



Membership Satisfaction

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Kadence Presentation
September 2019

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Background & methodology



Background & methodology

Hong Kong Football Club conducted a satisfaction survey among their active club members back in 2018. In 2019, the club wanted to continue in understanding their members and would like to conduct similar satisfaction survey.

The objectives of this research project are to understand the club value in the eyes of members and explore their satisfaction towards the different facilities and outlets.



Methodology: 20 minutes online quantitative survey



The survey was sent to around **3,202** active members. **654** surveys were completed.

-> the incidence rate was around **20%**, which shows an engaged membership. The same percentage as last year.

Important Note: We used the 95% confidence interval testing to show if there is significant difference in the data year over year. You will see red ↓ and green ↑ arrows when there is a significant change.



Respondent profile



Respondent profile

Gender

A1 (n=654)



Male
74%



Female
26%

Age

A2 (n=654)



Under 35
16%



35-44
20%



45-54
29%



55 or above
35%

Marital status

A3 (n=654)



Married
75%



Single / Divorced /
Widowed
25%

Family

A4 (n=654) / A4a (n=445)



Have a
child/children
68%



Don't have
child/children
32%

Average number of children: **2**
Average age: **18 years old**

Type of membership

A5 (n=654)



Social Member
25%



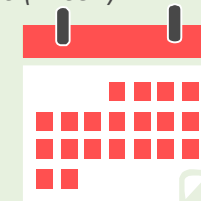
Full Member
57%



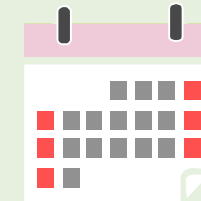
Associate Member*
18%

Frequency of visit

A6 (n=654)



More than 3
times a week
35%



1 to 3 times a
week
50%



Less than once
a week
15%



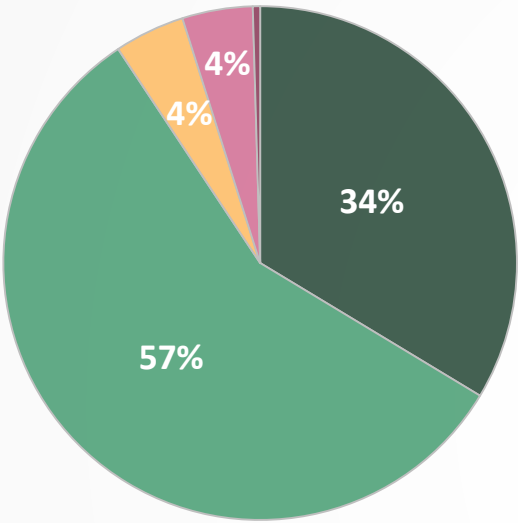
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General satisfaction & attitudes



Overall satisfaction

B4. (n=654) How satisfied are you with the Hong Kong Football Club overall?



- Very satisfied
- Fairly satisfied
- Neither
- Fairly unsatisfied
- Not satisfied at all

Overall

4.2/5

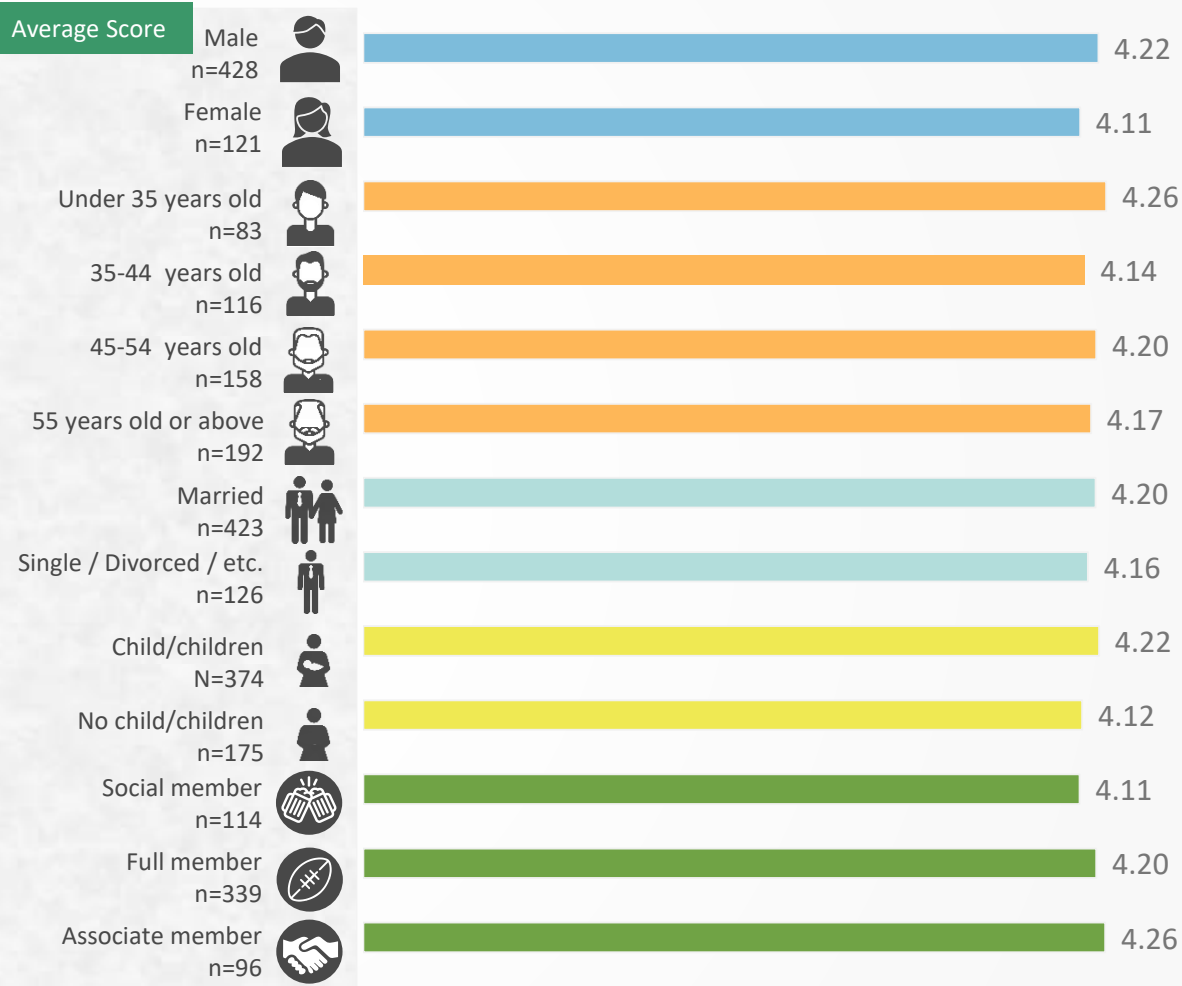
Average Score

2018 Overall

4.1/5

Average Score

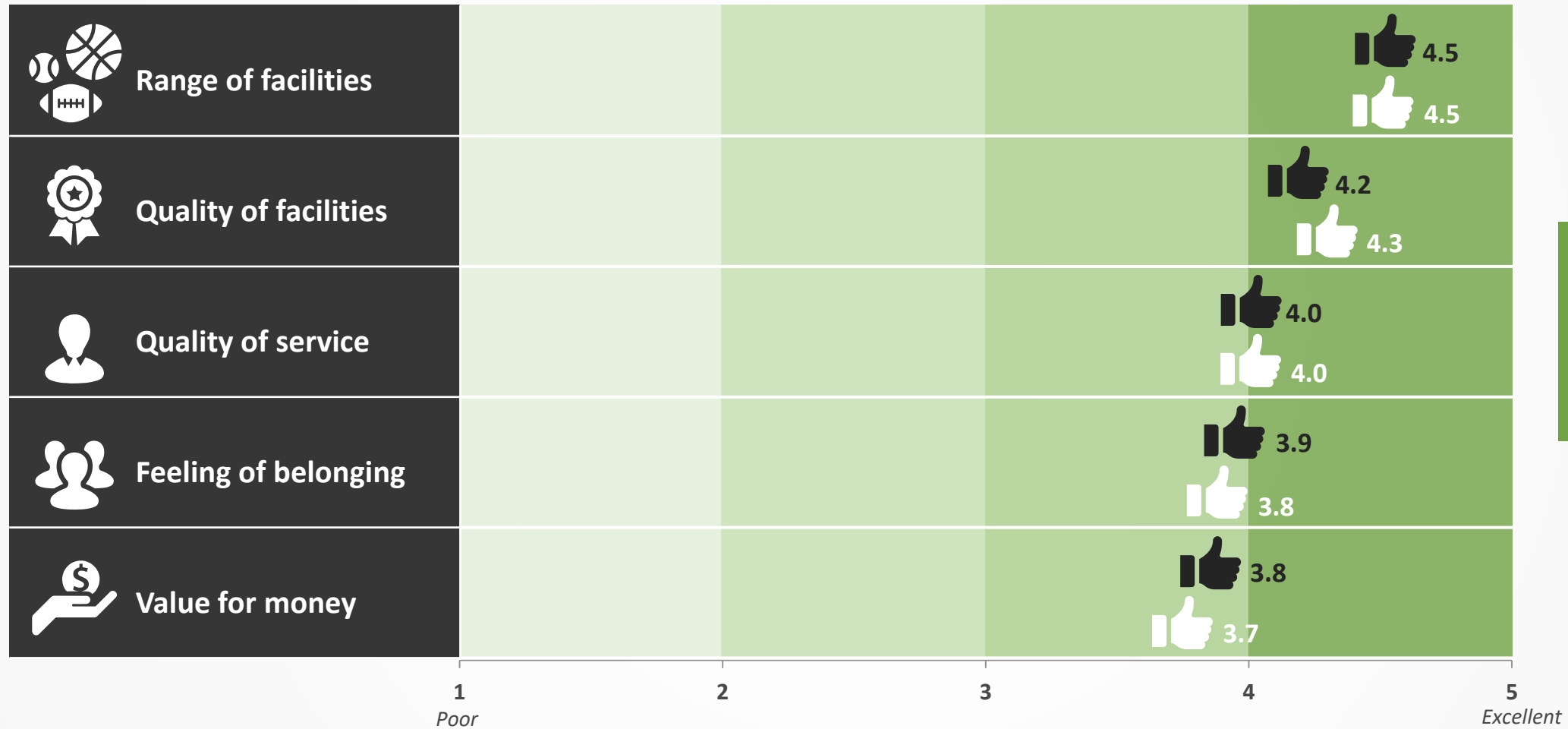
With 5= Very satisfied and 1= Not satisfied at all



The overall satisfaction is similar through the year and across different member groups.

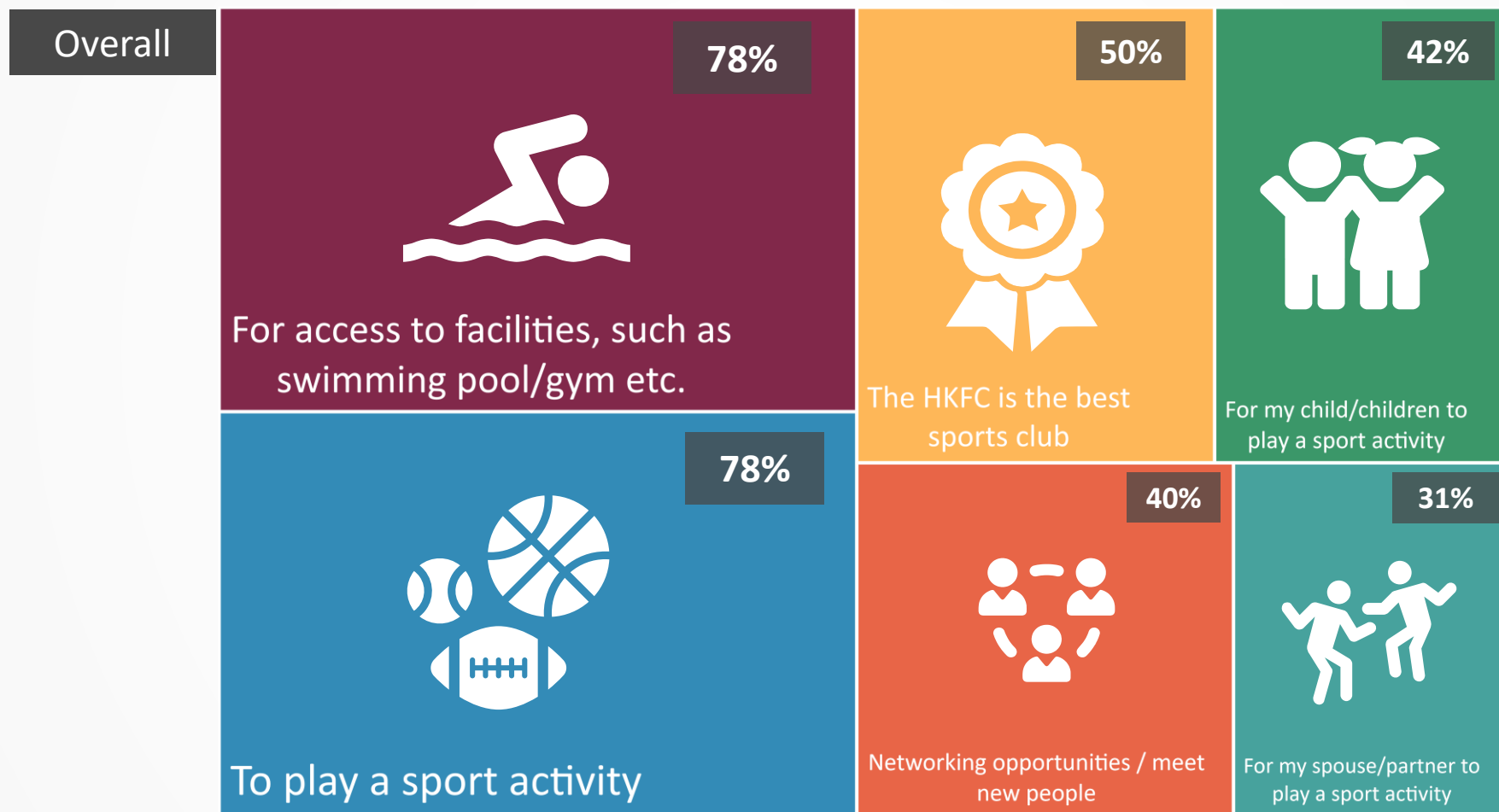
Satisfaction

B3. (n=654) Please rate the Hong Kong Football Club on the following attributes, using a scale from 1 to 5, **1 being Poor** and **5 being Excellent**.



Reasons for joining the HKFC

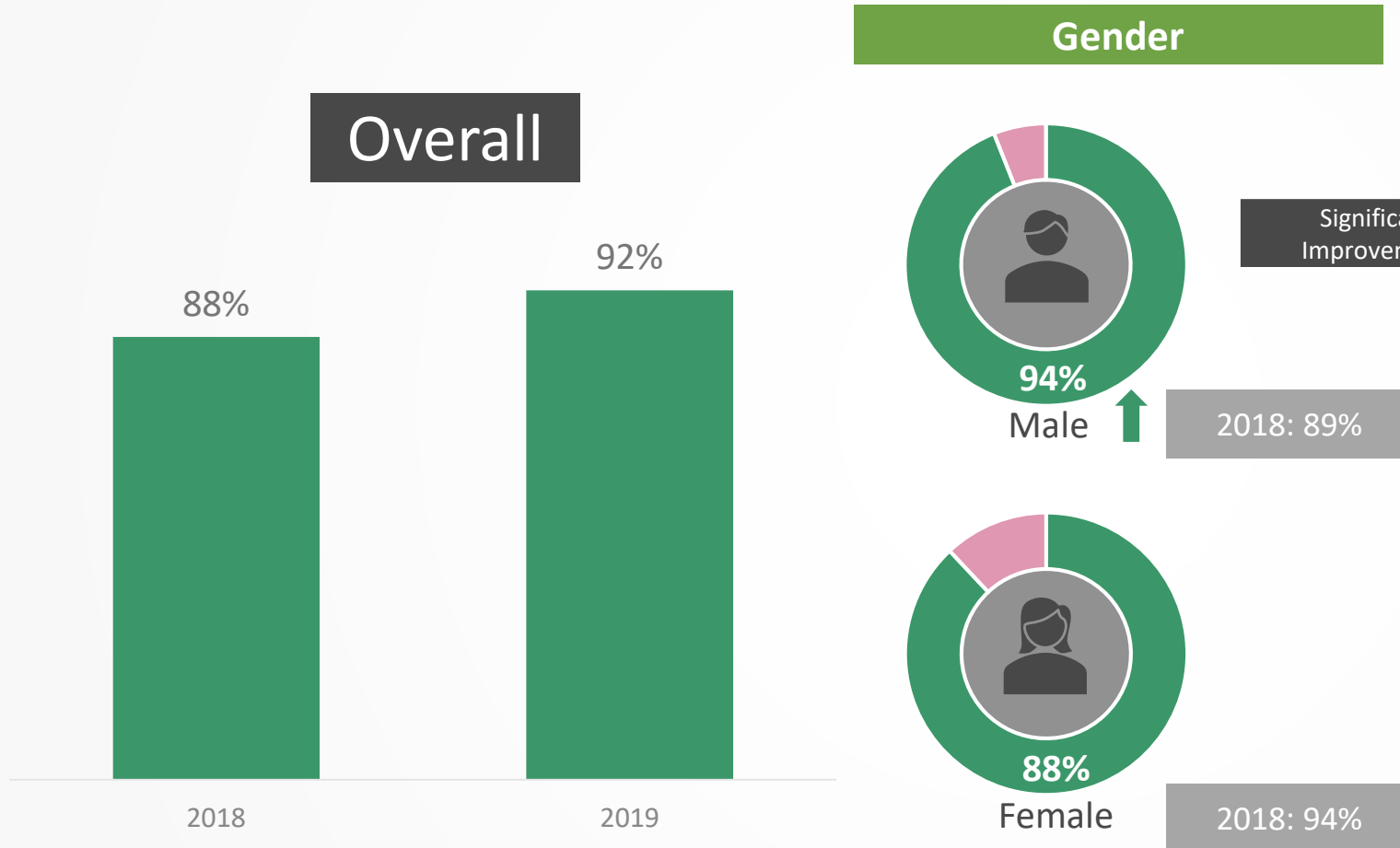
B1. (n=654) Below are a number of reasons for joining the HKFC, please select the reasons that were the most important to you in becoming a member.



Met expectations

↑ Significantly higher than last year
↓ Significantly lower than last year

B2. (n=654) Overall, has your membership of the HKFC met with your expectations?



Atmosphere of The Chairman's Bar:

2019 Average Score: 3.6/5

2018 Average Score: 3.3/5

Atmosphere of The Coffee Shop:

2019 Average Score: 3.6/5

2018 Average Score: 3.3/5

"Fantastic community with some of the best sports facilities."

"It offers me and my family an oasis of calm, as well as a place to keep fit and healthy."

"It is an excellent place to catch up with friends and the social facilities."

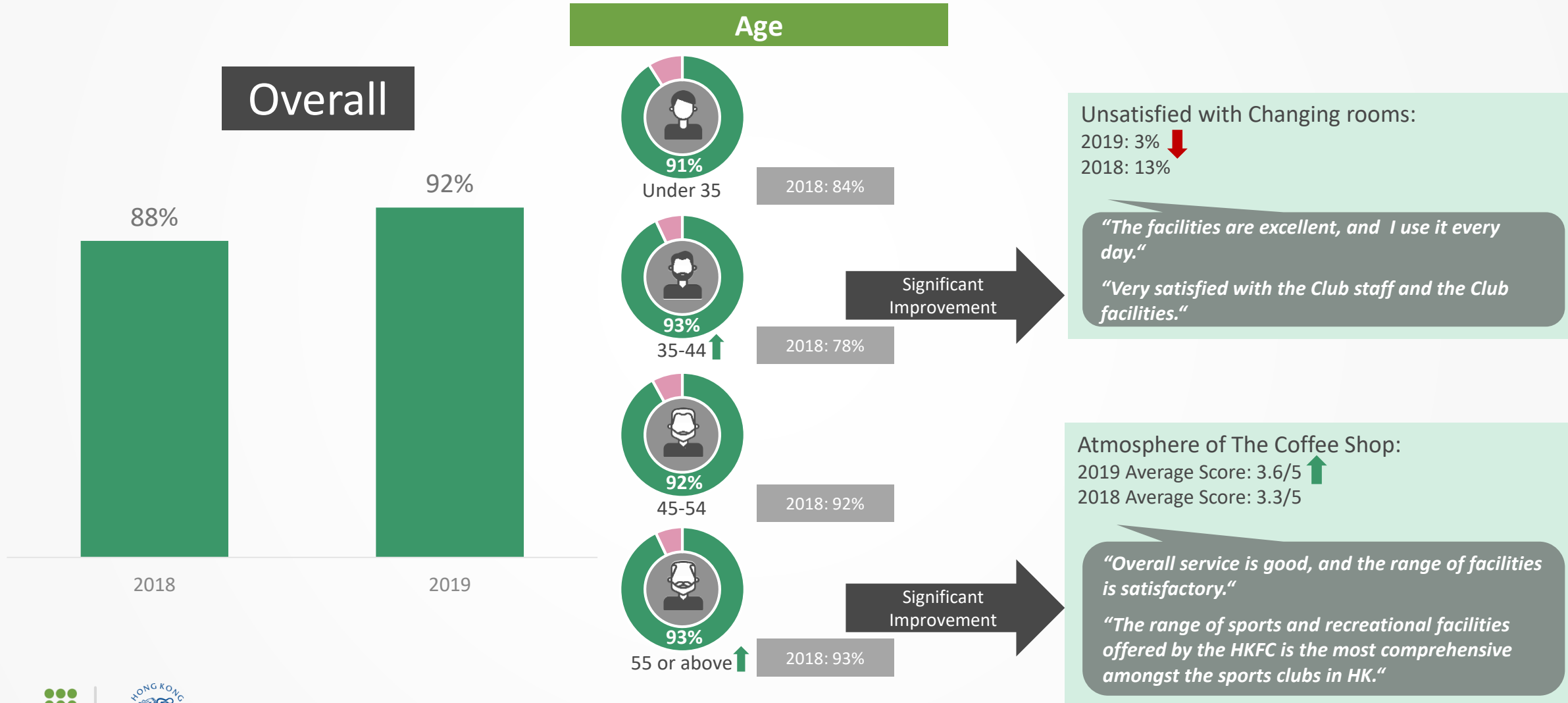
"My centre of gravity has always been the club and that is a good thing, and one I am very pleased with. Now, with a family and a kid, the club is my son's centre of gravity with his rugby and football training. The club is his home away from home, and that is a great thing."

The homely and calm atmosphere as well as the community established are important to members. Maintain and create a more desirable club atmosphere with a better collaboration of different facilities.

Met expectations

↑ Significantly higher than last year
↓ Significantly lower than last year

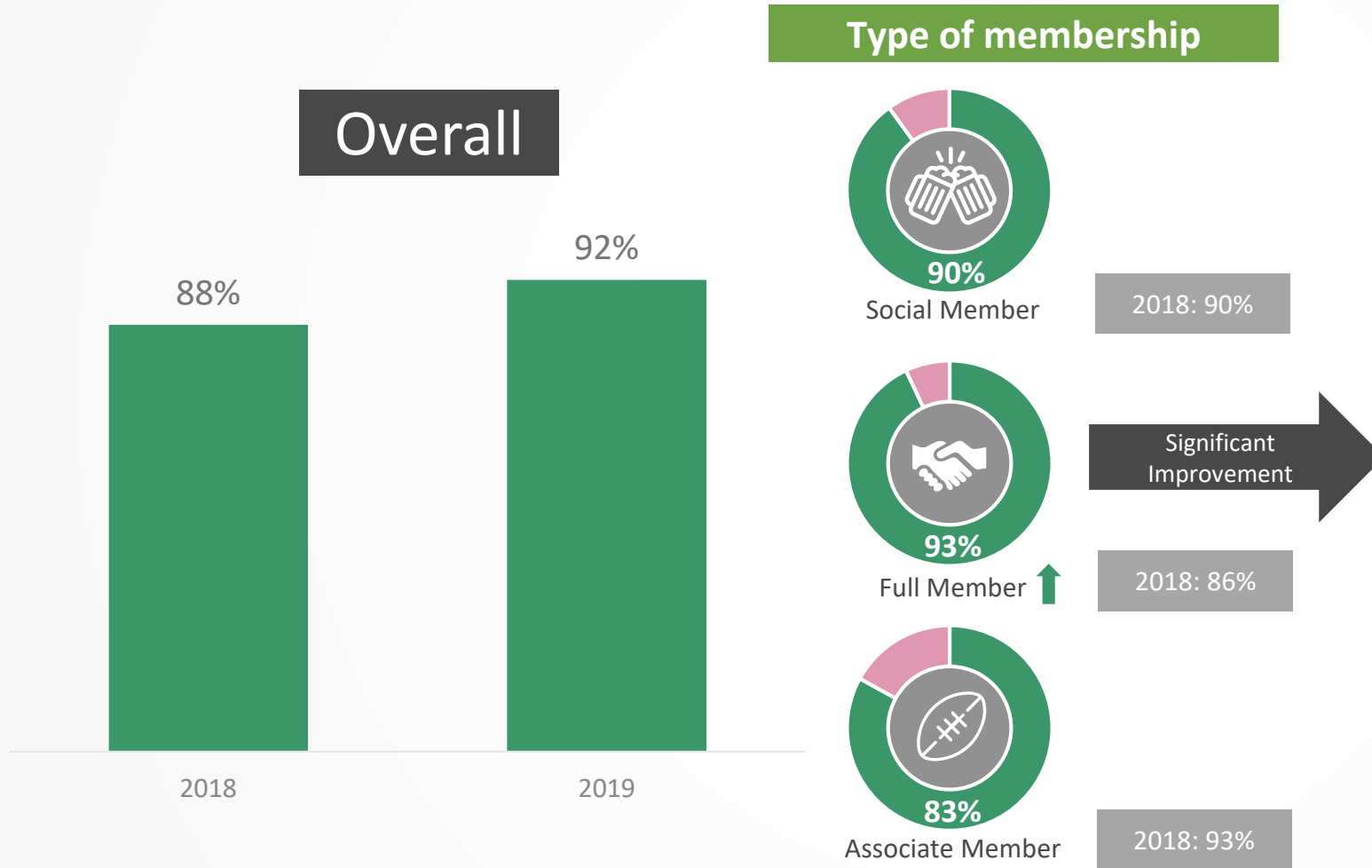
B2. (n=654) Overall, has your membership of the HKFC met with your expectations?



Met expectations

↑ Significantly higher than last year
↓ Significantly lower than last year

B2. (n=654) Overall, has your membership of the HKFC met with your expectations?



Atmosphere of The Chairman's Bar:

2019 Average Score: 3.4/5 ↑

2018 Average Score: 3.1/5

Atmosphere of The Coffee Shop:

2019 Average Score: 3.2/5 ↑

2018 Average Score: 3.0/5

"Provides everything I am looking for in a sports club. Top quality facilities for myself and my family to participate in sports. Ancillary facilities including shops, changing facilities and F&B outlets are good to great and have seen improvements over the years."

"Staff from security, reception, sports desk, restaurants and change rooms are very professional, warm, friendly and polite. The club is very family friendly and we love that. There is no high turn over rate of staff hence staff have become part of the family."

Likelihood to recommend the HKFC

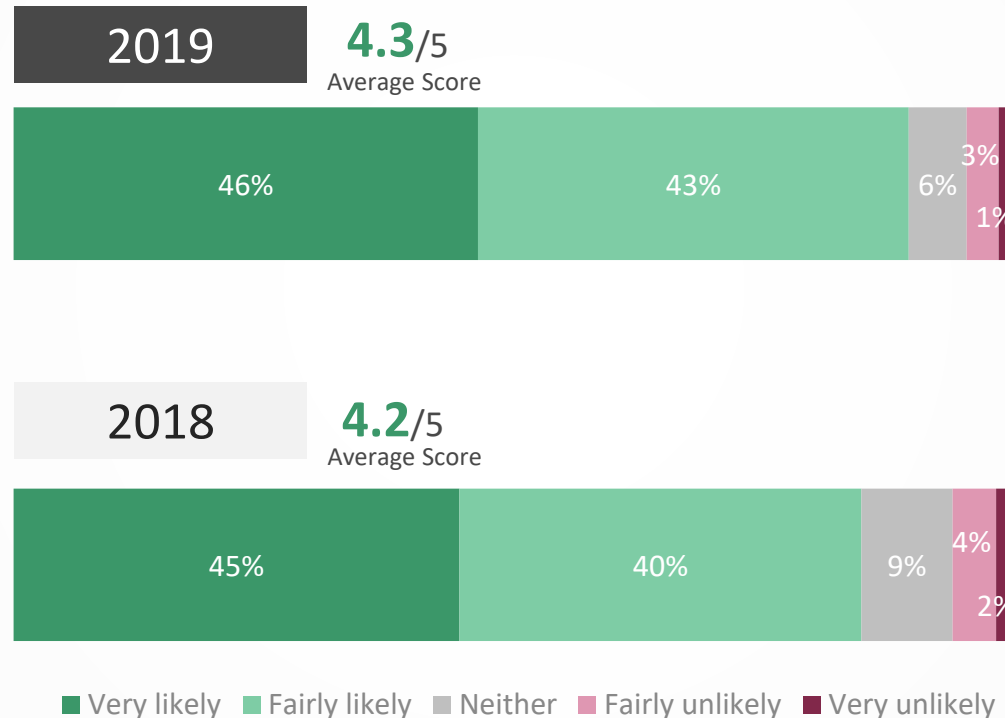
D1. (n=654) How likely are you to recommend the HKFC to your friends?

“Great suite of activities and facilities and great social option when there’s nothing else on in HK. Great facility for those with kids or for those thinking of having kids.”

“Great combination of high-level sports, good facilities, central location and a great place for socializing/networking.”

“I felt very awkward and did not like socializing when I first entered HKFC to play rugby. But ever since I joined, I see the team as my family and my skills have improved drastically. The facilities are also an excellent place to relax and have fun with friends.”

“I like that I can go to the club to meet with friends, play sports and do work. Most of the activities that I want to do, I can do it at the club. The range of facilities allow my guests and I to come back to the club each time without being bored of the activities.”



With 5= Very likely and 1= Very unlikely

“It felt like the club becomes a commercial enterprise. There is no control over kid's behaviour. It is a nightmare on the weekends. They wrecked it and could not care less about members.”



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Sport facilities & programs



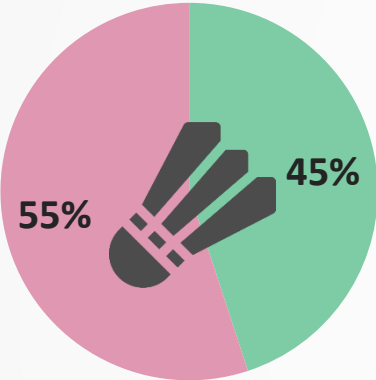
Usage of sport facilities (last 3 months) 1/2

A7. (n=654) Below is a list of Hong Kong Football Club sport facilities. Please select the ones you, your spouse/partner or your child/children used in the last 3 months:

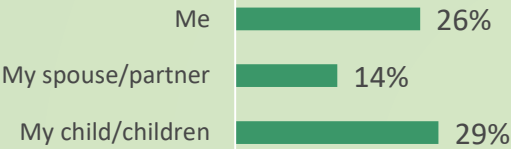
My family or I used in the last 3 months

Did not use in the last 3 months

Sports hall (netball, badminton, etc.)

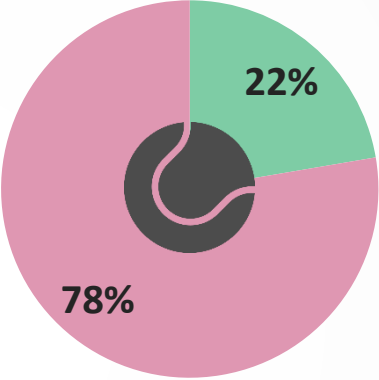


Who use the facilities

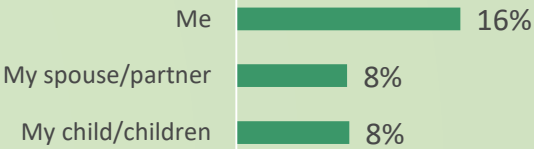


2018 Usage: 43%

Tennis courts

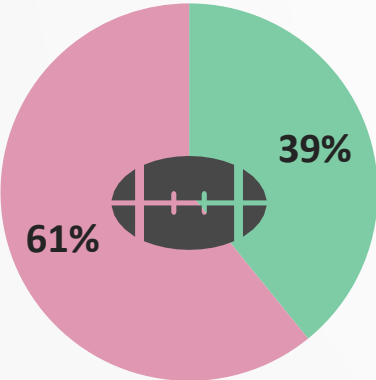


Who use the facilities

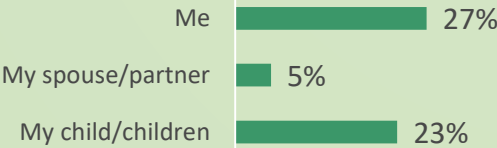


2018 Usage: 21%

Rugby/Soccer pitch

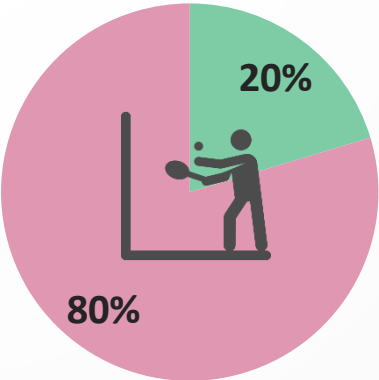


Who use the facilities

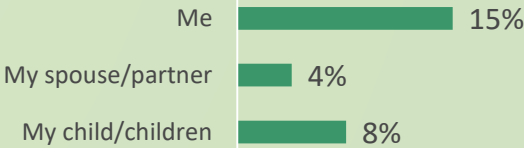


2018 Usage: 39%

Squash centre



Who use the facilities



2018 Usage: 26%

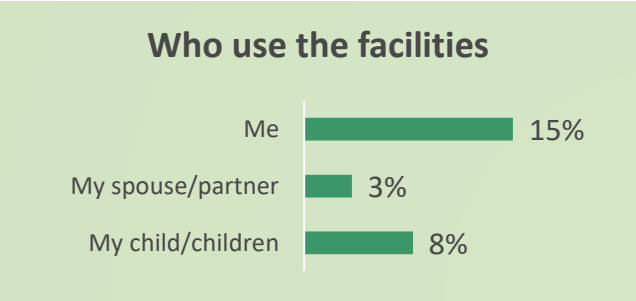
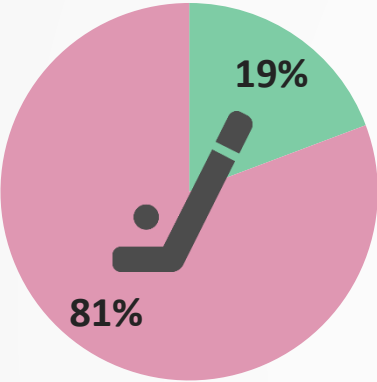
Usage of sport facilities (last 3 months) 2/2

A7. (n=654) Below is a list of Hong Kong Football Club sport facilities. Please select the ones you, your spouse/partner or your child/children used in the last 3 months:

My family or I used in the last 3 months

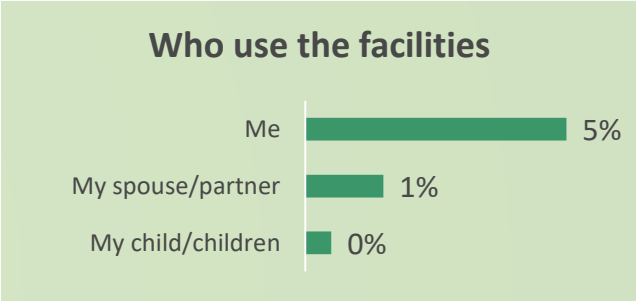
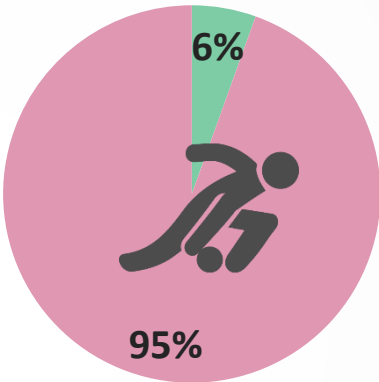
Did not use in the last 3 months

Hockey pitch



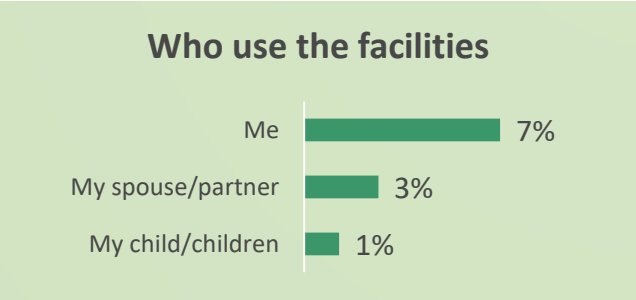
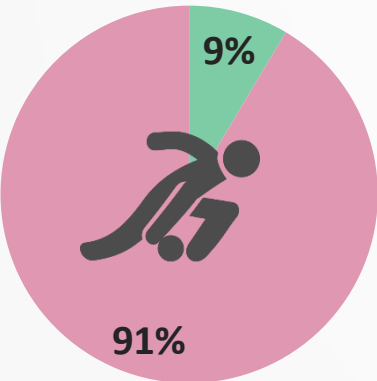
2018 Usage: 19%

Lawn Bowls green - outdoor



2018 Usage: 5%

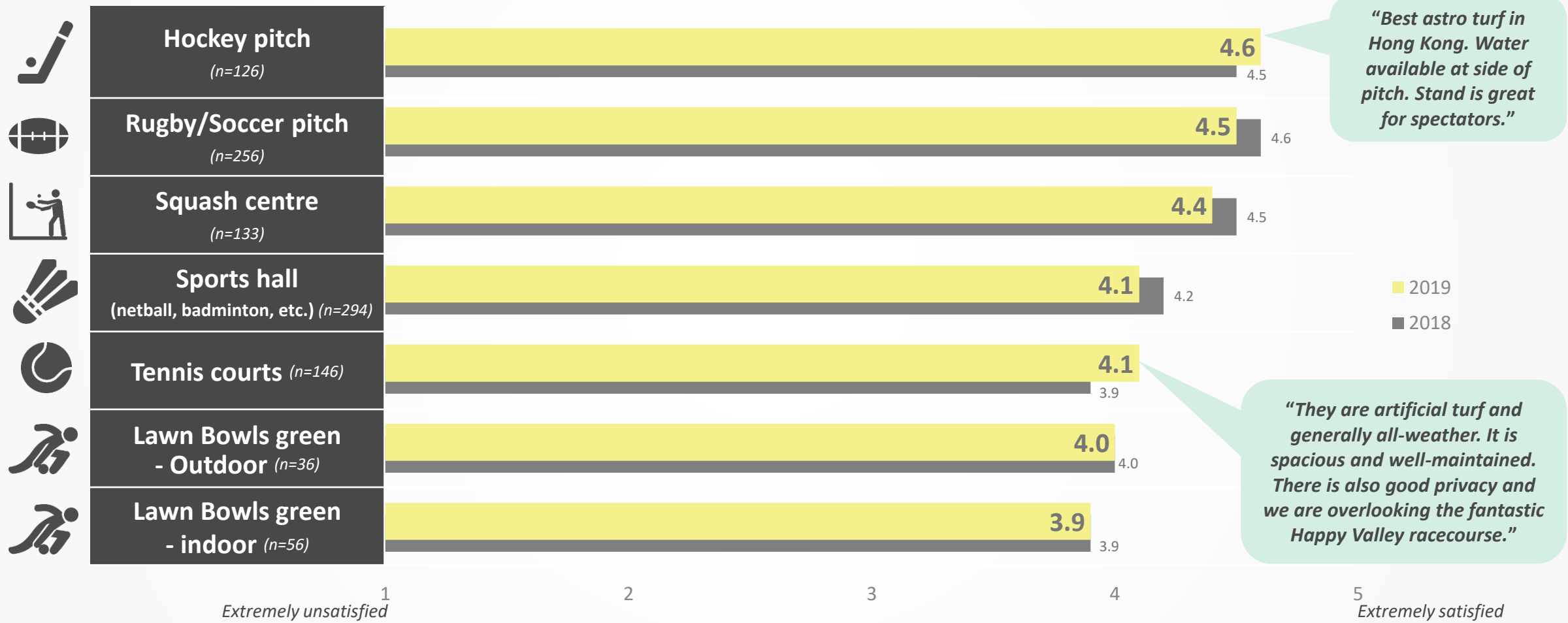
Lawn Bowls green - indoor



2018 Usage: 7%

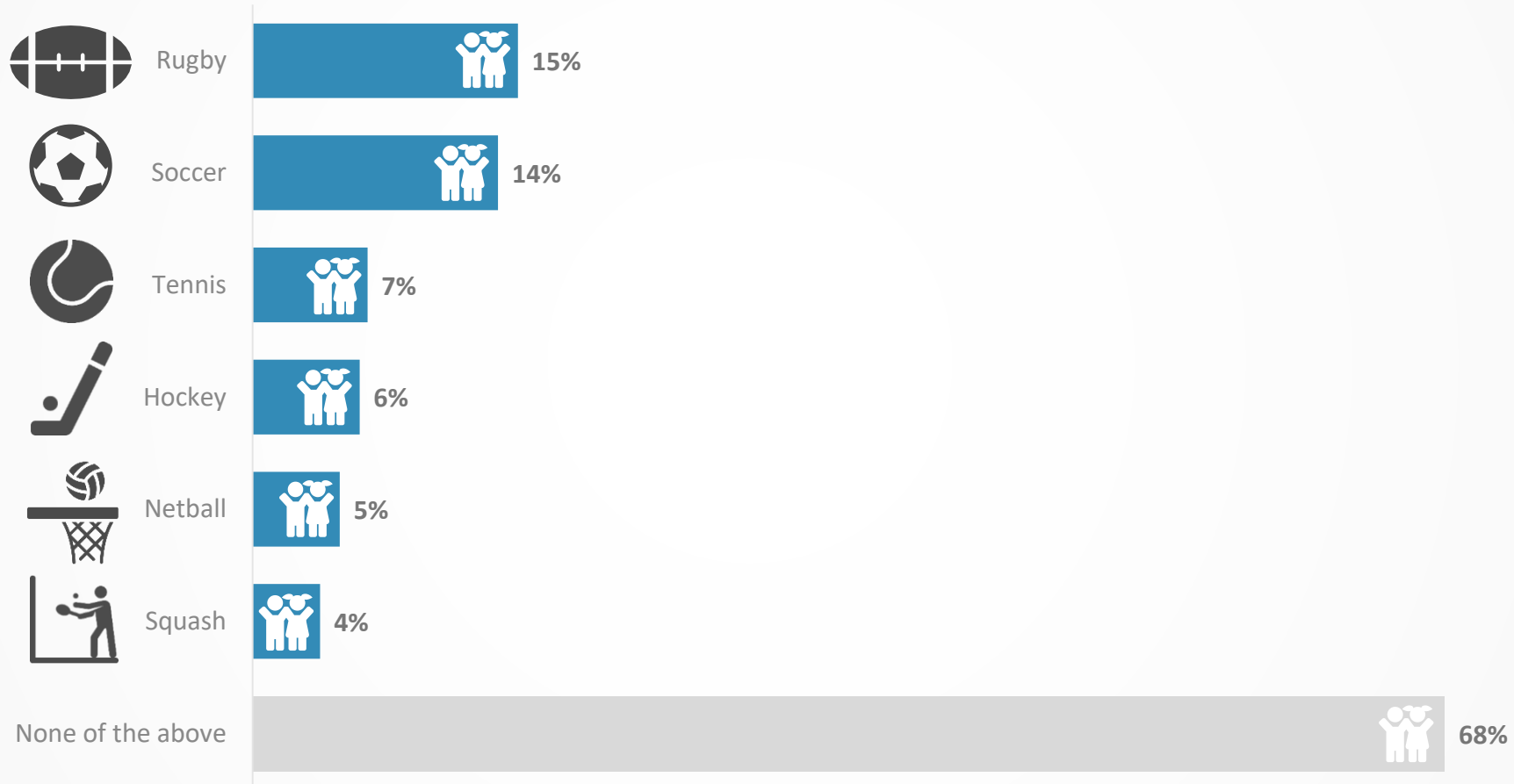
Satisfaction with sport facilities

C1. How do you rate your satisfaction level in the below sport facilities that the Hong Kong Football Club offers? Please use a scale from 1 to 5, 1 being Extremely Unsatisfied and 5 being Extremely Satisfied.



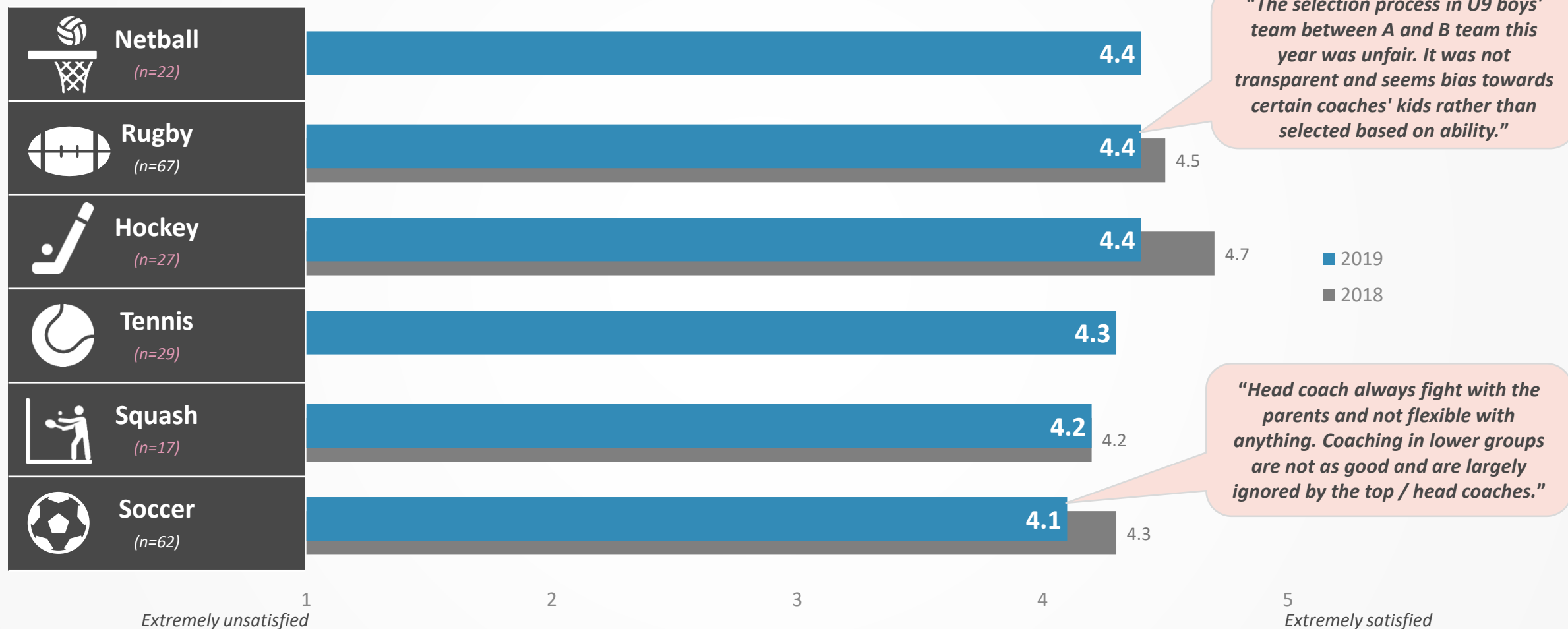
Mini or Junior coaching programmes

A10. (n=445) Which mini or junior coaching programmes are your child/children currently involved in (if any)?



Satisfaction with Mini or Junior coaching programmes

C4. How do you rate the satisfaction level of your child/children in the below programmes that the Hong Kong Football Club offers? Please use a scale from 1 to 5, 1 being Extremely Unsatisfied and 5 being Extremely Satisfied.





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Non-sport facilities

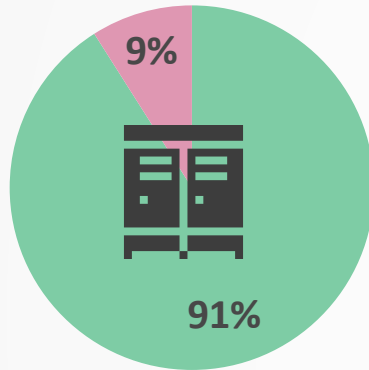


Usage of non-sport facilities (last 3 months) 1/3

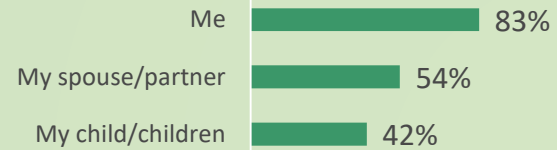
A9. (n=654) Below is a list of other Hong Kong Football Club facilities. Please select the ones you, your spouse/partner or your child/children used in the last 3 months :

■ My family or I used in the last 3 months
 ■ Did not use in the last 3 months

Changing rooms

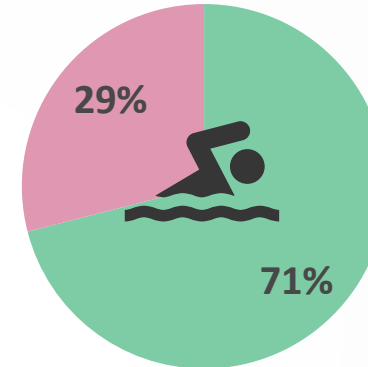


Who use the facilities

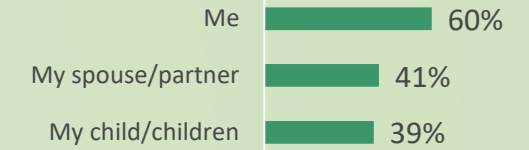


2018 Usage: 89%

Swimming pool complex

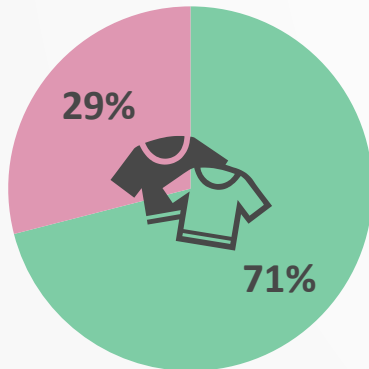


Who use the facilities

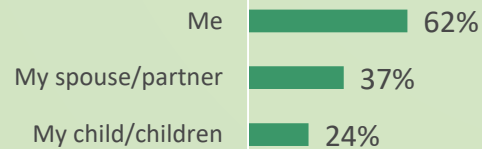


2018 Usage: 71%

Club Shop

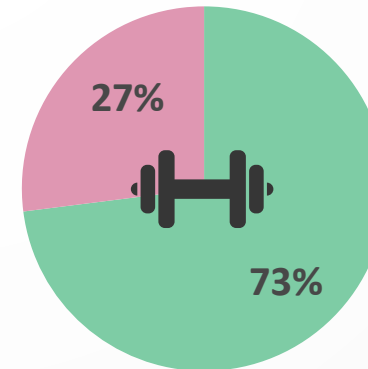


Who use the facilities

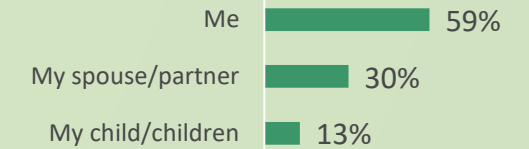


2018 Usage: 74%

Fitness centre



Who use the facilities

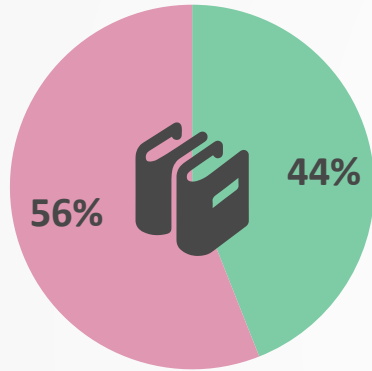


2018 Usage: 69%

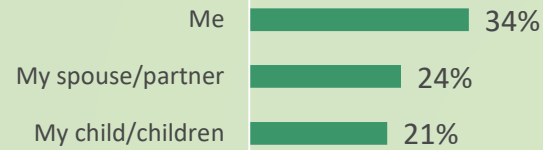
Usage of non-sport facilities (last 3 months) 2/3

A9. (n=549) Below is a list of other Hong Kong Football Club facilities. Please select the ones you, your spouse/partner or your child/children used in the last 3 months : ■ My family or I used in the last 3 months ■ Did not use in the last 3 months

Movie and book library

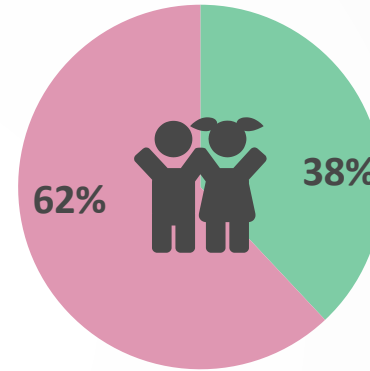


Who use the facilities

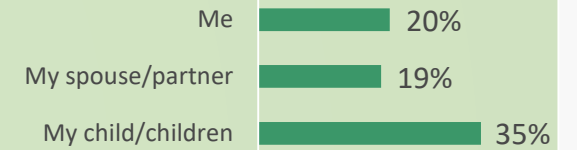


2018 Usage: 44%

Children's playrooms

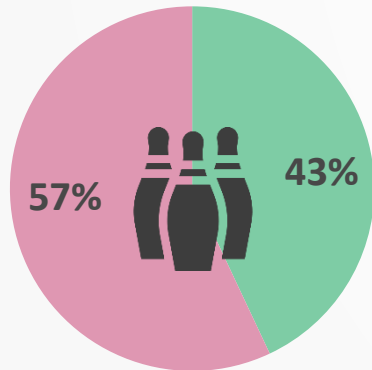


Who use the facilities

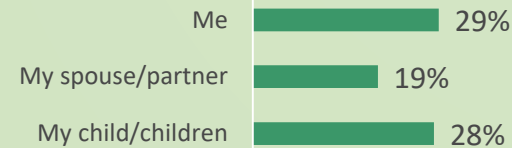


2018 Usage: 38%

Ten pin bowling

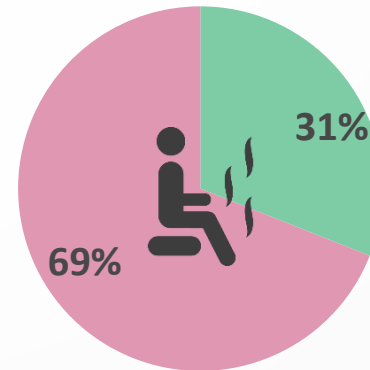


Who use the facilities

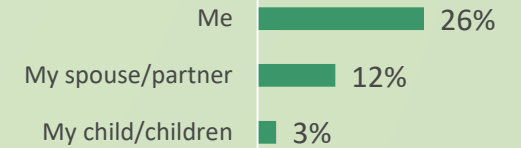


2018 Usage: 42%

Sauna and steam rooms



Who use the facilities

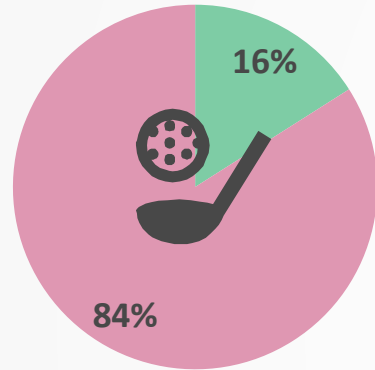


2018 Usage: 33%

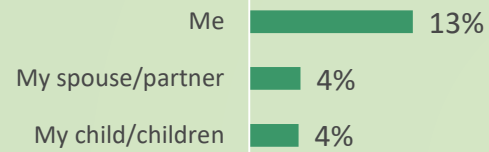
Usage of non-sport facilities (last 3 months) 3/3

A9. (n=549) Below is a list of other Hong Kong Football Club facilities. Please select the ones you, your spouse/partner or your child/children used in the last 3 months : ■ My family or I used in the last 3 months ■ Did not use in the last 3 months

Golf simulators

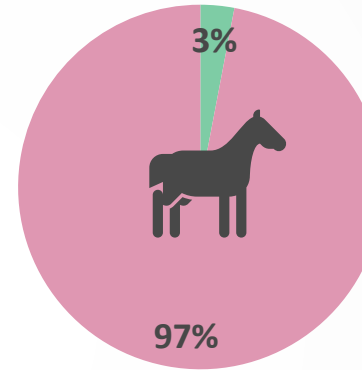


Who use the facilities

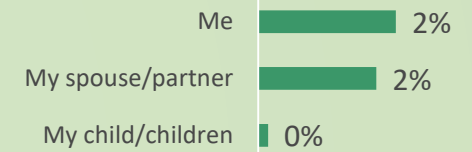


2018 Usage: 16%

Horse racing box

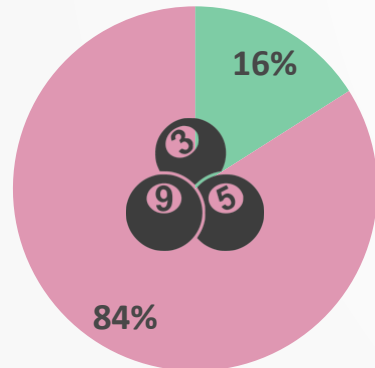


Who use the facilities

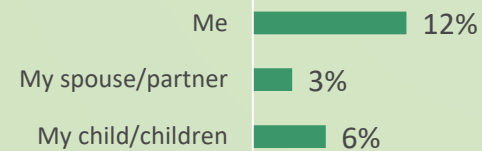


2018 Usage: 4%

Snooker room





Who use the facilities

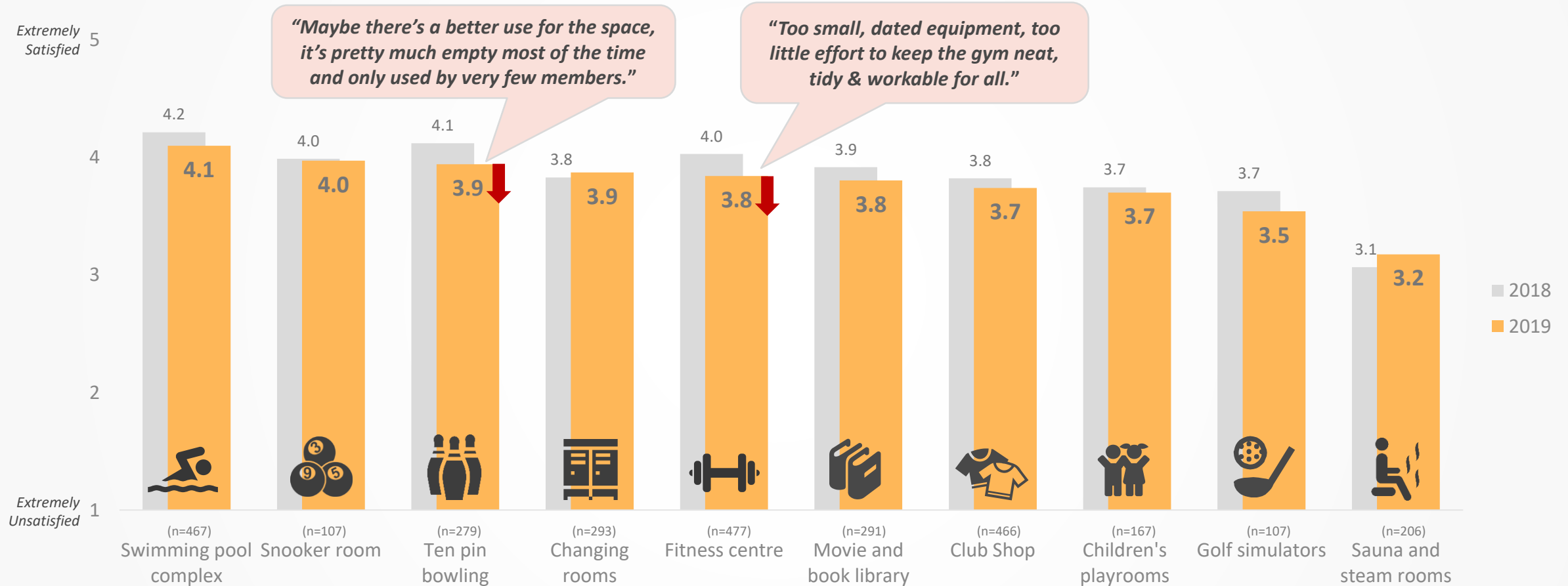


2018 Usage: 16%

Satisfaction with non-sport facilities 2/2

 Significantly higher than last year
 Significantly lower than last year

C2. How do you rate your satisfaction level in the below facilities that the Hong Kong Football Club offers? Please use a scale from 1 to 5, 1 being Extremely Unsatisfied and 5 being Extremely Satisfied.



Ten pin bowling needed promotion for better use of the facility when staff was seen friendly and system updated, and it created a good atmosphere and venue for families and friends; while Fitness centre needed to focus on improving the equipment and maintenance.



Food & beverage outlets

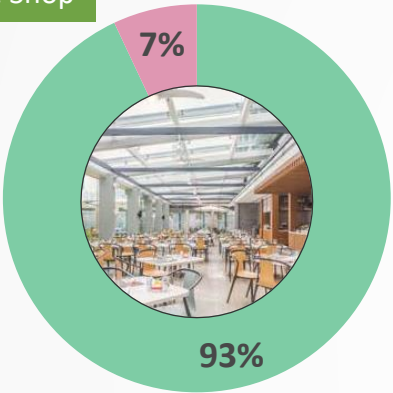


Usage of food & beverage outlets (last 3 months) 1/2

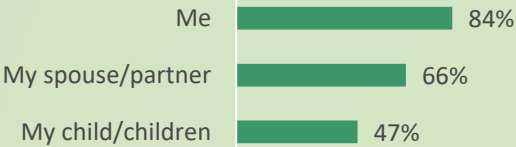
A8. (n=654) Below is a list of Hong Kong Football Club food & beverage facilities. Please select the ones you, your spouse/partner or your child/children went to in the last 3 months :

■ My family or I used in the last 3 months
■ Did not use in the last 3 months

The Coffee Shop

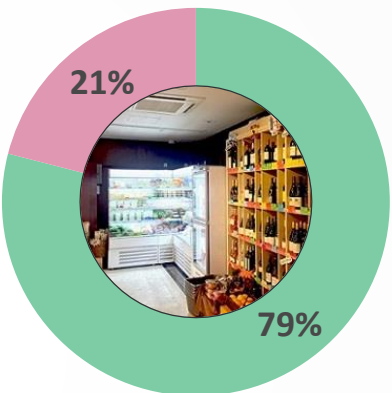


Who use the facilities

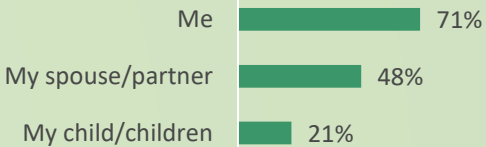


2018 Usage: 92%

Kiosk

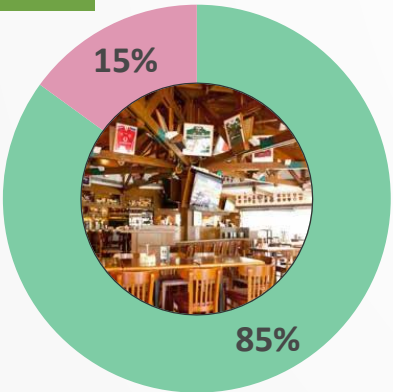


Who use the facilities

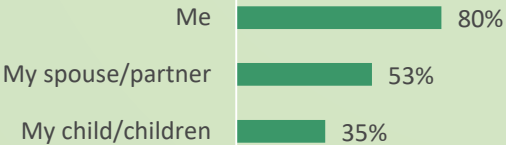


2018 Usage: 81%

Sportsman's Bar

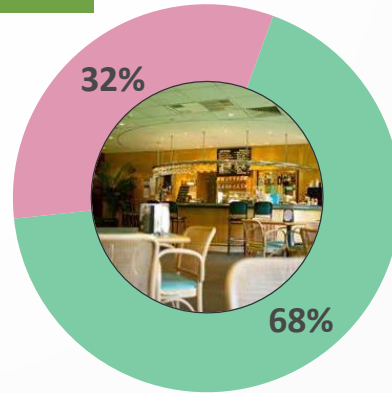


Who use the facilities

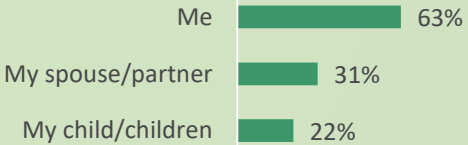


2018 Usage: 90%

Captain's Bar



Who use the facilities



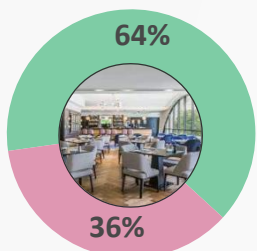
2018 Usage: 68%

Usage of food & beverage outlets (last 3 months) 2/2

A8. (n=654) Below is a list of Hong Kong Football Club food & beverage facilities. Please select the ones you, your spouse/partner or your child/children went to in the last 3 months :

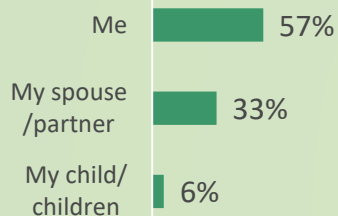
■ My family or I used in the last 3 months
■ Did not use in the last 3 months

The Chairman's Bar

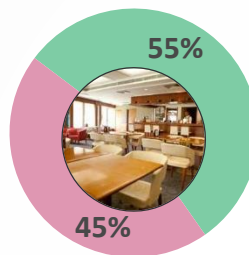


2018 Usage: 65%

Who use the facilities

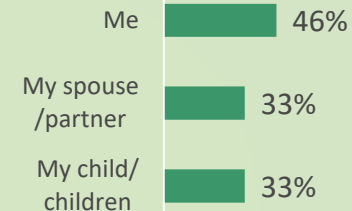


Family Lounge Bar

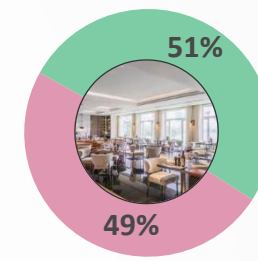


2018 Usage: 57%

Who use the facilities

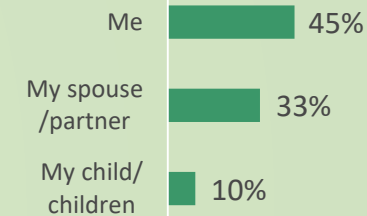


The Restaurant

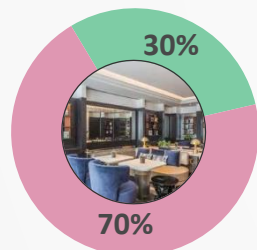


2018 Usage: 53%

Who use the facilities

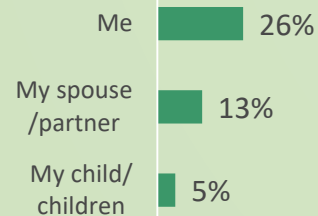


The Lounge

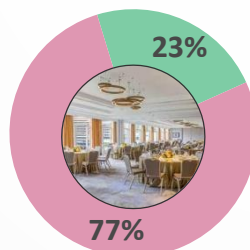


2018 Usage: 34%

Who use the facilities

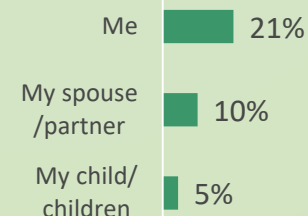


Happy Valley Suite(s)

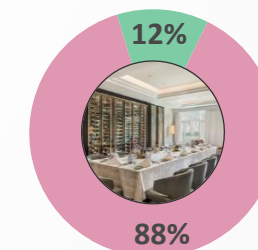


2018 Usage: 32%

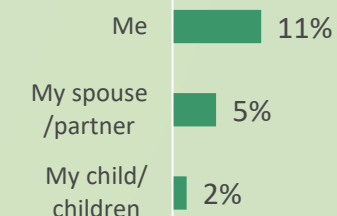
Who use the facilities



The Private Dining Room



Who use the facilities

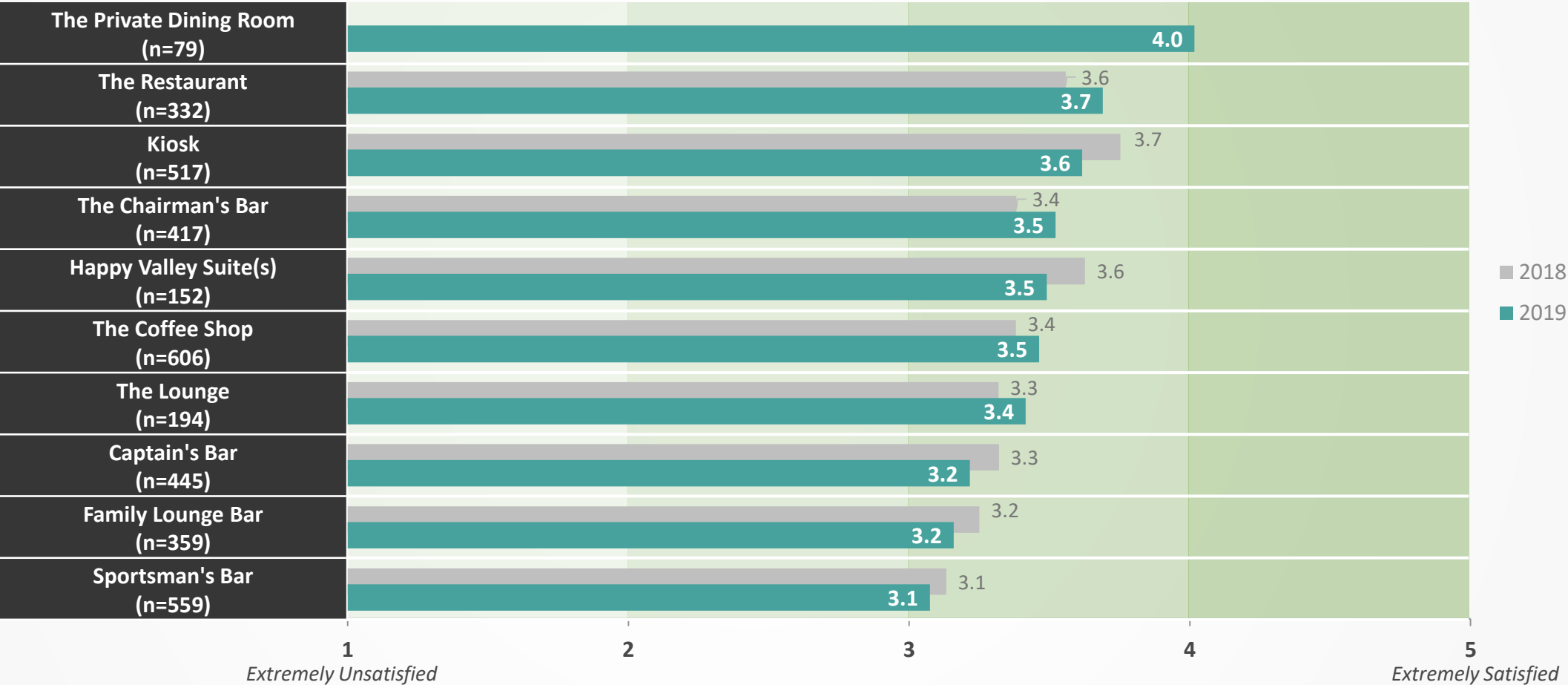




Satisfaction with F&B outlets - Food

↑ Significantly higher than last year
↓ Significantly lower than last year

C3. How do you rate your satisfaction level in the below F&B outlets that the Hong Kong Football Club offers, in terms of food? Please use a scale from 1 to 5, 1 being Extremely Unsatisfied and 5 being Extremely Satisfied.

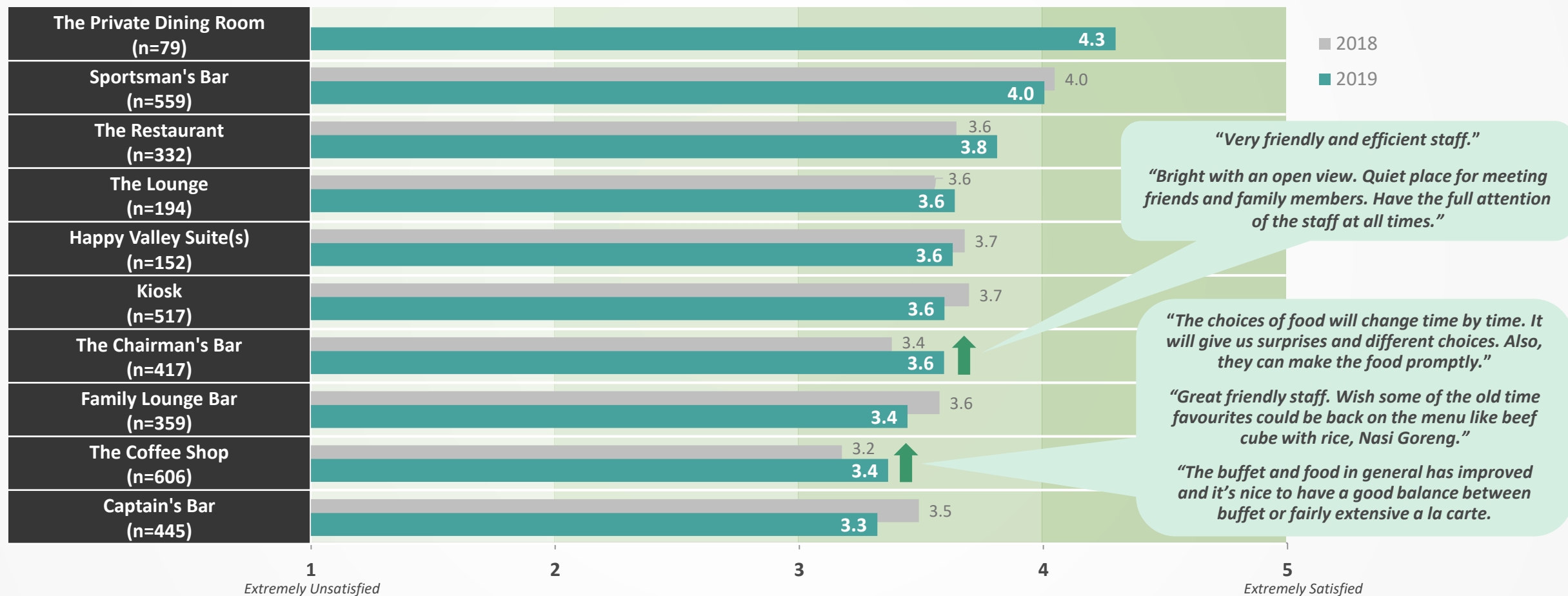




Satisfaction with F&B outlets - Atmosphere

↑ Significantly higher than last year
↓ Significantly lower than last year

C3. How do you rate your satisfaction level in the below F&B outlets that the Hong Kong Football Club offers, in terms of atmosphere? Please use a scale from 1 to 5, 1 being Extremely Unsatisfied and 5 being Extremely Satisfied.

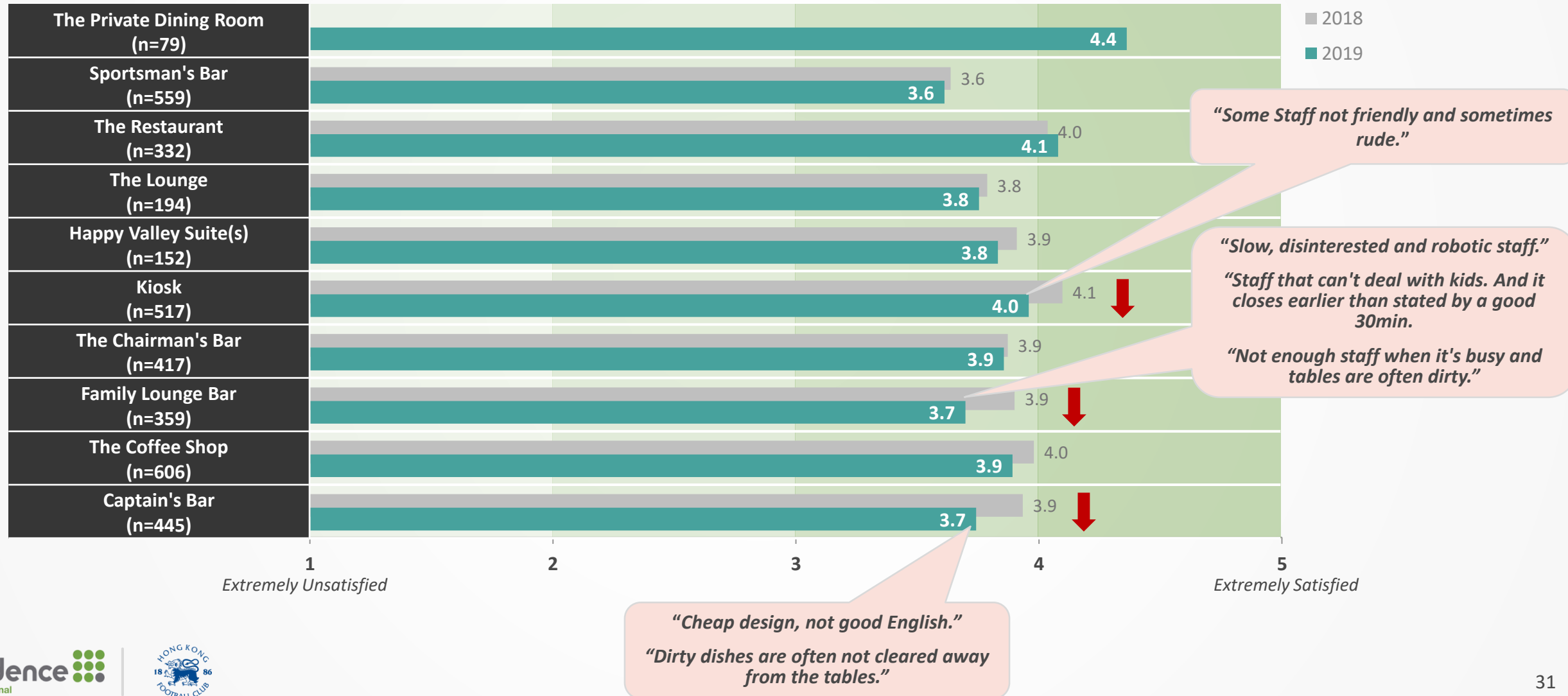




Satisfaction with F&B outlets - Service

↑ Significantly higher than last year
↓ Significantly lower than last year

C3. How do you rate your satisfaction level in the below F&B outlets that the Hong Kong Football Club offers, in terms of service? Please use a scale from 1 to 5, 1 being Extremely Unsatisfied and 5 being Extremely Satisfied.

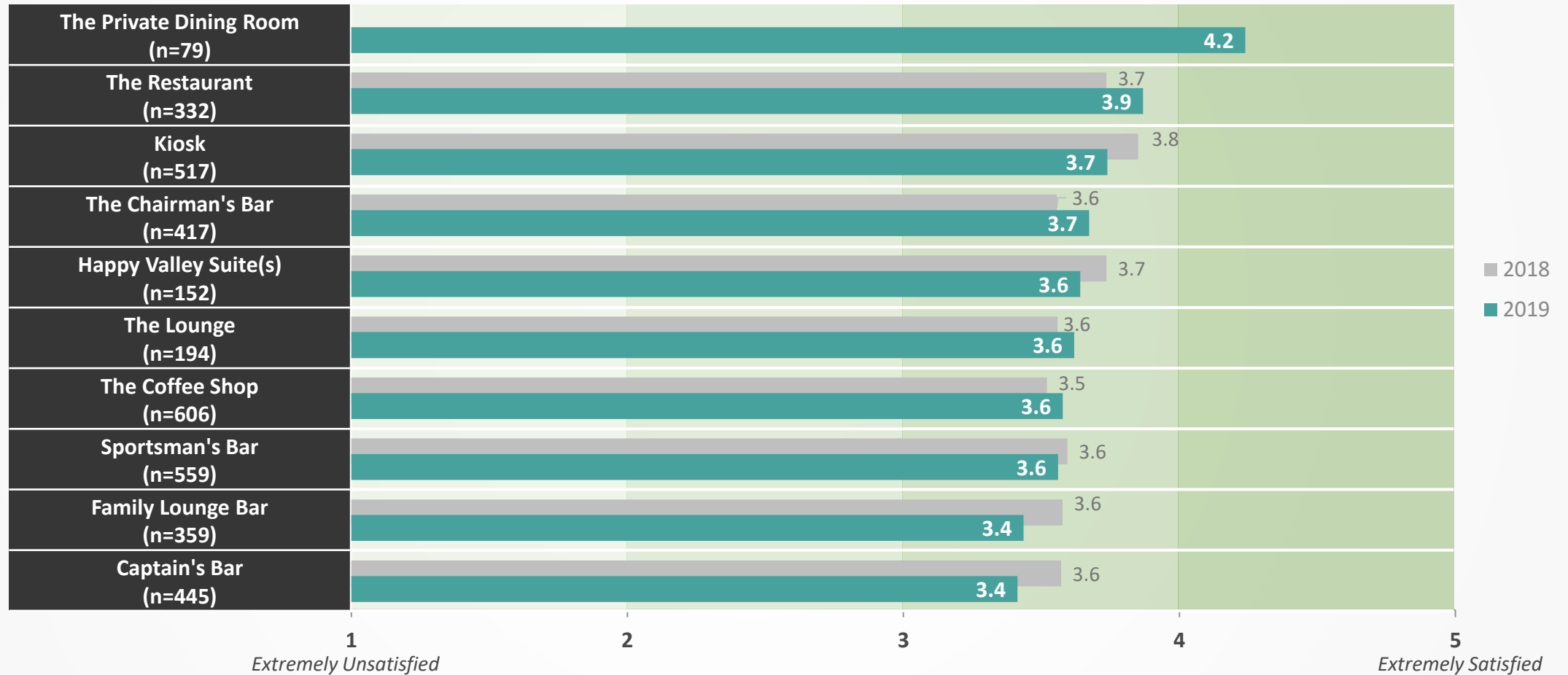




Satisfaction with F&B outlets - Overall

↑ Significantly higher than last year
↓ Significantly lower than last year

C3. How do you rate your satisfaction level in the below F&B outlets that the Hong Kong Football Club offers, in terms of food, atmosphere and service? Please use a scale from 1 to 5, 1 being Extremely Unsatisfied and 5 being Extremely Satisfied.



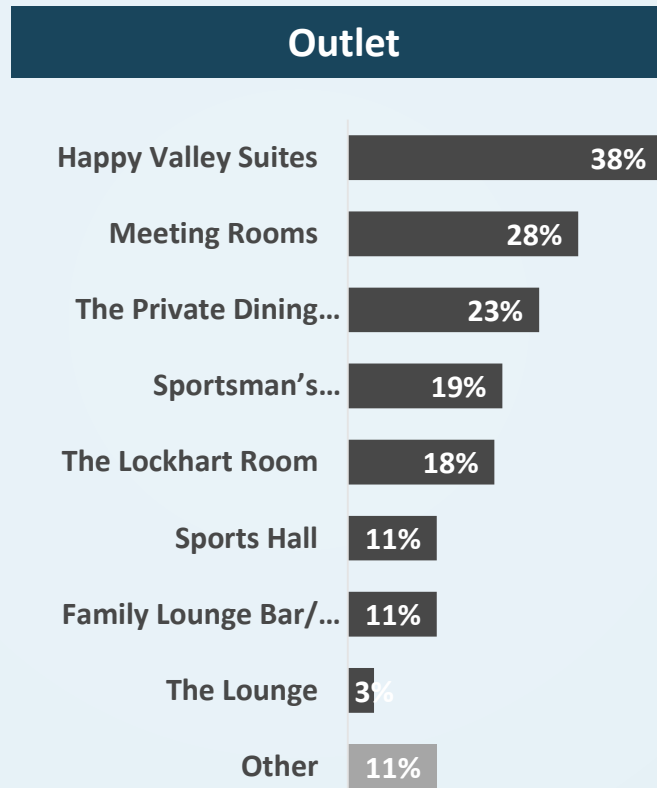
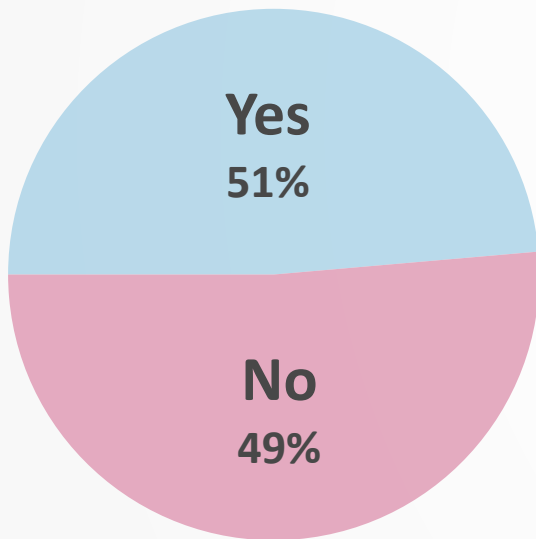
Events organised at HKFC 1/3

C5. (n=549) Have you ever organised any office/social event within the Hong Kong Football Club?

C5a. (n=306) In which HKFC outlet/using which HKFC facility did you organise your event(s)?

C5b. (n=306) What type of event did you hold? (e.g. office party, meeting, birthday party)?

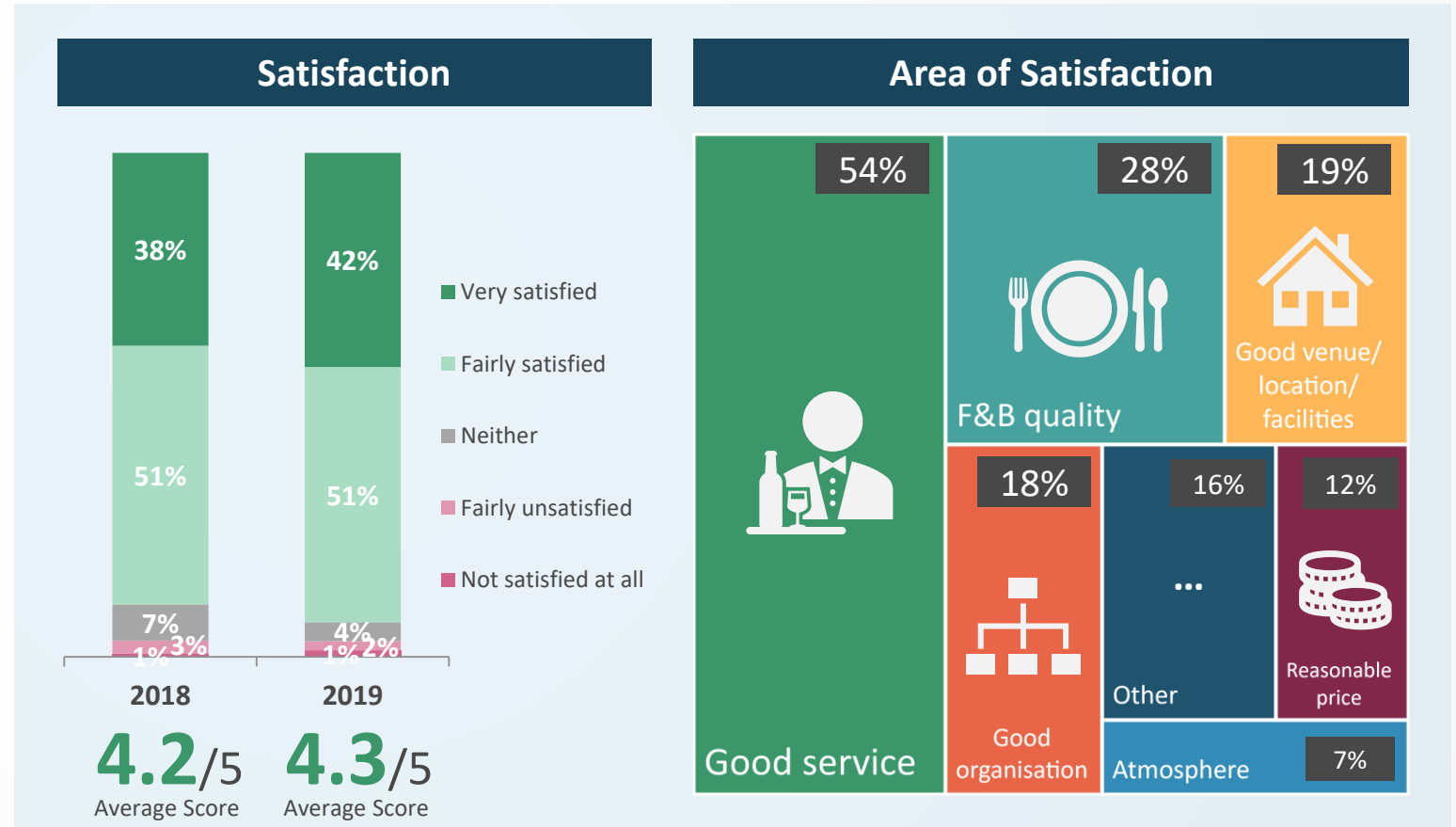
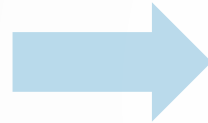
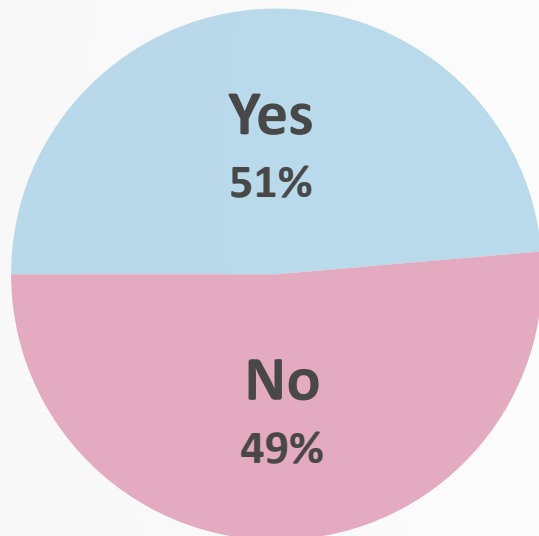
Have you ever organised any office/social event within the Hong Kong Football Club?



Events organised at HKFC 2/3 - Satisfaction

C5. (n=549) Have you ever organised any office/social event within the Hong Kong Football Club?
 C5c. (n=306) How satisfied were you with the event(s) you organised at the Hong Kong Football Club?

Have you ever organised any office/social event within the Hong Kong Football Club?



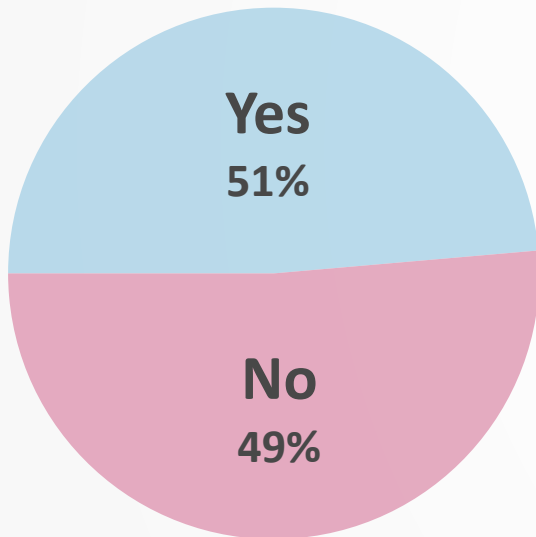
Events organised at HKFC 3/3 - Consideration

C5. (n=549) Have you ever organised any office/social event within the Hong Kong Football Club?

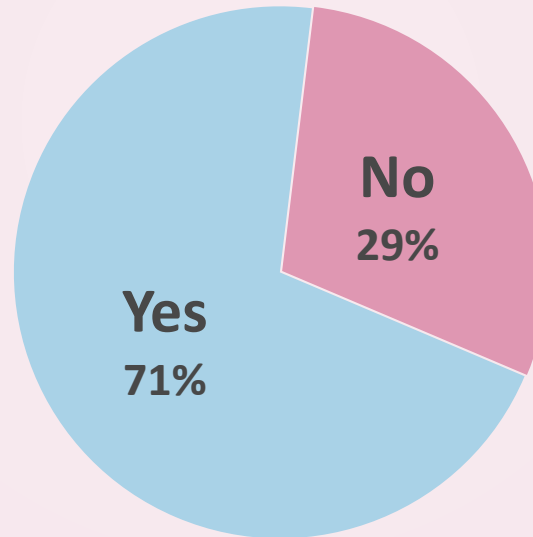
C6. (n=243) Would you consider organising an office/social event within the Hong Kong Football Club?

C6a. (n=75) Why would you be unlikely to organise an office/social event within the Hong Kong Football Club?

Have you ever organised any office/social event within the Hong Kong Football Club?



Consideration of organising an event within the HKFC



Main reasons for not considering organising an event within the HKFC

"The enquiry was dealt with very slowly with follow up only taking place when chased. Then I was told no room that day with no offer of any alternative. Very unsatisfactory experience. I have not added HKFC to possible venues since."

"Cancelled it because of the ludicrous minimum charge being demanded by the club. HK\$35,000 for an internal club society event. We held the event at the Hong Kong Club instead."

"They made us move to expensive pasta and Italian pizza when we wanted Hainan chicken and sweet & sour pork as well as steak and wine."

Membership Satisfaction

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w www.kadence.com