## 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.

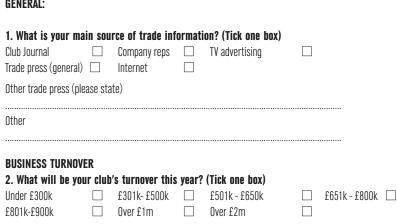
Many thanks for your time, good luck in the draw.

The National Executive Committee

## **CLUB JOURNAL 2018 READER SURVEY**

(Please tick appropriate boxes.)

## GENERAL:





3. How important are the following to your trade?					5. How much do you estimate your club will spend on club refurbishment,			
	Increasingly	Decreasingly	No change	Not	upkeep, facilities or improvements over the next year?			
0	important	important		important	(Please specify)			
Separate restaurant Sports screening								
Hot bar food					6. How many people se	e vour conv of <i>Cli</i>	<i>ih lournal</i> ? (Tick one h	(אר
Live entertainment					1-5		lore than 12 $\square$	ok)
Bingo						_	_	
Snooker					7. Please indicate which	n of the following	elements of <i>Club Jour</i>	<i>nal</i> you read:
Pool						Always	Sometimes	Never
Darts					News - Union			
Club sports team/team					News - clubs			
Tea and coffee					Editor's Letter			
Soft drinks Crisps/ peanuts/snacks	□ 3 □				CIU Racing Club Club of the Month			
Quiz	· □				HQ			
Utilities					Club Outings		П	
Cash & Carry					Sports listings			
Wholesalers					Crossword			
Gaming					Service Awards			
BT Sport					Obituaries			
Sky Sports					Training/CIU courses			
					Handbooks			
Other (please specify)					Legal advice			
					Supplier advice			
					Advertisments			
					Classified			
THE FUTURE 8. Which of the following CIU events/offerings are of interest?								
4. What turnover changes (by category) do you expect to see in the next 12 months?							used I plan to attend/use	Not of interest
	-	ight Large	Slight	Stay same	Staff handbooks			
		rease decreas			CIU training courses			
Food					AGM			
Entertainment Families					Wetherby raceday			
Standard ale					Sheffield dog racing			
Premium ale					Blackpool Trade Show			
Standard lager					Racing club racedays CIU National Quiz			
Premium lager					Regional quizzes			
Ciders					Club Presentations			
Spirits					(e.g. Long Service)			
Wine					Sports competitions			
PPS					Other (please specify)			
No/low alcohol					outer (produce opeouty)			
Soft drinks Gaming machines								
danning machines								
PRIZE DRAW ENTRY		1100 ( )						
					se complete the following sect	ion in full. Any detail	s given will not be used fo	r any direct
marketing or other purposes. (For T&Cs email info@clubjournal.co.uk). <b>DEADLINE:</b> 14th February, 2018.								
<b>Post to:</b> 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):								