

SUMMARY OF JULY 2023 MEMBERSHIP SURVEY RE MONTHLY MEDALS & S/FORDS

1. INTRODUCTION

- 1.1 Following recent Committee discussion regarding the preferred format within which the Monthly Medal and Stableford competitions should be played, the Captain (via email dated 24th June '23) invited the membership to provide their views on the topic by means of an online survey. Subsequently, on 4th July '23, the Captain advised the membership that the survey would close on 8th July '23.
- 1.2 The survey invited the membership to select how they preferred the abovementioned competitions be played by offering five options namely: (a) as multi tee within 3 Divisions, (b) switch to White/Blue and Yellow/Red in alternate months, (c) as multi tee but played within Divisions being determined by selected tee box i.e. White, Yellow, Blue and Red, (d) all Medals to be played from White/Blue tees and all Stablefords to be played from Yellow/Red tees, and (e) none of these options.
- 1.3 In addition to seeking the respondents' view on this matter, the survey also collected some information regarding the respondents, namely: (a) their gender, (b) age group – within five age ranges, (c) their handicap – within five handicap ranges, (d) tee preference for casual rounds, (e) membership classification, and (f) sundry information regarding how many rounds the respondent played during the year within the abovementioned competitions and within OOMs. The collection of this additional data provides the Committee the opportunity, if considered worthwhile, to understand better the demographic of the respondents and to collate a large number of “slices” or “cuts” of the data.
- 1.4 At the closure date of the survey, 80 valid replies (excluding any duplicate responses from the same respondent) had been received. The Captain has asked me to assist in the preparation of a summary of the responses for the Committee to review, and my comments are shown below.

2. SUMMARY CONCLUSIONS

- 2.1 The response rate (of 80 respondents) represents less than 50% of the number of members within the Club but, perhaps, represents more than 50% of the members who regularly play in the abovementioned competitions.
- 2.2 Thirty seven respondents (46.3% of total), and of which thirty two held Platinum/Gold memberships, indicated a preference for no change to the current format of multi tee played within three Divisions. A further fourteen respondents (17.5% of total), and of which eleven held Platinum/Gold memberships, preferred a change to Divisions being played by reference to tee colour (W/Y/B/R).
- 2.3 Therefore, these two groups representing fifty one (63.8% of total) respondents (and of which forty three held Platinum/Gold memberships) indicated a preference for the competitions to be played in a multi tee format providing each member the ability to select the tee from which to play the abovementioned competitions.
- 2.4 Sixteen respondents (20.0% of total) indicated a preference for playing Medals from W/B and Stablefords from Y/R and another ten respondents (12.5% of total) preferred alternating competitions between W/B and Y/R.

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2.5 Therefore, these two groups representing twenty six (32.5% of total) respondents (and of which seventeen held Platinum/Gold memberships) preferred that, for these competitions, members should be offered no choice with regard to the tees they play from with the playing tee being determined by the Competition Committee.

2.6 Three respondents (3.7% of total) indicated a preference for none of the above options. Comments offered by these three respondents were:

- (a) *"I prefer all medals and stableford white and blue tees (played in three Divisions). This is a level playing field for all with gross prize and nearest the pin both available with this format",*
- (b) *"Medal golf is challenging - and can be intimidating for higher handicaps. Pace of play is glacial. Members should be encouraged to play Stableford. Want to play medal? Make it a separate competition, only open to single figure (playing handicaps). Newer golfers want to play medal? Get the handicap down - by winning Stablefords perhaps", and*
- (c) *"I've selected 'None of the above', which I explain below. But if that wasn't an option, I would have hovered over 1 (multi tee in three Divisions) and 3 (four divisions by reference to colour of tee). I feel all medals should be on a level playing field, whether that's alternate Yellow/Red or White/Blue. This means nearest pin, 2's are fair. And perhaps both NP and 2's should be for men/women, so the 'pot' is fairly shared. More men contribute to 2's than women. For Stableford's multi-tee this gives the opportunity for all levels of golfers to enjoy a competition but on the tee they would like to play from. High h/c's can struggle off white/blue and low h/c's can stretch themselves. So divisions work for this and so 'should' the difference in handicap related to the tee you are playing from. There are golfers serious about a challenge, and many others there simply to enjoy themselves. The 3rd option () was interesting.... and I wouldn't object to that either".*

2.7 It is noted that a roughly equal number (8 Vs 7) of the low handicap members (of h/cap<10.0) preferred the "multi tee option" as opposed to the "Committee determined tee option". However, more than double (43 Vs 19) of the mid-high handicap members (of h/cap>10.0), expressed that same preference. Consequently, it can be stated the above stated preference (for "multi tee option" as opposed to the "Committee determined tee option") was primarily driven by the mid-high handicap members (who made up 80% of all respondents).

2.8 It is additionally noted that two and a half times as many (43 Vs 17) Platinum/Gold members preferred the "multi tee option" as opposed to the "Committee determined tee option"

2.9 In conclusion, by a proportion of almost "two to one" (51 Vs 26), the respondents have indicated a preference for the abovementioned competitions to be played on a multi tee basis thereby enabling each member to determine the tee from which they play the relevant competition.

3. DEMOGRAPHIC OF RESPONDENTS

3.1 The demographic characteristics of the eighty respondents (with the largest cohort being shown in bold) were as follows:

By gender: **75% men** and 25% ladies

By age: <50; 15%; 50-59; 23.8%; **60-69; 35%**; 70-79; 25%, >80 1.2%

By H/Cap: <5.1: 3.8%; 5.1-9.9: 16.3%, **10-19.9: 56.3%**, 20-29.9: 22.5%; >30: 1.3%

By M/ship: **Plat/Gold 78.8%**; Twilight & W/end 6.2%; Exec 7.5%; Corp 6.3%; Staff 1.2%