

## Attachment 1 – Detailed Results

This analysis of the voting below looks at fans’ preferences in two ways:

1. Overall totals
2. Separate figures for four groupings:
  - People who belong to the Dons Trust and hold a season ticket
  - People who belong only to the Dons Trust
  - People who only hold a season ticket
  - People who neither belong to the Dons Trust nor hold a season ticket

	<b>Overall totals</b>		Trust Yes	Season Yes	Trust Yes	Season No	Trust No	Season Yes	Trust No	Season No
<b>Consensus scores</b>										
	Consensus score	Score out of 6	Consensus score	Score out of 6	Consensus score	Score out of 6	Consensus score	Score out of 6	Consensus score	Score out of 6
A	19.7	1.3	18.0	1.2	21.1	1.4	20.3	1.4	22.8	1.5
B	60.2	4.0	60.6	4.0	62.7	4.2	58.3	4.0	55.4	3.6
C	62	4.1	64.2	4.2	58.6	3.9	57.0	3.9	71.3	4.7
D	68.2	4.6	68.6	4.5	65.3	4.4	69.7	4.8	70.3	4.6
E	60.5	4.0	61.8	4.1	63.8	4.3	55.0	3.8	57.6	3.8
F	44.0	2.9	45.0	3.0	43.0	2.9	42.9	3.0	44.4	2.9
<b>First preferences</b>										
	No.s	%ages	No.s	%ages	No.s	%ages	No.s	%ages	No.s	%ages
A	9	1.2	0	0.0	5	2.8	3	2.0	1	1.5
B	111	15.4	51	15.4	27	15.3	26	17.0	7	10.3
C	139	19.0	67	20.2	27	15.3	25	16.3	20	29.4
D	256	35.0	120	36.1	51	28.8	60	39.2	25	36.8
E	197	26.9	86	25.9	62	35.0	35	22.9	14	20.6
F	18	2.5	8	2.4	5	2.8	4	2.6	1	1.5
<b>Total</b>	<b>730</b>		<b>332</b>		<b>177</b>		<b>153</b>		<b>68</b>	

## Attachment 2 – NEF Commentary on the Detailed Results

### Introduction

This short commentary draws conclusions from the 730 valid and completed ballots. It is based entirely on the statistics: it takes no account, for example, of any external factors that may have influenced how people scored the scenarios.

Here are the scenarios as they appeared on the ballot paper:

A	FAST TRACK TO THE PREMIER LEAGUE
B	FAN-OWNED IN KINGSTON
C	PARTNERSHIP IN MERTON
D	FAN-OWNED IN WIMBLEDON
E	BEST STADIUM LOCATION IN SW LONDON
F	PARTNERSHIP WITH KINGSTON

### The overall results

Scenario D has a small but significant lead over three other scenarios whose scores were very close, with C a little ahead of B and E, which were very similar to each other. F was a long way behind, and A was last by a great margin.

To help in understanding the consensus scores, as well as the percentages there is a set of scores adjusted to a scale of 1 to 6, as in the voting (this is artificial, because it assumes that everyone voted for all six options, which is not the case). On this basis, D scores about half a point more than C, B and E, and A's score shows that almost everyone put it last.

Clearly, each scenario contains a number of elements, so it is not possible to say which elements determined the overall score for each scenario. What we have done is to look at which elements were common, first to the scenarios that did best, and second to those that did worst. D, C, B and E are in the first category, being significantly ahead of average: A and F are in the second, having done significantly worse than average.

### Conclusions

The main conclusions are as follows:

1. Ownership: This is the criterion about which people feel strongest. A strong desire for fan-ownership is indicated both by D coming top and by A coming bottom – by a very long way. There is also a strong signal that fan-ownership should apply to the ground as well as to the club. This is suggested by the low score of F, the only scenario apart from A where the ground is not fan-owned.

2. Location: It is hard to draw conclusions from A and F, since their scores are probably explained by the stance on ownership, and A is for Wimbledon while F is for Kingston. So in this case, there is more to be learned by comparing the four more successful scenarios, all with a similar stance on ownership. Here we notice that the two that refer to Wimbledon and Merton as the location (D and C respectively) did better than the two that refer to Kingston and SW London in general (B and E). So there is a preference for Wimbledon and Merton, but it is not nearly as strong as that for fan-ownership.
  
3. Ambition: There are two points to note. First, the least ambitious scenario came top, and the most ambitious came bottom. Second, however, none of the scenarios is unambitious – none for instance advocate concentrating on community relations at the expense of the first team. (And of course these scenarios were tried out on the supporters before being put to the ballot.) So the scoring does indeed indicate the cautious ambition advocated by scenario D, and caution means ensuring that ambition does not jeopardize fan ownership and is balanced against the desire to be in Wimbledon /Merton.
  
4. Funding and partnership: As stated, C and D are the two scenarios that are explicit about returning to Merton. C, which mentions partnership, did a little worse than D, which does not. It seems reasonable to conclude that partnership is acceptable, with the very important proviso that it should not threaten the main goal of fan-ownership. The top scenario would fund a new stadium by selling Kingsmeadow, but, as already stated several times, this scenario was not far ahead of others involving partnership and enabling development. As with the previous paragraph, it seems that people are not strongly concerned with the means, provided they achieve the ends set out above.

### **First preferences**

The first preferences for D and E are much further ahead of those for B and C than they are in the consensus vote. This implies that that they also had more than their share of people who rated them towards the bottom, compared with B and C.

Interpreting this is a matter of individual taste. Suppose there are six options, of which two are X and Y, and two voters. X scores 6 and 1; Y scores 4 and 3. Do you prefer X, because one person ranked it top? Or do you prefer Y, because no one really disliked it?

### **Comparing different categories of supporters**

The scores were pretty constant across the four categories described above. There are only two points worth noting:

- People who neither belong to the Dons Trust nor hold a season ticket were the only ones not to put D top – it is very narrowly pipped by C. (This is only true for the consensus vote: D was still top on first preferences.)
- People who belong only to the Dons Trust scored D only just ahead of E (and E came top on first preferences), while people who only hold a season ticket put D further ahead of E than everyone else.