



**Tactics to Ensure a
Valid Membership
Survey**

Dr. Raymond R. Ferreira

*Georgia State University
& Ferreira Company*

*Membership Surveys, Strategic Plans and
Membership Planning*

www.ferreiracompany.com

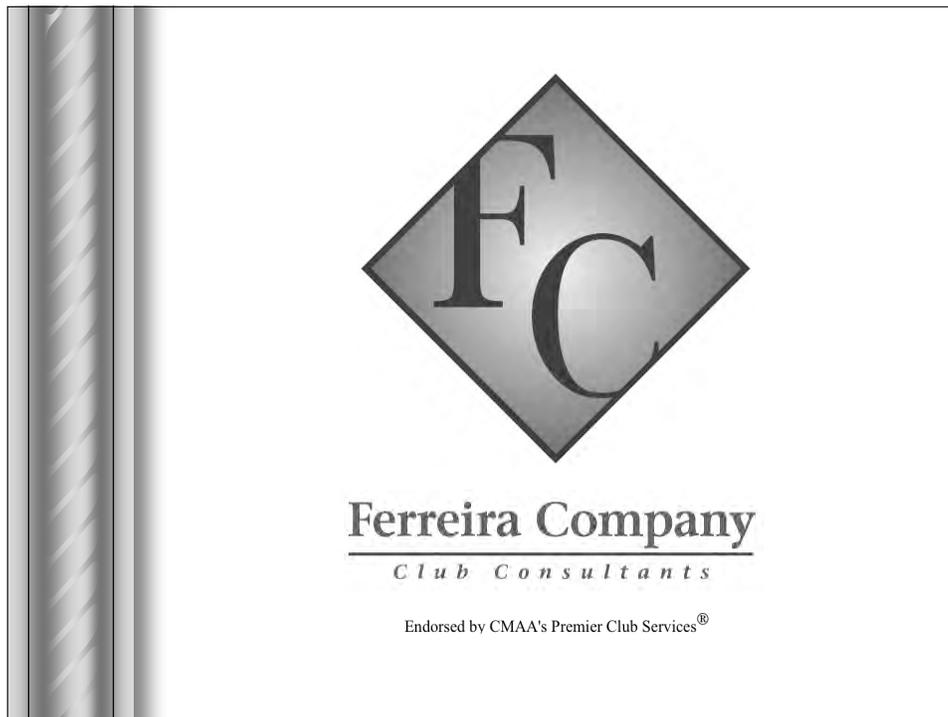
Dr. Ferreira's Full Presentation

**You can view or download Dr. Ray Ferreira's
full presentation at www.ferreiracompany.com**

Click [HERE](#) to enter (at the website).

**Click on [2007 CMAA Presentation](#) on the left
hand side.**

**Or contact Dr. Ferreira at 404-229-0718 or
ray@ferreiracompany.com for a copy.**



Outcomes From a Survey

- ◆ **Determine the mission for the club.**
- ◆ **Develop a vision for the club and the direction for the future.**
- ◆ **Implement policy and procedures to strengthen the club.**
- ◆ **Set short and long term objectives and strategies.**
- ◆ **Develop a “roadmap” for the club.**

Why Survey Your Members?

- ◆ **Determine where the majority of members stand on certain issues.**
- ◆ **Hear from the Silent majority and not just the Vocal minority.**
- ◆ **Provide a formal two way communication process with members.**
- ◆ **Foster a perception that the Board and management want feedback from the membership.**

Why Most Club Member Surveys Are Invalid?

- ◆ **The respondents are not representative of the overall membership.**
- ◆ **Inadequate responses from different segments within the membership (young members, new members, spouses, etc.)**
- ◆ **Low response rate (under 40%).**
- ◆ **Believe It or Not - Sending or allowing ALL members to complete the survey.**

Representative Sample

- ◆ **Most clubs are made up of different segments:**
 - ❖ **Membership categories**
 - ❖ **Young, moderate and older members**
 - ❖ **New and long-term members**
 - ❖ **Those with and without children.**
 - ❖ **Males and females (members and spouses)**
 - ❖ **Diners, private party users, snack bar users, etc.**
 - ❖ **Golfers, tennis players, swimmers, etc.**

Comparison of Membership and Sample Segments

- ◆ **Are the segments different or similar?**
 - ❖ **Is the percentage of males in the sample that answered the survey similar to the percentage of males in the entire membership?**
 - ❖ **Is that true for the other segments identified in the Club? (e.g., membership categories, age, length of membership, etc.)**
 - ❖ **Golfers, tennis players, swimmers, etc.**

Number of Respondents

- ◆ Many club surveys have a low response rate
- ◆ Across the country, in-house club surveys typically have less than a 25 percent response rate
- ◆ The national average is a little better with survey companies (30-40%)
- ◆ The higher the response rate the better the sampling variance, as long as the sample is representative of the entire membership

Sample Size (Club with 525 members & 475 spouses)

| Sample Size | Sampling Variance |
|-------------|-------------------|
| 50 | 50% |
| 75 | 25% |
| 105 | 10% |
| 140 | 9% |
| 185 | 8% |
| 240 | 7% |
| 305 | 6% |
| 385 | 5% |
| 475 | 4% |
| 580 | 3% |
| 586 | 2.95% |
| 700 | 2% |
| 840 | 1% |

Biased Questions

- ◆ **Many questions on surveys tend to be biased**
- ◆ **The use of certain adjectives and or adverbs in a question could LEAD a respondent to an answer**
- ◆ **Certain preambles or a lack of one to a question can bias the way a member answers a question**

Incorrect Analysis

- ◆ **Use of a mean when a median would be the correct measure of an average score**
- ◆ **Only looking at the statistics of the entire sample and not conducting data analysis to determine if differences exist among the different membership segments (e.g., males vs. females, young vs. old, membership categories, etc.)**

How to Make a Survey Valid?

◆ Steps to ensure a valid membership survey:

- ❖ Get as high a response rate as possible**
- ❖ Get a sample that is representative of the entire membership**
- ❖ Use correct statistical analysis techniques**
- ❖ Analyze the data for differences among the membership segments**

Increasing Response Rate

- ◆ Announcements in monthly newsletter**
- ◆ Announcements in monthly statements**
- ◆ Direct mail pieces (including e-mail blasts)**
- ◆ Posters and table tents**
- ◆ Letter from the Board**
- ◆ Incentives**

Representative Sample

- ◆ **Have both a control group of respondents and allow all members to complete the survey:**
 - ❖ **Small control group will ensure validity in responses**
 - ❖ **Allowing all members and spouses to complete the survey gives all of the “Club Owners” the opportunity to be heard**
 - ❖ **Statistically compare the small valid control group to the full membership sample to determine which data set to use**

Correct Statistics and Unbiased Questions

- ◆ **Use percentages and correct measurement of averages:**
 - ❖ **Interval or ratio data = mean**
 - ❖ **Ordinal data = median**
 - ❖ **Nominal data = mode**
- ◆ **Construct unbiased questions and answers**

Analyze the Differences Among Segments

- ◆ Use statistical software to determine if differences exist among segments and demographic groups
- ◆ Have a consultant or a university analyze the data statistically for the club

FC **Ferreira Company**
Club Consultants

Helping
Hundreds of Clubs
to Succeed!

Membership Surveys

Membership Forecasting and Planning

Strategic Plans

Facilitator Retreat/Planning Sessions

Endorsed by CMAA's Premier Club Services

The advertisement features a background image of a golf course with a pond. On the right side, there are four diamond-shaped icons representing different services: a group of people at a table, a person at a computer, a person holding a document, and two people on a golf course. The text is arranged in a clean, professional layout with a mix of serif and sans-serif fonts.