

UW Club Membership Survey February 2017

Please rate the quality of the food at the UW Club. 1 being poor, 5 being excellent.

Total responses (N): 336 Did not respond: 4

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	5	121	36.01%
2	4	173	51.49%
3	3	33	9.82%
4	2	6	1.79%
5	1	3	0.89%

Please rate the overall quality of the service. 1 being poor, 5 being excellent.

Total responses (N): 334 Did not respond: 6

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	5	186	55.69%
2	4	107	32.04%
3	3	36	10.78%
4	2	4	1.20%
5	1	1	0.30%

Please rate your overall experience at the UW Club. 1 being poor, 5 being excellent.

Total responses (N): 334 Did not respond: 6

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	5	155	46.41%
2	4	143	42.81%
3	3	33	9.88%
4	2	3	0.90%
5	1	0	0.00%

How often do you dine at the Club for lunch?

Total responses (N): 335 Did not respond: 3

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	3 times a week or more	6	1.79%
2	1-2 times a week	47	14.03%
3	2-3 times a month	90	26.87%
4	Once a month or less	180	53.73%
5	Never	12	3.58%

Do you feel that the Club's lunch menu offers a wide variety of options? Please choose one.

Total responses (N): 333 Did not respond: 7

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Too many options	4	1.20%
2	Not enough options	24	7.21%
3	Just right	237	71.17%
4	No opinion	44	13.21%
5	Other:	24	7.21%

How often do you use the UW Club 520 Lounge?

Total responses (N): 335 Did not respond: 5

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	3 times a week or more	2	0.60%
2	1-2 times a week	10	2.99%
3	2-3 times a month	45	13.43%
4	Once a month or less	198	59.10%
5	Never	80	23.88%

Why do you choose to come to the Club? Please choose all that apply.

Total responses (N): 336 Did not respond: 4

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Food	217	64.58%
2	Service	135	40.18%
3	Location	237	70.54%
4	Special Event	126	37.50%
5	Themed Club Event	72	21.43%
6	View	181	53.87%
7	Ambiance	173	51.49%
8	Other:	79	23.51%

When you choose not to come to the Club, what is the reason? Please choose all that apply.

Total responses (N): 315 Did not respond: 25

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Service Hours	90	28.57%
2	Location	63	20.00%
3	Service	6	1.90%
4	Time Constraints	173	54.92%
5	Food	28	8.89%
6	Ambiance	9	2.86%
7	Other:	117	37.14%

Would you visit the Club more often if we offered any of the following? Please choose all that apply.

Total responses (N): 252 Did not respond: 86

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Increased Work Space	62	24.60%
2	Breakfast Service	95	37.70%
3	Increased 520 Lounge Space	86	34.13%
4	Dinner Service	104	41.27%
5	Other:	70	27.78%

If the Club was open for dinner service Monday through Friday, how often would you come?

Total responses (N): 331 Did not respond: 9

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	3 times a week or more	3	0.91%
2	1-2 times a week	22	6.65%
3	2-3 times a month	84	25.38%
4	Once a month or less	156	47.13%
5	Never	66	19.94%

How often would you prefer to pay your dues? Please choose one.

Total responses (N): 329 Did not respond: 11

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Monthly	69	20.97%
2	Quarterly	31	9.42%
3	Yearly	106	32.22%
4	Via payroll deduction (per paycheck twice a month)	123	37.39%

What was your main reason for joining the Club? Please choose one.

Total responses (N): 336 Did not respond: 4

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Lunch Service	125	37.20%
2	520 Lounge Service	25	7.44%
3	Club Events	37	11.01%
4	Hosting a Catered Event	13	3.87%
5	Work Space	3	0.89%
6	University Business	92	27.38%
7	Other:	41	12.20%

What would entice you to refer more members to the Club? Please choose all that apply.

Total responses (N): 270 Did not respond: 70

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Club credit to your account	123	45.56%
2	Complimentary lunch	102	37.78%
3	Complimentary gifts such as mugs, pens, bags, etc.	22	8.15%
4	Elevated membership status	40	14.81%
5	Complimentary annual membership	130	48.15%
6	Other:	58	21.48%

What is your preferred type of communication to receive information about the Club and Club Events? Please choose one.

Total responses (N): 336 Did not respond: 4

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Email	317	94.35%
2	Phone	1	0.30%
3	Hard Copy/Paper	11	3.27%
4	Social Media	4	1.19%
5	Other:	3	0.89%

What do you feel the Club should do to entice more members? Please choose all that apply.

Total responses (N): 273 Did not respond: 67

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Additional services, i.e. dinner or breakfast	142	52.01%
2	Additional work space	59	21.61%
3	Change the style of lunch service to full service (restaurant style)	27	9.89%
4	Larger 520 Lounge space	97	35.53%
5	Additional Club Events	52	19.05%
6	Other:	87	31.87%

Do you feel your dues are fair and a good value?

Total responses (N): 324 Did not respond: 16

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Yes	291	89.81%
2	No	33	10.19%

If the Club increased its annual dues, at what increase would you feel that it was no longer a good value? Please choose one.

Total responses (N): 305 Did not respond: 35

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	\$1 to \$10	51	16.72%
2	\$11 to \$20	66	21.64%
3	\$21 to \$30	75	24.59%
4	\$31 to \$40	54	17.70%
5	Other:	59	19.34%

What is your age?

Total responses (N): 336 Did not respond: 4

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Under 40	36	10.71%
2	40 to 49	55	16.37%
3	50 to 59	73	21.73%
4	60 to 69	88	26.19%
5	70 and over	77	22.92%
6	Prefer not to answer	7	2.08%

How long have you been a member?

Total responses (N): 337 Did not respond: 3

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Less than 1 year	44	13.06%
2	1 to 5 years	117	34.72%
3	6 to 10 years	55	16.32%
4	11 to 20 years	48	14.24%
5	21 to 30 years	34	10.09%
6	30 or more years	32	9.50%
7	Prefer not to answer	7	2.08%

What type of member are you?

Total responses (N): 337 Did not respond: 3

<i>Numeric value</i>	<i>Answer</i>	<i>Frequency</i>	<i>Percentage</i>
1	Faculty	102	30.27%
2	Staff	120	35.61%
3	New Faculty	6	1.78%
4	New Staff	4	1.19%
5	Retired Faculty	41	12.17%
6	Retired Staff	23	6.82%
7	Affiliate - UWAA	26	7.72%
8	Affiliate - UWRA	4	1.19%

9

Other:

11

3.26%