## CUFC food and catering questionnaire May 2021

Question 1 has 232 answers (Radio Buttons)
"1.1 Are you a season ticket holder? "
Yes

## 130 (56.0\%)

No

Question 3 has 229 answers (Radio Buttons)

## "1.3 What part of the ground do you go in?"

Paddock


West Stand
50 (21.8\%)
Warwick Road End

$$
20 \quad \text { (8.7\%) }
$$

East (Pioneer) Stand

Foxy's and/or sponsor lounges

59 (25.8\%)

3 (1.3\%)

Question 4 has 231 answers (Radio Buttons)
"1.4 How many games approximately do you attend eachseason?"
$\square \quad 21 \quad(9.1 \%)$
6-10
$\square 124 \quad 240.4 \%)$
$11-15$
29 (12.6\%)
16 or more

Question 5 has 230 answers (Radio Buttons)

## "1.5 What is your age? "

```
Under 18
| 1 (0.4%)
18-35
\square-49 (21.3%)
36-50
\square_61 (26.5%)
51-65
65 (28.3%)
Over 65
54 (23.5%)
```

Question 6 has 231 answers (Radio Buttons)

## "1.6 Approximately how far do you live away from Carlisle?

,

0 miles (live in Carlisle)

## Up to 20 miles away

21-50 miles away

51-100 miles away

Over 100 miles away

Question 7 has 232 answers (Radio Buttons)
"2.1 How often do you usually buy food and light refreshments at Brunton Park in a normal season?"

Never

| Rarely | 28 | $(12.1 \%)$ |
| :--- | :--- | :--- |
| Sometimes | 59 | $(25.4 \%)$ |
| Most visits | 64 | $(27.6 \%)$ |
| Every visit | 50 | $(21.6 \%)$ |

## Question 9 has 231 answers (Radio Buttons)

## "2.3 What is your typical spend each visit? "

| £nil |  | $(18.6 \%)$ |
| :--- | :--- | :--- |
| £1-£5 | 83 | $(38.1 \%)$ |
| $£ 5-£ 10$ | 68 | $(29.4 \%)$ |
| £10-£15 |  |  |
| More than $£ 15$ | 19 | $(8.2 \%)$ |

Question 10 has 232 answers (Radio Buttons)

## "2.4 How often do you use hospitality (Foxy's, lounges) at CUFC each season? "

Never
$\square$
Once a season
58 (25.0\%)

Two to four times

36 (15.5\%)
Five to ten times

More than ten times

6 (2.6\%)

8 (3.4\%)

## Question 12 has 230 answers (Radio Buttons)

## "2.6 How often do you use the bars at Brunton Park in a normal season? "

| Never | 55 | $(23.9 \%)$ |
| :--- | :--- | :--- |
| Rarely | 46 | $(20.0 \%)$ |
| Sometimes | 48 | $(20.9 \%)$ |
| Most visits | 47 | $(20.4 \%)$ |
| Every visit | 34 | $(14.8 \%)$ |

Question 13 has 224 answers (Radio Buttons)

## "2.7 What is your typical spend each visit? "

| £nil |  |  |
| :---: | :---: | :---: |
|  | 56 | (25.0\%) |
| £1-£5 |  |  |
| - | 61 | (27.2\%) |
| $£ 5-£ 10$ |  |  |
|  | 65 | (29.0\%) |
| £10-£15 |  |  |
|  | 30 | (13.4\%) |
| More than £15 |  |  |
|  | 12 | (5.4\%) |
| Question 15 has 230 answers (Radio Buttons) |  |  |
| "2.9 Do you visit another bar venue pre-match? " |  |  |
| Yes |  |  |
|  | 121 | (52.6\%) |
| No |  |  |
|  | 109 | (47.4\%) |

Question 16 has 144 answers (Checkboxes)
"2.10 What are the reasons for going elsewhere? "

Lower prices

| Service | 58 | $(25.0 \%)$ |
| :--- | :--- | :--- |
| Atmosphere | 58 | $(25.0 \%)$ |
| Other - please specify below | $73 \quad(31.5 \%)$ |  |

Question 18 has 228 answers (Radio Buttons)
"2.12 Do you go to a bar venue elsewhere after the game? "

Yes
91 (39.9\%)
No

Question 20 has 218 answers (Radio Buttons)
"The following questions refer to the previous arrangements managed by ABM Catering 3.1 Please rate the provision of catering, food and light refreshments in the stadium: "
Poor

Below average
72 (33.0\%)
Fair
62 (28.4\%)
Good6 (2.8\%)
Excellent

Question 21 has 221 answers (Radio Buttons)

## "3.2 Value for money food and light refreshments:"

| Poor |  |  |
| :--- | :--- | :--- |
| Below average | 71 | $(32.1 \%)$ |
| Fair | 67 | $(30.3 \%)$ |
| Good | 72 | $(32.6 \%)$ |
|  | 9 | $(4.1 \%)$ |
| Excellent | 2 | $(0.9 \%)$ |

Question 22 has 220 answers (Radio Buttons)

## "3.3 Value for money drinks (soft drinks): "

| Poor |  |  |
| :--- | :--- | :--- |
| Below average | 64 | $(29.1 \%)$ |
| Fair | 65 | $(29.5 \%)$ |
| Good | 80 | $(36.4 \%)$ |
| Excellent | 10 | $(4.5 \%)$ |
| $\boldsymbol{l l l}$ |  |  |

Question 23 has 219 answers (Radio Buttons)

## "3.4 Range of food and light refreshments offered: "

| Poor |  |  |
| :--- | :--- | :--- |
| Below average | 74 | $(33.8 \%)$ |
| Fair | 76 | $(34.7 \%)$ |
| Good | 59 | $(26.9 \%)$ |
|  | 10 | $(4.6 \%)$ |
| Excellent | 0 | $(0.0 \%)$ |

Question 24 has 221 answers (Radio Buttons)

## "3.5 Quality of Service: "

Poor ..... 70 (31.7\%)
Below average
46 (20.8\%)
Fair77 (34.8\%)
Good
25Excellent

## Question 25 has 221 answers (Radio Buttons)

## "3.6 Speed of Service:"

Poor
83 (37.6\%)Below average45 (20.4\%)
Fair67 (30.3\%)
Good23 (10.4\%)
Excellent

## Question 26 has 219 answers (Radio Buttons)

## "3.7 Quality of staff:"

Poor ..... 44 (20.1\%)Below average47 (21.5\%)
Fair83 (37.9\%)
Good

## Excellent

Question 27 has 164 answers (Radio Buttons)

## "3.8 Please rate the overall hospitality provision in Foxy's and/or sponsor lounges:"

```
Poor
    11 (6.7%)
Below average
\square\ 16 (9.8%)
Fair

Question 28 has 171 answers (Radio Buttons)

\section*{"3.9 Value for money:"}
PoorBelow average
34 ..... (19.9\%)
Fair66 (38.6\%)
Good
45 ..... (26.3\%)
Excellent

Question 29 has 166 answers (Radio Buttons)

\section*{"3.10 Quality of service: "}
Poor
\(\square 1\) ..... 11 (6.6\%)Below average
17 (10.2\%)Fair
67 (40.4\%)
Good
61 (36.7\%)
Excellent

Question 30 has 204 answers (Radio Buttons)
"3.11 Please rate the overall bar provision in the stadium: "
\begin{tabular}{lll} 
Poor & & \\
\hline Below average & 56 & \((27.5 \%)\) \\
\hline Fair & 63 & \((30.9 \%)\) \\
\hline Good & 63 & \((30.9 \%)\) \\
\hline Excellent & 19 & \((9.3 \%)\) \\
\hline & 3 & \((1.5 \%)\)
\end{tabular}

\section*{Question 31 has 202 answers (Radio Buttons)}

\section*{"3.12 Value for money of bar drinks: "}
\begin{tabular}{l|ll} 
Poor & 54 & \((26.7 \%)\) \\
Below average & 65 & \((32.2 \%)\) \\
\hline Fair & 67 & \((33.2 \%)\) \\
\hline Good & 14 & \((6.9 \%)\) \\
\hline Excellent & 2 & \((1.0 \%)\)
\end{tabular}

Question 32 has 199 answers (Radio Buttons)

\section*{"3.13 Value for money of alcoholic drinks:"}
Poor
\(\square 49\) ..... 49 (24.6\%)
Below average
66 ..... (33.2\%)
Fair
67 (33.7\%)
Good
15 ..... (7.5\%)
Excellent

Question 33 has 203 answers (Radio Buttons)

\section*{"3.14 Range of drinks offered: "}
Poor
60 (29.6\%)Below average
66 (32.5\%)
Fair59 (29.1\%)
Good
18 ..... (8.9\%)
Excellent

\section*{Question 34 has 200 answers (Radio Buttons)}

\section*{"3.15 Quality of bar service:"}
Poor ..... 34 (17.0\%)Below average
49 (24.5\%)
Fair
83 ..... (41.5\%)
Good
31 ..... (15.5\%)
Excellent

\section*{Question 35 has 201 answers (Radio Buttons)}

\section*{"3.16 Speed of bar service:"}
PoorBelow average
47 (23.4\%)
Fair66 (32.8\%)
Good28 (13.9\%)
Excellent
I ..... 2 (1.0\%)

\section*{Question 36 has 200 answers (Radio Buttons)}

\section*{"3.17 Quality of bar staff: "}
Poor
24 ..... (12.0\%)Below average
36Fair90 (45.0\%)
Good
43 ..... (21.5\%)
Excellent7 (3.5\%)

Question 37 has 202 answers (Radio Buttons)
"3.18 Bar facilities: "
\begin{tabular}{l|lll} 
Poor & 55 & \((27.2 \%)\) \\
\hline Below average & 69 & \((34.2 \%)\) \\
\hline Fair & 61 & \((30.2 \%)\) \\
\hline Good & 16 & \((7.9 \%)\) \\
\hline Excellent & 1 & \((0.5 \%)\)
\end{tabular}

Question 38 has 228 answers (Radio Buttons)
"4.1 If we can use a phone app to assist with payment and pre-order of half time refreshments would you make use of this? "

\section*{"4.2 If we offer cashless payment facilities would you make} use of this? "

Yes

\section*{195 (84.8\%)}

No
35 (15.2\%)

Question 40 has 224 answers (Radio Buttons)
"4.3 Would you help us to measure the service on an ongoing basis by completing comment cards and dropping them in a boxes around the ground? "

Yes

Question 41 has 213 answers (Checkboxes)

\section*{"4.4 What food and light refreshment products would you like to see available and buy (tick all that apply)? "}
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Fish and chips

```
101 (43.5\%)
```

Healthy options

```

```

Locally made pies

```

```

Pasta
Vegetarian/Vegan options
$\square \quad 37 \quad(15.9 \%)$
Free fruit in the Kids' Zone

| Pizza | $58 \quad(25.0 \%)$ |
| :--- | :--- |
| Ice Cream (spring and summer) | $91 \quad(39.2 \%)$ |
| Soup | $61 \quad(26.3 \%)$ |

```

Question 42 has 230 answers (Radio Buttons)
"4.5 Based on your most recent experience, how important are these factors to increasing your willingness to buy food and light refreshment in the stadium?Food and light refreshment prices: "

Not important

\footnotetext{
22
(9.6\%)
}

Some importance

Important
62 (27.0\%)
Very important
52 (22.6\%)
Won't buy unless changed

Question 43 has 227 answers (Radio Buttons)

\section*{"4.6 Food and light refreshment product quality:"}

Not important
\begin{tabular}{l|cc|}
\hline Some importance & 8 & \((3.5 \%)\) \\
\hline Important & 20 & \((8.8 \%)\) \\
\hline Very important & \(71 \quad(31.3 \%)\) \\
\hline Won't buy unless changed & 97 & \((42.7 \%)\) \\
\hline
\end{tabular}

Question 44 has 227 answers (Radio Buttons)

\section*{"4.7 Food and light refreshment product range and alternatives:"}

Not important
11 (4.8\%)Some importance
\(\square \quad 39 \quad(17.2 \%)\)
Important
-
84 (37.0\%)
Very important
75 (33.0\%)
Won't buy unless changed
18 ..... (7.9\%)

Question 45 has 226 answers (Radio Buttons)

\section*{"4.8 Food and light refreshment product service (speed and quality of staff):"}

Not important
\begin{tabular}{l|cc|}
\hline Some importance & \(9.0 \%)\) \\
\hline Important & 27 & \((11.9 \%)\) \\
\hline Very important & 87 & \((38.5 \%)\) \\
\hline Won't buy unless changed & 84 & \((37.2 \%)\) \\
\hline
\end{tabular}

Question 46 has 226 answers (Radio Buttons)

\section*{"4.9 Food and light refreshment product overall value for money:"}

Not important


Some importance

\section*{Important}

Very important

\section*{85 (37.6\%)}

\section*{Won't buy unless changed}

Question 47 has 229 answers (Radio Buttons)

\section*{"4.10 All the profits go back into the club: "}

Not important
\begin{tabular}{l|cc|}
\hline Some importance & 7 & \((3.1 \%)\) \\
\hline Important & 14 & \((6.1 \%)\) \\
\hline Very important & 44 & \((19.2 \%)\) \\
\hline Won't buy unless changed & 154 & \((67.2 \%)\) \\
\hline
\end{tabular}

Question 48 has 229 answers (Radio Buttons)

\section*{"4.11 Local produce and suppliers used: "}

Not important
\begin{tabular}{l|ll}
\hline Some importance & \(12 \quad(5.2 \%)\) \\
Important & \(30 \quad(13.1 \%)\) \\
\hline Very important & \(76 \quad(33.2 \%)\) \\
\hline
\end{tabular}

Won't buy unless changed

Question 49 has 228 answers (Radio Buttons)

\section*{"4.12 In-house catering operation controlled by the club: "}

Not important
\begin{tabular}{l|cc|}
\hline Some importance & \(14 \quad(6.1 \%)\) \\
\hline Important & 20 & \((8.8 \%)\) \\
\hline Very important & \(72 \quad(31.6 \%)\) \\
\hline Won't buy unless changed & 114 & \((50.0 \%)\) \\
\hline
\end{tabular}

Question 50 has 227 answers (Radio Buttons)
"4.13 Please indicate how much you would be prepared to spend on food and drink at the ground per match (it may be just for yourself or in total for a family)? "
```

£nil
\square
£1-£5
£5-£10
80 (35.2%)
£10-£15

Question 51 has 217 answers (Checkboxes)

## "4.14 What bar products would you like to see available and buy (tick all that apply)?"

Live football on quality TVs

| Q\&A sessions/talks involving former players | 176 | $(75.9 \%)$ |
| :--- | :--- | :--- | :--- |
| Clips/highlights of previous CUFC games | 117 | $(50.4 \%)$ |
| Hand pulled real ale on three of the bars | 111 | $(47.8 \%)$ |
| Bottled cider | 109 | $(47.0 \%)$ |
| Seal deals | 39 | $(16.8 \%)$ |
| Soup | 130 | $(56.0 \%)$ |

> "4.16 Would you be interested in a $£ 20$ membership card giving discounts on things like catering, hospitality and non-matchday events and kids parties and retail? "

Yes

No

Question 54 has 224 answers (Radio Buttons)
"4.17 Non matchday catering - would you use the club facilities for events like birthday parties, christenings, funeral, christmas parties, family events, meetings, training sessions?"

Yes

