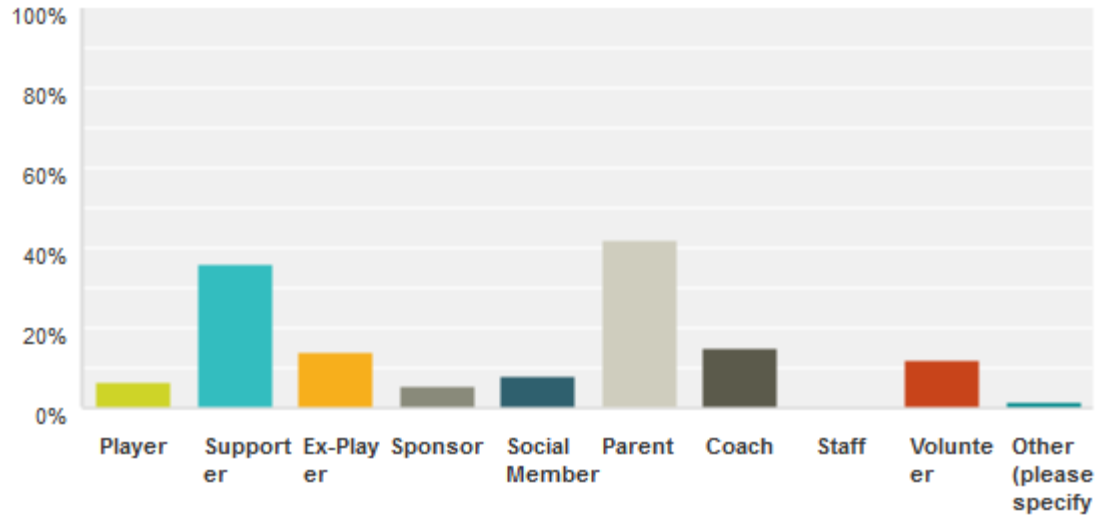


Esher Member's December Survey 2016



Q1. Which of the following best describes you?

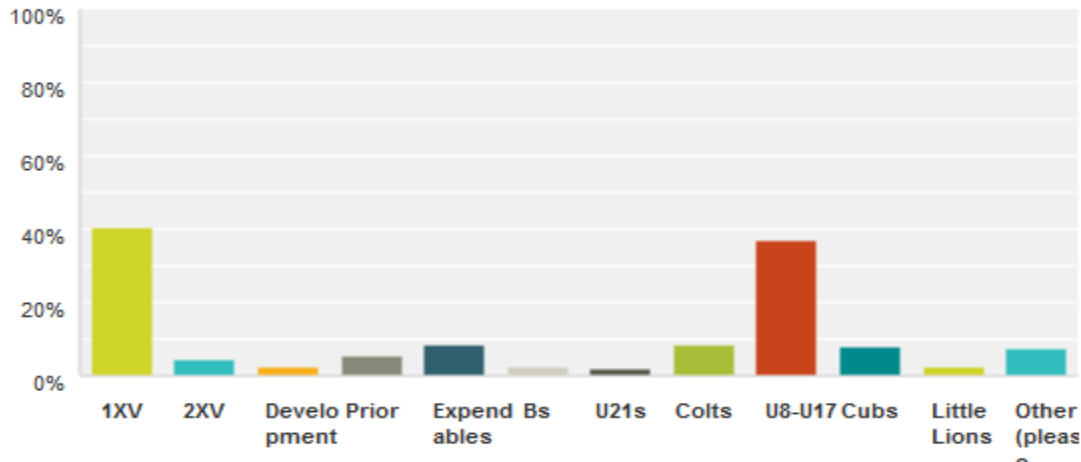


Answer Choices	Responses
▼ Player	6.58% 10
▼ Supporter	36.18% 55
▼ Ex-Player	13.82% 21
▼ Sponsor	5.26% 8
▼ Social Member	7.89% 12
▼ Parent	42.11% 64
▼ Coach	15.13% 23
▼ Staff	0.66% 1
▼ Volunteer	11.84% 18
▼ Other (please specify) Responses	1.32% 2

Total Respondents: 152

Members identify with multiple roles

Q2. Which teams are you associated with

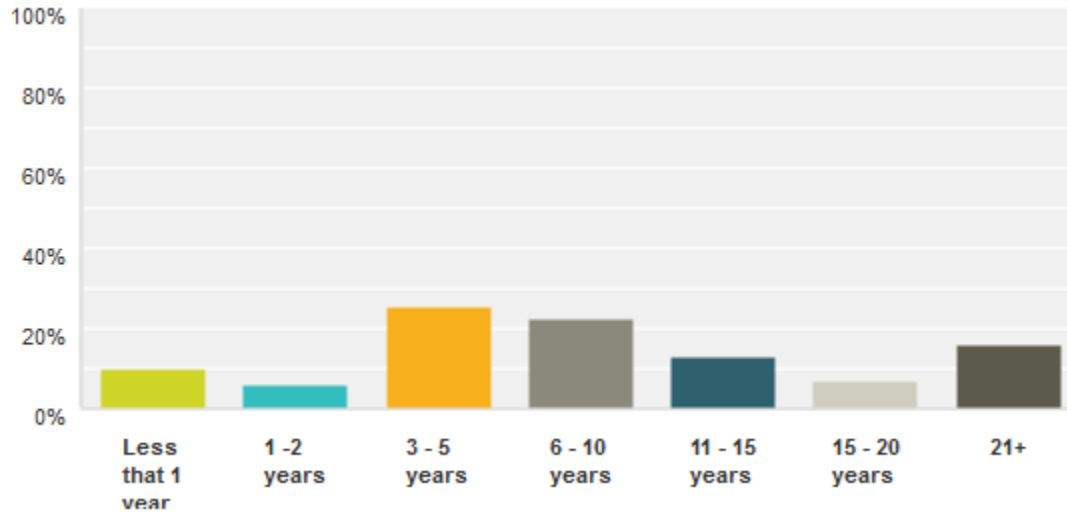


Answer Choices	Responses
1XV	40.27% 60
2XV	4.70% 7
Development	2.68% 4
Prior	5.37% 8
Expendables	8.72% 13
Bs	2.68% 4
U21s	2.01% 3
Colts	8.72% 13
U8-U17	36.91% 55
Cubs	8.05% 12
Little Lions	2.68% 4
Other (please specify)	7.38% 11

Total Respondents: 149

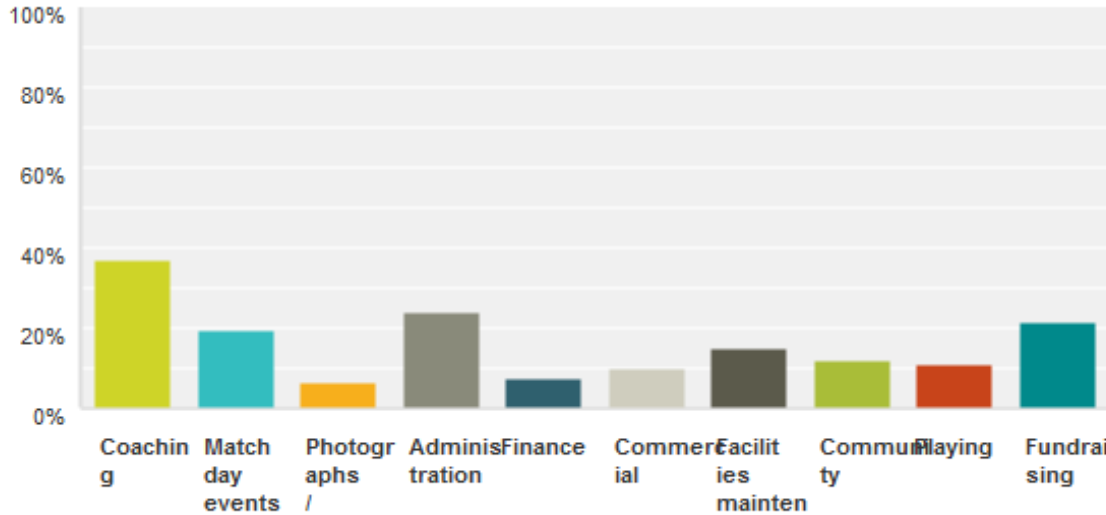
Members identify with multiple teams

Q3. How long have you been associated with Esher Rugby club



Answer Choices	Responses
Less than 1 year	9.87% 15
1 -2 years	5.92% 9
3 - 5 years	25.66% 39
6 - 10 years	22.37% 34
11 - 15 years	13.16% 20
15 - 20 years	7.24% 11
21+	15.79% 24
Total	152

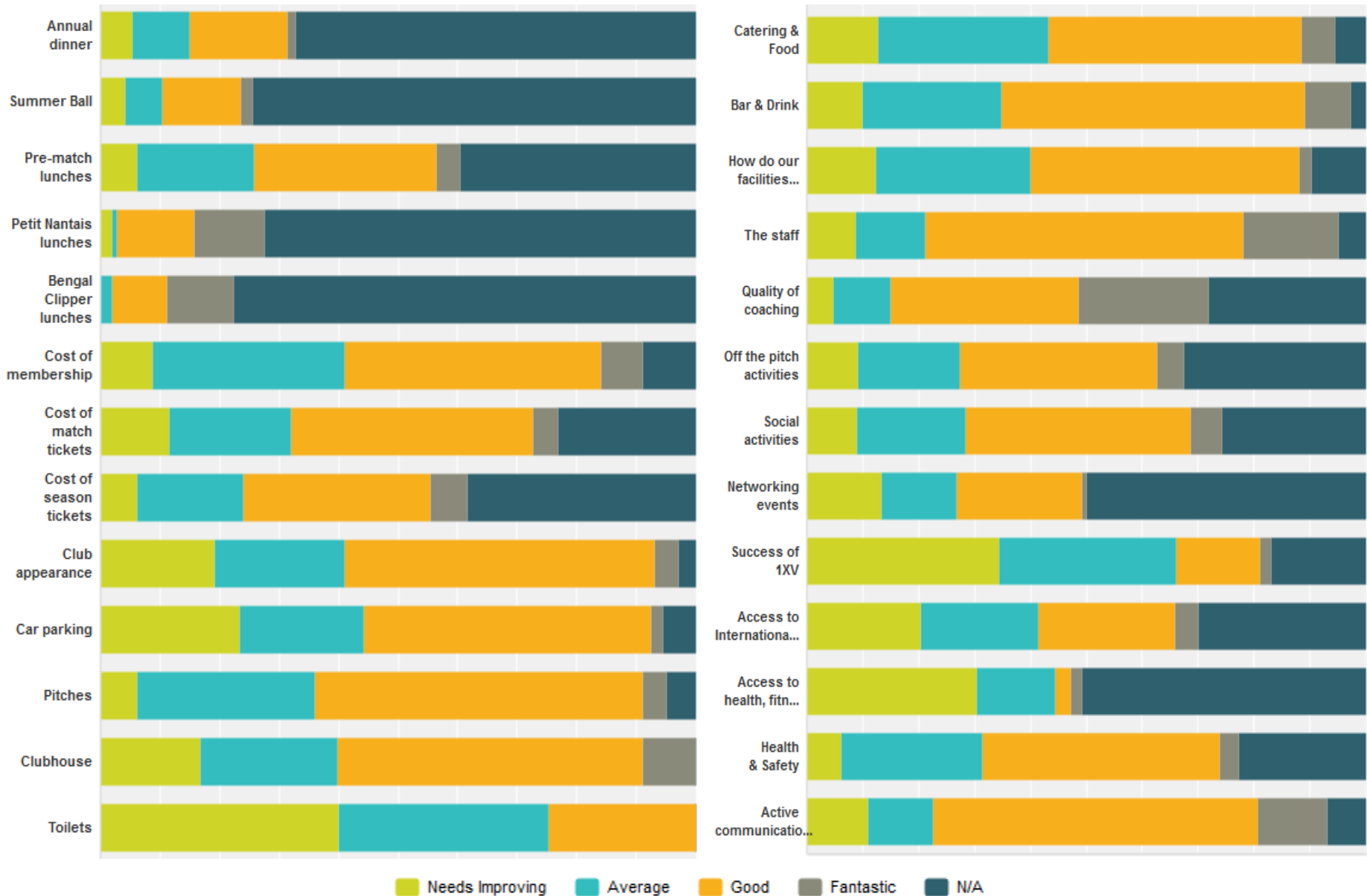
Q4. Given the opportunity would you help with



Answer Choices	Responses
Coaching	36.96% 34
Match day events	19.57% 18
Photographs / videos	6.52% 6
Administration	23.91% 22
Finance	7.61% 7
Commercial	9.78% 9
Facilities maintenance	15.22% 14
Community	11.96% 11
Playing	10.87% 10
Fundraising	21.74% 20

Total Respondents: 92

Q5. How do you rate the following



Q5. How do you rate the following

	Needs Improving	Average	Good	Fantastic	N/A	Total	Weighted Average
Annual dinner	5.48% 8	9.59% 14	16.44% 24	1.37% 2	67.12% 98	146	4.15
Summer Ball	4.17% 6	6.25% 9	13.19% 19	2.08% 3	74.31% 107	144	4.36
Pre-match lunches	6.12% 9	19.73% 29	30.61% 45	4.08% 6	39.46% 58	147	3.51
Petit Nantais lunches	2.07% 3	0.69% 1	13.10% 19	11.72% 17	72.41% 105	145	4.52
Bengal Clipper lunches	0.00% 0	2.10% 3	9.09% 13	11.19% 16	77.62% 111	143	4.64
Cost of membership	8.90% 13	32.19% 47	43.15% 63	6.85% 10	8.90% 13	146	2.75
Cost of match tickets	11.56% 17	20.41% 30	40.82% 60	4.08% 6	23.13% 34	147	3.07
Cost of season tickets	6.16% 9	17.81% 26	31.51% 46	6.16% 9	38.36% 56	146	3.53
Club appearance	19.18% 28	21.92% 32	52.05% 76	4.11% 6	2.74% 4	146	2.49
Car parking	23.49% 35	20.81% 31	48.32% 72	2.01% 3	5.37% 8	149	2.45
Pitches	6.12% 9	29.93% 44	55.10% 81	4.08% 6	4.76% 7	147	2.71
Clubhouse	16.89% 25	22.97% 34	51.35% 76	8.78% 13	0.00% 0	148	2.52
Toilets	40.00% 60	35.33% 53	24.67% 37	0.00% 0	0.00% 0	150	1.85

Q5. How do you rate the following

	Needs Improving	Average	Good	Fantastic	N/A	Total	Weighted Average
Catering & Food	12.84% 19	30.41% 45	45.27% 67	6.08% 9	5.41% 8	148	2.61
Bar & Drink	10.07% 15	24.83% 37	54.36% 81	8.05% 12	2.68% 4	149	2.68
How do our facilities compare to others	12.41% 18	27.59% 40	48.28% 70	2.07% 3	9.66% 14	145	2.69
The staff	8.90% 13	12.33% 18	56.85% 83	17.12% 25	4.79% 7	146	2.97
Quality of coaching	4.79% 7	10.27% 15	33.56% 49	23.29% 34	28.08% 41	146	3.60
Off the pitch activities	9.15% 13	18.31% 26	35.21% 50	4.93% 7	32.39% 46	142	3.33
Social activities	9.03% 13	19.44% 28	40.28% 58	5.56% 8	25.69% 37	144	3.19
Networking events	13.38% 19	13.38% 19	22.54% 32	0.70% 1	50.00% 71	142	3.61
Success of 1XV	34.46% 51	31.76% 47	14.86% 22	2.03% 3	16.89% 25	148	2.35
Access to International tickets	20.41% 30	21.09% 31	24.49% 36	4.08% 6	29.93% 44	147	3.02
Access to health, fitness and nutrition advice that is age specific	30.56% 44	13.89% 20	2.78% 4	2.08% 3	50.69% 73	144	3.28
Health & Safety	6.16% 9	25.34% 37	42.47% 62	3.42% 5	22.60% 33	146	3.11
Active communication about the club events such as sportsman's lunches/dinner, golf days, race days, Harlequins Big Match visits, networking meetings etc	10.96% 16	11.64% 17	58.22% 85	12.33% 18	6.85% 10	146	2.92

Q6. Think about the answers from the previous - what do you think the club does well

Coaching and general dedication of staff

there have been vast improvements over the past 2-3 years, communication has improved, but sometimes it is almost begging, catering has vastly improved, sometime i think they try to hard, something simple but good quality is better than fancy but poor execution.
12/18/2016 3:35 PM [View respondent's answers](#)

Runs 1st XV well
12/12/2016 11:33 PM

Coaching and encouraging development
12/18/2016 12:16 PM [View respondent's answers](#)

communication of events
12/13/2016 6:45 PM [View respondent's answers](#)

Very friendly and social
12/15/2016 5:53 PM [View respondent's answers](#)

Communicates well
12/17/2016 6:30 AM [View respondent's answers](#)

Running the carpark on match days
12/13/2016 3:28 PM [View respondent's answers](#)

Very Welcoming to visitors
12/14/2016 8:06 PM [View respondent's answers](#)

Sense of "belonging" to a decent rugby club in all senses
12/12/2016 7:55 PM [View respondent's answers](#)

Honestly - not much
12/13/2016 1:00 PM [View respondent's answers](#)

Good facilities & email info for members
12/14/2016 6:25 PM [View respondent's answers](#)

Social events
12/12/2016 7:32 PM [View respondent's answers](#)

It's a community based club.
12/13/2016 1:00 PM [View respondent's answers](#)

Matchday's
12/13/2016 9:37 PM [View respondent's answers](#)

Makes people feel welcome
12/12/2016 6:39 PM [View respondent's answers](#)

Community engagement and commitment to safeguarding
12/12/2016 6:10 PM [View respondent's answers](#)

Community events
12/12/2016 3:26 PM [View re](#)

Communicate
12/12/2016 5:54 PM [View respondent's answers](#)

Bringing on youngb people
12/12/2016 3:19 PM [View re](#)

See the "Goods" above and higher.
12/12/2016 5:37 PM [View respondent's answers](#)

Great friendly atmosphere
12/12/2016 2:40 PM [View re](#)

It operates well at the present level. Stepping up will be very difficult- see London Welsh!
12/12/2016 5:37 PM [View respondent's answers](#)

holds its own ,in spite of
12/12/2016 2:17 PM [View re](#)

welcomes new players
12/12/2016 2:00 PM [View re](#)

Caters for an aspirational 1st team whilst still providing a good environment for young and social players to play.

12/12/2016 4:18 PM [View respondent's answers](#)

Q7. If you had a magic wand, what would you wish for Esher Rugby club?

Championship place, stay up in that league, better crowd retention after games, (more people in the bar more money for the club in the long run), more information about the other teams, their results, successes, needs, unless you are involved in anything but the 1s XV then there is little information

Provide health and fitness facilities

12/15/2016 11:51 PM [View respondent's answers](#)

Better entrance

12/15/2016 5:53 PM [View respondent's answers](#)

More money

12/13/2016 9:45 AM

CHAMPIONSHIP

12/13/2016 8:30 AM

Improved club house and catering, was a change in the summer now quite poor again

12/13/2016 11:21 AM [View respondent's answers](#)

More money to have any realistic chance of progress

12/13/2016 10:43 AM [View respondent's answers](#)

New playing stadium

12/13/2016 10:05 AM [View respondent's answers](#)

Plans to improve the grounds come to pass

12/14/2016 6:25 PM [View respondent's answers](#)

Finances to at least keep us in National one

12/13/2016 9:37 PM [View respondent's answers](#)

be promoted but with adequate funds

12/13/2016 6:45 PM [View respondent's answers](#)

To make loads of money and aim for the premiership

12/13/2016 3:44 PM [View respondent's answers](#)

Money

12/12/2016 1:56 PM [View respondent's answers](#)

Changing rooms for the children or access to

12/12/2016 1:49 PM [View respondent's answers](#)

Money

12/12/2016 1:36 PM [View respondent's answers](#)

More variety of food

12/18/2016 12:16 PM [View respondent's answers](#)

Better stand

12/17/2016 6:30 AM [View respondent's answers](#)

CAR PARK reserved space for season ticket holders

12/16/2016 7:44 PM [View respondent's answers](#)

Successful 1st XV

12/16/2016 5:21 PM [View respondent's answers](#)

Improve facilities in club house

12/13/2016 7:58 AM [View respondent's answers](#)

A current international player

12/13/2016 6:02 AM [View respondent's answers](#)

Fewer factions. A lucrative 3 year sponsorship deal

12/12/2016 11:33 PM [View respondent's answers](#)

New stand with bar, changing rooms, gym, weights, etc.

12/12/2016 9:11 PM [View respondent's answers](#)

Regular spot in the Championship

12/12/2016 8:45 PM [View respondent's answers](#)

Better Communications and better signage for opposition supporters

Effective Board that works together to achieve the clubs vision.

12/12/2016 6:10 PM [View respondent's answers](#)

Two additional new sponsors with very deep pockets

12/12/2016 5:54 PM [View respondent's answers](#)

Regular spot in the Championship

12/12/2016 8:45 PM [View respondent's answers](#)

Promotion!

12/12/2016 8:22 PM [View respondent's answers](#)

Better facilities for the average supporter.

12/12/2016 7:55 PM [View respondent's answers](#)

premiership rugby

12/12/2016 4:15 PM

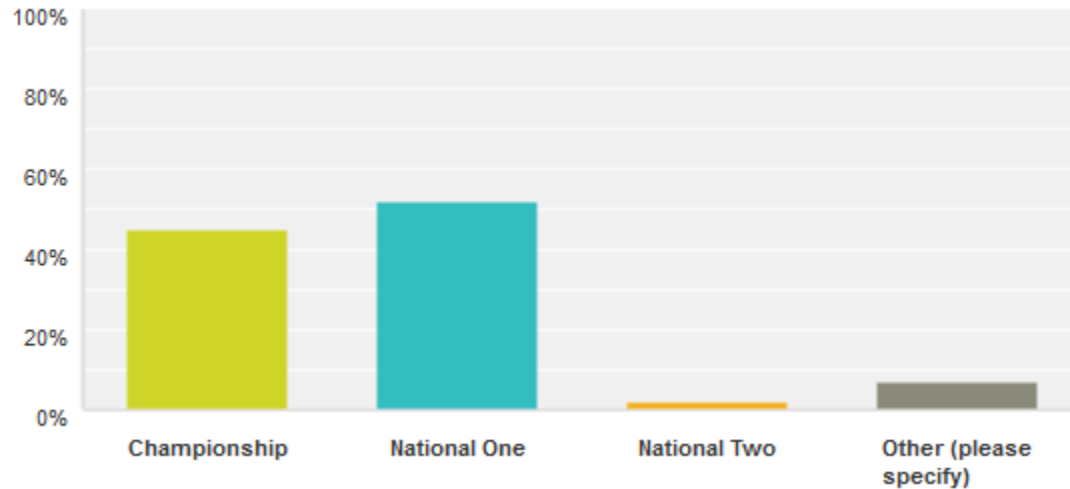
Clearance of debts.

12/12/2016 3:33 PM

more funding

12/12/2016 3:26 PM

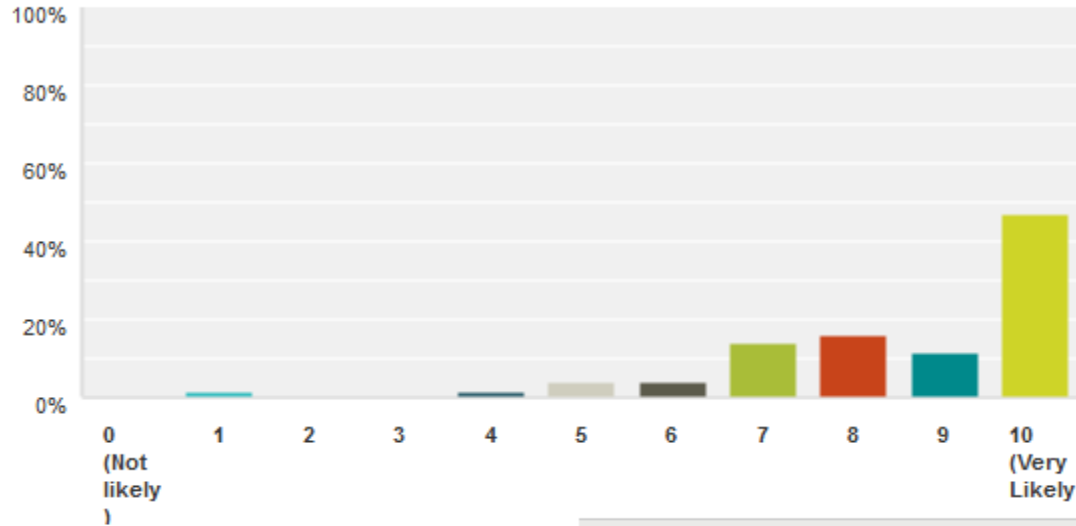
Q8. What do you think is an attainable level of rugby for Esher ?



Answer Choices	Responses
Championship	45.00% 63
National One	52.14% 73
National Two	2.14% 3
Other (please specify)	7.14% 10

Total Respondents: 140

Q9. How likely are you to recommend Esher Rugby club to a friend or colleague?



NPS = 46

Answer Choices	Responses
0 (Not likely)	0.00% 0
1	1.32% 2
2	0.66% 1
3	0.66% 1
4	1.32% 2
5	3.97% 6
6	3.97% 6
7	13.91% 21
8	15.89% 24
9	11.26% 17
10 (Very Likely)	47.02% 71
Total	151