

RESULTS OF 2021 MEMBER SURVEY

The survey was sent out to 360 members in December of 2021. 271 members (75%) opened the email, and 152 members completed the survey, resulting in a final response rate of 42%. The timing of the survey (over the holidays) was challenging and likely dropped the response rate. Despite that, the sheer number of respondents provided a robust picture to help guide the club. The survey was very helpful to both the Board of Governors and Barry as we set strategic priorities about where we want the club to go. It gave us a picture of what is important to the members and what areas to focus on as we seek to increase member satisfaction and our profitability.

(Questions in Bold; Notes, comments and analysis are in italics, some questions have been paraphrased for clarity)

Q3 – How Long Have You Been A Member At Chequessett?

More than 50% of respondents are new members, in their first year or first 2-3 years. *This indicates that there is a pretty high level of engagement with these new & fairly new members.*

Q4 – What type of Membership do you currently have?

About 75% of the respondents are Full Members, 48% are Full Individual, the next big chunk are Full Couples & Full Families. Less than 25% make up all the other categories (Associate, Young Associate, Tennis, Afternoon Golf, Social etc.).

Q5 - (Only Full Members answered) Are you aware of your membership benefits?

Most respondents were aware of all the benefits of Full Membership. (Guest passes, discounts, beach club, etc.) but a lot of people (42%) didn't know they had permission to leave their boat down at the waterfront.

Q6 -Are you aware of Beach Club rentals?

73% of respondents were aware they could rent beach chairs but just under 30% weren't. *Emails are sent weekly to remind members.*

Q7 – Are you aware you can bring your own equipment to Beach Club?

40% of respondents didn't know they can use the beach even if they don't rent chairs. *We have attempted to emphasize that in our 2022 communications.*

Golf Questions

Q8 – (All members answered) How often during 2021 season did you play golf?

More than 50% of respondents play golf once or several times a week. Another 26 percent are playing two or three times a month.

Rest of golf-related questions went only to members who play golf

Q9 – Most often do you play 9 or 18 holes?

70% are 9-hole players.

Q10 – Do you play as part of a League?

54 % Never or Rarely play as part of League

Q11&12 – Are you interested in playing in Tournaments?

Sunday Mixers – 50% not interested, 50% are somewhat (28%), very or extremely interested

Member/Guest – 60% are somewhat (39%), very, or extremely interested

Member/Member – 64% are somewhat (34%) very (32%), extremely interested. *(This is most popular)*

Holiday Tournaments – not much interest

Q14 – Rank Golf Course Improvements in order of importance?

Planting & Aesthetics (66% ranked as No. 1 or No. 2; 90% put in top 3)

On-course yardage markers (birdhouses) (66% ranked as No. 1 or No. 2, 85% in top three)

Clear signage and smoother cart paths were not as important

Q15 – Are there other improvements you would like to see to the golf course?

84 comments – thats a lot. Mosquitoes, water, better drainage.

Mosquito situation is much improved this year. Cart path work & Herring River project should alleviate drainage problems

Tennis Questions

Q16 – (All members) How often during the 2021 season did you play tennis?

77% of members who answered the survey do not play tennis at all. 88% don't play at all or only 1-3 times all season. Of the 144 people who answered this question, only 17 play tennis. *Pickleball has increased the use of the courts considerably this season.*

Rest of tennis questions went only to members who play tennis

Q17 – How often do you play in Chequessett Round Robins?

Out of the 17 people who said they play tennis, 12 said they never or rarely play in the Round Robins. Only 5 respondents said they play in Round Robins all of the time or most of the time.

Q18 - Most said they never or rarely organize their own play or matches

Q19 - How interested are you in playing tennis in (tournaments)?

50-60% Not at all, or not very interested in tournaments or organized play. 35-40% Very interested.

Q20 - Tennis players were asked to rank order 4 potential improvements in terms of their importance.

78.5% of respondents rated conditions of the courts as either the most important (42.9%) or second

most important (35.7%) improvement. 42.8% of respondents ranked finding players to match skill levels either most important (35.7%) or the second most important improvement (7.1%). While an equal proportion ranked seating to watch tournaments either the first or second most important improvement, only 7.1% ranked this as the first most important and 35.7% as the second most important improvement.

Pickleball Questions

Q21 – (All Members) How interested are you in playing Pickleball at Chequessett?

A lot are Somewhat Interested – (38.1%) and 27.1% are Very (16.7%) or Extremely (10.4%) Interested. *Pickleball has had tremendous growth this season.*

Q22 & 23– Questions on preferred days and times for Pickleball play

56% have no preference on what day they play. Most other people want mornings (before noon).

Q24 - During the 2021 season, did you play pickleball at a location on the Cape other than Chequessett?

25% - yes

75% - no

Q25 - What would make you want to play pickleball at Chequessett (Check All That Apply)?

62.7% indicated beginner lessons/clinics, 31.9% indicated a pickleball league and another 27.6% indicated reserved time for organized play/round robins. *(This has been implemented this season.)*

Waterfront Questions (All Members)

Q26 – How often would you rent a kayak, paddle board, or sailboat?

79% said they would never or not very often rent a paddle board, 69.7% said they would never or not very often rent a kayak, 72.8% said they would never or not very often rent a sailboat.

Q27 – Sailing program questions

Responses indicating that a Youth Sailing Program was very or extremely important was 40.6% for ages 7 to 10 years, 44.4% for ages 11 to 13 years, and 40.6% for ages 14 to 17 years.

An Adult Sailing program was Very or Extremely Important to only 23% of respondents.

Q28 – The proportion of respondents indicating that each of the following was very or extremely important was:

certified sailing instructors 65.2%

instruction on reading the weather 58.1%

quality of sailboats 55.7%

certification program for students 48%

sailing races/regattas 25.2%

instruction on racing strategy 22%

Social Questions

Q32 – 58.3% attended Thursday Happy Hours

Q33 – 61.9% were very or extremely satisfied with food, while another 28.6% were somewhat satisfied.

Camp Questions

Only 9 people answered and of those 78% attended only 1 or 2 weeks.

Q29, 30 & 31 — Summary of the Camp responses: The quality of the counselors and their rapport with kids was most important to those who answered. Of the 9 respondents, only one child did not find camp enjoyable, one found it somewhat enjoyable and the remaining seven found camp to be very or extremely enjoyable.

(The camp program sold out almost immediately this year.)

Food Questions

Q34 – If a limited Bistro menu were available, how likely would you be to purchase food for of each of the following?

50.3% are very/extremely interested in early 4-7 pm appetizers at the boathouse and 43.9% are very/extremely interested in early 4-7 pm appetizers on that patio

53.9% are very/extremely interested in Lunch on Deck/Patio

39.1% are very/extremely interested in Lunch on Boathouse

31.2% are very/extremely interested in dinner after Thursday Happy Hours

25.3% are very/extremely interested in continental breakfast.

11.3% are very/extremely interested in continental breakfast

Communication Questions

Q35 – 40% read Chequessett communications all of the time and another 49% read them most of the time.

Q36 - 68% say the frequency of communications is Just Right

Q37 - 63% rate the communications Very Helpful or Extremely Helpful. Another 32.6% say they are Somewhat Helpful.

Q38 - How interested are you in receiving information about each of the following topics?

88% Very/Extremely Interested in Plans for Club's Future

74% Very/Extremely Interested in Club Operations

59% Very/Extremely Interested in Board Focus & Activities

45% Very/Extremely Interested in Club Involvement in Community Activities

25% Very/Extremely Interested in Tournament Results.

Q39, 40 & 41 – *Responses indicate confusion about the Member Portal (many thought we were referring to the website in general and/or the tee-time booking)*

Q42 – **“Do you have any additional ideas or thoughts you would like to share with us?”**

85 People responded. Comments included

15 on mosquitoes & water

10 said great job/moving in right direction

6 referenced more information wanted online esp. as to course closures and conditions

3 wanted sailboat rentals

2 wanted more weekend events

Other comments included mentions of

Trash in parking lots

Beverage carts

More social events

More plantings around golf course

