

# A Survey of the Demand for a University Club

Peter Stein<sup>1</sup>

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<sup>1</sup>The Cornell Survey Research Institute designed, carried out and compiled the results of this survey. The Survey was funded by the Office of the Provost. The projections and analyses contained in this paper are directly derived from that compilation, and were carried out solely by the author of this paper.

- **Groups Surveyed**

  - Professors (300)**

  - Non-Professorial Academics (130)**

  - Senior Staff (300)**

  - Local Emeritus Faculty ( 50)**

- **Subjects Were Randomly Selected**

- **97% Response Rate**

- **Subjects Interviewed in April/May of 2008**

- **Roughly 20% of the Population was Interviewed**

# Overview of Survey Questions

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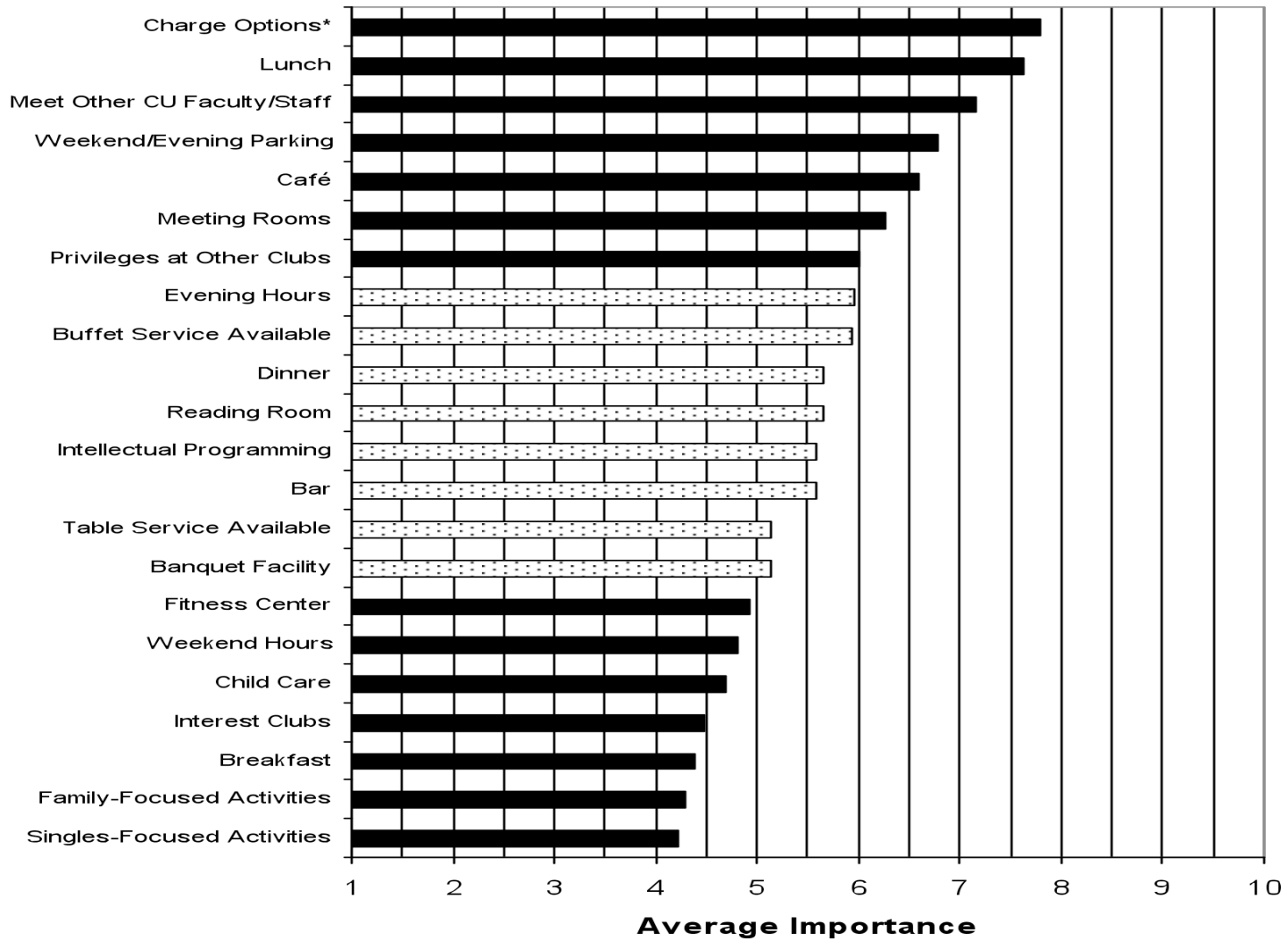
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# **What Services Do You Want in a Club?**

**“We’re interested in knowing how a range of features, services, and amenities will affect people’s decisions to join a university club. Using a scale of one to ten, where ten means very important and one means not important at all, please tell me how important or unimportant it would be that this club offers -:”**

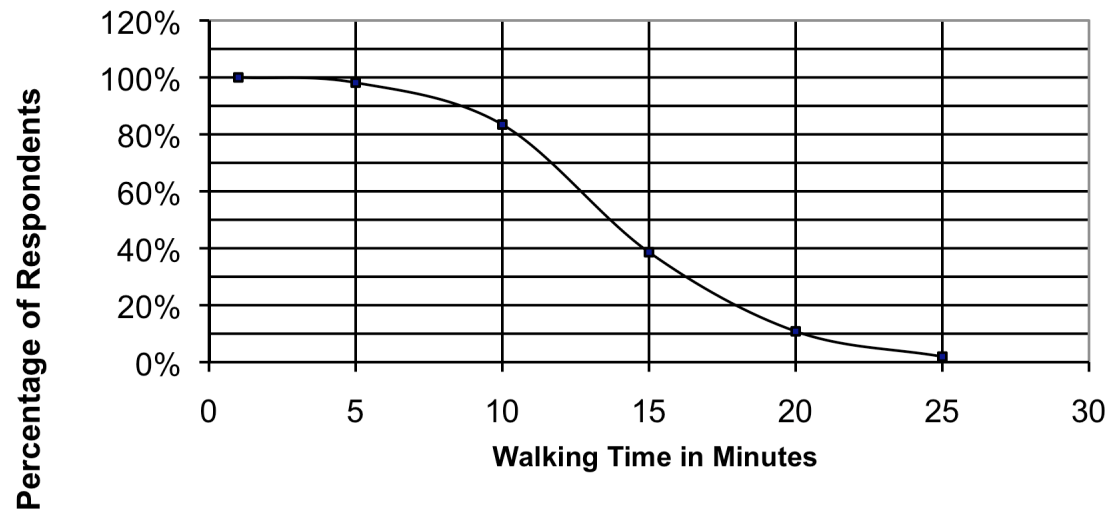
### Importance of Providing Selected Services



# How Far Would You Walk to a Club?

**“Given that it is unlikely that the club will be able to provide daytime parking for its members, how many minutes would you be willing to walk to this club from your campus office? (We’re looking to get the maximum number of minutes you’d be willing to walk.)”**

### Willingness to Walk

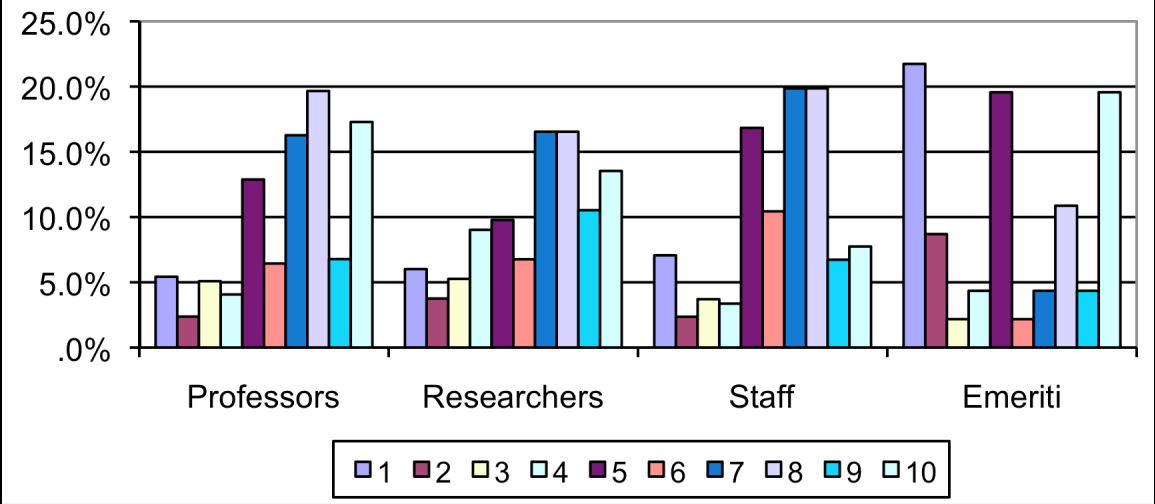


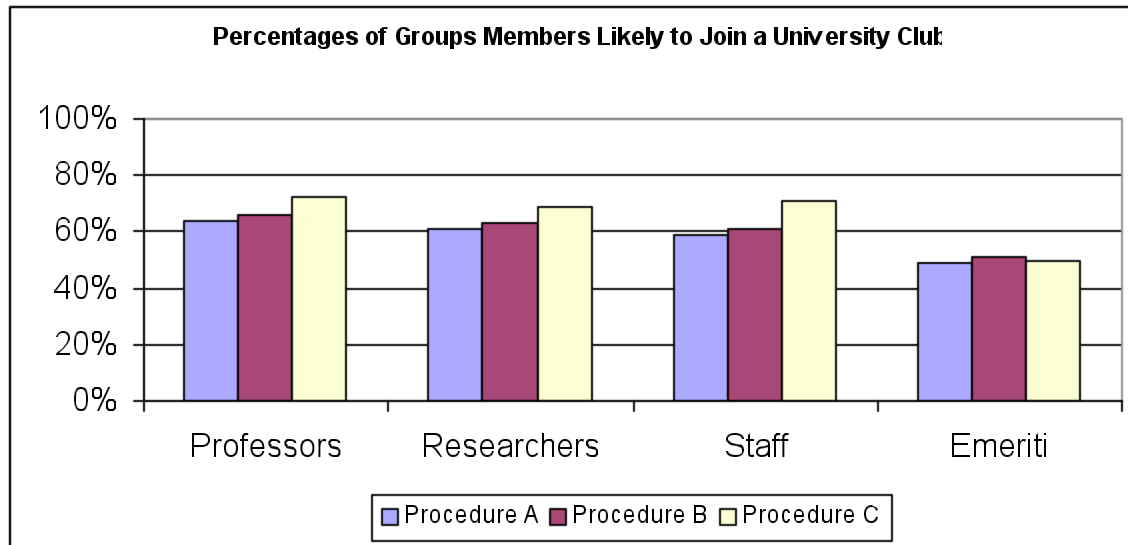
# Will You Join the Club?

**“Assuming this club would offer those features you find important, on a scale of one to 10, where one is will not join at all and 10 is will most definitely join, please indicate whether or not you would join this club:”**



### Responses to Question 6





**Procedure**

**A**

**B**

**C**

**Projected Membership**

**2600**

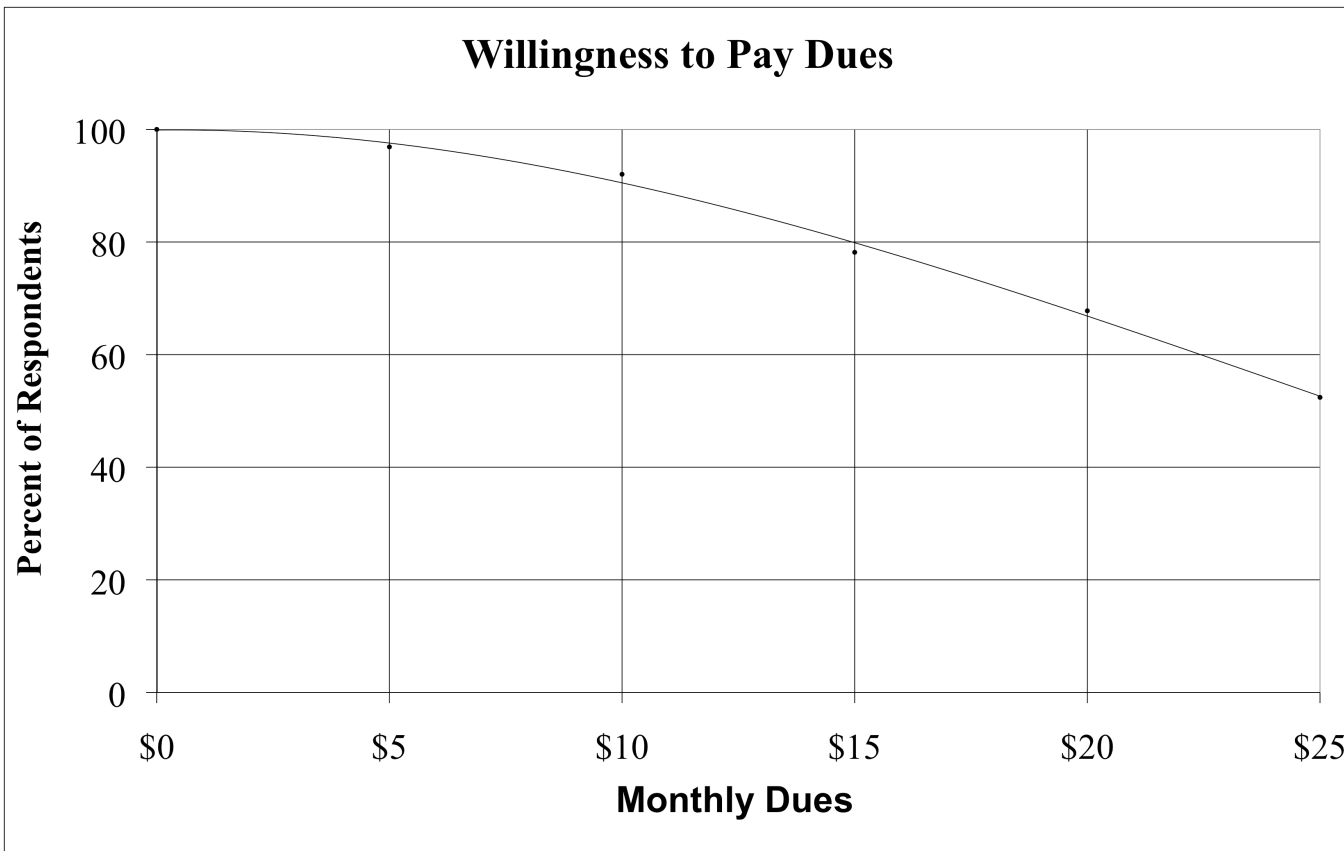
**2700**

**3000**

# What Club Dues Would You Pay?

**“All of the University Clubs at Cornell's peer universities find it necessary to charge membership dues to defray the costs of operating these facilities. Membership dues typically allow members, their families and guests to have access to the club. Members must pay their restaurant and bar checks and any extra fees for special services. How much would you be willing to pay per month for a membership for the Cornell University Club assuming it offered those features that were important to you?”**

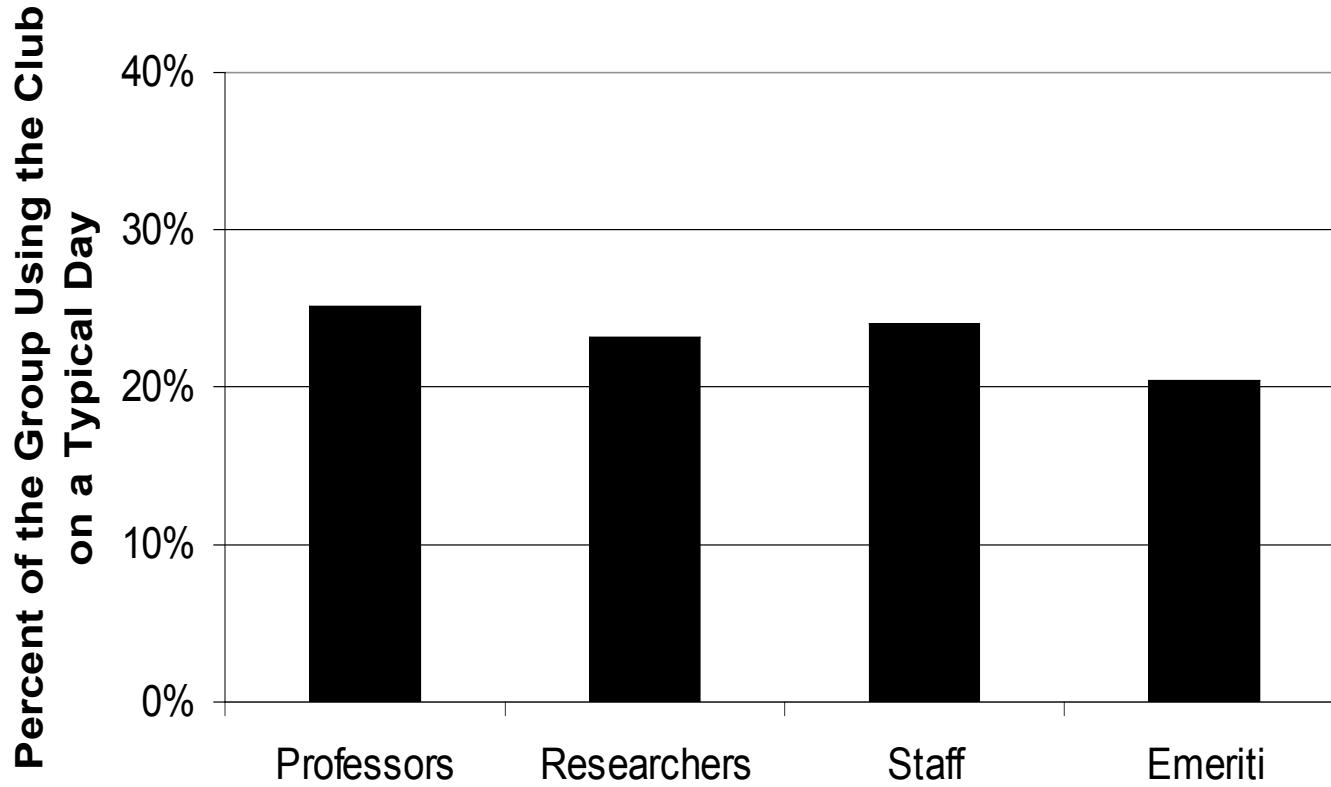
### Willingness to Pay Dues



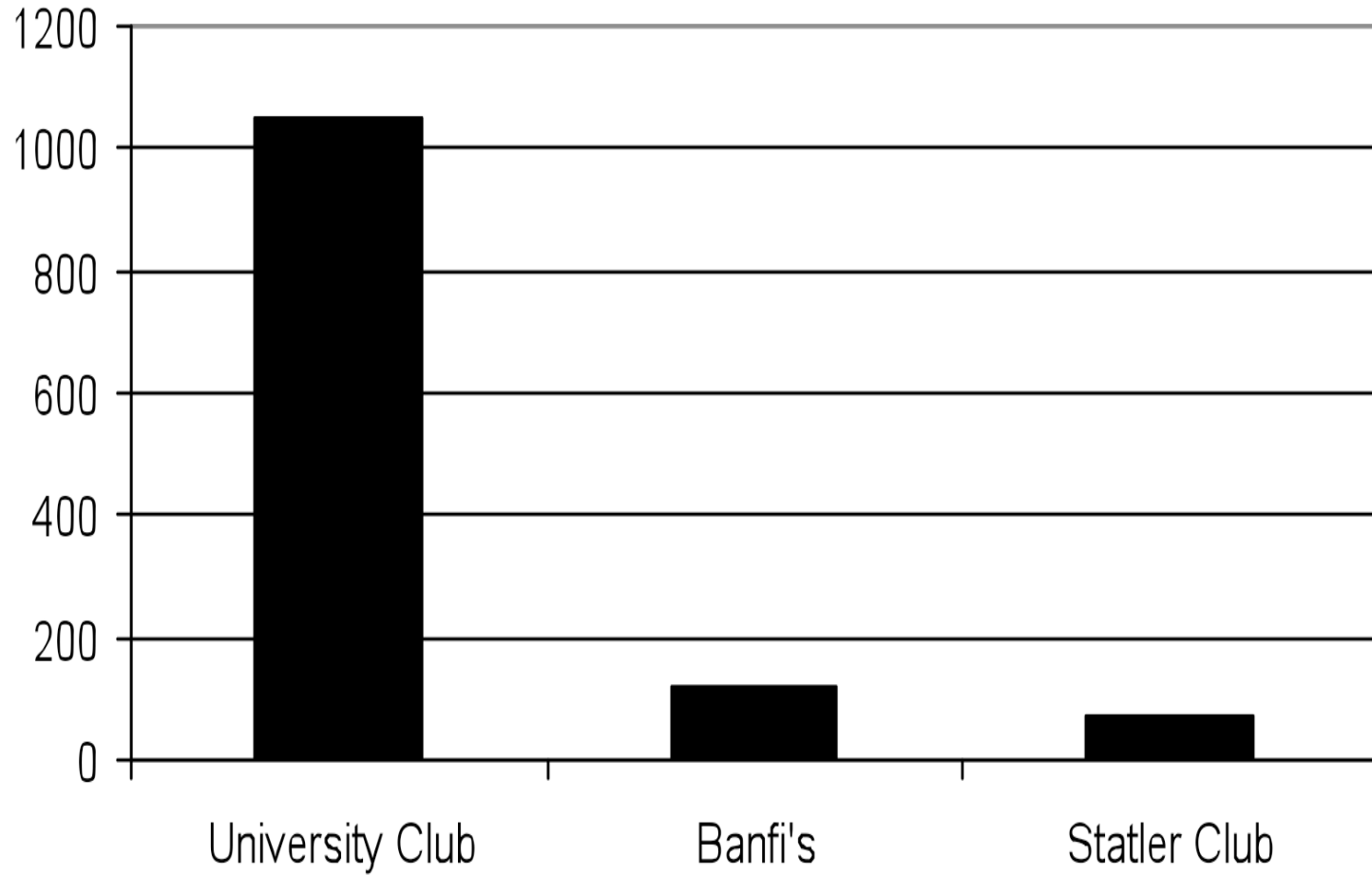
# How Often Would You Use the Club?

**“The major goal of the University Club is to offer its members a facility and services that are comparable to similar clubs at peer institutions. It would have a pleasant and comfortable ambiance, be easily accessible to its members, and offer food and beverage service whose quality and price was competitive with local establishments. If a Cornell University Club achieved that goal to your satisfaction and offered other amenities that are important to you, how often do you think that you would likely make use of it either for business or pleasure?”**

## Projected Average Daily Usage



## Average Daily Covers



# Projections of Demand

## Assumption 1

- Complimentary membership for all
- Club's location is at everyone's office door

2750 Members

1100 Daily Covers

## Assumption 2

- \$11.50 monthly Club dues
- Each member's office is a 10 minute walk from the Club

2000 Members

800 Daily Covers



# Financial Viability

## 2003 Report of the University Club Task Force

- Financial independence and viability will be achieved with

**1000 Members**

**200 Daily Covers**

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## 1. Correlations

- **Definition of correlation**

**Zero:** Those unlikely to join are willing to pay the same dues as those likely to join

**Positive:** Those unlikely to join are not willing to pay the same dues as those likely to join

- **This analysis assumes zero correlation**
- **If the correlation is positive, this analysis underestimates the demand**

## **2. Non-Linear Effects**

- **Success breeds success**

## **3. Will Respondents Do What They Say?**

- **Projections are an art, not a science**
- **Memberships between 1400 and 2700 are possible**