

Livingston Country Club Member Survey 2011

Conducted by
Dick Wesley / Jack Birecree

3/17/2011

Purpose:

The LCC Board of Directors has been searching for other ways to increase the communication within the membership. The existing means of communications for LCC generally allow for one-way communication. Specifically, there are a number of means offering communication from the LCC Board to the members. However, it is up to members to take the initiative to provide feedback to the LCC Board of Directors if they want any communications to take place in the opposite direction.

In January of 2011 the LCC Board of Directors authorized Dick Wesley and Jack Birecree to solicit member feedback on a variety of topics related to their general satisfaction of Livingston Country Club.

Duration:

The survey ran from Tuesday March 1st through Tuesday March 8th for duration of slightly over 8 days. The survey also spanned parts of 2 weeks to allow members who might be travelling or on vacation to participate.

Makeup:

We employed an on-line survey service to facilitate the creation, distribution and analysis of the survey. The cost of this service to the Club was zero.

We employed many industry-standard techniques for phrasing questions and answers – to increase the likelihood that the answers were unbiased. The survey was tested by one of the developers with a single member and changes were made to improve it before mass distribution.

It was deliberately kept short - consisting of only 10 questions. Most were Yes/No responses. Anything else used Likert scales to ensure objective alternatives. The survey was designed to be completed in less than 10 minutes.

The survey did not span multiple pages. All responses were included on a single page. Participants were required to scroll down to answer all of the questions.

Eight of the questions were required. Participants were not allowed to submit the survey before completing 8 of the questions. We did this to ensure a uniform distribution of the answers across all respondents.

The final question was an optional open-ended essay questions soliciting resident feedback for the LCC Board of Directors.

Communication:

The survey was announced on the website and was sent via email to all members on the website. The announcement was distributed to 177 people prior to the survey.

Because the decision to authorize the survey came so late, the survey was not announced to the general membership in any other way. This was unfortunate and could have increased the level of participation.

All communications were designed to be completely unbiased so as to not taint the results. The announcements and reminders simply appealed to the residents to respond to the survey.

Distribution:

This survey utilized a single channel for participation - Online via email invitations. On March 1st, the invitations were sent out to the entire list of email addresses on file in the LCC Master List - 177. Each email contained a link that if clicked opened up the survey in the resident's internet browser (Internet Explorer, Firefox, etc.).

A reminder also containing a link was also sent out to the members who had not yet responded on March 5th.

Participants were allowed to answer the survey only once. They were not allowed to go back and edit a previously submitted response once the survey was submitted.

No paper version of the survey was available. This might have increased participation but being the offseason, this was not considered viable.

Results:

Participation:

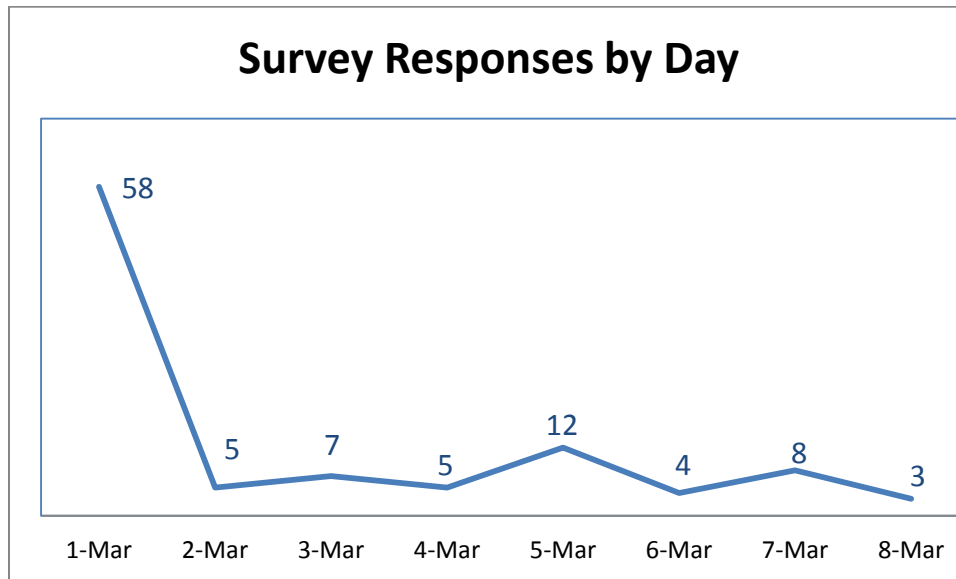
A normal response rate for a members-only survey of any type is in the 5-40% range. With 40% considered very good. We received 102 total responses from members using the link on the email invitation. Of the members who completed the survey on-line, this represents 58% of the invitations.

By any measure 102 responses is an good response rate.

The survey was actually opened from the invitation link 151 times. This implies that *some participants* looked at the survey but did not fill it out immediately. Because of the vagueness of the way this is calculated, we don't place too much value on this statistic.

A few households received two or more invitations because they had multiple email addresses on file with LCC.

Response Rate:



The chart above shows the rate at which responses were received. As with most electronic surveys, the majority of responses came in the first couple of days. Studies have shown that people rarely look at email that is more than a couple of days old. The blip on 3/5 was due to a “reminder” email being sent out to those participants who had not yet returned a survey. Good practices recommend no more than two reminders be sent to participants.

57% of the surveys were returned in the very first day of distribution. 85% were returned after the 1st reminder on the 5th day.

Write-in:

The survey also had an open-ended question at the end which was optional. Most people tend to skip optional questions if they require textual responses. The question asked for suggestions to the LCC Board of Directors. We received 52 responses for this. This level of participation is considered very high.

Due to the size, the responses to the essay questions are contained in subsequent report. As with most surveys of this type, there is an implied contract of anonymity for individual respondents. It might be possible that some of the write-in responses could reveal the identity of the author. For this reason the authors will remove any identifying comments before sharing them with the Board. No other modifications to the write-in comments will be performed

Time to complete:

The average time to complete the survey was 8 minutes. This was within our goal of under 10 minutes.

Post-Mortem:

At the conclusion of the survey and analysis we recommend conducting a post-mortem to see what mistakes were made and what might be done to improve surveys like this in the future.

Executive Summary:

Respondents :

- a. Are individual members
- b. Have been a member of LCC for 12 years on average
- c. Played 42 rounds on average
- d. Generally take a cart when playing
- e. Bought at least one cart book during membership renewal and 42% also bought at least one book during the season
- f. Are happy with the carts currently in use.
- g. Are not interested in a season cart pass priced at \$650/800.

Members rated the following improvements between Very Important and Moderately Important (listed in decreasing order of importance):

- a. Rebuild #7 Green
- b. Side the Clubhouse

Members rated the following improvements between Moderately Important and Unimportant (listed in decreasing order of importance):

- a. Re-building and leveling tees
- b. Cart path paving
- c. Storage for equipment in the maintenance area
- d. Water system upgrades
- e. Bathrooms in the Pro Shop
- f. New forward red and gold tees on #10 & 17
- g. New ladies tee on #14 - allow the use of a driver

Survey Mechanics:

- Utilizing an on-line survey with email invitations resulted in a very good response rate. 102 people responded accounting for 58% of the invitations.
- We believe two things may account for the high participation rate:
 - a. The survey was conducted in an efficient manner using modern technology.
 - b. Reminders were sent out via email through the duration of the survey.
- The volume and content of write-in comments were interesting and suggest that members have a great deal of passion regarding the governance of the club.

On the following pages, the results of each of the required questions are reported. We used many of the analysis tools provided by the survey service we contracted with.

1) How many years have you been a member of LCC?

Total respondents	100
Respondents who skipped this question	2

Additional observations on this question:

1. The average length of membership was 12.3 years
 2. The median (middle value) is 9 suggesting there are a few members with extended membership periods skewing the average upward.
 3. Four years was the length identified most often
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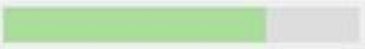
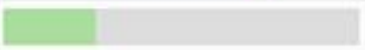
2) Approximately how many rounds did you play last year?

Total respondents	100
Respondents who skipped this question	2

Additional observations on this question:

1. The average number of plays was 41.8
2. The median (middle value) is 40 suggesting a normal distribution
3. 50 plays was the number mentioned most often.
4. For family memberships, the question could read ambiguously, causing confusion as to which family member (or all) were to be counted.
5. Unless you somehow keep track of this it's probably just a guess by most members

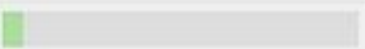
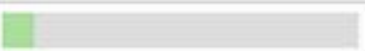
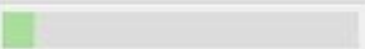
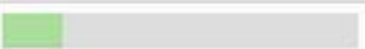

3) Are you an individual or family member at Livingston? (Choice - Single answer) **Required**

Individual	74%		74
Family	26%		26
Total respondents			100
Respondents who skipped this question			2

Additional observations on this question:

1. This approximates the general membership ratio (70/30). Indicating the responses we received represent the general membership demographics quite well.

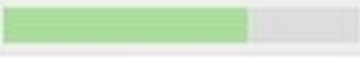

4) How often do you take a golf cart when you play? (Choice - Multiple answers) **Required**

Never	6%		6
25%	9%		9
50%	9%		9
75%	17%		17
Always	59%		59
Total respondents			100
Respondents who skipped this question			2

Additional observations on this question:

1. 85% of respondents take a cart half the time.
2. Almost 60% always take a cart and never walk.

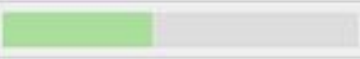
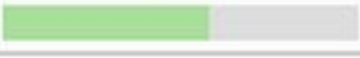
5) Did you buy a book(s) of cart passes during membership renewal? (Choice - Single answer)

Yes	68%		67
No	32%		31
Total respondents			98
Respondents who skipped this question			4

Additional observations on this question:

1. The actual count of people buying books during membership renewal (through March 17th) was 85/136. (63%). Again, the response ratio matches the real ratio pretty closely – indicating a good cross section of members participated in the survey.
2. We sold a total of 125 cart pass books during renewal through March 17th.

6) Did you buy a book(s) of cart passes during the year? (Choice - Single answer) Required

Yes	42%		42
No	58%		58
Total respondents			100
Respondents who skipped this question			2

Additional observations on this question:

1. Approximately 60 cart-pass books were sold during the 2010 season.
2. No information on how many members bought additional books during the year.
3. Who and how many would be great information to capture...hint!

7) Are you satisfied with the carts currently in use at Livingston? (Choice - Single answer) **Required**

Yes	80%		79
No	20%		20
Total respondents			99
Respondents who skipped this question			3

Additional observations on this question:

1. A strong majority of members are happy with the current carts.

8) Many local clubs offer a season cart pass. The costs range from \$540-\$700 for an individual. We are considering a season cart pass for Livingston at \$650 for an individual and \$800 for a family. Would you be interested in purchasing a season cart pass were one available? (Choice - Single answer) **Required**

Yes	22%		22
No	78%		77
Total respondents			99
Respondents who skipped this question			3

Additional observations on this question:

1. This was a compound question and should be viewed as such. We asked would you be interested AND at a price of \$650. You might get a different answer with a different price.
2. We also think the question could have been worded a little better, because if it's spread over the entire year, it's difficult for people to remember how much they actually spend on carts.

10) Please rate the following capital improvements:



Additional observations on this question:

1. Scale:
 - a. 1 represents Unimportant
 - b. 2 represents Moderately Important
 - c. 3 represents Very Important
2. Only 2 items ranked between Moderately Important and Very Important:
 - a. Rebuild #7 green
 - b. Finish siding the clubhouse
3. Good information for long-range planning