

Club Survey

How simple satisfaction surveys can help your sporting club grow

A simple, yet well-designed survey completed by a club's members can provide valuable input into the planning process. It can help guide which programs and services can be offered, identify potential problems, and whether the needs and expectations of the members are being met. A survey is also an inexpensive and easy way to provide important data for a grant application.

The best way to construct a survey is to work in reverse by first identifying what information is needed and then designing the questions that will extract this information. Surveys should be able to collect data that can be quickly and easily analysed.

When the survey responses are analysed, further insights are revealed. For example, a question which asks if the quality of coaching meets expectations achieves a result of 75% appears positive. However, when analysing the results of this question against the player's age/gender it reveals that the 12–14-year age group expressed strong discontent, then there is a clear direction for improvement.

We have provided some examples of questions your club may like to ask – pick and choose the ones which best suit your needs. As a rule, keep questions to under 10 per survey. Keep in mind that it should take no more than a couple of minutes for someone to complete the survey, this will ensure you get as many responses as possible. Offering an incentive, such as a free coaching session or a voucher to the local sports shop, can increase the number of responses you receive. And remember to publish your results.

Demographics

If completing on behalf of a child, please provide answers based on their experience.

Are you a new member (less than 12 months in the club) or existing member?

- New
- Existing

What is your age?

- Under 15 years
- 15 – 24 years
- 25 – 34 years
- 35 – 44 years
- 45 – 54 years
- Over 55 years

What is your gender?

- Male
- Female
- Prefer to describe as non-binary, gender fluid, or agender
- Prefer not to say

Which answer best describes the main reason you (or your child) have chosen this sport? (Select one only.)

- My family play/played this sport
- It's safer than other team sports
- My friends play this sport
- It's affordable
- To improve my health and fitness
- To learn new skills
- To release stress
- To get outdoors

Which answer best describes the main reason you (or your child) joined this club? (Select one only.)

- This is the closest club to where I live
- This club was recommended to me
- I was dissatisfied with the other clubs I had tried
- It's more affordable than other clubs
- It's more organised/professional than other clubs
- I found information about the club and decided to try it

Participation

How many games did you (or your child) play this season? (Select one only.)

- Played 1 – 5 games
- Played 6 – 10 games
- Played 11 games or more

How many training sessions did you (or your child) attend this season? (Select one only.)

- Attended zero training sessions
- Attended 1 – 5 training sessions

- Attended 6 – 10 training sessions
- Attended 11 training sessions or more

For what reason did you miss training sessions this season (Select one only.)

- Ground closed
- Time conflicts with other commitments
- Transport availability
- Cost of transport

Coaching

The quality of the coaching made a positive difference to my (or my child's) player experience:

- Strongly agree
- Agree
- Unsure
- Disagree
- Strongly disagree

The quality of the coaching made a positive difference to my (or my child's) skills and fitness:

- Strongly agree
- Agree
- Unsure
- Disagree
- Strongly disagree

Playing fields and Club House

The club's playing fields meet my expectations:

- Strongly agree
- Agree
- Unsure
- Disagree
- Strongly disagree

The club's amenities meet my expectations:

- Strongly agree
- Agree
- Unsure
- Disagree
- Strongly disagree

What should be the club's highest priority in relation to infrastructure improvements:

- Improvements to playing fields
- Improvements to the clubhouse
- Improvements to the public amenities on site – i.e. playgrounds, public toilets, carparks

Communication

Information about the club's games, programs, and events are readily available:

- Strongly agree
- Agree
- Unsure
- Disagree
- Strongly disagree

The most effective method of communication for me is: (Select one only.)

- Email
- Text message
- Facebook page
- Newsletter
- Mailouts

Satisfaction

I believe the club represents value for money.

- Strongly agree
- Agree
- Unsure
- Disagree
- Strongly disagree

I believe the club has strong future.

- Strongly agree
- Agree
- Unsure
- Disagree
- Strongly disagree

Overall, how satisfied or dissatisfied are you with our club?

- Very satisfied
- Somewhat satisfied
- Neither satisfied or dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Would you recommend this club to others.

- Yes
- No

Other suggestions for improvements

Tools to use

When it comes to free online survey platforms, two of the best and easiest to use are:

HubSpot (<https://www.hubspot.com/products/marketing/forms>) and SurveyMonkey (<https://www.surveymonkey.com/>)

Extra information can be found at <https://blog.hubspot.com/service/free-survey-maker-software>