

Member Survey

Overview

Io Data Corporation ("Io") will formulate and conduct a survey of club members and provide a written report of the results. Surveys can be designed to cover a variety of issues of interest to club management. Topics covered by the Member Survey can include, but are not limited to, planning/construction feedback, member priorities, and member satisfaction with various physical and/or operational aspects of the club.

Methodology

Survey packets are distributed by Io to households in accordance to membership records provided by the club. Members are asked to return their completed surveys to Io by a set date. In addition to a postage-paid, pre-addressed return envelope (addressed to Io in Salt Lake City, Utah), each survey packet contains a letter of introduction from the Board of Directors (on club stationery), a survey document, and other documents related to issues contained in the survey. Reminder postcards are also mailed to all members who have not returned their surveys by a specified date, if needed.

Reporting

Survey results are entered into a database and imported into various statistical, spreadsheet, and charting programs. Included in the report is an Executive Summary that summarizes the findings and a Methodology section that details the steps involved in completing the survey. The data is then displayed graphically and/or in tables, in easy-to-read formats, and is also split by demographics to highlight specific issues. Open-ended questions (such as "What do you like most about the club's Golf Course?") are coded and displayed graphically. Complete verbatim comments are included in the Appendix. Copies of the original documents sent out to the members are also included in the Appendix of the report.

The club also receives a Report Summary, which is a two-page document approved by the club that summarizes key findings of the survey. The club can then use the summary in a newsletter or other form to keep members informed.

Cost

- \$8,500 for a 4-page survey, distributed to 500 club members

Survey Length

- Typically 4 pages

Timeline

Total Time:

- 6-8 weeks

Breakdown:

- 1-2 weeks – Survey development
- 1 week – Printing and Distribution
- 2-3 weeks – Survey return
- 2 weeks – Reporting

Survey

Member Packets Contain:

- Letter of introduction from the Board of Directors
- Survey Document
- Self-addressed, stamped envelope for survey return

Reporting

Report Includes:

- Executive Summary
- Methodology
- Comparison Graphs/Charts
- Data split by appropriate demographics
- Verbatim Coding
- Raw Verbatim Comments
- Survey Documents

Report Summary (2-page report of selected findings)

