

Member Satisfaction Survey – March 2023

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Membership Information

Our mailing list has 996 members, and our actual membership (shareholders) is around 1500, however the actual number of curlers before Christmas was 646. We received 227 responses, or 35% of the actual curlers before Christmas. Below is a membership comparison built by General Manager, Bruce Renwick.

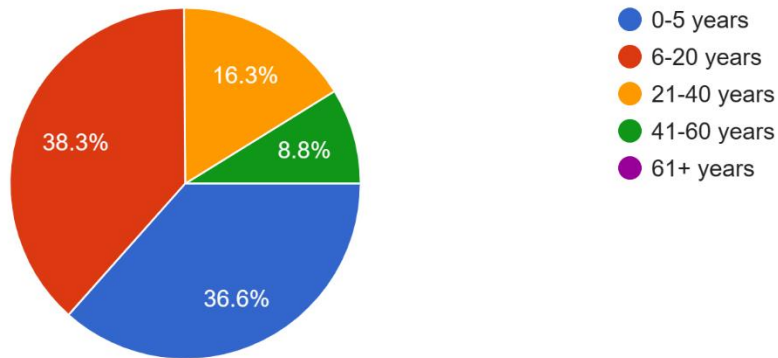
Membership Comparison - 2022/23 vs 2021/22											
2022/23 - 1st Half			2021/22 - 1st Half			2022/23 - 2nd Half			2021/22 - 2nd Half		
Day Leagues (143 teams)			Day Leagues (127 teams)			Day Leagues (132 teams)			Day Leagues (139 teams)		
Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled
126	1	126	129	1	129	121	1	121	120	1	120
108	2	216	95	2	190	92	2	184	100	2	200
33	3	99	39	3	117	32	3	96	38	3	114
13	4	52	8	4	32	13	4	52	15	4	60
1	5	5	0	5	0	1	5	5	0	5	0
0	6	0	0	6	0	0	6	0	0	6	0
281	2 empty spaces	498	271		468	259		458	273		494
Night Leagues (121 teams)			Night Leagues (109 teams)			Night Leagues (121 teams)			Night Leagues (109 teams)		
Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled
343	1	343	299	1	299	343	1	343	299	1	299
57	2	114	56	2	112	57	2	114	56	2	112
5	3	15	3	3	9	5	3	15	3	3	9
3	4	12	3	4	12	3	4	12	3	4	12
0	5	0	0	5	0	0	5	0	0	5	0
0	6	0	0	6	0	0	6	0	0	6	0
408		484	361	4 empty spaces	432	408		484	361	4 empty spaces	432
All Leagues (264 teams)			All Leagues (236 teams)			All Leagues (253 teams)			All Leagues (248 teams)		
Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled	Number of Curlers	Leagues per Week	Spaces Filled
399	1	399	381	1	381	403	1	403	376	1	376
180	2	360	163	2	326	164	2	328	164	2	328
46	3	138	48	3	144	42	3	126	47	3	141
20	4	80	11	4	44	20	4	80	19	4	76
1	5	5	1	5	5	1	5	5	1	5	5
0	6	0	0	6	0	0	6	0	0	6	0
646	2 empty spaces	982	604	4 empty spaces	900	630		942	607	4 empty spaces	926
(43 members curling both day & night)			(28 members curling both day & night)			(37 members curling both day & night)			(27 members curling both day & night)		

Respondents

The majority (nearly 75%) of the respondents have been members of the club for 20 years or less, and half of the majority was even less than 5 years (new curlers!). The age range was almost 50% in the 60 -74-year range, with an even mix across the other 50%. Here are the results from the survey:

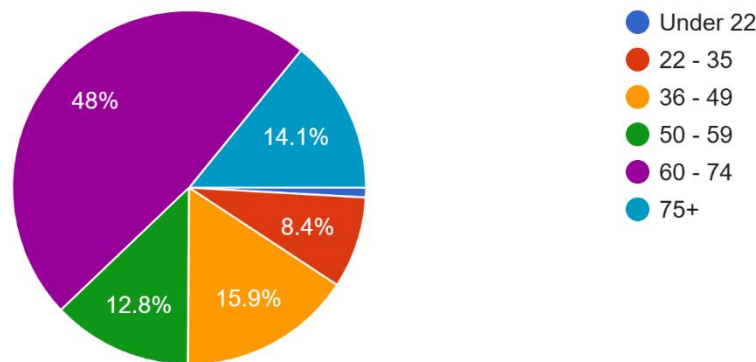
How long have you been a member?

227 responses



What is your age range?

227 responses



Satisfaction

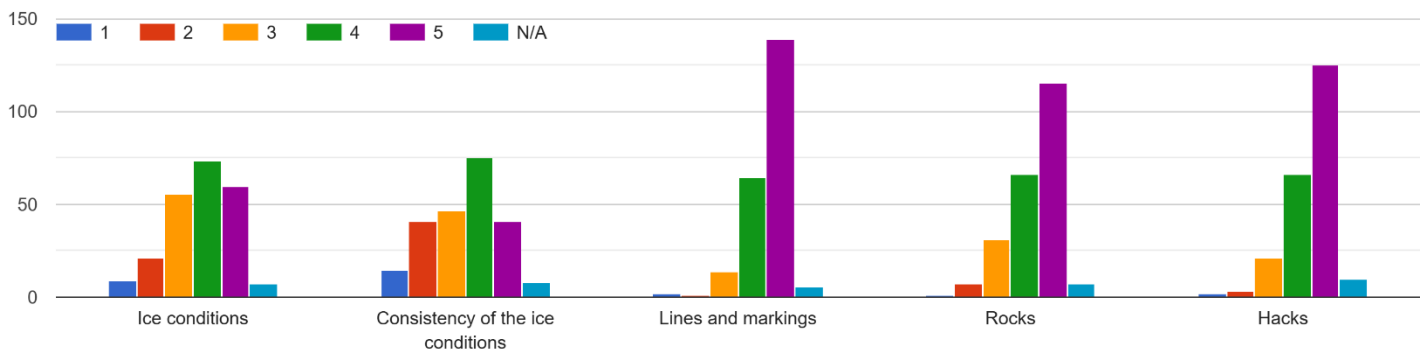
Leagues: Most respondents were satisfied with the league(s) they curled in. The ones we would want to give some attention to would be the few that have not satisfied members. The graph below shows how many people chose not satisfied or satisfied per league. Of the 227 responses there were 471 choices made for satisfaction, not including the N/A responses.

League	Total curlers	Not Satisfied	Satisfied	% of respondents
Nifty Fifty	56	0	27	48%
Monday Masters	100	3	34	37%
Monday Open Dinner	68	2	36	56%
Monday Night Rec	64	0	26	41%
Tuesday Ladies	44	0	17	39%
Tuesday Night Competitive	36	1	19	56%
Tuesday Novice	32	0	9	28%
Wednesday Masters	64	0	28	44%

Wednesday Night Open	132	3	54	43%
Farmers	68	1	31	47%
Thursday Social Mixed	95	3	44	49%
Thursday Open Dinner	0	2	1	#DIV/0!
Thursday Night Mens	68	0	41	60%
Friday Ladies	0	0	1	#DIV/0!
Friday Stick	71	1	24	35%
Friday Night Social	84	6	34	48%
Sunday Novice	16	2	4	38%
Juniors	27	1	7	30%
Little Rockers	27	1	8	33%
	1052	26	445	45%

Curling Sheets: While the lines, markings, rocks, and hacks all received high ratings, the ice conditions received more range of ratings, with 9 people choosing 1 for the ice conditions and 15 people choosing 1 for the consistency of the ice conditions. This is something that should have attention brought to it.

How would you rate the quality of the curling sheets?



Facilities: Most of our facilities received over 75% of responses at a 4 or 5 rating for being satisfied. The Menu Selections and Kitchen Hours were 20% or higher in the 3, 2, and 1 ratings. These things should be looked at for the next season.

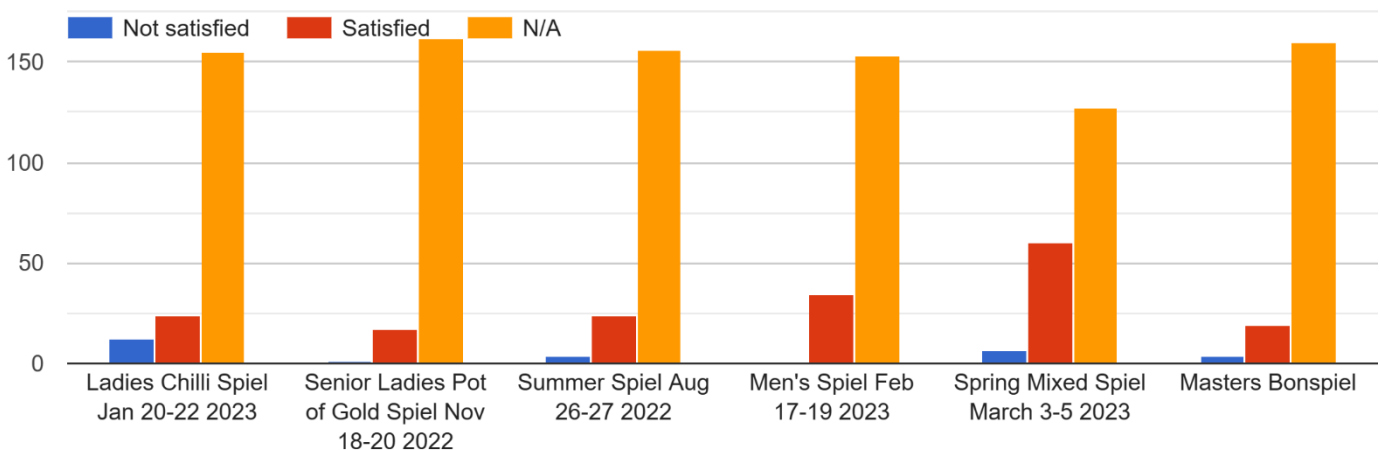
How Satisfied were you with the facilities?														
	Washrooms		Locker Rooms		Viewing Area		Menu Selections		Bar Selections		Kitchen Hours		Bar Hours	
1	3	1.33%	3	2.14%	3	1.34%	5	2.30%	2	0.99%	7	3.30%	2	1.02%
2	2	0.88%	2	1.43%	3	1.34%	9	4.15%	4	1.97%	10	4.72%	0	0.00%
3	8	3.54%	10	7.14%	16	7.14%	28	12.90%	11	5.42%	35	16.51%	18	9.14%
4	52	23.01%	36	25.71%	61	27.23%	77	35.48%	64	31.53%	66	31.13%	54	27.41%
5	161	71.24%	89	63.57%	141	62.95%	98	45.16%	122	60.10%	94	44.34%	123	62.44%
	226		140		224		217		203		212		197	

Bonspiels

The bonspiels had more respondents choosing Not Satisfied then Satisfied, this is somewhere we can make improvements for next year. Spring mixed had the highest number of unsatisfied curlers at 60, and we did not survey anyone on the Close the Barn Door.

How satisfied were you with these bonspiels?						
	Ladies Chilli Spiel Jan 20-22 2023	Senior Ladies Pot of Gold Spiel Nov 18-20 2022	Summer Spiel Aug 26-27 2022	Men's Spiel Feb 17-19 2023	Spring Mixed Spiel March 3-5 2023	Masters Bonspiel
Not Satisfied	12	1	4	0	7	4
Satisfied	24	17	24	34	60	19
N/A	155	162	156	153	127	160

How satisfied were you with these bonspiels?

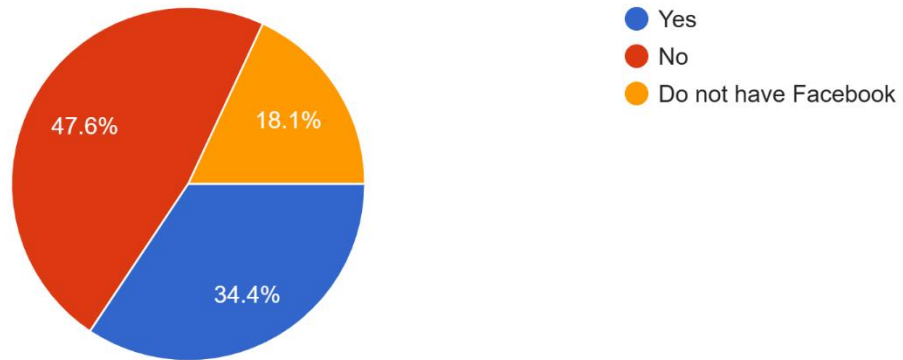


Communication

We do not have a large following of members following us on Facebook and there is only 18% of respondents that say they do not have Facebook. This is something we should look at for next season.

Do you follow us on Facebook?

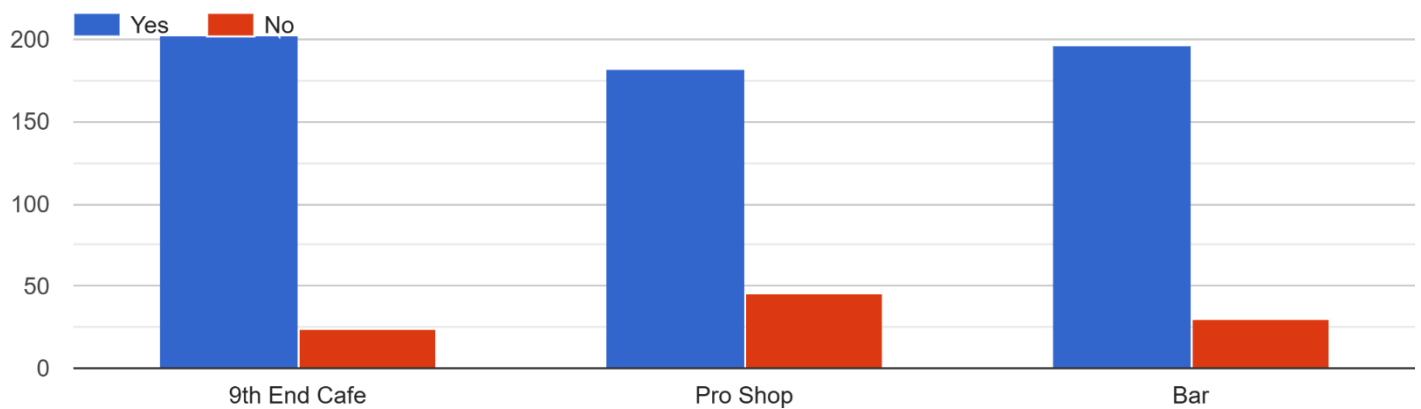
227 responses



Shopping

Most of our members are shopping at our kitchen, pro shop, and bar. The least shopped at was the pro shop.

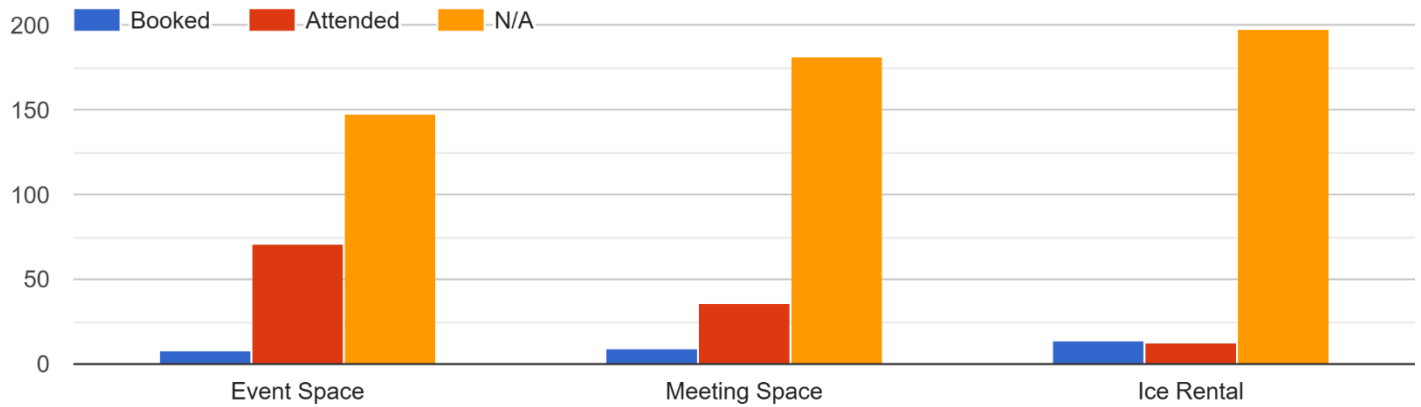
Did you shop or dine at our facilities this past season?



Event Space

We had minimal members booking event space, and more attending events.

Did you book or attend anything in our facilities this past season?

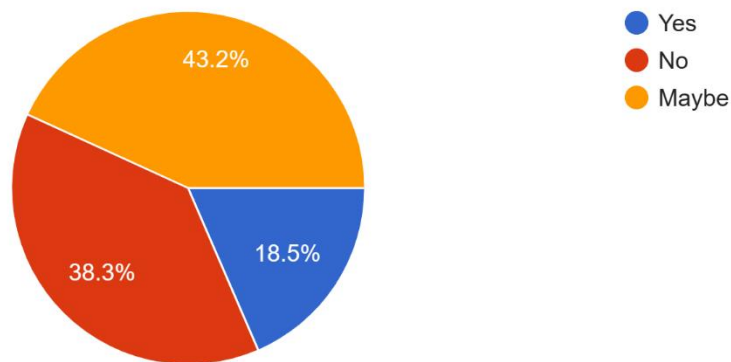


AGM

We can look at adding something for the AGM that brings more people in. (Turkey throw or win a free league?)

The AGM is set for Thursday September 7 2023 at 7PM, will you be there?

227 responses



Comments

The responses that were received as comments are removed for confidentiality purposes.

The board is continuing to review the comments and have found them extremely useful for moving forward. We would like to thank each and every member that took the time to share feedback with us