



Dons Trust Membership Survey

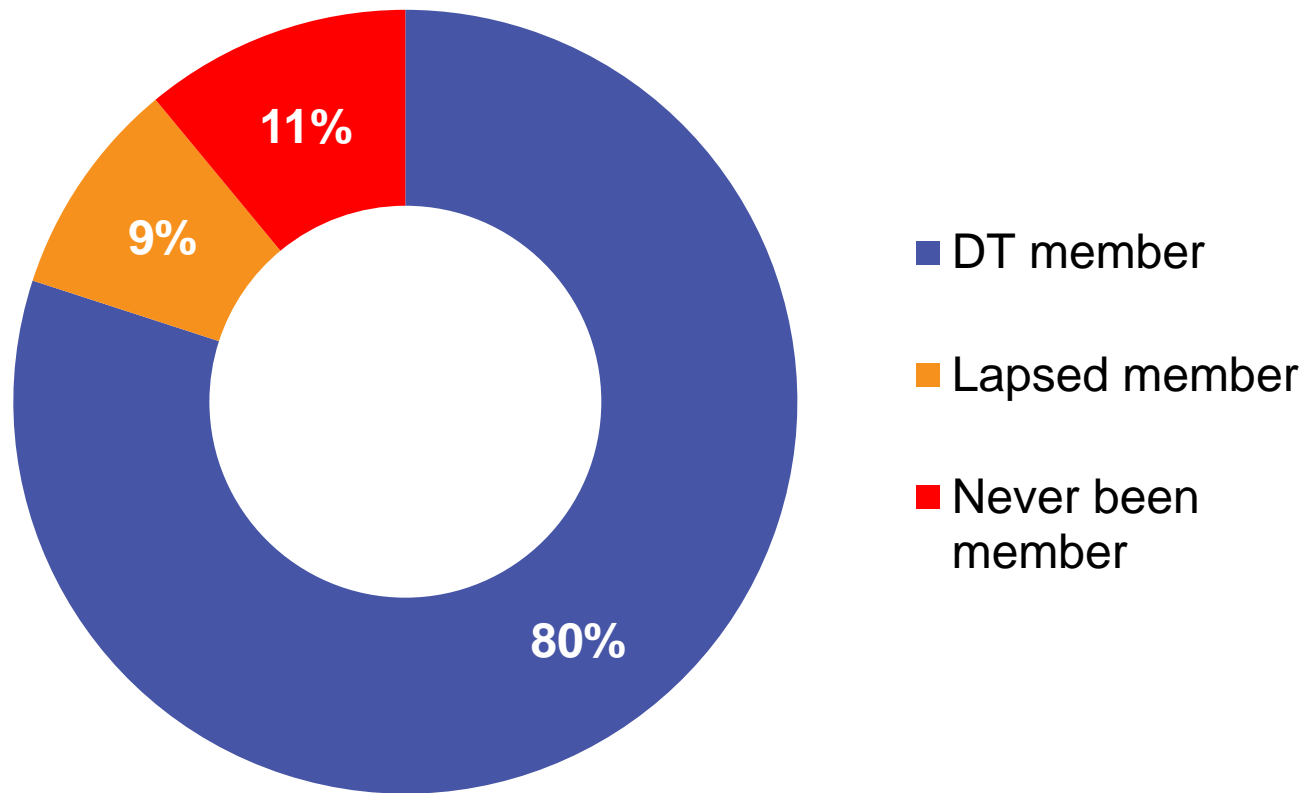
Overview of findings

Introduction and background results

Background and methodology

- Survey aimed to provide information on satisfaction with current DT membership, barriers to membership and interest in additional benefits
- Included both DT members and non-members; current and lapsed members sent email invitations and reminders; survey also advertised on Club and Trust websites and via social media channels
- Survey questions developed by DT – separate blocks of questions asked of current and non-members but some equivalent questions asked of both group (to allow comparisons)
- A mix of closed and open questions included – open responses coded to common themes, verbatim responses also used in analysis
- Survey hosted by Survey Monkey and ran between 23rd April and 15th May
- A total of 1,924 people responded to the survey, including over 1,500 current members and almost 400 non-members

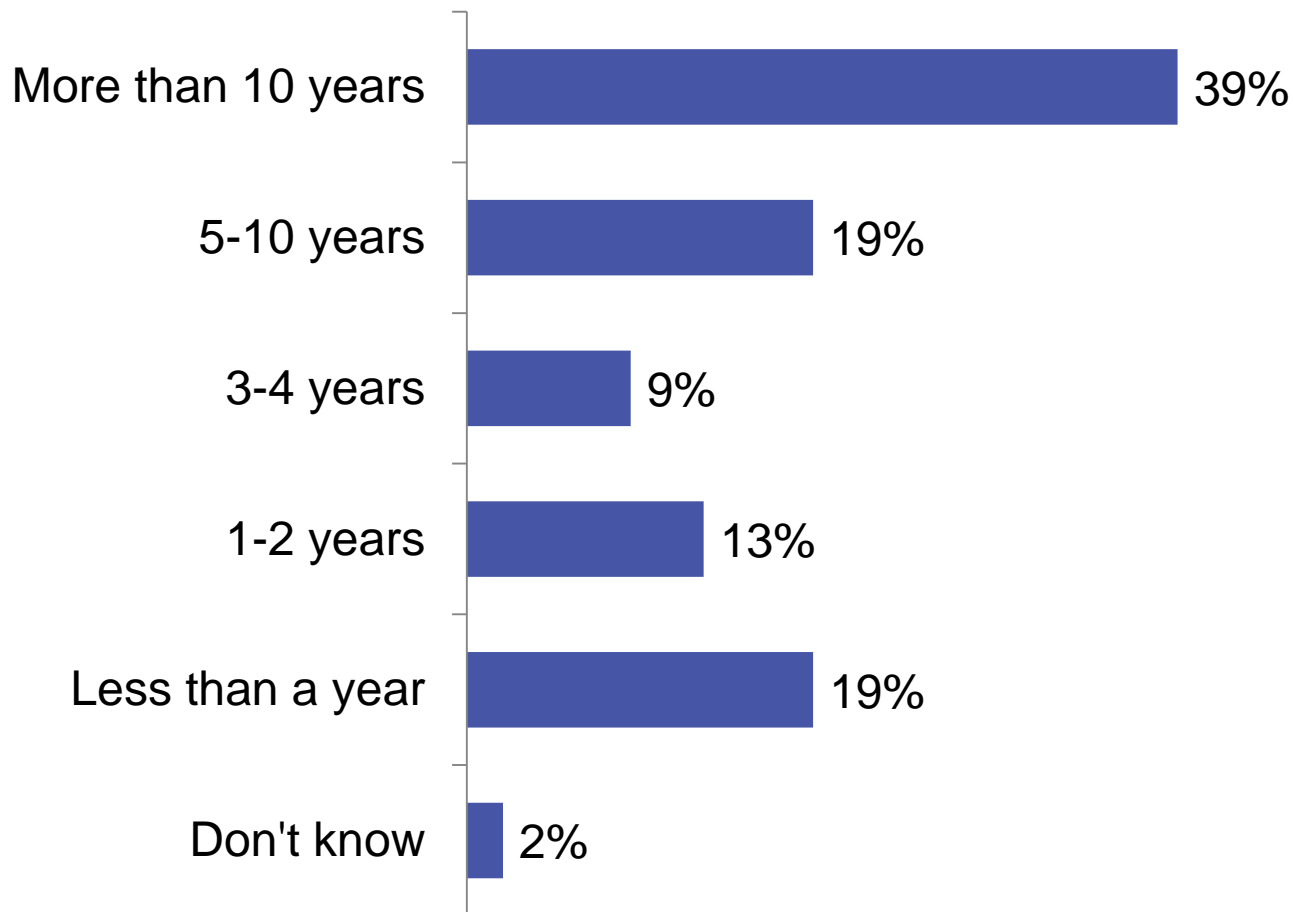
8 in 10 respondents were DT members; also good numbers of lapsed and non-members included



Q2. Are you currently a member of the Dons Trust / Q3. Have you been a member of the Dons Trust at any point in the past?

Base: All respondents (1,924)

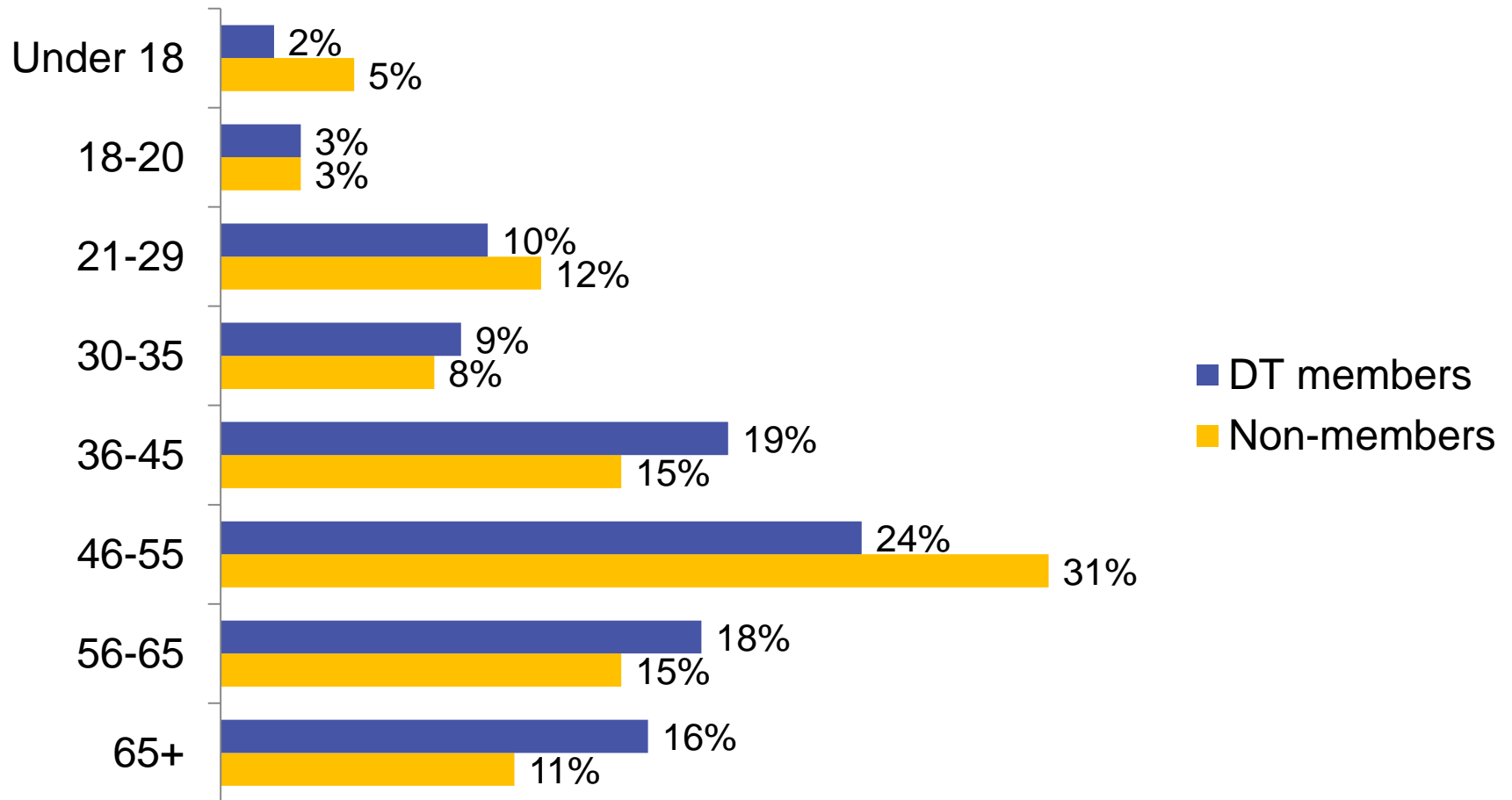
4 in 10 DT members to respond had been members for 10+ years – but 2 in 10 had joined in the last year



Q11. How long have you been a member of the Dons Trust? If you have previously left and re-joined, please answer based on when you first joined.

Base: All DT members to provide response (1,503)

Broadly similar age profile for members and non-members; fewer non-members in older age bands

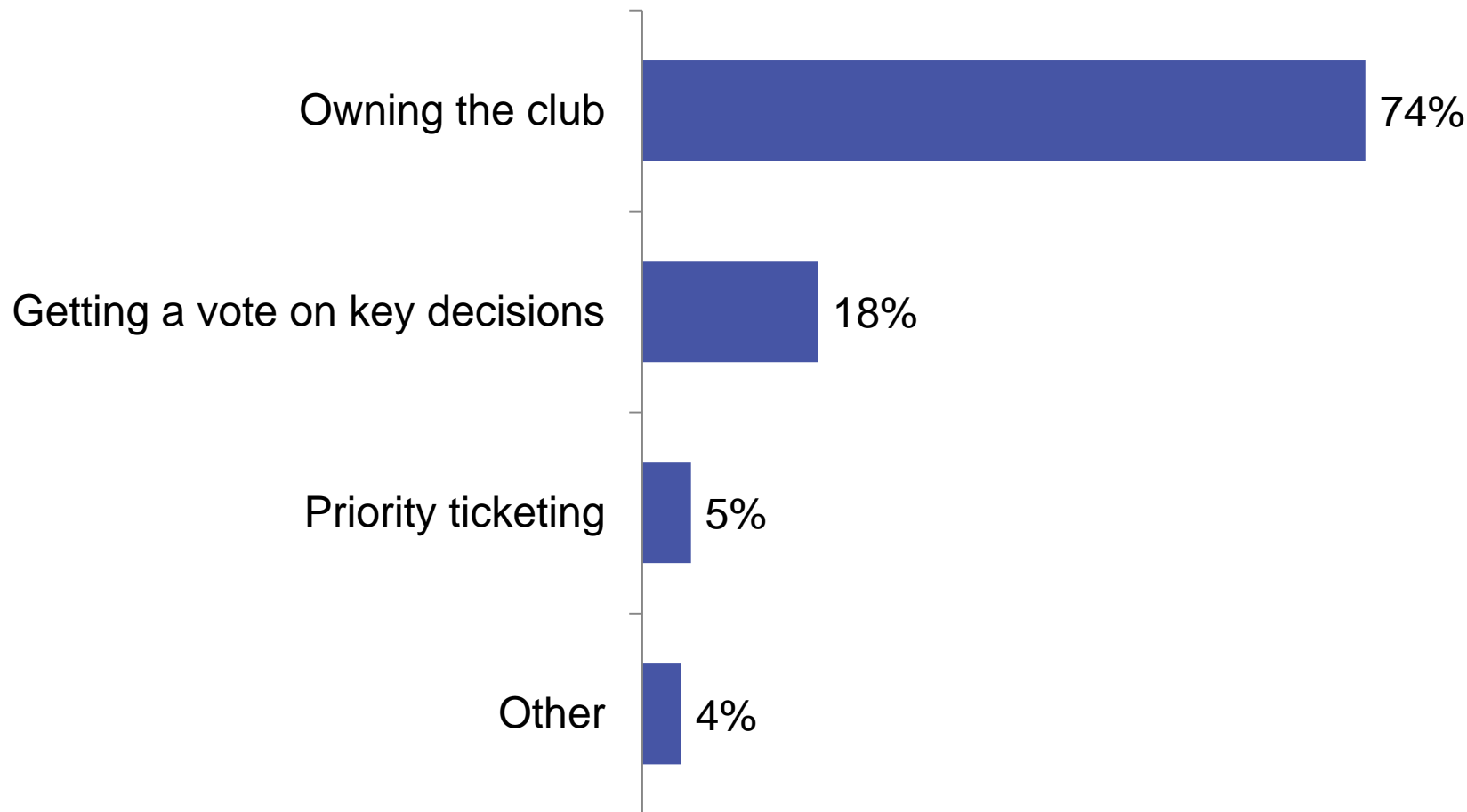


Q1. Please enter your age band from the list below.

Base: All to provide their age: DT members (1,528); Non-members (385)

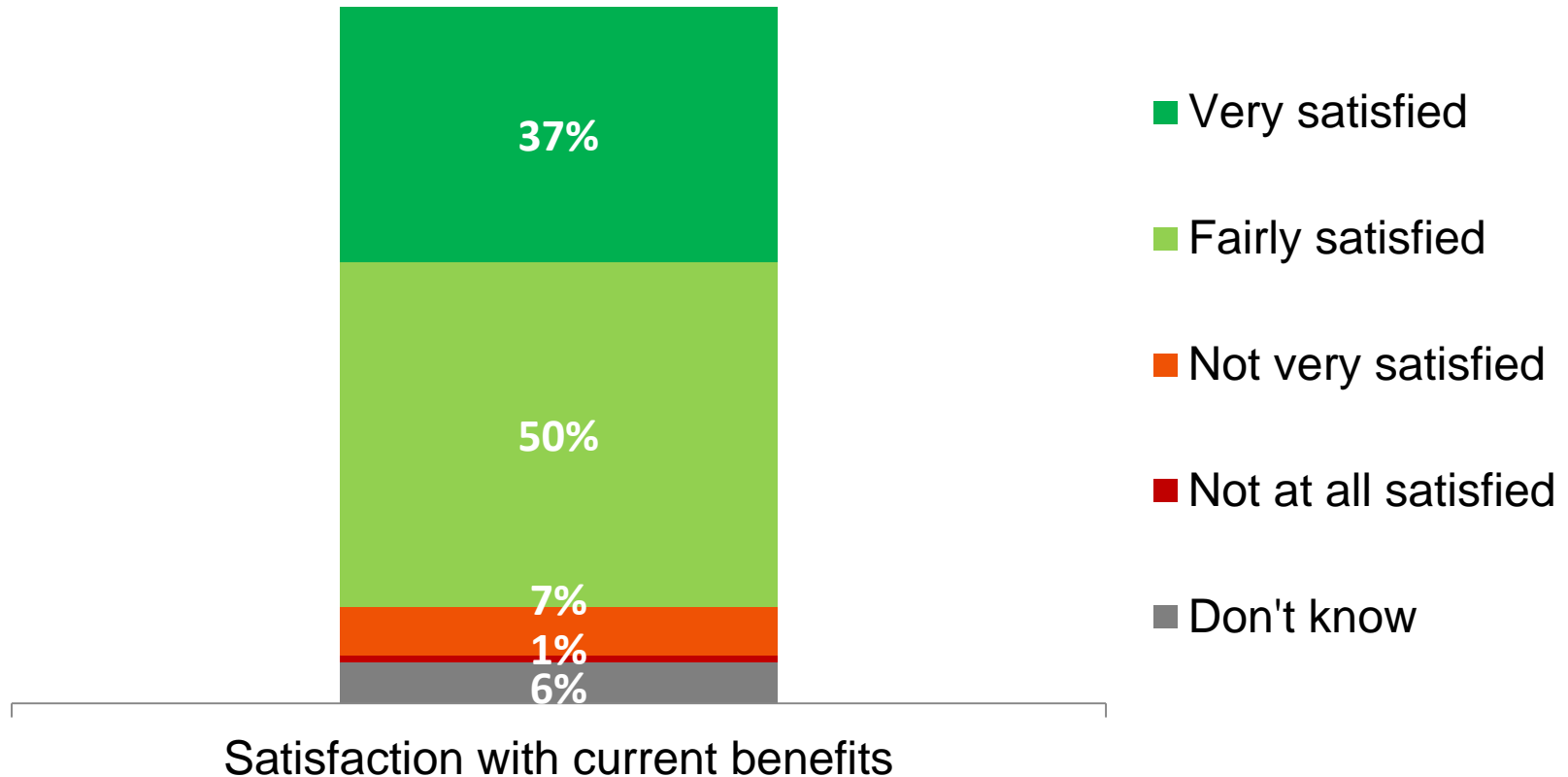
Results for current DT members

Three quarters of current DT members see owning the club as the most important benefit of membership



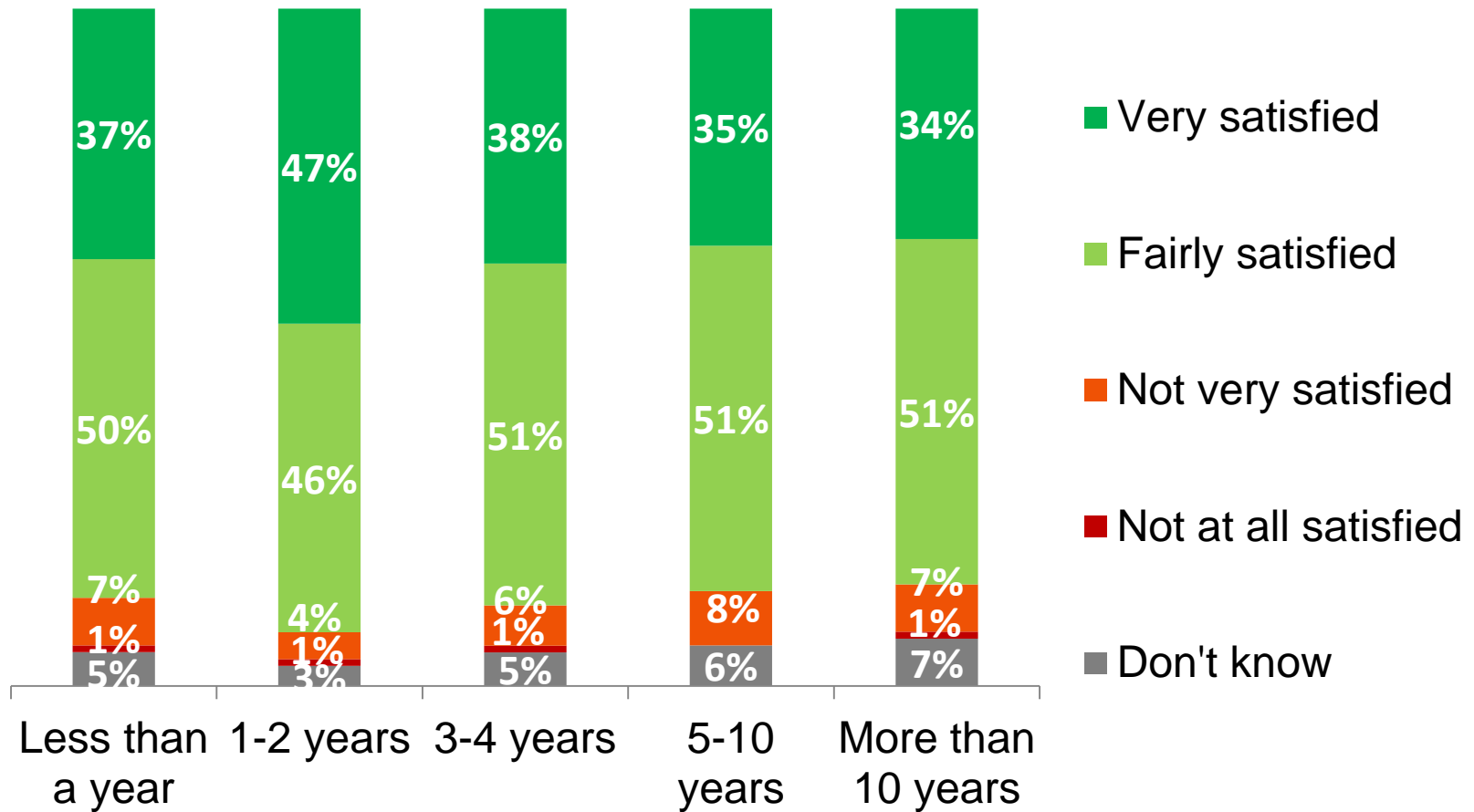
Q13. What do you see as the most important benefit of being a Dons Trust member? Please select one only.
Base: All DT members to provide a response (1,503)

Just over a third of current members are satisfied with the benefits they received; very few less than fairly satisfied; perhaps some uncertainty over how 'benefits' perceived?



*Q14. How satisfied are you with the benefits you currently receive for your membership?
Base: All DT members to provide a response (1,504)*

Those who have been members for 1-2 years most likely to be 'very satisfied' with benefits received



Q14. How satisfied are you with the benefits you currently receive for your membership?

Base: All DT members to provide a response (Less than a year: 279; 1-2 years: 192; 3-4 years: 138; 5-10 years: 289; More than 10 years: 580)

Some of those dissatisfied with benefits of membership pointed to lack of certainty over what benefits are

- Some comments point to uncertainty over whether owning the club / getting a vote on key issues counts as a 'benefit'

"I don't really know what the benefits are (or what you mean by benefits in this Q)! I am a member to be able to vote. Is that a benefit or the key part?!"

- Also lots of other comments pointing to uncertainty over what benefits are received

"I'm not entirely sure of the benefits I do receive."

"What benefits do we actually receive?"

"I'm not clear what they are and if you really get priority for tickets"

"Because I am not sure what the benefits are. We need better information about the benefits and the subscription."

"What do we obtain other than a vote and lots of emails?"

Q15. Why do you say you are not satisfied with the benefits you currently receive?

Many of those dissatisfied commented that there were no real benefits associated with membership

- Don't receive any / many benefits

“Other than owning part of the club there are no benefits”

“Apart from the ability to vote on important matters I don't see any other benefits! I am also a season ticket holder so priority tickets is not a problem. I get nothing in return.”

“It is hard to put a value on having a share in ownership but other than that, I don't really feel there is any great benefit in being a member.”

“Other than a pin and a certificate I honestly don't know what the benefit has been. Very disappointed.”

Pricing and ticketing priority also mentioned as reasons for dissatisfaction

- **Price is too high**

“£25pa is the most expensive of any Trust I know, and for that we get virtually no tangible benefits”

“I think we should drop the price to encourage a larger membership.”

- **Should receive ticketing priority**

“PLEASE introduce [a ticket] exclusivity period for DT Members, with an email to announce that this exclusive period is now open.....for at least 5 working days.”

“DT members didn't get any type of priority option to purchase Sutton tickets, which whilst understandable as we are a community run club, would have been good.”

“I can't get a seat for any home game; I can't attend regularly but would expect that I can get priority for seat tickets on occasions”

Lack of communication from Trust also mentioned by some

- **Poor communication / contact from Trust**

“I just want concise transparency. I want to know what the club is doing on a regular basis through one consolidated stream of information. I barely receive any information at the moment. I want to see the clubs ambitions and be able to be a part of such ambitions.”

“I don't feel I get many updates through via e-mail, which I would have expected.”

“I don't receive regular contact. This is more so important to me as I am not local”

“I get a vote and a say but I don't feel the Board keep me easily informed as to what is happening (minutes online etc)”

DT members most value being part of the club, contributing to its success and being part of something worthwhile / important

“Having a say in how the club is run and feeling that I am part of something fantastic”

“The loyalty and pride of being an owner”

“It is one thing to be a season ticket holder but it adds that bit extra to have a share, to be involved and care about the future of the club.”

“Knowing that we all own the club and that the money is going towards making the club better with every passing year.

Being part of the club beyond being just a fan in the stand”

“The biggest decisions are democratically made by Trust members.”

“Knowing my contribution supports a team I love, being part of a community that's pulled itself up by its bootstraps”

“AFC Wimbledon is sport at its finest. I value the opportunity to be a part of something bigger and cherish the community that the club brings together.”

Q16. In your own words, please explain what you value most about being a Dons Trust member?

Discount at the club shop is the benefit current DT members would most like to see introduced

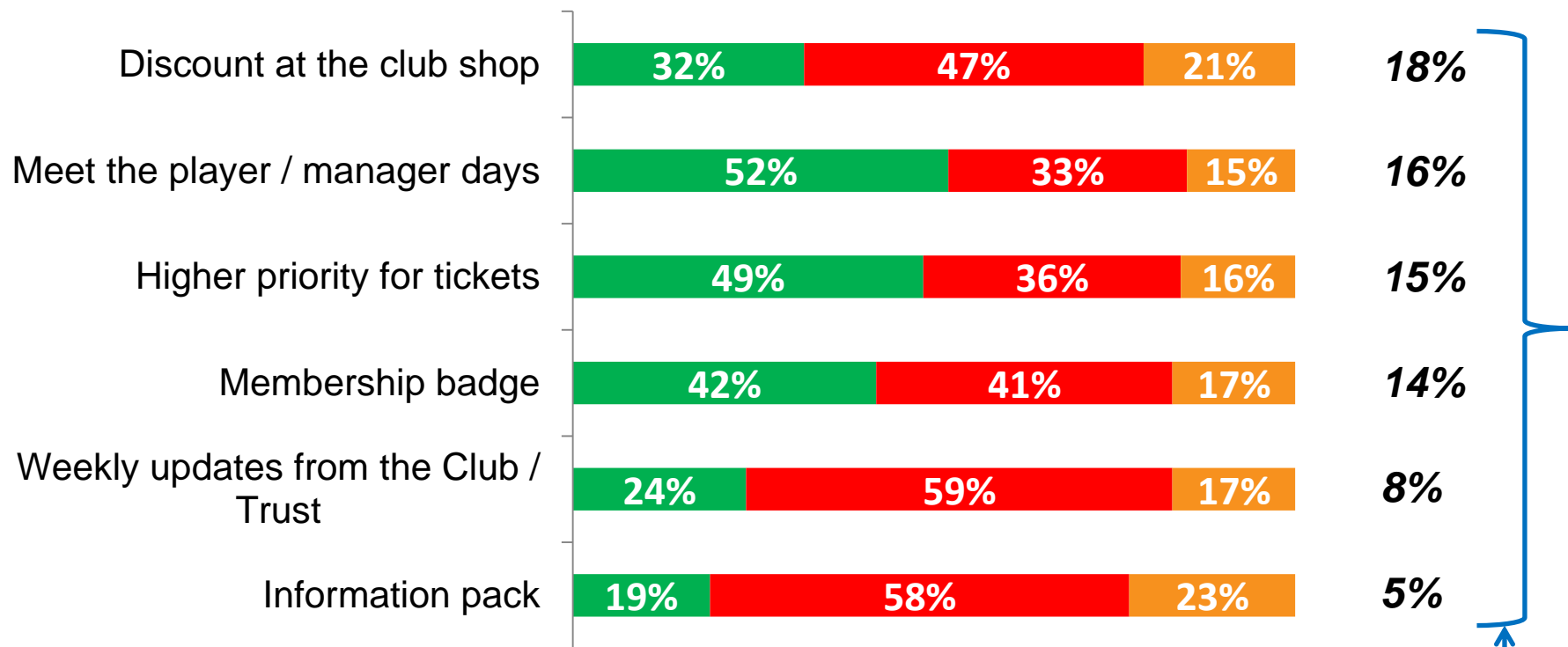


Q17. Would you be interested in seeing any of the following benefits included in your Dons Trust membership? Please select any that apply.

Base: All DT members (1,537)

Among those interested in each benefit, members most likely to pay more for meet the player / manager days and ticketing priority – but of all members, most not willing to pay more for any benefits

■ Would pay more for this ■ Would not pay more for this ■ Not sure



Q19. You said you would be interested in the benefits listed below. Please select whether you would be happy to pay more for your membership in return for each benefit.

Base: All DT members to say they would be interested in each benefit (Discount at club shop: 843; Meet the player / manager days: 485; Higher priority for ticketing: 470; Membership badge: 500; Weekly updates: 532; Information pack: 419)

% of all DT members who would pay more

A wide range of other benefits suggested by members...

Discounted tickets for friends

Better engagement with young people

More activities for children

Better membership card / badge

Merchandise – car stickers, t-shirts, scarves, flags

Draw for special events / match packages

Free entry into Dons Draw

Free drink at Xmas match

Members bar / area

Reduced bar prices

Reduced ticket prices

Match streaming service

Free programme for selected matches

Electronic / digital programme

Discount on online services – Dons Player, WDON

Discounts with local companies / retailers

Reduced away travel

DT members' days

DT dinners / social events

Regional DT events for long-distance members

Long distance member pack

Car parking priority

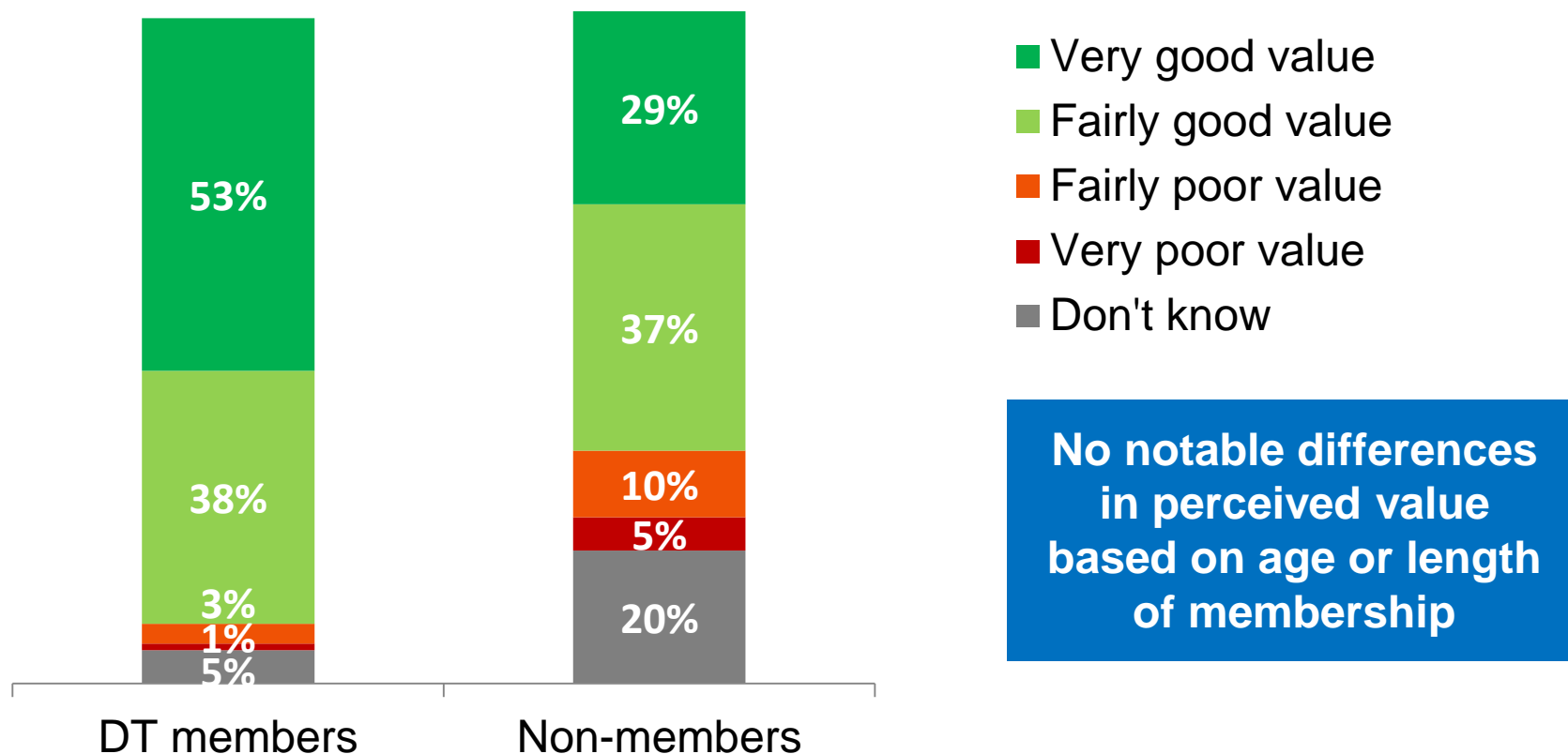
Members' magazine

More inside information

Greater influence over decisions

Q4. What other benefits, apart from those we have asked about, would you like to be included in your Dons Trust membership?

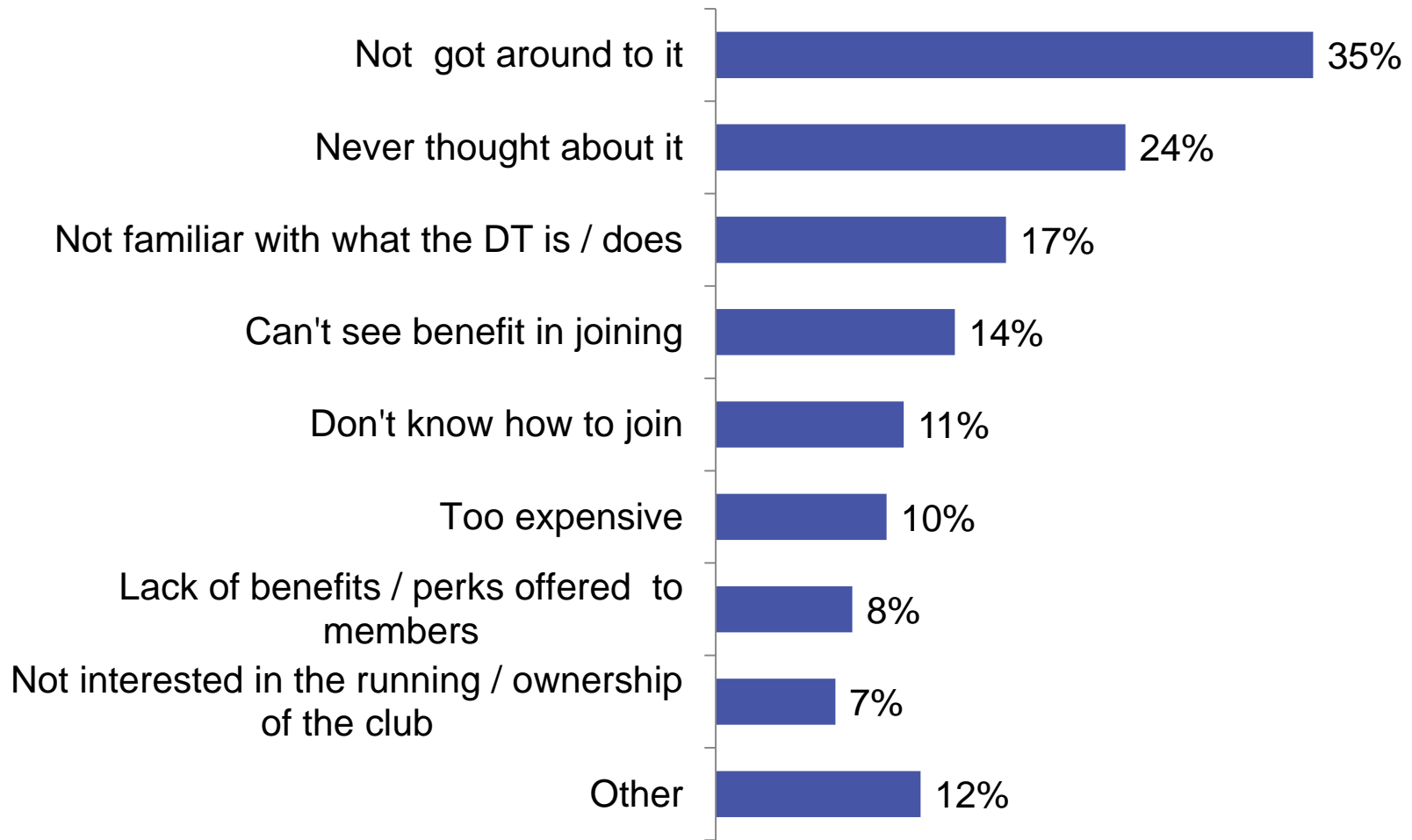
More than half of current DT members think the membership fee represents very good value; very few think this offers poor value; non-members less sure but most still think fee offers good value



Q12. Do you think the current Dons Trust annual membership fee of £25 offers... / The current annual membership fee for the Dons Trust is £25. Do you think this offers...
 Base: All to provide a response: DT members (1,501); Non-members (352)

Results for non-members

Most common reasons for non-members not joining the Trust were not getting round to it and not thinking about it



Q5. Why have you not joined the Dons Trust? Please select as many options as apply.

Base: All who have never been a DT member (217)

Most common reason for lapsed members not re-joining was forgetting; cost also mentioned as a factor; some did not realise membership lapsed

- **Forgot to renew / received no reminder**

“I keep forgetting, an automated reminder would be useful.”

“I forgot, and never received the reminder. Would quite like to rejoin”

“No notification or standing order to do so, so just forgot and haven't bothered since”

- **Too expensive / can't afford it**

“£25 is way too much.”

“Couldn't afford it at time, more important things to spend £25 on”

“Cost, I simply couldn't justify spending money on membership.”

- **Thinking they were still a member**

“I thought it was permanent.”

Q4. Why did you not renew your Dons Trust membership?

Others mentioned being too hard to re-join, lack of perceived benefit, contributing in other ways and being outside of UK

- **Too hard to re-join**

“There was a point when the DT wanted me to redo my direct debit form and it was just a bit of a hassle. If I could just pay online (PayPal etc) I'd renew.”

- **Lack of perceived benefit**

“Little benefit. Effectively just donating cash each year”

- **Contribute in other ways**

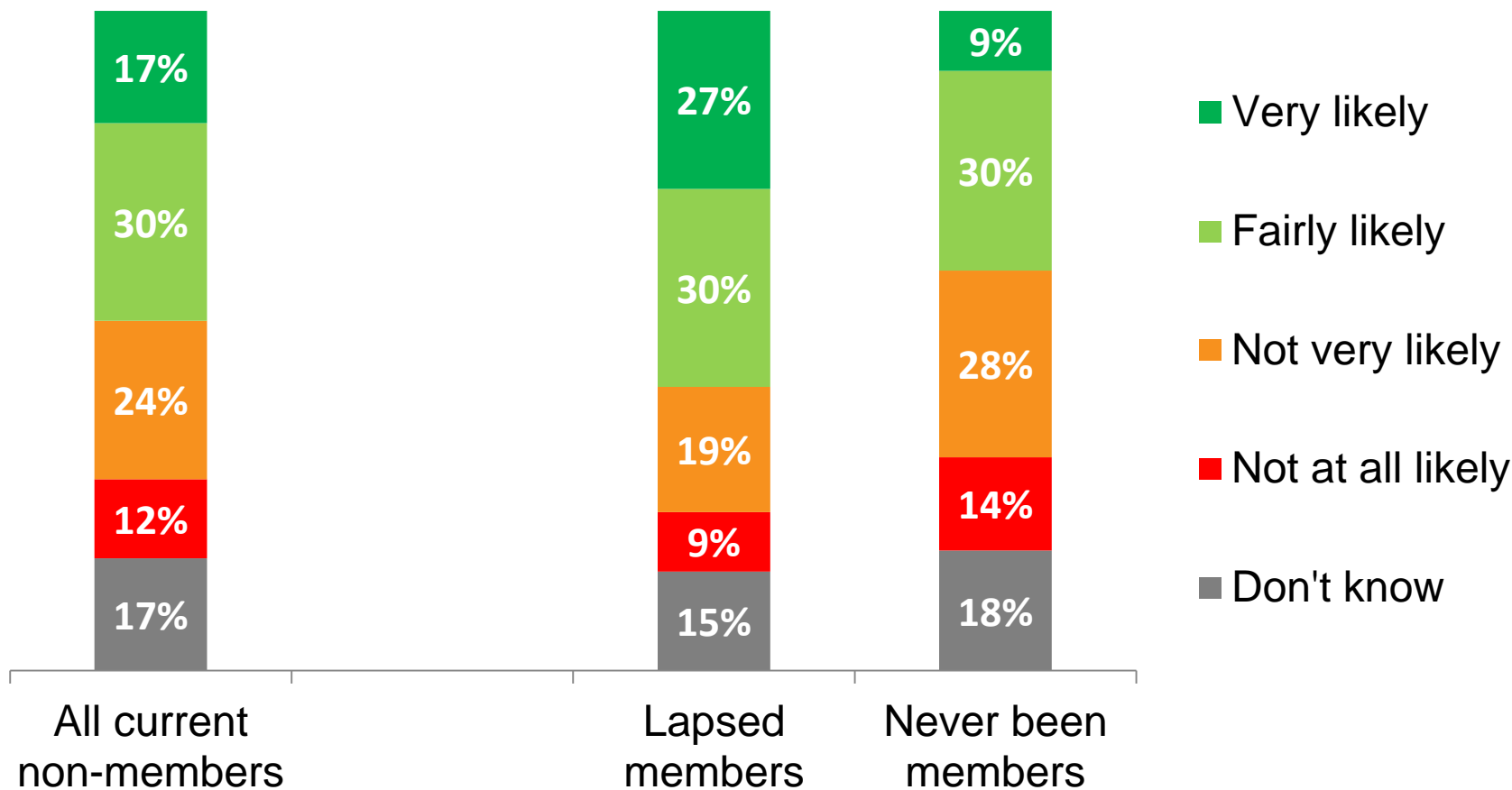
“It lapsed, then a bit of general laziness on my part and I felt I was contributing to the club via the ST optional donation and more recently sponsoring a player.”

- **Outside of UK / issues with making payments**

“Live in Ireland, unable to see up direct debit from irish account. Phone club on numerous occasions to pay with card but nobody was every willing/able to process the transaction.”

Q4. Why did you not renew your Dons Trust membership?

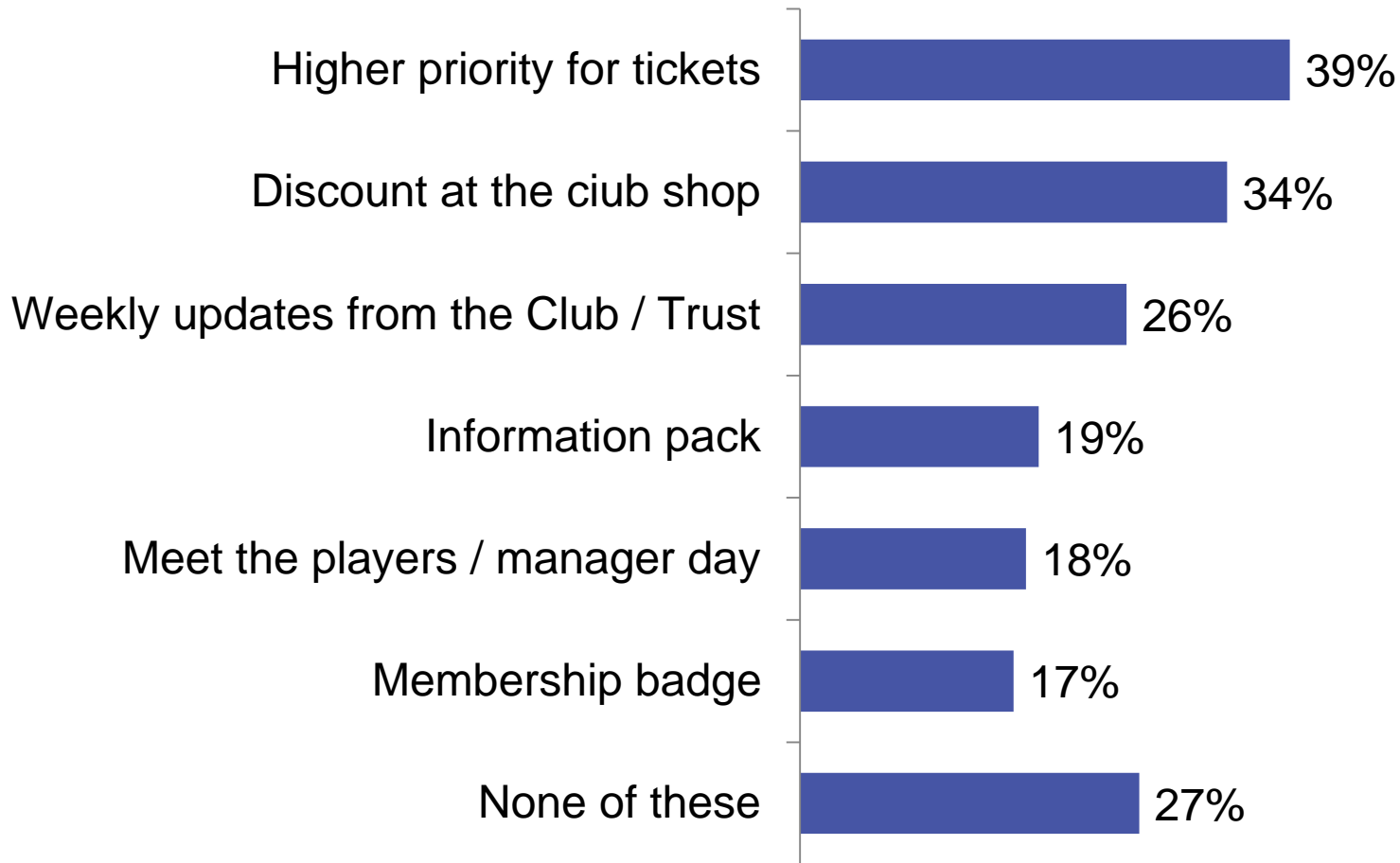
Half of current non-members said they would be likely to (re)join the Trust; a quarter of lapsed members very likely to re-join



Q6. How likely are you to join / re-join the Dons Trust in the near future (over the next year or so)?

Base: All non-members to provide a response (358) / Lapsed members (162) / Never been members (196)

Four in ten non-members said that higher priority ticketing would make them more likely to join the Trust



Q7. Would any of the following benefits make you more likely to join / re-join the Dons Trust? Please select any that apply

Base: All non-members (387)

A number of non-members said they would join if they received a reminder; having an auto-renewal process and making it easier to renew also mentioned

- **Reminder to renew**

“A further prompt as I have lost details”

“A reminder/renewal form would be useful”

- **Auto-renewal**

“A simpler, auto-renewal process would stop me becoming a lapsed member. Auto renewal with the option to opt-out if you wish - like most car insurance type processes.”

“Automatic direct debit, I always forget to renew because I'm a bit thick.”

- **Easier to join / renew**

It just needs to be easier to transfer the subscription fees.

Other non-members suggested linking with season ticket purchase; pricing and communication

- **Linking with season ticket purchase**

“As a season ticket holder if the cost was say an extra £10 then I would. So if it could be included as part of the ST package.”

“If it was easier to join at the same time as renewing season ticket online.”

- **Cheaper pricing**

“Cheaper - say £10/season and box to tick to include it with ST renewal so all done in one cheque.”

“£10 cost”

- **Discounts for some groups**

“International fan discount. I'm located in the states and miss out on a lot of the local benefits and camaraderie of the club, however I still want to do my part

Discount for students”

Q9. *What else would make you more likely to join / re-join the Dons Trust?*

Other points mentioned included improved communication, having more influence or presence of key issues

- **Improved communication**

“More information on what the dons trust does”

“More information on current affairs and developments at the club.”

- **Greater influence**

“Opportunity to influence the way the club is run. I feel the Board is just a group of cronies who would not listen to views that do not match their own prejudices.”

“Influence on clubs affairs”

- **Presence of key issues**

“If there was a big vote which I felt was of importance to the club's future”

“Only if there was something critical to the future of the club which required my voice, or if the level of fan ownership fell and/or my confidence in the retention of fan owned status fell.”

Q9. *What else would make you more likely to join / re-join the Dons Trust?*



Dons Trust Membership Survey Overview of findings