

# Dons Trust Membership Survey 2024



## Overview

The Dons Trust Board surveyed members on four membership proposals in March and April 2024. Our aim was to gather members' opinions and views ahead of the new season.

The proposals were on:

1. Standard membership pricing
2. Concessions membership pricing
3. Enhanced benefits for Dons Trust members
4. Inclusion of Dons Trust membership with Season Tickets.

There were **1,496** completed responses to the survey. Which is **44%** of the membership

We asked for members' level of agreement on a scale of 1 to 5, where 1 stood for the lowest level of agreement and 5 stood for the highest level of agreement.

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## Next steps

The Board were delighted by the response rate and want to increase the number of surveys we take to members on a whole range of issues in the next year.

Surveys and polls are just one of the ways we can engage members, including formal meetings (AGMs and SGMs), Meet the DTB online sessions, the matchday kiosk, email, ProBoards and informal chats.

We were very appreciative of the members who left free text comments and questions. We have looked at these and will take them on board as we develop our membership offering and service. We will aim to cover any questions raised in the FAQs doc and in our other communications.

We will now work with the Club to find the best ways to introduce these proposals, alongside the very important work of increasing membership and engagement in range of other ways.

Our initial plans include a commitment to a full communications and engagement programme for new members.

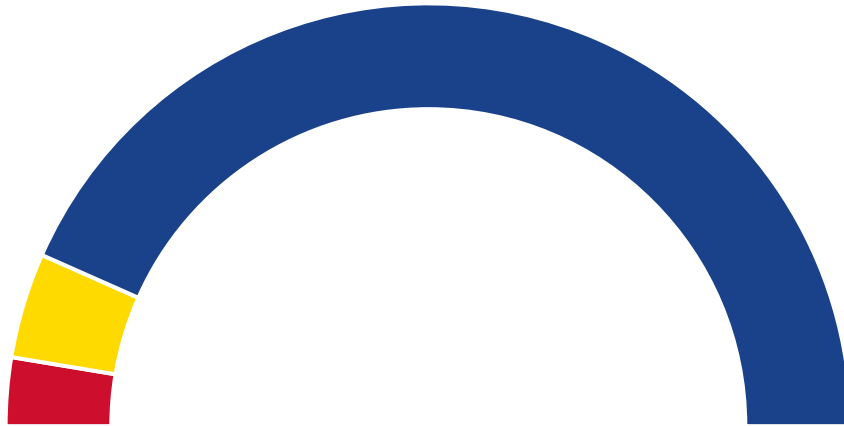
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## Question 1

The Dons Trust Board is proposing to increase the annual Dons Trust membership for adults from £25 to £30 for 2024-25.

**87%** of members agreed (68% strongly) to the change in standard membership prices.



■ Disagree ■ Neutral ■ Agree

	Percentage of respondents	Number of respondents
Agree	87%	1,294
Neutral	8%	120
Disagree	5%	78

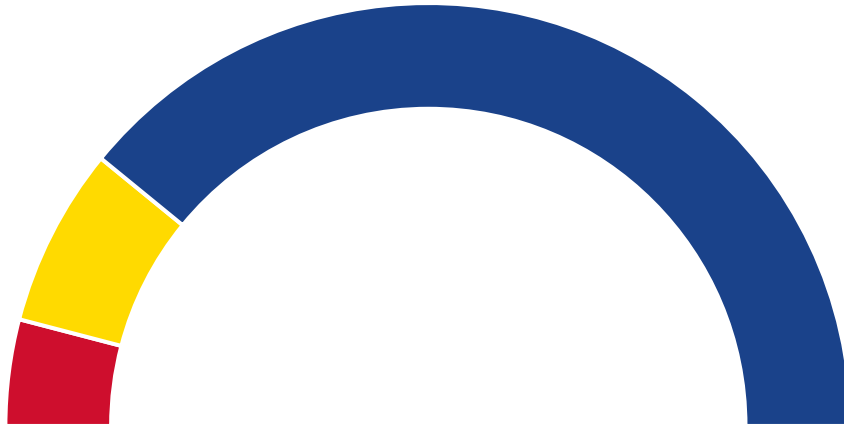
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## Question 2

The Dons Trust Board is proposing to increase the annual Dons Trust membership for concessions from £10 to £15 starting 2024-25.

**78%** of members agreed (60% strongly) to the change in concession membership prices.



■ Disagree ■ Neutral ■ Agree

	Percentage of respondents	Number of respondents
Agree	78%	1,165
Neutral	14%	204
Disagree	8%	121

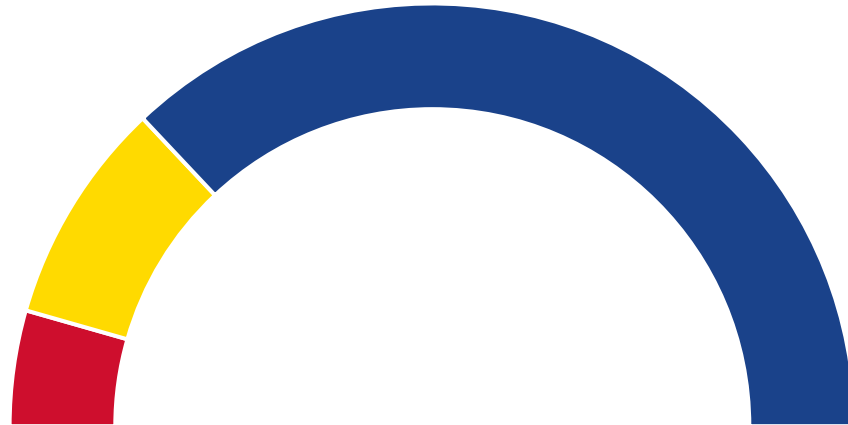
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## Question 3

The Dons Trust and the Club would like to sell an enhanced membership to non-season ticket holders which would include the usual Dons Trust membership as well as extra benefits provided by the Club.

**74%** of members agreed (54% strongly) to the change to sell an enhanced membership.



■ Disagree ■ Neutral ■ Agree

	Percentage of respondents	Number of respondents
Agree	74%	1,106
Neutral	17%	256
Disagree	9%	132

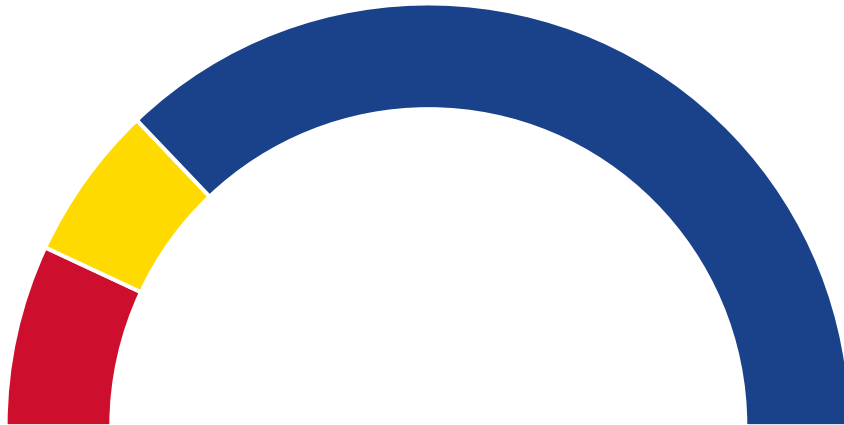
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## Question 4

We would like to provide the opportunity for every Wimbledon fan to be a member of the Trust by including Dons Trust membership as default with a season ticket purchase unless they explicitly choose not to by using the 'opt out'.

**74%** of members agreed (58% strongly) to the including membership as default with a season ticket.



■ Disagree ■ Neutral ■ Agree

	Percentage of respondents	Number of respondents
Agree	74%	1,106
Neutral	12%	177
Disagree	14%	207



# APPENDIX

# Dons Trust Membership Survey 2024



## Assumptions and adjustments

*The following assumptions will be made in this analysis.*

*Option 1 and 2 = Disagreement*

*Option 3 = Neutral*

*Option 4 and 5 = Agreement*

*2 additional results were added manually as they were emailed in separately*

# Dons Trust Membership Survey 2024



## Survey Questions in full

### Question 1:

To help us to fund all of the things we have outlined in the accompanying background note, and to reflect increased costs from inflation, the Dons Trust Board is proposing to increase the annual Dons Trust membership for adults from £25 to £30, commencing from 2024-25.

### Question 2:

To help us to fund all of the things we have outlined in the accompanying note, and to reflect increased costs from inflation, the Dons Trust Board is proposing to increase the annual Dons Trust membership for concessions from £10 to £15, commencing from 2024-25.

### Question 3:

The Dons Trust and the Club would like to sell an enhanced membership to non-season ticket holders which would include the usual Dons Trust membership as well as extra benefits provided by the Club.

### Question 4:

One of the targets of the Dons Trust is to grow our membership. We would like to provide the opportunity for every Wimbledon fan to be a member of the Trust by including Dons Trust membership with a season ticket purchase. Season ticket holders will become a member of the Trust unless they explicitly choose not to by using the 'opt out'.

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## Survey results in full

Question 1:

	Percentage of respondents	Number of respondents
5	68%	1,012
4	19%	282
3	8%	120
2	1%	22
1	4%	56

Question 2:

	Percentage of respondents	Number of respondents
5	60%	893
4	18%	272
3	14%	204
2	3%	41
1	5%	80

Question 3:

	Percentage of respondents	Number of respondents
5	54%	807
4	20%	299
3	17%	256
2	3%	50
1	5%	82

Question 4:

	Percentage of respondents	Number of respondents
5	58%	864
4	16%	242
3	12%	177
2	5%	71
1	9%	136