

Discover this season's 100/1, 66/1 and 50/1
Premier League Top Scorer value...



Premier League Top Scorers

The Top 7 Bets

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Inside this special report from Matt Nesbitt at Football Betting Data:

A unique guide to the bookies' Top Scorers markets - and the players
to follow this season...

Discover:

- The truth about last season's hotshots – and their chances this time round
- Favourites to follow... and the ones to avoid
- Missing In Action – proven scorers with a point to prove...
- Each way value on 100/1, 66/1 and 50/1 'underdogs'!
- The lowdown on this season's Premier League newcomers...
- Top Scorer 'Handicaps': Back a top striker at 22/1 - with a 12-goal head start!
- Profit from Premier League strike partners! Torres & Gerrard, Rooney & Owen and Anelka & Drogba go head-to-head...
- Football Betting Data's Top 7 scorer bets for 2009/10...

Turn the page to cash-in on the Premier League Top Scorers markets – AND
find out how to win big every week of the season...

>>> >>> >>>

Welcome to the Football Betting Data guide to the 2009/10 Top Scorers markets!

Inside this report I'll tell you the strikers to follow in the race for the Premier League 'Golden Boot' this season, the big-odds, big value players the bookies look to have under-rated – and give you the lowdown on the little-known 'Handicap' and 'specials' markets on offer.

This season's Top Scorer markets offer some great value. Cristiano Ronaldo has packed and left for Madrid – leaving the door open for anyone from Spanish superstar Fernando Torres, to the returning Michael Owen or the back-in-contention Didier Drogba, to grab the goal-scoring glory.

How will last season's hotshot Anelka fare this time round? Will Robbie Keane return to his old scoring ways now he's back at Spurs? Will Darren Bent be the main man for his new club Sunderland? And how exactly will Man City manage to juggle all the new strikers they've signed!

Find out below...

Premier League 2008/9 - Last season's Top Scorers

Player	Club	Games	Goals	2009/10 odds
N.Anelka	Chelsea	37	19	14/1
(C.Ronaldo)	(Man Utd)	33	18	n/a
S.Gerrard	Liverpool	31	16	20/1
Robinho	Man City	31	14	22/1
F.Torres	Liverpool	24	14	4/1
G.Agbonlahor	Aston Villa	36	12	66/1
D.Bent	(Tottenham)	33	12	50/1
K.Davies	Bolton	38	12	200/1
D.Kuyt	Liverpool	38	12	80/1
F.Lampard	Chelsea	37	12	33/1
W.Rooney	Man Utd	30	12	12/1
J.Carew	Aston Villa	27	11	66/1
P.Crouch	(Portsmouth)	38	11	66/1
R.Fuller	Stoke City	34	11	200/1
R.van Persie	Arsenal	28	11	18/1

- There were 9 players on 10 goals

(Brackets) = Player no longer at club.

Each Way terms: ¼ odds for 1,2,3,4 places.

Other selected odds:

E.Adebayor	25/1
J.Defoe	25/1
R.Keane	66/1
D.Berbatov	25/1
M.Owen	12/1

D.Drogba	9/1
C.Tevez	25/1
R.Santa Cruz	40/1
A.Yakubu	66/1
Eduardo	33/1

Last Season's Hotshots...

Nicolas Anelka (14/1) won the Top Scorer award last season with 19 goals and a 'one in two' strike rate. But the bookies don't seem too scared of him – he's 14/1. Torres, Rooney and Anelka's Chelsea team-mate Drogba are all ahead of him in the 2009/10 betting...

Fernando Torres (4/1) missed a chunk of last season through injury and was also playing while not 100% fit for large periods. He still managed to get 14 goals from 24 Premier League appearances though – on the back of 24 goals from 33 games the season before – and that's why the bookies make him the 4/1 favourite.

Cristiano Ronaldo has gone to Real Madrid, so it will be up to strikers Wayne Rooney (12/1), Michael Owen (12/1) and Dimitar Berbatov (25/1) to get the goals for Man Utd.

Steven Gerrard (20/1) racked up his best ever Premier League scoring tally last season, with 16 goals putting him third in the Top Scorer chart – a great achievement for a midfielder. Gerrard's previous best was 11 goals – and it would take another exceptional season for him to be in the running again this time around.

Robinho (22/1) was accused of being a 'homer' last season – 11 of his 14 league goals were scored at the City of Manchester Stadium. Man City signed a hatful of strikers over the summer – including Roque Santa Cruz, Craig Bellamy, Carlos Tevez and Emanuel Adebayor – but will any of them play enough games to challenge for the Top Scorer award?

- From this list of favourites, it's hard to pick anyone above Torres at 4/1 (Coral and Betfred). In his last full season he racked up 24 goals – last year Anelka took the 'Golden Boot' with just 19 – and he's averaged 0.66 goals per game since arriving in the Premier League two seasons ago.

Missing In Action...

D.Drogba 9/1

Before last season, Didier Drogba had scored 50 goals in 110 Premier League appearances for Chelsea – a tremendous strike rate. Last season was an 'off' one for Drogba, marred by injury and reports of behind-the-scenes squabbling. He was

nowhere to be seen on the Top Scorer chart, with 5 goals from 24 appearances (15 starts).

However, Drogba remains one of the league's star strikers – and the bookies are taking no chances, making him the 9/1 second-favourite to be Top Scorer in 2009/10.

A.Yakubu 66/1

Another player missing from the scorer charts last season was Everton's Ayegbeni Yakubu. He missed over half the season with injury, limiting his goal tally to just 4. But in previous seasons he recorded tallies of 15, 12, 13, 13 and 16 – and another total in the mid-teens this season could see Yakubu challenge for a place near the top of the scorer chart. He can be backed each way at 66/1 – and his new strike partner Jo is also a 66/1-shot.

M.Owen 12/1

Michael Owen ended 2008/9 by being relegated to the Championship with Newcastle. But he made a surprise summer move to Premier League winners Man Utd – and because it's Man Utd, the bookies have given him a short price...

Owen is 12/1 to be Top Scorer in 2009/10 – and that doesn't look great value. His career has been plagued by injuries, so there are question marks over whether he will be fit enough to play 30-odd games this season at the very highest level.

It's also worth noting that Owen has never scored 20 goals in a Premier League season - last season 19 strikes were needed for Anelka to win Top Scorer. The each way price of 4/1 for Owen to finish in the Top 4 scorers this season doesn't look particularly appealing, either.

The Underdogs...

With Ronaldo gone, the Top Scorer market looks more open than it has done for a couple of years. Torres and Drogba head the betting – and every other player is available at double-figure or treble-figure prices. Meaning there's value to be found by backing 'underdogs' each way at big odds...

R.Keane 66/1

Tottenham look to have a good set of strikers on the books – with Jermain Defoe (25/1), Robbie Keane (66/1) and Peter Crouch (66/1) the main contenders. Over the years, Robbie Keane has the best scoring record of those three – bagging at least 10 Premier League goals every season since 2002/3. He would also be the favourite to take penalties for Spurs this season, ahead of Defoe and Crouch.

Last season was skewed by a spell on the subs' bench at Liverpool – but when he returned to Tottenham, Robbie scored 5 goals in 14 games. He scored 15 goals for Tottenham the season before.

Keane is 66/1 in the Top Scorer market, with each way terms of a quarter of the odds meaning you'll get 16/1 for him finishing in the top 4 places.

J.Beattie 100/1

James Beattie joined Stoke in January 2009 and was an instant hit – scoring 7 goals in 16 Premier League games by the end of the season. He has a proven record at this level – 72 goals in 192 Premier League appearances to date. Beattie will be on our list of strikers to look out for in the Anytime Scorer and First Scorer markets this season, but playing for a low-scoring team like Stoke, it looks a big ask for him to register at the top end of the overall Top Scorer chart.

D.Bent 50/1

Darren Bent is another striker with a proven record, who plies his trade outside of the 'Big 4' of Man Utd, Liverpool, Chelsea and Arsenal. He's scored at least 12 goals in 3 of his last 4 Premier League seasons, and a summer move to Sunderland should give him the opportunity to play more games.

F.Lampard 33/1

Frank Lampard hit 12 league goals last season – and has scored 10 or more goals in the last 6 Premier League seasons in a row for Chelsea. Like Gerrard for Liverpool, Lampard is a goal-scoring midfielder certain to get plenty of games – and playing for a top, high-scoring team. Penalty and free kick taker.

R.van Persie 18/1

Due to injury, Robin van Persie has yet to make break the 30-game barrier in a Premier League season – limiting his chances of a high goals tally. In 2007/8 he got 7 goals in 15 games and last season he netted 11 times in 28 appearances. He takes penalties and free kicks, too – and that's always worth knowing when looking at goal-scorer bets.

- Robbie Keane looks the pick here. Considering his scoring record, his price looks massive - at 66/1 each way (Paddy Power and Bet365).

The Newcomers...

Hugo Rodallega (200/1) has arrived at Wigan from South America with a goal-scoring reputation to live up to - but he's an unknown quantity at Premier League level. New Wigan boss Roberto Martinez has also signed Jason Scotland (200/1) – a player that scored 53 goals in 103 games for his old club, Swansea. An impressive record – but he's another player with no Premier League experience.

A quick word on the three promoted teams...

Sylvian Ebanks-Blake (100/1) scored 25 times in 41 games for Wolves in the Championship last season – but he has no top-flight experience (and his team are Even money to be relegated this season).

The two Burnley players highest up the bookies' list are Martin Paterson (150/1) and Robbie Blake (250/1). Those odds don't lie, and it's hard to make a case for a double-figure goals tally from either of them.

Kevin Phillips (200/1) was Birmingham's Top Scorer last season with 14 goals. He's scored plenty of Premier League goals in years gone by – but he's 36 years of age now, and he can't seriously be backed in any outright markets. But at odds-against prices, he could be one to watch for Anytime Scorer bets during the season.

22/1 Top Scorer 'Handicaps'...

Three bookies – Betfred, Paddy Power and Skybet - are offering Premier League Top Scorer 'Handicap' markets this season. These are 'specials' bets that give a group of players a 'plus' goals handicap for the season – and the winner is the player top of the tree at the end of the season after all the handicaps have been applied.

All the bookies have Liverpool striker Fernando Torres as the favourite in this market. He gets no head start – this is called a 'zero' or 'scratch' handicap. Bets on Torres win if he is the Top Scorer after all the 'plus' handicaps have been applied to the other players.

The bookies will give you attractive odds of between 12/1 and 22/1 for any player in this market – and you can bet each way, too, for 1-3 places at a quarter of the odds.

With terms like that, the Handicap market offers the chance to land big odds by backing a favourite to do particularly well and outscore all his rivals by a margin – or by backing an 'underdog' with a big 'plus' handicap to rack up a decent double-figure tally.

As an example, here's how the top of last season's top scorers chart would look with this season's handicaps applied.

Player	2008/9 Goals	2009/10 Handicap	'Total'
N.Anelka	19	+6 Goals	25
S.Gerrard	16	+7	23
Robinho	14	+9	23
F.Torres	14	'Scratch'	14
D.Bent	12	+11	23
F.Lampard	12	+9.5	21.5
W.Rooney	12	+5.5	17.5

That table shows how a player with a big handicap – like Darren Bent +11 goals at 22/1 with Paddy Power – can finish high up the table once the handicaps have been taken into account. If Bent scored 12 goals again this season his handicap score would be 23. That would put him ahead of big names like Rooney and Lampard (taking their goal tallies from last season as a guide).

And on the other hand, if Torres was to play a full season this time around and continued to hit the back of the net at the rate he has done for the past two seasons (0.66 goals per game) – he'd be looking at a 25-goal total. To beat that, someone like Anelka would need to have another successful season – or an 'outsider' like Robbie Keane (10 goals last season and a +12.5 handicap this season) would need to get into the mid-teens.

Value in the SIZE of the Handicap – not just the odds

The important thing to remember with these Handicap bets is that they apply to ALL the players listed by the bookies. So in terms of finding a value bet, you need to look not only at the odds on offer – but also the SIZE of the handicaps being offered...

Here's the market at Betfred:

Top Goalscorer Handicap	
EW: 1/4 1,2,3	
Selection	Price
Torres, Fernando (Scr)	<input type="checkbox"/> 15/1
Drogba, Didier (+4)	<input type="checkbox"/> 15/1
Owen, Michael (+6)	<input type="checkbox"/> 15/1
Tevez, Carlos (+7)	<input type="checkbox"/> 15/1
Arshavin, Andrei (+8)	<input type="checkbox"/> 15/1
Crouch, Peter (+8)	<input type="checkbox"/> 15/1
Yakubu (+8)	<input type="checkbox"/> 15/1
Cole, Carlton (+8)	<input type="checkbox"/> 15/1
Johnson, Andy (+9)	<input type="checkbox"/> 15/1
Beattie, James (+9)	<input type="checkbox"/> 15/1
Mccarthy, Benni (+10)	<input type="checkbox"/> 15/1
Campbell, Fraizer (+10)	<input type="checkbox"/> 15/1
Rodallega, Hugo (+10)	<input type="checkbox"/> 15/1
Ebanks-Blake, Sylvain (+10)	<input type="checkbox"/> 15/1
Heskey, Emile (+11)	<input type="checkbox"/> 15/1
Davies, Kevin (+11)	<input type="checkbox"/> 15/1
Phillips, Kevin (+11)	<input type="checkbox"/> 15/1
Fletcher, Steven (+13)	<input type="checkbox"/> 15/1
Nugent, David (+13)	<input type="checkbox"/> 15/1
Geovanni (+15)	<input type="checkbox"/> 15/1

For example, Torres is 15/1 to win with Betfred and Skybet – and 22/1 with the same 'scratch' handicap at Paddy Power. But... although you get a bigger price at Paddy Power, Torres may well need to score more goals to come top of their handicap market – as the other players in the running have all been given bigger head starts.

Take Peter Crouch for instance – he's +8 goals with Betfred and Skybet, and +12 goals with Paddy Power. So at Betfred and Skybet, Torres needs to score over 8 goals more than Crouch to beat him. But at Paddy Power he need to score over 12 goals more than him. Those 4 goals could be the difference between a winning bet and a losing one. And remember, Crouch is just one of 20 or so players that Torres needs to outscore.

- In general the handicaps on offer at Betfred and Skybet are smaller than those at Paddy Power – meaning Torres has less ground to make up on his rivals. So if you were looking to back Torres, the 15/1 with them actually looks more appealing than the 22/1 with Paddy Power.

Back underdogs with a big head start

Two of the players we looked at above in the 'Underdogs' section – that hit 10 or more goals each in 2008/9 - are available with double-figure handicaps this season, at odds of 22/1.

Paddy Power give Robbie Keane a +12.5 Handicap and give Darren Bent +11.

Given both players' track records, and the fact that they are now both at clubs where they should play more games than last season, it's well within reach that both Keane and Bent could score over 10 goals each again – and end up with a handicap score of over 20. If so, that would certainly put both players in the running for an each way place in the end of season handicap charts.

See below for Paddy Power's Premier League Top Scorer 'Handicap' market for the 2009/10 season:

Premier League Top Goalscorer - Handicap Betting

Saturday, 15th August 2009, 12:45

Top Goalscorer - Handicap Betting				Hide <input type="checkbox"/>	
**Winner will be determined only after the handicap is added to all listed players. Dead heat rules apply. All Quoted. Singles Only.					
F Torres (+0)	22/1	D Berbatov (+9)	22/1	S Ebanks-Blake (+11.5)	22/1
D Drogba (+4.5)	22/1	Robinho (+9)	22/1	B McCarthy (+11.5)	22/1
W Rooney (+5.5)	22/1	A Arshavin (+9)	22/1	A Johnson (+11.5)	22/1
N Anelka (+6)	22/1	F Lampard (+9.5)	22/1	P Crouch (+12)	22/1
R Van Persie (+7)	22/1	G Agbonlahor (+10.5)	22/1	R Keane (+12.5)	22/1
S Gerrard (+7)	22/1	Yakubu (+10.5)	22/1	K Phillips (+14)	22/1
J Defoe (+7)	22/1	J Carew (+10.5)	22/1	J Elmander (+13.5)	22/1
M Owen (+8)	22/1	D Bent (+11)	22/1	M Paterson (+14)	22/1
E Adebayor (+8)	22/1	C Cole (+11)	22/1	Geovanni (+14.5)	22/1
Eduardo (+8)	22/1	K Jones (+11)	22/1	D Nugent (+15)	22/1
C Tevez (+8.5)	22/1	J Beattie (+11.5)	22/1	J Scotland (+15)	22/1

Each Way Odds 1/4 places 1,2,3

Robbie Keane +12.5 Goals looks the best value...

Out of the five players identified above in our Top Scorer 'Underdogs' list, Robbie Keane has been given the biggest handicap, at +12.5 goals. And at 22/1 that looks good value for an each way bet...

If you apply the Paddy Power handicap to Keane's tally from last year (10 goals), you get a total of 22.5 goals.

Let's say, for example, that Keane scores 10 goals again this season – and compare him on the handicap to the favourite, Torres, who has a 'scratch' (zero) handicap. Keane's 10 goals +12.5 handicap would give him 22.5. Meaning Torres would need to score 23 to beat him.

And remember, Keane has scored at least 10 league goals every season since 2002. If he was to score 15, his total in the handicap market would be 27.5. Let's say last season's Top Scorer, Anelka was to score 19 again – his total with his +7 handicap applied would be 26, which is still lower than Keane on 15 (+12.5) goals.

Of course this is all speculation – but it does show the value on offer in Keane's +12.5 handicap, given his track record for 10+ goals per season.

- Keane has got one of the biggest handicaps on the list (+12.5) – and looks good value at 22/1. And at a quarter the odds each way, you'd be looking

at an 11/2 payout if he finished in the top 3 places in that Paddy Power market.

- The same goes for Darren Bent – each way at 22/1 with a +11 handicap at Paddy Power.

Profit from this Premier League 'Pairings Handicap'...

In a novel twist on the Top Scorer Handicaps market, Skybet are offering a special 'Pairings Handicap' – betting on how many goals two players from the same team will score, with a handicap applied, versus all their pairings from the other Premier League teams.

For example, Torres and Gerrard form the pairing for Liverpool, and Ebanks-Blake and Doyle lead the line for Wolves.

Each pairing is available at 15/1 and each way terms of a quarter odds of 1-4 places are available.

Here are the pairs and their handicaps:

Top Scoring PL Pairing Handicap 2009/10 - Win Special		
<input type="checkbox"/> Torres and Gerrard scr 15/1	<input type="checkbox"/> Bent and Jones +15 15/1	<input type="checkbox"/> Benitez and Jerome +23 15/1
<input type="checkbox"/> Rooney and Owen +6 15/1	<input type="checkbox"/> Carew and Agbonlahor +18 15/1	<input type="checkbox"/> Davies and Elmander +23 15/1
<input type="checkbox"/> Anelka and Drogba +10 15/1	<input type="checkbox"/> Beattie and Fuller +18 15/1	<input type="checkbox"/> McCarthy and Roberts +23 15/1
<input type="checkbox"/> Adebayor and Tevez +12 15/1	<input type="checkbox"/> Kamara and Johnson +21 15/1	<input type="checkbox"/> Nugent and Kranjcar +27 15/1
<input type="checkbox"/> Van Persie and Arshavin +12 15/1	<input type="checkbox"/> Cole and Dyer +23 15/1	<input type="checkbox"/> Paterson and Blake +27 15/1
<input type="checkbox"/> Crouch and Defoe +14 15/1	<input type="checkbox"/> Ebanks-Blake and Doyle +21 15/1	<input type="checkbox"/> Cousin and Geovanni +28 15/1
<input type="checkbox"/> Jo and Saha +14 15/1	<input type="checkbox"/> Scotland and Rodallega +22 15/1	

Each Way terms: 1/4 of odds for 1st 4 places
Note: Which pairing will score the most Premier League goals in 2009/10 when the relevant goals are added? Both players must play in at least one Premier League match. If any player moves to another PL club, his goals for that club will count towards the total.

The likely lads...

Skybet clearly see Torres and Gerrard as the pair to beat - awarding a zero (or 'scratch') handicap. The Liverpool pair racked up 30 goals between them last season - with Torres' 14 coming from just 24 league games. So another 30+ total could well be on the cards.

Man United's Rooney and Owen get a +6 head start. Rooney's 12 last time out might improve with a more prominent role, minus Ronaldo. But much depends on how many games their new No.7 gets. Owen managed 8 goals last season - no mean feat in a shambolic Newcastle team, so a joint effort of around 30 seems plausible.

Next up are Chelsea's duo, with a generous looking +10. Anelka topped the charts last year with 19 on his own. Drogba limped in with just 5. The same again (+10) would put them on 34 and - although we don't know how Ancelotti will play them yet - on talent alone, this pair are well capable of 15-20 goals apiece.

Some less likely lads who might be worth a closer look...

Outside those big three, some big handicaps awarded to some less likely pairs make interesting - and potentially lucrative - reading...

Wigan's Scotland and Rodallega get a +22 start. New manager Martinez's first act was to plunder his old club Swansea for the Trinidad and Tobago international Jason Scotland, who scored 53 goals in 103 matches for the Swans. His partner Rodallega boasts a similar ratio in Colombia and Mexico leagues and scored 3 from 9 starts last season. If they manage 15 between them (+22) it'll need a total of 38 to beat them.

Hull duo Cousin and Geovanni are awarded the biggest head start (+28) as you might expect, following their terrible end to last season. Daniel Cousin struck a meagre 4 (from 27 matches) last term, with Brazilian Geovanni notching a useful 8. They might be a popular tip to go down, but if the two at the sharp-end for Hull manage the same again (+28) they'll be on 40 goals - a tough haul to beat.

And consider what the Stoke pair Beattie and Fuller achieved last season. Beattie proved arguably the best January signing, firing in 7 goals in just 16 matches helping secure 12th place. Strike partner Ricardo Fuller weighed in with a decent 11 for the season. With a +18 start from the bookies, a similar effort - and Beattie will have twice the opportunity, remember - would see a 36+ total.

- Torres and Gerrard ('scratch' handicap) look the men to beat – fitness permitting. And of the outsiders, Cousin and Geovanni +18 look decent value. Both those pairings can be backed at 15/1 each way with Skybet.

Football Betting Data's Top 7 scorer bets for 2009/10...

Here's a summary of the top selections we've highlighted in this report. Each of these players represents good value in the markets we've looked at...

Premier League 2009/10 – ‘Top Scorer’

- F.Torres @ 4/1 with Coral and Betfred
- R.Keane @ 66/1 each way with Paddy Power and Bet365 (each way terms ¼ odds for 1-4 places)

Top Scorer ‘Handicap’

- F.Torres (‘scratch’ handicap) @ 15/1 each way with Betfred and Skybet (each way terms ¼ odds for 1-3 places)
- R.Keane +12.5 handicap @ 22/1 each way with Paddy Power (each way terms ¼ odds for 1-3 places)
- D.Bent +11 handicap @ 22/1 each way with Paddy Power (each way terms ¼ odds for 1-3 places)

‘Pairings Handicap’

- Torres and Gerrard (‘scratch’ handicap) @ 15/1 each way with Skybet (each way ¼ odds for 1-4 places)
- Cousin and Geovanni +28 handicap @ 15/1 each way with Skybet (each way ¼ odds for 1-4 places)

I’ll keep you up-to-date with how our selections are getting on in weekly Football Betting Data emails throughout the season...

Good luck!

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Tottenham Hotspur

Shots & Possession

	Total Shots		Ave Shots		Shots on Tar	
	For	Against	For	Against	For	Against
Home	105	87	18	15	31	29
On Avg Home	101	81	16	13	33	28
Away	79	104	11	15	26	47
On Avg Away	81	101	13	16	26	33

Goals: Total Average Under Over 2.5 Goals

Go to the Team Pages

Exclusive stats for all 20 Premier League teams. Every team has its own dedicated page packed with stats in all the key performance areas - Goals, Scorers, Corners and Bookings. All data is bang up to date and displayed in specific betting categories, highlighting the moneymaking opportunities in EVERY team.

Head-2-Head

Use the tabs below to see more detailed data in each betting category

Overall Form Goals Corners Bookings

Team: Newcastle United v West Ham United

Form: 51.9% Possession: 49.7%

Matches Played: 6

League Position: 11

Go to the Head-2-Head

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Best wishes,

Matt Nesbitt

Football Betting Data