



Members Survey 2011

During the 2011 membership renewal process the Club conducted a survey among the members to determine how the catering within the Club was performing.

A total of 686 members elected to participate within a ten week period from 1st February 2011. We sincerely thank you for taking the time to complete the survey and we are committed to ensuring that the information we gathered is acted upon and the operation improved where necessary.

The responses to a number of questions are summarised below for your information:

▪ ***Do you prefer the traditional “Express” menu or the new “Fresh” menu?***

Total responses: 502

Prefer Fresh	–	280 or 55.8%
Prefer Express	–	222 or 44.2%

▪ ***What is your opinion of the range of food offered on the menus at Sails Eatery?***

Total responses: 679

- a) Good to excellent, has a great range of dishes - **280 or 53.2%**
- b) I'd prefer a wider range of dishes – **257 or 37.8%**
- c) There is little I find appealing – **61 or 9.0%**

▪ ***What do you think of the quality of the food at Sails Eatery?***

Total responses: 686

a) Excellent	-	169 or 24.6%
b) Good	-	346 or 50.4%
c) Satisfactory	-	134 or 19.5%
d) Poor	-	37 or 5.4%

▪ ***How would you rate the value for money at Sails Eatery?***

Total responses: 684

a) Excellent	-	149 or 21.8%
b) Good	-	329 or 48.1%
c) Satisfactory	-	154 or 22.5%
d) Poor	-	52 or 7.6%

▪ **How do you rate the standard of service in Sails Eatery?**

Total responses: 686

- | | | |
|-----------------|---|---------------------|
| a) Excellent | - | 226 or 32.9% |
| b) Good | - | 348 or 50.7% |
| c) Satisfactory | - | 98 or 14.2% |
| d) Poor | - | 14 or 2.0% |

▪ **What do you think of the quality of food at Flavours Coffee Shop?**

Total responses: 666

- | | | |
|-----------------|---|---------------------|
| a) Excellent | - | 180 or 27.0% |
| b) Good | - | 367 or 55.1% |
| c) Satisfactory | - | 104 or 15.6% |
| d) Poor | - | 15 or 2.2% |

▪ **What do you think of the quality of coffee at Flavours Coffee Shop?**

Total responses: 645

- | | | |
|-----------------|---|---------------------|
| a) Excellent | - | 200 or 31.0% |
| b) Good | - | 345 or 53.5% |
| c) Satisfactory | - | 81 or 12.6% |
| d) Poor | - | 19 or 2.9% |

▪ **How do you rate the standard of service in Flavours Coffee Shop?**

Total responses: 662

- | | | |
|-----------------|---|---------------------|
| a) Excellent | - | 200 or 30.2% |
| b) Good | - | 346 or 52.3% |
| c) Satisfactory | - | 96 or 14.5% |
| d) Poor | - | 20 or 3.0% |

▪ **Are there any additional dishes you would like to see on the menu?**

- | | | | |
|----------------------|------|-------------------|------|
| 1. Chinese / Asian | - 40 | 2. Salads | - 28 |
| 3. Italian / Pasta | - 24 | 4. Fresh Seafood | - 16 |
| 5. Healthier choices | - 15 | 6. Curry / Indian | - 10 |
| 7. Lamb | - 11 | 8. Chicken dishes | - 10 |

▪ **What do you most like about Sails Eatery?**

- | | | | |
|--------------------|------|------------------------|------|
| 1. Location / view | - 90 | 2. Menu / food quality | - 87 |
| 3. Fast service | - 66 | 4. Good service | - 46 |
| 5. Value for money | - 40 | | |

▪ **What do you most like about Flavours Coffee Shop?**

1. Coffee	- 138	2. Service	- 92
3. Cakes	- 42	4. Good Food	- 38
5. Pizza	- 22		

▪ **Is there anything you dislike about the new Sails Eatery?**

1. Vegetables	- 37	2. Cost of food	- 24
3. Quality of food	- 24	4. Poor variety	- 23
5. Cold food	- 11		

▪ **Is there anything you dislike about Flavours Coffee Shop?**

1. Cost of food	- 21	2. Service times	- 13
3. Staff	- 12	4. Quality of coffee	- 12
5. Food quality	- 9		

▪ **Are there any ways you think we could improve our service to you in the Club?**

1. Improve staff attitude	- 23
2. Lack of staff at busy times	- 14
3. Provide better value	- 13
4. More frequent bus service	- 12
5. Improve PA system	- 10

▪ **How can we make the Star Rewards Loyalty Program even better?**

1. Communicate the program better	- 75
2. Provide better value	- 12
3. Simplify the program	- 6
4. Review / relax the levels	- 5
5. No rollover / time limit	- 3