# Member Feedback Survey (Simple)

The sample survey content below provides you with some question and layout suggestions to help you develop your own member survey.

This simple format uses three key areas as examples:

1. Satisfaction of current facilities and services
   1. Overall
   2. Golf course
   3. Golf operations
   4. Food & beverage
   5. Communications
   6. Clubhouse
2. Current and future needs
   1. Strengths
   2. Weaknesses
   3. Opportunities
3. General

You can distribute the survey to members, either by paper or electronically, and then collate, analyse and interpret the responses to help you improve your club’s performance.

## Sample Survey Content (manual)

Dear Member

We would be grateful if you could please take the time to complete this survey to assist the board/committee:

* Understand our members’ satisfaction with certain aspects of the club;
* Understand current and future needs.

Please complete and return the survey to the club by….

### Questions:

1a. In terms of your overall level of satisfaction of your membership, how satisfied or dissatisfied would you say you are? (Please select one only)

|  |  |  |  |  |  |  |  |
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|  | **Extremely Satisfied** | **Very Satisfied** | **Fairly Satisfied** | **Fairly Dissatisfied** | **Very Dissatisfied** | **Extremely Dissatisfied** | **Don’t Know** |
| Overall | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

Please explain your rating: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1b. Overall, how satisfied or dissatisfied are you with the golf course?

(Please select one only)

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|  | **Extremely Satisfied** | **Very Satisfied** | **Fairly Satisfied** | **Fairly Dissatisfied** | **Very Dissatisfied** | **Extremely Dissatisfied** | **Don’t Know** |
| Golf Course | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

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1c. Overall, how satisfied or dissatisfied are you with the golf operations?

(Please select one only)

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|  | **Extremely Satisfied** | **Very Satisfied** | **Fairly Satisfied** | **Fairly Dissatisfied** | **Very Dissatisfied** | **Extremely Dissatisfied** | **Don’t Know** |
| Golf Operations | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

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1d. Overall, how satisfied or dissatisfied are you with the food & beverage service? (Please select one only)

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Extremely Satisfied** | **Very Satisfied** | **Fairly Satisfied** | **Fairly Dissatisfied** | **Very Dissatisfied** | **Extremely Dissatisfied** | **Don’t Know** |
| Food & Beverage | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

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1e. Overall, how satisfied or dissatisfied are you with the club’s communication?

(Please select one only)

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|  | **Extremely Satisfied** | **Very Satisfied** | **Fairly Satisfied** | **Fairly Dissatisfied** | **Very Dissatisfied** | **Extremely Dissatisfied** | **Don’t Know** |
| Communication | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

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1f. Overall, how satisfied or dissatisfied are you with the clubhouse?

(Please select one only)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Extremely Satisfied** | **Very Satisfied** | **Fairly Satisfied** | **Fairly Dissatisfied** | **Very Dissatisfied** | **Extremely Dissatisfied** | **Don’t Know** |
| Clubhouse | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

Please explain your rating: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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### Alternate layout

If you do not wish to provide the opportunity for members to comment on each question, you can adopt a ’matrix’ approach to the previous question examples:

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|  | **Extremely Satisfied** | **Very Satisfied** | **Fairly Satisfied** | **Fairly Dissatisfied** | **Very Dissatisfied** | **Extremely Dissatisfied** | **Don’t Know** |
| Overall | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Golf Course | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Golf Operations | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Food & Beverage | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Communication | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |
| Clubhouse | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 | 🌕 |

Please explain any of your ratings if you choose: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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### Questions:

2a. What would you say are the **key strengths** of the club? That is, what are **the best** aspects? (Please write your ideas in the space provided)

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2b. What would you say are the **key weaknesses** of the club? That is, what are **the worst** aspects? (Please write your ideas in the space provided)

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2c. What three **changes, initiatives or improvements** would you like to see introduced in the future? (Please write your ideas in the space provided)

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### Questions:

3. Electronic Communication Opt-In

Please provide your email address if you would like to receive all future communications from the Club via e-mail rather than post. (Please type your e-mail address in the space provided)

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Thank you for completing this survey.

Optional:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Sample Survey Content (electronic)

For a more efficient and effective solution, it is recommended you utilise one of the free online survey tools available. Survey Monkey is a popular tool <http://help.surveymonkey.com/articles/en_US/kb/How-to-create-a-survey>.

You can create your survey on-line and utilise the features within the tool to develop the questions (potentially based on the previous manual example), distribute to members, collect the results and then easily analyse and interpret the results, including graphs.