A photograph of the AFC Wimbledon stadium at night. The stadium is illuminated by bright floodlights, creating a starburst effect. The seating area is filled with blue and yellow seats. The pitch is green with white markings. The text "Results of the Dons Trust & AFC Wimbledon tickets & pricing survey 2022" is overlaid in a dark blue font.

# Results of the Dons Trust & AFC Wimbledon tickets & pricing survey 2022

# Overview

In April 2022, the club and Dons Trust Board invited fans – both Trust members and non-members – to complete a survey on tickets and pricing.

The survey contained a mix of closed and open questions, and a total of 1,818 people responded, including 1,139 current members and 679 non-members.

This presentation includes a summary of the findings, which have been used to help shape the club's ticketing offering and pricing models for the 2022-23 season.

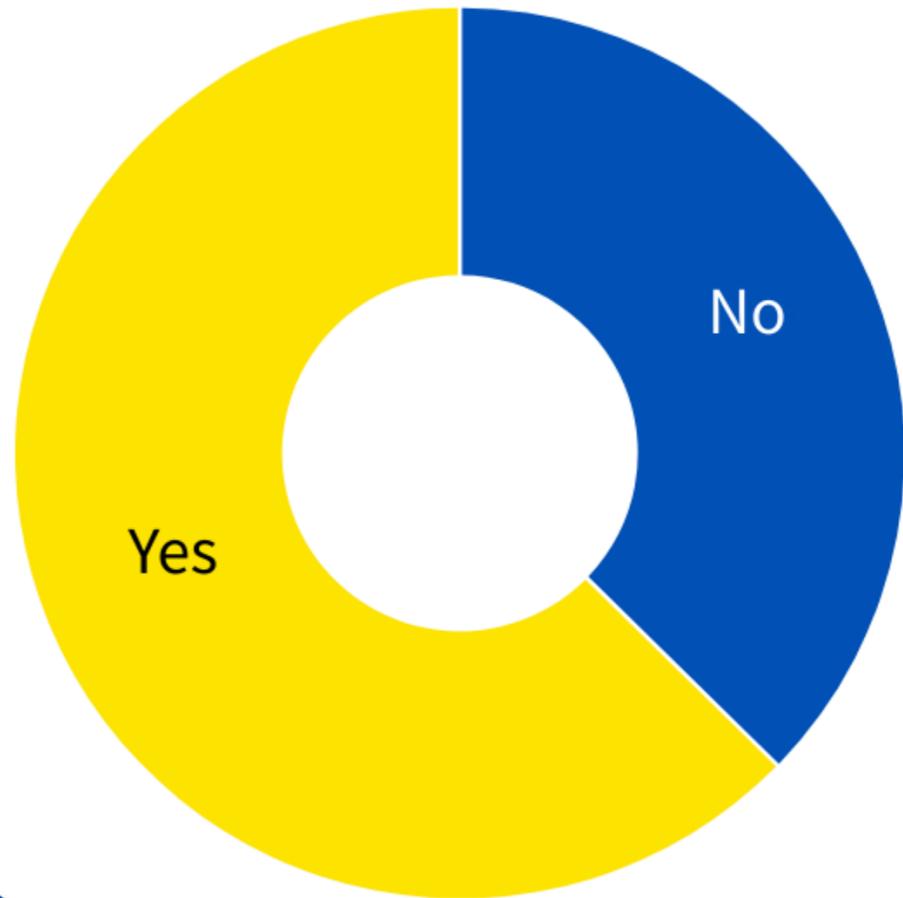
In particular, you told us that you would like to see season ticket renewal costs to be less than first-time season-ticket purchases, simplified tariffs and best price adults and child STs in the Family Zone – all of which we have been able to deliver on.



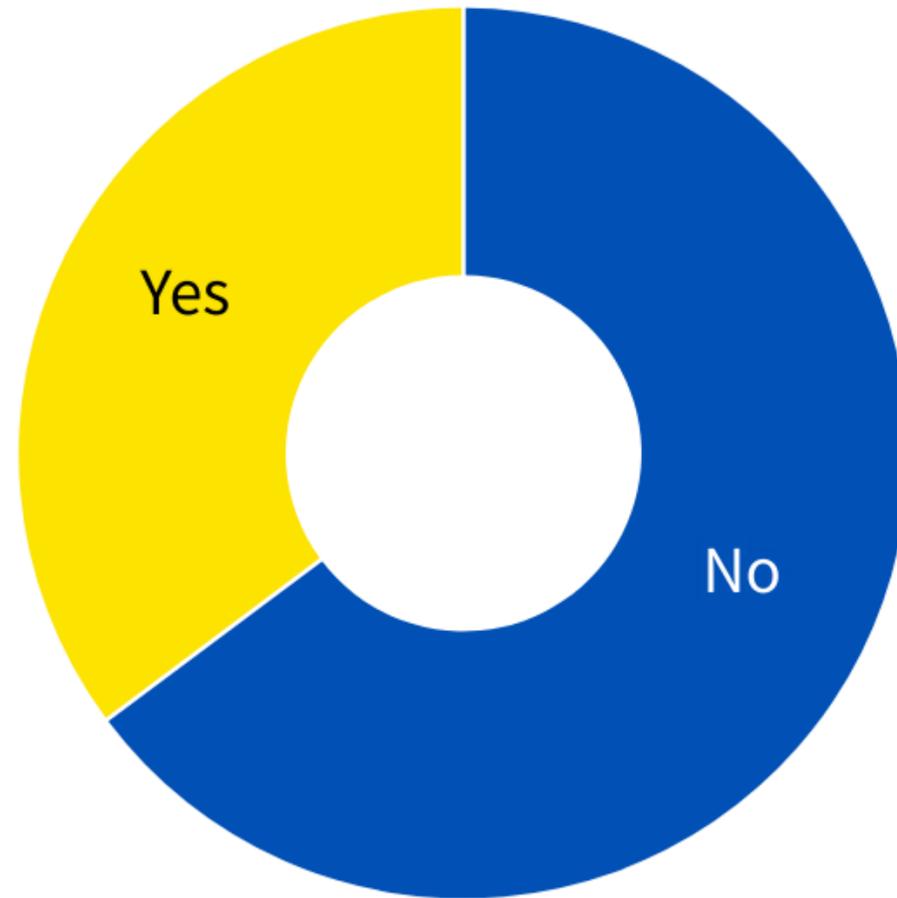


Who responded?

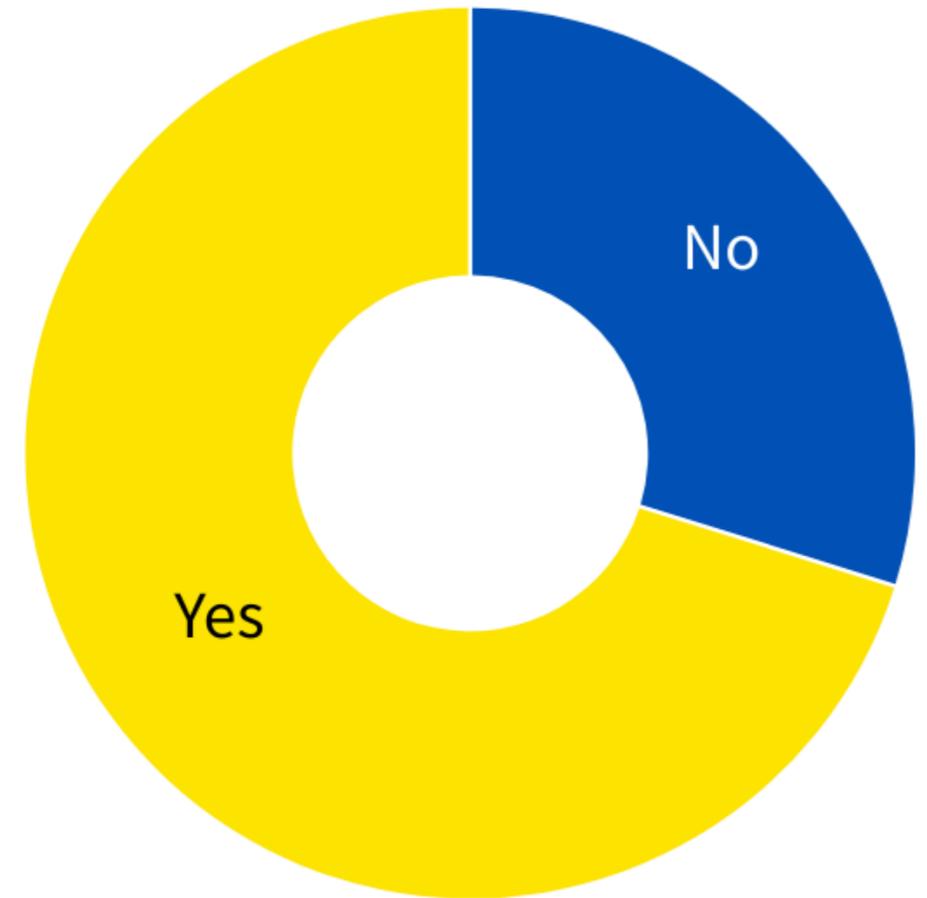
Are you a current member of the Dons Trust?



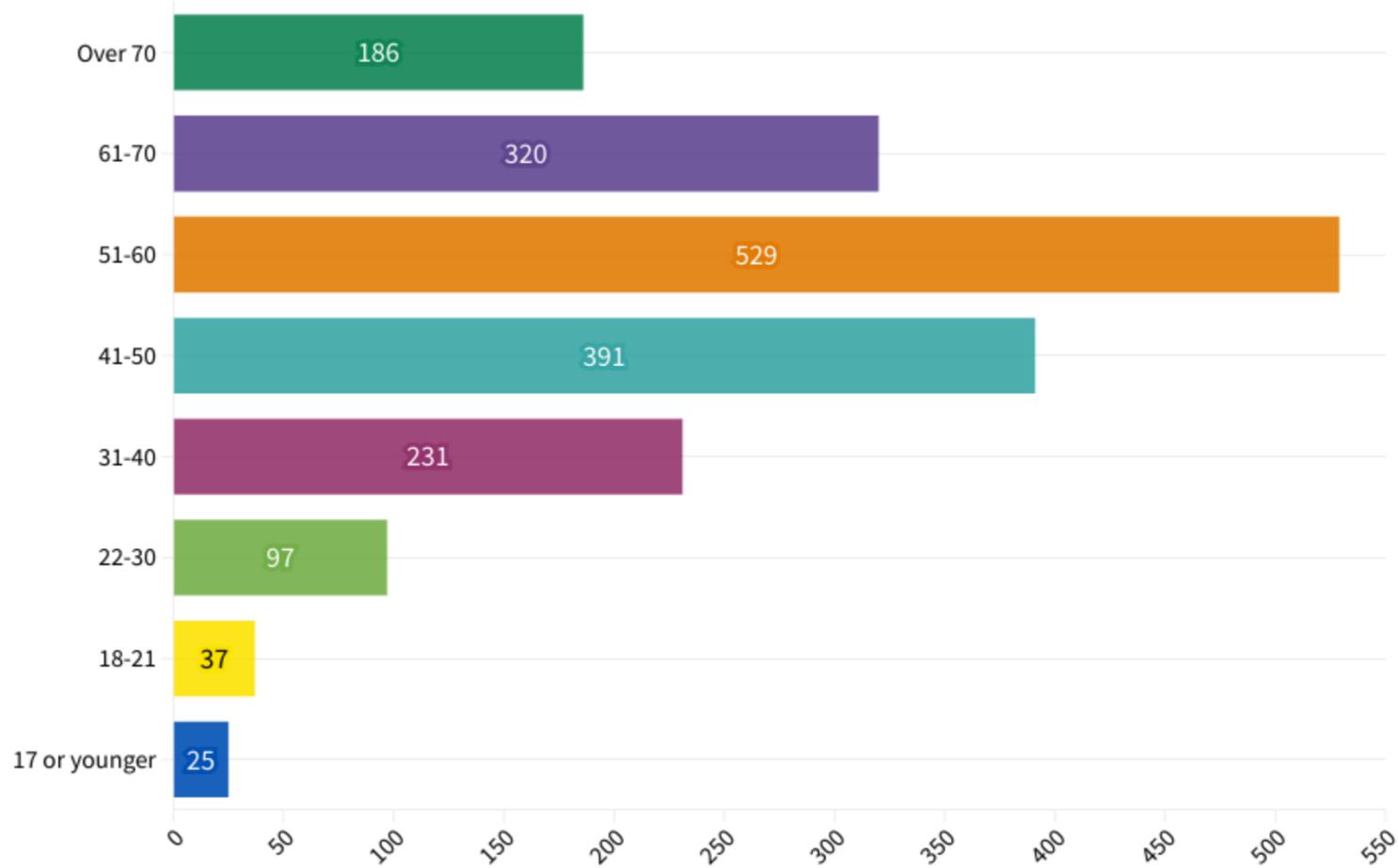
Are you a debenture holder?



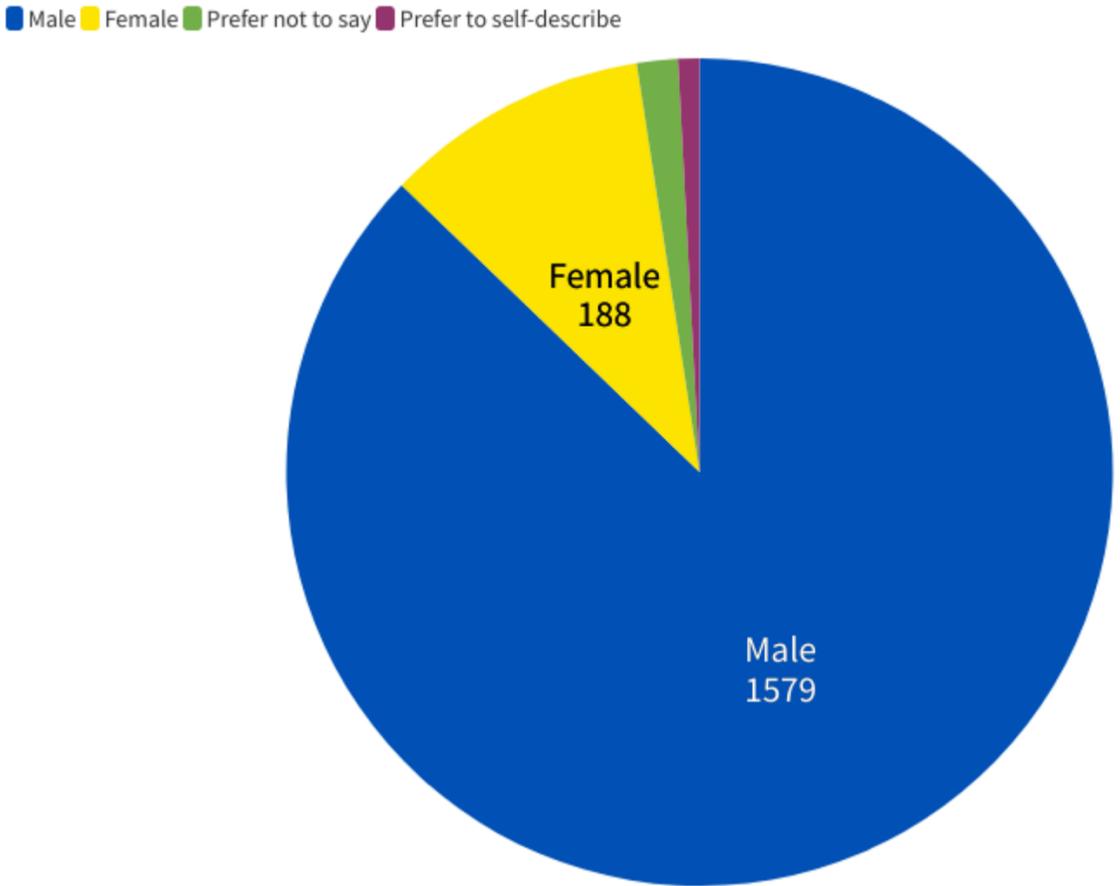
Are you a 21/22 season ticket holder?



# What is your age group?



# What best describes your gender?

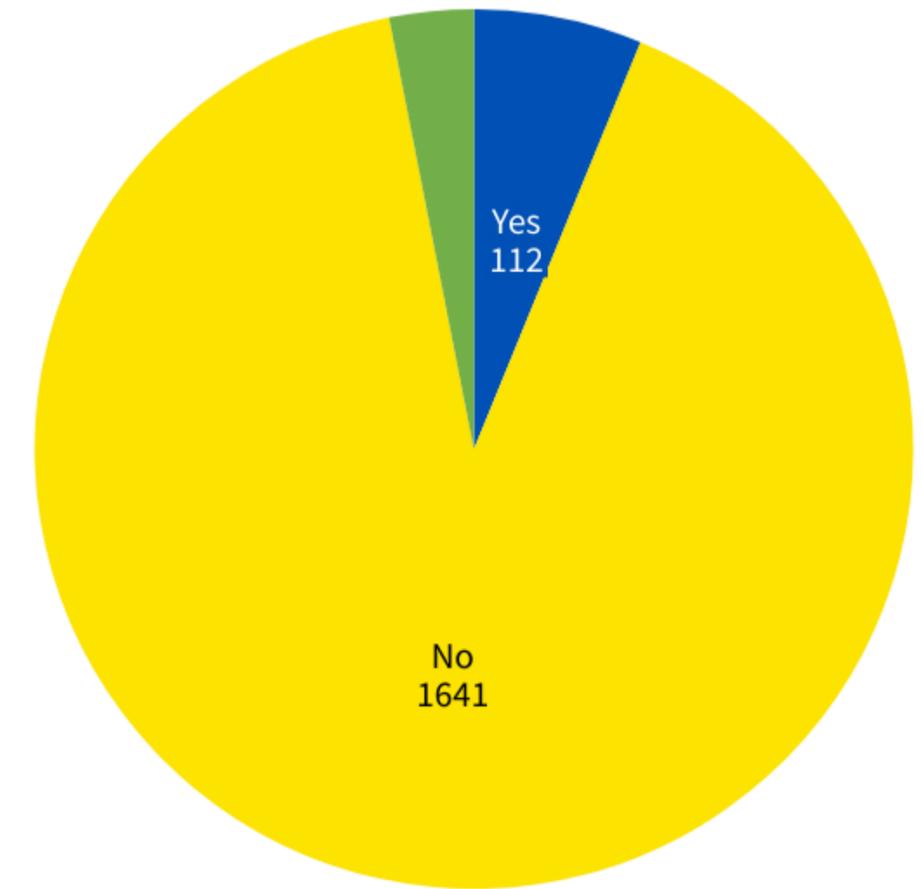


## How would you describe your ethnicity?

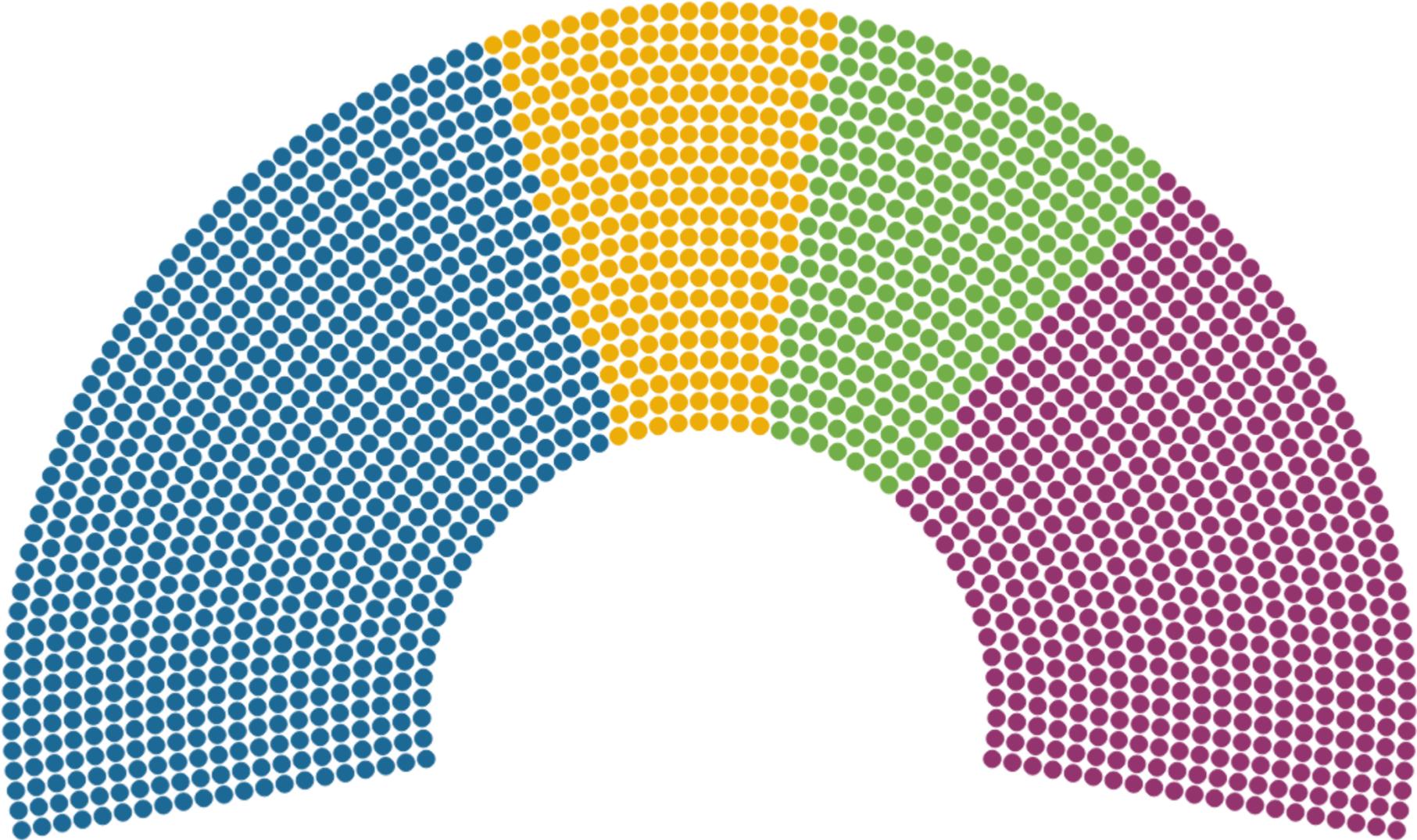


## Would you describe yourself as having a disability?

■ Yes ■ No ■ Prefer not to say



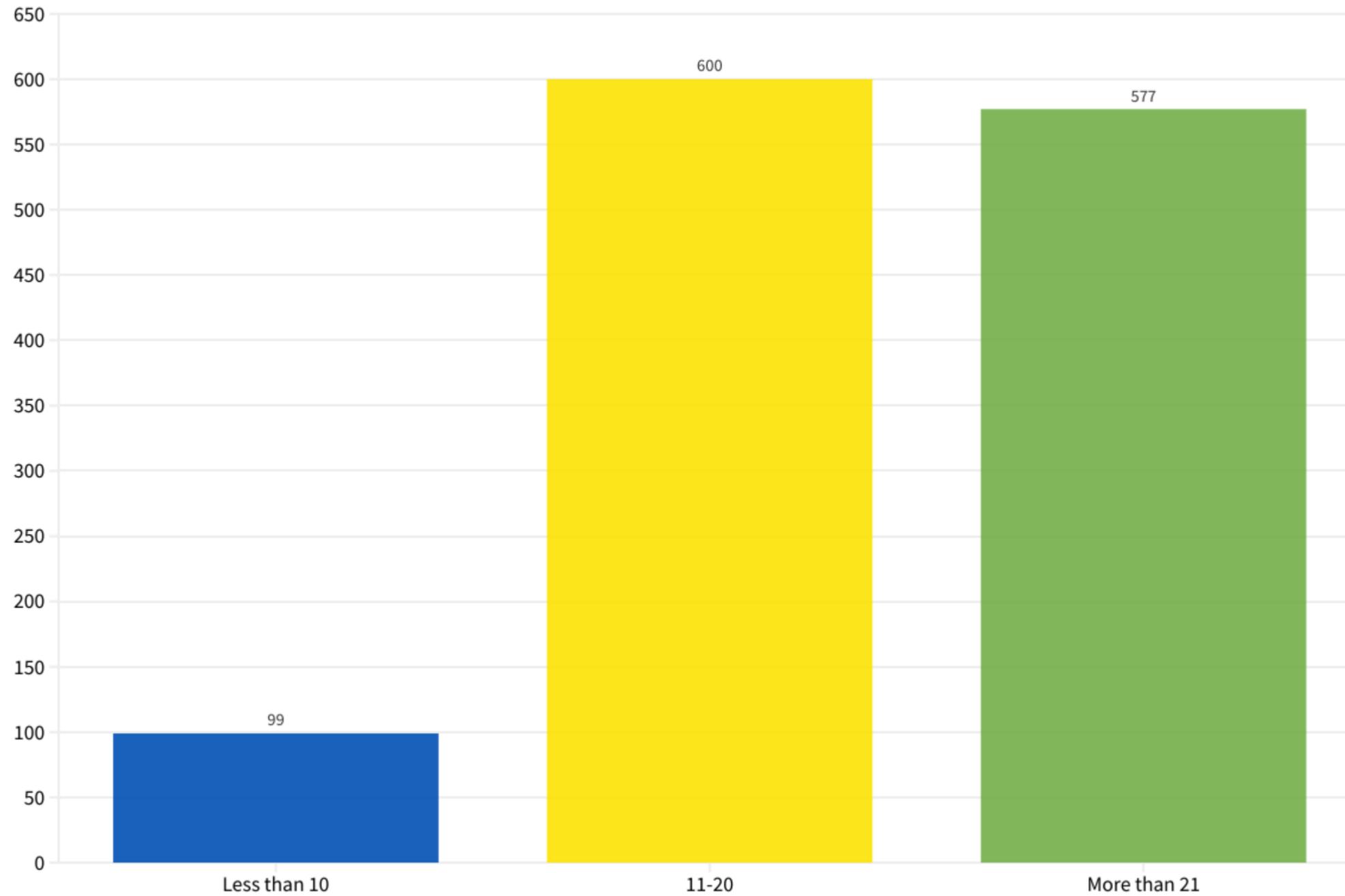
# Where is your season ticket (21/22)?



Stand	Number of respondents
● West Stand	743
● East Stand	261
● South Stand	272
● No season ticket	542



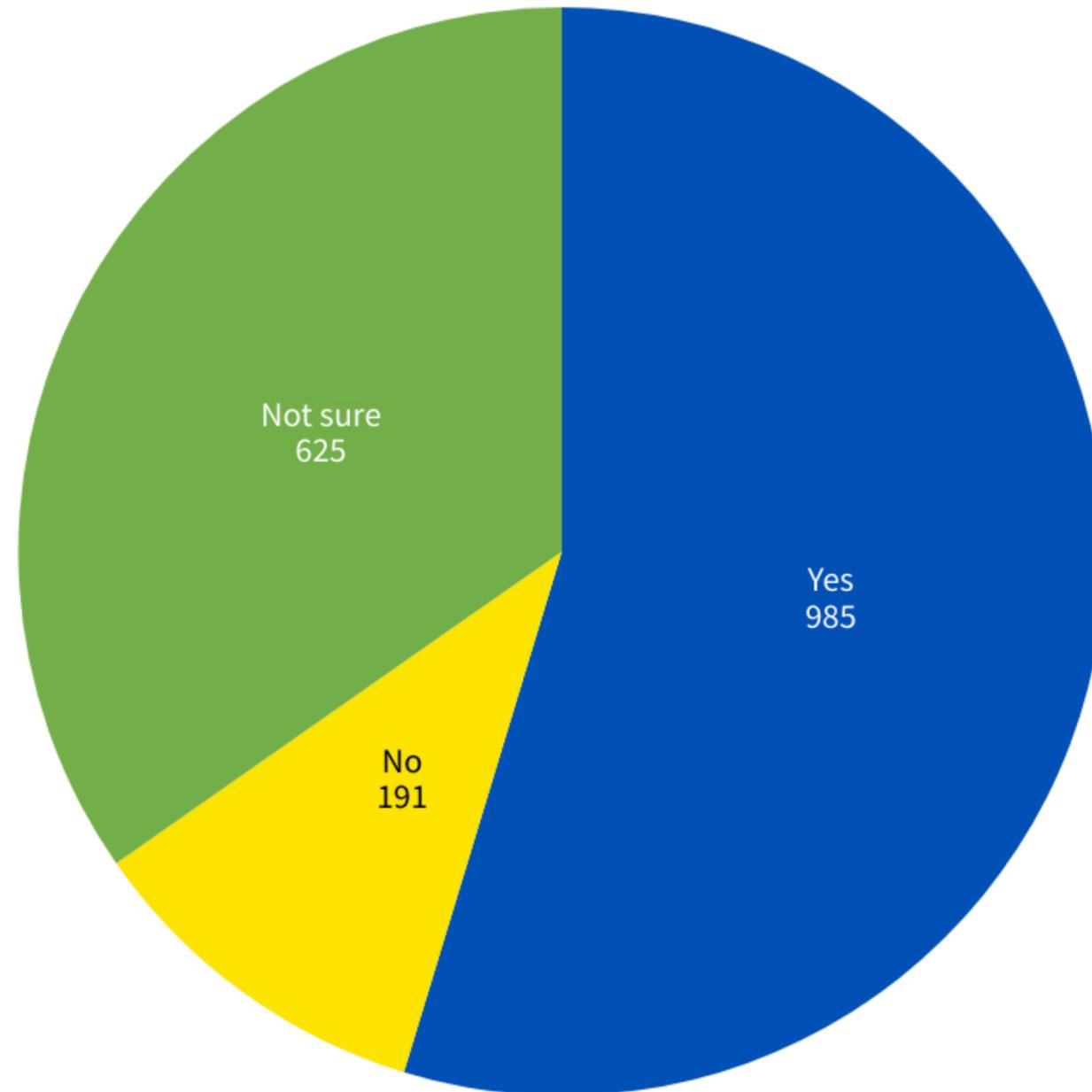
# How many home games have you attended this season (21/22)?





# Responses

Should we prioritise season ticket moves on a first-come, first-served basis during the seat move window?

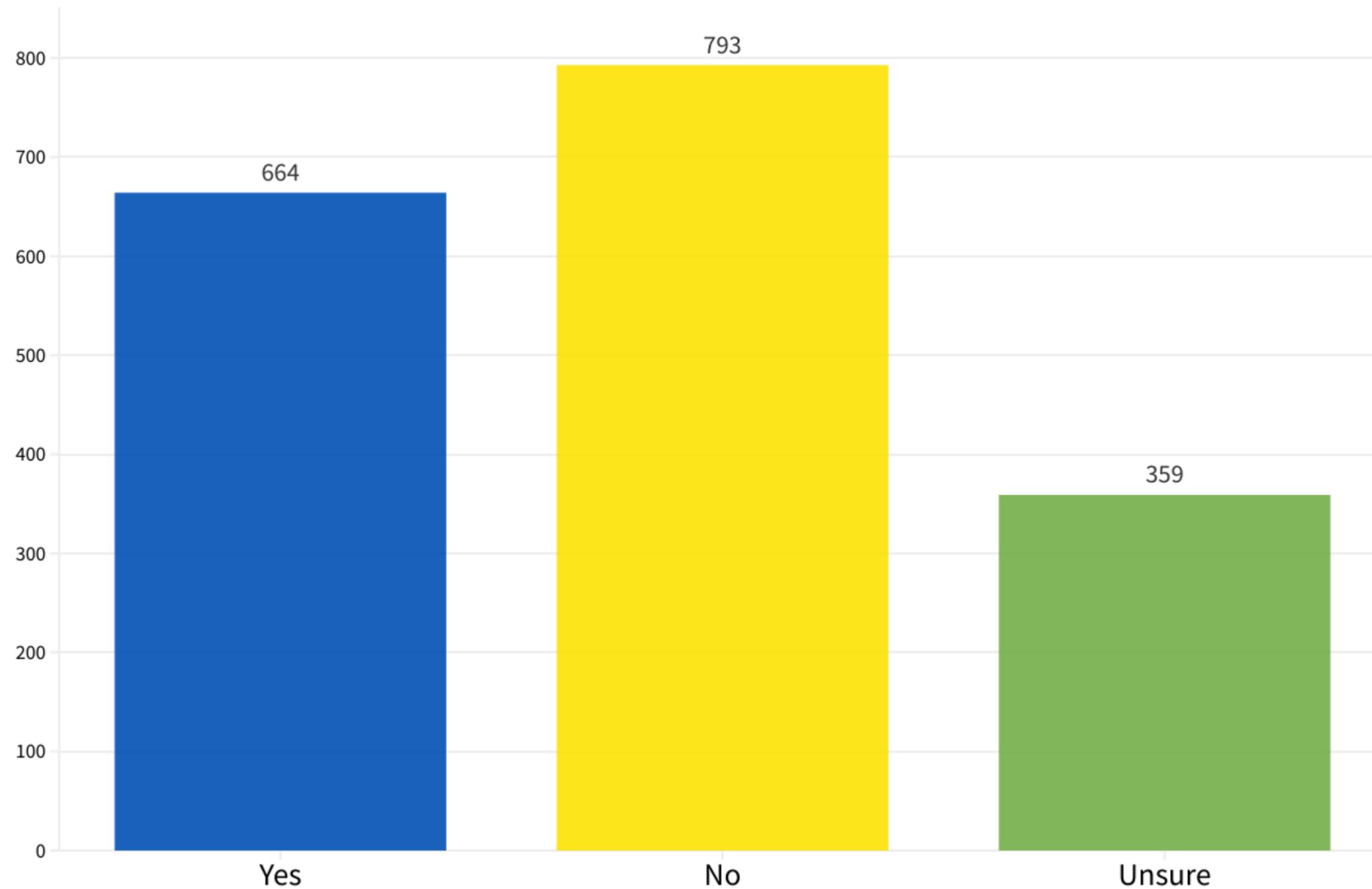


**What you said:** The majority of respondents (55%) agreed that season ticket moves should be prioritised on a first-come, first-served basis during the seat move window.

**What we've done:** Season ticket moves were prioritised on a first-come, first-served basis where possible. Unfortunately, it was not possible to fulfil all requests due to a lack of availability in the area requested to move to.



# Do you think season ticket/matchday ticket prices should **increase** in line with inflation?

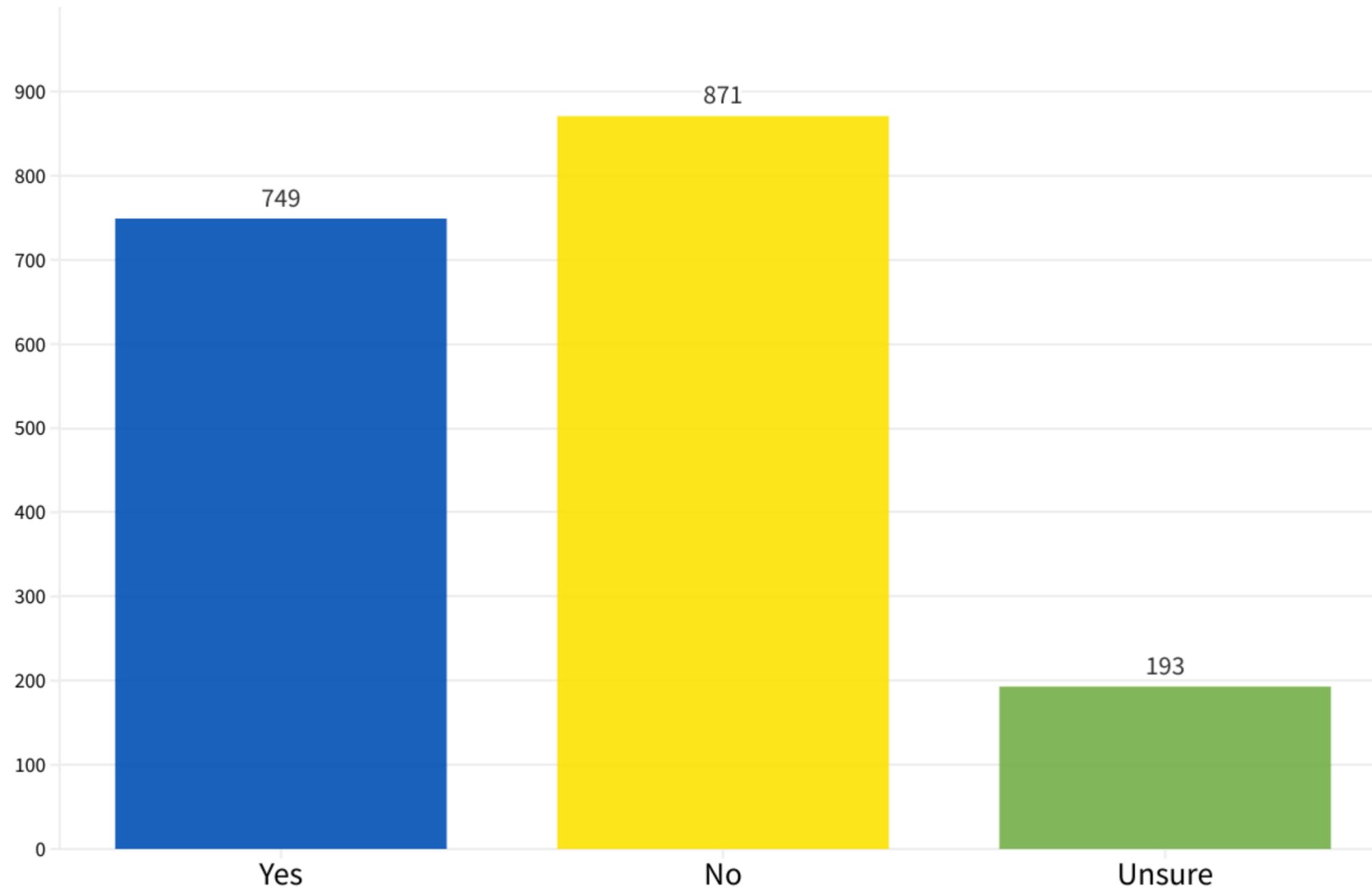


**What you said:** The majority of respondents (44%) said season ticket/matchday prices should not increase in line with inflation.

**What we've done:** The club kept renewal prices down at last season's prices (with some even reduced) and kept any increases for new season ticket holders to well below inflation (at approximately 5%, which is lower than the current rate of over 10%).



Do you think **current** season ticket holders should **pay less to renew** their season ticket than **new** season ticket holders?

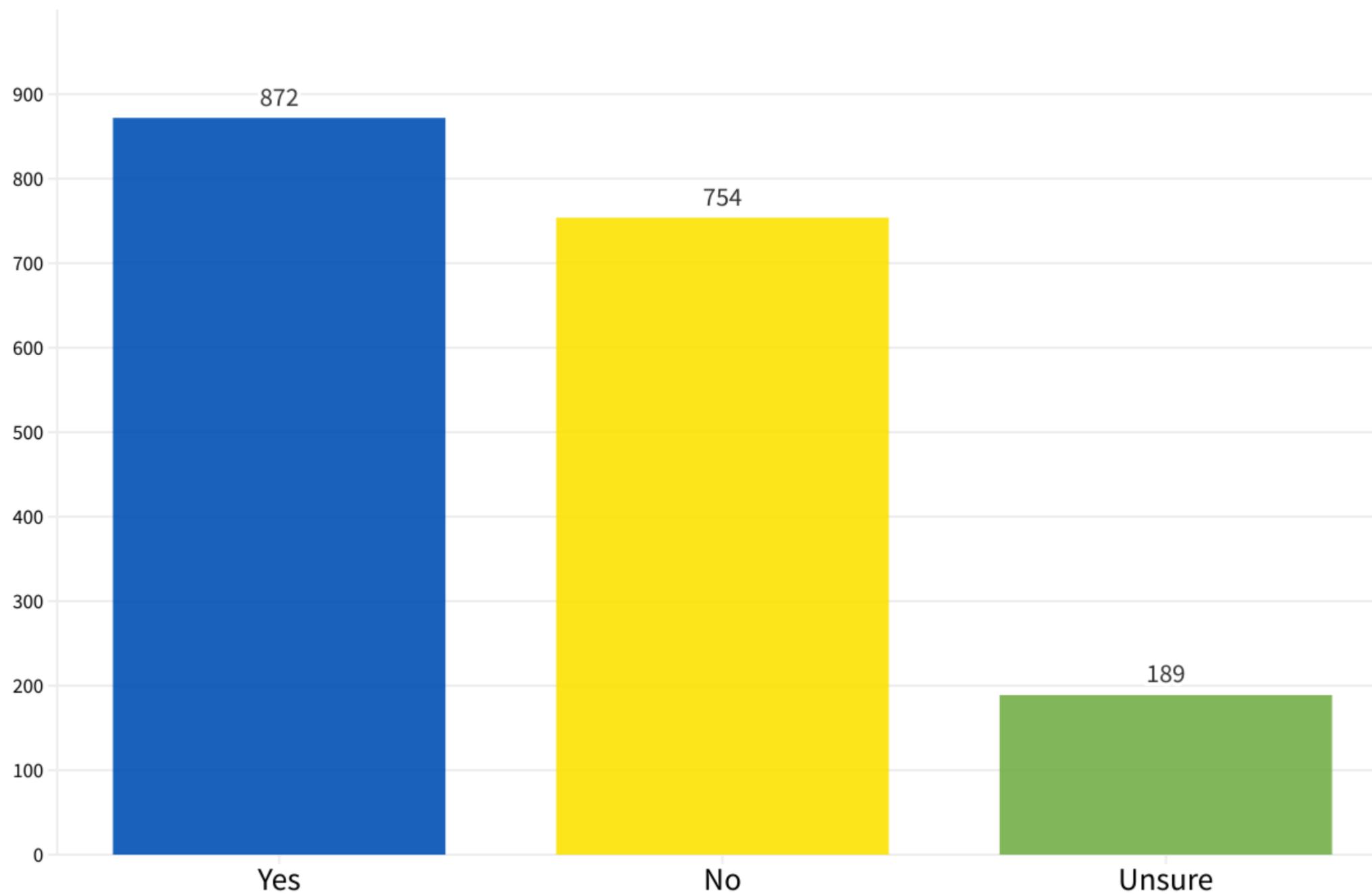


**What you said:** The majority of respondents (48%) did not agree that current season ticket holders should pay less to renew their season ticket than new season ticket holders.

**What we've done:** Season ticket holders who renewed before the renewal deadline paid the same price as the previous year. The vast majority of current season ticket holders renewed in this period. Prices then increased after the renewal window (except in the Family Zone, where prices were reduced for both renewals and new season ticket holders compared to the 21/22 season).



Do you think the price of tickets **on the day** of the game should be **more than** those purchased in advance?



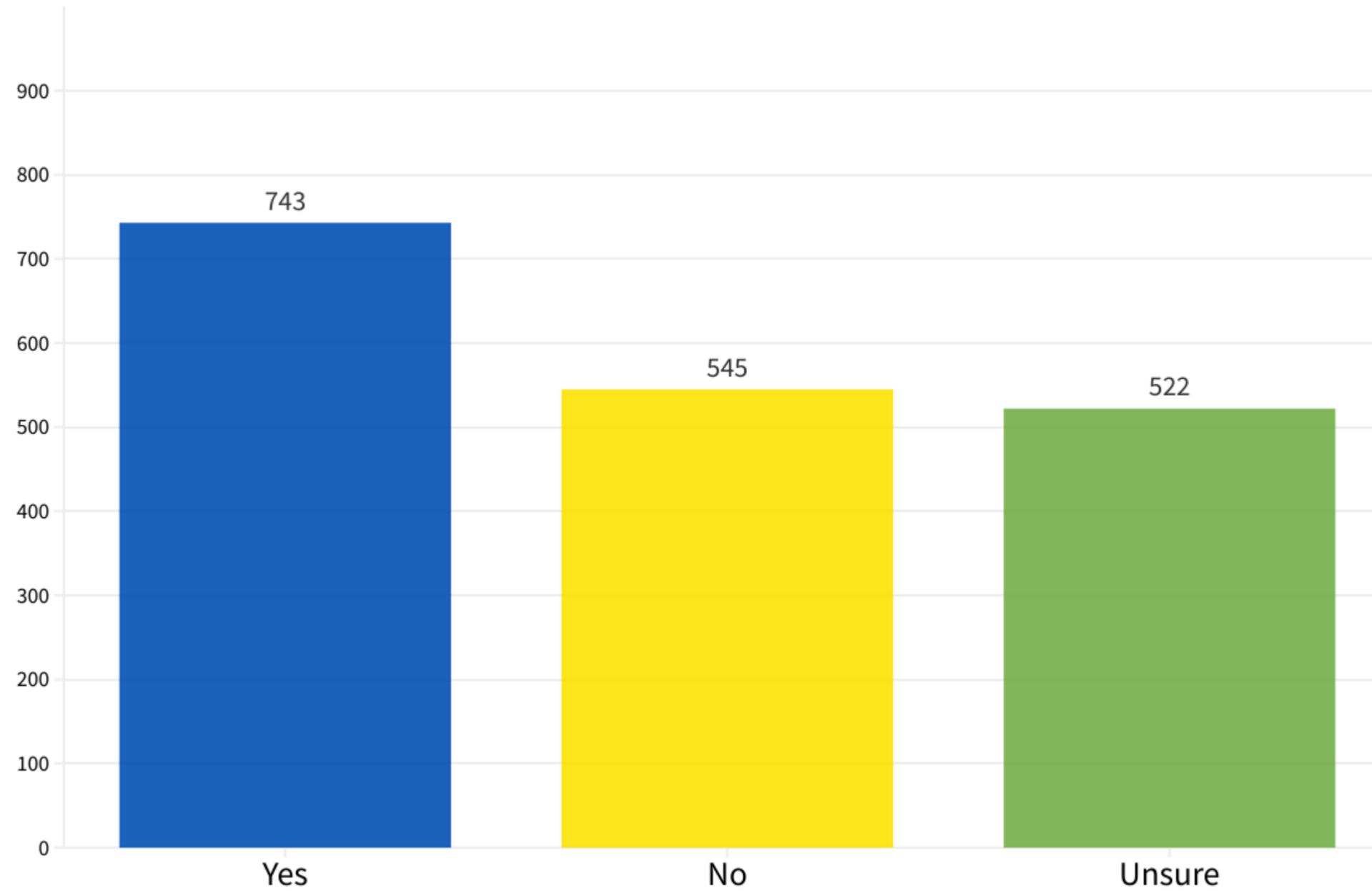
**What you said:** The majority of respondents (48%) said the price of tickets on the day of the game should be more than those purchased in advance.

**What we've done:** Ticket prices at the Cherry Red Records Stadium for EFL League Two matches are listed in the table below. All adult and concession ticket prices increase by £2 when purchased on the day of the match (17 and under prices remain the same).

STAND	ADULT	CONCESSION*	17 AND UNDER
Cappagh Stand Premium (West)	£35	£25	£15
Cappagh Stand (including south west corner)	£32	£21	£10
Movers Stand (South)	£25	£17	£7
Ry Stand Premium (East)	£27	£19	£8
Ry Stand (East)	£25	£17	£7
Ry Stand Family Zone (East)	£23	£16	£4



# Would you find it easier if our ticketing tariffs were simplified?



**What you said:** 41% of respondents agreed they would find it easier if ticketing tariffs were simplified.

**What we've done:** The number of tariffs have been reduced to three by merging the concession and '18-21' tariff, and removing the '11 and under' tariff.



Do you think the Family Zone should offer the **best price** adult and child season tickets?



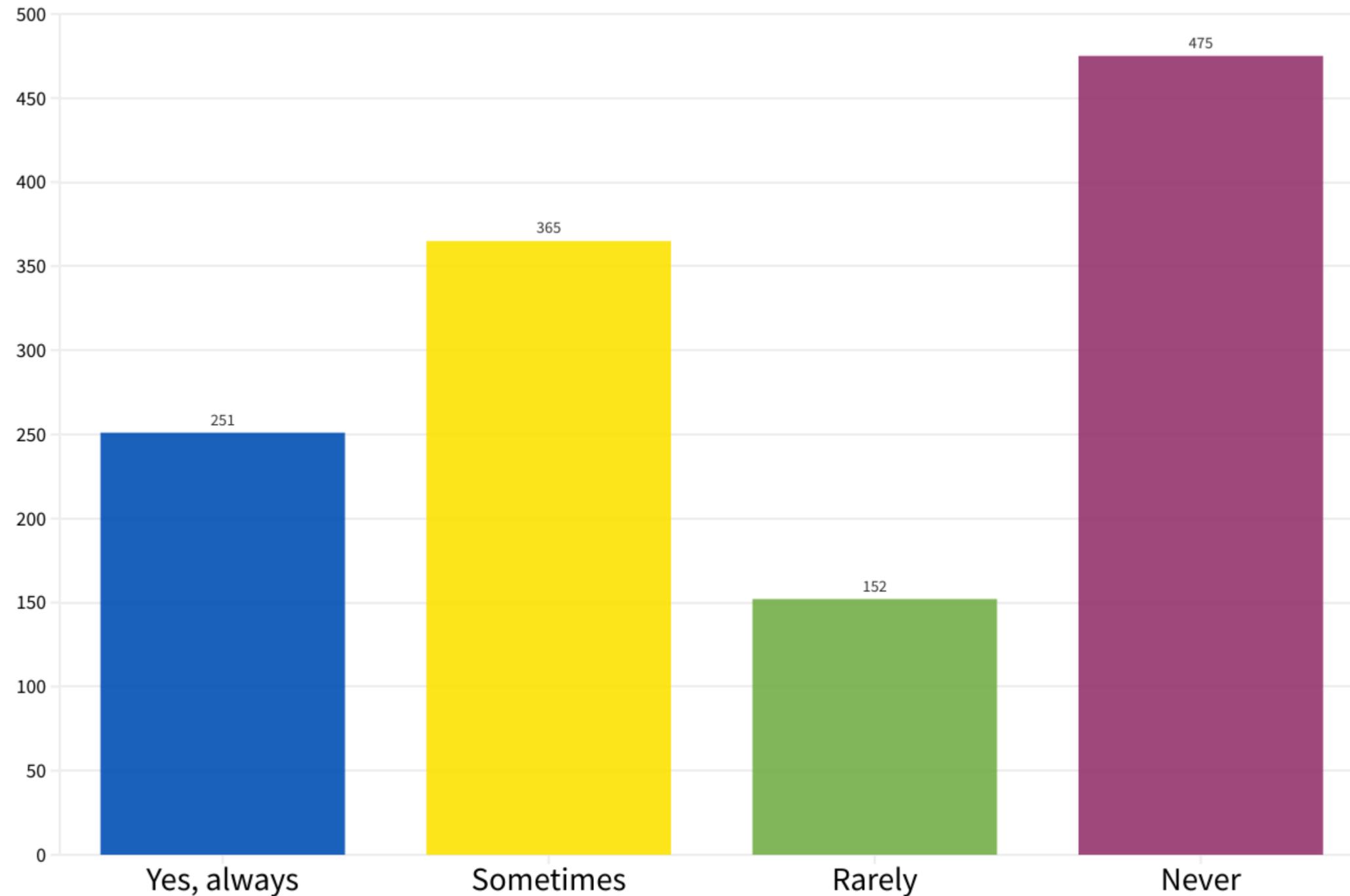
**What you said:** The majority (67%) of respondents said Family Zone offers the best price adult and child season tickets.

**What we've done:** The cost of all season tickets are displayed below, with Family Zone tickets the cheapest tickets.

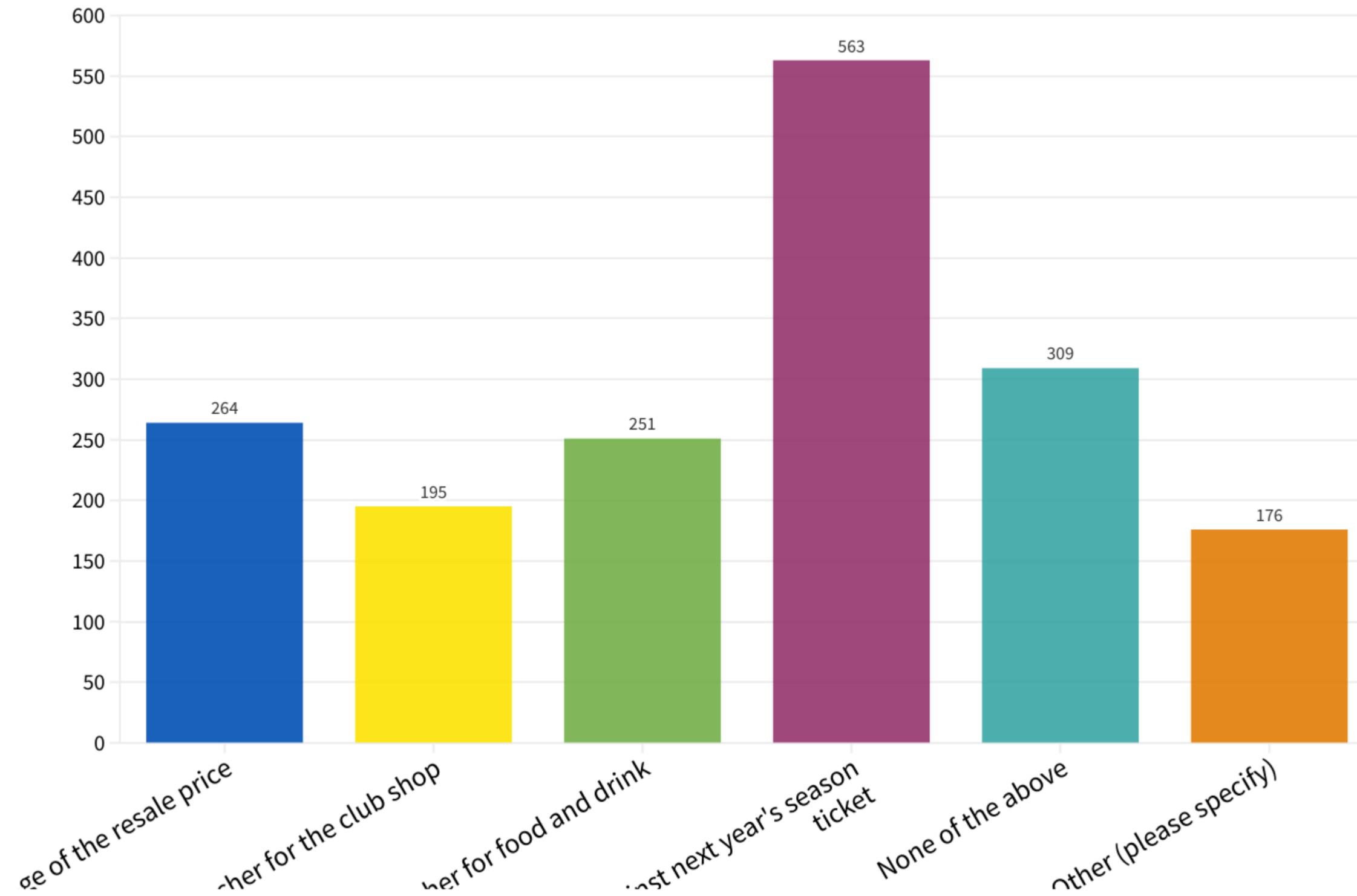
STAND	ADULT	CONCESSION*	17 AND UNDER
Cappagh Stand Premium (West)	£550	£370	£125
Cappagh Stand (including south west corner)	£500	£330	£110
Movers Stand (South)	£420	£280	£90
Ry Stand Premium (East)	£445	£300	£95
Ry Stand (East)	£420	£280	£90
Ry Stand Family Zone (East)	£375	£250	£40



As a season ticket holder, if you could not make it to a game, did you return your ticket to the club to be resold?



# If you couldn't make a game, would you be more likely to return your ticket to the club if you received...



# Other comments and suggestions...

A significant proportion said they tend to give their ticket to someone they know if they can't make it, some also expressed concern about knowing who is using their seat.

A number of people said that there should be better-timed emails (a week before each game) to remind you about resale, and also an easier system to return your ticket.

Some also said they would like a guarantee their ticket is returned to them if the fixture is rearranged.

Other suggestions for incentives included:

- Give the ticket to local schools/charity for free
- A percentage of the resale added to a matchday card that can be used for anything
- A donation to the Dons Local Action Group (DLAG)
- Free Dons Trust membership
- Credit for cup game tickets.



# Other comments on pricing...

"If we get relegated prices should remain unchanged"

"Have found the price of tickets very fair this season, being a stadium card holder has allowed me to get tickets at a reduced rate"

"Have a long-term pricing strategy laid out for discussion with DT members"

"Ticket pricing should avoid huge jump between child and adult -- maybe a scheme if you've had a child ticket for X years you get an adult ticket at a reduced rate"

"Division 2 football should be cheaper"

"On the whole think value for money. Currently the club needs the money to pay off its debts. I am willing to keep prices or rise with inflation to pay these off. But once cleared, offer something for loyalty."

"Extend concessions to under 25s"

"There's not enough discount on season tickets versus matchday tickets"



# Other comments about ticketing in general...

"Should be able to buy home tickets for matches at any point in the season, not just a few weeks before the match"

"Better signage to ticket office needed for casual fans"

"Ticketing website hard to understand"

"Fix the Direct Debit system"

"Dons Trust membership needs better integration with season tickets"



# What's next?

The club and Trust are exploring comments and further suggestions with a view to incorporating them into future offerings.

We would like to thank everyone who took part in the survey. If you have any further feedback, please email [contact@thedonstrust.org](mailto:contact@thedonstrust.org) with 'Tickets & Pricing' in the subject line.

