

SURVEY RESULTS and SOLUTIONS. This is part two of a series of newsletter articles informing Members of the results and of any solutions (to be) implemented from the survey feedback. The full series of these articles can be viewed on the Clubs Website.

Of the 1690 Member responses 71.7% are married, 22.7% single and 5.6% described as a couple.

Frequency of use was more evenly spread except for those that visit daily which was only 1.3% of returns. More than once a week 22.2%, weekly 28.8%, monthly 18.5% and for special occasions 29.2%.

Reasons to attend was mainly to Meet Friends 26.5% and to Dine 26.9% but to attend with Family also ranked at 19.7% and then dropped to Membership Draws 9.6%, Section Activity 7.6% and 9.7% attended just for general usage.

Transport gave a clear result. 77.9% brought their own Car, only 5.4% came by Taxi, 4% were smart and used a Car Pool option. Only 1.4% used the Bus service and the remaining 9.7% either walked or used their mobility Scooter.

Share the Fare. This was a big surprise as only 4.6% took advantage of our **Share the Fare rebate** offer but it became obvious when reading the comments on the returns that many Members did not understand that "Share the Fare" was a 50% Taxi Rebate offer with most thinking they had to "share the Fare" with other Members. **Solution:** "Share the Fare" will be rebranded as a straight **50% Rebate off the Taxi Fare** either to the Club or home. Of course some conditions apply but our Bar Staff will explain the concept on enquiry and clearer information will be posted in the newsletter and through our in-house TV advertising.