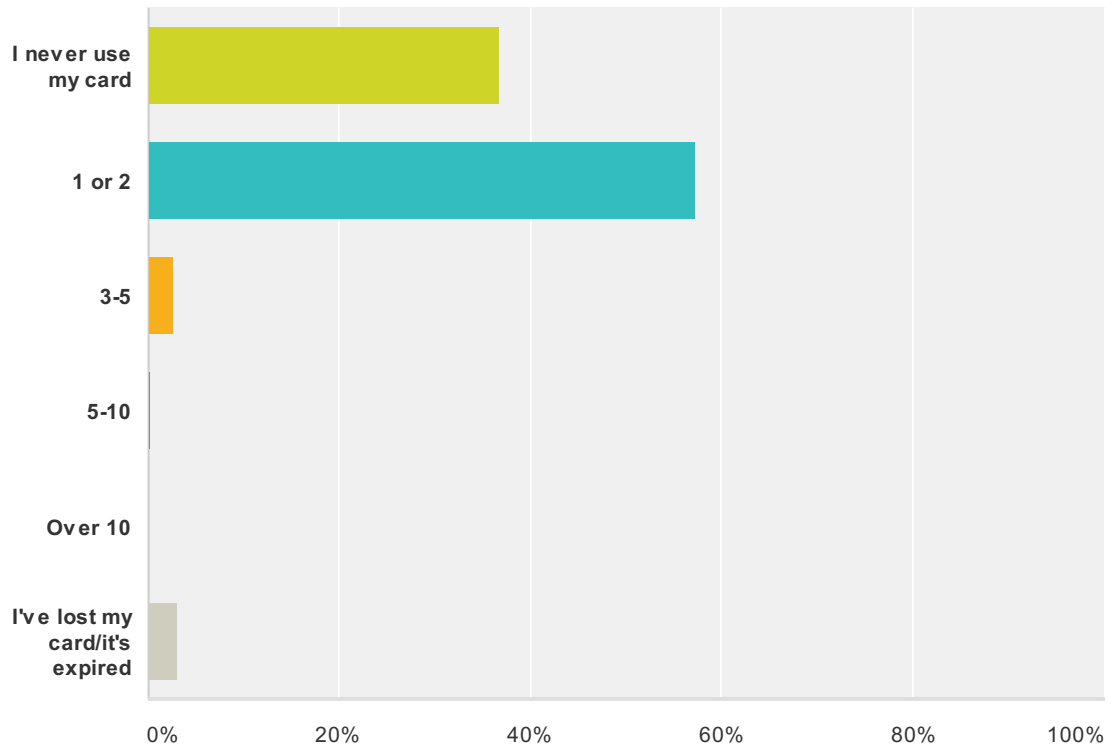


Great Food Club Member Survey

Q1 On average, how many offers do you redeem with your Great Food Club membership card per month?

Answered: 409 Skipped: 7

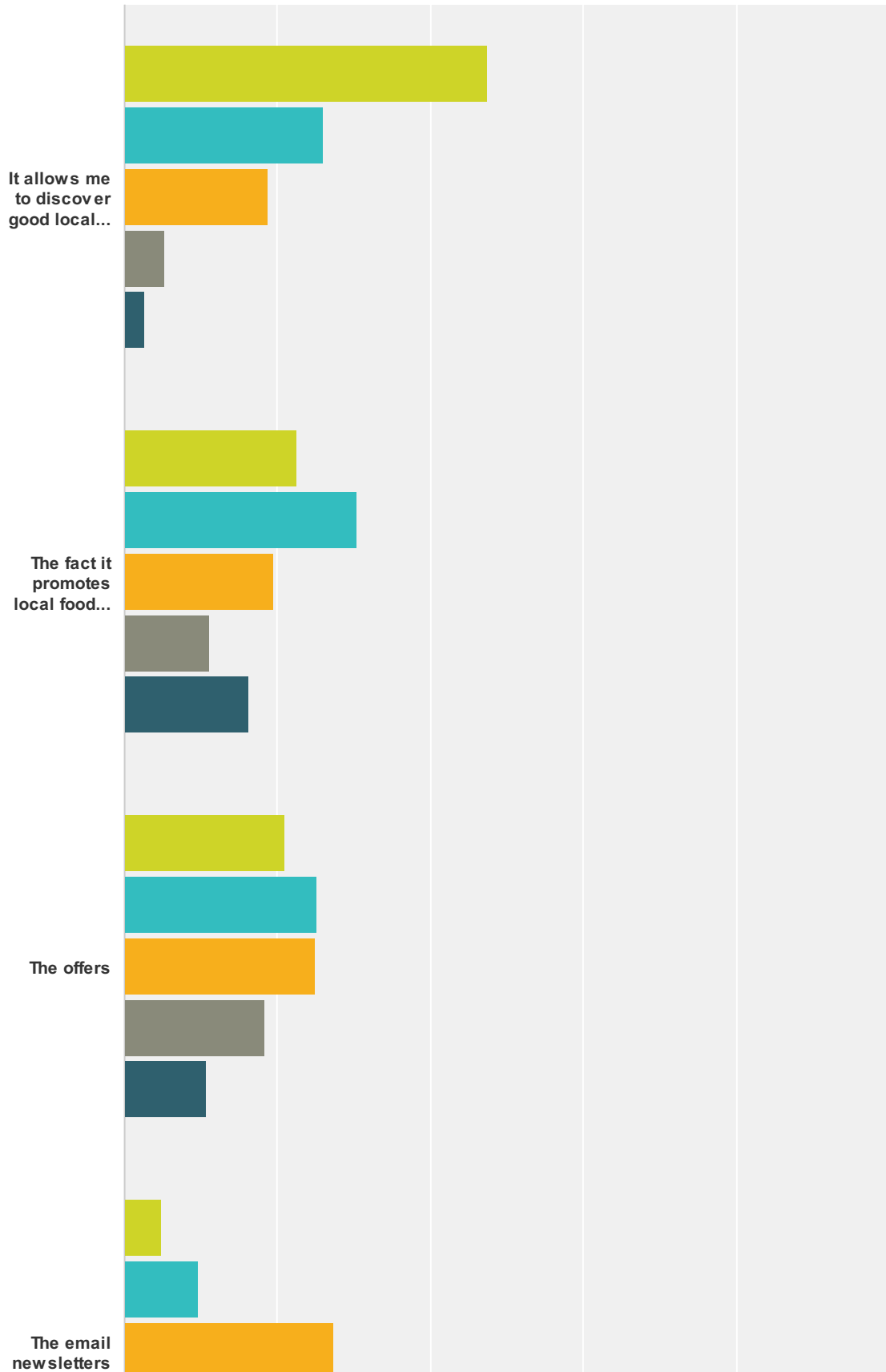


Answer Choices	Responses
I never use my card	36.67% 150
1 or 2	57.21% 234
3-5	2.69% 11
5-10	0.24% 1
Over 10	0% 0
I've lost my card/it's expired	3.18% 13
Total	409

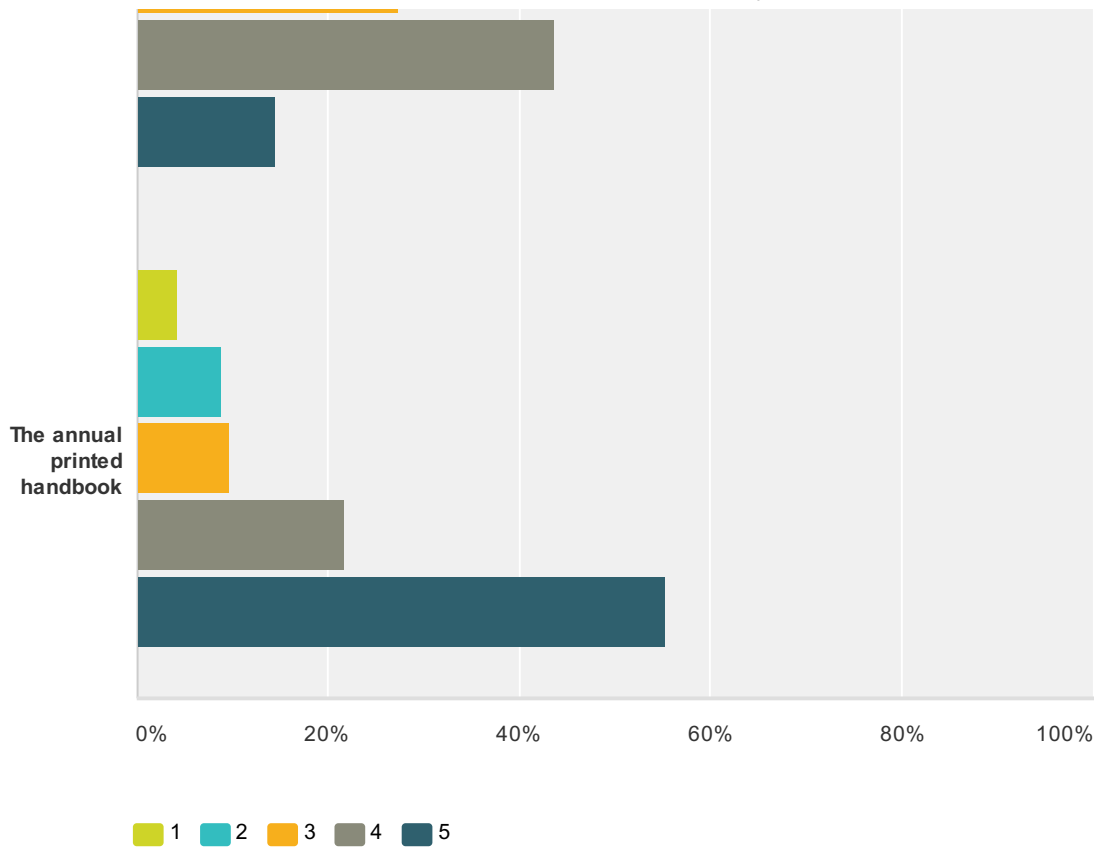
Great Food Club Member Survey

Q2 In your opinion, what's the best thing about Great Food Club (please rank, 1 = best)?

Answered: 411 Skipped: 5



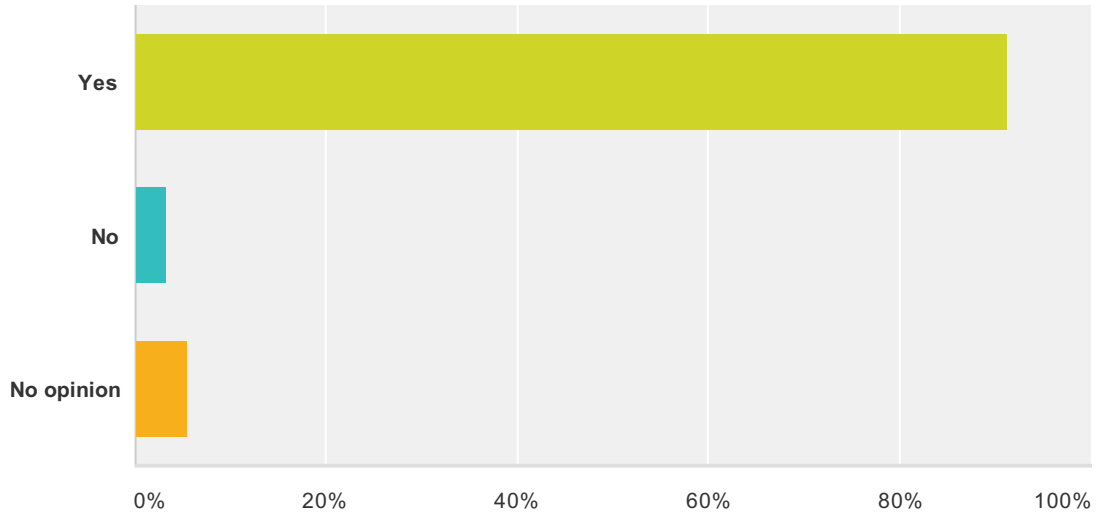
Great Food Club Member Survey



	1	2	3	4	5	Total	Average Ranking
It allows me to discover good local places	47.32% 194	25.85% 106	18.78% 77	5.37% 22	2.68% 11	410	4.10
The fact it promotes local food independents	22.63% 93	30.41% 125	19.46% 80	11.19% 46	16.30% 67	411	3.32
The offers	20.98% 86	25.12% 103	24.88% 102	18.29% 75	10.73% 44	410	3.27
The email newsletters	4.87% 20	9.73% 40	27.25% 112	43.55% 179	14.60% 60	411	2.47
The annual printed handbook	4.38% 18	9.00% 37	9.73% 40	21.65% 89	55.23% 227	411	1.86

Q3 Do you use Great Food Club as a way of finding good local restaurant/pub/shops?

Answered: 413 Skipped: 3

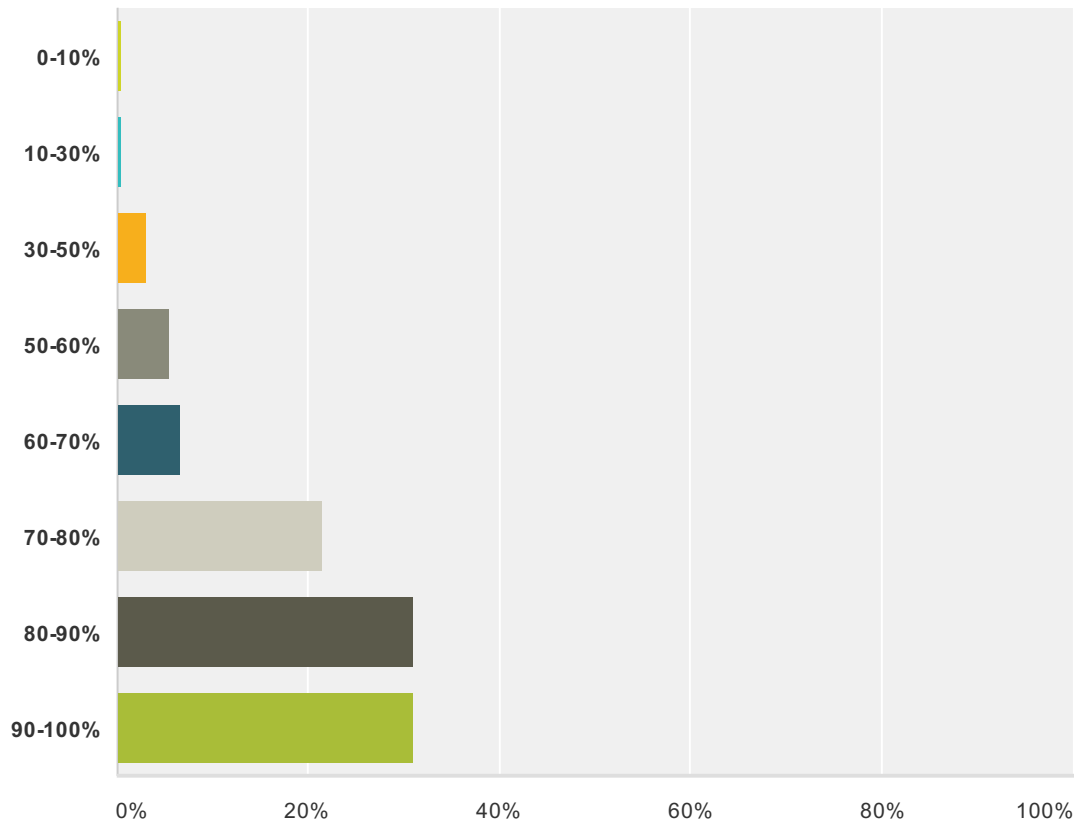


Answer Choices	Responses
Yes	91.04% 376
No	3.39% 14
No opinion	5.57% 23
Total	413

Great Food Club Member Survey

Q4 How much do you trust Great Food Club as a guide to good local food and drink independents?

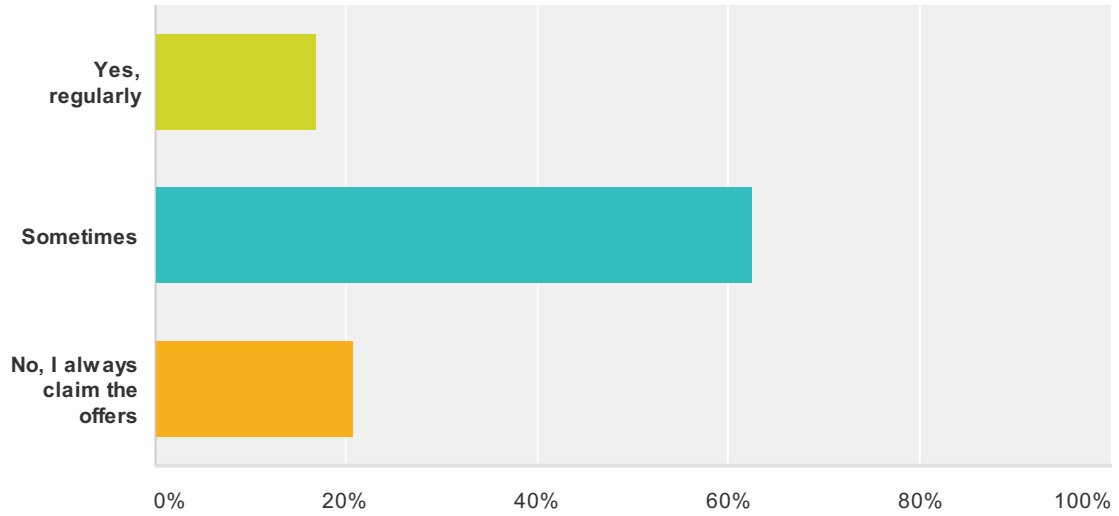
Answered: 413 Skipped: 3



Answer Choices	Responses
0-10%	0.48% 2
10-30%	0.48% 2
30-50%	3.15% 13
50-60%	5.57% 23
60-70%	6.78% 28
70-80%	21.55% 89
80-90%	30.99% 128
90-100%	30.99% 128
Total	413

Q5 Do you ever visit Great Food Club venues but don't claim the offers?

Answered: 401 Skipped: 15

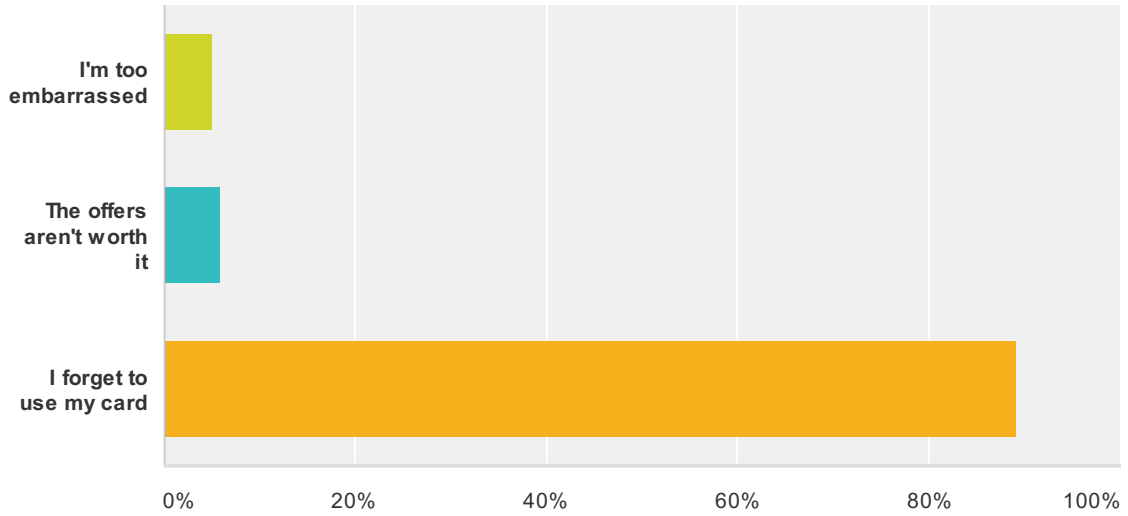


Answer Choices	Responses
Yes, regularly	16.96% 68
Sometimes	62.34% 250
No, I always claim the offers	20.70% 83
Total	401

Great Food Club Member Survey

Q6 What, if anything, stops you from claiming Great Food Club offers?

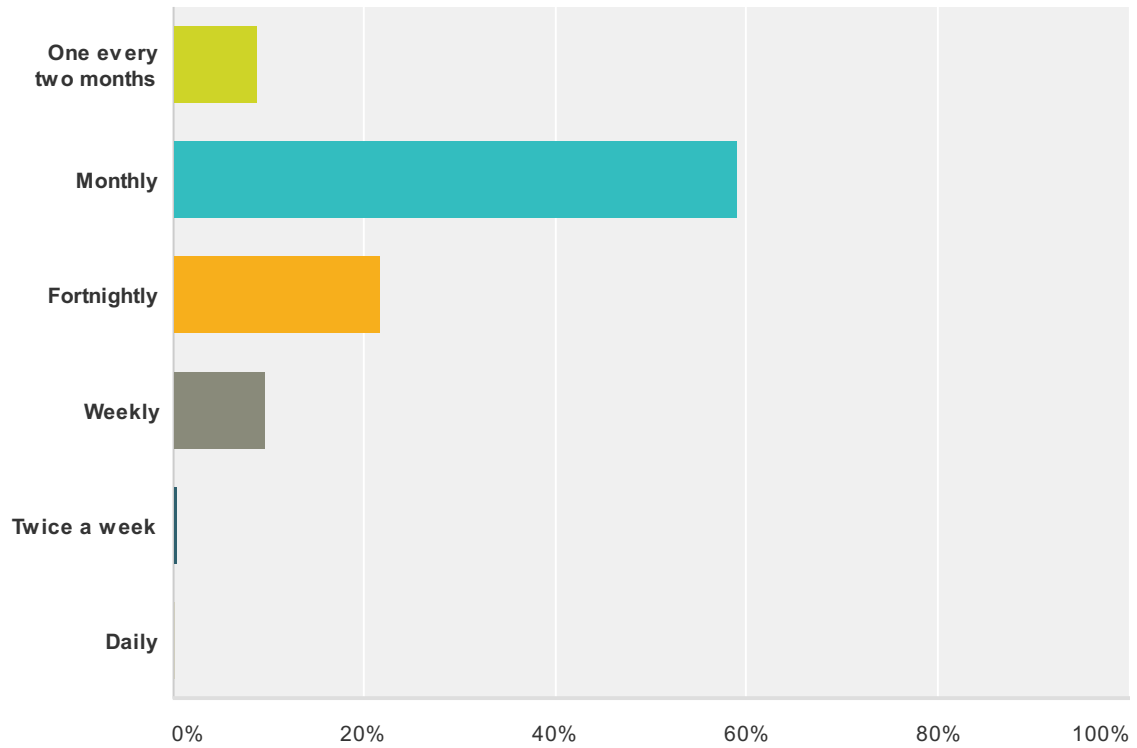
Answered: 291 Skipped: 125



Answer Choices	Responses
I'm too embarrassed	5.15% 15
The offers aren't worth it	5.84% 17
I forget to use my card	89.00% 259
Total	291

Q7 What's the ideal frequency for Great Food Club email newsletters?

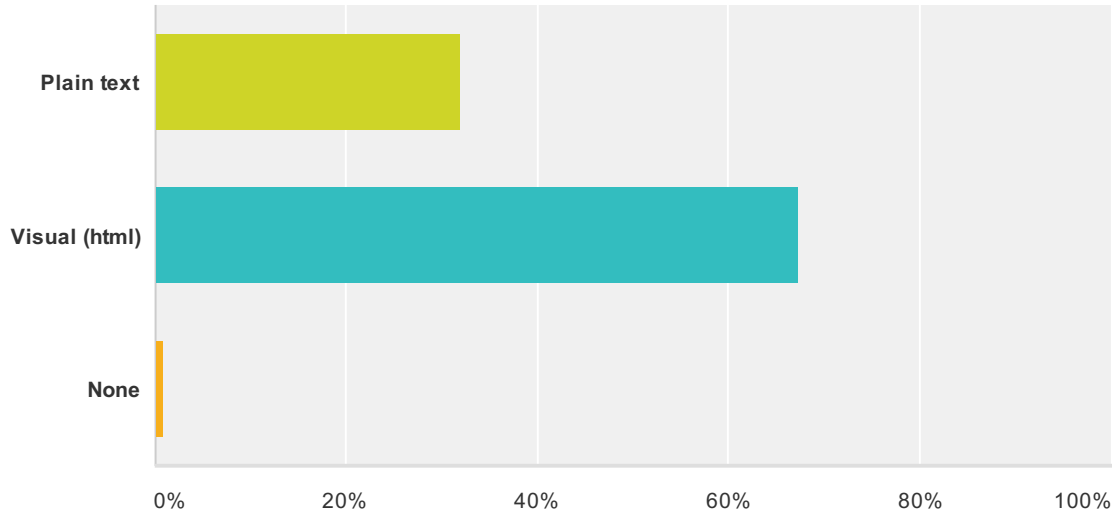
Answered: 415 Skipped: 1



Answer Choices	Responses
One every two months	8.92% 37
Monthly	59.04% 245
Fortnightly	21.69% 90
Weekly	9.64% 40
Twice a week	0.48% 2
Daily	0.24% 1
Total	415

Q8 What type of email newsletter do you prefer?

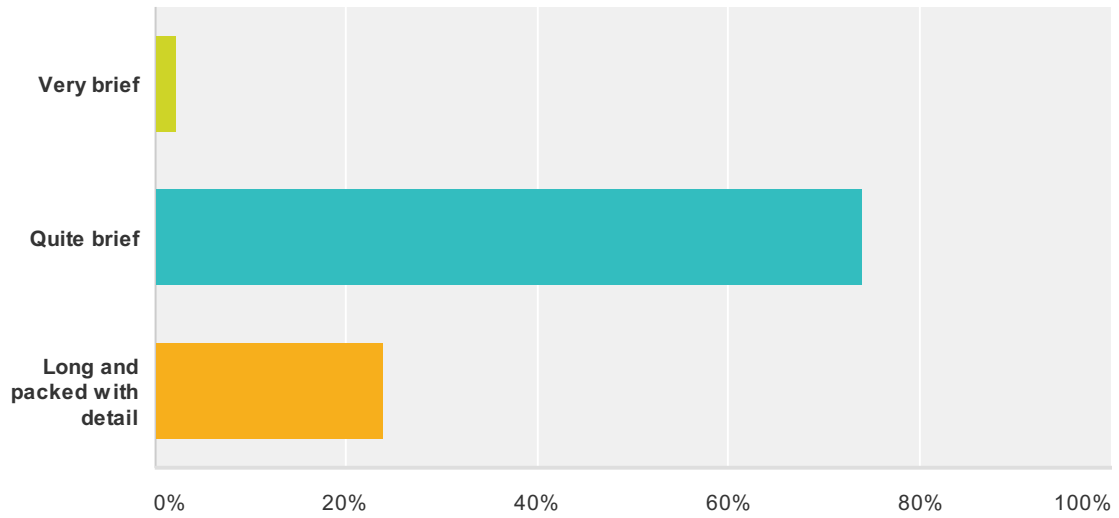
Answered: 408 Skipped: 8



Answer Choices	Responses
Plain text	31.86% 130
Visual (html)	67.16% 274
None	0.98% 4
Total	408

Q9 What length of email newsletter do you prefer?

Answered: 409 Skipped: 7

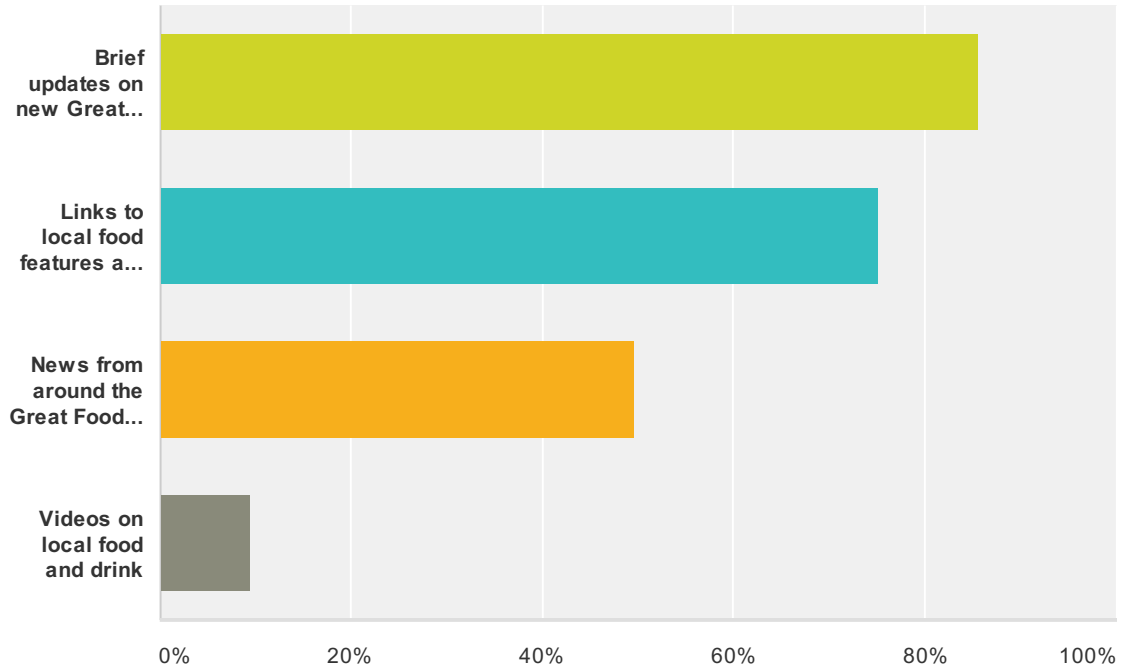


Answer Choices	Responses
Very brief	2.20% 9
Quite brief	73.84% 302
Long and packed with detail	23.96% 98
Total	409

Great Food Club Member Survey

Q10 What type of content do you prefer in Great Food Club email newsletters? (Choose more than one answer if you wish)

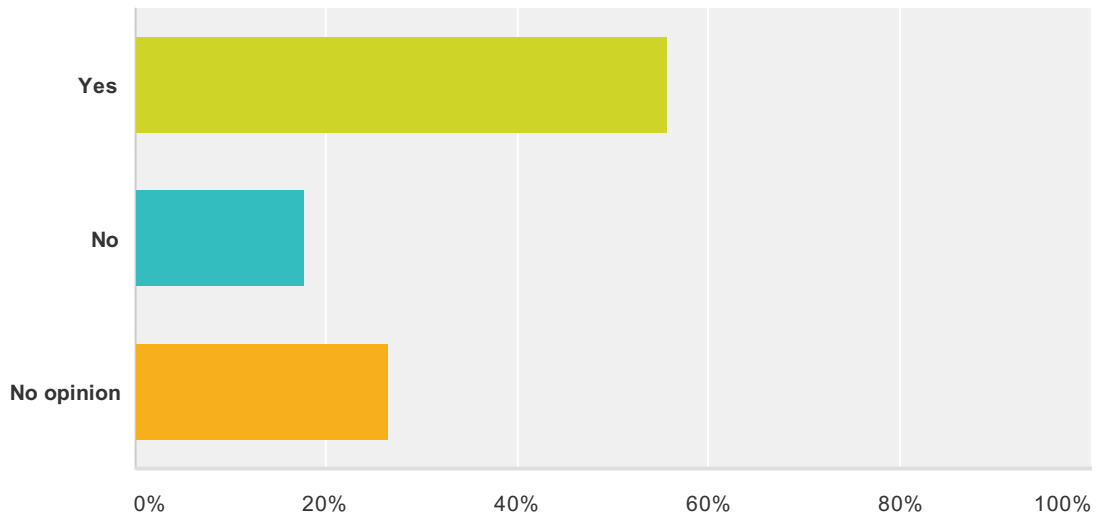
Answered: 410 Skipped: 6



Answer Choices	Responses	Count
Brief updates on new Great Food Club offers	85.37%	350
Links to local food features and recipes	75.12%	308
News from around the Great Food Club network	49.51%	203
Videos on local food and drink	9.51%	39
Total Respondents: 410		

Q11 Do you like the idea of gathering Great Food Club loyalty points that you can redeem for rewards (like Nectar)

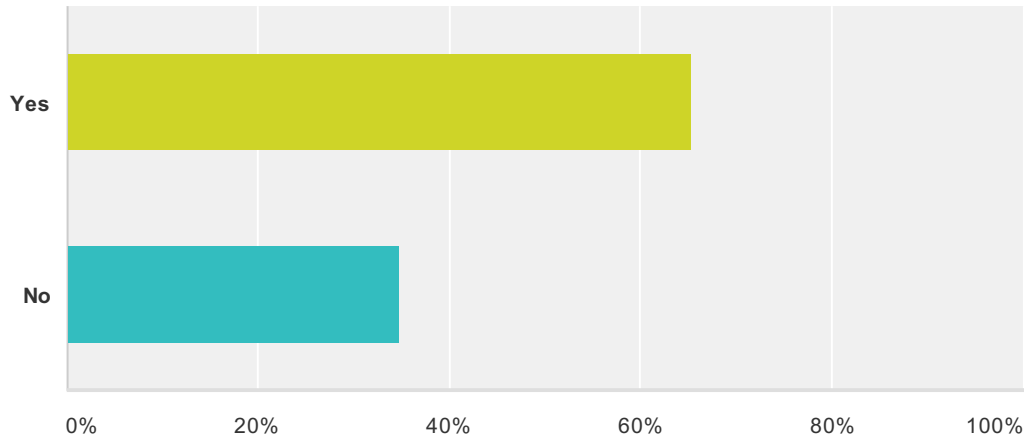
Answered: 413 Skipped: 3



Answer Choices	Responses
Yes	55.69% 230
No	17.68% 73
No opinion	26.63% 110
Total	413

Q12 Do you own a Smartphone?

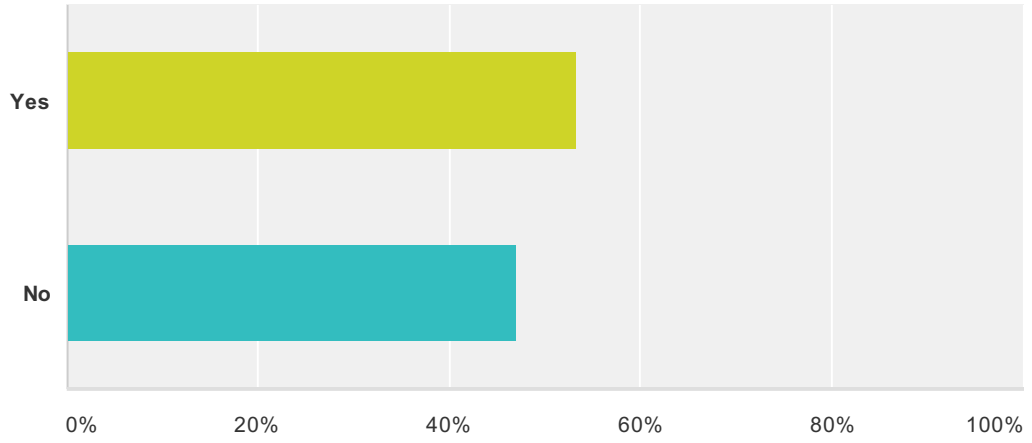
Answered: 411 Skipped: 5



Answer Choices	Responses	
Yes	65.21%	268
No	34.79%	143
Total		411

Q13 Do you ever download Smartphone apps?

Answered: 403 Skipped: 13



Answer Choices	Responses	
Yes	53.10%	214
No	46.90%	189
Total		403

Q14 What is your favourite Great Food Club restaurant, pub, shop, cookery school or producer? (More than one is fine)

Answered: 299 Skipped: 117

Q15 Please recommend one local food business not currently part of Great Food Club (more than one is fine)

Answered: 264 Skipped: 152

**Q16 What one thing would most improve
Great Food Club?**

Answered: 216 Skipped: 200

Q17 What would be a fair price for annual membership of Great Food Club, to cover your membership card, email newsletters and annual handbook? Please answer in pounds. If zero, write '0'. Don't worry, we're not suddenly going to charge you!

Answered: 369 Skipped: 47