

AFC Rushden & Diamonds Matchday Programme Survey Results February 2013

Introduction

During the 2012/13 season, a matchday programme was produced for all senior men's home games. The programme ranged from a full-colour 36 page issue to a more settled 28 page issue with 4 black and white pages for the latter part of the season. The programme is compiled and edited using Microsoft Publisher by Stephanie Webb, with regular contributions received from board members and other volunteers. It's professionally printed and sold for £2 per copy. Supporters can also buy a season subscription for programmes.

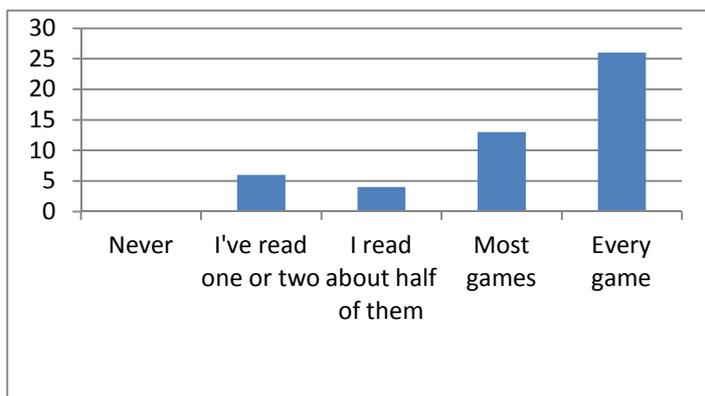
In order to plan the make-up of the matchday programmes for 2013/14, it was decided that a Survey Monkey survey would be run online for 2 weeks in February 2013. The link to the survey was published on the AFC Rushden & Diamonds forum and in two weekly newsletters that are emailed to supporters. This document summarises the results and makes recommendations for future issues.

Response

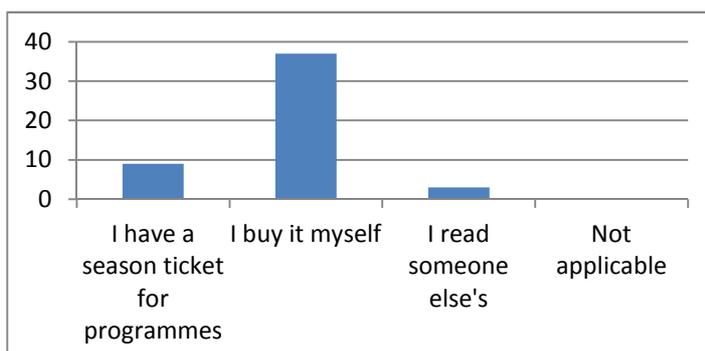
The usual print run for the programmes is 175 copies. 49 responses were received to the survey (28.0% of the readership assuming 1:1 ratio of purchaser to reader). It is acknowledged that some readers of the programme may not access the internet and so won't have had the opportunity to put forward their idea regarding the programme.

Readership

All the respondents had read at least one copy over the programme. Over half the readers (53.1%) always read the programme, with a quarter reading it most games.



18.4% of the respondents have a season ticket for programmes. Three-quarters of the respondents buy the copies they read themselves at matches. 3 people read someone else's copy.



Comparison with other programmes

With respect to other programmes produced for clubs in the same league, all but one respondent rated our programme better overall, with 79.6% responding 'much better'. All rated our content better, 5 rated ours same or worse in terms of paper quality and value for money

	Much better	Better	Same	Slightly worse	Worse
Paper quality	65.3% (32)	24.5% (12)	8.2% (4)	2.0% (1)	0.0% (0)
Value for money	63.3% (31)	26.5% (13)	6.1% (3)	2.0% (1)	2.0% (1)
Content	73.5% (36)	26.5% (13)	0.0% (0)	0.0% (0)	0.0% (0)
Overall production	79.6% (39)	18.4% (9)	2.0% (1)	0.0% (0)	0.0% (0)

Content

	Like lots	Like	It's OK	Not so keen on	Don't like
The Chairman	50.0% (24)	43.8% (21)	4.2% (2)	0.0% (0)	2.1% (1)
The Gaffer	57.1% (28)	42.9% (21)	0.0% (0)	0.0% (0)	0.0% (0)
Information about the visiting team	44.7% (21)	46.8% (22)	8.5% (4)	0.0% (0)	0.0% (0)
View From the Terrace	62.5% (30)	27.1% (13)	8.3% (4)	2.1% (1)	0.0% (0)
Match report/images of recent matches	45.8% (22)	43.8% (21)	10.4% (5)	0.0% (0)	0.0% (0)
Business Partners	10.4% (5)	41.7% (20)	41.7% (20)	6.3% (3)	0.0% (0)
Bootroom Banter	43.8% (21)	37.5% (18)	14.6% (7)	4.2% (2)	0.0% (0)
Centre-spread photo	34.7% (17)	46.9% (23)	14.3% (7)	4.1% (2)	0.0% (0)
Squad and management photos and sponsors	27.1% (13)	50.0% (24)	22.9% (11)	0.0% (0)	0.0% (0)
Supporters Direct Column	12.5% (6)	41.7% (20)	33.3% (16)	12.5% (6)	0.0% (0)
The Non-League Paper Column	22.4% (11)	36.7% (18)	28.6% (14)	10.2% (5)	2.0% (1)
Commercial Opportunities (season tickets, sponsorship, etc)	14.6% (7)	47.9% (23)	33.3% (16)	2.1% (1)	2.1% (1)
Academy Update	32.7% (16)	46.9% (23)	18.4% (9)	2.0% (1)	0.0% (0)
Under 18s Update	37.5% (18)	43.8% (21)	18.8% (9)	0.0% (0)	0.0% (0)
Ladies Update	27.1% (13)	43.8% (21)	20.8% (10)	4.2% (2)	4.2% (2)
Fundraising Update	29.8% (14)	44.7% (21)	21.3% (10)	2.1% (1)	2.1% (1)
Community Corner	25.5% (12)	48.9% (23)	23.4% (11)	2.1% (1)	0.0% (0)
Matchday/match ball sponsors and mascots	16.7% (8)	56.3% (27)	27.1% (13)	0.0% (0)	0.0% (0)
Sponsor Spotlight	14.6% (7)	47.9% (23)	33.3% (16)	4.2% (2)	0.0% (0)
Up-coming games and directions	47.9% (23)	39.6% (19)	10.4% (5)	2.1% (1)	0.0% (0)
Shirts Around the World	19.1% (9)	34.0% (16)	34.0% (16)	10.6% (5)	2.1% (1)
Half-time Puzzle	9.1% (4)	31.8% (14)	40.9% (18)	18.2% (8)	0.0% (0)
Team Stats	59.6% (28)	29.8% (14)	10.6% (5)	0.0% (0)	0.0% (0)

The majority of respondents like (or like lots) most of the content in the programmes. *View From The Terrace* being the most popular item. The less popular areas (less than 60% liking) are: *Business Partners, Supporters Direct, Non-League Paper, Shirts Around The World*, with *Half-time Puzzle* being the least popular item.

Respondents were asked which items they'd like to be dropped from the programme if pages had to be limited. Items that received responses from over 30% of respondents are: *Supporters Direct, Non-League Paper, Shirts Around The World*, with *Half-time Puzzle*.

Respondents were also asked if there were any items of content they'd like including in the programme. 14 people made comments:

- Decent player profiles. It's good to know a bit more about the players - not silly QA features about what they can cook etc.
- players having squad numbers on the team page
- League Tables
- Injury updates. Winning raffle nos, and names.
- Maybe a list of the games available to Sponsor. I think this might help people to Sponsor the game easier if on the day of the match they can see which games are available without having to call first.
- League table
- I'd like to see an updated league table, as it has been missing from the last few editions, even if it's on the same page as fixtures.
- Interviews with the manager and players included in match reports.
- More news from the UCL
- More Diamonds legends interviews
- League Table.Today's other fixtures. UCL Review.
- If possible, a section on our league would be good, e.g. other UCL fixtures/results, news from other clubs (where possible of course!), stats (goalscoring charts are on FA website).
- Radio Diamonds column!
- More info on opposing players if possible.

Price of the programme

Respondents were asked for the maximum price they would pay for a programme of similar quality to those currently produced. 50% replied the current price of £2, 37.5% stated £2.50. Respondents would be happy to buy

£1.50	£2.00	£2.50	£3.00	£3.50
1	24	18	4	1
2.1%	50.0%	37.5%	8.3%	2.1%

a black and white programme with less content printed on lower quality paper for a reduced price of £1.50.

General comments about the programme

- It is so good to be able to read about the visiting teams.
- Accepting the issue created by last minute match postponements means unsold programmes may need to be offloaded when the match is played on the rescheduled date, there needs to be a way of updating the content when it is sold. Insertion of a match teamsheet and a one page news update would make paying £2 for a two month old programme more palatable.
- excellent value for money.

- Print more, I get annoyed when they sell out
- good.
- Excellent programme for a Step 6 club
- When a match is postponed and the already printed prog is used when the match is rescheduled I would like to see a loose single sheet update from Chairman and/or manager, and the team sheets. This will give more credibility and feel I am getting something up to date for my £2
- Programme's always great. I think we should reprint when a game is cancelled though! [Just kidding... I am happy to write the new date on the programme as I did for 2 people last time].
- Really appreciate all the hard work volunteers put in. What about a hybrid between some black and white spreads and some colour, or maybe keep all the sponsorship / rarely changing pages to a batch that doesn't change as often.
- I am happy with it maybe an article from the odd fan would be good
- Excellent for this level
- Very happy with the current job, but like I said earlier, there needs to be a league table featured in every edition, as I like to see where opponents are in the league, in order to compare us and them.
- The yellow writing on the back cover is hard to read on the white background
- Congratulations on the work so far. Better than some League programmes.
- I think it's an excellent read.
- If we are selling one from a postponed fixture for the rearranged game eg Wootton Blue Cross game, I think we should have signs up and charge less ... but ask people if they are still prepared to pay £2.00
- There's too much that is the same in every programme - e.g. 2 pages for players / sponsors. 1 page of Business Partners
- I think it's excellent, both the quality and the content - the only reason it's not an award winner is a) there isn't an award or b) it's R&DFC, therefore everyone hates us and wouldn't give us the credit. Seriously, excellent production, keep up the good work.
- Good content, get rid of some of the stuff that is the same every game, try not to push prices too high!:)
- Keep it up

Summary and Thoughts for 2013/14

The majority of readers of the programme value the content and overall production of the programme at its current price of £2.

The use of programmes that had been printed for postponed games was an issue – the regular production of an insert is a way of addressing the problem.

Readers don't find the use of the Non-League Paper and Supporters Direct columns popular. A cropped version of the UCL Newsletter or the inclusion of the league table and other fixtures in the league would be more popular. Whilst the Half-Time Puzzle wasn't popular, it was only used as a filler when expected articles weren't submitted.

Some readers felt that the change to matt paper from glossy meant a reduction in costs to the club. In fact, whilst AFC Rushden & Diamonds wasn't charged a different price for this change, the cost to the printers was greater though their printing and stapling job was made easier by this change.

If we are successful in selling more advertising space next season, an increase to the number of pages should be considered rather than cutting content.