

## Dons Trust Membership Experience Survey Results

### 1. About you and AFC Wimbledon (please select all that apply)

	Response Percent	Response Count
Season ticket holder	22.6%**	509
Shareholder	18.8%**	384
Dons Trust member	29.5%**	643
None of these		97

\*\* of total season ticket holder, shareholders and DT members respectively

### 2. If you aren't a Dons Trust (DT) member please select one of the following

	Response Count
I have never been a DT member	95
I was a DT member but didn't renew my membership	92
I am thinking of becoming a DT member	59
I'm not sure if I'm a DT member or not	18

### 3. What is your attitude to the Dons Trust (DT)? (please select one per line)

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
The DT does a great job ensuring that AFC Wimbledon continues to advance while remaining a fan's owned club	41.9%	37.5%	13.4%	4.7%	2.5%
The DT does a good job ensuring that AFC Wimbledon remains a fans' owned club in what sometimes seem to be difficult circumstances	48.4%	33.5%	11.9%	3.8%	2.4%
The DT does an OK job ensuring that AFC Wimbledon remains a fans' owned club but I worry that there are limitations in the DT structure that are starting to hold back the club's progress	10.3%	37.5%	25.8%	17.0%	9.6%

**3. What is your attitude to the Dons Trust (DT)? (please select one per line)**

The DT is losing its way and gets too bogged down with side issues and the limitations in its structure	7.2%	22.1%	32.1%	21.8%	16.8%
I'm not sure what the DT does	5.2%	14.9%	13.0%	28.5%	38.4%
Other (please state below)					50

**4. What is your attitude to DT membership? (please select one per line)**

	<b>Strongly agree</b>	<b>Slightly agree</b>	<b>Neither agree nor disagree</b>	<b>Slightly disagree</b>	<b>Strongly disagree</b>
The membership fee is too expensive	1.9%	7.5%	25.7%	19.1%	45.8%
The membership fee is good value for money	38.8%	20.8%	60.3%	2.7%	1.4%
The benefits of the DT to the club are clear	32.5%	36.3%	17.6%	10.1%	3.5%
The relationship between the DT and the club is clear to me	27.3%	34.1%	16.4%	17.4%	4.8%
There are no benefits to me in joining	4.8%	12.2%	17.2%	25.0%	40.8%
DT members help ensure that the club remains a fans' owned club	63.2%	27.8%	6.8%	1.2%	1.0%
The DT is just a talking shop	3.6%	13.9%	24.2%	25.7%	32.6%
DT membership enables supporters to have a say on the important issues	45.9%	37.6%	8.2%	5.6%	2.7%
I don't need to join the DT as I help the club by being a volunteer	1.1%	2.2%	36.3%	14.3%	46.1%
Other (please state below)					40

**5. What would persuade you to join the DT (if you are a non member) or would make you feel more positive about your membership (if you are a member)**

	Very imp't	Slightly imp't	Neutral	Slightly unimp't	Not at all imp't	Resp Count
More frequent and clearer communication of the work the DT is doing and how it benefits the club	48.1%	36.0%	12.4%	2.3%	1.1%	
Clearer communication of the benefits the DT brings to the club	46.4%	36.9%	13.3%	2.2%	1.1%	
Tangible benefits such as a members' bar area, a DT open day with the manager and players, having priority on hard to get match tickets and SMS messages	30.5%	31.9%	19.6%	8.1%	9.8%	
Better access to the decision making process such as online voting and/or DT meetings at more convenient times	40.3%	37.5%	18.0%	2.6%	1.6%	
Other (please state below)						60

**6. Please rank the following potential exclusive benefits and incentives that may be considered as part of the DT membership package with '1' being your first choice, '2' being your second choice etc**

(Note: each vote for '1' multiplied by 12, each vote for '2' multiplied by 11 etc)

**Largest vote to smallest**

Priority booking on match tickets	7388
Annual open day	6444
Book and print match tickets online	5899
Discounted goods sales exclusive	5727
Members website log in	5409
Priority booking for other events	5186
Loyalty points on match tickets	5029
SMS messaging	4697
Priority serving area in the bar	3760
Members exclusive bar area	3725
Loyalty points for getting a friend to join	3192

