



## Customized Membership Surveys powered by Club Benchmarking

The relationship between a member and their club is complicated, but it can be effectively measured, analyzed and understood through application of our proprietary, research-based model. Soliciting member feedback on a regular basis demonstrates openness to change and empowers your members to participate in crafting an ideal club experience, now and in the future.

Our goal is to partner with you to deliver actionable insight and change outcomes, which is why we developed a custom Membership Survey solution. **Choose a comprehensive Member Loyalty survey or combine individual survey components to focus on specific areas of interest.**

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### Member Loyalty

**How loyal are the members of your club?** Member loyalty is the ultimate goal for any club. Loyal members account for most of a club's revenue (the 80/20 rule) and their enthusiast word-of-mouth endorsements are a cost-effective way to amplify membership marketing efforts. Our **comprehensive Member Loyalty Survey** measures and analyzes contributing factors including Motivation, Value, Satisfaction and Attachment to predict and benchmark the loyalty of your club's membership.

### Member Motivation

**Why do members join your club?** Understanding why members join your club improves your ability to meet the needs of current members. The Motivation survey component has a powerful impact on marketing, retention and recruitment.

### Value & Quality

**What aspects of the club experience do member most value and appreciate?** Our research confirms that there is more to member value than money. Factors that influence your members' perspective on the value of their membership also include ease of use, service quality and the club's reputation.

## **Member Satisfaction**

**How well are you currently meeting member expectations?** Member satisfaction is a measurement or snapshot of how well your club is meeting member expectations at the current time. In isolation, satisfaction lacks predictive value, but it is a contributing factor in the evaluation of member attachment and loyalty.

## **Member Attachment**

**What factors influence your members' connection to the club?** Attachment serves as the bridge between member satisfaction and member loyalty. Members with a low degree of attachment are more likely to resign, while members with a high attachment are more likely to continue their relationship with your club. This survey component evaluates four key components that play a role in member attachment: Place Dependence, Place Identity, Social Bonding, and Place Affect.

## **Member Perspectives - Strategic Planning Survey**

**What are your members' desires and priorities for the club?** Through the Member Perspectives survey component, we capture feedback on the current state of the club and evaluate member interest in and prioritization of future capital improvements. Actionable insight provides a framework for strategic planning and helps to inform decisions about repairs and enhancements.

## **Membership Demographics**

**Who are your members?** The questions in the section of the survey are used to better understand the membership experience and identify trends based on the members' demographic profiles. The survey is designed to be completely anonymous and cannot be used to identify any individual member's responses.