

## 2018 Member Survey Results

Chapter members were invited by email to respond to the survey, which was conducted Oct 26-Nov 8 on SurveyMonkey.com, an online survey service. Of the 150 viable\* invitations sent, 76 responses were received, resulting in a response rate of 51%. [\* *Invitations to participate in the survey were sent to 159 members. Of those, seven are opted out of SurveyMonkey, and two had email addresses that bounced.*]

### Key Findings

#### Membership...

- Overall membership experience generally met expectations (71% rated 5 or 4) and a strong majority (87%) said they will 'definitely renew' next year.
- On the most important reasons for joining—developing friendships, playing more golf and improving golf skills—member expectations were strongly met, but there is opportunity for improvement.

#### Leagues...

- Key factors influencing participation are convenient golf course location, how well the course is liked, start time, and "19<sup>th</sup> hole socializing. [Other factors listed were 'strongly' important.] Among many suggestions (*see Appendix*), the most often mentioned was a call for morning/early afternoon leagues for retirees and those with flexible work schedules.

#### Weekend Golf Events...

- Key factors influencing participation are access to course members would not otherwise be able to play, "19<sup>th</sup> hole socializing, and reasonable cost. [Other factors listed were 'strongly' important.] *See Appendix for course & other suggestions.*

#### Education...

- A majority (61%) of members did not take any golf lessons or clinics this year.
- While a strong majority (83%) reported having a Handicap Index (HI)\*, only 56 percent said they were 'strongly familiar' with the handicap system. About six in 10 (59%) reported being 'strongly familiar' with the rules of golf. \*About half of those who do not have a HI say they would like to learn more.

### Competitive Play...

- While competitive play is not a strongly important reason for joining LPGA Ams, and only a third (37%) said they are likely to participate in competitive play next year, relatively few (42%) are familiar with golf formats other than stroke play.

### Communications...

- Nine out of 10 members said they were very well informed about chapter events, activities and news primarily through sources including email blasts (#1), emails from league coordinators (#2), chapter website (#3) and word of mouth (#4).

### Respondents...

- Three out of four consider themselves Intermediate golfers, on average shooting 90-110 for 18 holes.
- One in 10 were new members this year. Almost half (48%) have been members for 10 or more years. Three out of four (77%) play 50 percent or more of their golf in chapter-organized leagues, events and outings.

## Detailed Findings

*Five-point anchored scales were used for all rating questions in the survey. Unless otherwise noted, results are expressed as a “top two box” (T2B) percentage, i.e., the percentage of respondents reporting the top two rating options.*

**1. How well did your LPGA Amateurs membership experience this year meet your expectations? 71% T2B**

**2. How likely are you to renew your membership for next year?**

**Definitely will: 87%; Not sure: 12%; Definitely will not: 1%**

***If No or Not Sure, please tell us why.***

- *Depends on finances*
- *Not enough events for retired folks who do not want to play in evening*
- *Depends on location of available leagues*
- *Cost*
- *I didn't play much this year and only attended the Kick-Off. I certainly didn't get my membership fee's worth.*
- *Most of your events are on weekend when I am unable to attend.*

**3. Thinking about possible reasons for joining LPGA Amateurs, how important to you personally is each of these reasons?**

- Play more golf: **92% T2B**
- Make/enjoy friendships (i.e., social, recreational): **87%T2B**
- Learn/improve your game: **68% T2B**
- Enjoy special offers/discounts: **38% T2B**
- Play competitive golf: **33% T2B**
- Make business connections (i.e. networking): **11% T2B**

**4. Thinking about possible reasons for joining LPGA Amateurs, how important to you personally is each of these reasons?**

- Play more golf: **78% T2B; 3% Not at all important**
- Make/enjoy friendships (i.e., social, recreational): **79% T2B; 5% Not at all important**
- Learn/improve your game: **54% T2B; 8% Not at all important**
- Enjoy special offers/discounts: **34% T2B; 22% Not at all important**
- Play competitive golf: **65% T2B; 36% Not at all important**
- Make business connections (i.e. networking): **12%; 46% Not at all important**

Importance/Expectations Gap Summary	Q3 Importance	Q4 Exceeded Expectations	Gap
Play more golf	<b>92%</b>	<b>78%</b>	<b>(14)</b>
Make/enjoy friendships (i.e., social, recreational)	<b>87%</b>	<b>79%</b>	<b>(10)</b>
Learn/improve your game	<b>68%</b>	<b>54%</b>	<b>(15)</b>
Enjoy special offers/discounts	<b>38%</b>	<b>34%</b>	<b>(4)</b>
Play competitive golf	<b>33%</b>	<b>65%</b>	<b>32</b>
Make business connections (i.e. networking)	<b>11%</b>	<b>12%</b>	<b>1</b>

**5. LEAGUES. How important is each of these factors in your decision to participate in a League?**

- Convenient course location: **89% T2B**
- How well you like the course: **77% T2B**
- League start time: **75% T2B**
- You can enjoy "19th hole" socializing: **75% T2B**
- Reasonable cost to play: **67% T2B**
- League day of the week: **64% T2B**
- You can play with your friends: **62% T2B**

What, if any, other factors are important to you? *[See appendix]*

**6. LEAGUES. What suggestions do you have to help us strengthen our League offerings? *[See appendix]***

**7. WEEKEND GOLF EVENTS. How important is each of these factors in your decision to participate in Golf Events?**

- Access to courses you couldn't play on your own: **85% T2B**
- You can enjoy "19th hole" socializing: **74% T2B**
- Reasonable cost to play: **69% T2B**
- How well you like the course: **60% T2B**
- Shotgun start: **53% T2B**
- Starting tee time: **52% T2B**
- Your friends are playing: **52% T2B**
- Convenient course location: **48% T2B**

What, if any, other factors are important to you? *[See appendix]*

**8. What three courses would you most like to see on next year's Weekend Golf Events schedule? *[See appendix]***

**9. What suggestions do you have to help us strengthen our Weekend Golf Events offerings? *[See appendix]***

**10. Education. Thinking just about this year, which of these best describes you?**

- I did not take any golf lessons or clinics **61%**
- I took 1-4 lessons/clinics **30%**
- I took 5+ lessons/clinics **10%**

*Regardless of whether or not you took lessons this year, do you currently have a favorite golf instructor from whom you prefer to take lessons? Answer yes or no. At your option, tell us who it is. [See appendix]*

**11. Do you have a Handicap Index?**

- Yes **83%**
- No, but I'd like learn more about getting one **11%**
- No, I'm not interested/don't need one **7%**

*If you have a Handicap Index, what service do you use (e.g., GHIN, GolfNet, other)? **39 responses: 29 GHIN/OGA; 10 GolfNet/LPGA AMs.***

**12. How likely are you to participate in any competitive play (e.g. Chapter Championship, LPGA Amateur Cup, local Match Play, etc.) next year?**

- Likely **37%**
- Maybe **31%**
- Not likely **32%**

*If maybe or unlikely, please tell us why. [See appendix]*

**13. Generally speaking, to what extent did you feel informed about Chapter events, activities and news this year? **90% T2B****

**14. Rank the sources you use most to keep informed. Select #1 for the source you use most, #2 for the one you use 2nd most, etc. If you don't use a source, check N/A.**

1. Email blasts **(5.49)**
2. Emails from League Coordinators **(4.38)**
3. Chapter website **(4.37)**
4. Word of mouth **(3.45)**
5. Facebook **(2.92)**
6. Twitter **(1.8)**

**15. What suggestions do you have to help us strengthen efforts to keep you informed? [See appendix]**

**16. How familiar are you with each of the following?**

- The rules of golf: **59% T2B**
- The golf handicap system: **56% T2B**
- Competitive events organized by HQ: **44% T2B**
- Membership benefits offered by HQ: **44% T2B**
- Golf formats other than stroke play: **42% T2B**

**17. Which of these best describes your golf skill level?**

- Absolute beginner **0%**
- Experienced beginner (avg 18-hole score 111+) **17%**
- Intermediate (avg 18-hole score 90-110) **74%**
- Advanced (avg 18-hole score under 90) **9%**

**18. How many years have you been an EWGA/LPGA Ams member??**

- This was my first year **9%**
- 2-4 **26%%**
- 5-9 **20 %**
- 10+ **46%**

**19. Of all the golf you played this year, what proportion did you play in Chapter-organized leagues, events and outings?**

- 100 percent **4%**
- 75 percent **56%%**
- 50 percent **17%**
- Less than 50% **23%**

**20. Beyond the suggestions you've already made, we'd appreciate any other ideas, comments or suggestions you'd like the board to consider in planning for our 2019 season. [See appendix]**

## **Appendix**

**Q5 LEAGUES. What, if any, other factors are important to you?**

- The pace of play within the league. Some people play slow and I prefer a faster pace of play.
- I am retired so my factors are different from those still working. Would like a day time league
- I have to get off work early to play league so I can do that one day a week which determines which league I play.
- Good communication with league leader.
- Place to eat after golf
- Pace of play
- Personable golf course personnel is important as well
- Opportunities to play in competitive golf events
- Variety of playing partners/groups. Welcoming environment.
- Like leagues at walkable courses (guess that is No. 3)
- If the course is worth playing, i.e., not too beat up from other players, interesting and challenging while not crazy difficult.
- I like the clinics with pros like Cindy Lincoln to make huge improvements in my game
- All league times for the past two years are aimed at those who work. There are a number of ladies who are free weekdays (mornings or early Afternoons) for a league. You are not addressing their preferences.
- I'll be able to better able to address additional factors, if necessary, with another year of play. Thanks.
- More week day playing opportunities during the day, and mid-week morning leagues. To accommodate retirees not always the working members

## 6. What suggestions do you have to help us strengthen our League offerings?

- Have the league coordinators (teach them or train them) deal with problems within the group like slow pace of play. I know it is difficult, but people don't improve without constructive feedback.
- As appeal to those retired also.
- Maybe consider rotating course location on days of the week.
- A weekend 18-hole league would be fun to me even if it's only twice a month. Something for those who do not want the expense of the weekend events
- Do one at Stonecreek. Need more on that side of town
- Don't have Heron, the Reserve and Eastmoreland compete with each other, keep them on different nights.
- Try to get more information to the membership regarding each league. Talk about what makes the league special. Such as playing a fun game at Red Tail or Glendoveer. Maybe the 19th hole meeting place, etc.
- Perhaps a mid-day league for retirees.
- Add more individual/partner competitive golf opportunities.
- Morning leagues; option for 18 at more than Charbonneau.
- Maybe more than one league day at our most attended courses.
- Networking events for the professional aspect part of our lives. Maybe something like a topic of how to give (or create) a presentation followed by drinks and food.
- I like the options to sign up for leagues because my work schedule rotates and I can play accordingly.
- Offer leagues at various times, not all in the evenings.
- I think I'll be better prepared to answer this question after I've participated another year.
- Tough to improve traffic...that is a limiting factor for many.

**7. WEEKEND GOLF EVENTS. What, if any, other factors are important to you?**

- Neither of the two weekend events I played in this year -- kickoff and end-of-year - had shotgun starts. I decided after being in one of the last groups on both I'll no longer sign up for non-shotgun starts. No socializing at the end and wasted hours in between. (I would have signed up for more events, but I was traveling most of the summer.)
- Weekday events are GREAT too...
- I liked there were a couple of weekend events each month during our golfing season
- Didn't play in the events this year
- Able to bring guests
- I really like the events and the opportunity to play private courses
- Offer some weekday daytime events. Not just on weekends please.
- I wasn't able to take advantage of any weekend golf commitments as they were frequently offered on Sunday mornings - which is not a great time for me. I think the concept of weekend golf is great and I'll definitely consider an occasional weekend outing next season.

**8. WEEKEND GOLF EVENTS. What three courses would you most like to see on next year's Weekend Golf Events schedule?**

- Tualatin Country Club, McNary, Camas Meadows
- Columbia Edgewater CC; Portland Golf Club; Camas Meadows
- Langdon farms, forest hills, tokatee
- Langdon Farms, Ilahee in Salem, Camas Meadows
- Langdon, Reserve and Columbia Edgewater
- Riverside CC, Stonecreek and Gearhart
- Tokatee, Palouse Ridge, Indian Canyon (Spokane area)
- Camas Meadows, Canyon Springs Golf Course (Idaho), Osprey Meadows (Idaho)
- Langdon Farms, Camas Meadows, OGA
- Camas meadows
- Three Rivers and Tri Mountain. With a night At McMenamins in Kalama.
- Pumpkin ridge, Skamania, Brasada
- Pumpkin, Waverley, Oregon Golf Club
- Muckleshoot Casino,
- Silvie's? Too expensive and far away?
- Lewis River, Cedars, Persimmon
- Only Pumpkin Ridge
- Tualatin CC, Royal Oaks CC, Oregon Golf Club

**9. WEEKEND GOLF EVENTS. What suggestions do you have to help us strengthen our Weekend Golf Events offerings?**

- Have more events on Sundays
- Fewer Monday 18 hole events
- Price and dates - some of the dates were around 4th of July and Labor Day.....I know that's difficult to make a perfect fit, but when it's over holiday weekends, I think that makes it tough for some....
- You're doing great
- Great food opportunity!
- Tips for the courses? Personalize the appeal of the course being marketed -- something more than what we'd read on the website.
- Modified shotgun
- Reasonable rates
- Place to stay close at good prices. not having to spend the whole day on the course, so shotgun starts.
- Encourage members to enter their hdcps to help pair players of similar skill level
- Limit out of town trips to a maximum of three, more in town events
- Tough question - I have no answer. I think attendance is based on the course, the date, and who is going.
- A shotgun start is crucial, otherwise you have a 2/3-hour range of start times.
- Promote use of blog (or some other easy to use tool) to post opportunities for carpooling and/or sharing a hotel room
- Add another 3-day away trip. Add a competitive aspect for those who are interested.
- Make the schedule more balanced. Have some stroke play in May. Less emphasis on out of town play.
- You do a great job
- More shotgun starts so finish at same time and can eat at same time. More prizes for on-course contests, as well as drawings.
- Better prices? More shotgun starts when possible.
- More of them

**9. WEEKEND GOLF EVENTS. What suggestions do you have to help us strengthen our Weekend Golf Events offerings? Cont'd**

- Shotgun or modified shotgun start sure would be good. If one is in the last, or near last, pairings most of the players have headed home before we are finished.
- Shotgun starts whenever possible.
- Have at least two per month, and more is better. The choice of courses last year was excellent.
- A Saturday or Sunday afternoon outing would be ideal for me and my schedule.
- I like the offerings but can't play weekends. I would like to see more mid-week play at different courses.
- All good

**10. Regardless of whether or not you took lessons this year, do you currently have a favorite golf instructor from whom you prefer to take lessons? Answer yes or no. At your option, tell us who it is. 33 responses: 7 answered No; 26 answered Yes. Pro names listed below.**

- Matt Averill
- Cindy Lincoln
- Cindy Lincoln
- Cindy L
- Bryce or Chris @ Camas Meadows
- Shanda Imlay
- Cindy Lincoln, of course
- Jack Young @ Vanco
- Shonda
- I like Cindy Lincoln; however, there are other good golf pros I would be willing to attend a clinic
- Paula at Redtail :)
- Cindy Lincoln
- Cindy Lincoln
- Shanda
- Cindy Lincoln (her classes can be crowded, but she really takes her time and offers a lot with individuals)
- Nick at Meriweather
- Cindy Lincoln is wonderful. I have taken private lessons from her and benefited from all her instruction
- Torgan from Forest Hills
- Cindy Lincoln
- I've taken a few lessons from Tom Hinton, PGA Teaching Pro at Rose City within the past ten years. I've not taken any lessons recently.
- Garrett, Cory, Cindy, Paula
- Chris White, King City
- Shanda and Cindy Lincoln

**15. What suggestions do you have to help us strengthen efforts to keep you informed?**

- This year information was easily accessed
- Email blasts are great - keep up the good work!
- I miss the email blasts!
- Same: email and website
- None, the info is listed on the website. Some listings do not have all the basic details at times.
- Email- if things are posted on Facebook some wouldn't see it. Not everybody uses Facebook (believe it or not...)
- You're doing great
- Email blast away!
- Since I'm required to answer, your marketing team is A#1!
- The communications team is doing an amazing job...
- Nagging blasts are best
- The email blasts were very informative.
- Again, you are doing great
- Contests and games hiding info on website and in blasts, have people answer for prizes. **JUST TO GET PEOPLE TO OPEN EMAILS AND WEBSITE!**
- I think you do a great job. It's not easy to get people to read emails about upcoming events. I don't know why that is. They pay good money to join this chapter and then seem uninformed about upcoming events. They also put off registering until the last minute. What's with that?
- I think it's well covered, I just need to keep checking in
- Phone tree
- I think you're doing a great job.
- Your system for communication is strong. Just expand information on the sites to meet the needs of players wherever they are in terms of their game and their goals - competitive or not.
- Updates at league
- I feel well informed

**20. Beyond the suggestions you've already made, we'd appreciate any other ideas, comments or suggestions you'd like the board to consider in planning for our 2019 season.**

- Use Cindy Lincoln more; encourage the places you have contracts with to hire women pros. Women want to learn from other women so offer opportunities to learn from excellent players in the organization. Why does a clinic have to be from a pro? I would take a clinic from a woman in the org who is a great golfer and get tips from them.
- Encourage us to a friend. Bit more lenient on walking in. Our lives get so busy...Encourage us to drop in if we can
- Try not to have the opener or closer for the year on a Sunday morning, please!
- Your survey doesn't address other volunteer opportunities like Golf Show or helping at competitions. Would like to know those as early as possible.
- I think there needs to be focused on a regular basis to teach members how to keep their scores for handicap purposes and more about the rules of golf. Although it is a "fun" league for most of the year, when it is championship time it is imperative that people have a legitimate handicap and understand the rules of golf.
- A lot of members need to understand the handicap system better.
- Sportsmanship should be reviewed before events, especially competitive ones.
- I observed that many players in our league also played in other womens' groups throughout the area weekly. A resource that could help connect us to additional club groups on other times of the day would be very helpful - rather than relying on word of mouth. If it's already on the website, my oversight!