

## The Annual Oxford United Programme Survey

With the season drawing to a close, we would like to take this opportunity to ask you programme buyers (and hopefully readers) what you think of the match programme this season.

Once you have completed the questions, please email your responses to [programme@oufc.co.uk](mailto:programme@oufc.co.uk) or, if you don't have email, write to The Programme Editor, Oxford United FC, Grenoble Road, Oxford OX4 4BE. If you don't want to damage your programme, feel free to either copy or write out the answers or send a scan of the page.

1. Are you: female or male or non-binary?
2. Are you:
  - a. Under 18
  - b. 19-30
  - c. 31-50
  - d. 51-66
  - e. Over 66
3. How often do you buy a match programme?
  - a. Subscriber
  - b. Every home game
  - c. For the big home games only
  - d. Several times a season
  - e. Occasionally
  - f. This is the first time
  - g. Never
4. Which stand do you normally sit in?
5. Where do you buy your programmes from usually (club shop, concourse, stall outside the ground) and do you pay by cash or card?
6. Do you buy (or, if you're a subscriber, read) the online programme from [www.matchdayfix.com/oufc](http://www.matchdayfix.com/oufc)?
7. How many other people read your copy of the programme?
8. Do you think that £3 for the programme is: Too much? Just right? A bargain?
9. If the price of the programme were to increase (it's been £3 since 2008) to £4, would you continue to buy it?
10. Do you read the whole programme? Specific articles (if so, which)? Just pick out the bits that look interesting? Not read it at all (in which case, how come you're doing this survey)?
11. Which are your favourite regular articles in the programme? Which page do you turn to first?
12. Which do you prefer: Historical articles? Current content (manager's notes, interviews, news, Community, etc.)? Editorial (Off the Ball, On the Road, Radio Oxford/Oxford Mail, etc)? Stats (inc. opposition pages)? Kids' content (quizzes, posters, player questionnaires)?
13. Which bits would you prefer were left out?
14. What other items would you like to see included that currently don't appear (or you think are too short)?
15. Do you prefer the current size of the programme (A5) or the previous size (B5)?
16. Is the programme the right length (64 pages)? Too short? Too long?
17. If you buy programmes from away games, which has been the best one you've seen this season?
18. Any other comments?