



NEWSLETTER ~ AUGUST 2016

CHAIRMAN'S CHAT

First of all, I'd like to thank all of you who took the time to complete and return the short questionnaire we circulated by post and e-mail in July. At the time of writing I had received a total of 116 forms, covering 144 members (ie. including 28 couples at the same addresses). This converts to a response rate of 46% - an amazing level of feedback which indicates how interested and involved our members feel. I hope to carry out a more in-depth analysis of the results for the Club committee in due course but, in the meantime, I thought you might like to have a flavour of the overall results.

The first question concerned the cost of each trip and asked what was the maximum amount people were prepared to pay per person. By an overwhelming margin, this figure was £60 (42%), followed by £50 (29%). Interestingly, this is the reverse of the result of our previous survey in 2013 when the favoured figure was £50, followed by £60 - a reflection of the recognition of inflation perhaps?

Question 2 concentrated on distances - the maximum time members would be willing to spend on a coach (excluding comfort stops) to get to their destination. As in the 2013 survey, the preference was for 2.5 hours (38%), closely followed by 3 hours (31%). In interpreting these figures, we must recognise that, on some journeys, Weymouth members may have been on the coach for perhaps 45 minutes by the time it reaches the pick-up points at Blandford and Wimborne.

Favoured venues - whether theatre or location - were the subject of the third question and, once again, the 2013 results of 1st Salisbury, 2nd Bath and 3rd Chichester were (almost) repeated. These three venues were again included in the top three choices although, in this case, after Salisbury in the top position, Bath and Chichester tied for second place. It is noteworthy, however, that if we look at just members' first choices, after Salisbury and Bath, Sonning rather than Chichester was third.

The fourth question asked for opinions on the sorts of shows which are most popular. Taking members' first choices exclusively, drama was by far the overwhelming favourite (62%), followed by musicals and comedy. However, if we take members' first, second and third choices together, while drama was again the most popular (32%), comedy came a close second (27%) and musicals third (25%). It is acknowledged, though, that there will inevitably be some overlap between these categories.

As an addendum, we included a separate question to gauge the level of interest in a trip to The Mill at Sonning in November/December. The results suggested that

