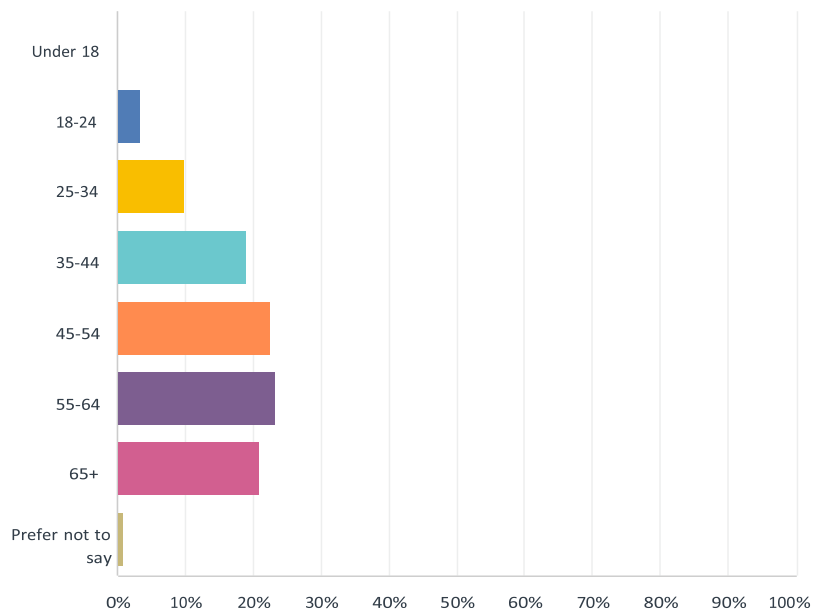


## Q1 How old are you?

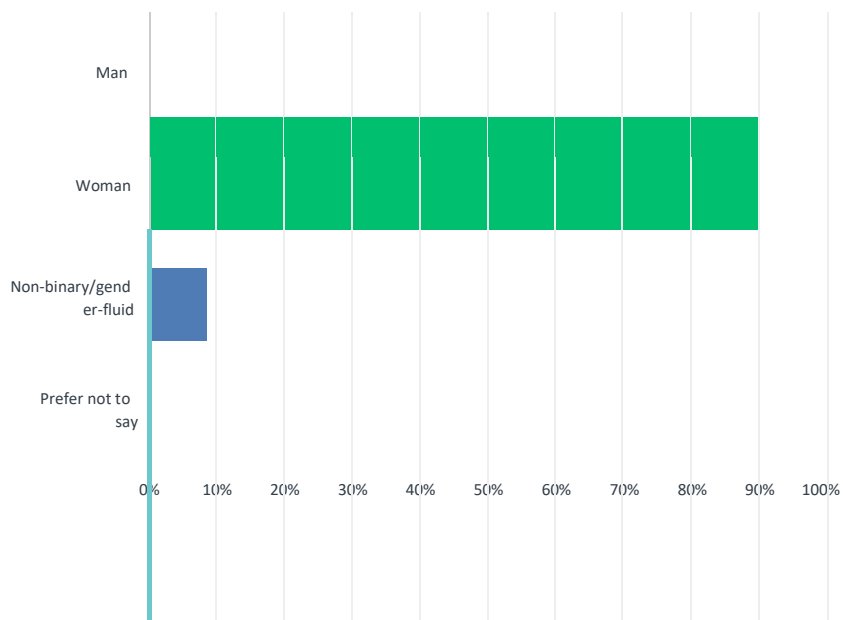
Answered: 1,446 Skipped: 1



| ANSWER CHOICES    | RESPONSES |       |
|-------------------|-----------|-------|
| Under 18          | 0.07%     | 1     |
| 18-24             | 3.39%     | 49    |
| 25-34             | 9.89%     | 143   |
| 35-44             | 18.95%    | 274   |
| 45-54             | 22.61%    | 327   |
| 55-64             | 23.24%    | 336   |
| 65+               | 20.95%    | 303   |
| Prefer not to say | 0.90%     | 13    |
| TOTAL             |           | 1,446 |

## Q2 How would you describe your gender?

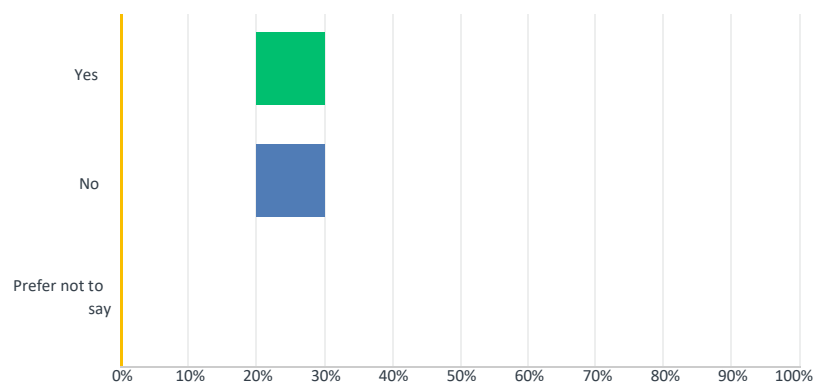
Answered: 1,443 Skipped: 4



| ANSWER CHOICES          | RESPONSES |       |
|-------------------------|-----------|-------|
| Man                     | 90.30%    | 1,303 |
| Woman                   | 8.32%     | 120   |
| Non-binary/gender-fluid | 0.62%     | 9     |
| Prefer not to say       | 0.76%     | 11    |
| TOTAL                   |           | 1,443 |

## Q3 Are you a season ticket holder for the 21/22 season?

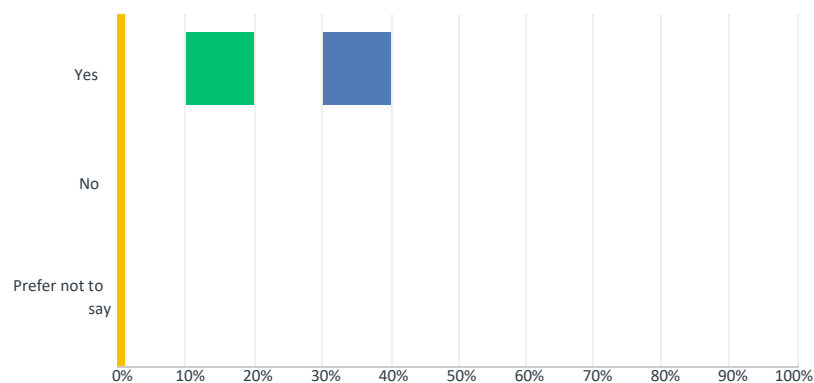
Answered: 1,447 Skipped: 0



| ANSWER CHOICES    | RESPONSES |       |
|-------------------|-----------|-------|
| Yes               | 48.24%    | 698   |
| No                | 51.21%    | 741   |
| Prefer not to say | 0.55%     | 8     |
| TOTAL             |           | 1,447 |

## Q4 Are you a debenture holder?

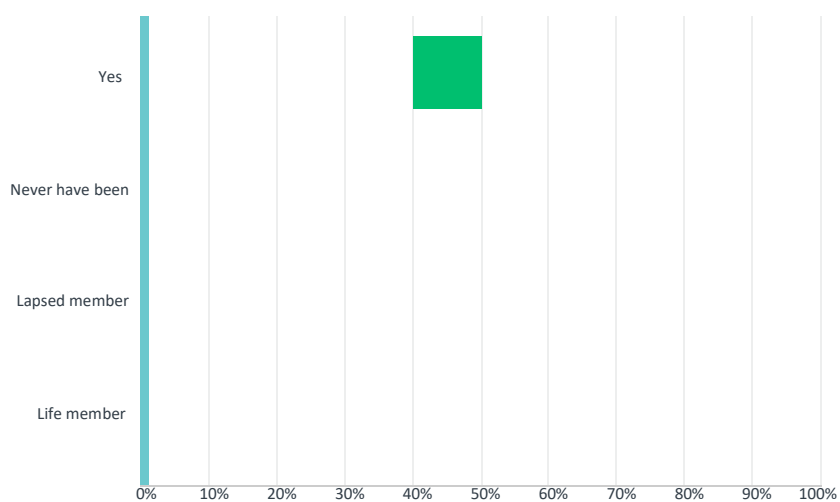
Answered: 1,447 Skipped: 0



| ANSWER CHOICES    | RESPONSES |       |
|-------------------|-----------|-------|
| Yes               | 34.35%    | 497   |
| No                | 64.27%    | 930   |
| Prefer not to say | 1.38%     | 20    |
| TOTAL             |           | 1,447 |

## Q5 Are you a member of the Dons Trust?

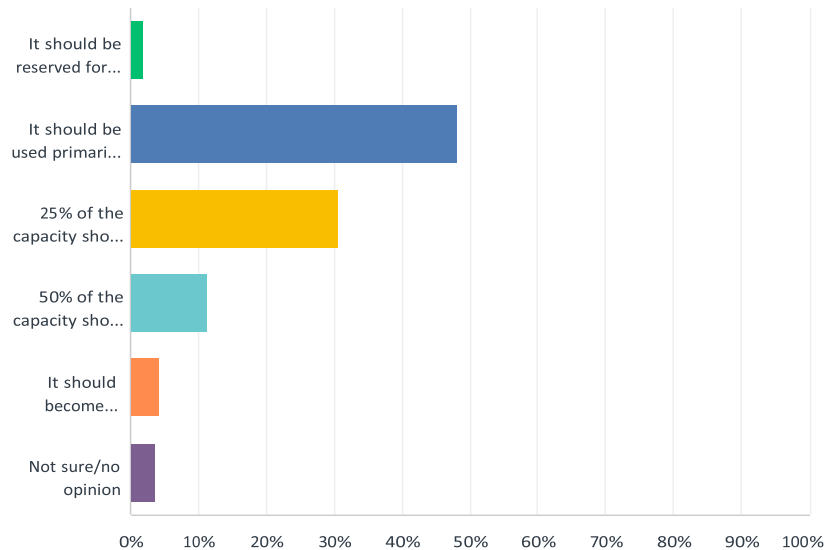
Answered: 1,447 Skipped: 0



| ANSWER CHOICES  | RESPONSES |       |
|-----------------|-----------|-------|
| Yes             | 98.48%    | 1,425 |
| Never have been | 0.00%     | 0     |
| Lapsed member   | 0.00%     | 0     |
| Life member     | 1.52%     | 22    |
| TOTAL           |           | 1,447 |

**Q6 The new stadium provides lots of space that can be rented out for private events and/or offered free-of-charge to community groups. The club's budget relies on a significant financial contribution from this space. Which of the following would be your preference for how we use this space? (Select one)**

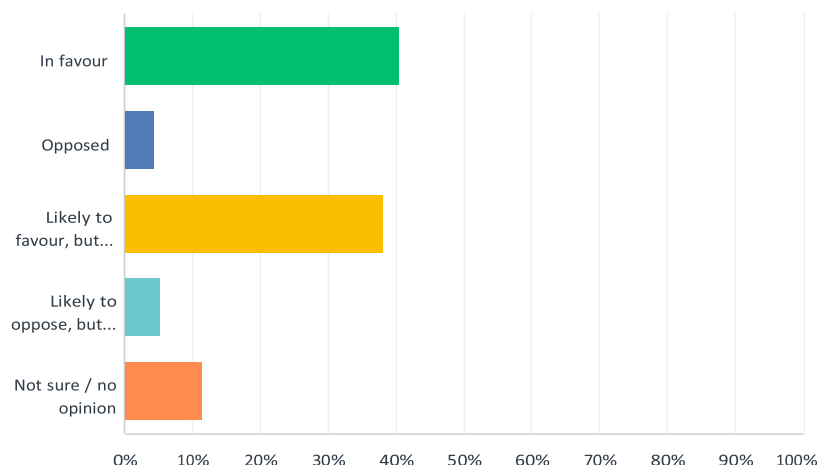
Answered: 1,424 Skipped: 23



| ANSWER CHOICES  | RESPONSES |       |
|---|-----------|-------|
| It should be reserved for private paid-for events only  | 1.83%     | 26    |
| It should be used primarily for private paid-for events, with any spare capacity offered to community groups                                      | 48.24%    | 687   |
| 25% of the capacity should be reserved for community groups, with the rest available for private paid-for events                                  | 30.62%    | 436   |
| 50% of the capacity should be reserved for community groups, with the rest available for private paid-for events                                  | 11.24%    | 160   |
| It should become primarily a community hub offering space to a wide range of community groups, with any spare capacity rented out for private use | 4.35%     | 62    |
| Not sure/no opinion   | 3.72%     | 53    |
| TOTAL   |           | 1,424 |

**Q7 The club is exploring the possibility of aiming to become a Certified B Corporation. B Corporation Certification is given to for-profit organisations who achieve at least a minimum score against a set of social and environmental standards. Certified B Corporations balance purpose and profit and are legally required to consider the impact of their decisions on their workers, customers, suppliers, community and the environment. To achieve B Corporation Certification, the club would need to pass an assessment. The certification would also need to be re-assessed and renewed every three years. The club would need to pay an annual fee of £500. There would also be work and potential costs involved in preparing for the assessment. You can find more information here. Based on this information, are you in favour or opposed to the club applying to become a Certified B Corporation?**

Answered: 1,419 Skipped: 28

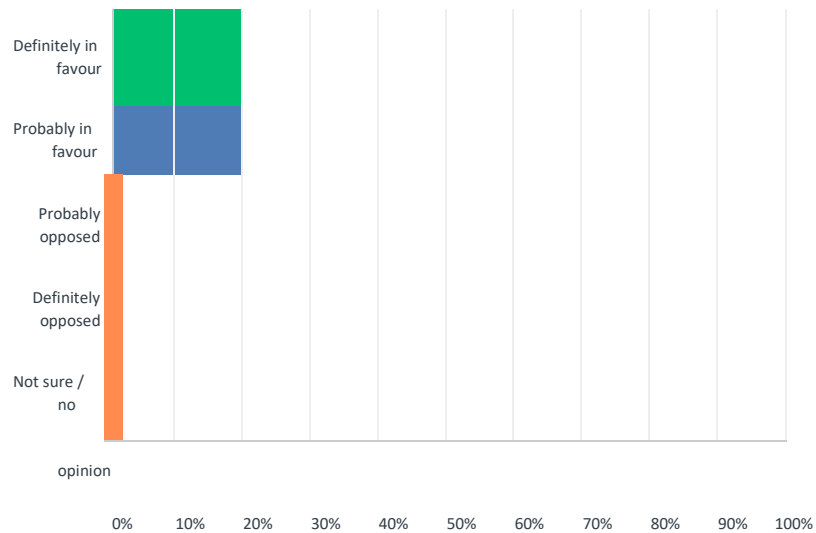


**Q8 Are you in favour or opposed to the club becoming a Living Wage Employer?**

| ANSWER CHOICES   | RESPONSES |       |
|--|-----------|-------|
| In favour  | 40.45%    | 574   |
| Opposed  | 4.44%     | 63    |
| Likely to favour, but would need more information in order to decide | 38.20%    | 542   |
| Likely to oppose, but would need more information in order to decide | 5.36%     | 76    |
| Not sure / no opinion  | 11.56%    | 164   |
| TOTAL  |           | 1,419 |

Answered: 1,412 Skipped: 35

# AFC Wimbledon strategy consultation 2021: Survey 2 – Paper 4b

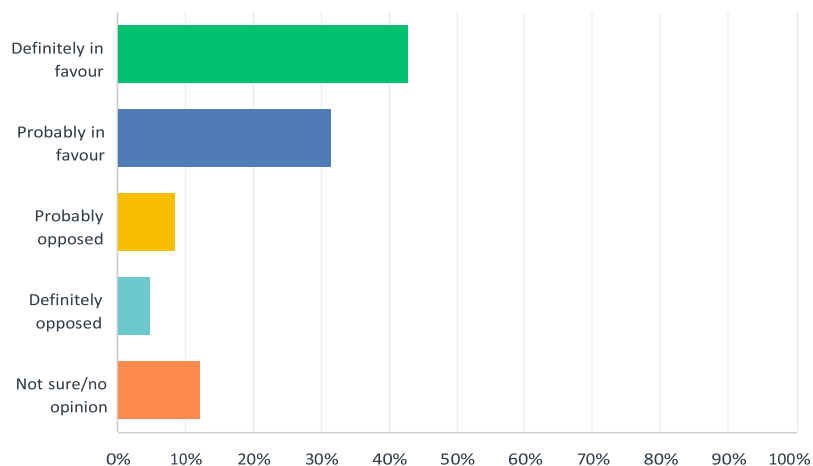


| ANSWER CHOICES        | RESPONSES |       |
|-----------------------|-----------|-------|
| Definitely in favour  | 73.58%    | 1,039 |
| Probably in favour    | 20.33%    | 287   |
| Probably opposed      | 2.27%     | 32    |
| Definitely opposed    | 0.92%     | 13    |
| Not sure / no opinion | 2.90%     | 41    |
| TOTAL                 |           | 1,412 |



**Q9 The club also works with subcontractors and partners who may not always be Living Wage Employers. Are you in favour or opposed to the club only working with Living Wage Employers?**

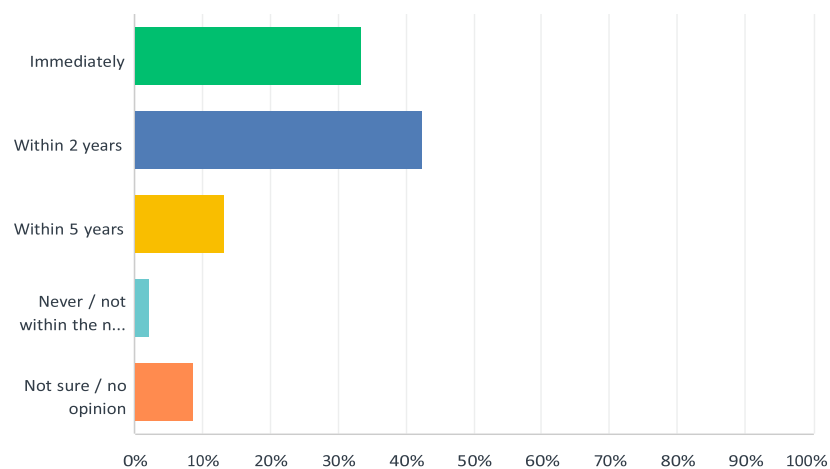
Answered: 1,410 Skipped: 37



| ANSWER CHOICES       | RESPONSES |       |
|----------------------|-----------|-------|
| Definitely in favour | 42.91%    | 605   |
| Probably in favour   | 31.49%    | 444   |
| Probably opposed     | 8.58%     | 121   |
| Definitely opposed   | 4.82%     | 68    |
| Not sure/no opinion  | 12.20%    | 172   |
| TOTAL                |           | 1,410 |

## Q10 When, if at all, do you think the club should become a Living Wage employer?

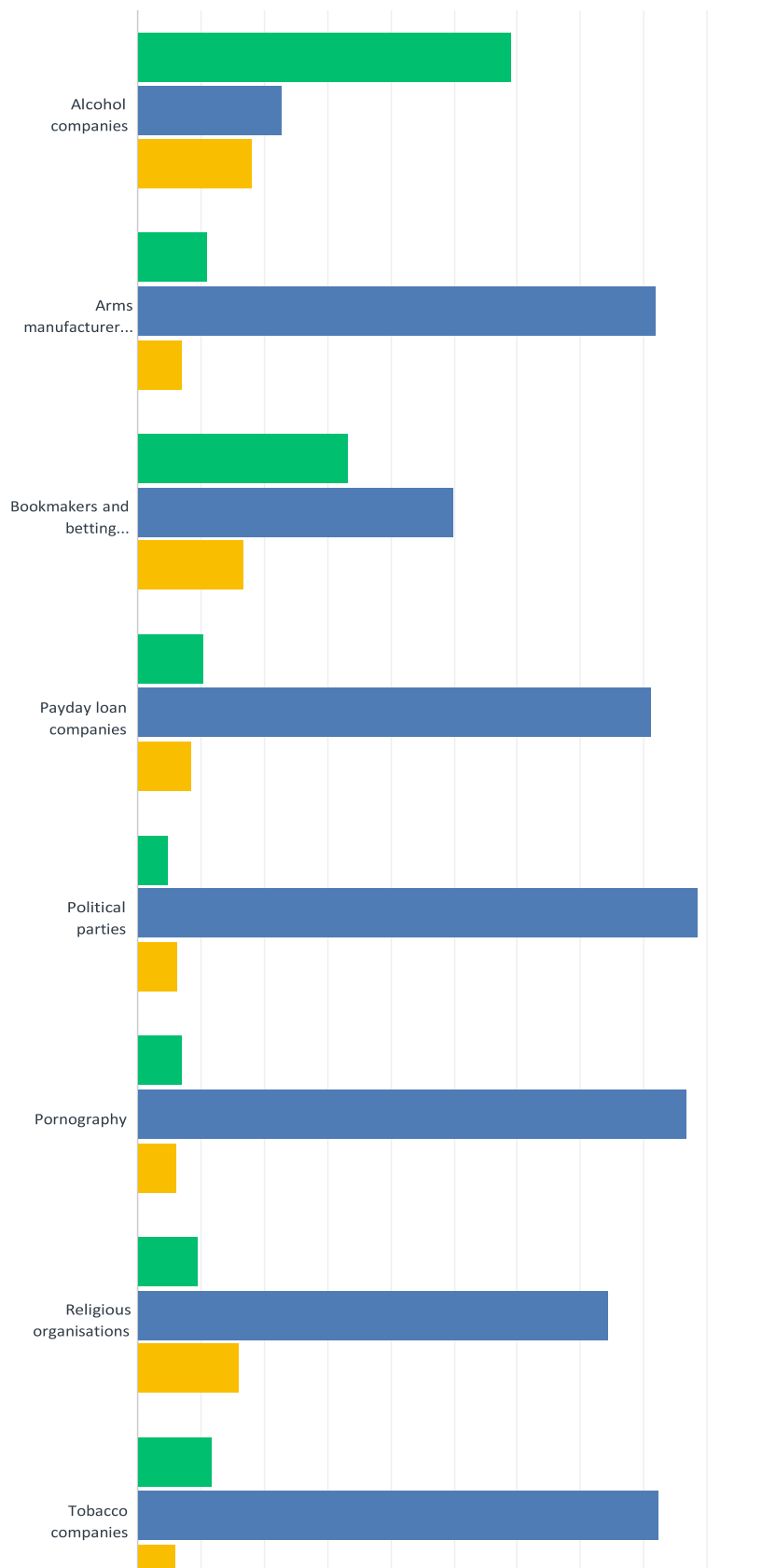
Answered: 1,413 Skipped: 34



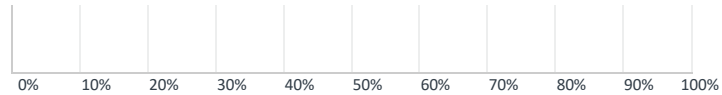
| ANSWER CHOICES                      | RESPONSES |       |
|-------------------------------------|-----------|-------|
| Immediately                         | 33.40%    | 472   |
| Within 2 years                      | 42.46%    | 600   |
| Within 5 years                      | 13.23%    | 187   |
| Never / not within the next 5 years | 2.19%     | 31    |
| Not sure / no opinion               | 8.70%     | 123   |
| TOTAL                               |           | 1,413 |

## Q11 Should AFC Wimbledon ever accept sponsorship, of any form, from the following sectors?

Answered: 1,413 Skipped: 34



# AFC Wimbledon strategy consultation 2021: Survey 2 – Paper 4b

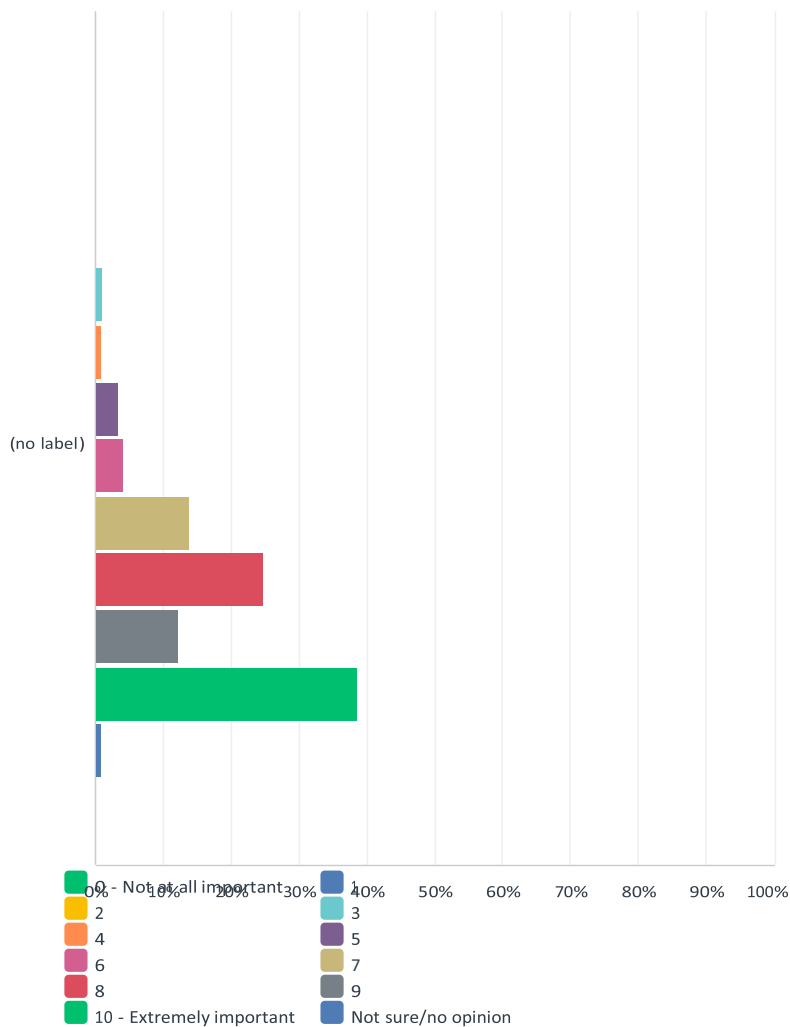


■ Yes – should accept
 ■ No – should not accept
 ■ Not sure / no opinion

|                                     | YES – SHOULD ACCEPT | NO – SHOULD NOT ACCEPT | NOT SURE / NO OPINION | TOTAL |
|-------------------------------------|---------------------|------------------------|-----------------------|-------|
| Alcohol companies                   | 59.10%<br>831       | 22.83%<br>321          | 18.07%<br>254         | 1,406 |
| Arms manufacturers (sale or export) | 11.00%<br>155       | 81.90%<br>1,154        | 7.10%<br>100          | 1,409 |
| Bookmakers and betting companies    | 33.19%<br>467       | 49.89%<br>702          | 16.92%<br>238         | 1,407 |
| Payday loan companies               | 10.43%<br>147       | 81.13%<br>1,144        | 8.44%<br>119          | 1,410 |
| Political parties                   | 4.97%<br>70         | 88.57%<br>1,248        | 6.46%<br>91           | 1,409 |
| Pornography                         | 7.09%<br>100        | 86.68%<br>1,223        | 6.24%<br>88           | 1,411 |
| Religious organisations             | 9.64%<br>136        | 74.42%<br>1,050        | 15.95%<br>225         | 1,411 |
| Tobacco companies                   | 11.77%<br>166       | 82.27%<br>1,160        | 5.96%<br>84           | 1,410 |

## Q12 How important do you think it is for AFC Wimbledon to be a community hub?

Answered: 1,403 Skipped: 44



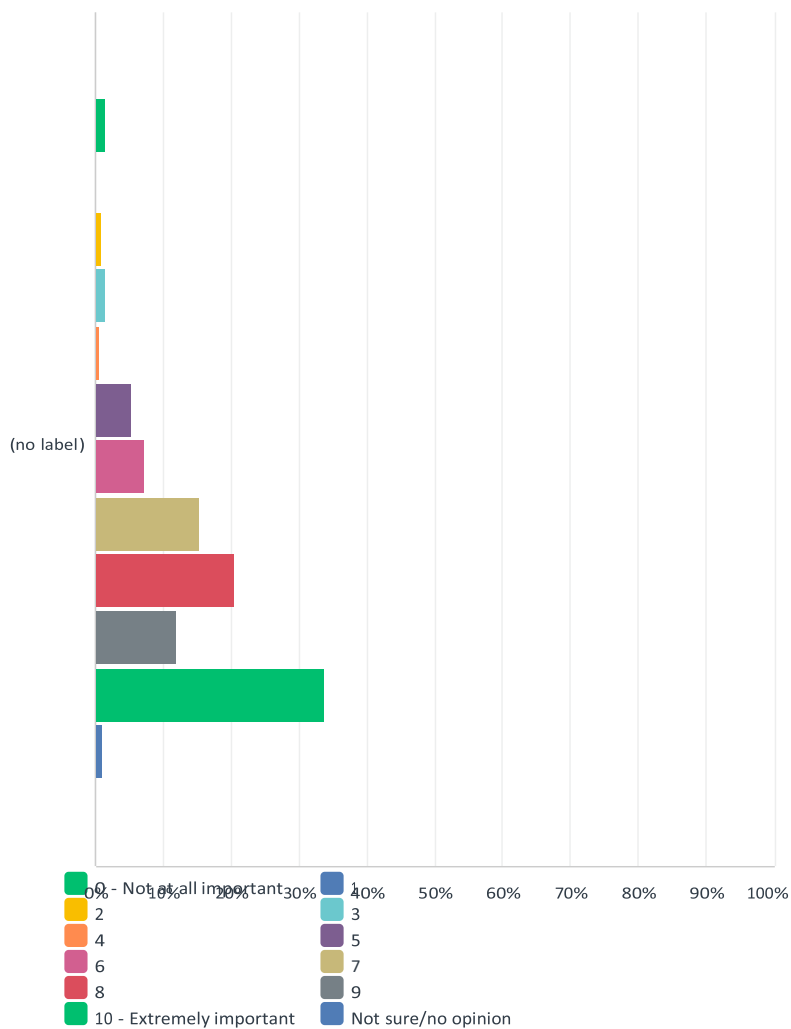
## Q13 How important do you think it is for AFC Wimbledon to be environmentally sustainable?

|            | 0 - NOT AT ALL IMPORTANT | 1     | 2     | 3     | 4     | 5     | 6     | 7      | 8      | 9      | 10 - EXTREMELY IMPORTANT | NOT SURE/NO OPINION | TOTAL |
|------------|--------------------------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------------------------|---------------------|-------|
| (no label) | 0.14%                    | 0.14% | 0.29% | 1.07% | 0.78% | 3.35% | 4.13% | 13.83% | 24.73% | 12.19% | 38.49%                   | 0.86%               | 1,403 |
|            | 2                        | 2     | 4     | 15    | 11    | 47    | 58    | 194    | 347    | 171    | 540                      | 12                  |       |

|            | 0 - NOT AT ALL IMPORTANT | 1     | 2     | 3     | 4     | 5     | 6     | 7      | 8      | 9      | 10 - EXTREMELY IMPORTANT | NOT SURE/NO OPINION | TOTAL |
|------------|--------------------------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------------------------|---------------------|-------|
| (no label) | 1.49%                    | 0.21% | 0.78% | 1.42% | 0.64% | 5.41% | 7.18% | 15.43% | 20.55% | 12.02% | 33.78%                   | 1.07%               | 1,403 |
|            | 21                       | 3     | 11    | 20    | 9     | 76    | 101   | 217    | 289    | 169    | 475                      | 15                  |       |

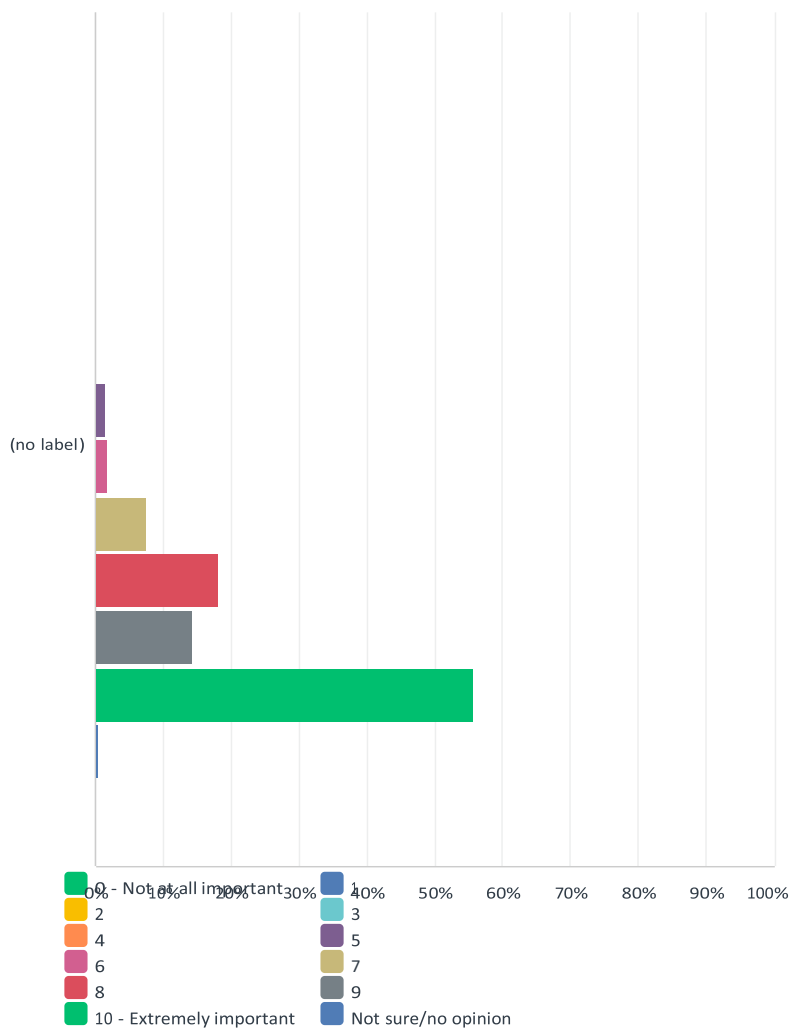
Answered: 1,406 Skipped: 41



**Q14 How important do you think it is for AFC Wimbledon to embed ourselves in our local communities?**

|            | 0 - NOT AT ALL IMPORTANT | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8      | 9      | 10 - EXTREMELY IMPORTANT | NOT SURE/NO OPINION | TOTAL |
|------------|--------------------------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------------------------|---------------------|-------|
| (no label) | 0.07%                    | 0.00% | 0.21% | 0.29% | 0.29% | 1.57% | 1.64% | 7.56% | 18.03% | 14.33% | 55.67%                   | 0.36%               |       |
|            | 1                        | 0     | 3     | 4     | 4     | 22    | 23    | 106   | 253    | 201    | 781                      | 5                   | 1,403 |

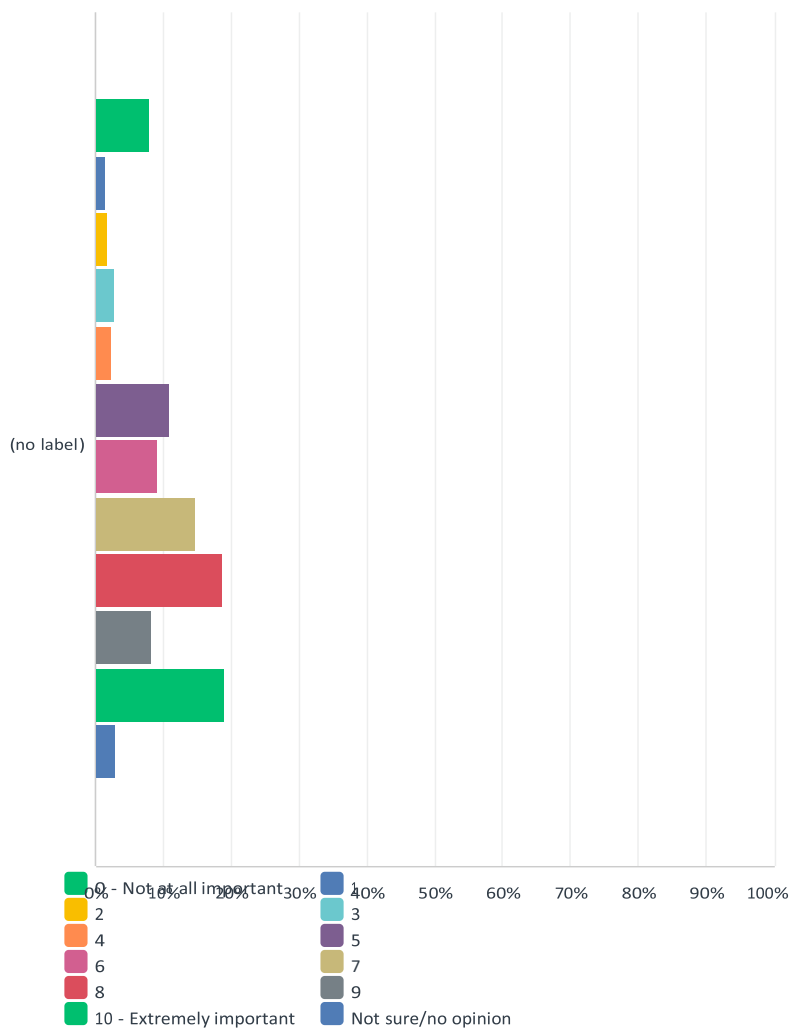
Answered: 1,403 Skipped: 44



**Q15 How important do you think it is for AFC Wimbledon to become the number one community club in the country?**

|            | 0 - NOT AT ALL IMPORTANT | 1     | 2     | 3     | 4     | 5      | 6     | 7      | 8      | 9     | 10 - EXTREMELY IMPORTANT | NOT SURE/NO OPINION | TOTAL |
|------------|--------------------------|-------|-------|-------|-------|--------|-------|--------|--------|-------|--------------------------|---------------------|-------|
| (no label) | 7.91%                    | 1.57% | 1.64% | 2.78% | 2.28% | 10.97% | 9.12% | 14.67% | 18.80% | 8.33% | 18.95%                   | 2.99%               | 1,403 |
|            | 111                      | 22    | 23    | 39    | 32    | 154    | 128   | 206    | 264    | 117   | 266                      | 42                  |       |

Answered: 1,404 Skipped: 43

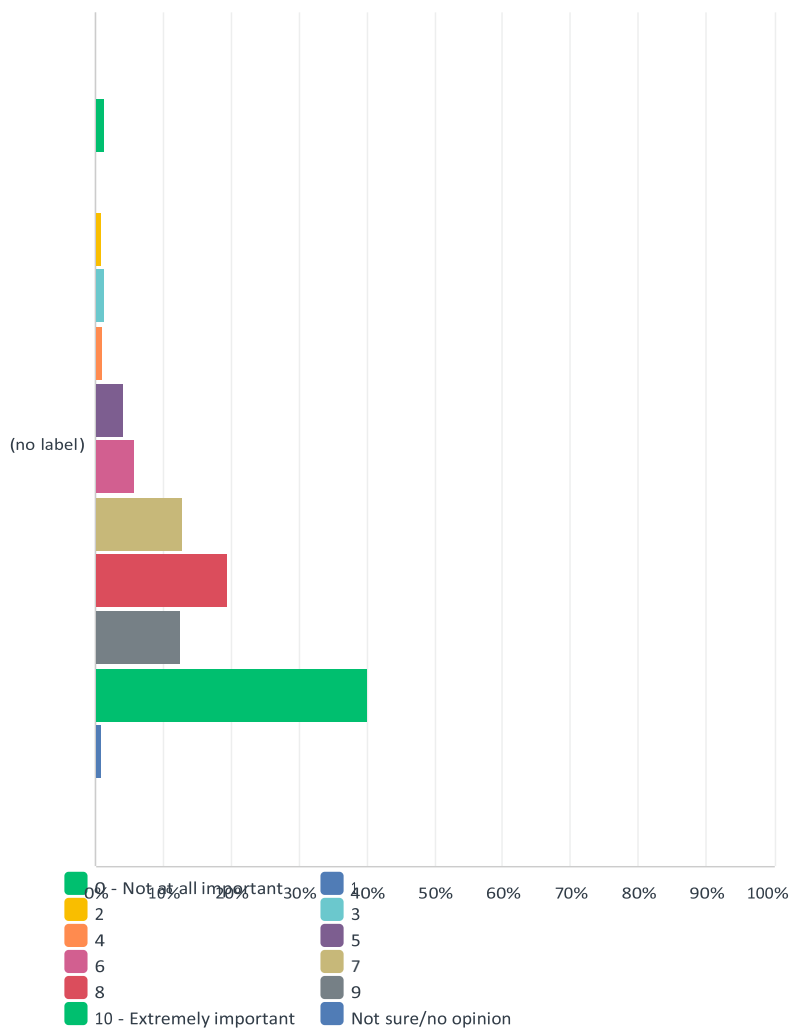


**Q16 How important do you think it is for AFC Wimbledon to ensure all staff and volunteers embody the community values of the club?**

|            | 0 - NOT AT ALL IMPORTANT | 1     | 2     | 3     | 4     | 5     | 6     | 7      | 8      | 9      | 10 - EXTREMELY IMPORTANT | NOT SURE/NO OPINION | TOTAL |
|------------|--------------------------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------------------------|---------------------|-------|
| (no label) | 1.21%                    | 0.29% | 0.78% | 1.28% | 1.07% | 4.06% | 5.70% | 12.83% | 19.32% | 12.54% | 39.99%                   | 0.93%               | 1,404 |
|            | 17                       | 4     | 11    | 18    | 15    | 57    | 80    | 180    | 271    | 176    | 561                      | 13                  |       |



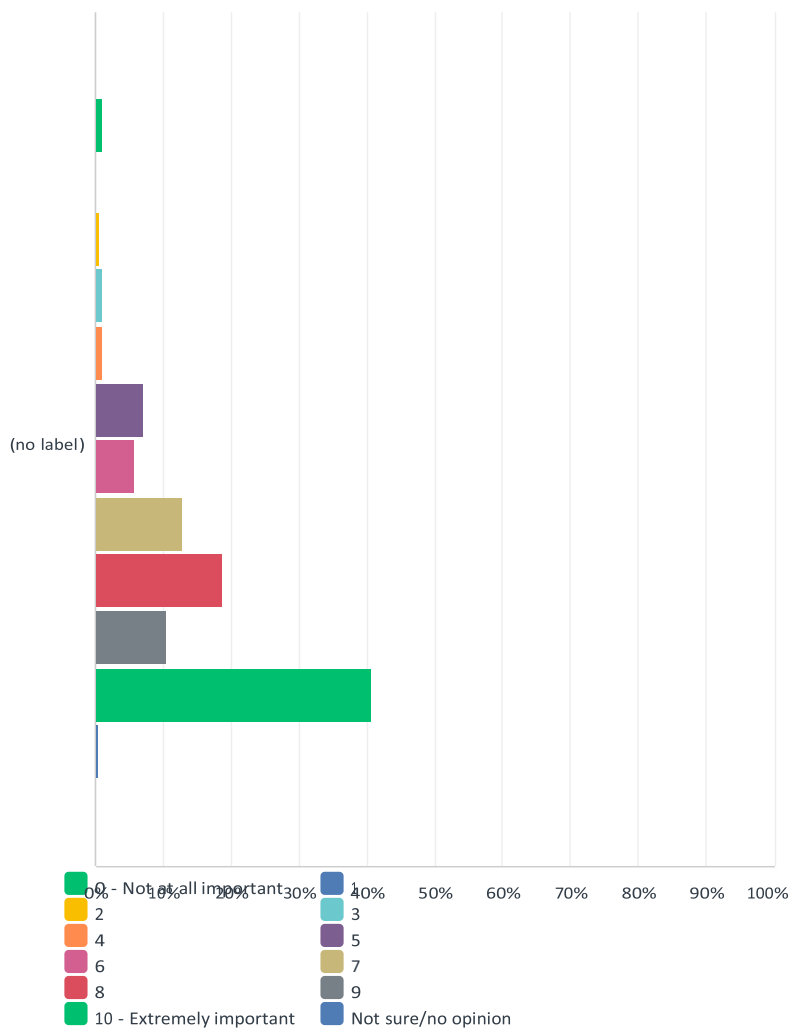
Answered: 1,403 Skipped: 44



**Q17 How important do you think it is for AFC Wimbledon to ensure all staff and volunteers have an understanding of the history of the club?**

|            | 0 - NOT AT ALL IMPORTANT | 1     | 2     | 3     | 4     | 5     | 6     | 7      | 8      | 9      | 10 - EXTREMELY IMPORTANT | NOT SURE/NO OPINION | TOTAL |
|------------|--------------------------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------------------------|---------------------|-------|
| (no label) | 1.00%                    | 0.28% | 0.71% | 1.00% | 1.14% | 6.97% | 5.69% | 12.72% | 18.76% | 10.52% | 40.80%                   | 0.43%               | 1,403 |
|            | 14                       | 4     | 10    | 14    | 16    | 98    | 80    | 179    | 264    | 148    | 574                      | 6                   |       |

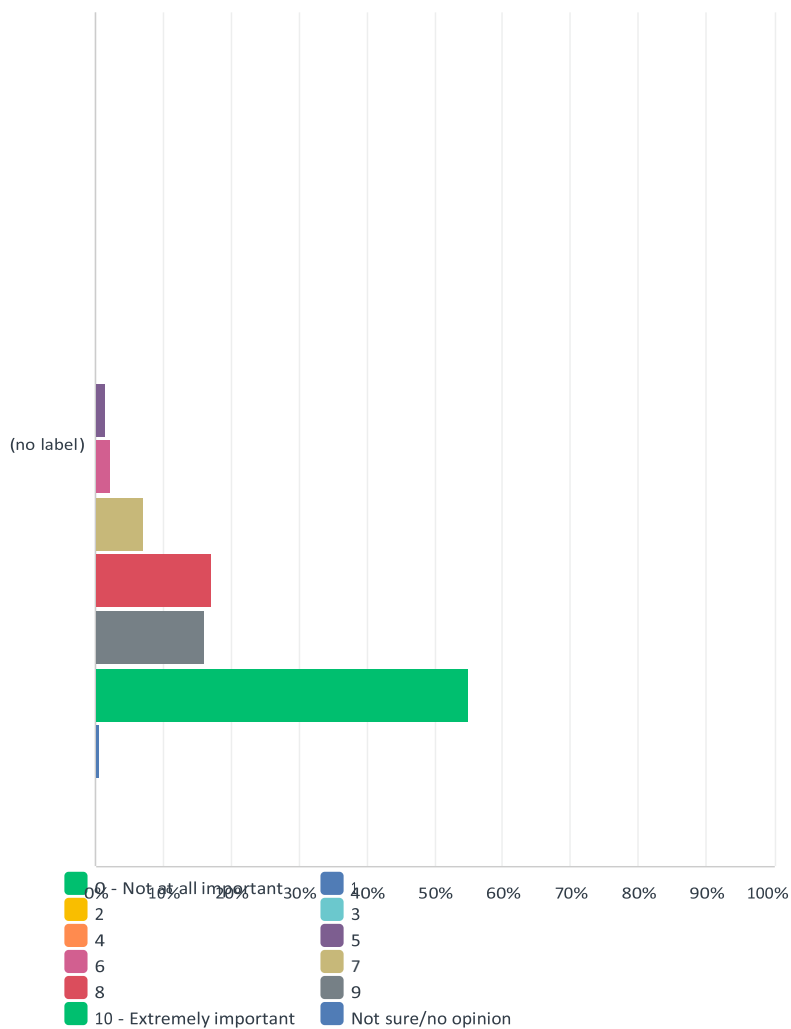
Answered: 1,407 Skipped: 40



**Q18 How important do you think it is for AFC Wimbledon to invest in the future (academies and infrastructure)?**

|            | 0 - NOT AT ALL IMPORTANT | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8      | 9      | 10 - EXTREMELY IMPORTANT | NOT SURE/NO OPINION | TOTAL |
|------------|--------------------------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------------------------|---------------------|-------|
| (no label) | 0.21%                    | 0.00% | 0.21% | 0.14% | 0.14% | 1.42% | 2.14% | 6.98% | 17.02% | 16.10% | 55.06%                   | 0.57%               |       |
|            | 3                        | 0     | 3     | 2     | 2     | 20    | 30    | 98    | 239    | 226    | 773                      | 8                   | 1,404 |

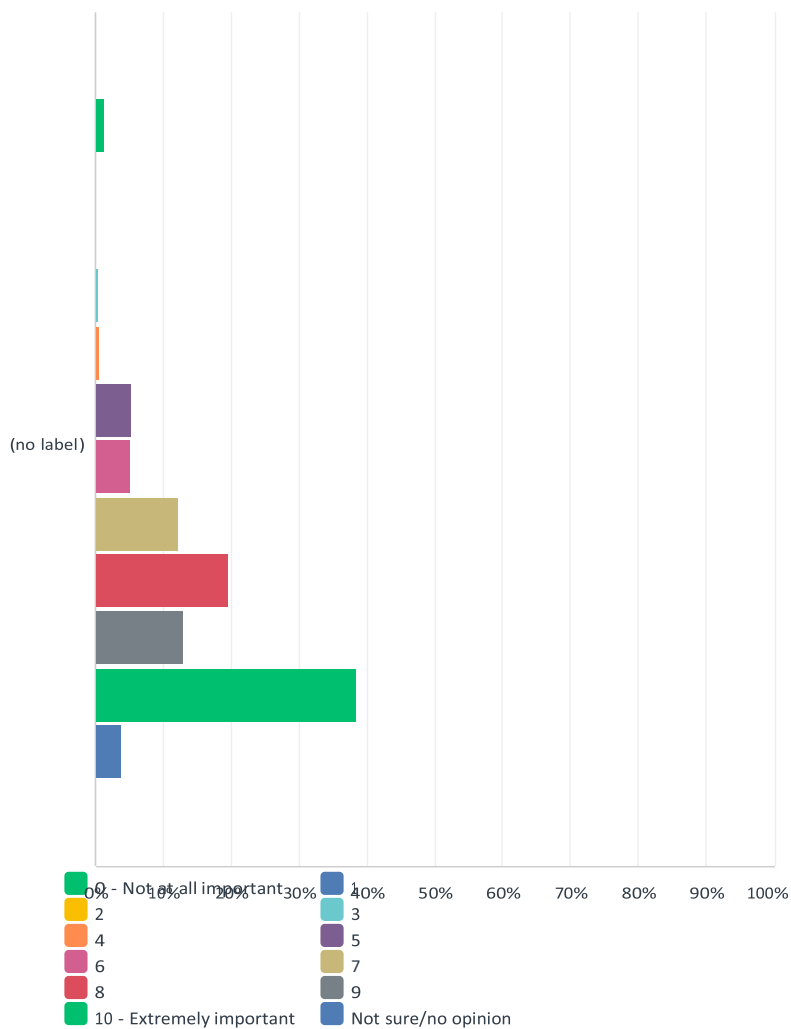
Answered: 1,404 Skipped: 43



Q19 How important do you think it is for AFC Wimbledon to use our unique history to get funding?

|            | 0 - NOT AT ALL IMPORTANT | 1     | 2     | 3     | 4     | 5     | 6     | 7      | 8      | 9      | 10 - EXTREMELY IMPORTANT | NOT SURE/NO OPINION | TOTAL |
|------------|--------------------------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------------------------|---------------------|-------|
| (no label) | 1.21%                    | 0.00% | 0.21% | 0.50% | 0.64% | 5.33% | 5.18% | 12.14% | 19.53% | 12.93% | 38.42%                   | 3.91%               | 1,404 |
|            | 17                       | 0     | 3     | 7     | 9     | 75    | 73    | 171    | 275    | 182    | 541                      | 55                  |       |

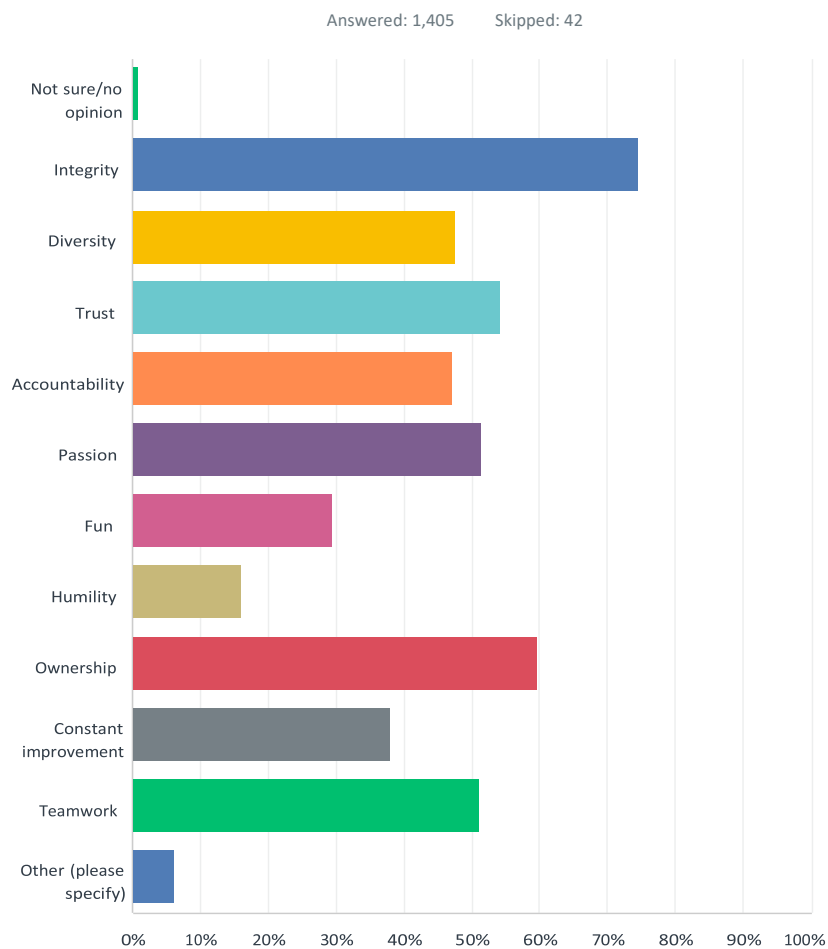
Answered: 1,408 Skipped: 39



| ANSWER CHOICES      | RESPONSES |       |
|---------------------|-----------|-------|
| Not sure/no opinion | 0.93%     | 13    |
| Integrity           | 74.73%    | 1,050 |
| Diversity           | 47.47%    | 667   |
| Trust               | 54.09%    | 760   |
| Accountability      | 47.05%    | 661   |
| Passion             | 51.32%    | 721   |
| Fun                 | 29.32%    | 412   |
| Humility            | 16.09%    | 226   |
| Ownership           | 59.72%    | 839   |

|                          |        |     |
|--------------------------|--------|-----|
| Constant improvement     | 37.94% | 533 |
| Teamwork                 | 51.10% | 718 |
| Other (please specify)   | 6.26%  | 88  |
| Total Respondents: 1,405 |        |     |

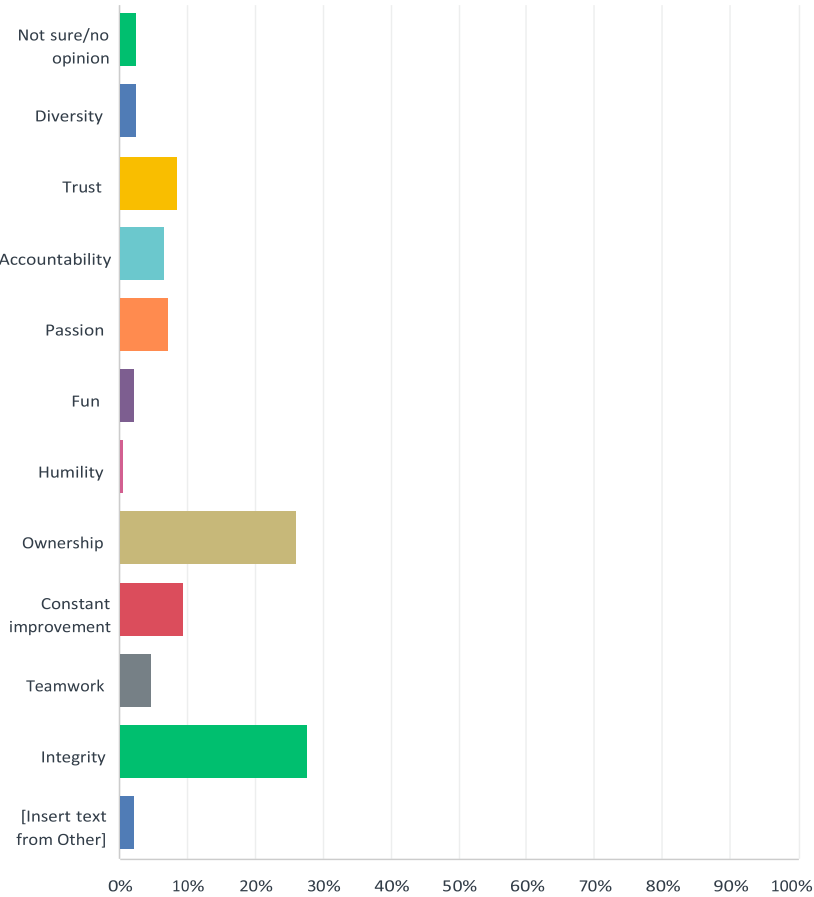
**Q20 From the list below, please select up to five values that you think it is most important for AFC Wimbledon to have. You can also suggest other values using the 'Other (please specify)' option.**



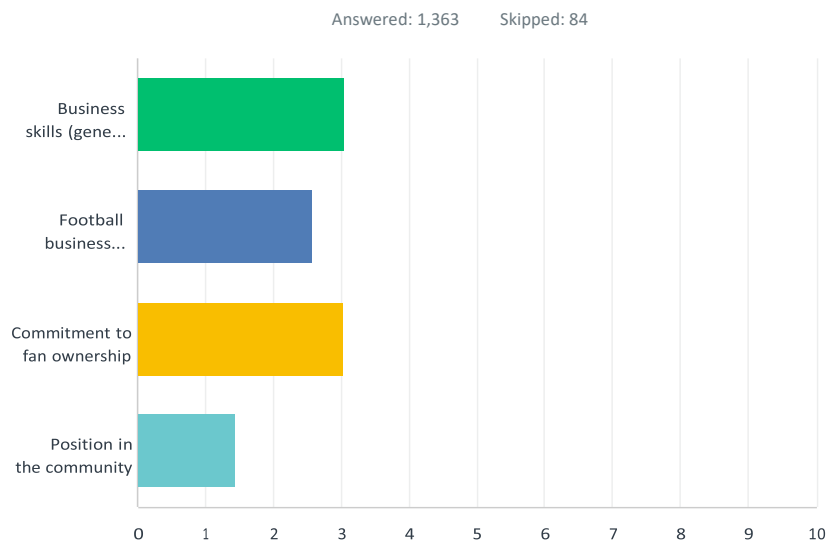
## Q21 The values you selected are listed below. Which of these do you think is the most important value for AFC Wimbledon to have?

Answered: 1,401    Skipped: 46

| ANSWER CHOICES           | RESPONSES |       |
|--------------------------|-----------|-------|
| Not sure/no opinion      | 2.50%     | 35    |
| Diversity                | 2.57%     | 36    |
| Trust                    | 8.49%     | 119   |
| Accountability           | 6.57%     | 92    |
| Passion                  | 7.35%     | 103   |
| Fun                      | 2.21%     | 31    |
| Humility                 | 0.57%     | 8     |
| Ownership                | 25.91%    | 363   |
| Constant improvement     | 9.28%     | 130   |
| Teamwork                 | 4.78%     | 67    |
| Integrity                | 27.69%    | 388   |
| [Insert text from Other] | 2.07%     | 29    |
| TOTAL                    |           | 1,401 |



**Q22 Please rank the following criteria based on how important they are in becoming an AFC Wimbledon PLC Board member, where 1 = most important and 4 = least important.**

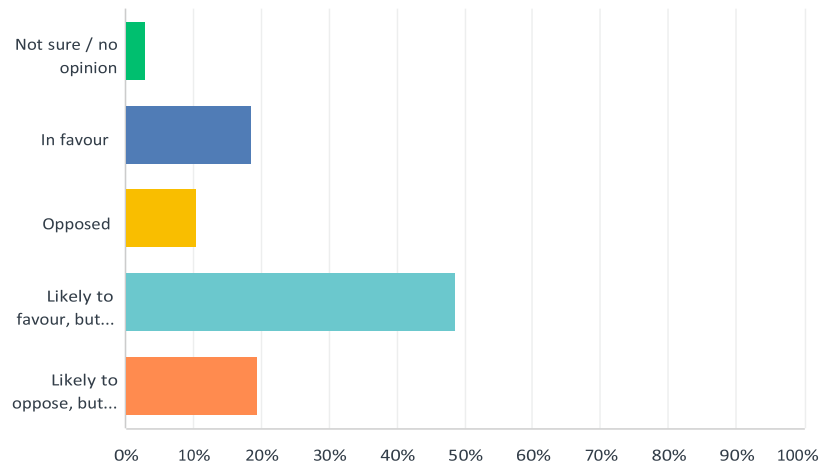


|  | 1             | 2             | 3             | 4             | TOTAL | SCORE |
|--|---------------|---------------|---------------|---------------|-------|-------|
| Business skills (general management, finance, sales and marketing, IT etc) | 36.63%<br>470 | 37.33%<br>479 | 19.25%<br>247 | 6.78%<br>87   | 1,283 | 3.04  |
| Football business experience   | 18.28%<br>236 | 32.77%<br>423 | 36.33%<br>469 | 12.63%<br>163 | 1,291 | 2.57  |
| Commitment to fan ownership  | 44.74%<br>591 | 23.24%<br>307 | 21.12%<br>279 | 10.90%<br>144 | 1,321 | 3.02  |
| Position in the community  | 2.68%<br>36   | 7.74%<br>104  | 22.78%<br>306 | 66.79%<br>897 | 1,343 | 1.46  |



Q23 The club is exploring avenues for the club's refinancing of its external debt (up to £4.5m, coming due in April 2022). There is approximately £2.5m of shares that are still available to sell without altering the Trust's voting control of AFC Wimbledon PLC (75%). Would you be in favour or opposed to a single investor purchasing all of this £2.5m?

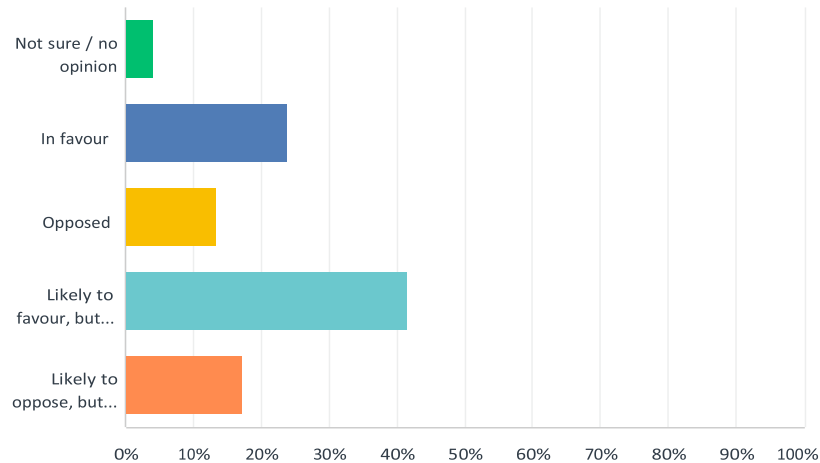
Answered: 1,386 Skipped: 61



| ANSWER CHOICES   | RESPONSES |       |
|--|-----------|-------|
| Not sure / no opinion  | 2.89%     | 40    |
| In favour  | 18.54%    | 257   |
| Opposed  | 10.46%    | 145   |
| Likely to favour, but would need more information in order to decide | 48.63%    | 674   |
| Likely to oppose, but would need more information in order to decide | 19.48%    | 270   |
| TOTAL  |           | 1,386 |

**Q24 Would you be in favour or opposed to such an investor (investing £2.5m) being given a seat on the PLC Board as a condition of their investment as long as this was required to pass a vote among Dons Trust members, with the investor being named before voting? The Trust would also retain its current level of voting shares and control of AFC Wimbledon.**

Answered: 1,387 Skipped: 60



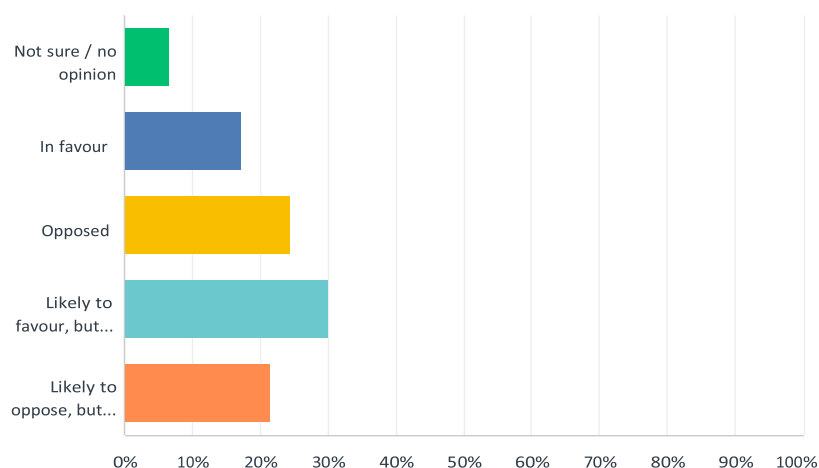
| ANSWER CHOICES   | RESPONSES |       |
|--|-----------|-------|
| Not sure / no opinion  | 3.97%     | 55    |
| In favour  | 23.79%    | 330   |
| Opposed  | 13.34%    | 185   |
| Likely to favour, but would need more information in order to decide | 41.53%    | 576   |
| Likely to oppose, but would need more information in order to decide | 17.38%    | 241   |
| TOTAL  |           | 1,387 |

Q25 As noted above, currently the rules state that the Dons Trust maintains more than 75% ownership of AFC Wimbledon PLC voting rights AND that the majority of members of the PLC board must be Dons Trust Board members. Maintaining more than 75% voting shares gives the Dons Trust control over any decision made at AFC Wimbledon PLC board meetings.

But there are potential arguments in favour of changing the balance of the PLC Board so that whilst the Dons Trust's voting shares remain at the same level, the Trust is represented on the PLC Board by fewer members. That is, the rules could be changed so that it is not a requirement for the majority of PLC Board members to be Dons Trust

Board members. For example, this could make more space for wider professional expertise without having an overly large Board. Would you be in favour or opposed to relaxing the requirement for the Dons Trust Board to have a majority or directors on the PLC Board, so long as the Dons Trust maintained its current level of voting shares (more than 75%)?

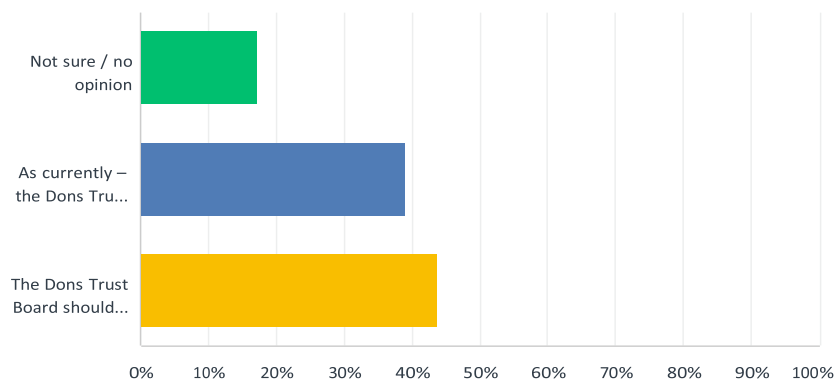
Answered: 1,384 Skipped: 63



| ANSWER CHOICES   | RESPONSES |       |
|--|-----------|-------|
| Not sure / no opinion  | 6.58%     | 91    |
| In favour  | 17.34%    | 240   |
| Opposed  | 24.57%    | 340   |
| Likely to favour, but would need more information in order to decide | 30.06%    | 416   |
| Likely to oppose, but would need more information in order to decide | 21.46%    | 297   |
| TOTAL  |           | 1,384 |

**Q26** Currently the Dons Trust Board is responsible for identifying potential people to join the PLC Board that are not Trust Board members. Dons Trust members are then asked to vote to ratify these candidates. Which of these do you think is the best process for identifying people to join the PLC Board?

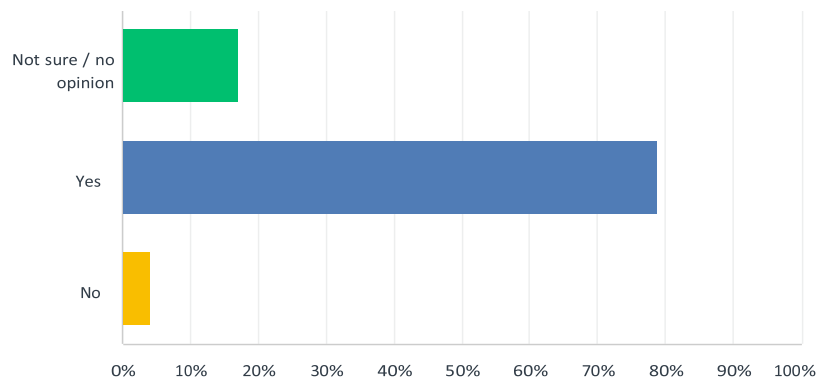
Answered: 1,382 Skipped: 65



| ANSWER CHOICES  | RESPONSES |       |
|---|-----------|-------|
| Not sure / no opinion   | 17.29%    | 239   |
| As currently – the Dons Trust Board should propose new members individually as and when they feel this is needed (e.g. based on skills required), with Dons Trust members voting to ratify them | 38.93%    | 538   |
| The Dons Trust Board should invite applications from people to fill particular roles on the PLC Board and put the candidates to a vote among Dons Trust members                                 | 43.78%    | 605   |
| TOTAL   |           | 1,382 |

## Q27 Do you think that Dons Trust members should keep their role in voting to ratify the PLC members that are not part of the Dons Trust Board?

Answered: 1,379 Skipped: 68



| ANSWER CHOICES        | RESPONSES |       |
|-----------------------|-----------|-------|
| Not sure / no opinion | 16.97%    | 234   |
| Yes                   | 78.97%    | 1,089 |
| No                    | 4.06%     | 56    |
| TOTAL                 |           | 1,379 |