

Following Argyle

Are you planning to upgrade or downgrade your membership level for next season?

For example, choosing not to renew your Green membership (downgrade), or, choosing to go from a White membership to a Green membership (upgrade).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Same level	423	52.8	58.2	58.2
	Upgrade	29	3.6	4.0	62.2
	Downgrade	52	6.5	7.2	69.3
	Undecided	223	27.8	30.7	100.0
	Total	727	90.8	100.0	
Missing	System	74	9.2		
Total		801	100.0		

If you are not renewing at the same level, or not renewing at all, or are undecided, what is your MAIN reason for this change in status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal financial situation	51	6.4	8.4	8.4
	Ticket costs	30	3.7	4.9	13.3
	Other alternatives for leisure time/expenditure	7	.9	1.1	14.4
	Relegation to League Two	4	.5	.7	15.1
	Quality of first team performances	14	1.7	2.3	17.4
	Lack of significant investment in first team	9	1.1	1.5	18.9
	Uncertainty over future plans of the club	51	6.4	8.4	27.3
	Worries over the ownership structure of the club	76	9.5	12.5	39.7
	Other factor	50	6.2	8.2	47.9
	Not applicable	317	39.6	52.1	100.0
	Total	609	76.0	100.0	
Missing	System	192	24.0		
Total		801	100.0		

Would you be more likely to purchase a Green membership if there were more incentives to do so (Q&A's with players and management, a regular newsletter and/or competitions)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	171	21.3	24.3	24.3
	Neutral	138	17.2	19.6	43.8
	No	276	34.5	39.1	83.0
	No opinion	120	15.0	17.0	100.0
	Total	705	88.0	100.0	
Missing	System	96	12.0		
Total		801	100.0		

Would you consider purchasing a Membership package that included 12-15 home matches, specifically not including midweek fixtures?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	160	20.0	22.4	22.4
	No	367	45.8	51.4	73.8
	No opinion	187	23.3	26.2	100.0
	Total	714	89.1	100.0	
Missing	System	87	10.9		
Total		801	100.0		

Would a ten per cent reduction in match ticket cost encourage you to attend more regularly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	199	24.8	27.7	27.7
	No difference	310	38.7	43.2	70.9
	No	134	16.7	18.7	89.6
	No opinion	75	9.4	10.4	100.0
	Total	718	89.6	100.0	
Missing	System	83	10.4		
Total		801	100.0		

What is your opinion of occasional cut-price offers to boost attendance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly oppose	32	4.0	4.3	4.3
	Oppose	43	5.4	5.8	10.2
	Neutral opinion	100	12.5	13.6	23.7
	Support	300	37.5	40.7	64.5
	Strongly support	239	29.8	32.4	96.9
	No opinion	23	2.9	3.1	100.0
	Total	737	92.0	100.0	
Missing	System	64	8.0		
Total		801	100.0		

Would you be more likely to purchase a membership, at any level, if the cost could be spread over the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	301	37.6	41.7	41.7
	Neutral	111	13.9	15.4	57.1
	No	211	26.3	29.3	86.4
	No opinion	98	12.2	13.6	100.0
	Total	721	90.0	100.0	
Missing	System	80	10.0		
Total		801	100.0		

Would you consider buying an "Away" season ticket?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	170	21.2	23.3	23.3
	No	496	61.9	67.9	91.2
	No opinion	64	8.0	8.8	100.0
	Total	730	91.1	100.0	
Missing	System	71	8.9		
Total		801	100.0		

Did you attend more, less, or roughly the same amount of Argyle games this season as you did in the previous season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	70	8.7	9.7	9.7
	Roughly the same	446	55.7	61.5	71.2
	Less	199	24.8	27.4	98.6
	Don't know	10	1.2	1.4	100.0
	Total	725	90.5	100.0	
Missing	System	76	9.5		
Total		801	100.0		

If you attended less games this season, what was the MAIN reason for this?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticket costs	20	2.5	3.3	3.3
	Quality of first team performances	42	5.2	7.0	10.3
	Dissatisfaction with how the club was run	59	7.4	9.8	20.1
	Other priorities	51	6.4	8.5	28.6
	Other reasons	77	9.6	12.8	41.4
	Not applicable	353	44.1	58.6	100.0
	Total	602	75.2	100.0	
Missing	System	199	24.8		
Total		801	100.0		

Do you intend to go to more, less or roughly the same number of games next season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	126	15.7	17.4	17.4
	Roughly the same	427	53.3	58.8	76.2
	Less	59	7.4	8.1	84.3
	Undecided	114	14.2	15.7	100.0
	Total	726	90.6	100.0	
Missing	System	75	9.4		
Total		801	100.0		

If you are a distant exile, would you pay to receive DVD's of Argyle games if this also included some form of membership that would incorporate priority status for significant games?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	161	20.1	23.4	23.4
	No	131	16.4	19.0	42.4
	No opinion	53	6.6	7.7	50.1
	Not applicable	344	42.9	49.9	100.0
	Total	689	86.0	100.0	
Missing	System	112	14.0		
Total		801	100.0		