

HSC Food Service Survey Results (316 responses)

Respondent demographics

- 75% live near in New Hanover, Pender, or New Brunswick counties
- 80% have been members for more than 15 years
- 50% are 65 years old or more
- 75% are 50 years old or more

Club usage

- 25% stayed at the club for 1 week of more per year (over the last 3 years)
- 60% are likely to eat in the dining room (when not staying upstairs)
- About 1/3 ate dinner in the dining room > 3 times during the season (when *not* staying upstairs)
- About 1/3 ate dinner in the dining room > 10 times during the season (when *not* staying upstairs)
- 70% consider the dining room “important”
- About 1/3 consider the dining room ‘extremely important”
- 67% would find it convenient to make dining room reservations online
- Top 2 reasons for use of dining room:
 - 56% Use of dining room minimum (167)
 - 35% When staying upstairs (110)
 - 30% Sit on the porch or walk on the beach (89)
 - 25% Meet friends for dinner (76)

Attitudes about the food service

- 70% believe the food service is important for their enjoyment of the club (extremely important for 32%)
- 61% agree or strongly agree it’s a *good value*
- 41% count on getting a *delicious meal*
- 31% agree or strongly agree that the dinner entrees served are among their *favorite foods*
- 66% agree or strongly agree that the *service is very good*
- 88% agree or strongly agree that the *staff is always helpful*
- 75 % agree or strongly agree that the table and chairs, and temperature are *comfortable*

Satisfaction with dining room

- 42% have eaten breakfast in the dining room
 - 77% were overall satisfied or very satisfied (40%) with their breakfast
 - 75% were satisfied with the menu selection (eggs, bacon, sausage, grits, and pancakes)
 - 75%/73% were satisfied with the way the food was prepared/the flavor of the food
- 83% would like items offered on a “cold bar” at breakfast
 - Top choices for items on “cold bar”: fresh fruit (97%), yogurt (78%), boiled eggs (55%); bagels were a popular write-in suggestion
- 89% have eaten dinner in the dining room
 - 51% were overall satisfied or very satisfied (20%) with entrees
 - 47% were satisfied with the menu selections
 - 56%/52% were satisfied with the way the food was prepared/the quality of the food
 - 78% were satisfied or very satisfied with the side salad
 - 57% were satisfied or very satisfied with dessert
- 154 comments were received in response to, “What would you change about the food offered?”

- 60- Higher QUALITY: especially meats, more fresh and fewer pre-made dishes – not frozen or canned – prepare food on site, better cooking methods, better recipes, grilled pork and chicken, perhaps marinated meats; fried chicken is overcooked, dry; fried seafood is not good, too heavy for summer food, over-seasoned
- 40 - HEALTHIER food choices: less fried food, no pork/bacon seasonings, baked, boiled, grilled, steamed, less salt
- 34 - More VARIETY: meat and vegetarian main dish options, vegetables, salad bar, and desserts
- 15 - More salad bar options: better greens, low calorie salad dressing, fruit
- 14 - Portions too small for price, perhaps allow guests to get portions of 2 entrees
- 10 - Overpriced taco night and seafood
- 9 – Vary the menu from week to week: more prime rib dinners during the season, more Italian, more specialty offerings
- 62% are likely or very likely to eat dinner in the dining room during the summer season, when *not* staying upstairs; 38% are not likely to eat in the dining room
 - There were 101 comments from those not likely to eat upstairs; primary reasons were: live out of town (26), better local restaurants/poor food quality (25), unappealing menu (20), inconvenient location/time (18).
- When asked about the planned menu for the 2024 season:
 - 82% found the Monday night dinner menu appealing
 - There were 46 comments from those who indicated that the Monday menu was not appealing; primary reasons were:
 - 23 - Healthier and fresh menu: Lighter choices, low carb choices, steamed or grilled vegetables; mac 'n cheese is too heavy
 - 17 - More varied menu; do not want fried chicken 2 days in a row
 - 7 – Vegetarian option
 - 78% found the Tuesday night dinner menu appealing
 - There were 55 comments from those who indicated that the Tuesday menu was not appealing; primary reasons were:
 - 26 – There's better Mexican food for less money in town
 - 19 - Do not like tacos
 - 8 - More low carb offerings and more variety: grilled fajita veggies, guacamole, perhaps chicken instead of beef
 - 75% found the Thursday night dinner menu appealing
 - There were 58 comments from those who indicated that the Thursday menu was not appealing; primary reasons were:
 - 18 - Vegetarian option; more fresh vegetable choices: steamed, grilled, no bacon
 - 16 - Menu is nothing special (a recipe, e.g., chicken marsala, would be nice)
 - 15 - More menu variety
 - 6 - Menu too heavy
 - 88% found the Friday night dinner menu appealing
 - There were 34 comments from those who indicated that the Friday menu was not appealing; primary reasons were:
 - 22 - Not fresh/not good/better preparation-not fried/overpriced for quality
 - 16 - More option across food categories: bread, potato, vegetables, fewer carbs
 - 12 - Need a non-seafood option

- 170 comments were received in response to, “What could the club do to make dinner more appealing so that you would eat in the dining room more often?” The common responses were:
 - 40 - Improved quality: FRESH ingredients, recipes from scratch
 - 40 - More options: Vegetables (grilled), fish, fruit, expanded salad options, soups, baked potato, and expanded menu for children
 - An additional 17 – Focused on HEALTHIER options
 - 26 - More VARIETY on the menu: burgers, pork chops, steak, pot roast, salmon, PRIME RIB, lasagna, more seafood, Italian, e.g., chicken marsala
 - 11- Better flavor: herb seasoning, less salt
 - 8 – Dining service and “to go” options
 - 5 - Larger servings
 - 12 - Appealing as is
- 62% would like the dining room to regularly offer prime rib on the menu (someone suggested a return of the Friday night prime rib dinner)
- 73% are interested in a “premium salad bar” (offered as an alternative to the hot bar entrees) on the menu; popular items would be
 - Grilled chicken strips (58%)
 - Boiled eggs (55%)
 - Bell peppers (55%)
 - Broccoli/cauliflower (49%)
 - Quinoa salad (29%)
- 64% (178 respondents) are interested or very interested in “premium dinner entrees” (for an additional \$2-5 upcharge)

Other preferences

- 51% (152) feel that Sunday brunch is important to them; for 15%, strongly important (49% (147) feel that it is not important)
 - 64% prefer to schedule Sunday brunch at 12:30 pm vs 1:00 pm
 - 66 of 148 respondents indicated that they would be willing to buy a 4-meal ticket, *in advance*, to encourage the club to offer Sunday Brunch. (The current policy is that 35 reservations are required to serve Sunday Brunch.)
- 37% were interested in a “family night” dinner followed by family-oriented activities
- 88% thought that the price charged for meals in the dining room should cover the cost of food and dining room staff wages for the meal
- 91% preferred, in the case of rising food costs, increasing the price of meals instead of decreasing the quality of the food served
- 70% favored a 20% discount for members over 70 years old