



A SELF SERVICE GUIDE TO MEMBERSHIP SURVEYS

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TENNIS
FOR BRITAIN



Introduction

Communicating regularly with members and visitors is an important part of growing a successful business.

You will have often heard the saying 'retaining a member costs less than acquiring a new one' and studies suggest this could range from anywhere between five to 25 times more expensive than retaining an existing member. Therefore, regular and effective communication is vital step to undertake in order to support your plans around membership retention.

They are fundamental to understanding the reasons and motivations for playing and maintaining activity levels as well the reasons some members may choose to leave.

Creating your Survey

Format

Whilst paper based surveys are still widely utilised the task of deciding on the questions (often far too many for an effective survey), designing the survey to sending it out, chasing members to respond and then collating and analysing the responses will often fall on the responsibility of one or two members of the staff or volunteers, making it a heavy and onerous task.

We therefore recommend that you utilise digital survey platforms such as SurveyMonkey to help facilitate the collection of your survey responses and already have built in tools to help you analyse your results.

Timing

Consider the timing of you survey. A good time for an overall membership survey would be towards the end of the season, when members have been at their most active and the courts and facilities have been open during throughout the season.

Questions

Keep the number of questions to a minimum and ensure that you complete it yourself before distributing; timing how long it takes you to complete. Research shows that data quality declines on surveys that are longer than 20 minutes, so a good rule of thumb is to aim for a survey that takes no more than 15 or 20 minutes to complete.

Consider the key questions you need to ask in order to give you enough information you need to make business decisions in the future. We've pulled together a selection of examples questions for you might want to consider when producing a member survey.

Please note that not all sections will be appropriate for your club, and you may want to alternate questions/sections at different times throughout the year, or deliver surveys to different populations of your membership i.e. adult or juniors.

Don't think you have to hit your membership with a survey that incorporates every part of your clubs facilities, you may just wish to ask your membership about one aspect of you club to inform future business decisions.

We recommend using satisfaction scales of 1-5 or 1-10 where appropriate, making sure that you are consistent throughout the survey. You may also wish to pose the questions in an alternative format and include statements, asking how much the respondent agrees or disagrees with the statement.

Ways to increase awareness and engagement

Internal surveys will generally receive an average of 30-40% response rate, compared to an average 10-15% response rate for an external survey. To increase response rates raise awareness of the survey in advance of your send date by promoting it across multiple touch points:

Clubhouse and Courts

- Posters on noticeboards
- Inside lockers
- Changing Rooms and Toilets
- Bar counters and table top displays
- On gates to courts, courtside and benches/seats
- Shop Counters
- Fitness and Gym Areas/Equipment
- Updates on Clubhouse TV/digital displays (where applicable)

Digital and Social

- Reminders on social media channels
- Feature on members area of website
- Member newsletters
- Pop up reminders on booking systems / confirmations

Other

- Recruit a member/volunteer to champion the survey and raise awareness amongst the membership
- Handing out flyers at events/matches
- Engaging with coaches and committees
- Encourage staff to verbally communicate
- Have a tablet/computer available on site in order to complete

SURVEY QUESTION EXAMPLES

Membership Loyalty and Experience

These two questions are considered 'golden questions' and we would recommend asking these two questions at any opportunity. They give you the best indication to the health of your club now and in the future.

Background Questions

These questions may help you filter responses based on key member of membership demographics.

Gender
Age
How long have you been a member of the club?

Recommendation and Loyalty

1. Based on your overall experience with [club name] please state:

How likely is it that you would recommend [club] to friends, family or colleagues?

Scale 1-10

This question is a typical question used to measure your Net Promoter Score (NPS). It is a simple measure of customer loyalty that is used across all businesses to monitor performance and to benchmark themselves against other businesses in the same industry.

How likely is it that you will still be a member of [club] in [two] years?

If you receive a score less than "7" on the above scale, you may wish to deep dive into the reason(s) why.

What is the reason you do not expect to be a member in two years? It is possible to specify more than one reason. Examples could be, due to my age or health condition, relocation, value for money.

Membership Information

What is your current membership category? E.g. Full, Senior, Intermediate

What is your average journey time to the club? E.g. under 10 minutes, 11-15 minutes etc.

Do you have playing partners in [club] with whom you regularly play?

Do you have family members who are members of [club]?

Are you a member of any other sports club based out of the facility?

How often do you use the tennis facilities (courts, gym, bar and cafe)?

Would you like to help the club with volunteer work?

In which areas would you like to help [club]?

Communication

What would your preferred method(s) be for the club to communicate with you?

Club Website

Noticeboard at the club

Club Newsletters

E-mail

Social Media (e.g. Facebook, Twitter, Instagram)

Phone / Mobile

Other

Prices and products

Please indicate how much you agree or disagree with the following statements:

(1) Strongly disagree (2) Disagree (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree

The different types of membership meet my needs

Compared to other clubs, the prices in [club] are reasonable

Do the current member benefits meet your requirements? Yes or No

If answer to the above is no, what additional benefits would you like to see?

Competitions

Please indicate how much you agree or disagree with the following statements:

(1) Strongly disagree (2) Disagree (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree

The club organises an appropriate number of competitions per year

The variety of competitions covers my needs

Over the entire year, how often do you play tennis [in the club]?

Over the entire year, approx. how often do you invite guests to play at the club?

How many years have you played tennis in total?

The Facilities

Please indicate how much you agree or disagree with the following statements:

(1) Strongly disagree (2) Disagree (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree

All in all, I am satisfied with the club's playing facilities (courts)

In general, the courts are available when I want to use them

The accessibility of the courts is satisfactory?

How satisfied are you with the following elements of the playing facilities?

The court condition etc.

The Bar and restaurant/café

Based on your overall experience with the bar/restaurant in [club], please state:

How likely is it that you would recommend [club]'s bar/ restaurant to friends, family or colleagues?

Please indicate how much you agree or disagree with the following statements

The selection of food and beverages is sufficient

The operation of, and service in, the bar /restaurant is good

Clubhouse

Please indicate how much you agree or disagree with the following statements:

(1) Very unsatisfactory (2) Unsatisfactory (3) Neutral; (4) Satisfactory; (5) Very Satisfactory

The changing rooms and shower facilities are satisfactory

The toilet facilities in the clubhouse are satisfactory

Accessibility to and in the clubhouse is satisfactory

Coaching

Have you had lessons or coaching at [club] over the past year?

If "Yes" to the above

Based on your overall experience of coaching and lessons, please state:

How likely is it that you would recommend them to friends, family or colleagues?

If "No" to the above

What is/are the primary reason(s) you have NOT taken lessons from the club's Coach?

Further Comments

If you have any additional comments on [club name] please enter them here: