

Reader Survey 2018

Dear Reader,

Welcome to the first Club Journal Reader Survey.

By identifying the views and concerns of CIU clubs, as well as analysing shifts in trading patterns, we can collectively identify new opportunities. It will also enable the NEC and Head Office to tackle emerging issues and to deliver the appropriate support and advice to all member clubs.

Your input is crucial, so please spend a few minutes completing this important survey.

As a thank you, you'll gain automatic entry into our free prize draw to win one of the following:

- £100 for your club
- Ten tickets to the Union's 2018 Race Day
- A year's free subscription to Club Journal
- A year's free club-listing in Club Journal

Completed entries should reach us no later than 14th February, 2018.

Many thanks for your time, good luck in the draw.

The National Executive Committee

CLUB JOURNAL 2018 READER SURVEY

(Please tick appropriate boxes.)

GENERAL:

1. What is your main source of trade information? (Tick one box)

Club Journal Company reps TV advertising

Trade press (general) Internet

Other trade press (please state)

.....
Other

BUSINESS TURNOVER

2. What will be your club's turnover this year? (Tick one box)

Under £300k £301k- £500k £501k - £650k £651k - £800k

£801k-£900k Over £1m Over £2m

WIN!

**£100
for your club**



WIN!

**10 tickets
to the races**



WIN!

**A year's
subscription to
Club Journal**



WIN!

**Promotional listing in
Club Journal
throughout 2018**



3. How important are the following to your trade?

	Increasingly important	Decreasingly important	No change	Not important
Separate restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot bar food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bingo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snooker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Darts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club sports team/teams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tea and coffee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crisps/ peanuts/snacks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quiz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cash & Carry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wholesalers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BT Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

.....

.....

THE FUTURE

4. What turnover changes (by category) do you expect to see in the next 12 months?

	Large increase	Slight increase	Large decrease	Slight decrease	Stay same
Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard ale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premium ale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard lager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premium lager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ciders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spirits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No/low alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaming machines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. How much do you estimate your club will spend on club refurbishment, upkeep, facilities or improvements over the next year?

(Please specify)

.....

6. How many people see your copy of Club Journal? (Tick one box)

1-5 6-12 More than 12

7. Please indicate which of the following elements of Club Journal you read:

	Always	Sometimes	Never
News - Union	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News - clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Editor's Letter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CIU Racing Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club of the Month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club Outings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports listings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crossword	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Obituaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training/CIU courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handbooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supplier advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classified	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Which of the following CIU events/offerings are of interest?

	I have attended/used	I plan to attend/use	Not of interest
Staff handbooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CIU training courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AGM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wetherby raceday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheffield dog racing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blackpool Trade Show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racing club racedays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CIU National Quiz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional quizzes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club Presentations (e.g. Long Service)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)			

.....

.....

PRIZE DRAW ENTRY DETAILS

This survey is confidential. However, if you would like to be entered into our prize draw, please complete the following section in full. Any details given will not be used for any direct marketing or other purposes. (For T&Cs email info@clubjournal.co.uk). **DEADLINE:** 14th February, 2018.

Post to: Club Journal Reader Survey, Gainsborough House, 59/60 Thames Street, Windsor SW4 1TX. Alternatively, fax your completed survey to us on 01752 272021.

Please complete ALL of the following details in BLOCK CAPITALS.

Name: Address:

Position:

Club Name:

Business tel no (inc STD): Mobile phone no: Postcode: