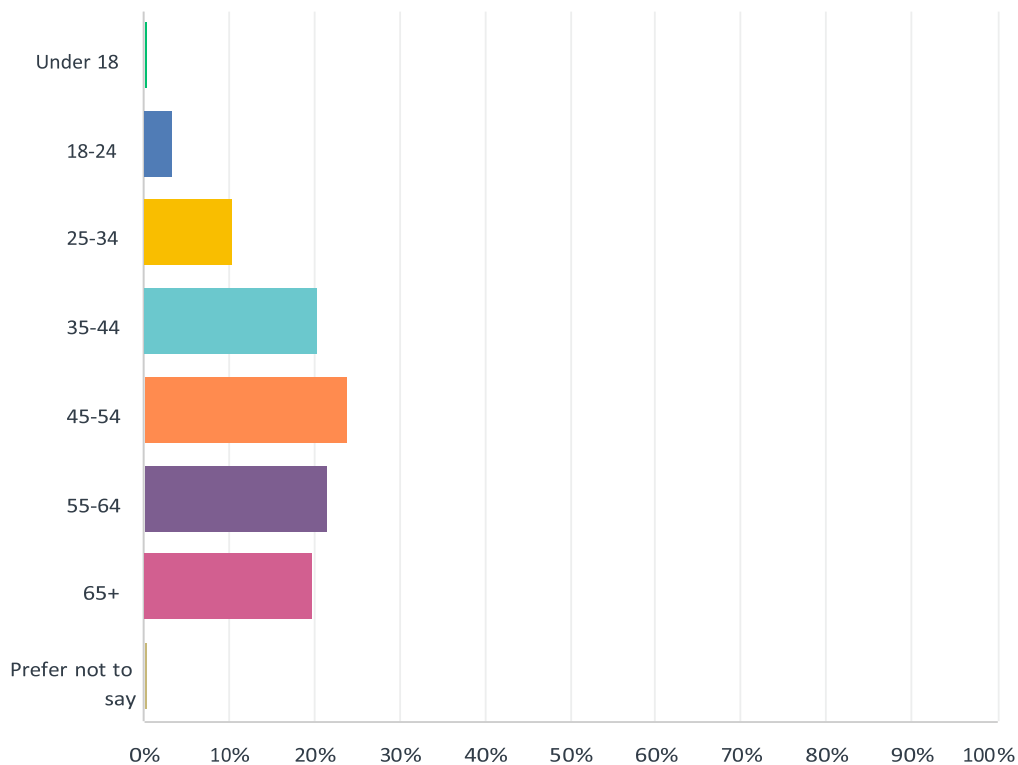


Q1 How old are you?

Answered: 1,456

Skipped: 0

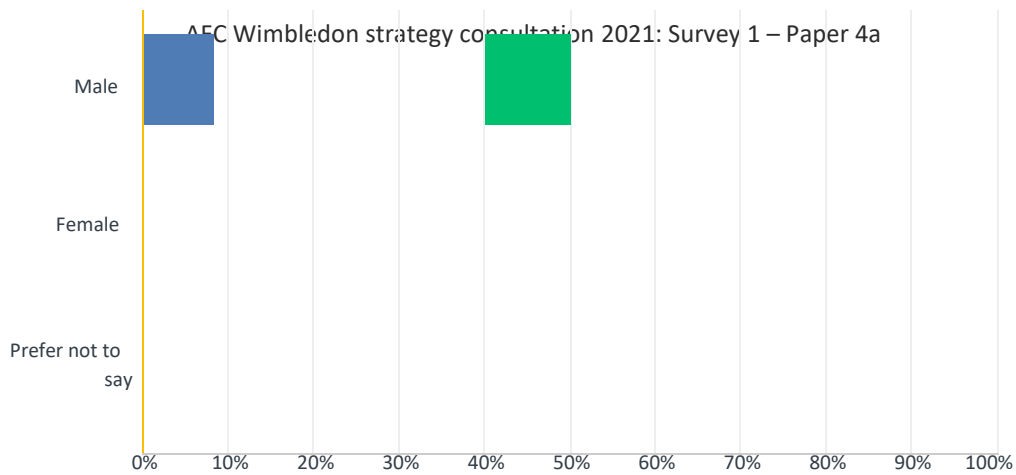


ANSWER CHOICES	RESPONSES	
Under 18	0.21%	3
18-24	3.50%	51
25-34	10.37%	151
35-44	20.40%	297
45-54	23.83%	347
55-64	21.50%	313
65+	19.78%	288
Prefer not to say	0.41%	6
TOTAL		1,456

Q2 How would you describe your gender?

Answered: 1,448

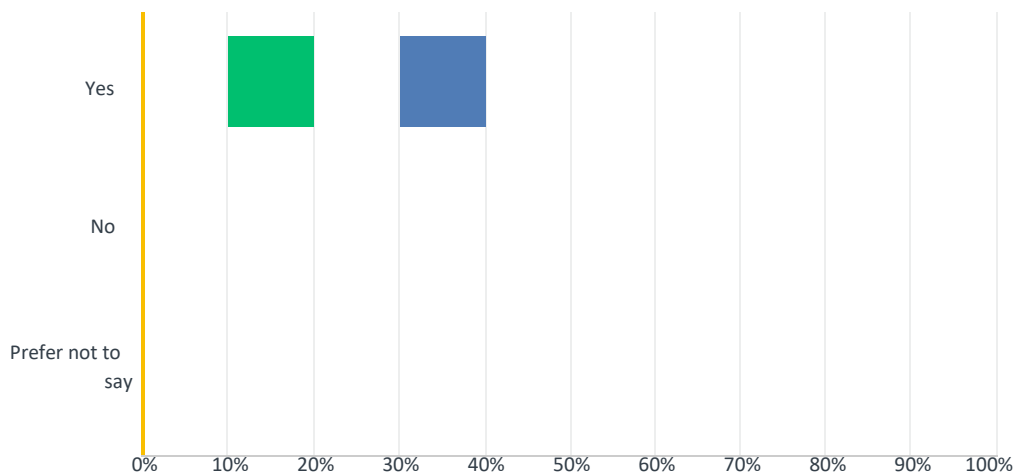
Skipped: 8



ANSWER CHOICES	RESPONSES	
Male	91.30%	1,322
Female	8.29%	120
Prefer not to say	0.41%	6
TOTAL		1,448

Q3 Were you a season ticket holder for the 20/21 season?

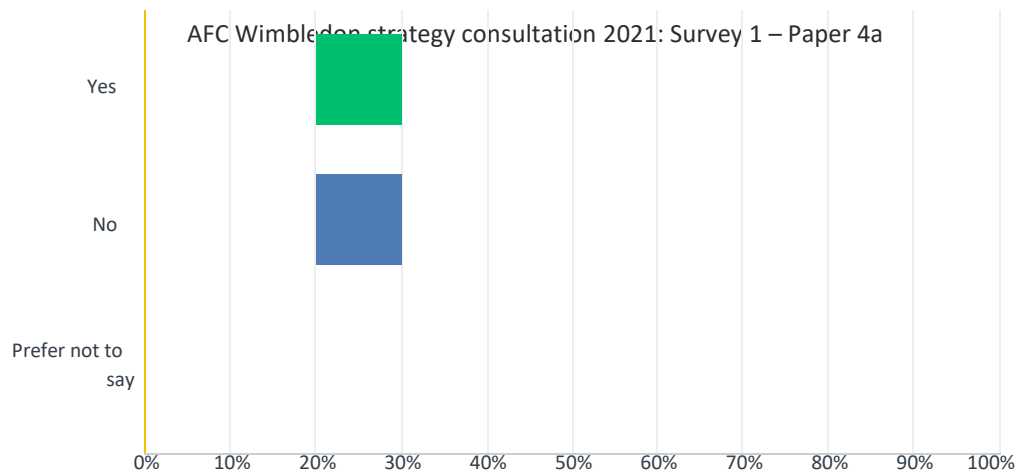
Answered: 1,456 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	38.12%	555
No	61.26%	892
Prefer not to say	0.62%	9
TOTAL		1,456

Q4 Were you a season ticket holder for the 19/20 season?

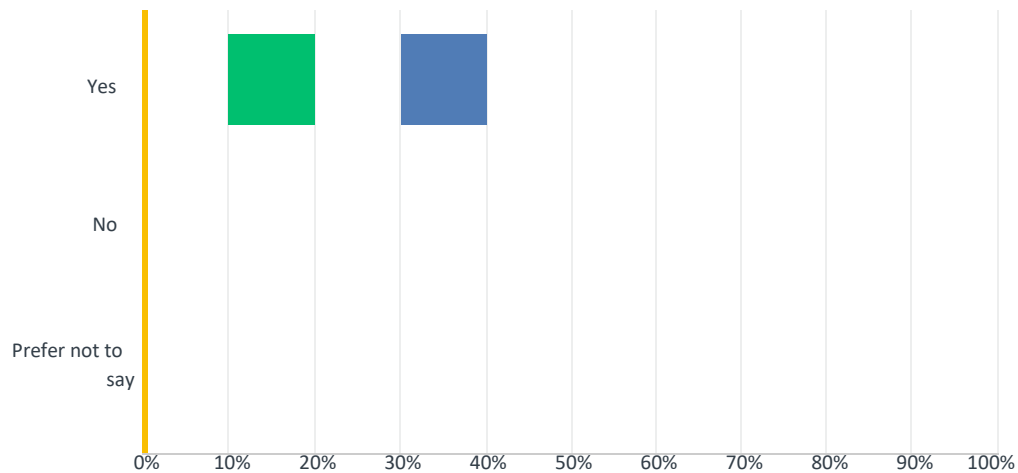
Answered: 1,456 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	42.58% 620
No	57.01% 830
Prefer not to say	0.41% 6
TOTAL	1,456

Q5 Are you a debenture holder?

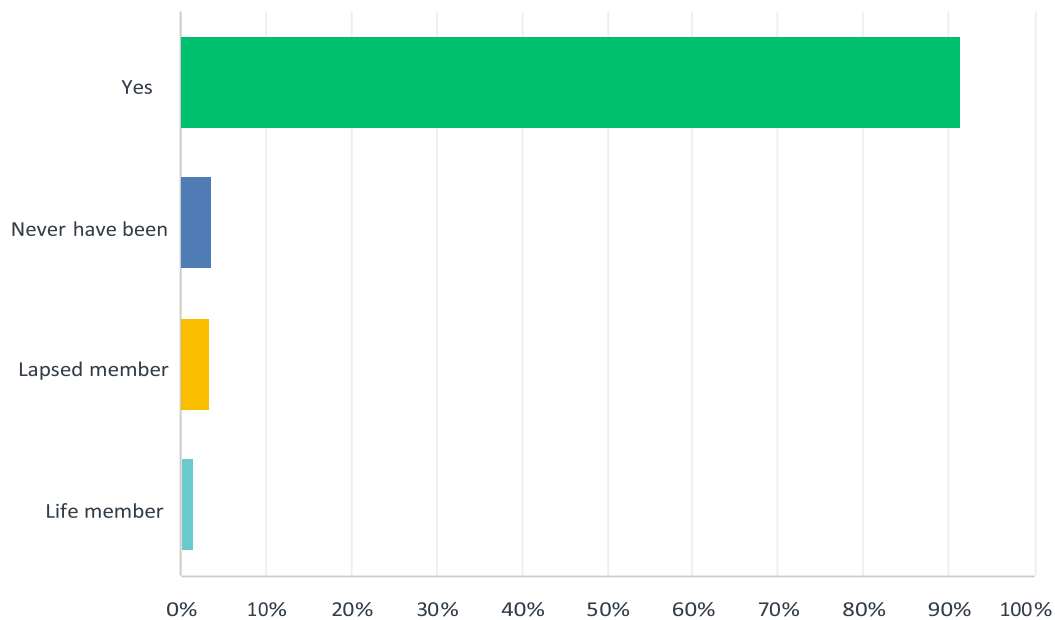
Answered: 1,456 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	34.20% 498
No	64.90% 945
Prefer not to say	0.89% 13
TOTAL	1,456

Q6 Are you a member of the Dons Trust?

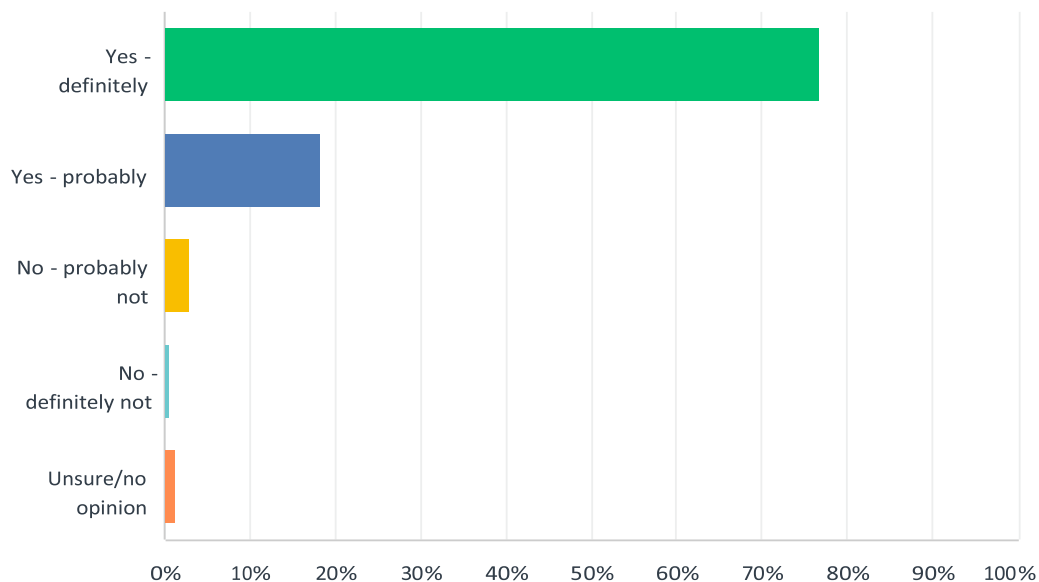
Answered: 1,456 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.41%	1,331
Never have been	3.71%	54
Lapsed member	3.37%	49
Life member	1.51%	22
TOTAL		1,456

Q7 AFC Wimbledon is a fan-owned club. In principle, would you like AFC Wimbledon to remain a fan-owned club?

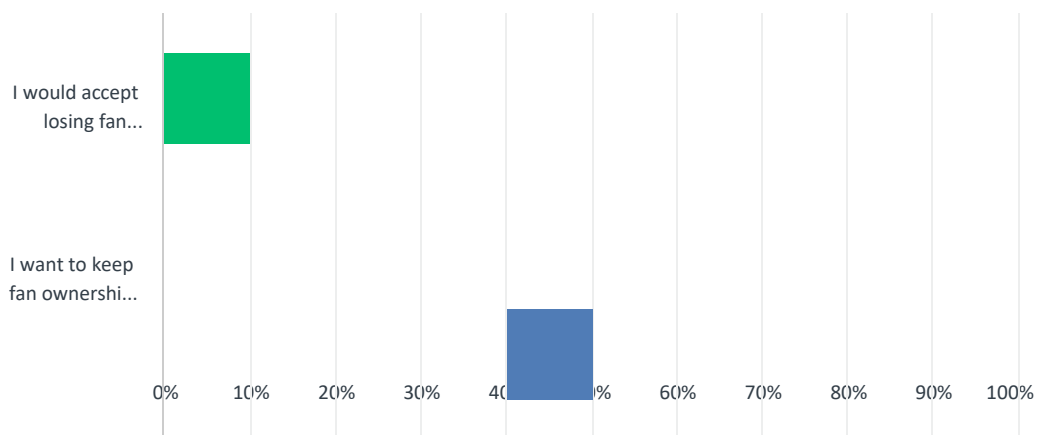
Answered: 1,449 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes - definitely	76.81%	1,113
Yes - probably	18.29%	265
No - probably not	3.04%	44
No - definitely not	0.62%	9
Unsure/no opinion	1.24%	18
TOTAL		1,449

Q8 Which of these two options comes closest to your opinion, even if neither is exactly right?

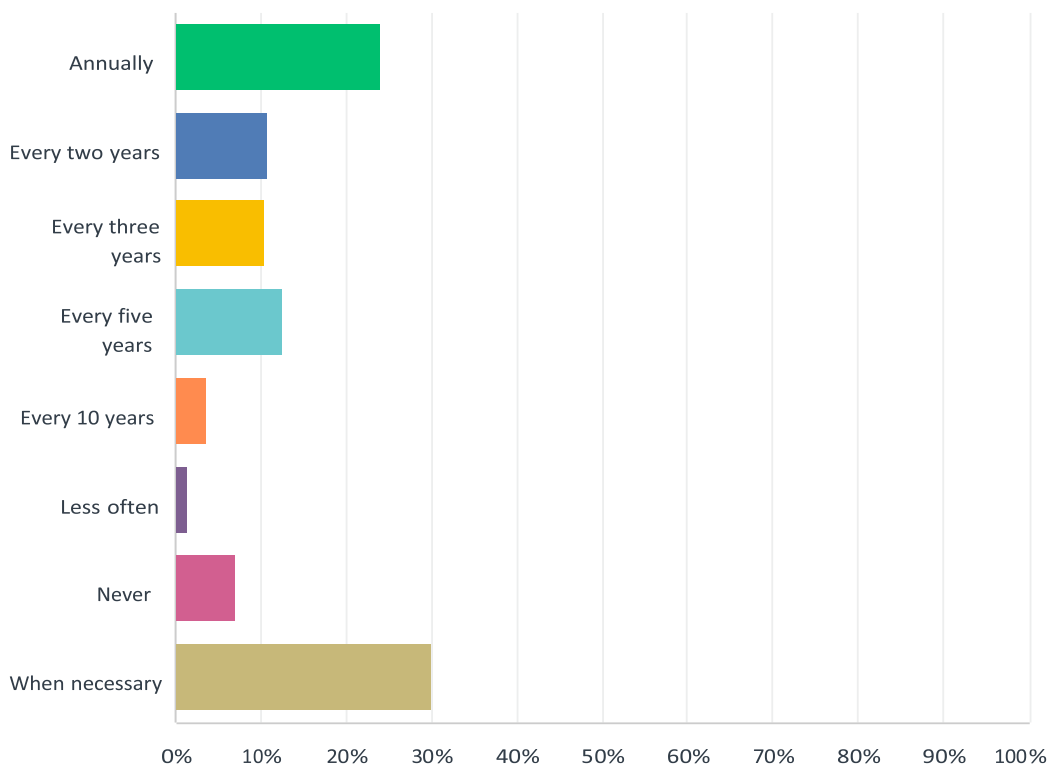
Answered: 1,446 Skipped: 10



ANSWER CHOICES	RESPONSES	
I would accept losing fan ownership if it means more on-pitch success may be possible	13.42%	194
I want to keep fan ownership and play at the highest level that is possible within this structure	86.58%	1,252
TOTAL		1,446

Q9 It is important that we understand what members think about our ownership model. How often do you think the club should consult Dons Trust members on whether the club should remain fan-owned?

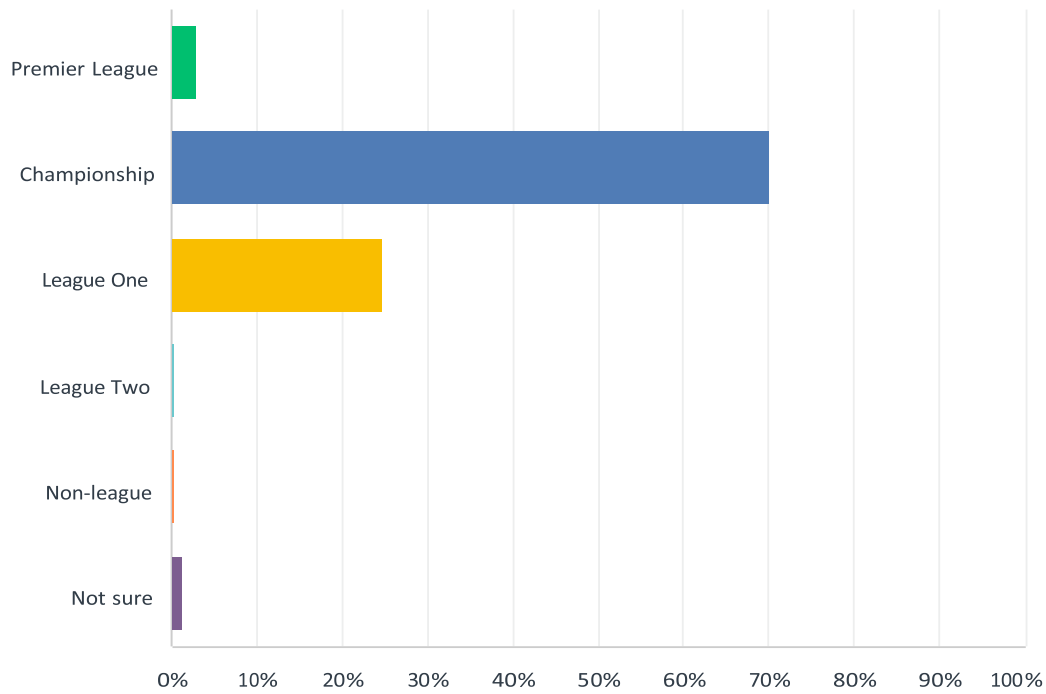
Answered: 1,448 Skipped: 8



ANSWER CHOICES	RESPONSES	
Annually	24.03%	348
Every two years	10.77%	156
Every three years	10.43%	151
Every five years	12.57%	182
Every 10 years	3.59%	52
Less often	1.59%	23
Never	6.98%	101
When necessary	30.04%	435
TOTAL		1,448

Q10 What level do you think the club should realistically be aiming for in 5 years?

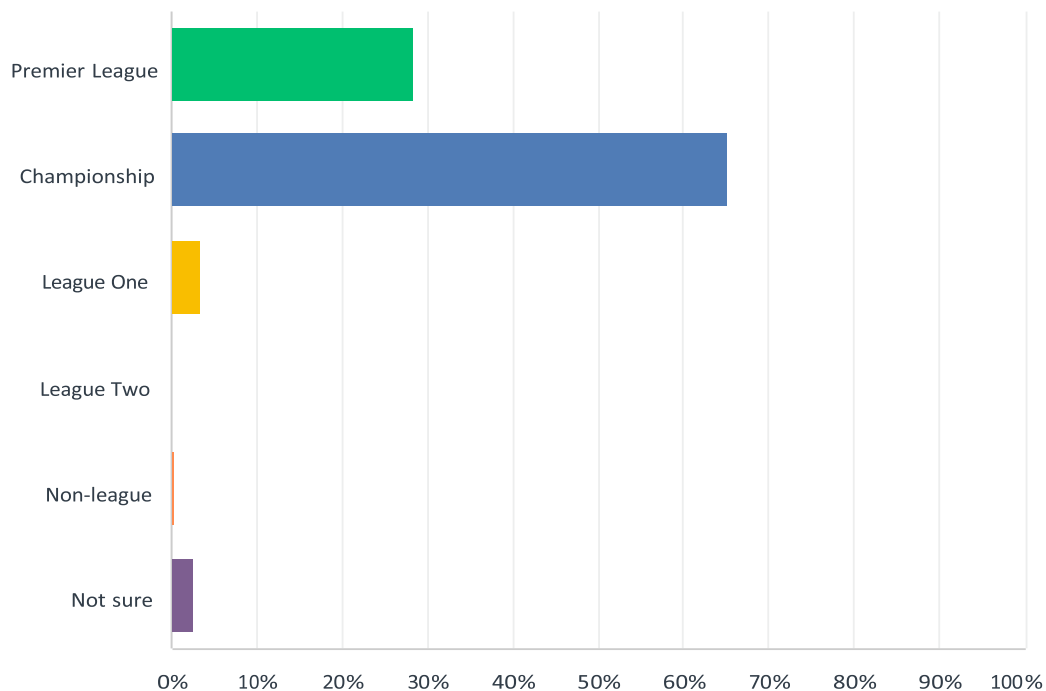
Answered: 1,446 Skipped: 10



ANSWER CHOICES	RESPONSES	
Premier League	3.04%	44
Championship	70.06%	1,013
League One	24.76%	358
League Two	0.35%	5
Non-league	0.41%	6
Not sure	1.38%	20
TOTAL		1,446

Q11 What level do you think the club should realistically be aiming for in 10 years?

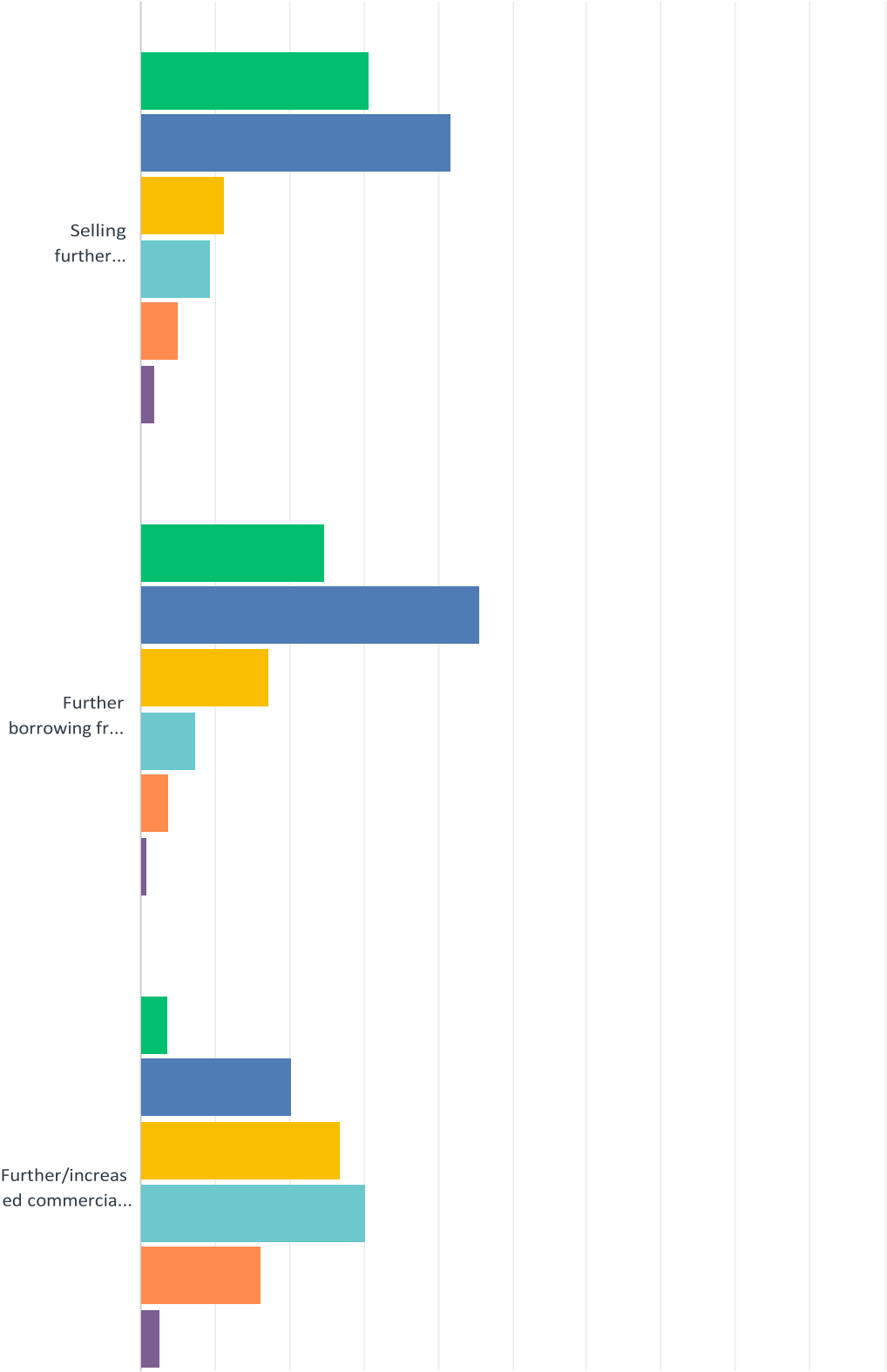
Answered: 1,446 Skipped: 10

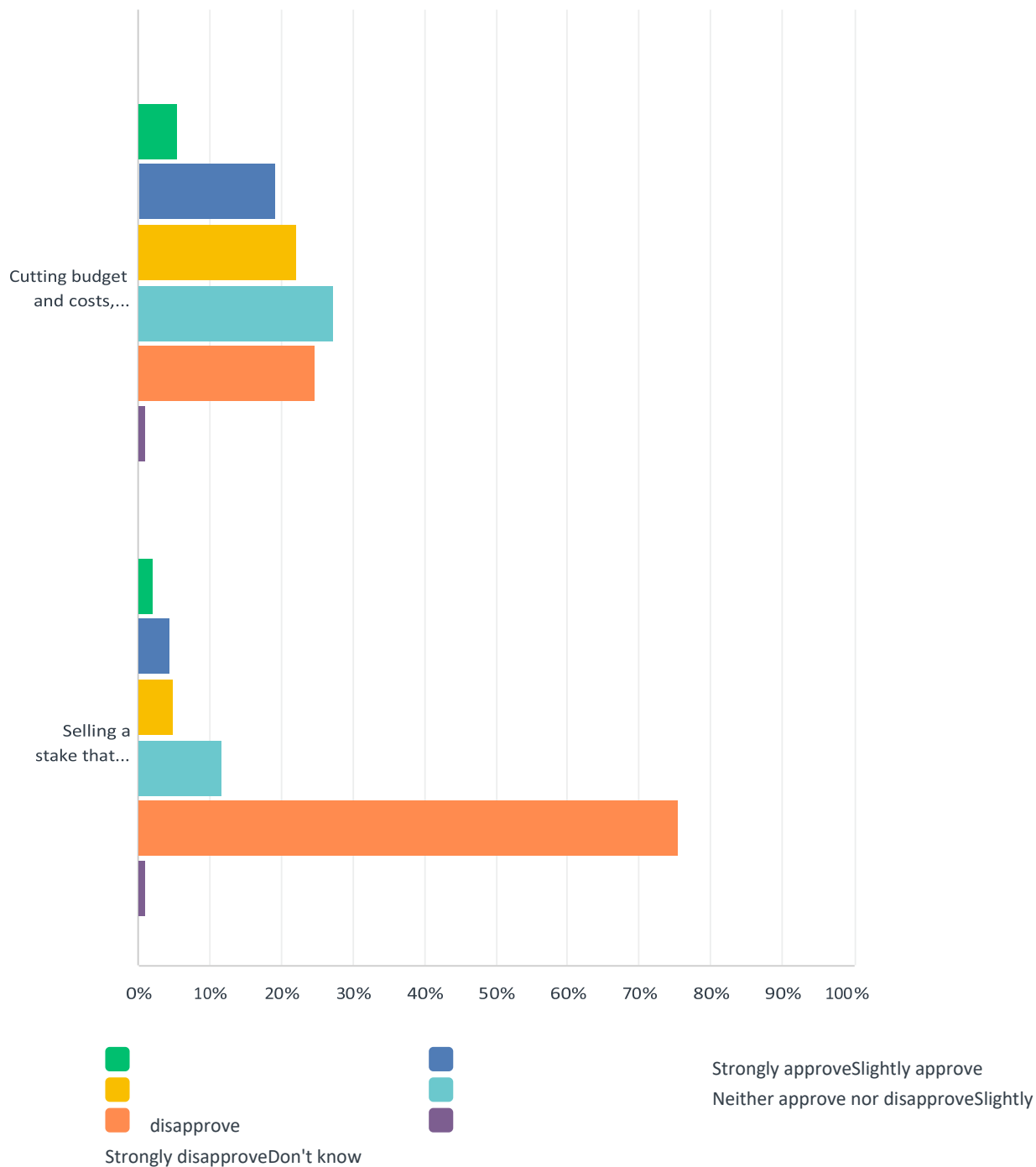


ANSWER CHOICES	RESPONSES	
Premier League	28.35%	410
Championship	65.15%	942
League One	3.39%	49
League Two	0.07%	1
Non-league	0.41%	6
Not sure	2.63%	38
TOTAL		1,446

Q12 If the club needs to find further sources of investment in order to achieve sustainability (defined as break-even), please rate your level of support for each of the following approaches:

Answered: 1,410 Skipped: 46





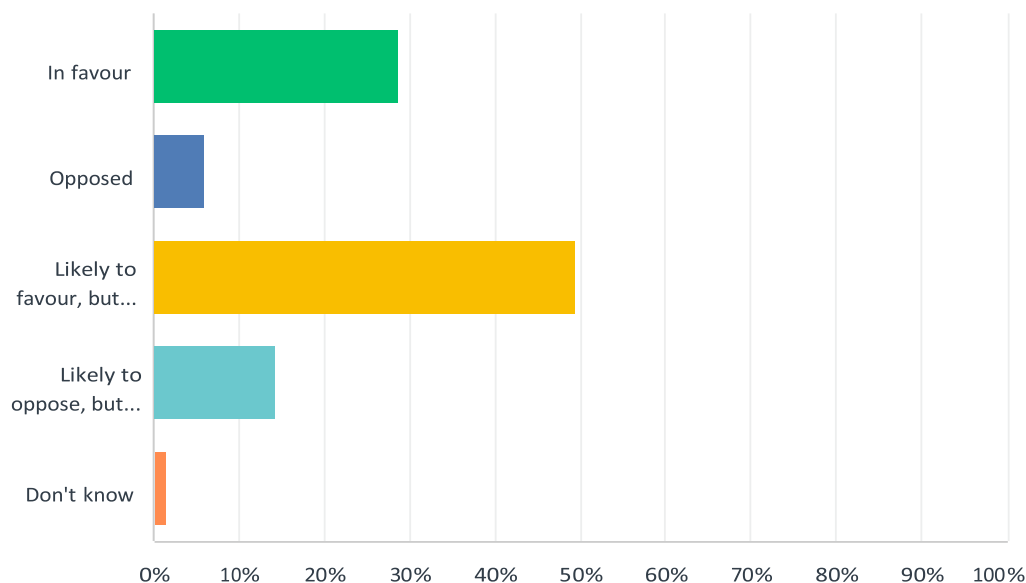
	STRONGLY APPROVE	SLIGHTLY APPROVE	NEITHER APPROVE NOR DISAPPROVE	SLIGHTLY DISAPPROVE	STRONGLY DISAPPROVE	DON'T KNOW	TOTAL
Selling further minority equity investment stakes (while maintaining overall fan ownership and Dons Trust control)	30.66% 432	41.73% 588	11.36% 160	9.37% 132	5.04% 71	1.85% 26	1,409
Further borrowing from fans (e.g. Plough Lane Bond II)	24.84% 349	45.69% 642	17.22% 242	7.47% 105	3.84% 54	0.93% 13	1,405

AFC Wimbledon strategy consultation 2021: Survey 1 – Paper 4a

Further/increased commercial lending (if available - likely to be at higher rates and expensive)	3.70% 52	20.34% 286	26.88% 378	30.23% 425	16.22% 228	2.63% 37	1,406
Cutting budget and costs, including playing budgets	5.56% 78	19.16% 269	22.15% 311	27.35% 384	24.79% 348	1.00% 14	1,404
Selling a stake that means the Dons Trust loses majority control	2.20% 31	4.47% 63	4.97% 70	11.78% 166	75.51% 1,064	1.06% 15	1,409

Q13 Under the existing rules, the Dons Trust must own at least 75% of the voting shares in AFCW Plc (actual shareholding is currently more than 80%). If the club needed further money to be sustainable (defined as break-even), would you be in favour or opposed to selling further minority equity stakes to achieve this aim? When answering, please assume that the Dons Trust would maintain majority shareholding in AFCW Plc (i.e. more than 50%) AND fan ownership and overall Trust control was protected.

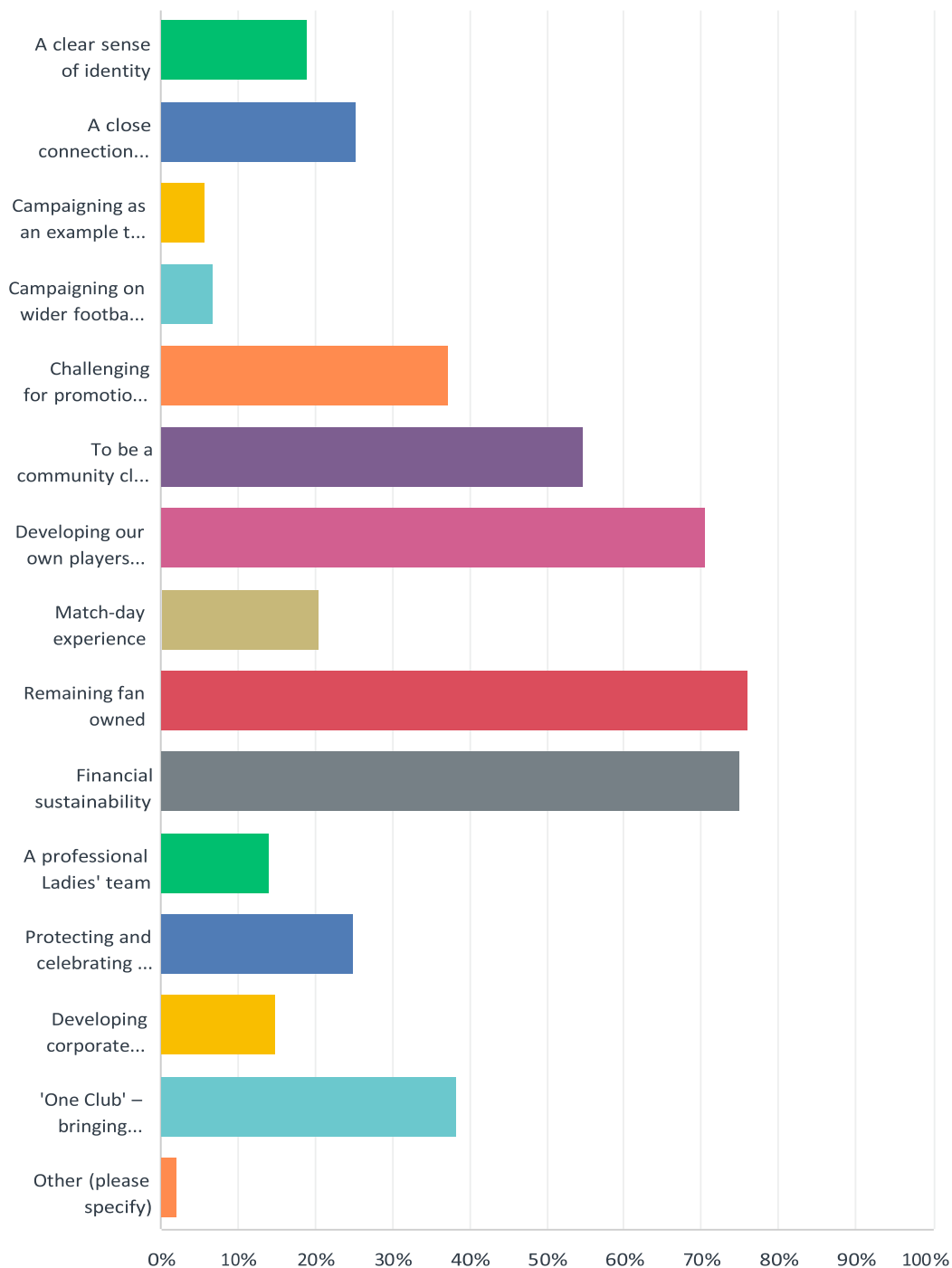
Answered: 1,409 Skipped: 47



ANSWER CHOICES	RESPONSES	
In favour	28.74%	405
Opposed	5.96%	84
Likely to favour, but would need more information in order to decide	49.54%	698
Likely to oppose, but would need more information in order to decide	14.19%	200
Don't know	1.56%	22
TOTAL		1,409

Q14 The club is considering a range of priorities as it shapes its strategy for the next 5-10 years. From the list below, please select up to five that you think are most important.

Answered: 1,405 Skipped: 51



ANSWER CHOICES	RESPONSES	
A clear sense of identity	19.07%	268
A close connection between fans and players	25.41%	357
Campaigning as an example to other clubs	5.77%	81
Campaigning on wider football issues around governance	6.76%	95
Challenging for promotion to the Championship	37.30%	524

To be a community club (supporting those in the wider community)	54.73%	769
Developing our own players (1st team and Academy)	70.53%	991
Match-day experience	20.43%	287
Remaining fan owned	76.01%	1,068
Financial sustainability	75.09%	1,055
A professional Ladies' team	14.02%	197
Protecting and celebrating the Club's history	24.98%	351
Developing corporate relationships	15.02%	211
'One Club' – bringing together various bodies that work under the AFC Wimbledon banner. These entities (such as the Ladies's team, the Academy, the Dons Trust etc.) will share the same core set of values, while being able to set their own mission and objectives.	38.36%	539
Other (please specify)	2.06%	29
Total Respondents: 1,405		

Q15 Of the priorities for the club you have selected as most important, which would you rank as the top priority for the club in the next 5-10 years?

Answered: 1,403 Skipped: 53

A clear
sense of
identity

A
close

connection...

Campaigning as an
example t...

Campaigning on wider
footba...

Challenging for
promotio...

To be a
community cl...

Developing our own
players...

Match-day
experience

Remaining fan owned

Financial
sustainability

A professional
Ladies' team

Protecting and
celebrating ...

Developing
corporate...

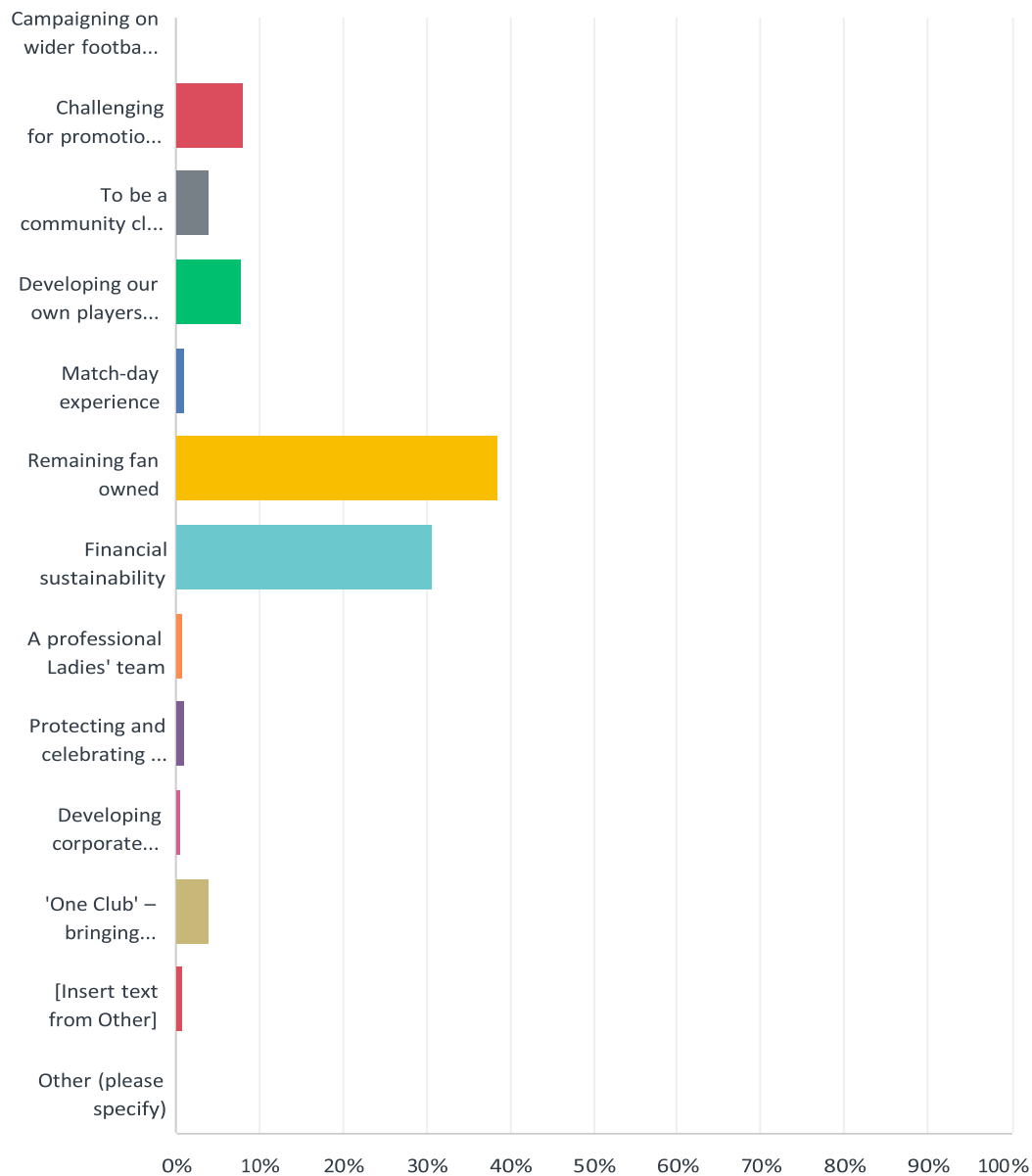
'One Club' – bringing...

A clear sense of
identity

A close
connection...

Campaigning as an
example t...

Campaigning on



ANSWER CHOICES	RESPONSES	
A clear sense of identity	0.00%	0
A close connection between fans and players	0.00%	0
Campaigning as an example to other clubs	0.00%	0
Campaigning on wider football issues around governance	0.00%	0
Challenging for promotion to the Championship	0.00%	0
To be a community club (supporting those in the wider community)	0.00%	0
Developing our own players (1st team and Academy)	0.00%	0
Match-day experience	0.00%	0

TOTAL	1,403	
Remaining fan owned	0.00%	0
Financial sustainability	0.00%	0
A professional Ladies' team	0.00%	0
Protecting and celebrating the Club's history	0.00%	0
Developing corporate relationships	0.00%	0
'One Club' – bringing together various bodies that work under the AFC Wimbledon banner. These entities (such as the Ladies's team, the Academy, the Dons Trust etc.) will share the same core set of values, while being able to set their own mission and objectives.	0.00%	0
A clear sense of identity	1.28%	18
A close connection between fans and players	0.57%	8
Campaigning as an example to other clubs	0.21%	3
Campaigning on wider football issues around governance	0.07%	1
Challenging for promotion to the Championship	8.20%	115
To be a community club (supporting those in the wider community)	3.99%	56
Developing our own players (1st team and Academy)	7.91%	111
Match-day experience	1.07%	15
Remaining fan owned	38.49%	540
Financial sustainability	30.72%	431
A professional Ladies' team	0.93%	13
Protecting and celebrating the Club's history	1.00%	14
Developing corporate relationships	0.71%	10
'One Club' – bringing together various bodies that work under the AFC Wimbledon banner. These entities (such as the Ladies's team, the Academy, the Dons Trust etc.) will share the same core set of values, while being able to set their own mission and objectives.	4.06%	57
[Insert text from Other]	0.78%	11
Other (please specify)	0.00%	0