) | 40.97% |
| No | 46.01% |
| Don't know | 8.07% |

17. If you feel a change of Manager is needed, who would you like to replace Arsene Wenger?

| | |
|----------------------|---------------|
| Pep Guardiola | 44.65% |
| Jose Mourinho | 12.36% |
| Jurgen Klopp | 20.38% |
| David Moyes | 12.92% |
| Other | 9.69% |

Comment: In the 'Other' field, suggestions came in for a number of alternatives. The most common were

Carlo Ancelotti
Marco van Basten
Dennis Bergkamp
Remi Garde
Frank De Boer
Roberto Martinez
Michael Laudrup
Neil Lennon
Slaven Bilic
Louis van Gaal

Board and ownership of Arsenal

18. Do you feel the current Board is running Arsenal effectively (e.g. achieving financial stability while ensuring the team on the pitch competes for trophies)?

| | |
|------------|---------------|
| Yes | 2.23% |
| No | 96.55% |
| Don't know | 1.22% |

19. Do you feel Peter Hill-Wood is the right man to be Chairman of Arsenal?

| | |
|------------|---------------|
| Yes | 4.99% |
| No | 86.05% |
| Don't know | 8.96% |

20. Do you think Stan Kroenke's majority ownership will be beneficial for Arsenal?

| | |
|------------|---------------|
| Yes | 2.75% |
| No | 91.15% |
| Don't know | 6.10% |

21. Do you feel you know what Stan Kroenke's vision for Arsenal is?

| | |
|-----------|---------------|
| Yes | 7.97% |
| No | 92.03% |

22. Do you feel that the Board of Arsenal has served its time and that a new approach is needed?

| | |
|------------|---------------|
| Yes | 94.20% |
| No | 2.58% |
| Don't know | 3.22% |

23. If you feel that new Board members are needed at Arsenal, what would you like them to bring to the Board in terms of experience?

(Respondents could select more than one category)

| | |
|--|--------------|
| A knowledge of top-flight football in England | 1,382 |
| A link to, or knowledge of Arsenal and its traditions | 1,838 |
| Commercial/sponsorship and revenue generating expertise | 480 |
| Other | 187 |

Comment: From the 'Other' category, the main theme among suggestions was that the new Board members should have a passion for Arsenal and passion for success on the pitch – not simply concentrating on the financials as the be all and end all. David Dein's name featured heavily, with people calling for his kind of character i.e. a "real football man with the ability to close transfer deals".

A Board that cares about the fans and doesn't "pay lip service" was also mentioned on more than one occasion, with one respondent stating "we need board members who care about and listen to fans – not fob them off with meaningless spin and a pretence that the club listens to ideas, only to go and do whatever the club planned to do anyway – then have the bare faced cheek to pass it off as if fans were consulted".

24. Do you think that with almost 30% ownership of Arsenal, Red & White Holdings should be invited onto the Board?

| | |
|------------|---------------|
| Yes | 93.10% |
| No | 1.52% |
| Don't know | 5.38% |

25. If you answered 'Yes' to Question 24 above, would you like Red & White Holdings to outline their vision for the club BEFORE they become involved at Board level?

| | |
|------------|---------------|
| Yes | 92.86% |
| No | 3.62% |
| Don't know | 3.51% |

26. Would you want Red & White Holdings to take complete control of the club?

| | |
|-------------------|---------------|
| Yes | 31.57% |
| No | 30.78% |
| Don't know | 37.65% |

27. Do you feel that Arsenal fans should have a say in how their club is run?

| | |
|------------|---------------|
| Yes | 94.81% |
| No | 2.95% |
| Don't know | 2.24% |

BSM campaigns and initiatives

28. On a scale of 1 to 5 (1 being lowest score, 5 the top score), rank the following aims from the recent BSM walk.

(Average rating from all responses is shown)

| | |
|---|-------------|
| We want Stan Kroenke's commitment not to take money from the club | 4.52 |
| We want Peter Hill-Wood off the Board | 3.93 |
| We want Red & White Holdings to be offered a seat on the Board | 4.15 |
| We want action from the club to stop poor allocation of our money (high wages on average players etc.) | 4.73 |

29. On a scale of 1 to 5 (1 being the lowest score, 5 the highest score), rank the following initiatives which we put to the club.

(Average rating from all responses is shown)

| | |
|---|-------------|
| A lower-cost 'lite' version of the season ticket just covering league games | 4.83 |
| A short-term (3 month: 1 Jun, 1 Jul, 1 Aug) staged repayment scheme for season ticket renewals | 4.12 |
| The ability for season ticket holders to downgrade to Silver membership if they choose to give up their season ticket | 4.65 |
| Introduce season tickets in the Clock End and recreate the atmosphere of the famous old stand at Highbury | 4.59 |
| Investigate the introduction of safe standing areas at Emirates Stadium | 4.23 |
| Move away fans to the upper tier, thereby providing more cheaper tickets for Arsenal fans | 3.91 |
| Reduce the price of match tickets bearing in mind the large cash surplus sitting in the club's bank account | 4.58 |

30. Are there any other campaigns or ideas you'd like the BSM to add to the existing list?

| | |
|------------|---------------|
| Yes | 27.19% |
| No | 66.92% |
| Don't know | 5.89% |

Comment: From respondents who selected 'Yes' to this question, the main themes were:

The club should offer concession pricing elsewhere in the ground, not just the Family Enclosure: "We are the only Premier League club that will move seniors to the family enclosure, making them leave a seat they may have held for years. That or pay full price".

Scrap the categorisation of ticket prices: "The club spun it that they were giving people a great deal with Cat C games (that they can't sell out) then snatch vigorously back and then some when it comes to Cat A! Prices are a rip off. Level them out across the board and SCRAP categories".

More 'teamwork' between supporters' groups: "BSM has captured the hearts of a lot of fans who feel they're not represented by the other groups. I want these groups to stop treading on toes and stick to their remits... and more teamwork between them instead of point scoring with the media and Arsenal supporting fraternity, showing off about Gazidis or Fox coming along to answer a few lame questions".

Call for the boycott of home matches: "Start by refusing to buy any food or drink inside the ground and then boycott home matches. Until income starts to drop the board will continue milking the loyal fans for all they've got".

Recognising loyalty: "The club doesn't do anything as a thank you to those of us who have been season ticket holders for years. There is no benefit. Even 10% off in the club shop would be a start".

The return of certain club traditions: "Have the Arsenal players wearing Arsenal suits to all games... get back some of that Arsenal class".