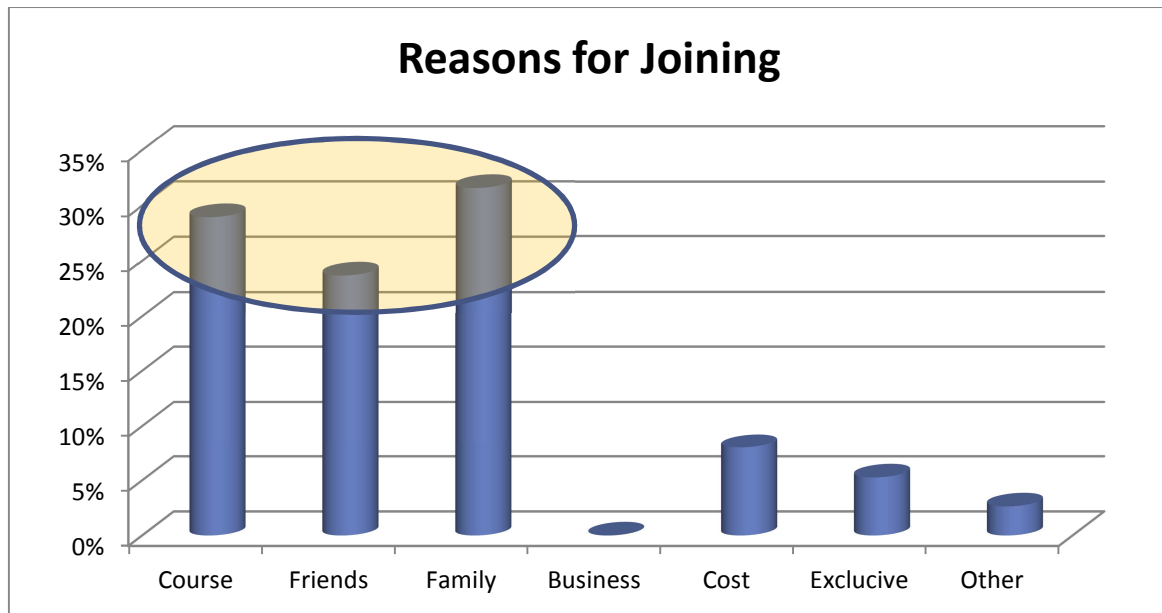


Interpreting Results

The data gathered from the survey can be used in many ways. The example below is taken from a real club.



The club used the information to refocus its retention and recruiting methods.

The graph shows that 80% of members joined for social/playing reasons. This enabled them to develop an events program concentrating on family/friends retention and recruiting. Clearly the marketing focus shifted to a more social demographic.

Combining the information above with data from the age group profile and preferred playing days gave some valuable ideas for membership plans and member incentives.

Warning

Your Members perception of your club **is reality**.