



NORTH SHORE  
WINTER CLUB

*Since 1958*

# MEMBERSHIP SURVEY RESULTS

*SEPTEMBER 2024*

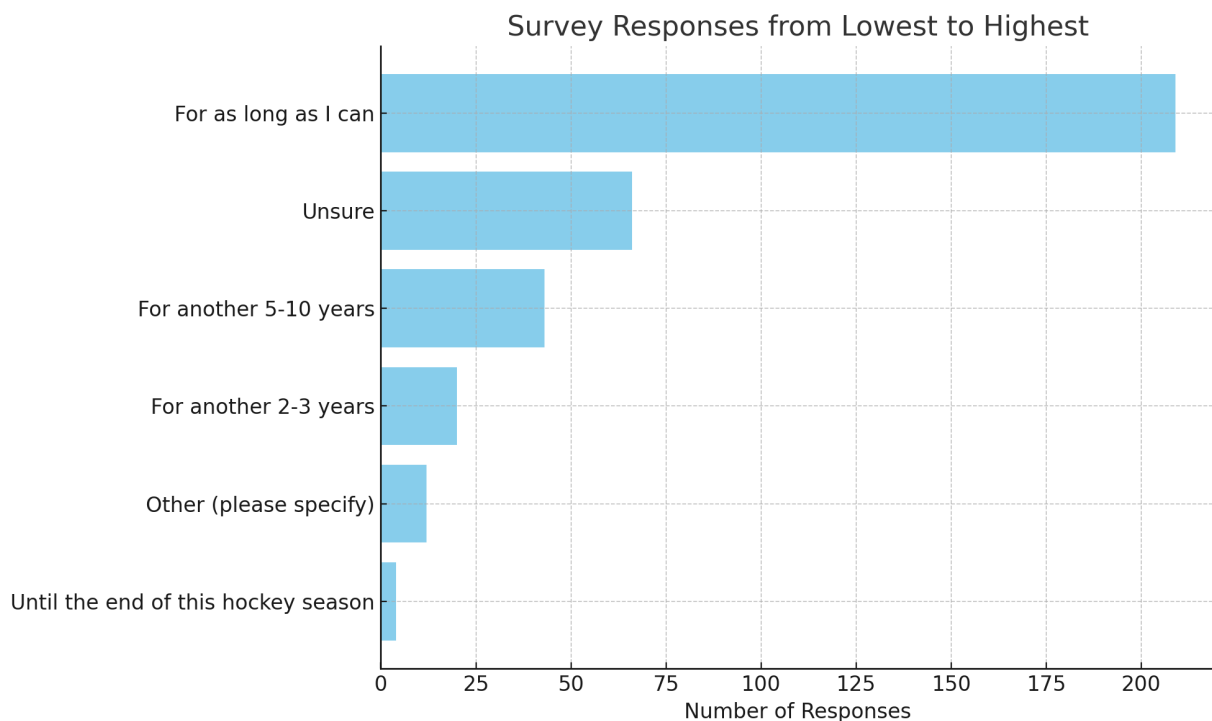
## SUMMARY

Out of 369 survey respondents, 55% were women, 43.6% were men while 1.4% preferred not to answer. 42.82% of respondents were between the ages of 40-49. 73.1% of respondents have children with the average age being 11 years old. 22.75% of the respondents visit the club 5x or more in a week.

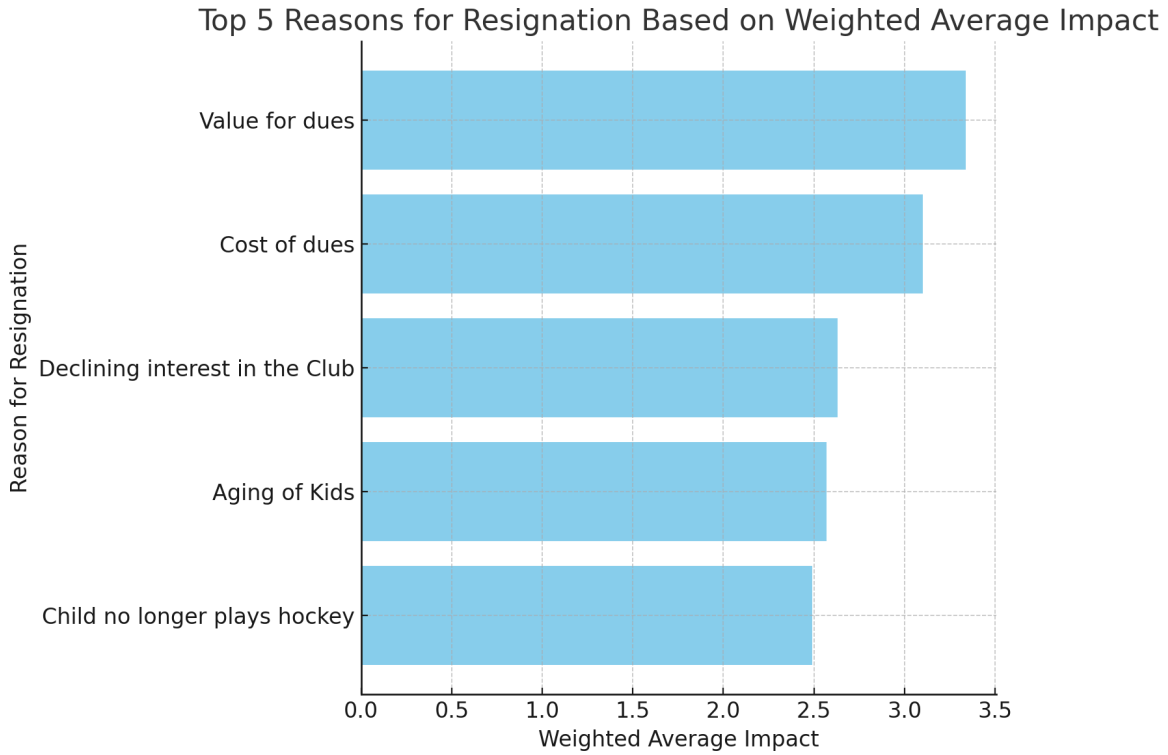
## THE TOP 10 USED FACILITIES & SERVICES ARE:

1. Minor Hockey
2. Pool
3. Hockey Development/Programs
4. Tennis
5. Open Ice
6. Tennis Lessons
7. Tennis Leagues/Tournaments
8. Senior Men's Hockey
9. Pickleball
10. Summer Camps

## I INTEND TO REMAIN A MEMBER OF THE CLUB..



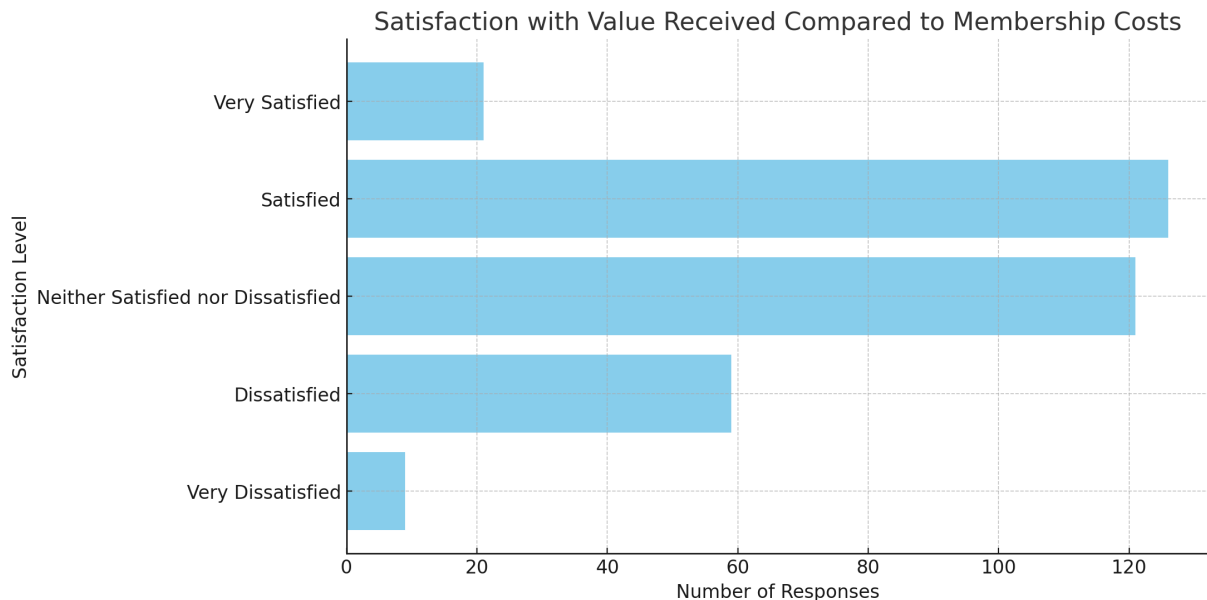
## FACTORS THAT MIGHT LEAD YOU TO RESIGN



## LEVEL OF SATISFACTION WITH CLUB EXPERIENCE



## LEVEL OF SATISFACTION WITH THE VALUE YOU RECEIVE VS COSTS



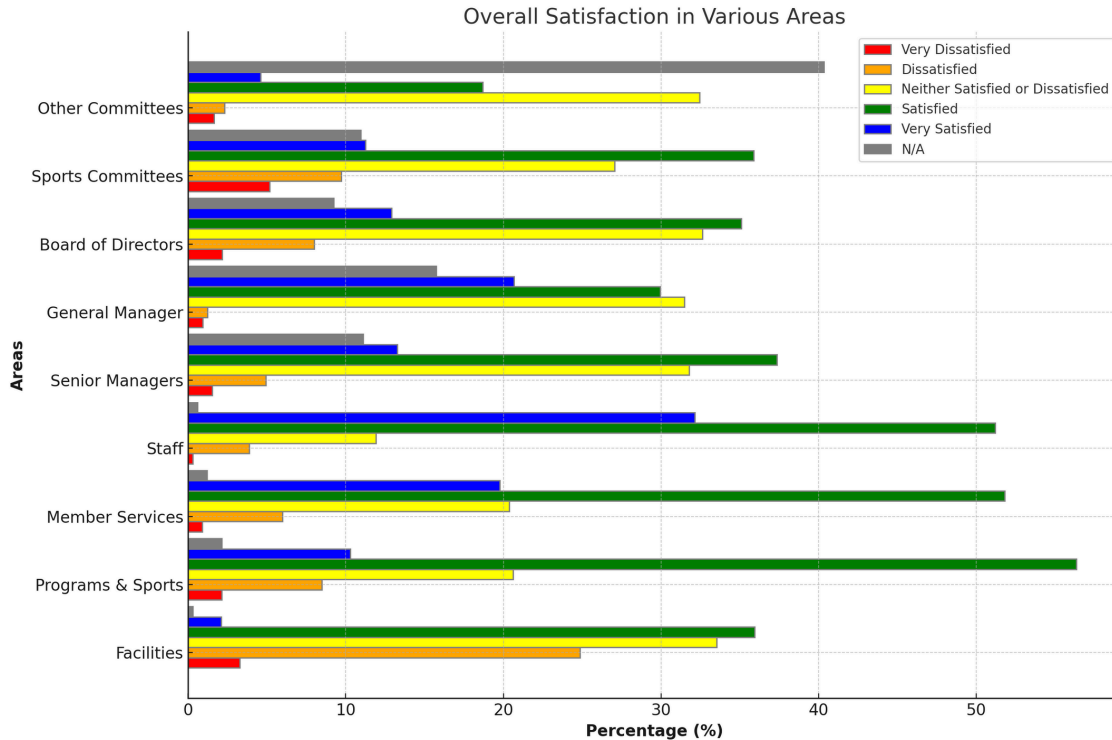
Based on the survey responses, the top three themes are:

**High Cost vs. Value Perception:** Many respondents feel that the Club membership and associated fees are too expensive compared to the quality of the facilities and services offered.

**Facilities and Program Quality:** Members express dissatisfaction with aging or inadequate facilities, such as limited ice time, poor maintenance, lack of cleanliness, and insufficient options for non-hockey programs. There are multiple mentions of the need for more tennis courts, better fitness classes, and improved dining options to enhance the overall experience.

**Access and Inclusivity Concerns:** Some members are frustrated with the access to facilities, feeling that the Club prioritizes certain groups (e.g., hockey players) over others. Some programs, like dance, are perceived as being marginalized.

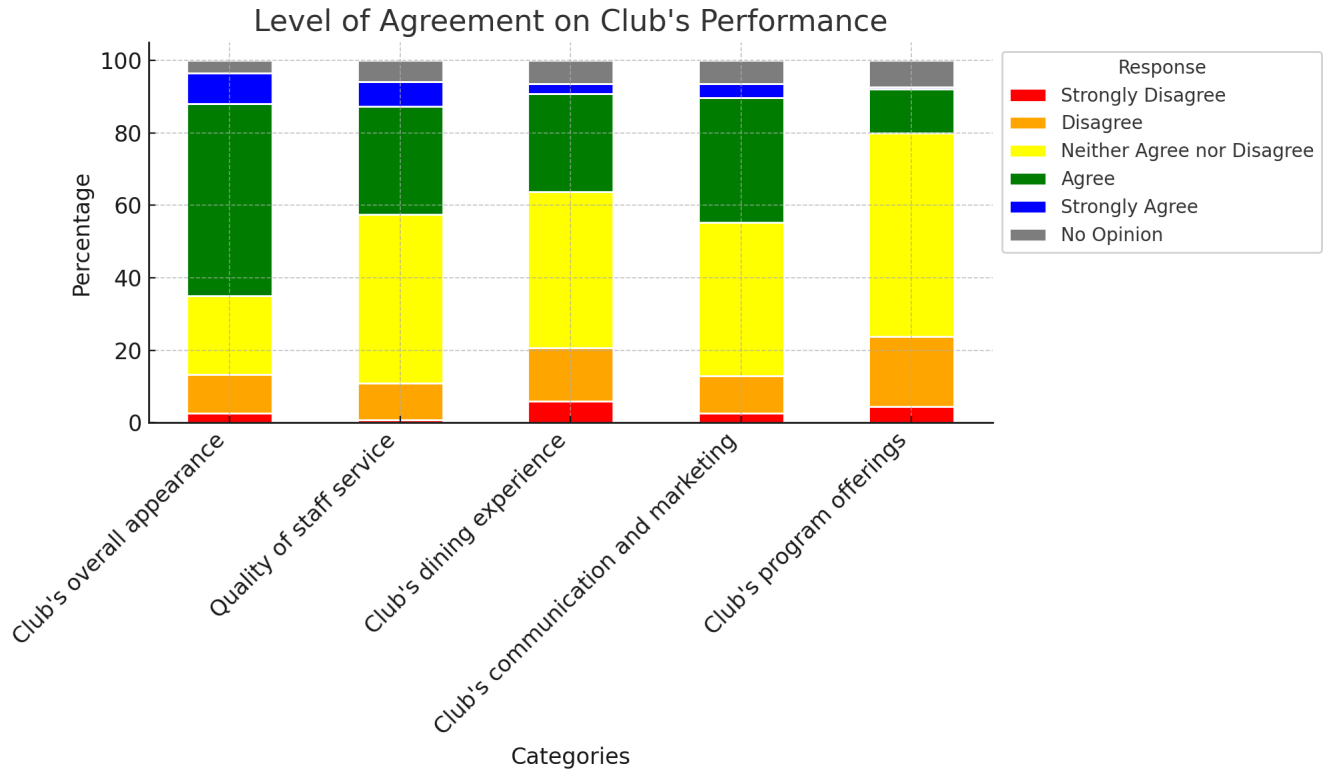
## LEVEL OF OVERALL SATISFACTION



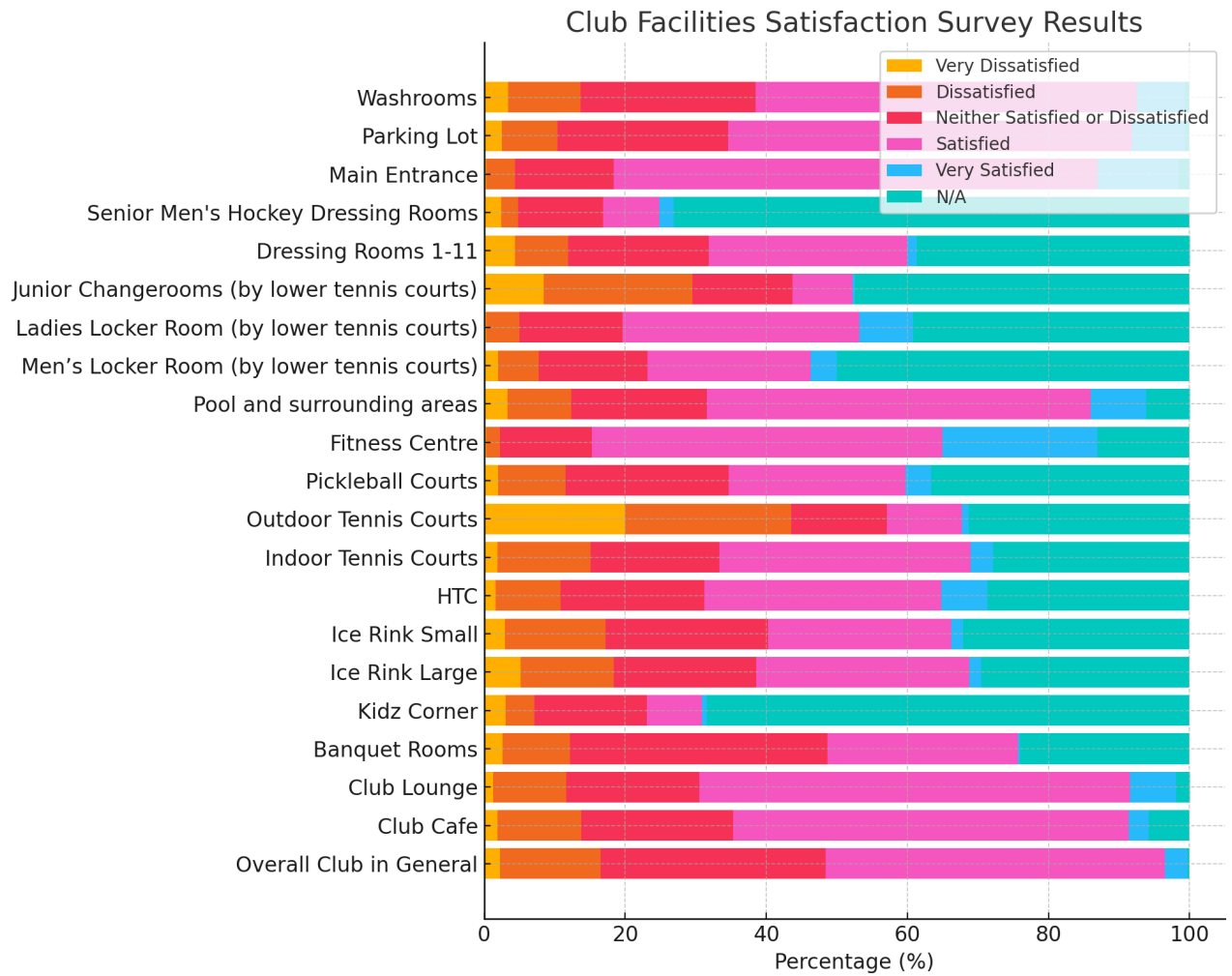
The top themes that emerge from the survey comments are:

- **Leadership, Communication and Transparency:** There is dissatisfaction with the decision-making process within committees, with several comments mentioning a lack of transparency and poor leadership from the board and committees. Many members feel out of the loop regarding important updates, such as board actions, facility improvements, and policy changes.
- **Facility and Program Management:** There are repeated concerns about the state of the Club's facilities, particularly in terms of aging infrastructure and the lack of proper maintenance. Additionally, there are criticisms about the management of various sports programs, especially tennis and hockey, where members feel there is insufficient organization, staffing, or attention to lower-tier teams.

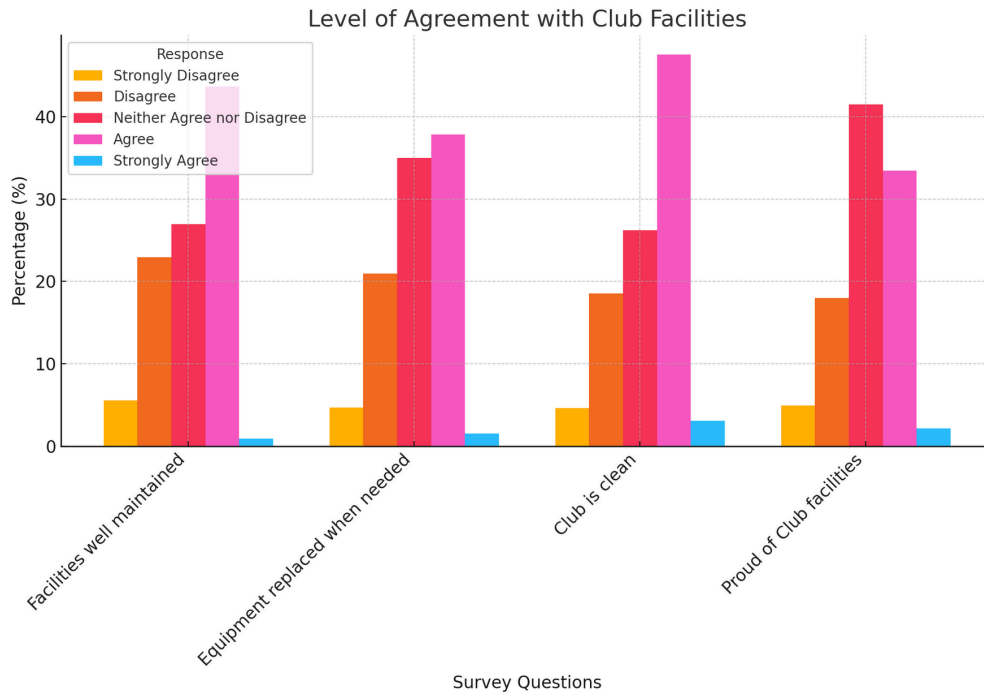
# QUESTION TO GAUGE ANY SENSE OF IMPROVEMENT OR INCREASE SATISFACTION SINCE LAST SURVEY



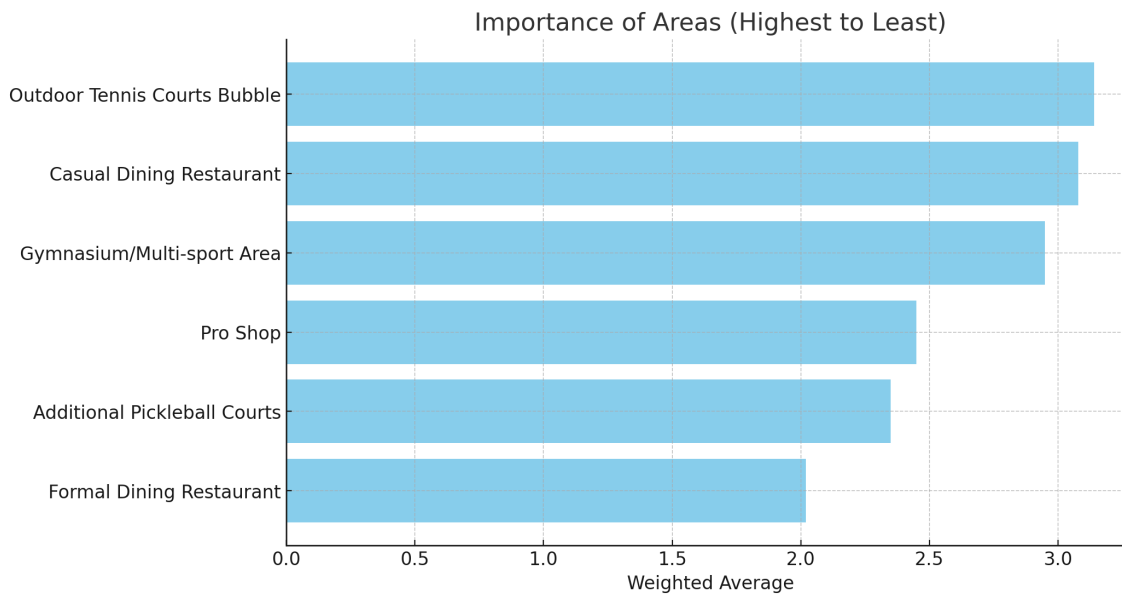
# LEVEL OF SATISFACTION WITH PHYSICAL AND FUNCATIONAL ASPECTS OF CLUB



**GENERAL STATEMENTS WITH RESPECT TO CLUB FACILITIES.  
PLEASE INDICATE LEVEL OF AGREEMENT.**

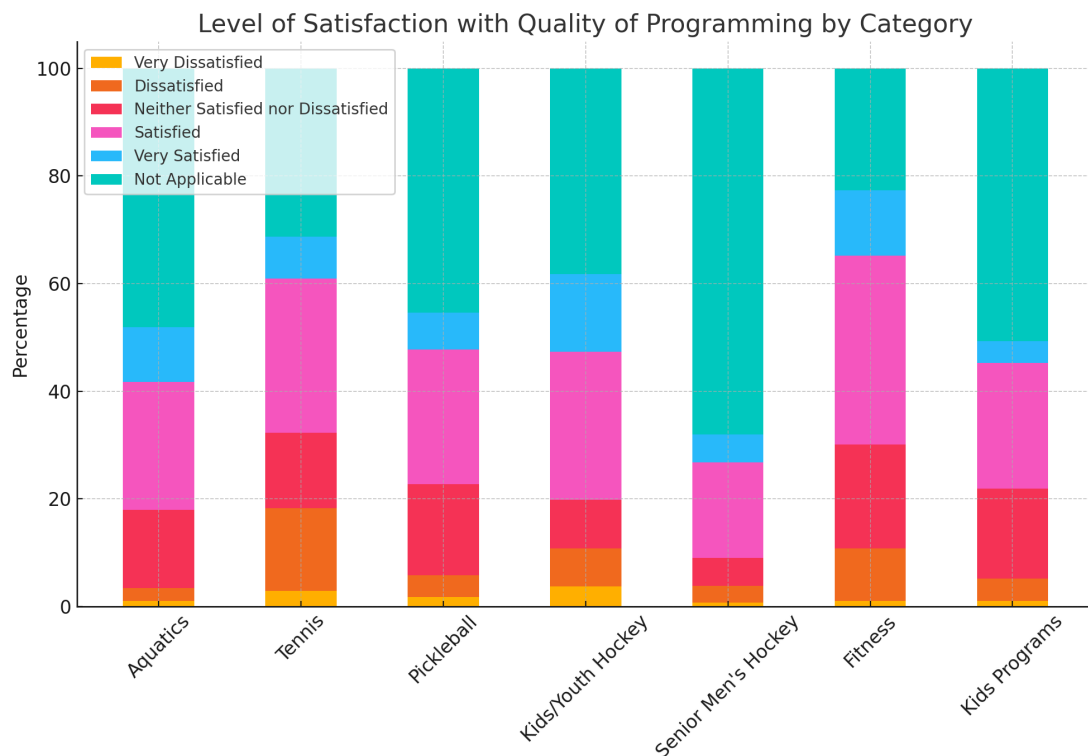


**INDICATE YOUR LEVEL OF PRIORITY FOR LIST OF CAPITAL PROJECTS**

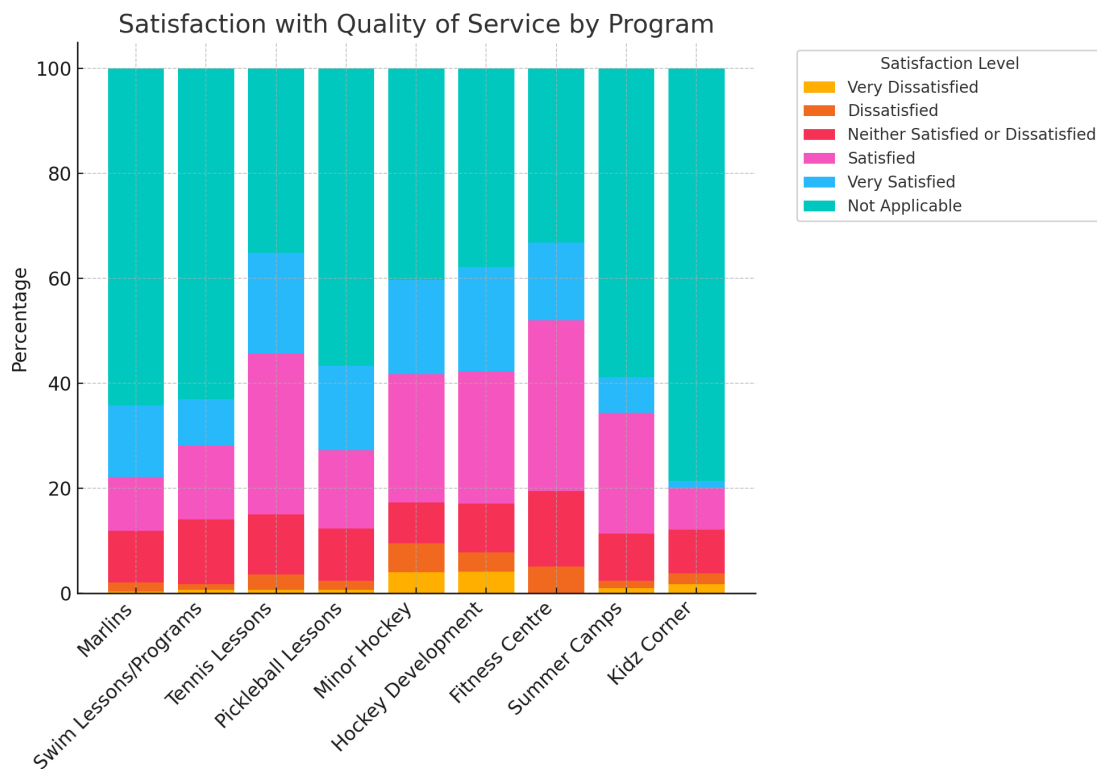




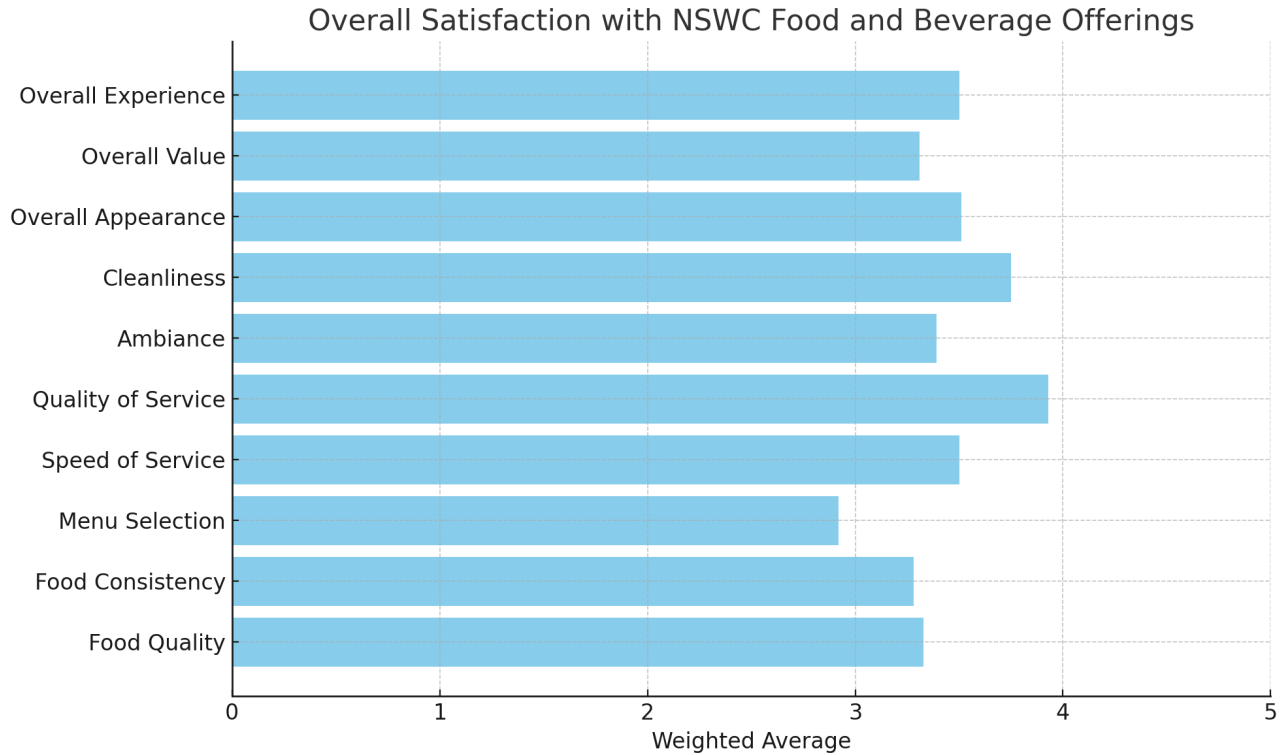
## LEVEL OF SATISFACTION WITH QUALITY OF PROGRAMMING



## LEVEL OF SATISFACTION WITH QUALITY OF SERVICE PROVIDED BY STAFF

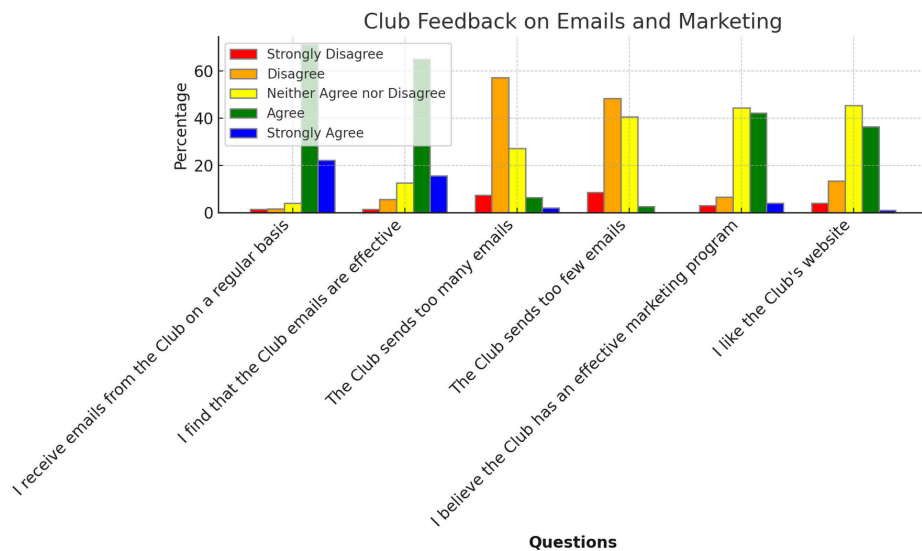


## OVERALL LEVEL OF SATISFACTION W F&B OFFERINGS

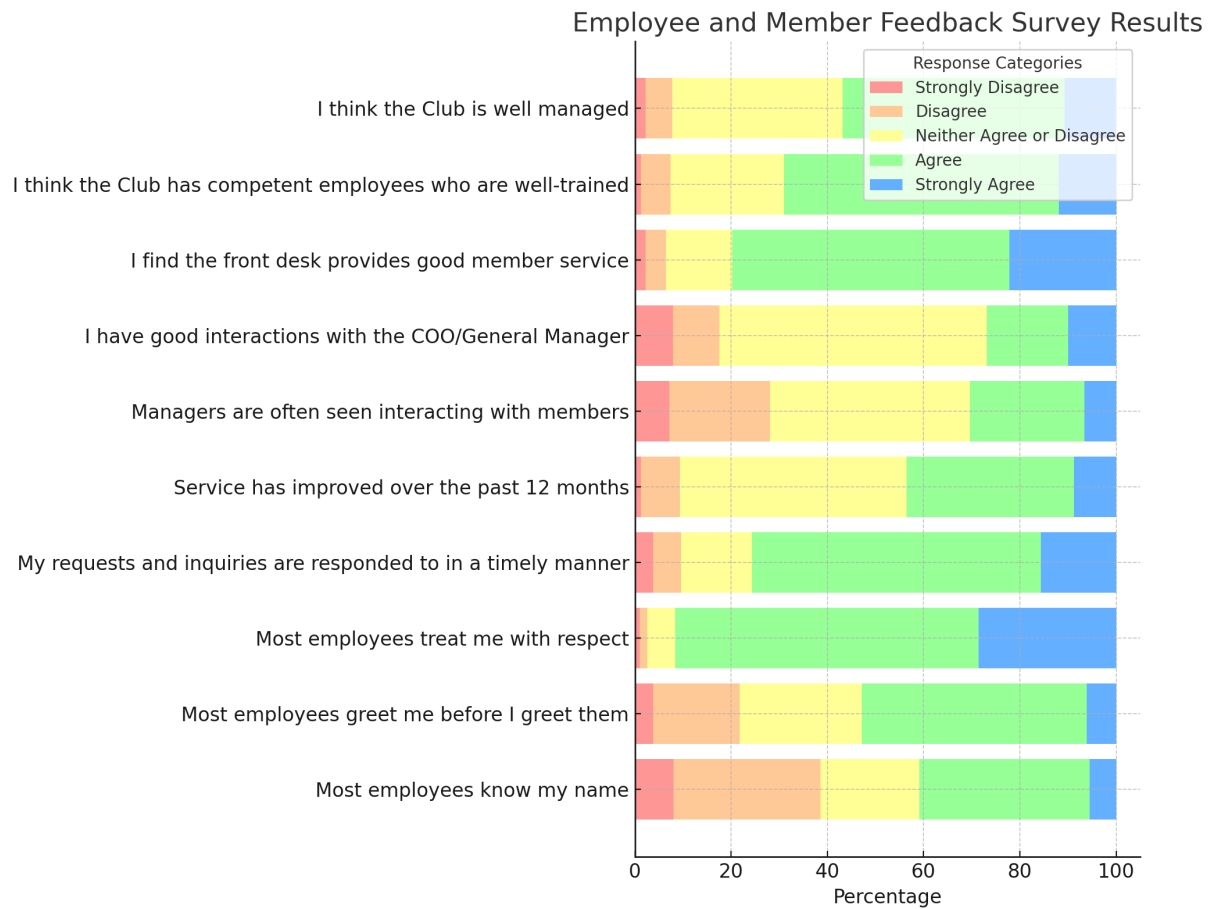


The top three concerns from the survey responses are: Food Quality and Consistency, Menu Variety and Healthy Options, and Service and Staffing Issues

## COMMUNICATIONS & MARKETING AT THE CLUB



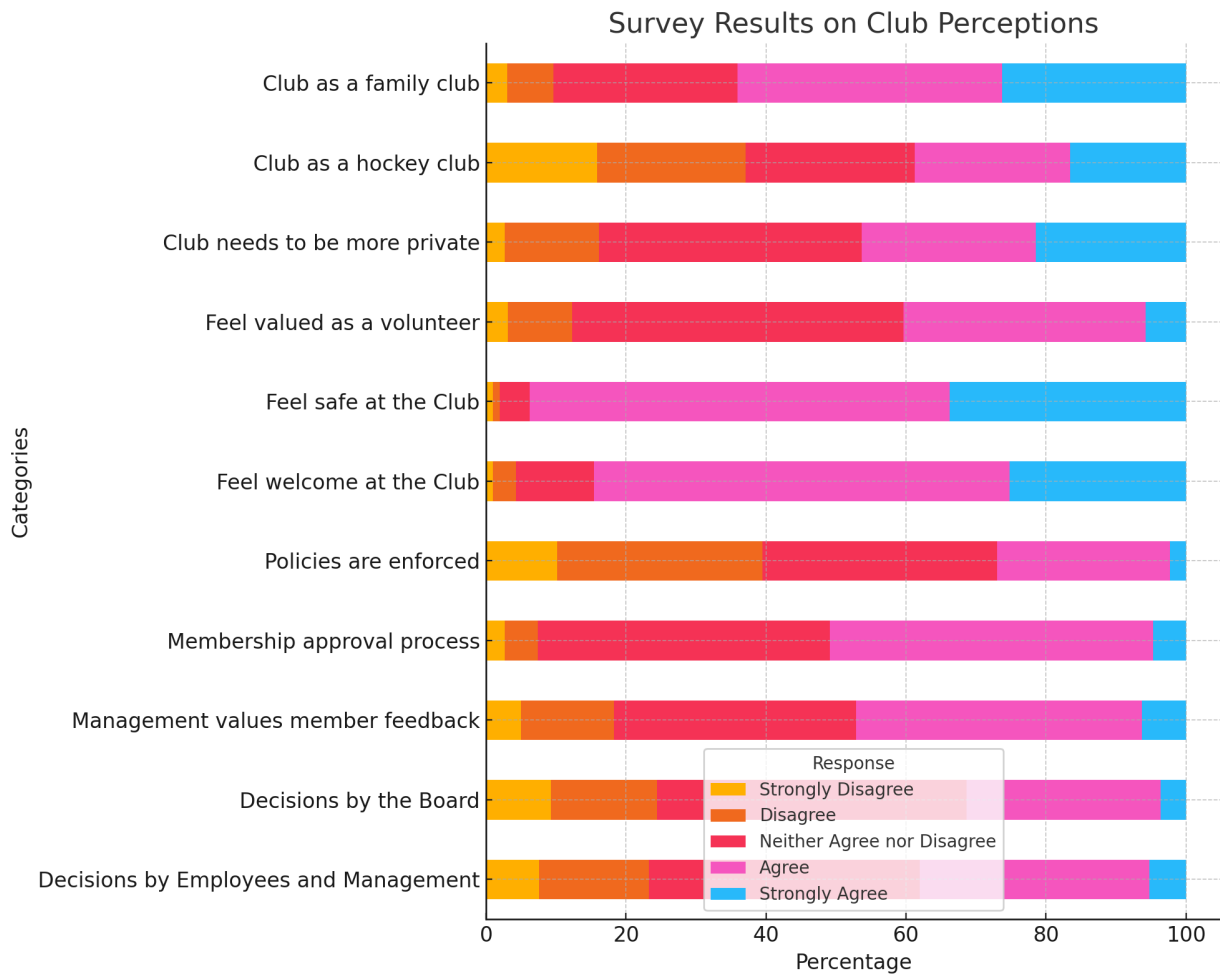
## GENERAL STATEMENTS TO RESPECT TO SERVICE AT THE CLUB



## COMMENTS W RESPECT TO ANY PART OF YOUR MEMBER EXPERIENCE

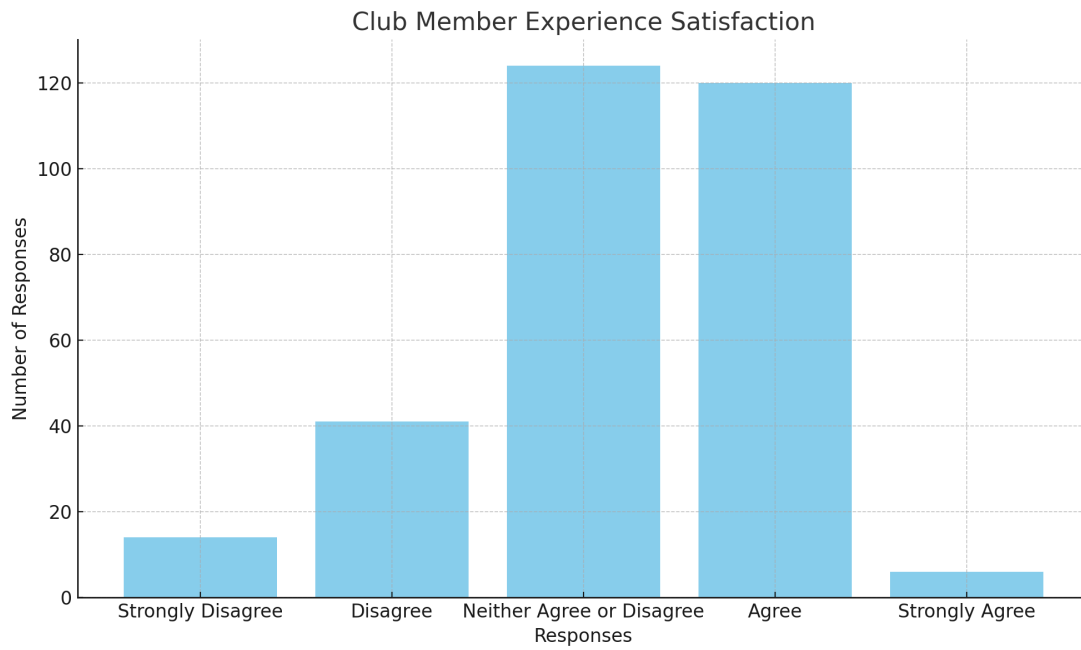
The survey responses highlight two main concerns: **non-member access and children's behavior in Club spaces**. Many members are frustrated by the growing presence of non-members using facilities like the ice, pool, and parking without adequate oversight, with calls for stricter access controls such as wristbands and fobs. Additionally, members are concerned about unsupervised children in adult-designated areas like the lounge, prompting suggestions for more designated spaces or activities for kids to better manage behavior and maintain order.

## NSWC CULTURE AND VALUES

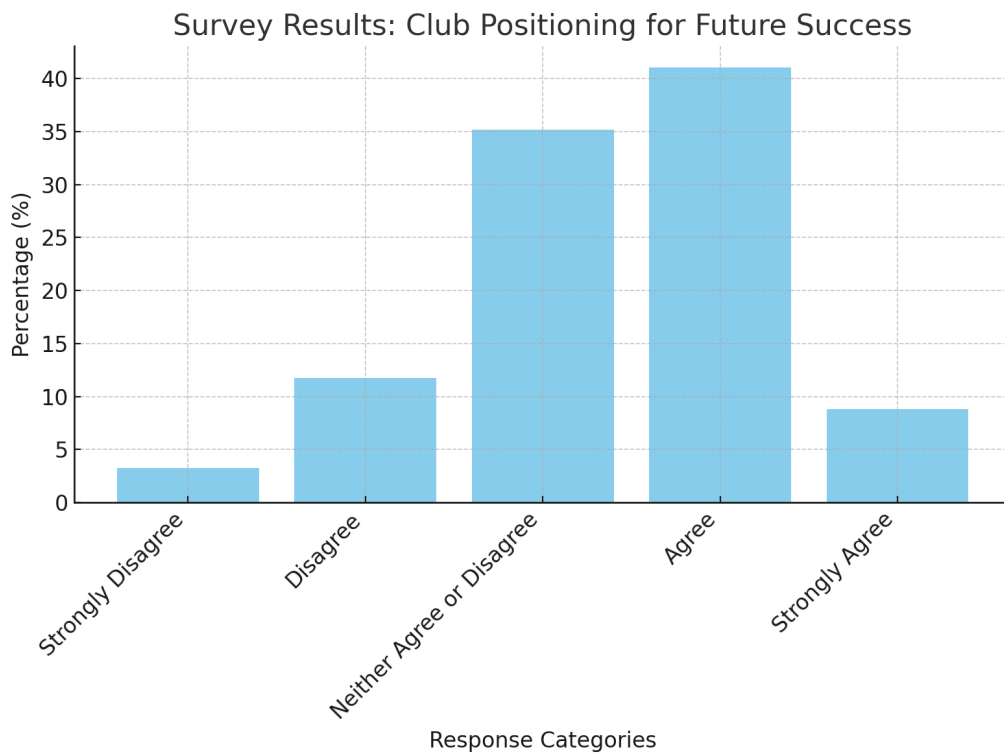


The survey results reveal that members generally feel safe and welcome at the Club, with high levels of agreement on these points. There is uncertainty about whether policies are properly enforced, which has the lowest overall satisfaction. Opinions are divided on whether the club should focus more on being a hockey club or a family club, though the family-oriented approach is preferred. Members are mixed on whether the Club should become more private, and many feel under-appreciated as volunteers, with nearly half responding neutrally to that question.

**PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENT: I LIKE THE WAY THE CLUB IS OPERATED**



**PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENT: I I LIKE THE WAY THE CLUB IS HEADING**



## **MAIN STRENGTHS OF THE NSWC ARE:**

The top themes from the survey responses highlight that NSWC is a **family-oriented club** providing an enjoyable space for all family members to engage in sports and social activities together. Many responses emphasize the Club's focus on creating a safe space for families. Phrases like "family environment," "safe space for families," and "family-friendly" highlight this theme. There is consistent praise for the **friendly, helpful, and engaging staff** across different areas of the Club, from the front desk to coaches, contributing to a sense of community and inclusion. Many mention the "welcoming atmosphere", inclusivity, and "friendly environment."

## **MAIN CHALLENGES FACING THE NSWC**

Based on the survey responses, the top themes that emerge are: **Resource Constraints and Overcrowding**: Many members express concerns about overcrowding, particularly regarding the availability of ice time, tennis courts, and other club facilities. **Leadership and Communication Issues**: There were comments about poor communication, weak leadership in certain sports programs, and a lack of long-term vision.

## **I AM PROUD TO BE A MEMBER OF THE NSWC BECAUSE...**

The survey responses highlight key themes: **a strong sense of community and friendships**. Many members value the friendships formed at the Club, emphasizing it as a welcoming place where families bond and build lasting relationships. The Club's family-friendly environment is frequently praised, offering a safe and inclusive space for families to grow and engage in activities together. Additionally, **the quality of the Club's sports programs**, particularly in hockey, tennis, and swimming, is highly regarded, providing excellent opportunities for personal development, competition, and wellness for both children and adults. The Club's diverse sports programs along with its excellent facilities like the outdoor pool and Tiki deck, are considered major strengths.

## IF I WAS IN CHARGE OF THE NSWC, I WOULD FOCUS ON IMPROVING...

The top three themes in these survey responses are:

- **Facilities and Infrastructure Improvement:** There is a strong emphasis on upgrading outdated facilities, such as tennis courts, ice rinks, pickleball courts, and dining areas.
- **Equitable and Diverse Access:** Several respondents call for more inclusive programming and better accessibility for a broader range of members, not just elite athletes. This includes suggestions for more family-friendly spaces, diversity initiatives, and fairer access to amenities like courts and dressing rooms.
- **Member Retention and Experience:** A recurring theme is the need to improve member retention through enhanced communication, engaging programming, including keeping families involved even as children age out of sports, providing better food options, and creating social spaces for all members.

## PLEASE PROVIDE ANY ADDITIONAL COMMENTS ON ANY TOPIC

The top three themes from the survey responses focus on **access and scheduling issues, Club management and communication, and the need for facility and program improvements**. There were several members highlighting poor communication, lack of transparency, and favoritism, especially in sports programs like hockey. Additionally, members call for facility upgrades, such as improved showers and change rooms, and more investment in expanding programs like dance, pickleball, and casual family offerings to better meet the needs of the growing membership.