

THE GOONER SURVEY RESULTS 2013

PART 1 – SEASON 2012-13

Arsenal Player of the Season 2012/13

	1st Choice	2nd Choice
1. Santi Cazorla	63%	26%
2. Laurent Koscielny	22%	39%
3. Theo Walcott	5%	19%
4. Jack Wilshere	2%	5%
Other	8%	11%

Best Arsenal Goal 2012/13

1. Podolski v Montpellier (H)
2. Walcott's 3rd v Newcastle (H)
3. Cazorla v West Ham (A)
4. Gibbs v Swansea (A - FA Cup)
5. Mertesacker v Spurs (H)
6. Podolski v West Ham (H)

Most Disappointing Arsenal Player 2012/13

	1st Choice	2nd Choice
1. Thomas Vermaelen	60%	25%
2. Bacary Sagna	20%	38%
3. Wojciech Szczesny	4%	15%
Other	16%	22%

Most Improved Arsenal Player in last 12 months

1. Ramsey	46%
2. Laurent Koscielny	30%
3. Theo Walcott	13%
Other	11%

Best Team Performance 2012/13

1. 2-0 v Bayern Munich (A)	44%
2. 5-2 v Spurs (H)	24%
3. 2-0 v Liverpool (A)	17%
4. 7-3 v Newcastle (H)	4%
Other	11%

Worst Team Performance

1. 0-1 v Blackburn (H)	32%
2. 1-1 v Bradford (A)	31%
3. 0-1 v Norwich (A)	14%
4. 0-2 v Swansea (H)	13%



Whilst recognising that the summer transfer dealings will play a large part in how we fare next season, at this point in time how optimistic are you about our prospects of competing for the Premier League title in 2013-14?

Extremely Optimistic	6%
Quite Optimistic	35%
Unsure	25%
Quite pessimistic	21%
Extremely pessimistic	13%

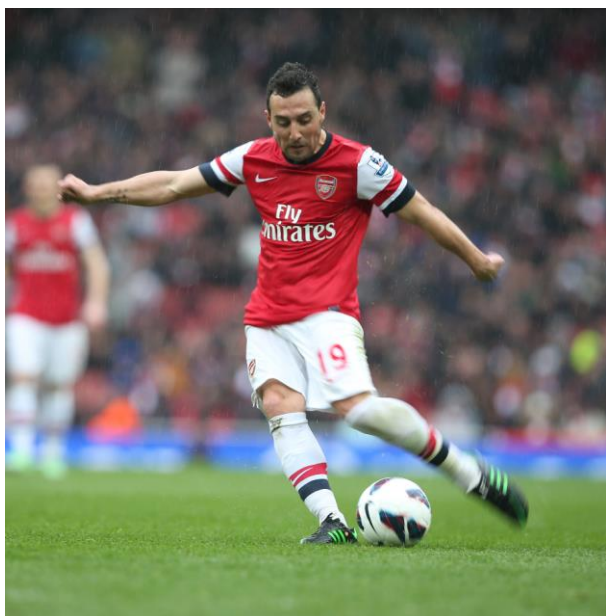
Whilst accepting the two are not mutually exclusive, which of the following achievements do you regard as being most important?

Qualifying for the Champions League	59%
Winning the FA Cup or League Cup	41%

PART 2 – THE SQUAD AND MANAGER

Of the first team players we have signed in the last 12 months, which have been a hit and which have been a miss?

	Hit	Miss	Undecided
Lukas Podolski	53%	9%	38%
Nacho Monreal	44%	4%	52%
Olivier Giroud	52%	15%	33%
Santi Cazorla	98%	0%	2%



Having won the title with Manchester United was Robin Van Persie justified in deciding to leave Arsenal last summer?

Yes	69%
No	31%

Which ONE of the following players who we were strongly linked with buying over the last couple of years do you think would have made the most positive impact on our team this season?

1. Mata	60%
2. Hazard	14%
3. Ba	11%
4. Lloris	6%
5. Cahill	4%
Other	5%

Which ONE area of the team do you think needs addressing the most urgently?

Attack	63%
Manager	14%
Midfield	10%
Goalkeeper	7%
Defence	6%

Limiting yourself to two names and excluding any players who have already been signed, who would you most like Arsenal to buy this summer?

1. Gonzalo Higuain
2. Wayne Rooney
3. Stefan Jovetic
4. Cesc Fabregas
5. Marouane Fellaini
6. Radamael Falcao
7. Robert Lewandowski
8. Christian Benteke
9. David Villa
10. Gareth Bale

Which of these former players would you like to see return to the club next season? Tick all that apply.

1. Cesc Fabregas	91%
2. Robin van Persie	27%
3. Mathieu Flamini	16%
4. Alex Song	13%
5. Samir Nasri	5%
6. Emmanuel Adebayor	0.7%

Which current Arsenal player would you least like to see leave the club?

1. Jack Wilshere	77%
2. Santi Cazorla	14%
3. Laurent Koscielny	3%
4. Alex Oxlade-Chamberlain	2%
Other	4%

Of the following players who have been out on long term loans this season, which would you like to see back at Arsenal next season? Tick all that apply.

- | | |
|----------------------|-----|
| 1. Emmanuel Frimpong | 48% |
| 2. Niklas Bendtner | 9% |
| 3. Johan Djourou | 7% |
| 4. Denilson | 3% |
| 5. Andre Santos | 2% |
| 6. Marouane Chamakh | 1% |

Of the following youngsters, which do you think will make more than FIVE appearances for Arsenal next season? Tick all that apply.

- | | |
|----------------------|-----|
| 1. Serge Gnabry | 52% |
| 2. Thomas Eisfeld | 44% |
| 3. Ignasi Miquel | 25% |
| 4. Emmauel Frimpong | 21% |
| 5. Ryo Miyaichi | 20% |
| 6. Nicholas Yennaris | 18% |
| 7. Benik Afobe | 7% |
| 8. Joel Campbell | 6% |
| 9. Chuks Aneke | 4% |

How effective do you think our youth development, including the Arsenal Academy, has been in the last decade?

- | | |
|----------------------------------|-----|
| Very effective | 6%% |
| Quite effective | 42% |
| Neither effective or ineffective | 22% |
| Not very effective | 25% |
| Not at all effective | 5% |

Who should be club captain next season?

- | | |
|----------------------|-----|
| 1. Mikel Arteta | 56% |
| 2. Jack Wilshere | 29% |
| 3. Per Mertesacker | 6% |
| 4. Thomas Vermaelen | 4% |
| 5. Laurent Koscielny | 4% |
| Other | 1% |



Fans have been divided on the future of Arsène Wenger as manager for a while now. Which of these statements most closely reflects your view at the end of this season?

- | | |
|--|-----|
| Should be given next season to prove he's worth a new contract | 51% |
| Can stay as long as we wants | 18% |
| Should leave now | 18% |
| Should leave at end of next season | 13% |

When Arsène steps down as manager would you support him being offered a place on the Arsenal Board?

- | | |
|--------|-----|
| Yes | 64% |
| No | 21% |
| Unsure | 15% |

If Arsène left the club in the next 12 months who would you most like to take over?

- Jurgen Klopp (Borussia Dortmund)
- Michael Laudrup (Swansea)
- Dennis Bergkamp
- Pep Guardiola (Bayern Munich)
- Roberto Martinez (Everton)
- Steve Bould

PART 3 – GENERAL

What level of membership did you hold for the 2012/3 season?

Platinum	2%
Gold	29%
Silver	11%
Red	25%
None	33%

In what year did you first attend an Arsenal game?

Range	1946 - 2013
Average	1989
Mode	1995

Approximately how many home games did you attend this season (number only)?

Range	0 - All
Average	10

Approximately how many away games did you attend this season (number only)?

Range	0 - All
Average	2

Have you ever bought or sold a match ticket from/to a friend for face value or below?

Yes	55%
No	45%

Have you ever used Arsenal's Ticket Exchange scheme to buy or sell a ticket for a home game?

Yes – to buy a ticket	14%
Yes – to sell a ticket	11%
No, but I intend to in the future	16%
No – neither	59%

What value do you believe ticket prices for the following games represent?

	Very Good	Good	Fair	Poor	Very Poor
Category A Home	1.6%	5.8%	21.5%	45.3%	25.8%
Category B Home	1.6%	12.5%	41.7%	34.8%	9.4%
Category C Home	14.8%	27.3%	34.5%	17.2%	6.2%
League Cup Home	39.4%	26.2%	21.3%	9.1%	4.0%
Away	2.7%	9.6%	44.5%	33.4%	9.8%

The FSF launched a campaign earlier in the year calling for clubs to cap the price on away match tickets. What do you think the cap should be?

Less than £20	5%
Between £20 and £25	21%
Between £25 and £30	36%
Between £30 and £40	33%
Over £40	5%

How often do you buy a replica shirt?

	Always	Sometimes	Never
Home Shirt	23%	53%	24%
Away Shirt (yellow)	10%	47%	42%
Away Shirt (other than yellow)	5%	35%	60%



Would the choice of a new kit manufacturer make you more or less likely to buy a replica shirt?

More likely	10%
Same	84%
Less likely	6%

Do you feel the atmosphere at home games has improved this season?

Yes	44%
No	56%

What has been the best atmosphere at a game this season (home or away)?

1. Tottenham (H)	56%
2. Wigan (H)	7%
3. Man United (H)	6%
4. Reading (A – LC)	4%
5. Newcastle (H)	3%
Other	24%

Who have been the best away fans to visit Ashburton Grove this season?

1. Bayern Munich	43%
2. Schalke 04	38%
3. Olympiacos	11%
4. Montpellier	3%
5. Wigan	1%
Other	4%

Best chant heard this season?

1. Na na na na na na, na na na, Giroud!
2. We're Coming For You/It's Happened Again (Tottenham Hotspur)
3. Oh Santi Cazorla
4. We've got a Big F*cking German
5. There were ten Tottenham points in the gap

Which is the best banner seen at Arsenal this season?

1. Remember who you are, what you are and who you represent
2. Shere Willpower
3. In Arsène We Trust
4. Arsène Thanks for the memories but it's time to say goodbye
5. Over and over and over again

Have you bought the match-day programme this season (in print or on iPad)?

Every game	19%
Occasionally	29%
Never	52%

How often do you buy food and/or drink in the stadium on match-days?

Every game	11%
Most games	13%
Sometimes	21%
Rarely	25%
Never	30%

Within the last two years have you ever been to or are you considering going to an Arsenal reserves or youth team game?

Been to	16%
Considering	42%
Not interested	42%

Within the last two years have you ever been to or are you considering going to an Arsenal Ladies game?

Been to	8%
Considering	27%
Not interested	65%



Have you ever watched a match on the internet?

Yes	84%
No	16%

If it was available through an authorised provider, would you be willing to pay a small fee, say £2 per match, to watch games on the internet?

Yes	66%
No	12%
Maybe	22%

Would you be in favour of Arsenal (and other Premier League clubs) being able to sell their own TV rights, like Real Madrid and Barcelona do in Spain, rather than the collective agreement which we currently operate within?

Yes	39%
No	40%
Don't Know	21%

Favourite Unofficial Arsenal Website/Blog (excluding the Online Gooner!)

1. Arseblog
2. Le Grove
3. arsenal-blog.com
4. Goonerholic
5. Untold Arsenal
6. Arsenal News Review
7. Arsenal Truth

If you use Twitter, who is the best Arsenal fan to follow?

1. @DarrenArsenal1
2. @Arseblog
3. @GeoffArsenal
4. @LittleDutchVA
5. @LeGrove
6. @KeiththeGooner
7. @PiersMorgan
8. @ArsenalGent
9. @LadyArse
10. @TimPayton

Favourite Matchday Pub



1. The Tollington
2. The Gunners
3. Twelve Pins
4. The Rocket
5. Auld Triangle
6. Arsenal Tavern
7. Highbury Barn
8. Bank of Friendship
9. Coronet
10. El Comandante

PART 4 – THE OWNERS AND THE BOARD

Stan Kroenke and Alisher Usmanov own around 95% of Arsenal shares between them. They are both billionaires and Usmanov is among the richest individuals in the UK. Bearing this in mind, should we continue to rely on the self-sustainability model (where the club only spends the revenues it raises) or seek investment from our major shareholders?

Seek investment	53%
Continue with self-sustaining model	37%
Not sure	9%
No view	1%

Stan Kroenke has been the majority shareholder of Arsenal for two years. How satisfied are you with the way he has managed the club?

Very satisfied	0.5%
Quite satisfied	3%
Neither satisfied or dissatisfied	18.5%
Quite dissatisfied	38%
Very dissatisfied	40%

Do you think Alisher Usmanov's Red and White Holdings, who own close to 30% of Arsenal, should be represented on the Arsenal Board?

Yes	83%
No	7%
Not sure	8%
No view	2%

Would you support or oppose a takeover of Arsenal Football Club by Red and White Holdings?

Support	42%
Oppose	18%
Not sure	35%
No view	5%

How satisfied are you with the performance of Ivan Gazidis as Arsenal Chief Executive?

Very satisfied	1%
Quite satisfied	15%
Neither satisfied or dissatisfied	35%
Quite dissatisfied	27%
Very dissatisfied	22%

Do you think new appointments are needed to the Arsenal Board?

Yes	86%
No	2%
Not sure	9%
No view	3%

How important do you think it is that Stan Kroenke actively supports the Fanshare scheme?

Very important	48%
Quite important	31%
Not very important	13%
Not at all important	8%



PART 5 – THE GOONER

What has been your favourite/least favourite Gooner front cover of the season?

	Favourite	Least Favourite
226	4%	10%
227	7%	3%
228	21%	5%
229	15%	15%
230	12%	3%
231	7%	4%
232	22%	6%
233	1%	16%
234	5%	6%
235	6%	32%

Of the regular features which have appeared in The Gooner this season, please let us know how much you enjoy each one.

1. Talking Reds
2. Well Played / Pain in the Arse
3. In the Away End
4. The Spy
5. Mickey Cannon
6. Inbox
7. Match Views
8. Anger Management
9. Gooner Essentials
10. Grounds for Concern
11. North Bank Times
12. Rixy's Believe It Or Not

Aside from the columnists included in the list of regulars above, who is your favourite Gooner writer?

- | | |
|--------------------|-----|
| 1. Simon Rose | 28% |
| 2. Mark Halfpenny | 16% |
| 3. Bernard Dowling | 13% |
| 4. David Oudot | 11% |
| 5. Robert Exley | 10% |
| 6. Peter Le Beau | 9% |
| 7. Matthew Bazell | 6% |
| Others | 7% |

How many issues of The Gooner have you bought this season?

None	32%
1 to 3	23%
4 to 6	13%
7 to 10	23%
Digital Subscriber	9%

How often do you visit The Online Gooner website - www.onlinegooner.com?

Daily	26%
Once a week	35%
Once a month	15%
Less frequently	17%
Never	7%

Do you think The Gooner and Online Gooner are:

Too negative	21%
Too positive	3%
About right	76%

Do you use the Gooner2Gooner Forum?

Yes and I regularly contribute posts	3%
Yes and I'm a registered member	5%
Yes but only as a guest to read it	14%
No	78%

How many of the Gooner podcasts have you listened to this season?

All of them	8%
Most of them (7+)	5%
Some of them (4-6)	7%
A few of them (1-3)	22%
None of them	58%