

San Francisco Bay Area Curling Club

Membership Report

October 2014

By Jay Diamond

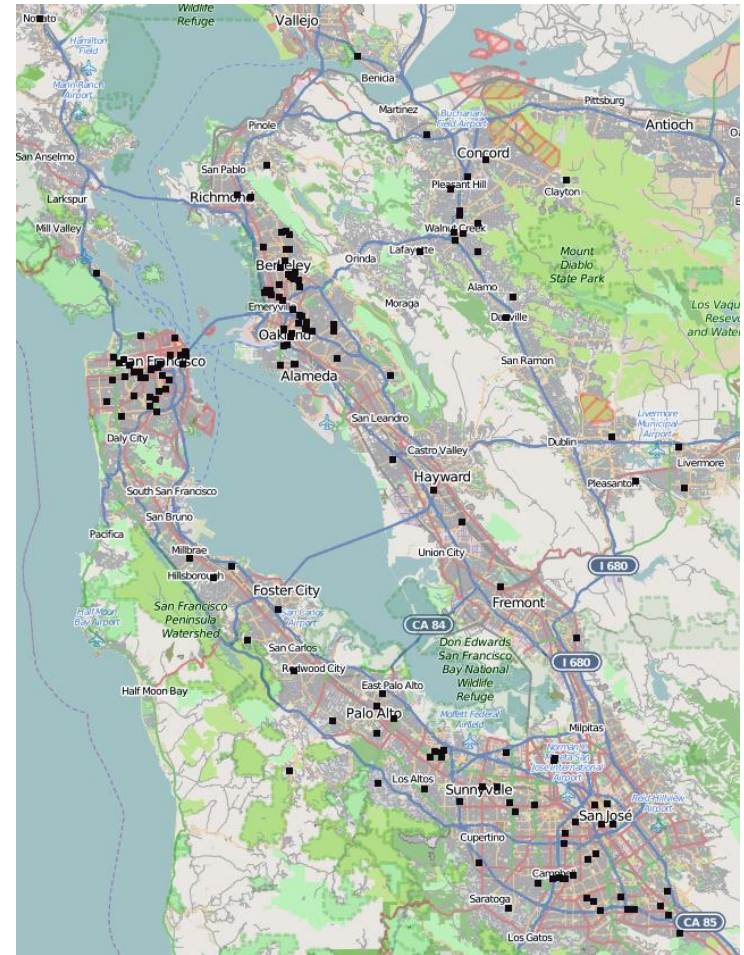
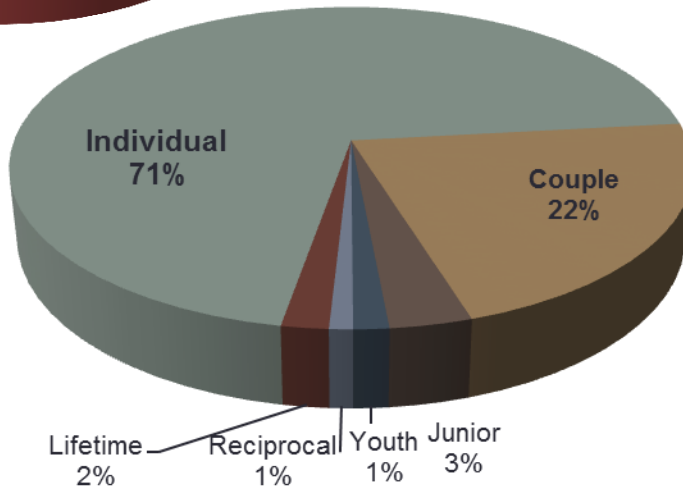
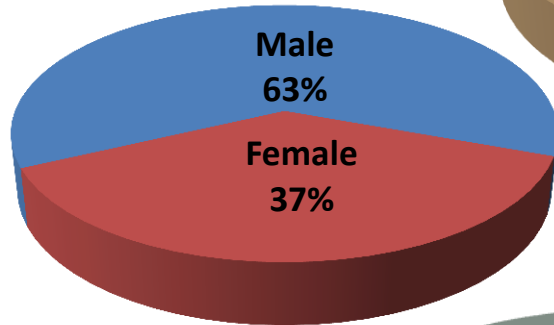
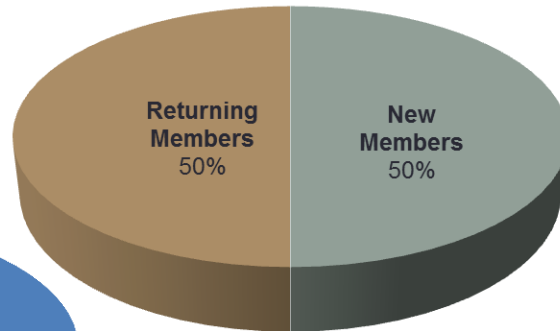


San Francisco Bay Area
CURLING CLUB

Current Member Status

(From membership roster, 2014-10-31)

211 Members

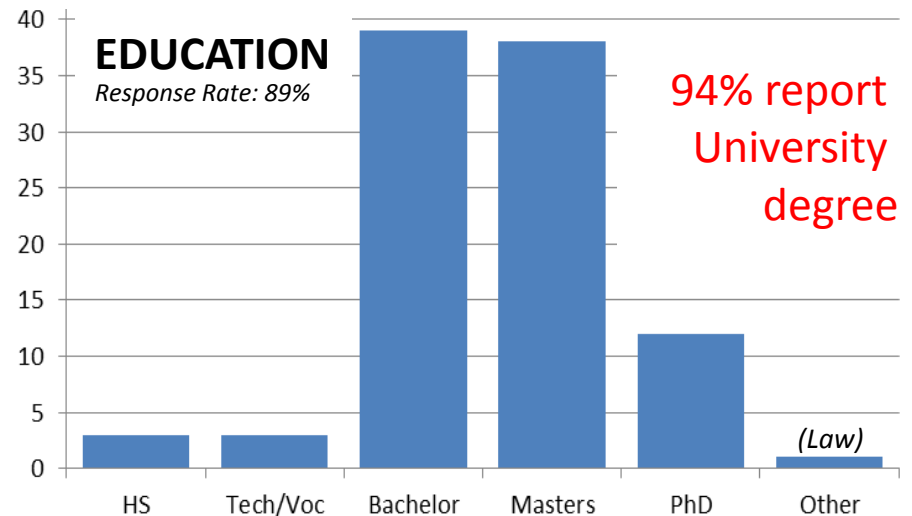
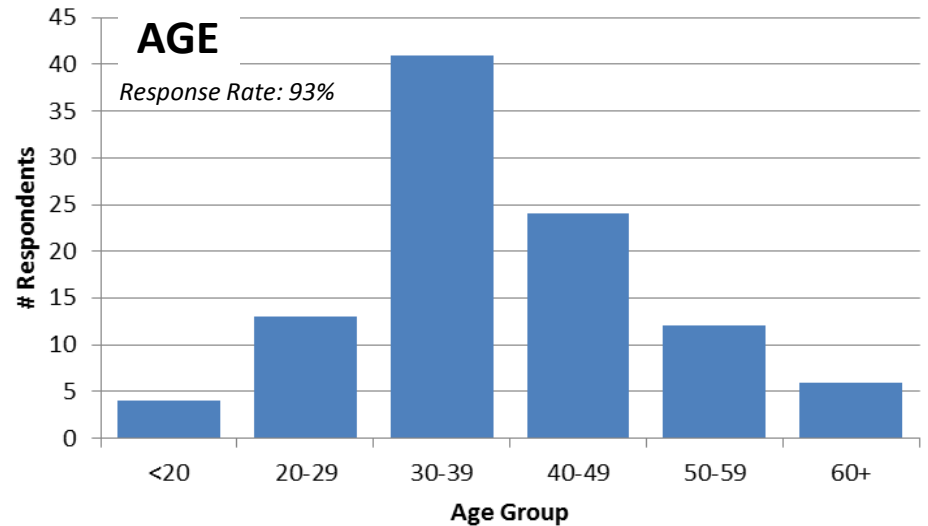
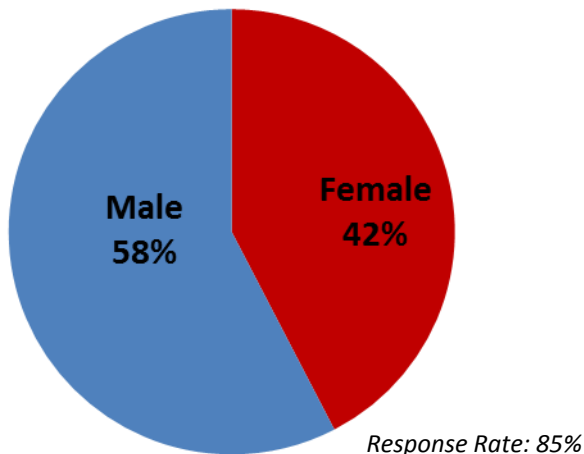


Survey Responses (Oct 1-15, 2014)

- 108 respondents
- 12 Incomplete surveys
- Some questions optional

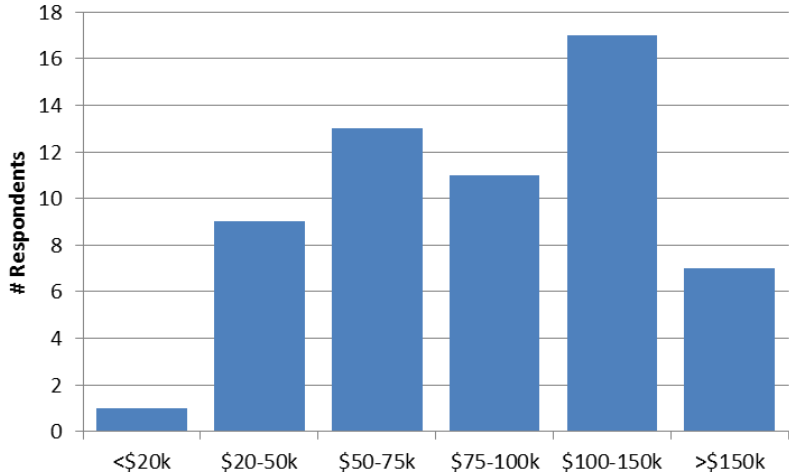
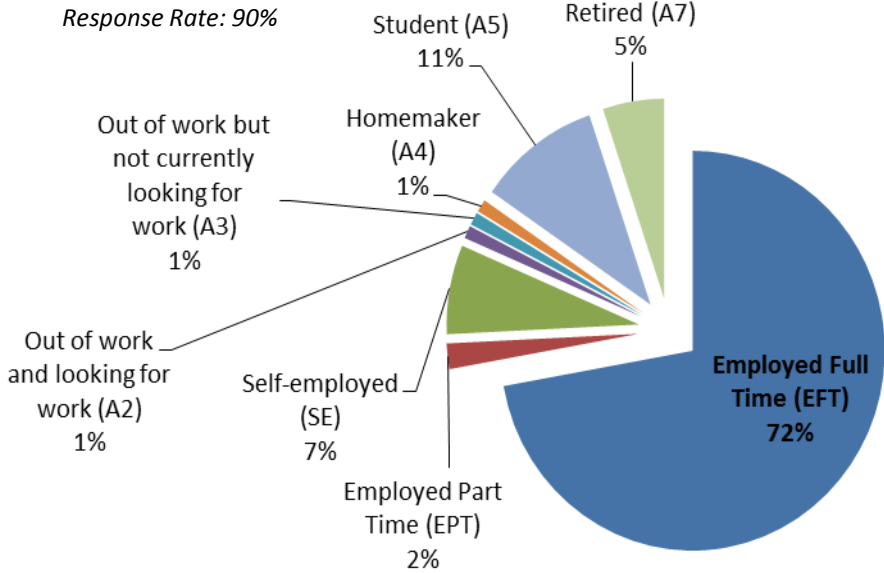
5 Sections:

- Demographics
- Communication Preferences
- Curling Preferences & Experience
- Training & Competitive Curling
- Volunteering



Employment

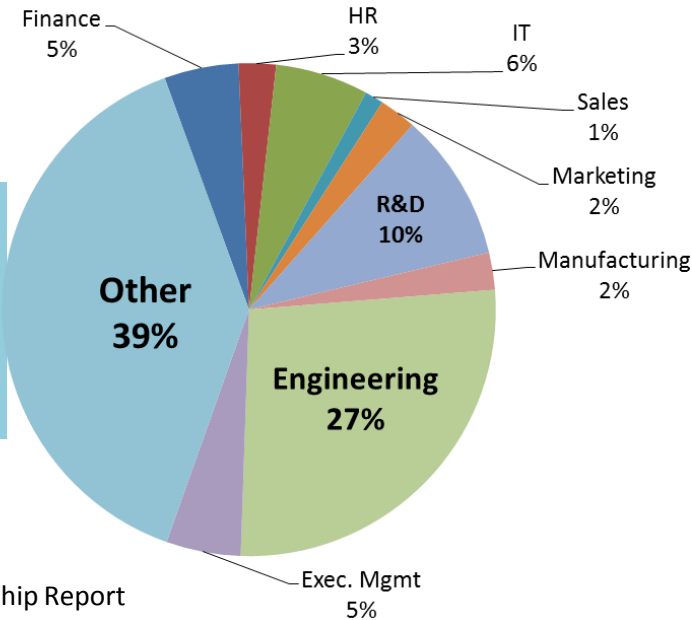
Employment Status



Job Function

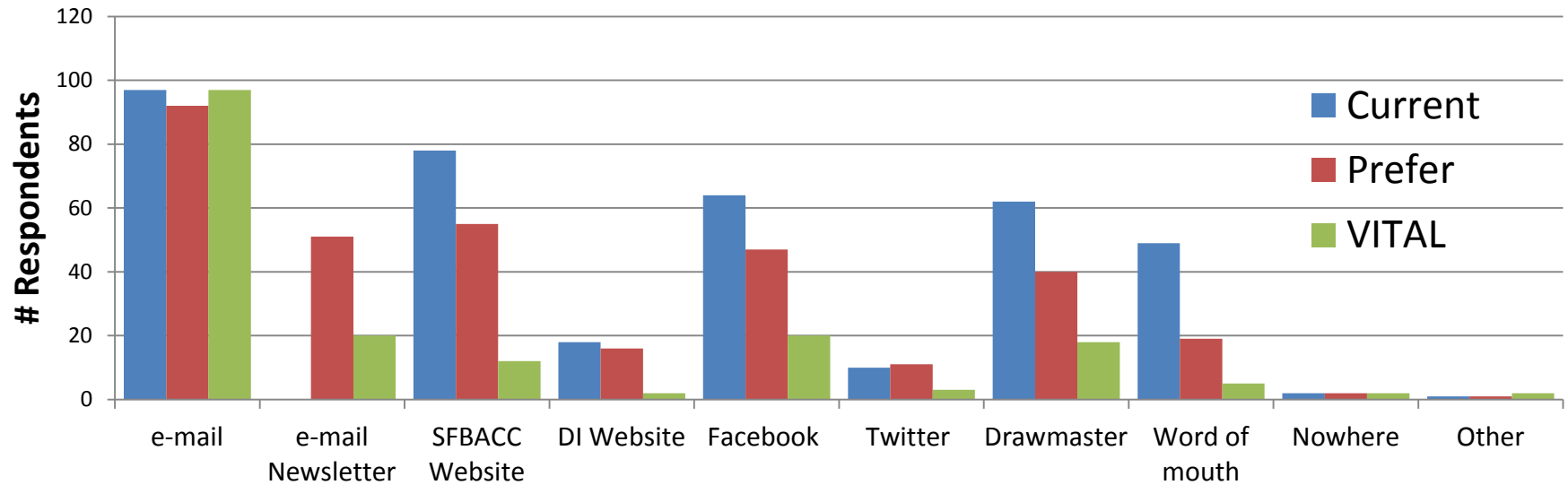
Response Rate: 76%

- Construction
- Consulting
- Education
- Environmental
- Fundraising
- Law
- Medical
- Operations
- Planning
- Research
- Science
- Student

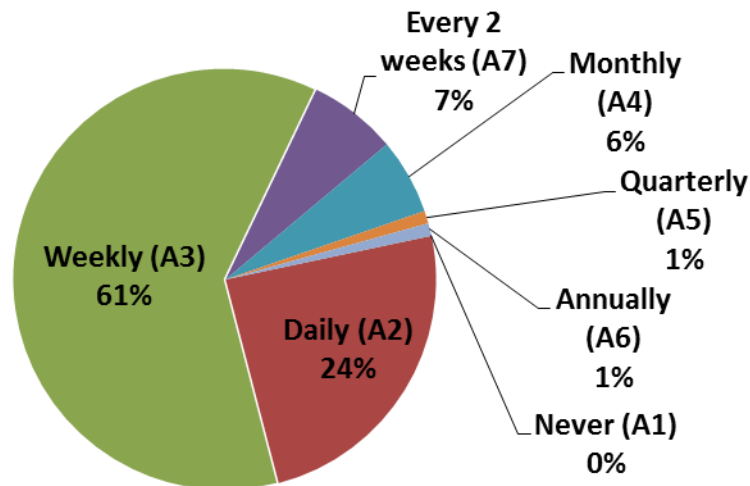


Annual Salary Response Rate: 54%

Communication Preferences

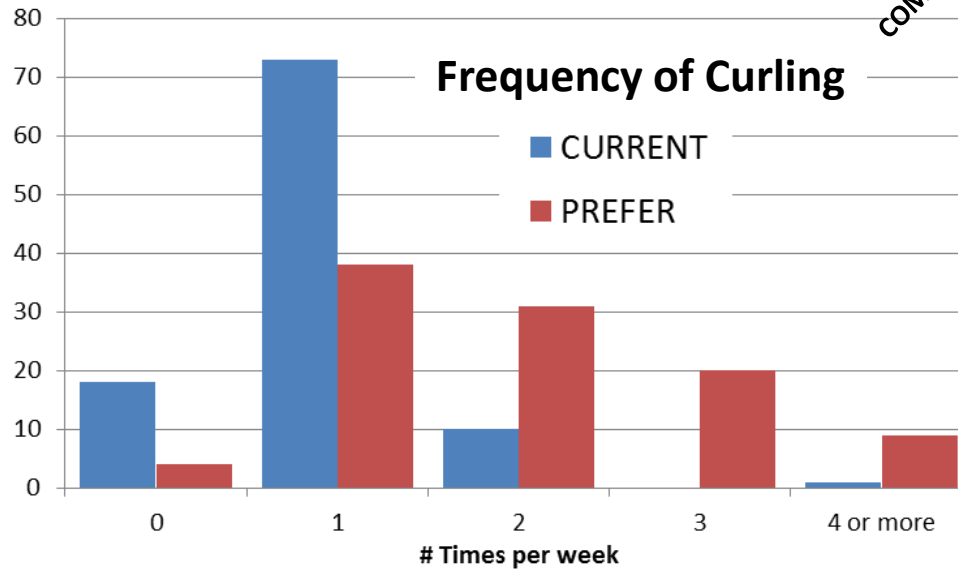
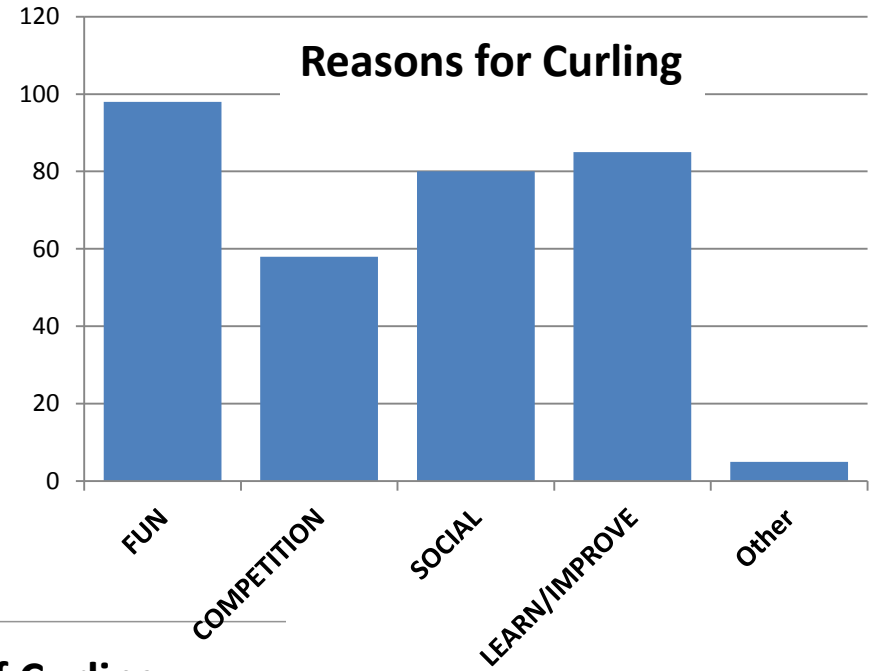
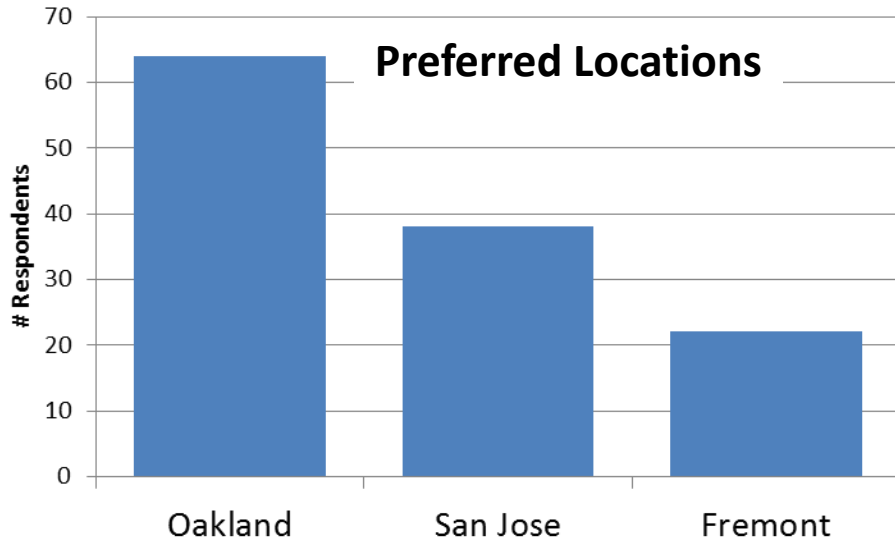


“It is acceptable for SFBACC to send me e-mail updates:”

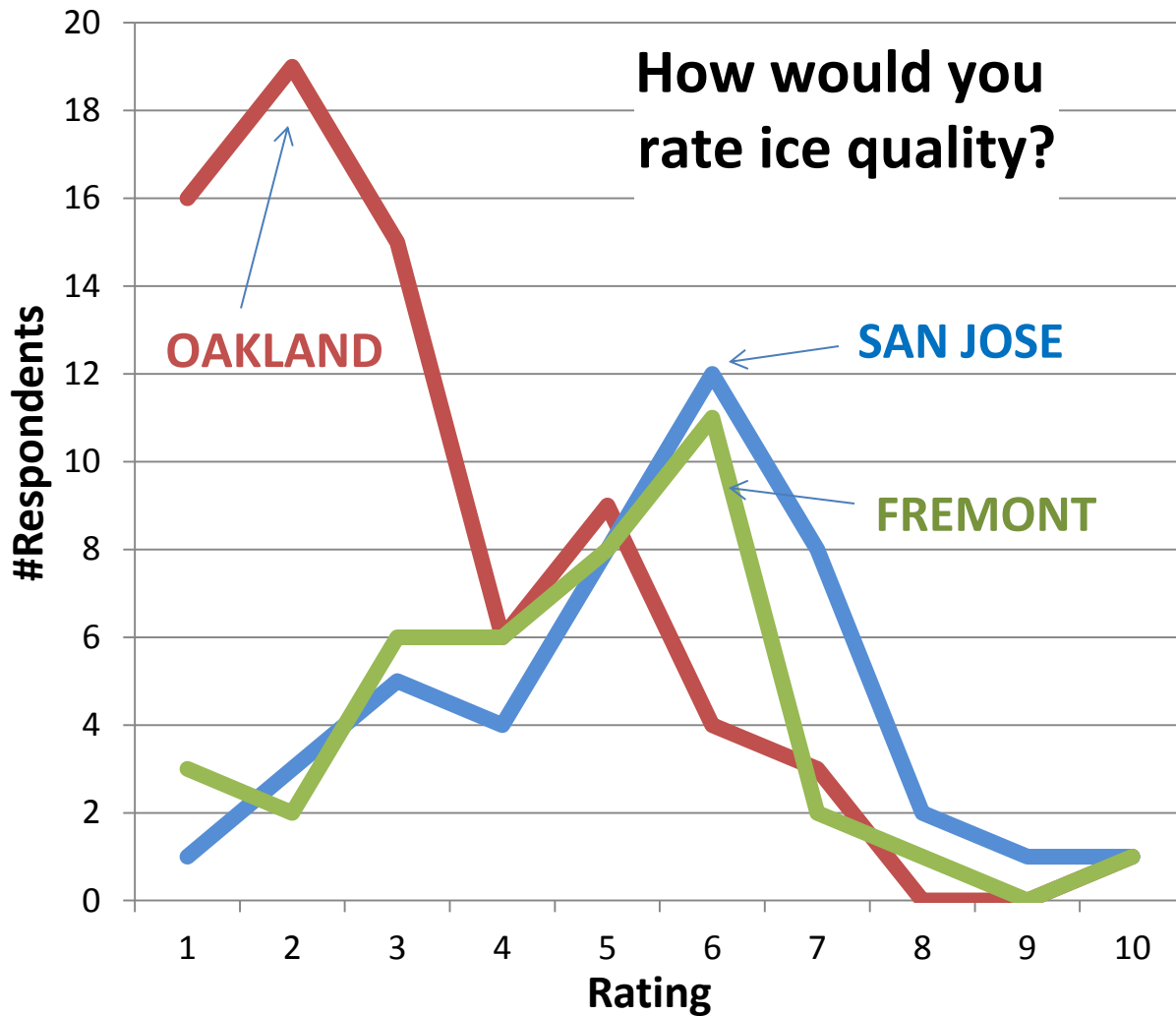


85% of Members find it acceptable to get e-mail at least once per week

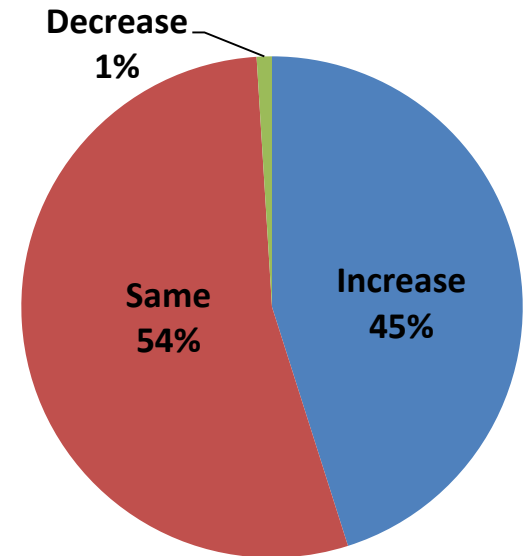
Curling Preferences



Ice Quality

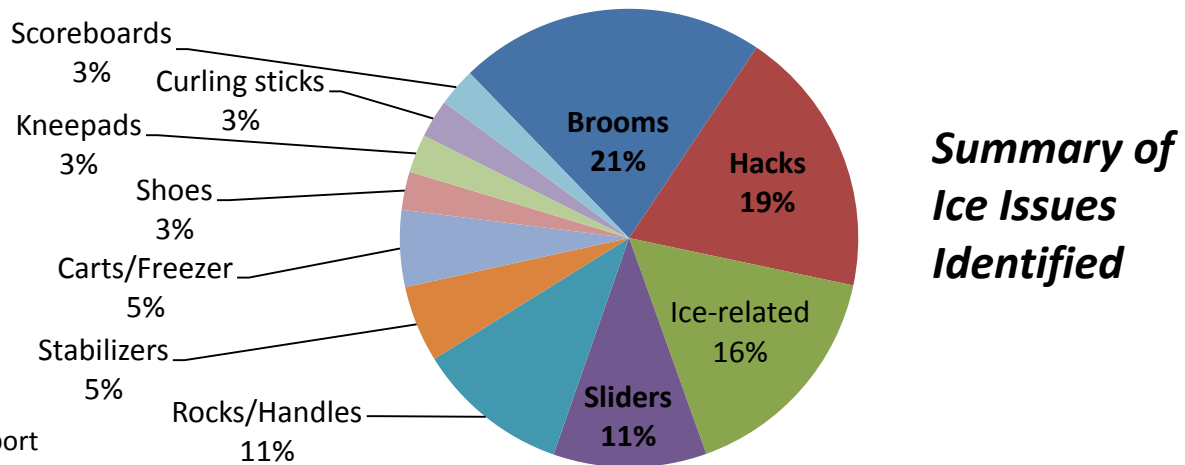
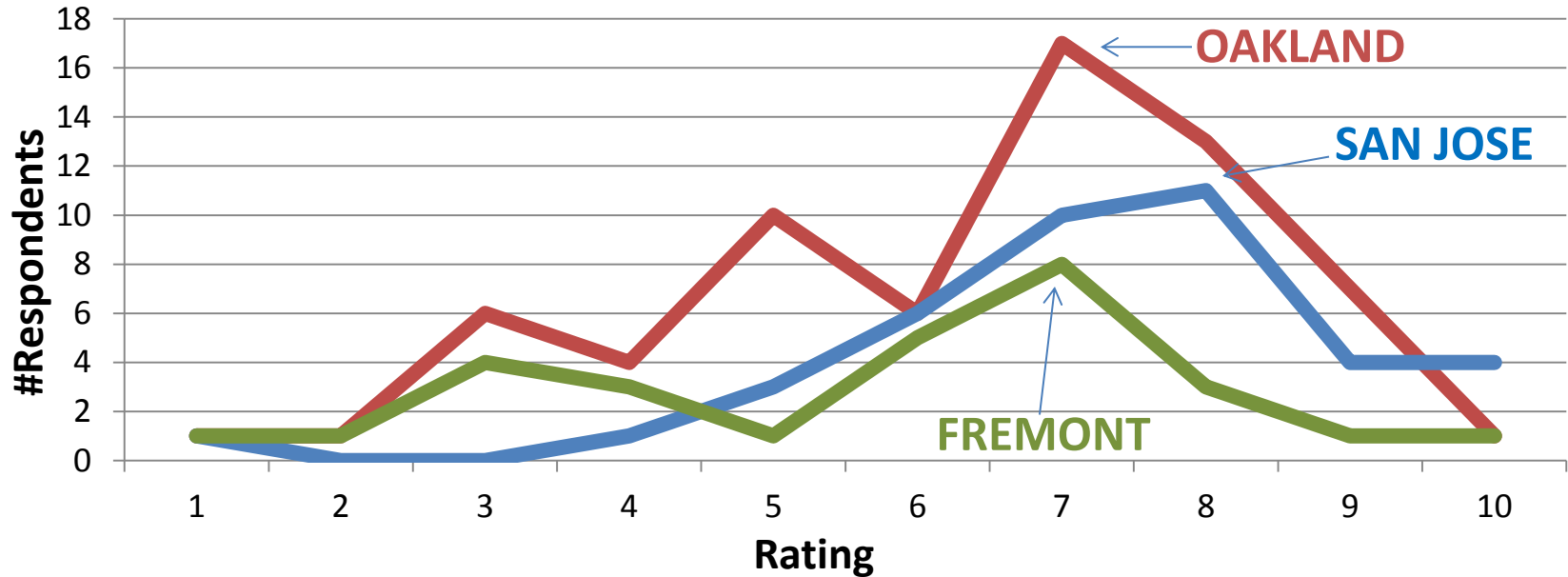


Would you curl MORE OFTEN if ice quality were improved?



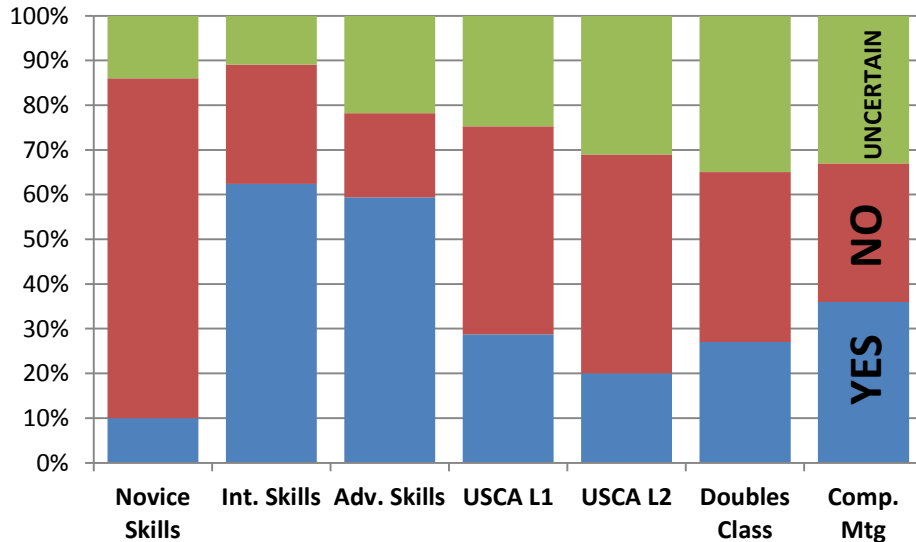
Equipment Quality

How would you rate the quality of the EQUIPMENT?

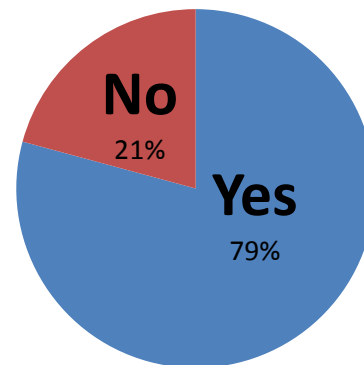


Competitive Curling

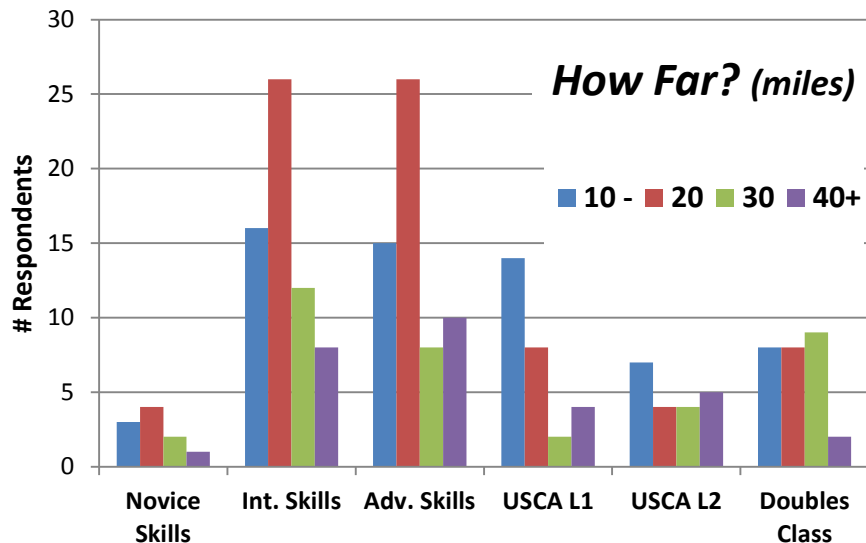
Interest Level



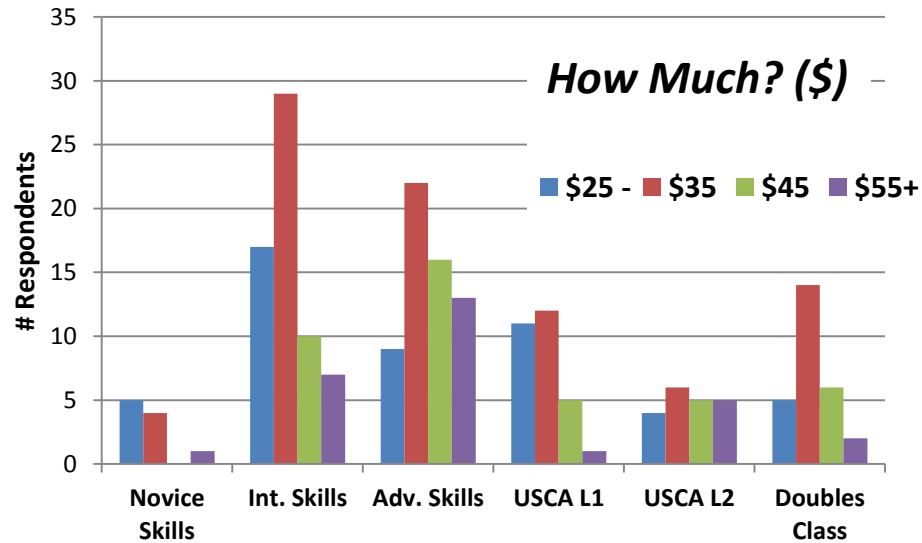
Would you be willing to pay a small fee for instructors (\$10) in addition to the cost of the training class?



How Far? (miles)

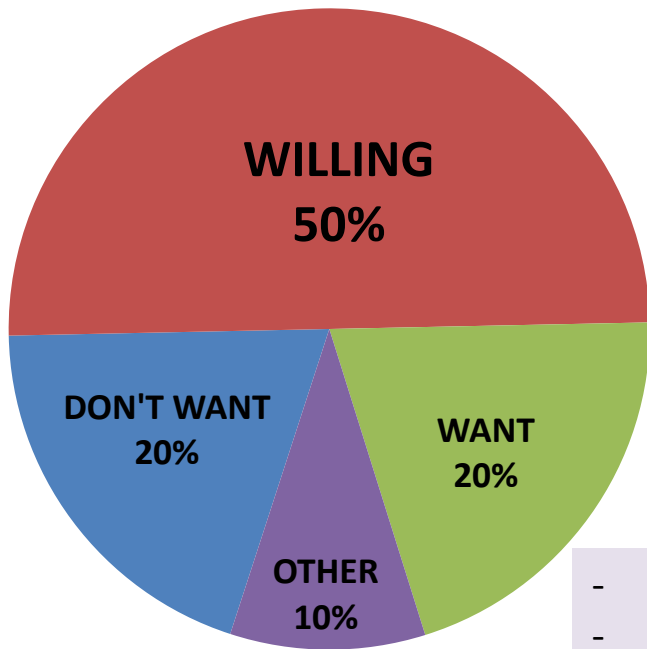


How Much? (\$)

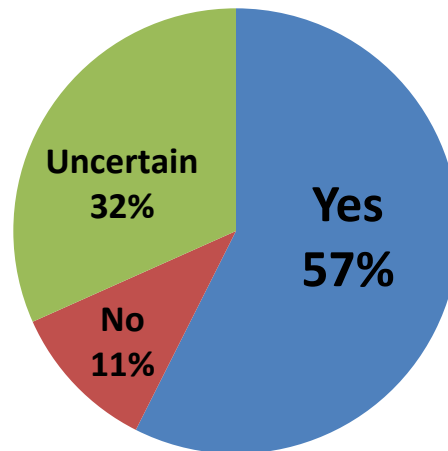


Competitive Curling

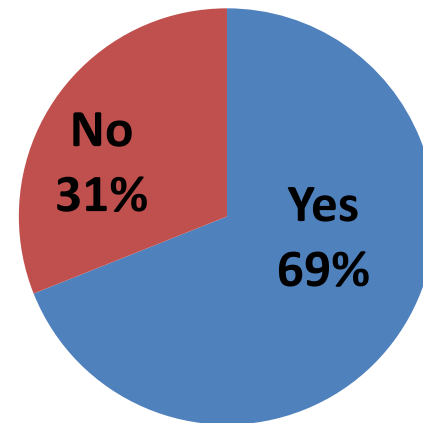
How do you feel about mentors/coaches DURING league games?



Are you interested in competitive curling?



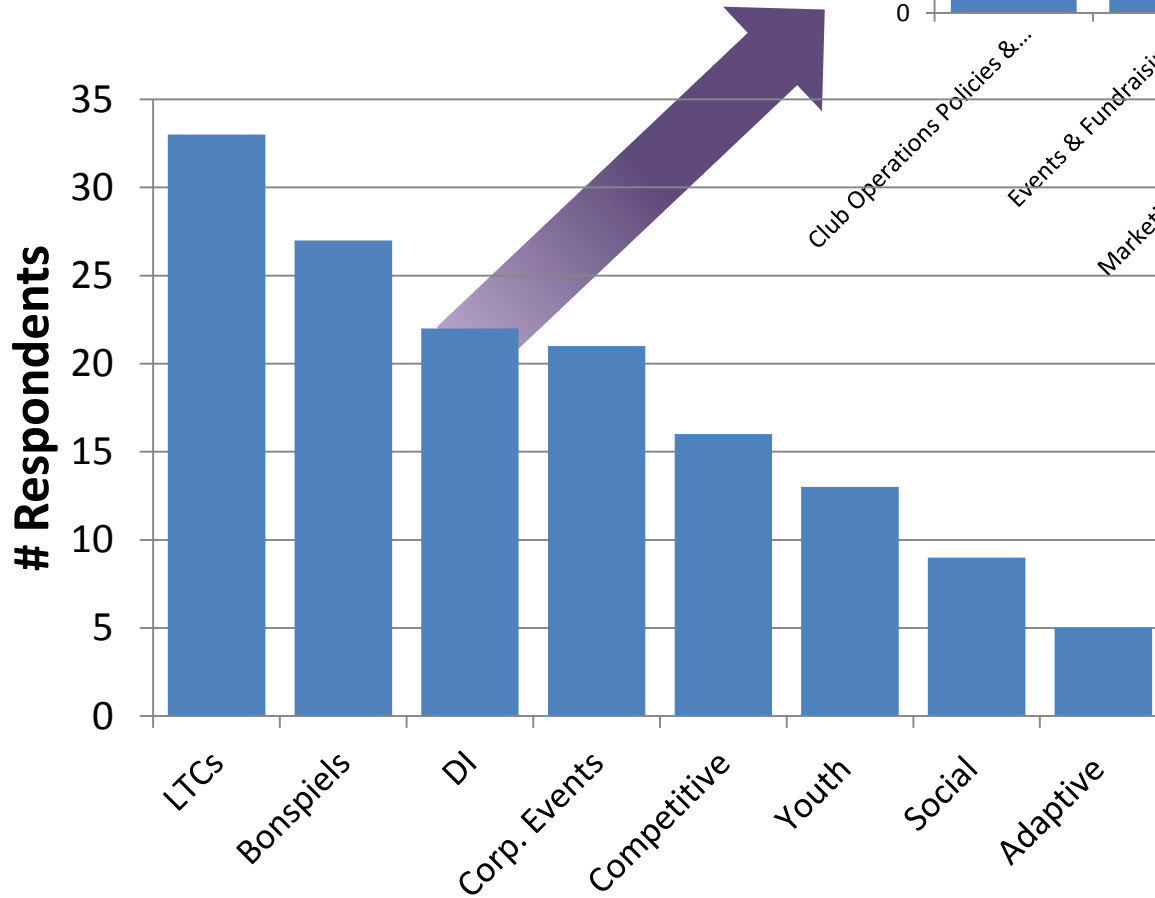
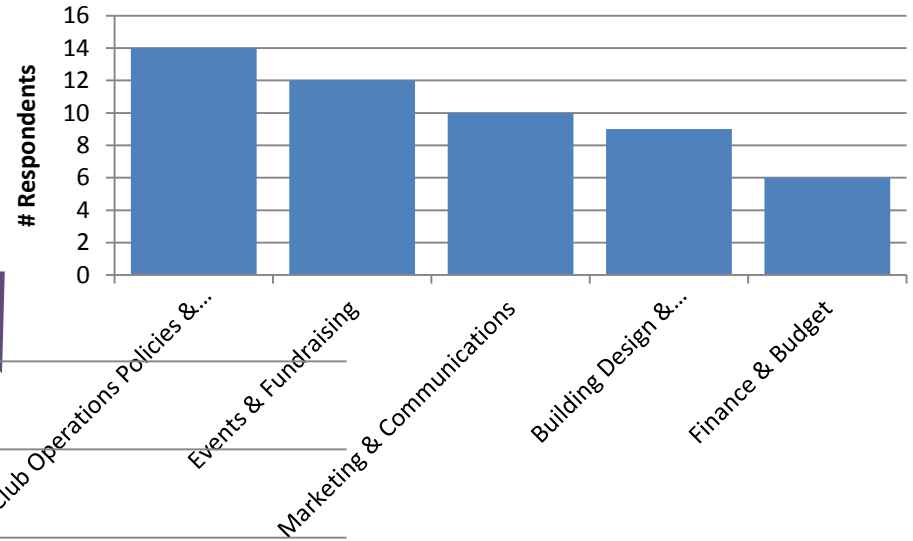
Would you be interested in a matchmaking service for competitive curling?



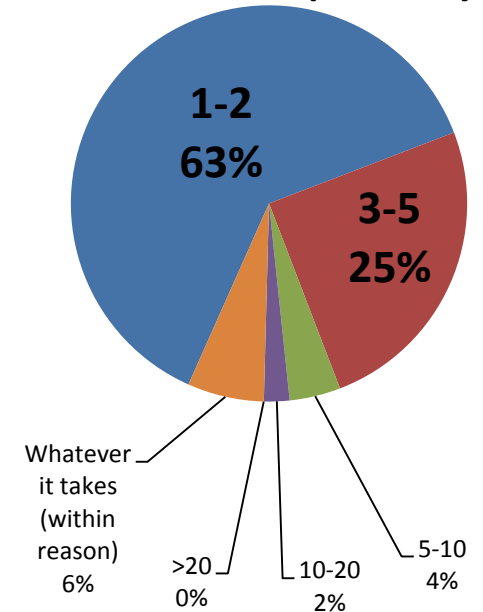
- *Good for novices*
- *Coach is currently Skip*
- *Inappropriate*
- *Only some leagues*
- *Not many I'd trust*
- *List of Coaches Available?*

Volunteering

DI Breakout



Commitment (hrs/wk)



BACKUP

Survey Questions: Demographics

- Gender: I primarily identify as:
Please choose **only one** of the following:
 - Female (F)
 - Male (M)
- Age Group
Please choose **only one** of the following:
 - <20 (A1)
 - 20-29 (A2)
 - 30-39 (A3)
 - 40-49 (A4)
 - 50-59 (A5)
 - 60+ (A6)
- Education:
Please choose **only one** of the following:
 - High School Graduate or GED
 - Trade/technical/vocational training
 - Bachelor's degree
 - Master's degree
 - Doctorate degree
 - Other
- **Professional or Employment Status**
Please choose **only one** of the following:
 - Employed Full Time
 - Employed Part Time
 - Self-employed
 - Out of work and looking for work
 - Out of work but not currently looking for work
 - Homemaker
 - Student
 - Military
 - Retired
 - Other
- **Company Name:**
- **Job Title:**
- **Job Function:**
 - Finance/Accounting
 - Human Resources
 - Information Technology/MIS
 - Administration
 - Sales
 - Marketing
 - Research and/or Development
 - Manufacturing
 - Engineering
 - Executive Management
 - Other
- **Annual Income:**
Please choose **only one** of the following:
 - <\$20k/year
 - \$20-50k/year
 - \$50-75k/year
 - \$75-100k/year
 - \$100-150k/year
 - >\$150k/year
- **Please briefly describe your skill set. These may include professional, trade, or craft skills that may at some point be of use to the club. Periodically, we'd like to call on individuals in the club for their expertise.**

Survey Questions: Communication Preferences

- **I currently get information about SFBACC from:**
Please choose **all** that apply:
 - SFBACC e-mail
 - SFBACC Website (BayAreaCurling.com)
 - Dedicated Ice Website (DedicatedIce.com)
 - Facebook
 - Twitter
 - Drawmaster Announcements before League
 - Word of mouth
 - Nowhere. I current am not notified by SFBACC.
 - Other:
- **I'd PREFER to get information about SFBACC from:**
Please choose **all** that apply:
 - SFBACC e-mail
 - SFBACC e-mail Newsletter
 - SFBACC Website (BayAreaCurling.com)
 - Dedicated Ice Website (DedicatedIce.com)
 - Facebook
 - Twitter
 - Drawmaster Announcements before League
 - Word of mouth
 - Nowhere. I prefer not to be contacted by SFBACC.
 - Other:
- **It is acceptable for SFBACC to send me e-mail updates:**
Please choose **only one** of the following:
 - Never
 - Daily
 - Weekly
 - Every 2 weeks
 - Monthly
 - Quarterly
 - Annually

Survey Questions:

Curling Preferences & Experience

- My preferred curling locations are:
Please choose all that apply:
 - Fremont
 - Oakland
 - San Jose
- I like to curl:
Please choose all that apply:
 - For fun
 - For competition
 - For the social interaction
 - To learn and improve
 - Other:
- Frequency of curling:
Please choose the appropriate response for each item:
 - How many times per week do you CURRENTLY curl? [0,1,2,3,4 or more]
 - How many times per week would you LIKE to curl? [0,1,2,3,4 or more]
- Based on your recent experience, how would you rate the quality of the ICE at the following facilities.
Note: Please don't answer for facilities in which you have not recently curled.
1 is worst, 10 is best
Please choose the appropriate response for each item:
 - SharksIce Fremont [1-10]
 - Oakland Ice Center [1-10]
 - SharksIce San Jose [1-10]
- Would you curl MORE OFTEN if ice quality were improved? [Increase, Same, Decrease]
- Based on your recent experience, how would you rate the quality of the EQUIPMENT (hacks, brooms, sliders, etc.) at the following facilities:
Note: Please don't answer for facilities in which you have not recently curled.
1 is worst, 10 is best
Please choose the appropriate response for each item:
 - SharksIce Fremont [1-10]
 - Oakland Ice Center [1-10]
 - SharksIce San Jose [1-10]
- Are there any specific equipment issues you would like to see addressed?

Survey Questions:

Training & Competitive Curling

- **Would you be interested in the following events?**
Please choose the appropriate response for each item:
 - Novice skills class
 - Intermediate skills class
 - Advanced skills class
 - USCA Instructor Level 1 class
 - USCA Instructor Level 2 class
 - Doubles class
 - Competitive curling meeting
- **How much would you be willing to spend per class and how far would you be willing to drive?**
 - Novice skills class
 - Intermediate skills class
 - Advanced skills class
 - USCA Instructor Level 1 class
 - USCA Instructor Level 2 class
 - Doubles class

[\$25 or less,\$35,\$45,\$55 or more]
[10 miles or less,20 miles,30 miles,40 miles or more]
- **Would you be willing to pay a small fee for instructors (\$10) in addition to the cost of the training class?**
Please choose **only one** of the following:
 - Yes
 - No
- **How do you feel about mentors/coaches DURING league games?**
Please choose **all** that apply:
 - I don't want a coach/mentor during league games
 - I'd be willing to have a coach/mentor during league games
 - I want a coach/mentor during league games
 - Other:
- **Are you interested in competitive curling?**
Please choose the appropriate response for each item:
- Are you interested in Competitive Curling?
[Yes,Uncertain,No]
- **Would you be interested in a matchmaking service for competitive curling?** [Yes,No]

Survey Questions: Volunteering

- Do you have an interest in donating some of your time & expertise to your curling club?
Please check boxes correspond to subject areas for which you may be interested in volunteering. This is not a commitment and someone will contact you for more information.
Note that volunteering could use your existing skills or help you develop new skills. There is no minimum amount of time required to volunteer for any activity.
Please choose all that apply:
 - Bonspiels (Planning & Organization)
 - Competitive Curling (Plan & organize club events, playdowns for club/arena nationals, mixed, 5-and-under, seniors, etc.)
 - Corporate Events (teaching)
 - Dedicated Ice (Plan & Organize Events, Fundraising, Operations)
 - Learn-to-Curl Events (teaching)
 - Social Committee (Plan & Organize BBQs, Fun events, Season wind-ups)
 - Wheelchair/Adaptive Curling (Plan & Organize learn-to-curls, leagues, and other events)
 - Youth Programs (Plan & Organize learn-to-curls, leagues, and other events)
- For which aspects of the Dedicated Ice Initiative would you be willing to volunteer
Please choose all that apply:
 - Marketing & Communications
 - Events & Fundraising
 - Building Design & Construction
 - Finance & Budget
 - Club Operations Policies & Processes
- Please indicate your e-mail address so that we can contact you:
- How much time would you be willing to volunteer per week? (hours)
Please choose only one of the following:
 - 1-2 Hours/week
 - 3-5 Hours/week
 - 5-10 Hours/week
 - 10-20 Hours/week
 - >20 Hours/week
 - Whatever it takes (within reason)