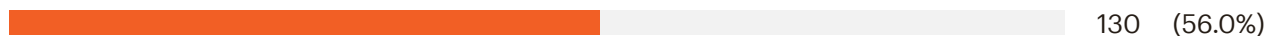


CUFC food and catering questionnaire May 2021

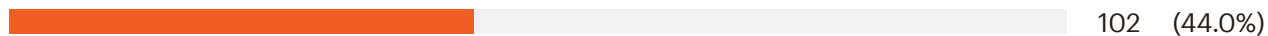
Question 1 has 232 answers (Radio Buttons)

“1.1 Are you a season ticket holder? ”

Yes

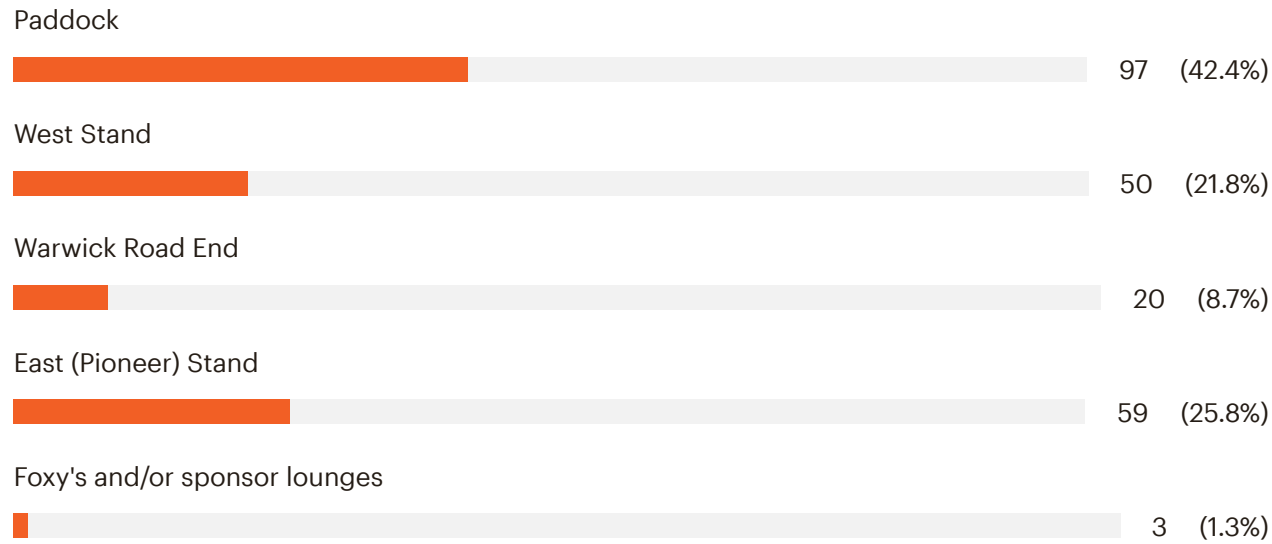


No



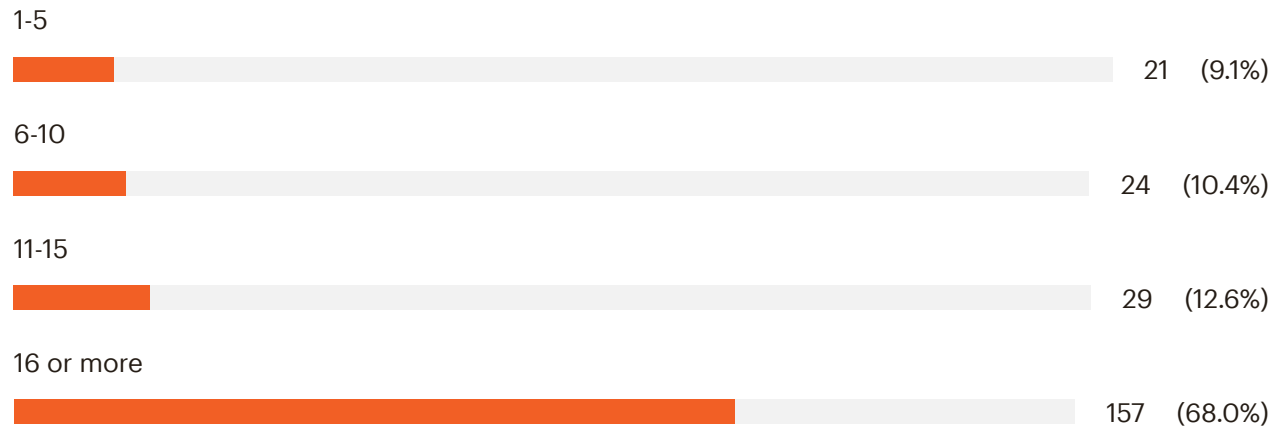
Question 3 has 229 answers (Radio Buttons)

“1.3 What part of the ground do you go in? ”



Question 4 has 231 answers (Radio Buttons)

“1.4 How many games approximately do you attend each season? ”



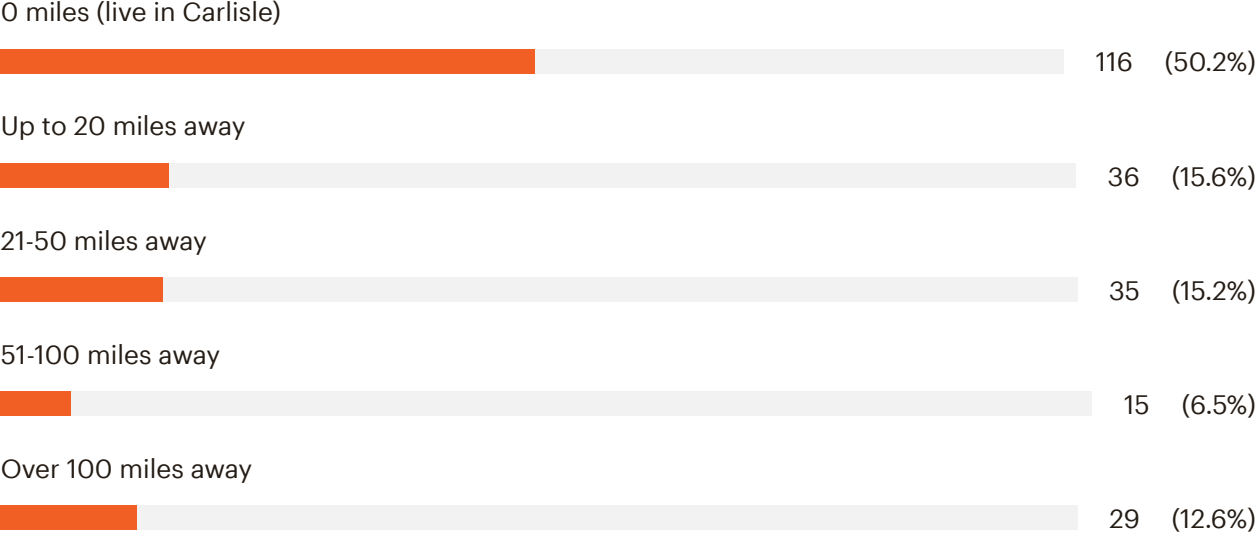
Question 5 has 230 answers (Radio Buttons)

“1.5 What is your age? ”



Question 6 has 231 answers (Radio Buttons)

“1.6 Approximately how far do you live away from Carlisle?”



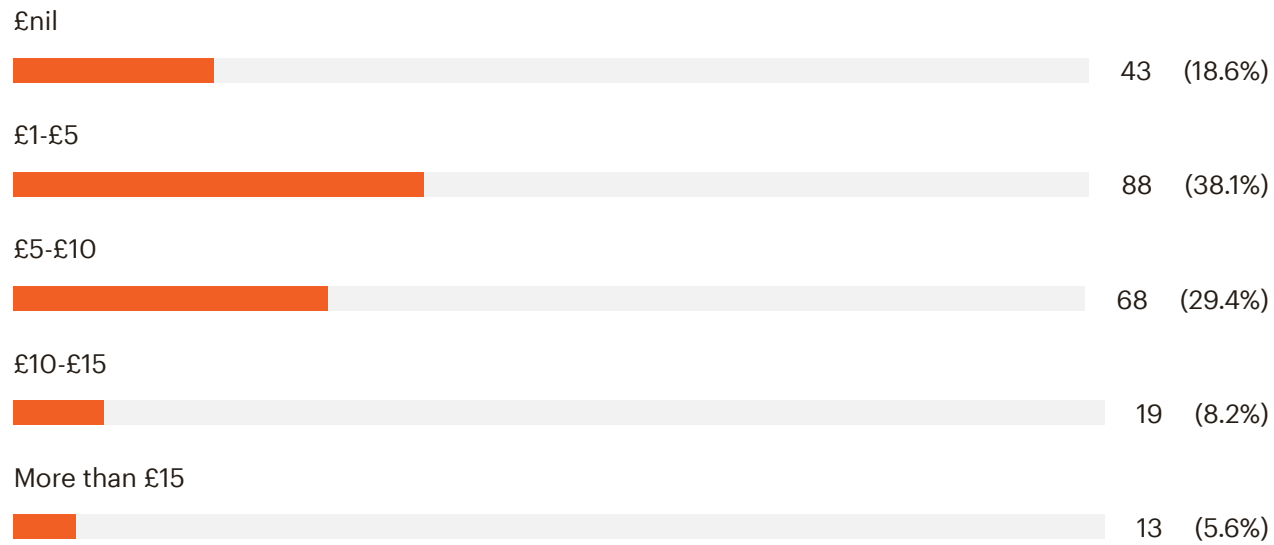
Question 7 has 232 answers (Radio Buttons)

“2.1 How often do you usually buy food and light refreshments at Brunton Park in a normal season? ”



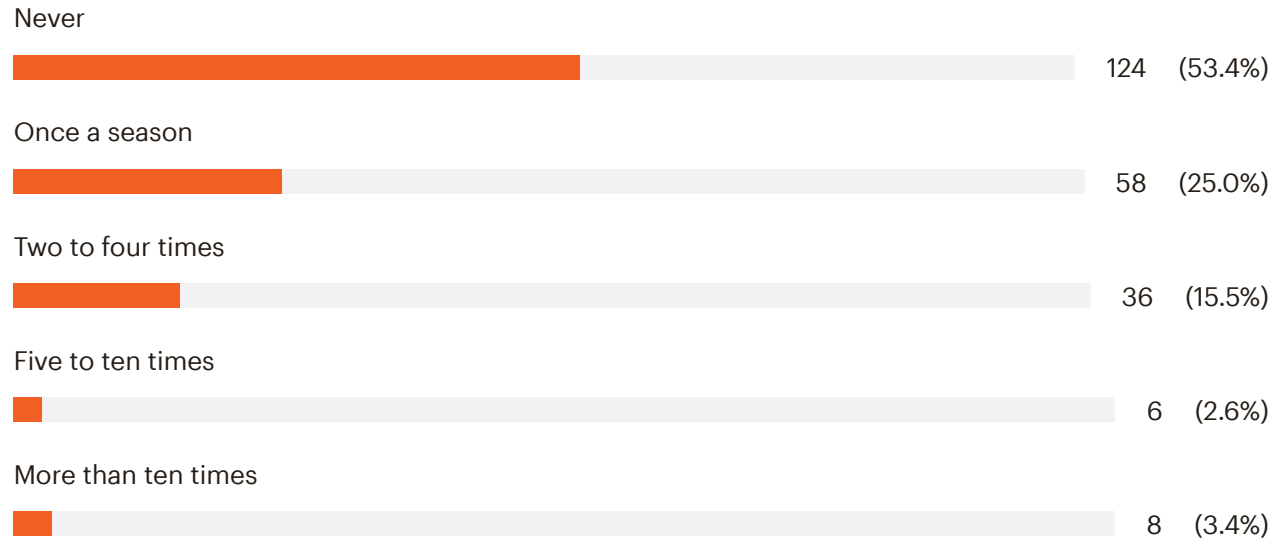
Question 9 has 231 answers (Radio Buttons)

“2.3 What is your typical spend each visit? ”



Question 10 has 232 answers (Radio Buttons)

“2.4 How often do you use hospitality (Foxy’s, lounges) at CUFC each season? ”



Question 12 has 230 answers (Radio Buttons)

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



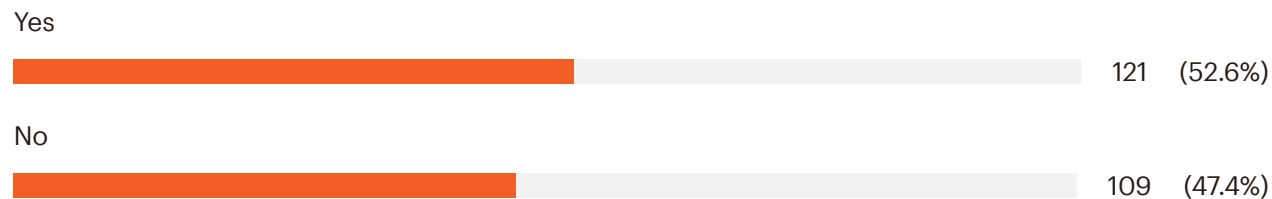
Question 13 has 224 answers (Radio Buttons)

“2.7 What is your typical spend each visit? ”



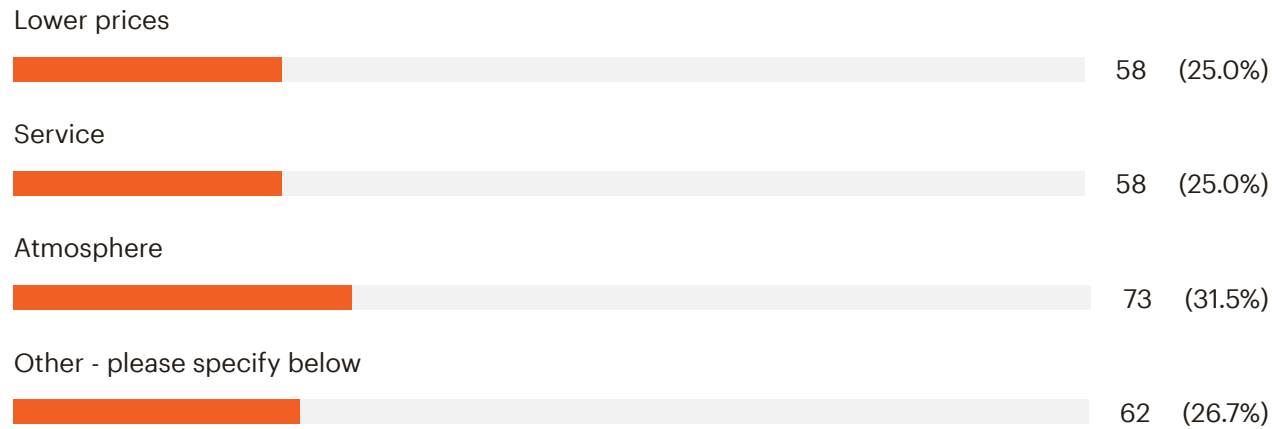
Question 15 has 230 answers (Radio Buttons)

“2.9 Do you visit another bar venue pre-match? ”



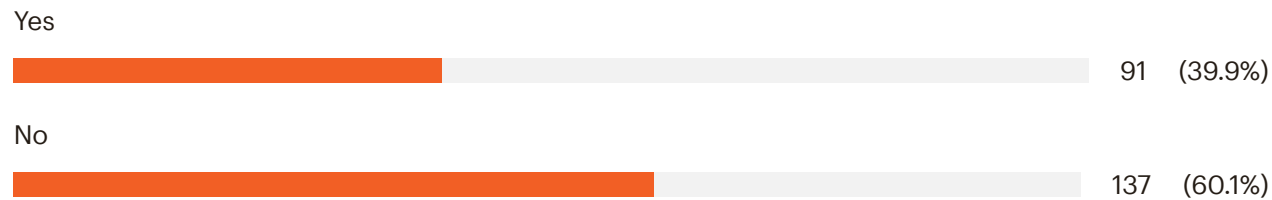
Question 16 has 144 answers (Checkboxes)

“2.10 What are the reasons for going elsewhere? ”



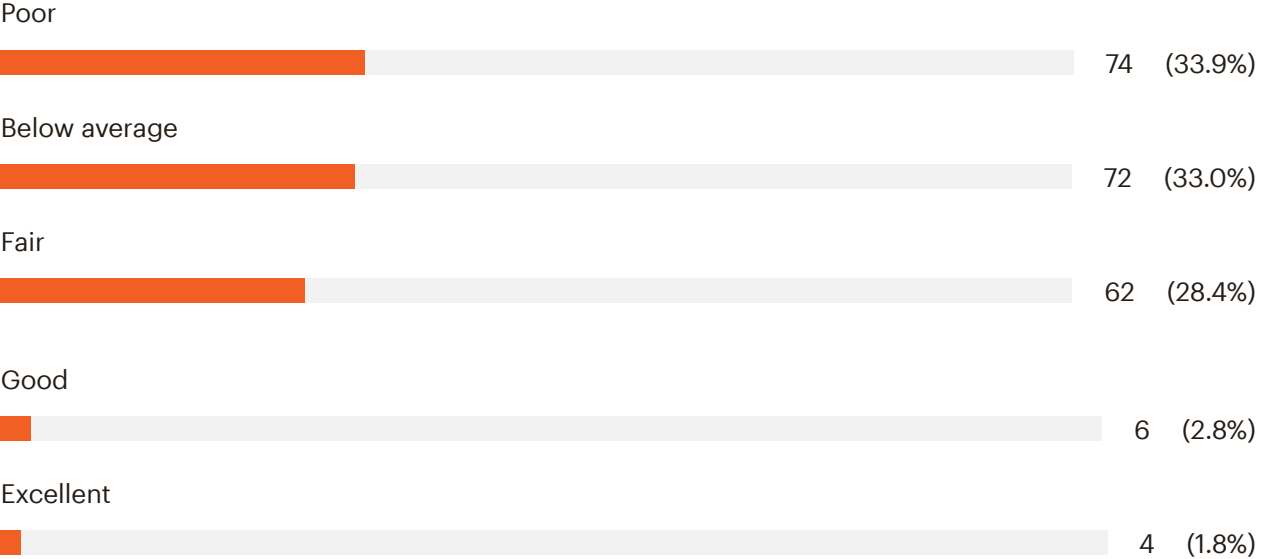
Question 18 has 228 answers (Radio Buttons)

“2.12 Do you go to a bar venue elsewhere after the game? ”



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: ”



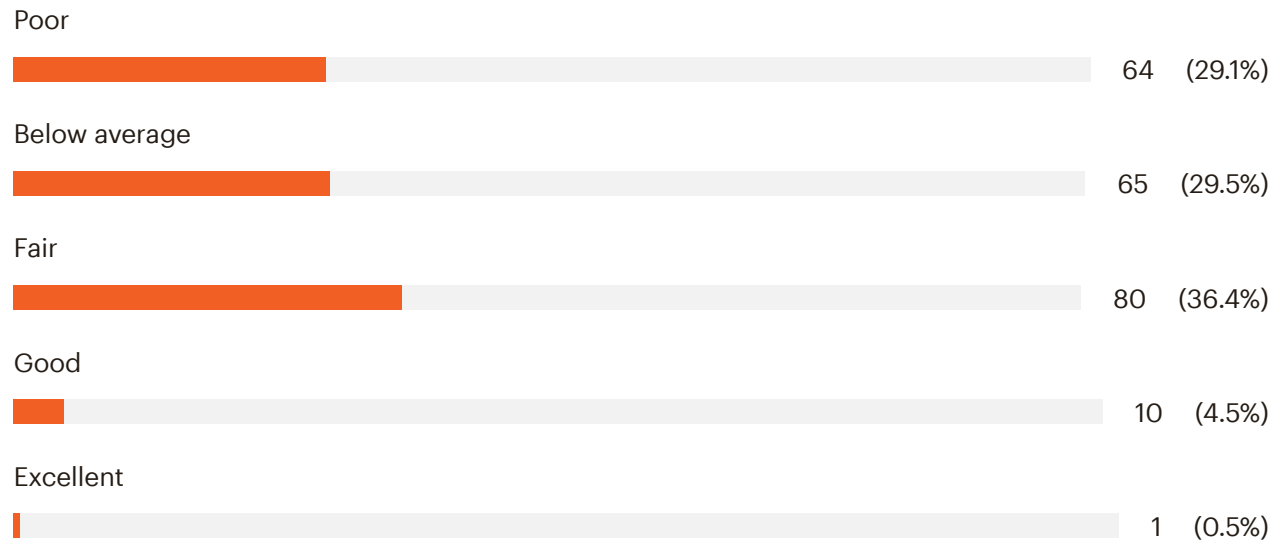
Question 21 has 221 answers (Radio Buttons)

“3.2 Value for money food and light refreshments: ”



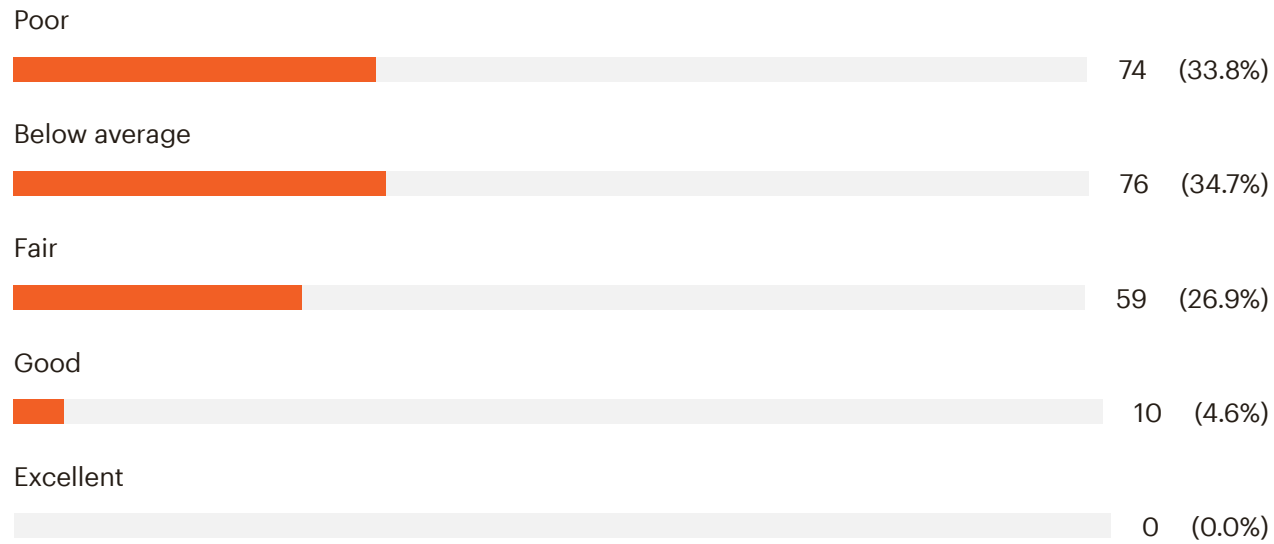
Question 22 has 220 answers (Radio Buttons)

“3.3 Value for money drinks (soft drinks): ”



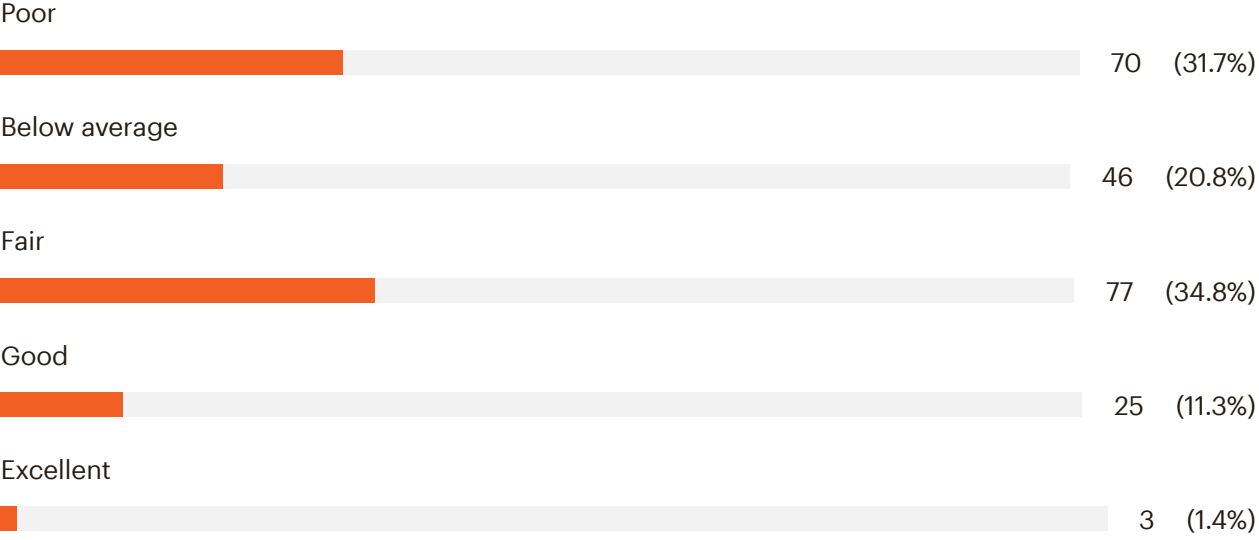
Question 23 has 219 answers (Radio Buttons)

“3.4 Range of food and light refreshments offered: ”



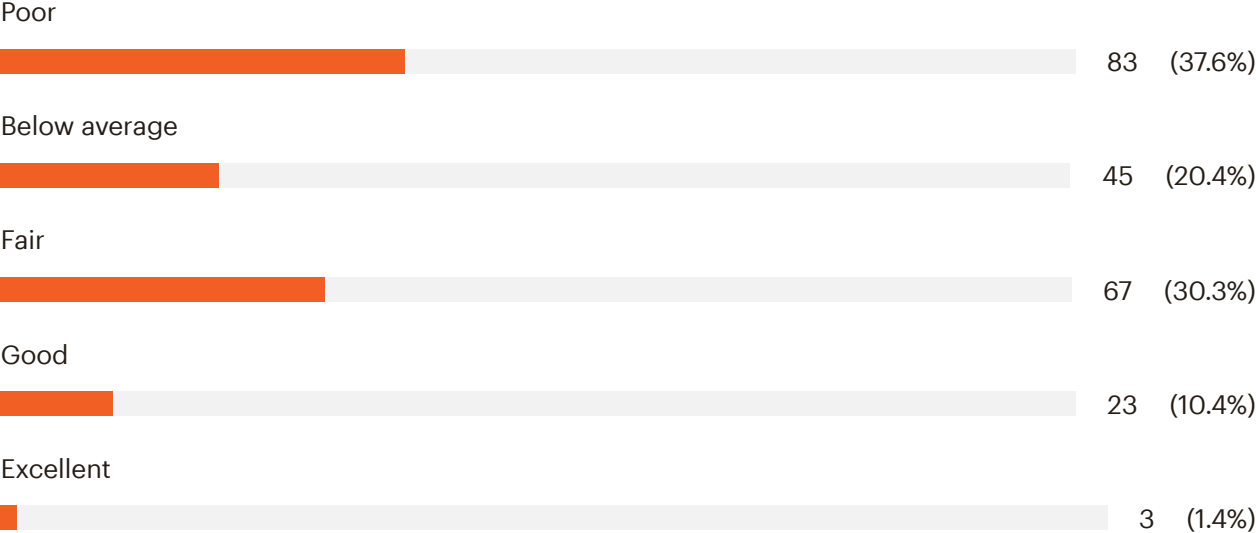
Question 24 has 221 answers (Radio Buttons)

“3.5 Quality of Service: ”



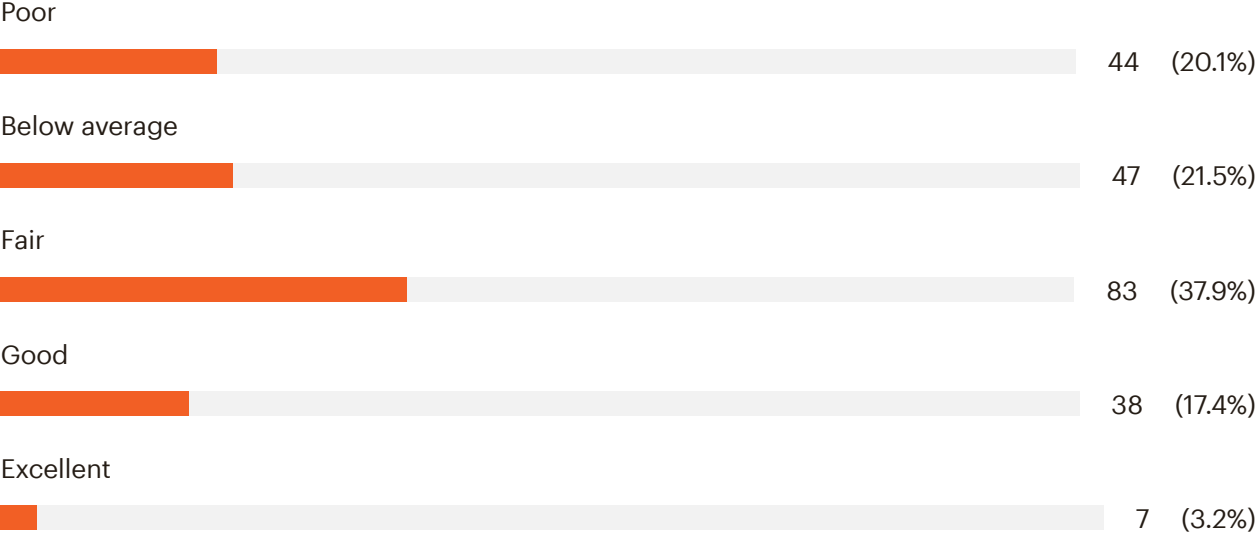
Question 25 has 221 answers (Radio Buttons)

“3.6 Speed of Service:”



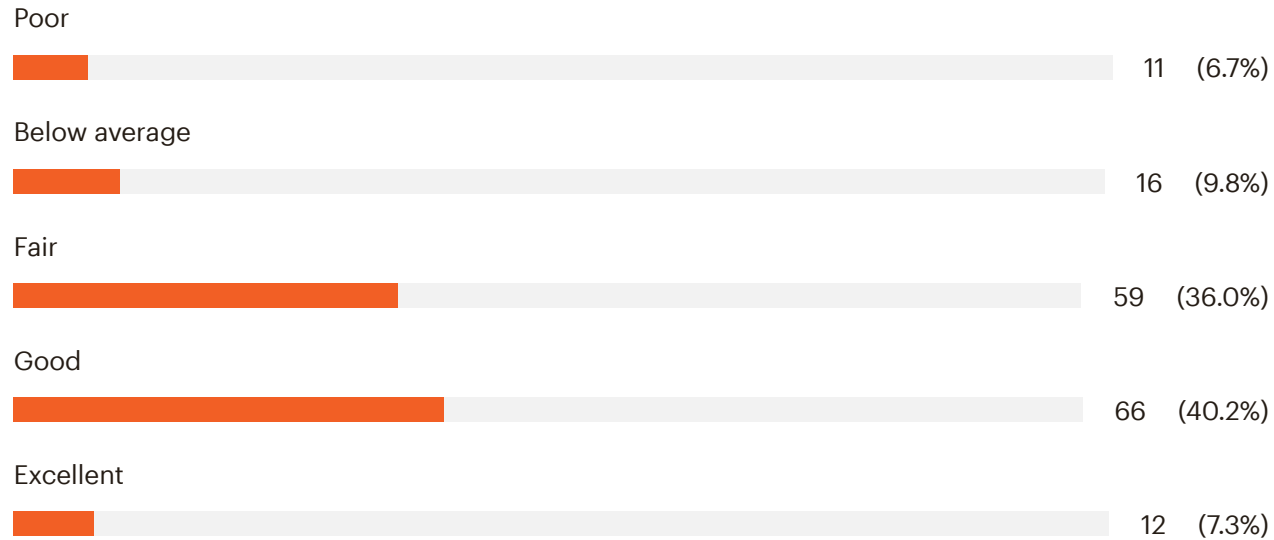
Question 26 has 219 answers (Radio Buttons)

“3.7 Quality of staff: ”



Question 27 has 164 answers (Radio Buttons)

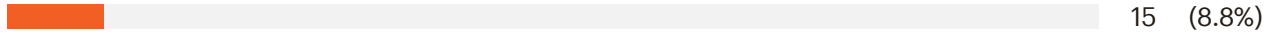
“3.8 Please rate the overall hospitality provision in Foxy’s and/or sponsor lounges: ”



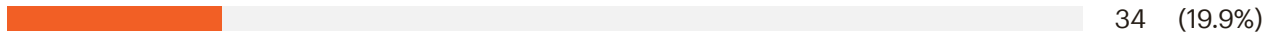
Question 28 has 171 answers (Radio Buttons)

“3.9 Value for money: ”

Poor



Below average



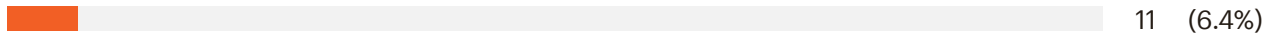
Fair



Good

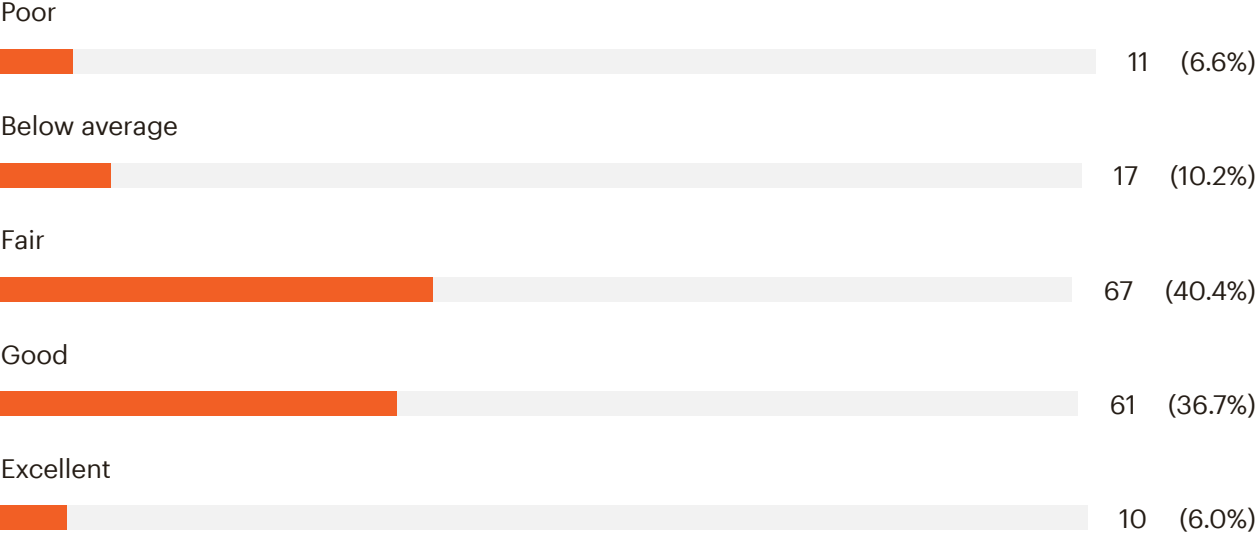


Excellent



Question 29 has 166 answers (Radio Buttons)

“3.10 Quality of service: ”



Question 30 has 204 answers (Radio Buttons)

“3.11 Please rate the overall bar provision in the stadium: ”



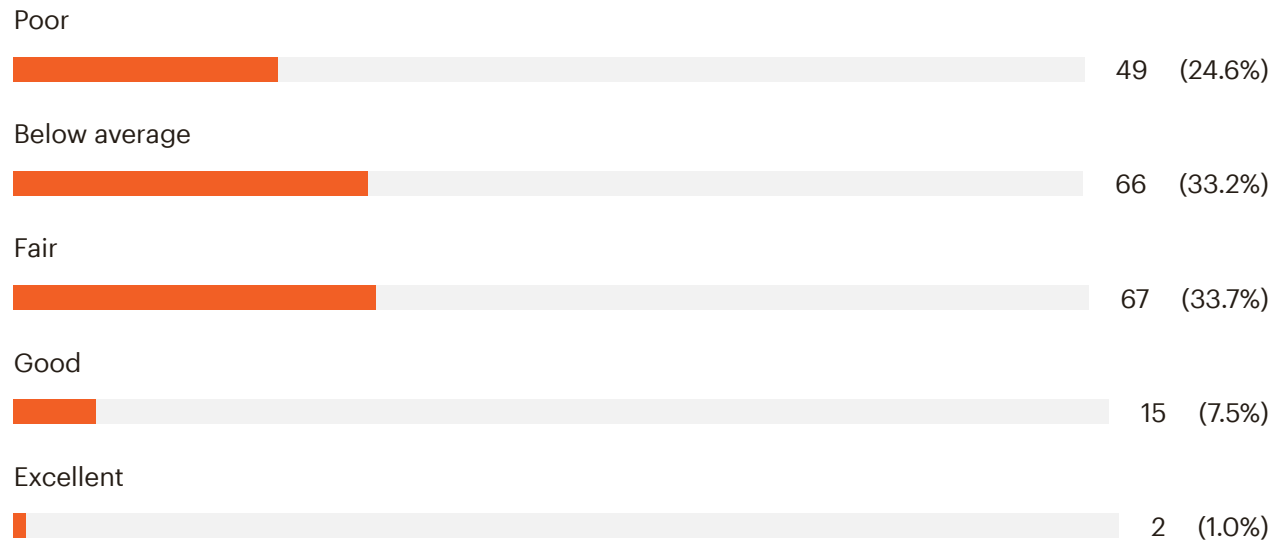
Question 31 has 202 answers (Radio Buttons)

“3.12 Value for money of bar drinks: ”



Question 32 has 199 answers (Radio Buttons)

“3.13 Value for money of alcoholic drinks: ”



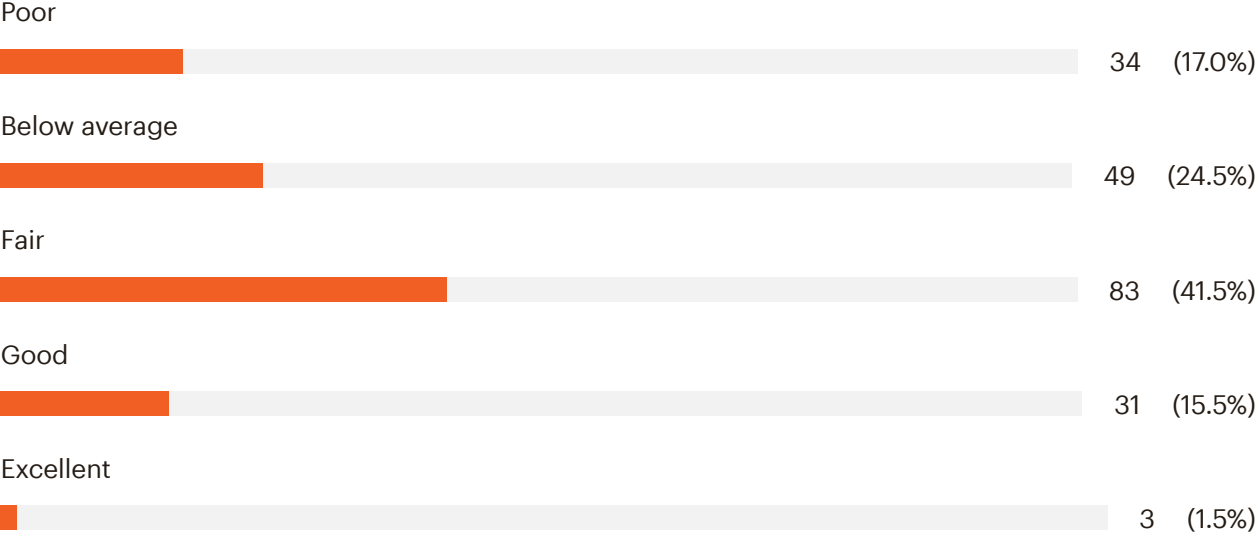
Question 33 has 203 answers (Radio Buttons)

“3.14 Range of drinks offered: ”



Question 34 has 200 answers (Radio Buttons)

“3.15 Quality of bar service: ”



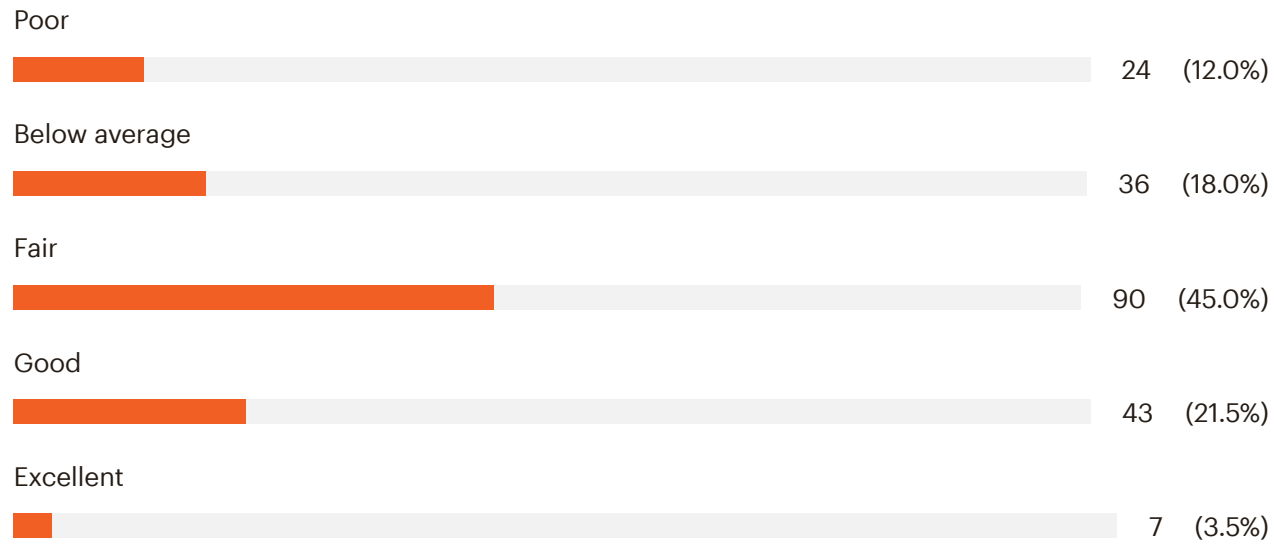
Question 35 has 201 answers (Radio Buttons)

“3.16 Speed of bar service: ”



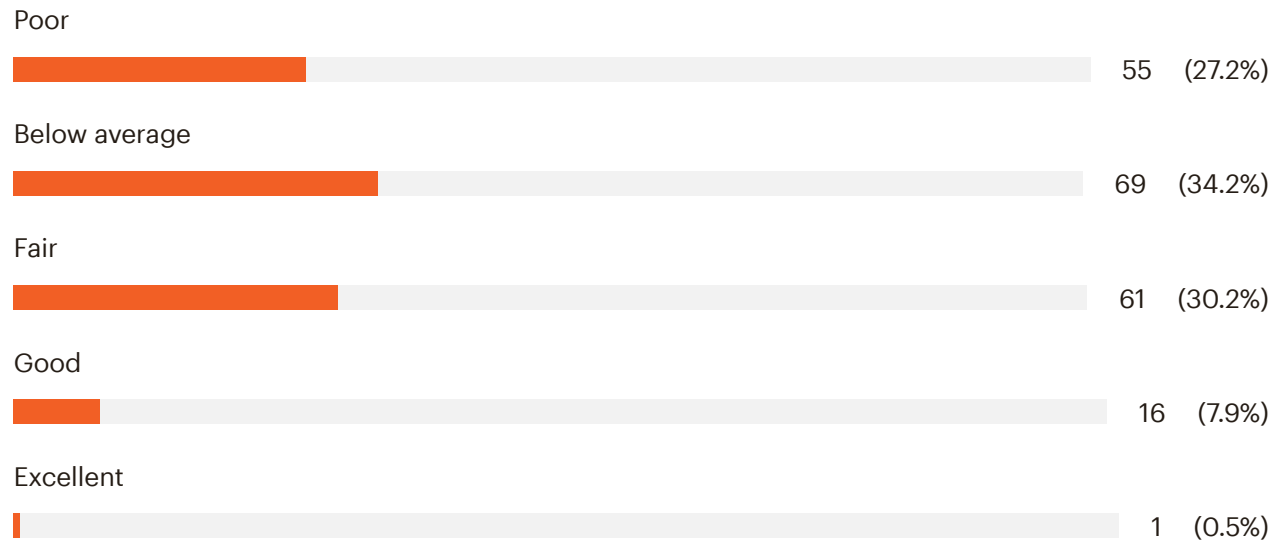
Question 36 has 200 answers (Radio Buttons)

“3.17 Quality of bar staff: ”



Question 37 has 202 answers (Radio Buttons)

“3.18 Bar facilities: ”



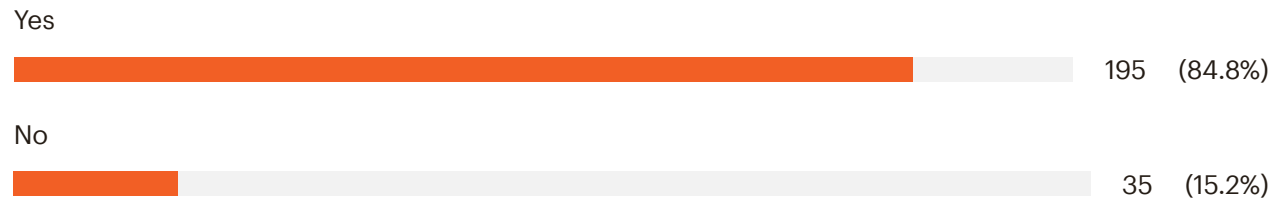
Question 38 has 228 answers (Radio Buttons)

“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? ”



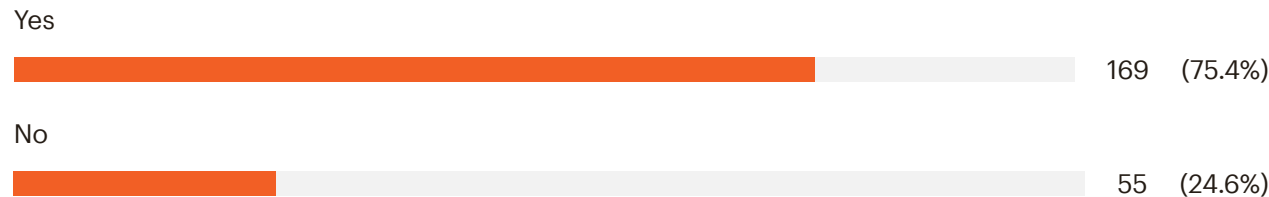
Question 39 has 230 answers (Radio Buttons)

“4.2 If we offer cashless payment facilities would you make use of this? ”



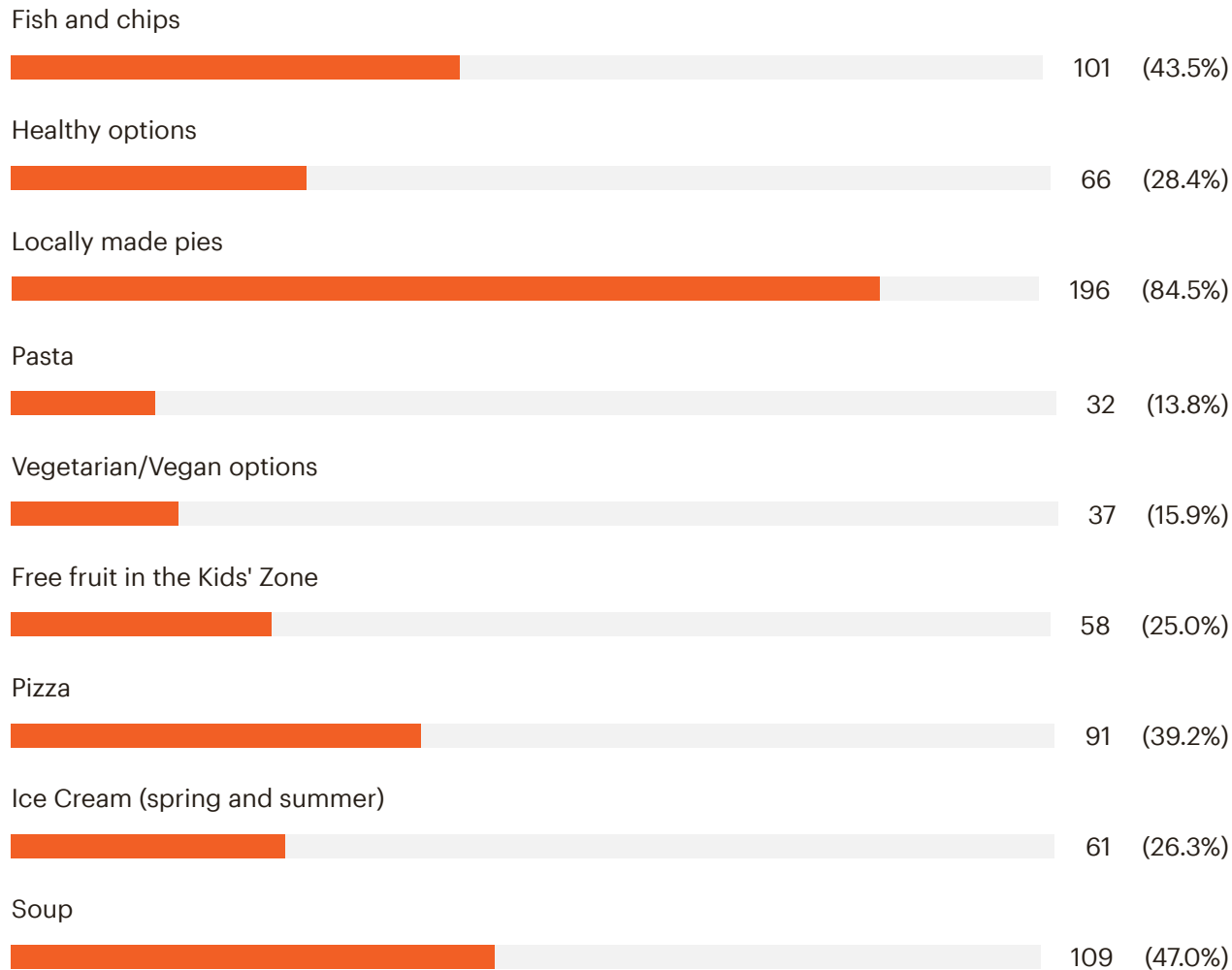
Question 40 has 224 answers (Radio Buttons)

“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? ”



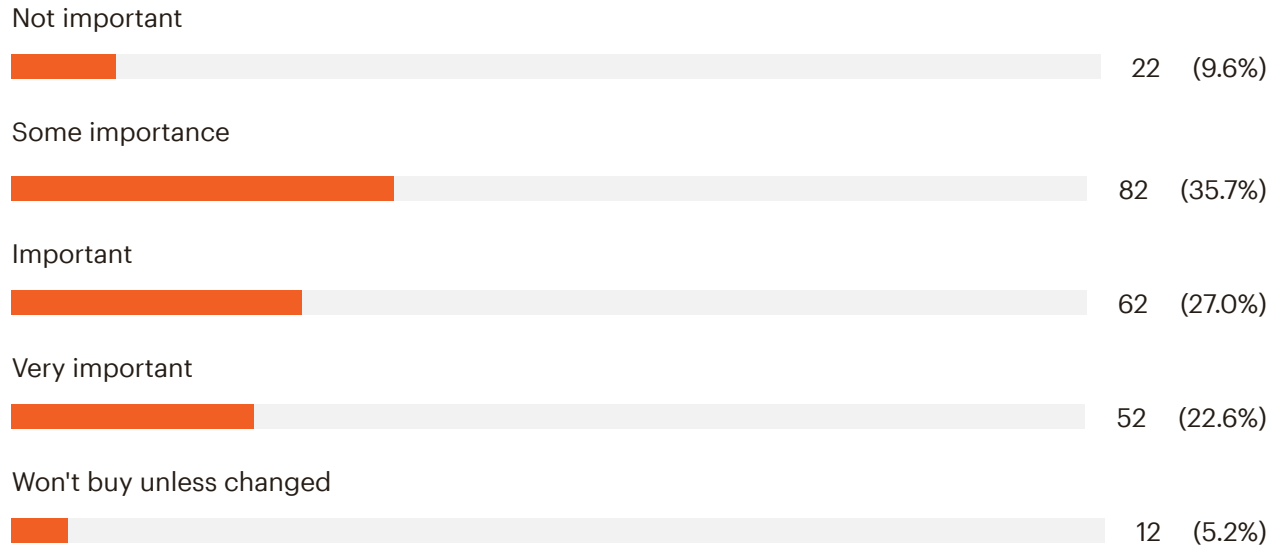
Question 41 has 213 answers (Checkboxes)

“4.4 What food and light refreshment products would you like to see available and buy (tick all that apply)? ”



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: ”



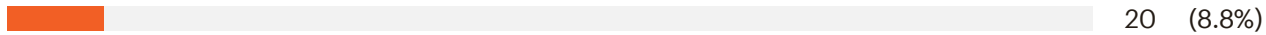
Question 43 has 227 answers (Radio Buttons)

“4.6 Food and light refreshment product quality: ”

Not important



Some importance



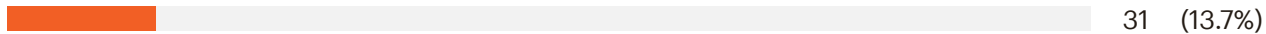
Important



Very important

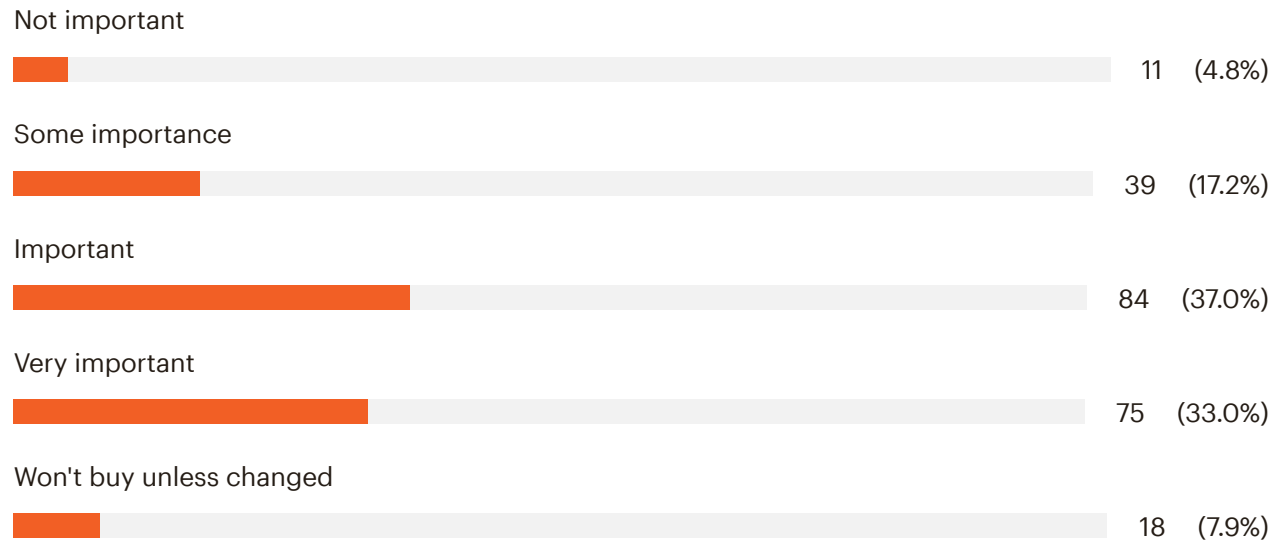


Won't buy unless changed



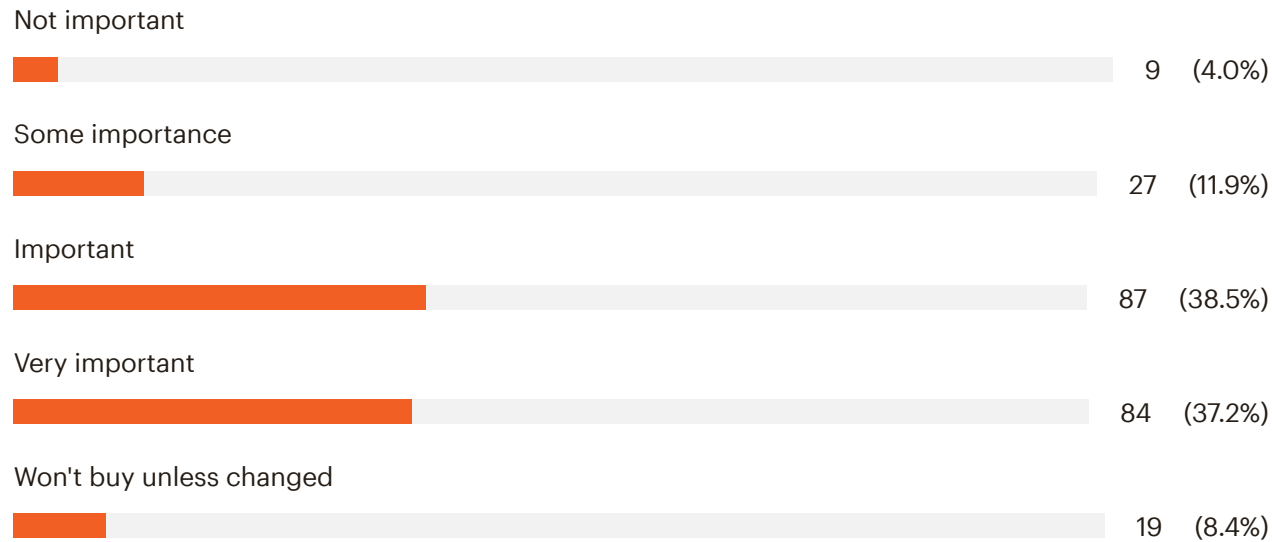
Question 44 has 227 answers (Radio Buttons)

“4.7 Food and light refreshment product range and alternatives: ”



Question 45 has 226 answers (Radio Buttons)

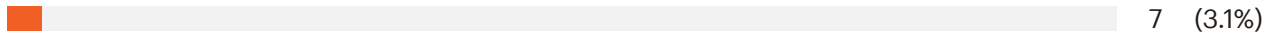
“4.8 Food and light refreshment product service (speed and quality of staff): ”



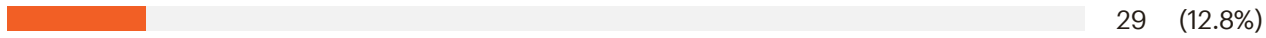
Question 46 has 226 answers (Radio Buttons)

“4.9 Food and light refreshment product overall value for money: ”

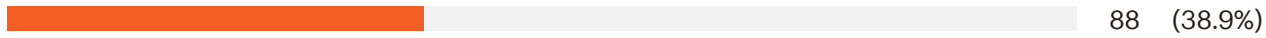
Not important



Some importance



Important



Very important



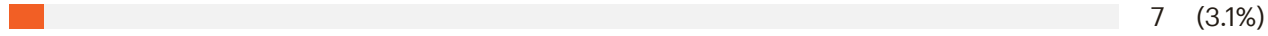
Won't buy unless changed



Question 47 has 229 answers (Radio Buttons)

“4.10 All the profits go back into the club: ”

Not important



Some importance



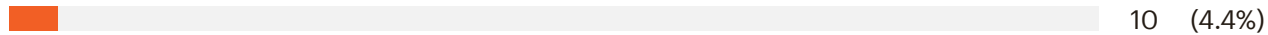
Important



Very important

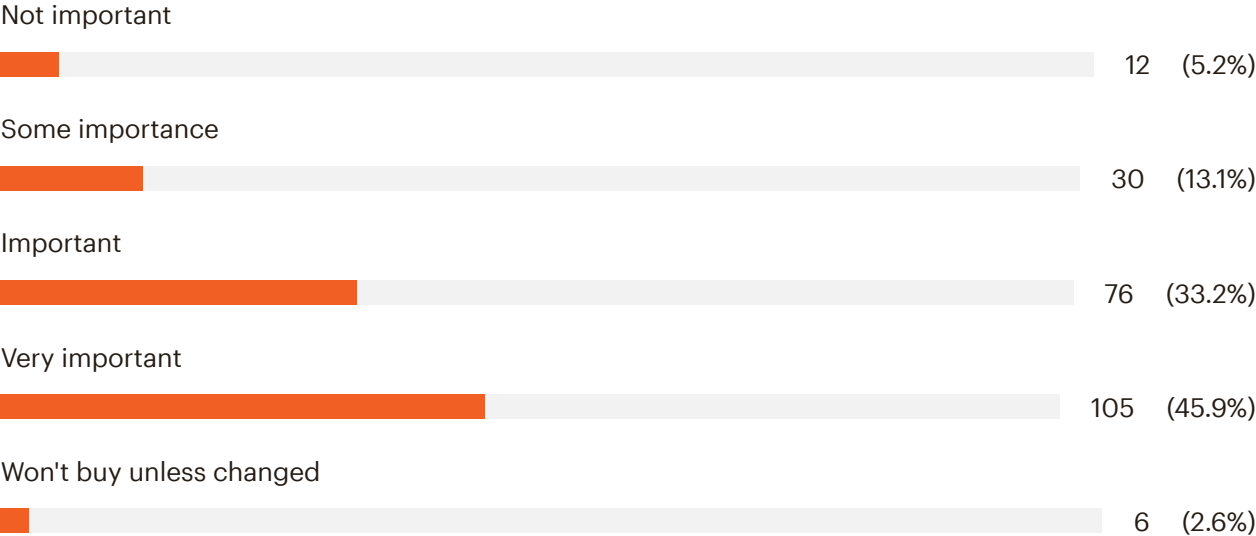


Won't buy unless changed



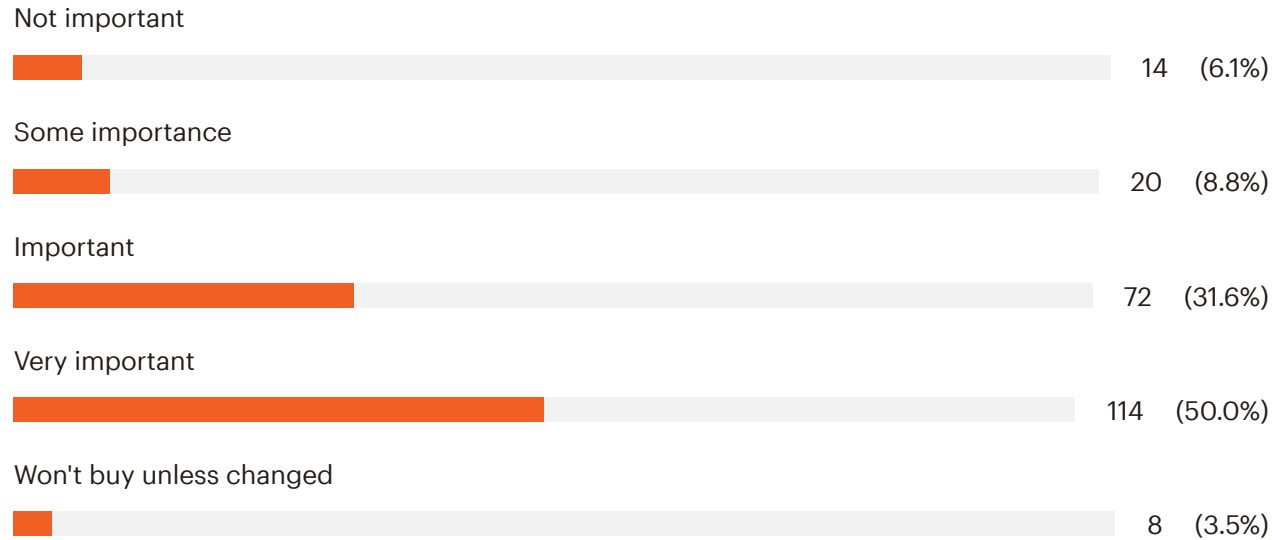
Question 48 has 229 answers (Radio Buttons)

“4.11 Local produce and suppliers used: ”



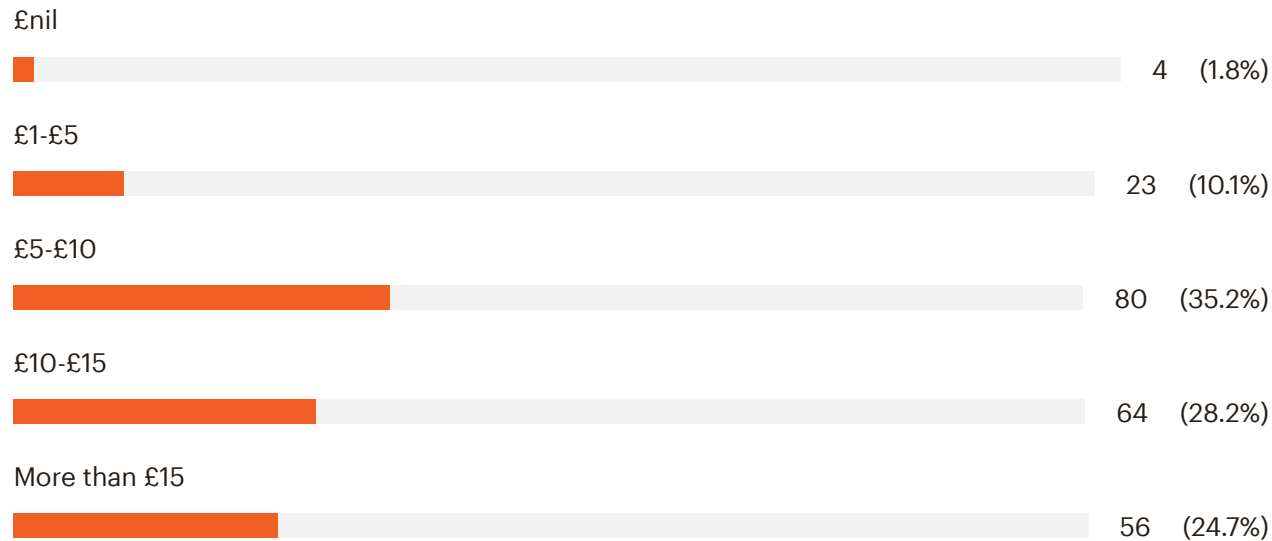
Question 49 has 228 answers (Radio Buttons)

“4.12 In-house catering operation controlled by the club: ”



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)? ”



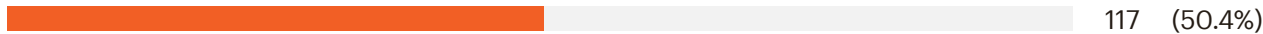
Question 51 has 217 answers (Checkboxes)

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

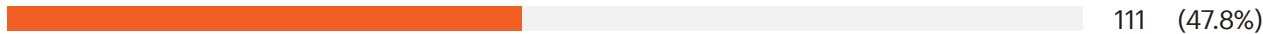
Live football on quality TVs



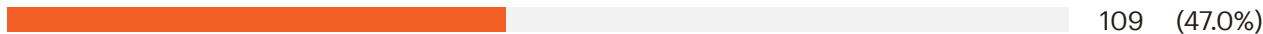
Q&A sessions/talks involving former players



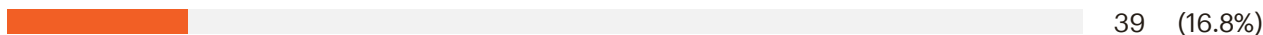
Clips/highlights of previous CUFC games



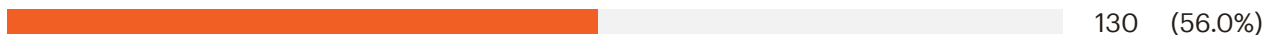
Hand pulled real ale on three of the bars



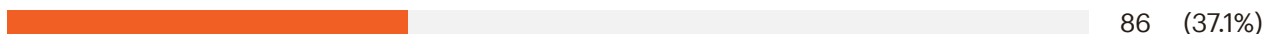
Bottled cider



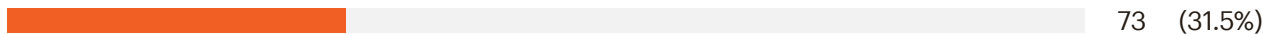
Meal deals



Sandwiches

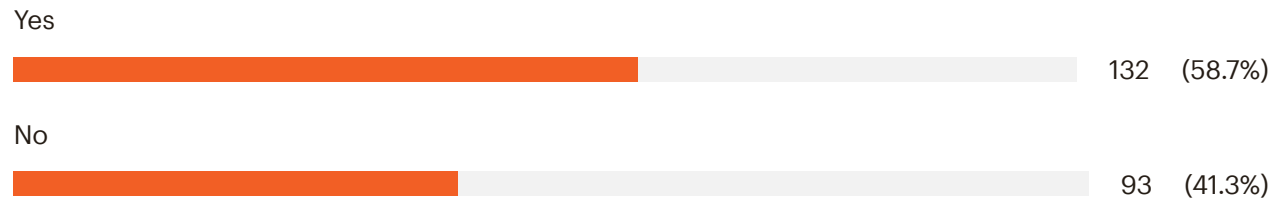


Soup



Question 53 has 225 answers (Radio Buttons)

“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? ”



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? ”

