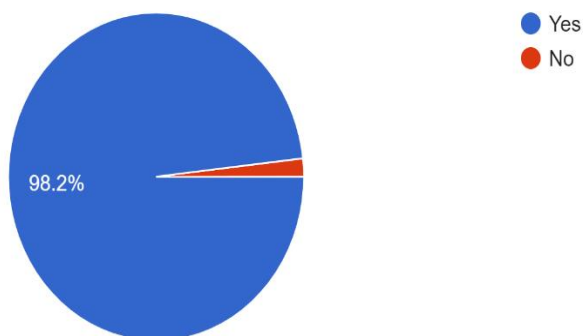


Ayr United Player Fund Fan Survey

Launched: Monday 16th September
Ended: Monday 30th September
Total responses: 223 Members - 149 Non-members – 73

Have you heard of the AU Player Fund?

223 responses

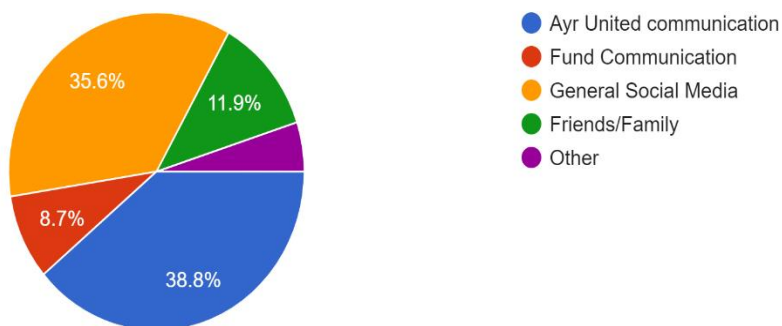


Yes – 219

No – 4

If yes, how did you hear of the Fund?

219 responses



Ayr United communication – 85

General Social Media – 78

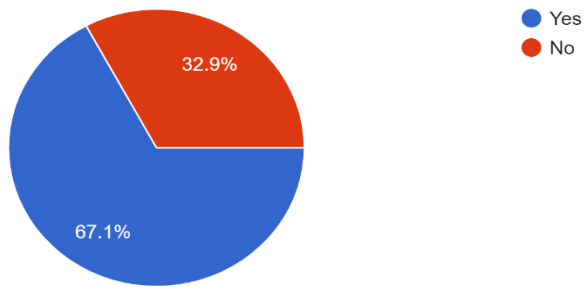
Friends/Family – 26

Fund Communication – 19

Other – 11

Are you a member of the AU Player Fund?

222 responses

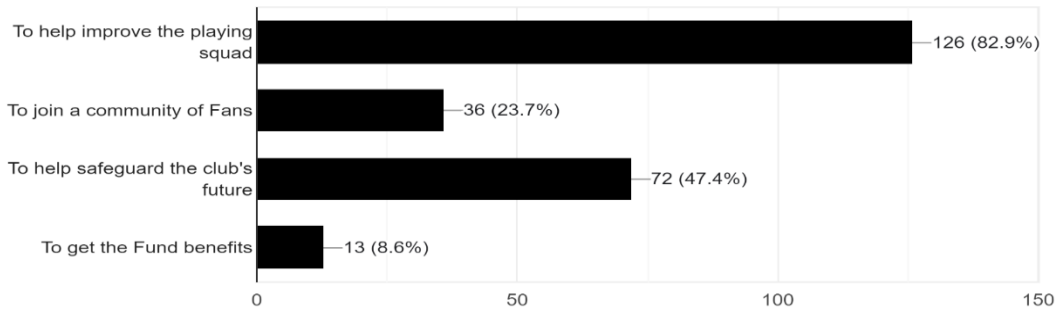


Yes – 149

No – 73

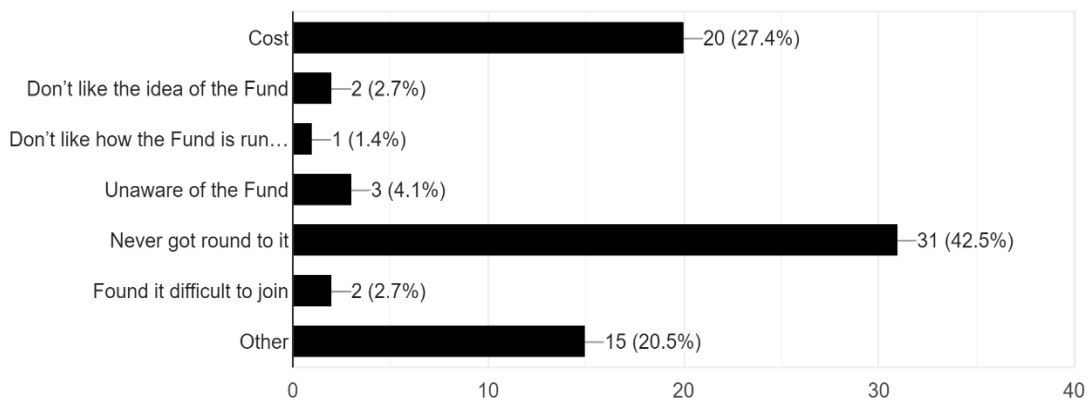
If yes, reasons for joining

152 responses



If no, reasons for not joining

73 responses



Is there anything else that would encourage you to join?

28 responses – 14 members, 14 non-members

Responses categorised as:

Members

Benefit related – 2

Better advertising /promotion – 2

Non specific – 10

Non-members

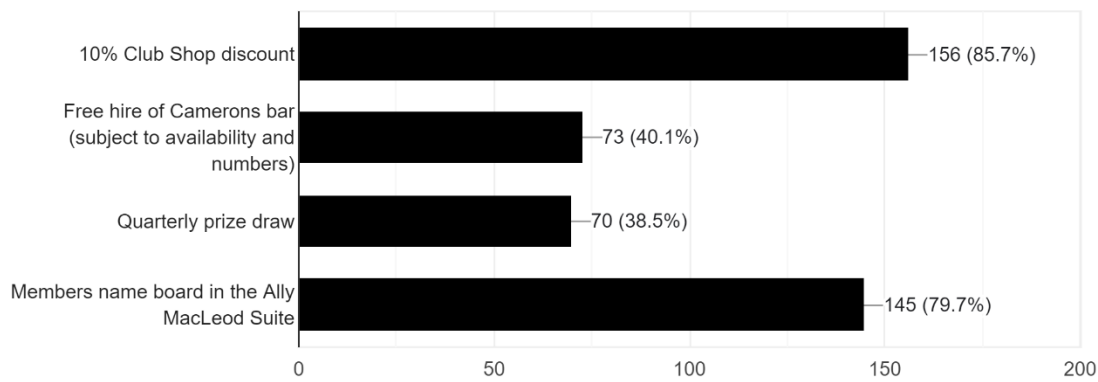
Benefit related – 6

Easier to join – 2

Non specific - 6

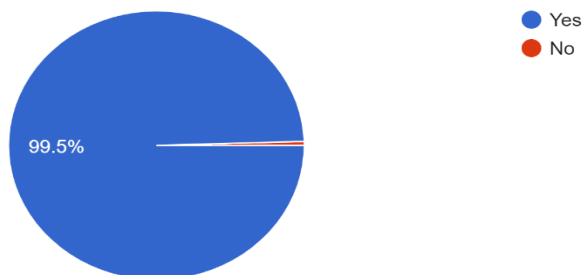
Which of the following benefits of being a member are you aware of?

182 responses



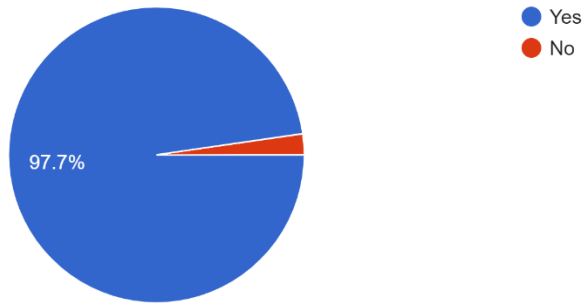
Are you happy you can decide the level of contribution you wish to make?

212 responses



Are you happy the funds raised only go the Ayr United Player Budget?

218 responses



Yes – 213

No – 5

Do you have any ideas on how we might increase membership?

68 responses - 53 members – 15 Non-Members

Members

Better advertising /promotion – 23

Benefit/incentive related – 16

Better show how money is used- 4

Events – 2

Make easier to join - 1

Non specific - 7

Non-members

Better communications – 5

Easier to join – 4

Benefit/incentive related - 2

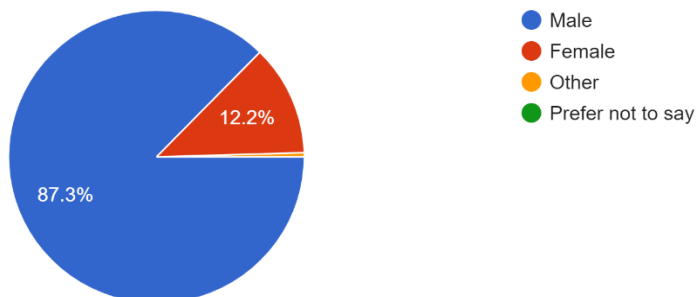
Better info on one off payments - 1

Better advertising /promotion - 2

Non specific - 1

Gender

221 responses



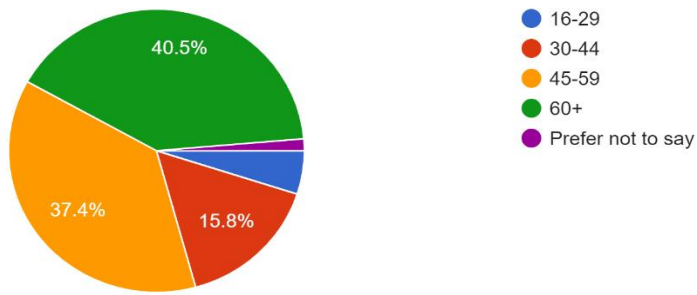
Male: 193

Female: 27

Other: 1

Age

222 responses



16-29: 11

30-44: 35

45-59: 83

60+: 90

Prefer not to say: 3

What Social Media platforms do you prefer to use?

223 responses

