

# SAMPLE MEMBER QUESTIONNAIRE



Member questionnaires are an invaluable tool in helping to understand the reasons and motivations for members joining, playing, and leaving a club, and allows strengths and weaknesses to be identified. It will enable you to make positive improvements, as you look to roll out your #FOREeveryone campaign.

Questionnaires can be sent out to your members in the following formats:

- SurveyMonkey
- Word Document emailed to your membership database

You will see below different examples of questions you might want to consider asking your club members, which will help you understand your strengths and potential areas of improvement.

Please note that not all sections may be appropriate for your club, and you may want to alternate questions/sections at different times throughout the year.

We recommend using satisfaction scales of either 1-10 or agree / neutral / disagree where appropriate, making sure that you are consistent throughout the questionnaire.

## HAVE YOUR SAY FORE YOUR GOLF CLUB

It's time to have your say. Our members are important to us and so we would love to hear your feedback in order to help the club improve and move forwards 'FORE' the future of the game.

### BACKGROUND INFORMATION

1. How old are you?

- 18 - 24      25 - 34      35 - 44      45 - 54      55 - 64      65 & Over

2. Are you

- Male      Female      Other      Prefer not to say

3. How long have you been a member?

- Less than a year      1 - 5 Years      5 - 10 Years      10+ Years

4. What were your main reasons for joining the club specifically? (Tick all that apply)

- Quality of golf course       Club environment i.e. friendliness  
 Socialise / meet new friends       Affordability  
 Friends / family are members       Location  
 Business       Membership Flexibility  
 Other (if other, please state)

5. Do you have playing partners in with whom you regularly play? (Tick one option)

- Yes      No, but used to have      No

6. How often do you play golf in-season? (April to September)

- Less than once a week      1 - 2 times a week      More than twice a week

7. How often do you play golf in the off-season? (October-March)

- Less than once a week      1 - 2 times a week      More than twice a week

8. How many years have you played golf in total?

- Less than a year      1 - 3 Years      4 - 10 Years      11 - 20 Years      Over 20 Years

### OVERALL EXPERIENCE

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

9. How likely is it that you would recommend with the club to friends, family or colleagues?

[scale 1-10, 1 = extremely unlikely, 10 = extremely likely]

1										10
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10. How likely is it that you will still be a member in two years?

[scale 1-10, 1 = extremely unlikely, 10 = extremely likely]

1										10
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11. What is the reason you do not expect to be a member in two years? (Tick all that apply)

- Due to my age       Due to lack of time  
 Due to my health       Due to membership prices  
 Due to the club culture       Due to relocation  
 Other: (please state)

### CLUB ENVIRONMENT EXPERIENCE

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

12. The golf club is welcoming to all members and visitors

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

13. The bar / restaurant staff are well informed on club matters

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

14. I would feel comfortable bringing my children to the club

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

15. The golf club takes care to integrate new members

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

16. Members of all ages and genders are treated equally within the club

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

17. The club is active in communicating opportunities for new members

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

18. The club provides opportunities for non-golfers to learn golf through coaching programmes

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

19. Members are encouraged to promote coaching and playing opportunities to their contacts

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

20. Club facilities for both genders are adequate and in a suitable state of repair

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

21. The club provides sufficient opportunity for members to interact off the golf course

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

### CLUB ENVIRONMENT EXPERIENCE

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

22. I would like to see more mixed-gender competitions

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

23. What would encourage you to play in more competitions? (Tick all that apply)

- More varied format       More midweek competitions  
 Mixed competitions       More weekend competitions  
 More 9 holes  
 Other: (please state)

24. How do you feel about gender-free tees? (These are tees which are defined by the yardage, rather than being directed towards use by either men or women)

[scale 1-10, 1 = strongly disagree, 10 = strongly agree]

1										10
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If disagree or strongly disagree, please explain:

Any further feedback or comments? If you have additional comments (criticism or praise), please enter them here:

Thank you for completing this questionnaire.

To find out more about the #FOREeveryone campaign or The Women in Golf Charter, visit:

[RandA.org/FOREeveryone](http://RandA.org/FOREeveryone)

