

Analysis of LARC Lunch Survey
October 2010 (version of 10/11/2010 KF)

The survey was distributed on-line to each member and paper survey forms were distributed/available at two LARC meetings.

111 members completed the survey, an excellent return rate relative to the number of members.

Key findings:

75 of the 111 respondents attend almost every week, 25 more attend at least half the time.

About half purchase the buffet lunch, about a quarter choose the salad option, and 23 percent are “non-eaters”.

Buffet	50
Salad	31
Non-eater + coffee/tea	12
Non-eater	13

About 40% find the current selection satisfactory, and some like the current selection and service very much, a few making a point of praising our current caterer...

Current buffet has food I enjoy	24
Food is acceptable/convenient	20
Food doesn't appeal but buy anyway	31
Don't eat, various reasons given	21

...but few members are enthusiastic about the current food and service, and a significant number think the current food is unappetizing.

The current price point of \$18 is acceptable; a small increase might be acceptable if there is a significant improvement in lunch quality.

“Reasonable” increase	34
Yes, but \$20 max	20
No increase	46

Reasons why “non-eaters” don’t eat lunch (multiple replies possible):

2 people: “I do not eat at Rotary because I have special dietary restrictions (health, religion, etc)...”

11 people: “I do not eat at Rotary because the food selections are not to my liking.”

10 people: “I do not eat at Rotary because the quality... is not to my liking.”

11 people: “I prefer to eat before or after Rotary or I’m on a diet”

4 people: “I do not eat at Rotary because I cannot afford the \$18 price of lunch”

Suggestions for change/improvement:

Try other caterers

Deli sandwiches (“for \$6 or less”)

Better salads

Offer a salad bar

Allow brown-bag lunches, serve coffee & tea

Greater variety of salad and fruit

Value should match price

Put coffee back on the tables

Offer a vegetarian option

Pay attention to food allergies

Use high-quality disposable plates/glassware to reduce cost

Make sure food is fresh

Menu should be coordinated—“no pita and hummus with spaghetti”

More variety of desserts—and enough for everyone

Move to the country club (2 different CCs named by 3 respondents)