



# 2017 San Francisco Bay Area Curling Club Membership Report

Compiled by Jay Diamond

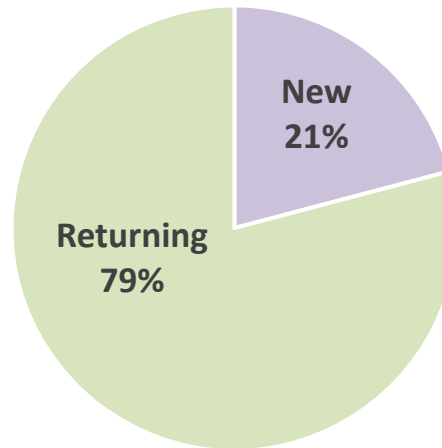
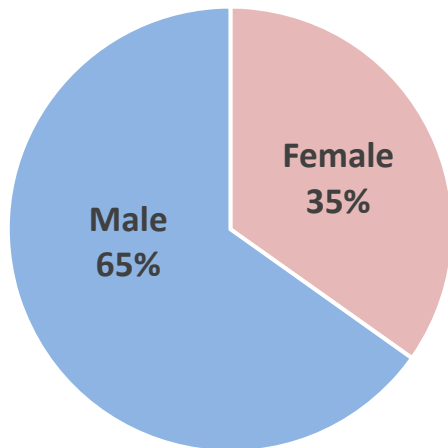
July 2017

Public Revision 1

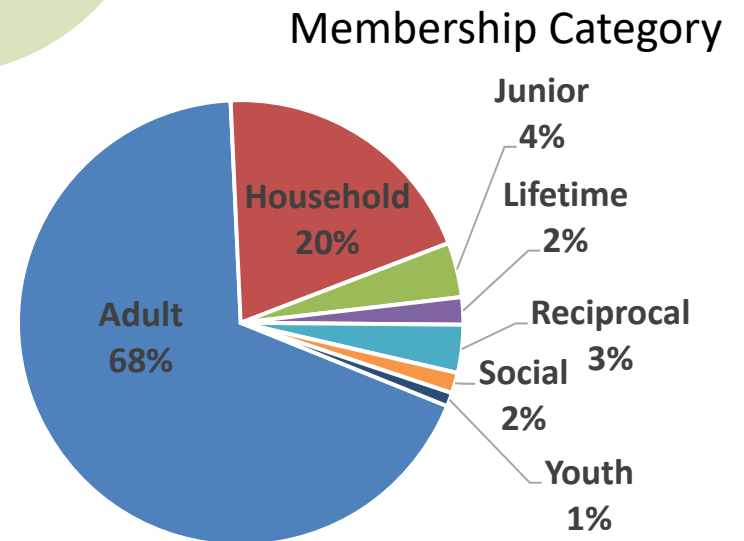
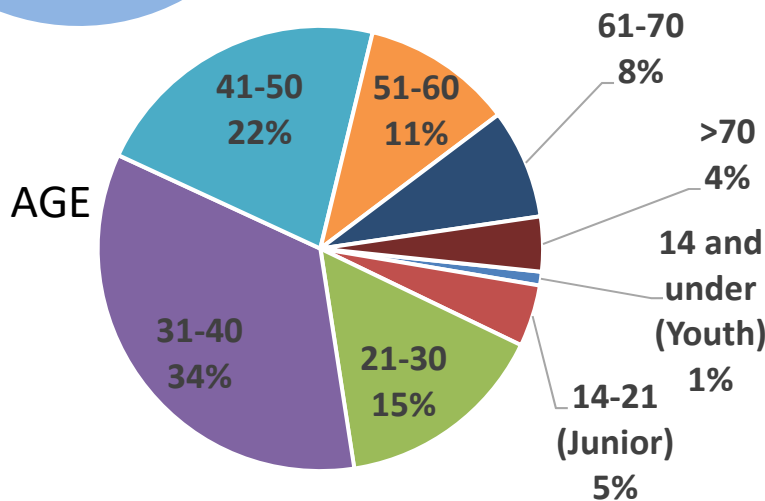
# Member Status & Demographics

- 201 Members for the 2016-17 Season

– 222 in 2014, 202 in 2015



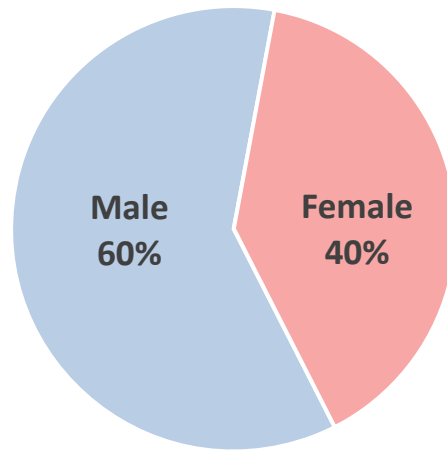
All data on this page derived from the 2016-17 Membership Roster



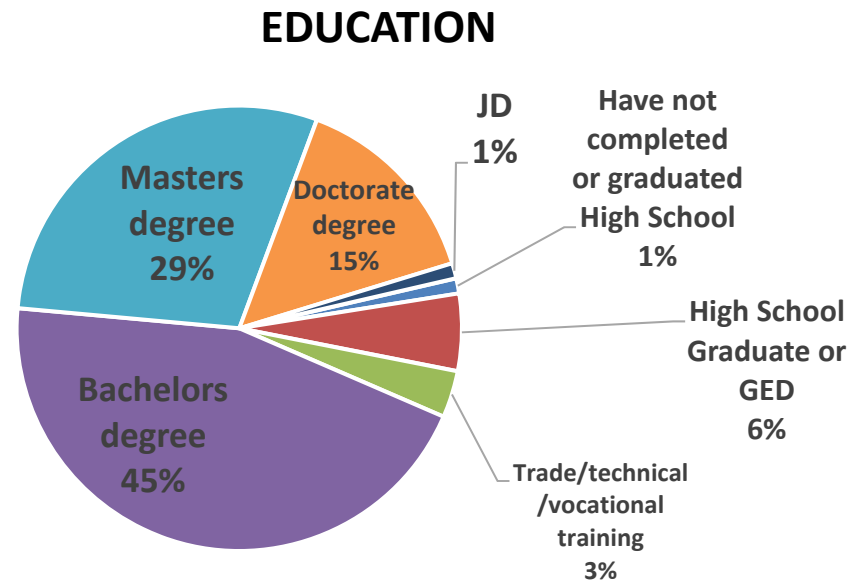
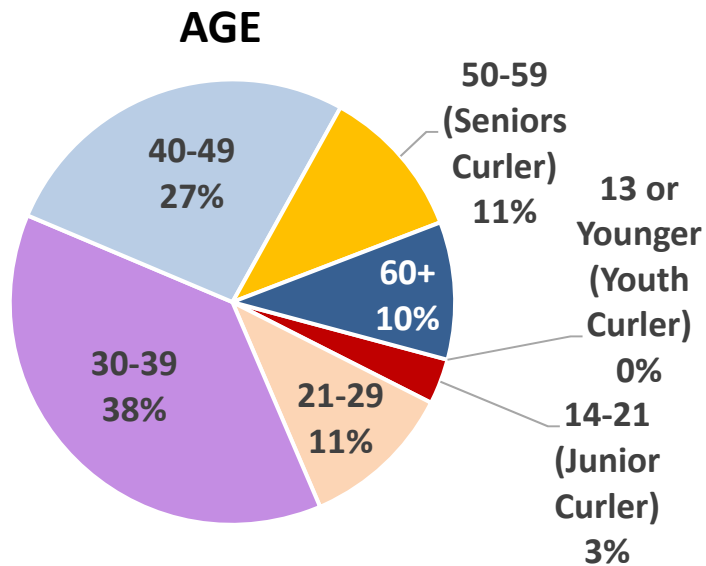
# Member Survey Overview

- Open to members in good standing of the 2016-17 season
  - Survey open from June 10-23, 2017
  - 201 Members Eligible
    - 3 opted out (were sent options to opt-in)
    - 198 Invitations Sent (104 clicked through to survey)
    - 92 completed surveys, 10 partial surveys
  - All responses included in analysis
  - Survey was anonymous

# Survey Demographics

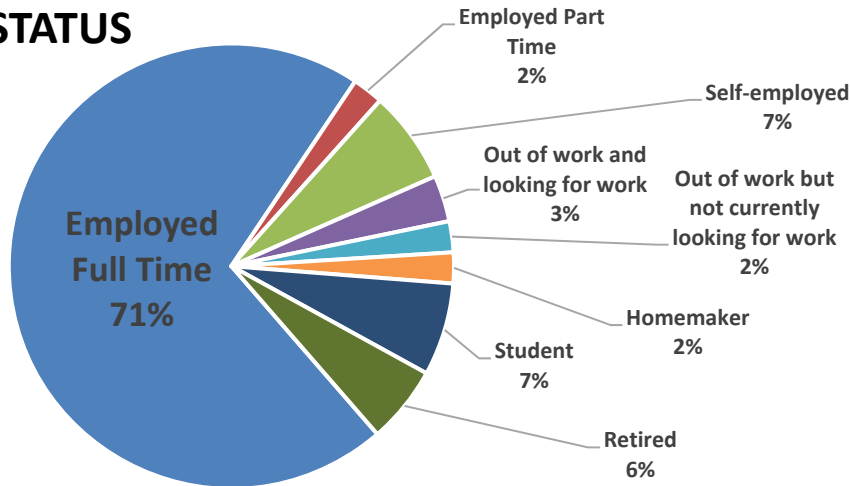


Demographics of survey respondents appears to roughly correspond to full member demographics.

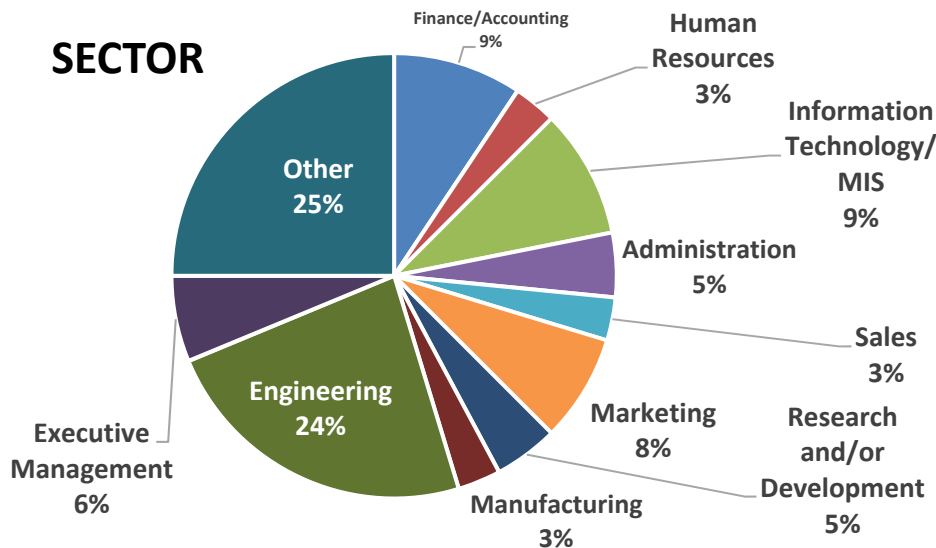


# Survey Demographics: Employment

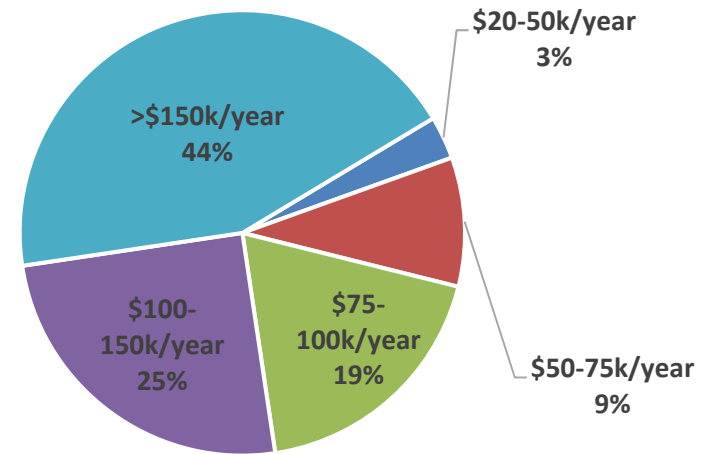
## STATUS



## SECTOR



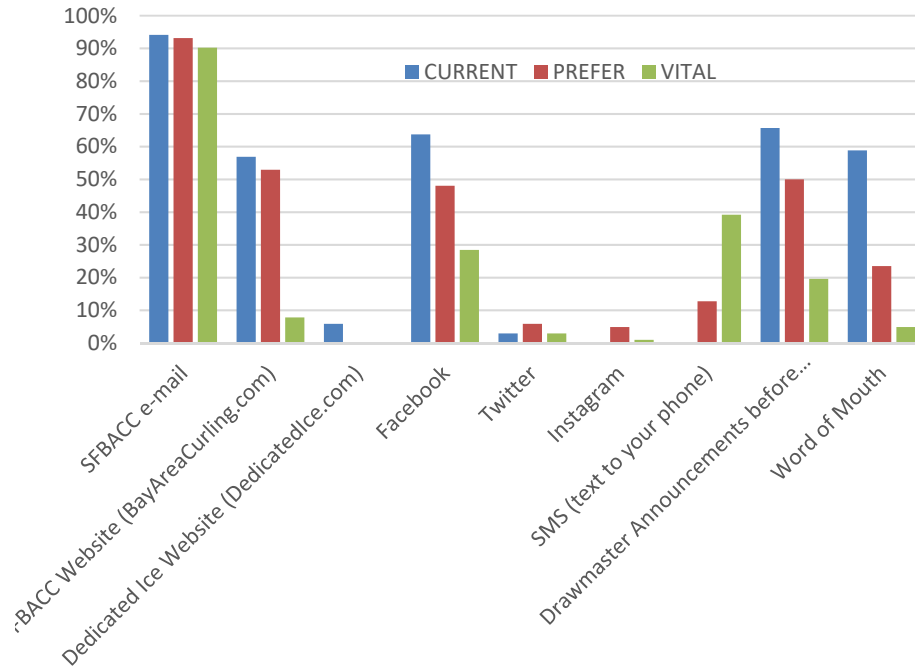
## INCOME



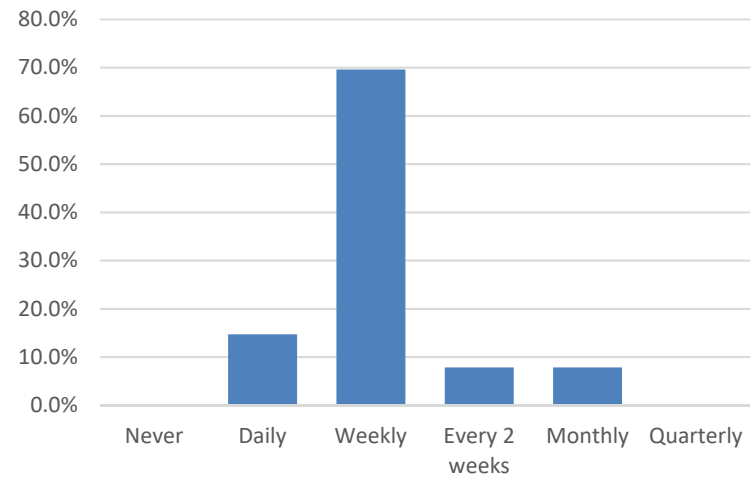
Almost 70% of respondents earn >\$100k / year

# Marketing Preferences: Communication

Communication Preferences

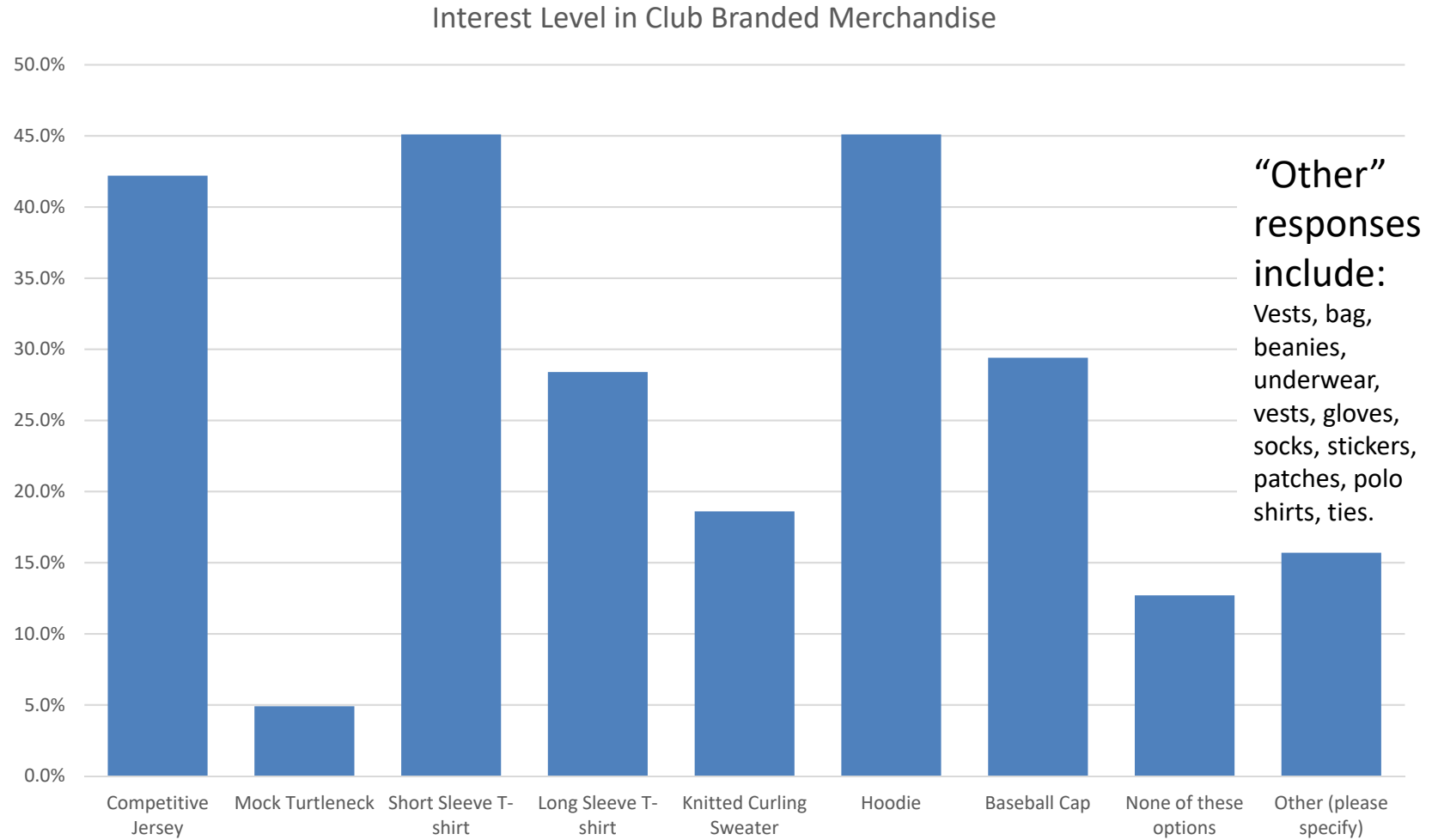


Preferred Communication Frequency



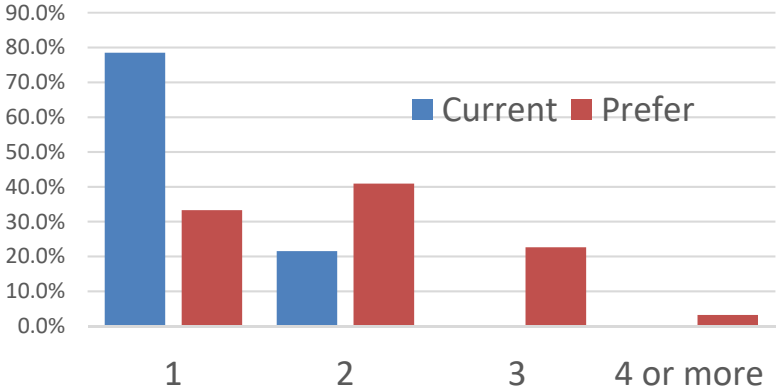
84% of Members find it acceptable to get e-mail at least once per week

# Marketing Preferences: Merchandizing

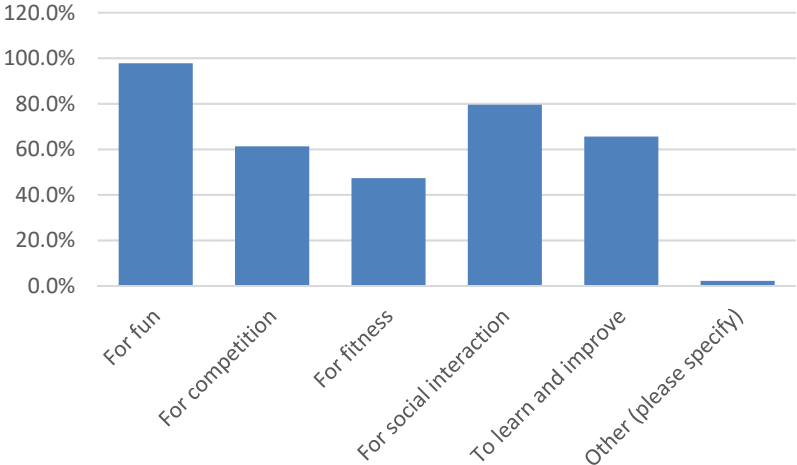


# Curling Preferences & Experience

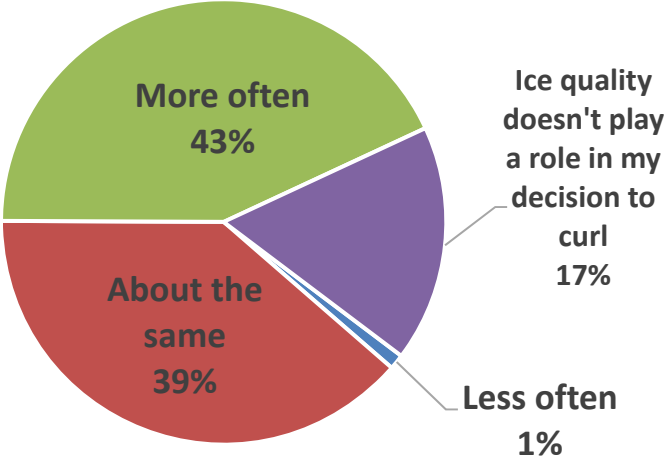
Curling Frequency (per week)



Curling Motivation

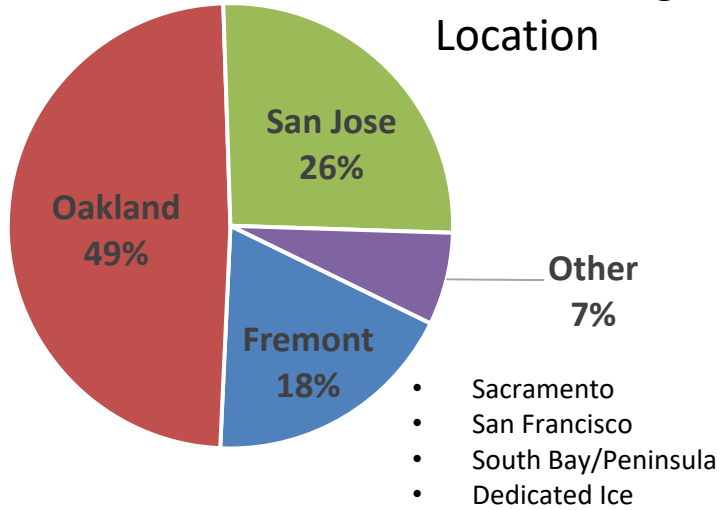


If ice quality improves, I would curl:



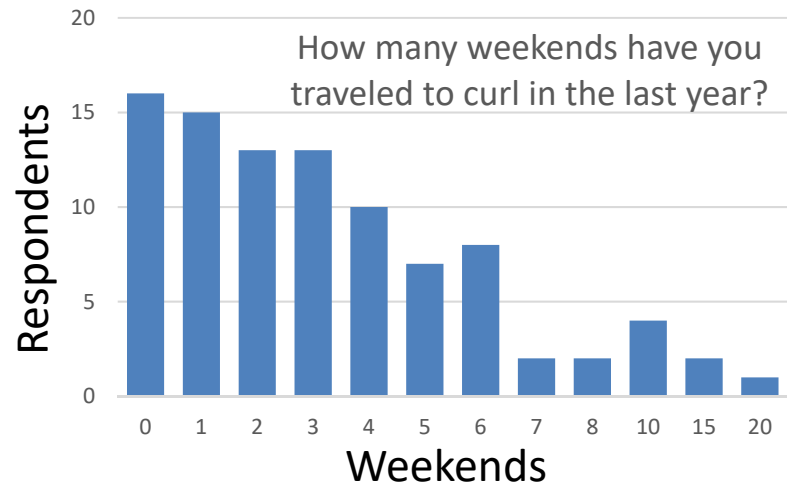
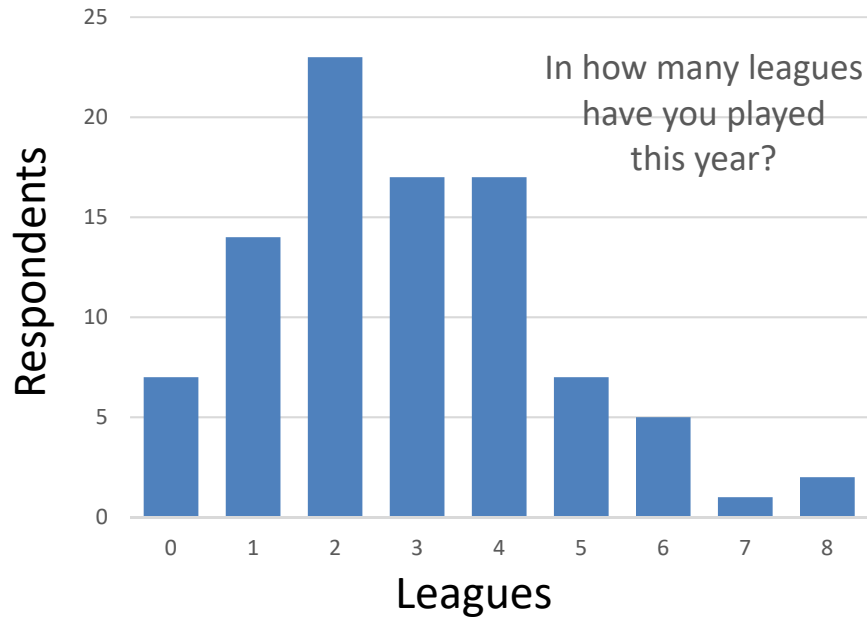
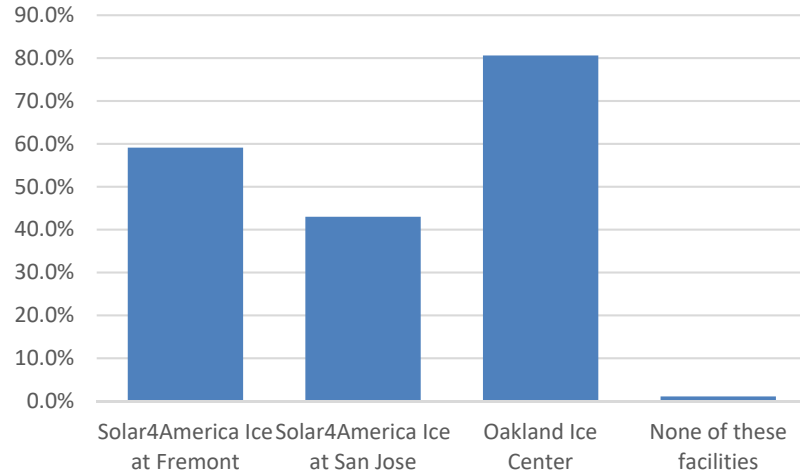


### Preferred Curling Location

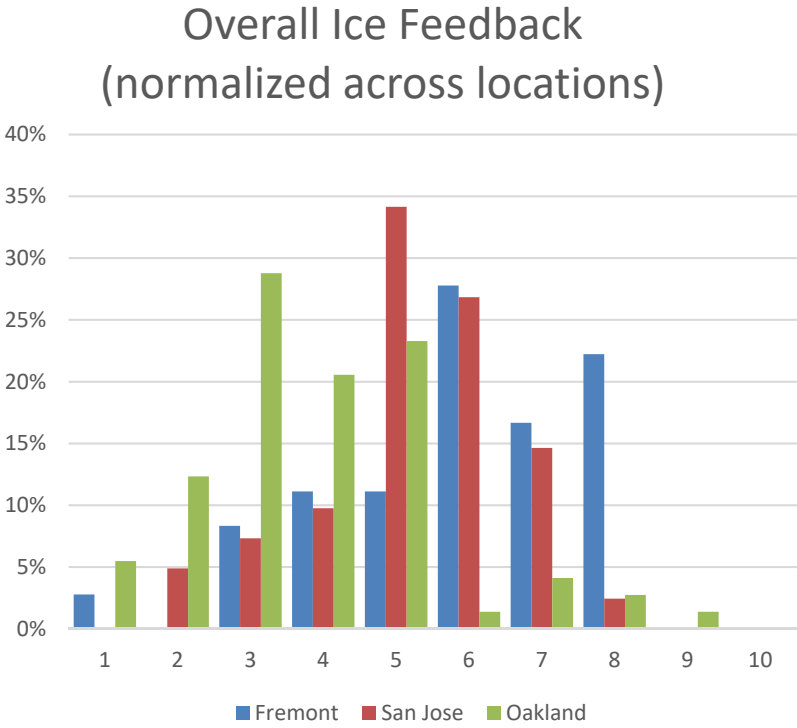
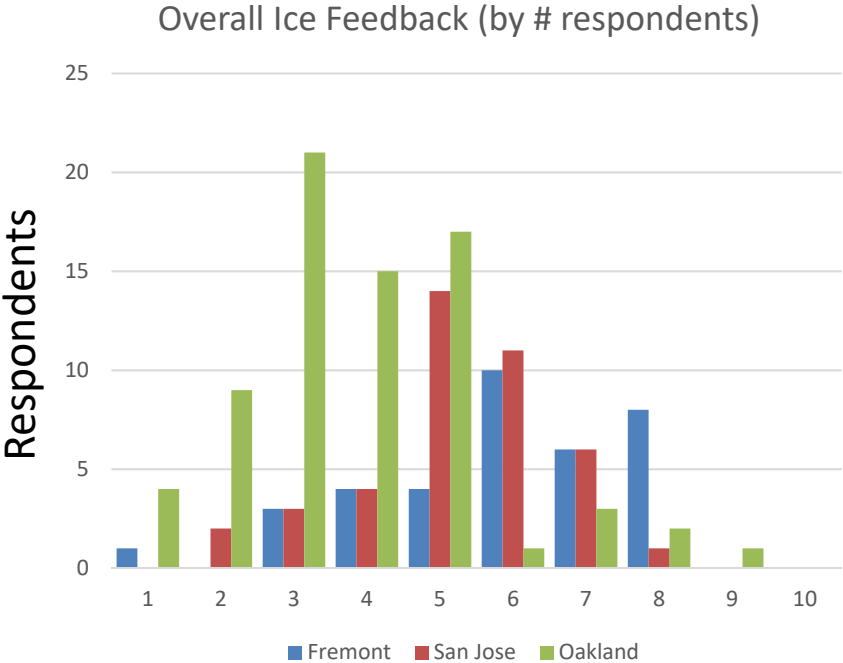


# Ice Experience

In the Past Year, I've Curled In:



# Overall Ice Conditions

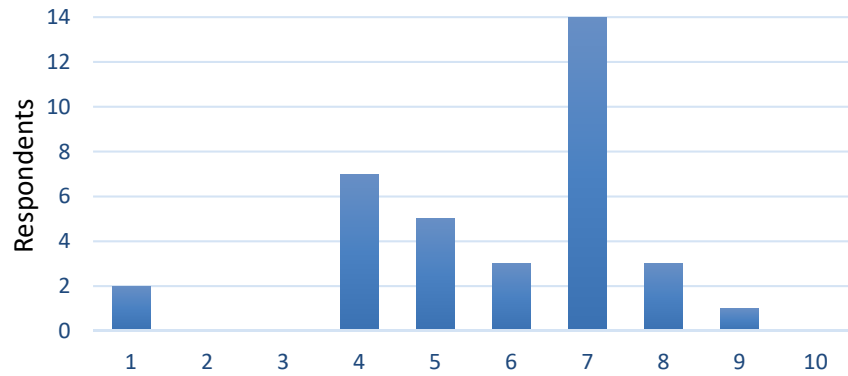


	<u>Average</u>	<u>Median</u>	<u>Std. Dev.</u>	<u>2015 Survey Median</u>
Fremont	5.9	6	1.7	4
San Jose	5.2	5	1.4	5
Oakland	3.9	4	1.6	3

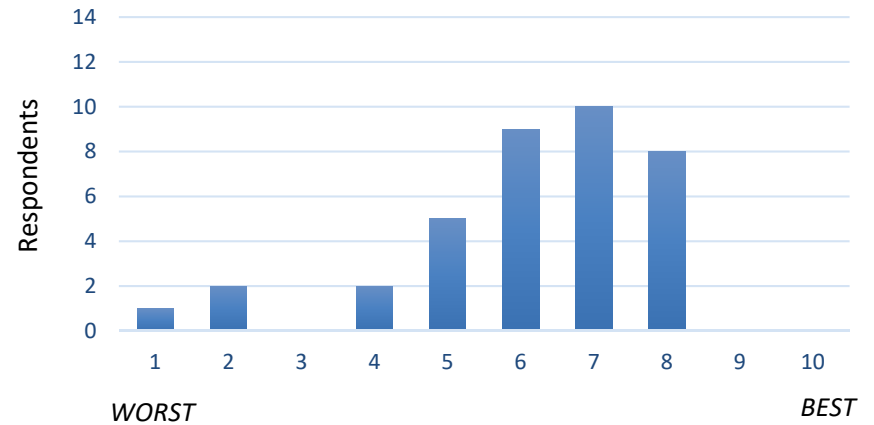
# Ice Quality: Fremont

35-37 Responses/question

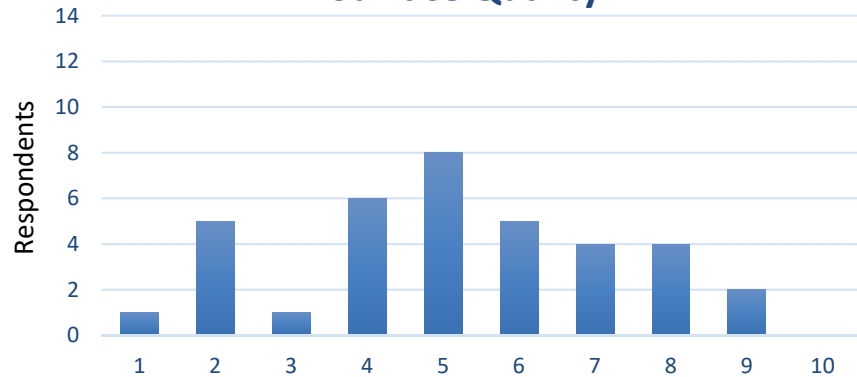
### Flatness



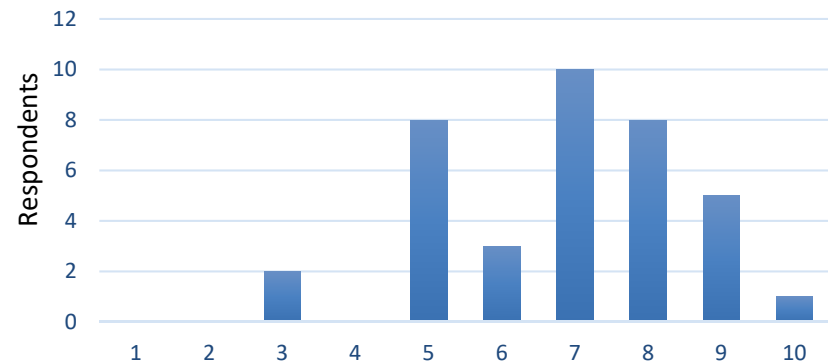
### Curl



### Surface Quality

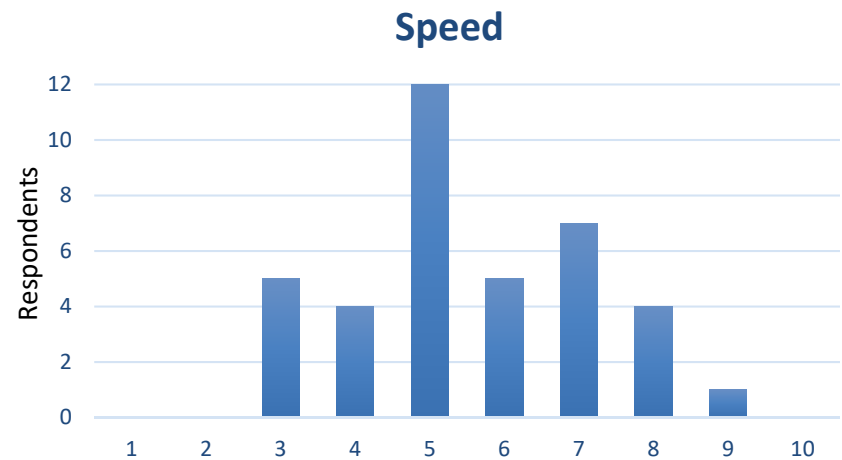
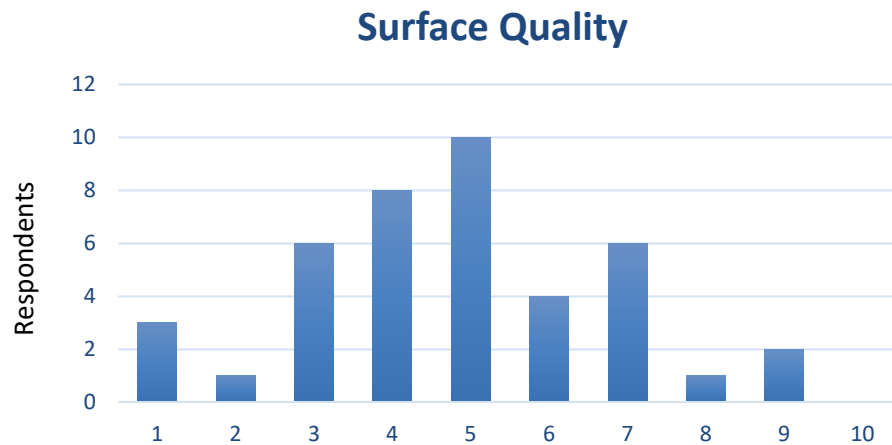
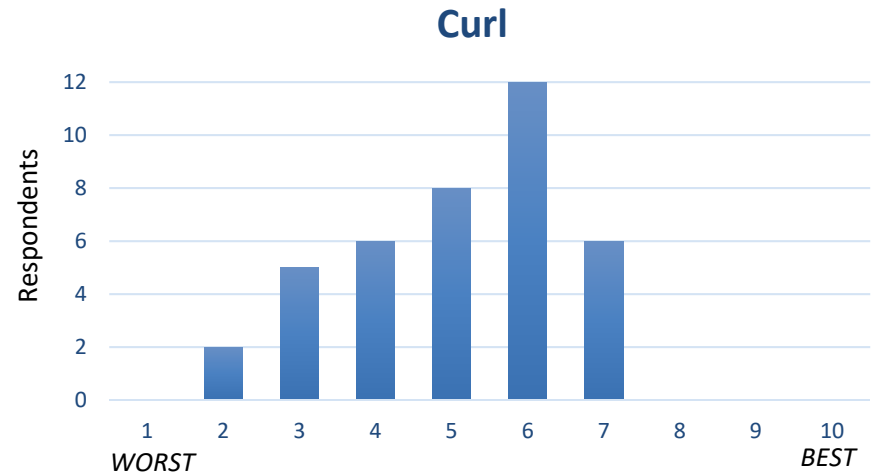
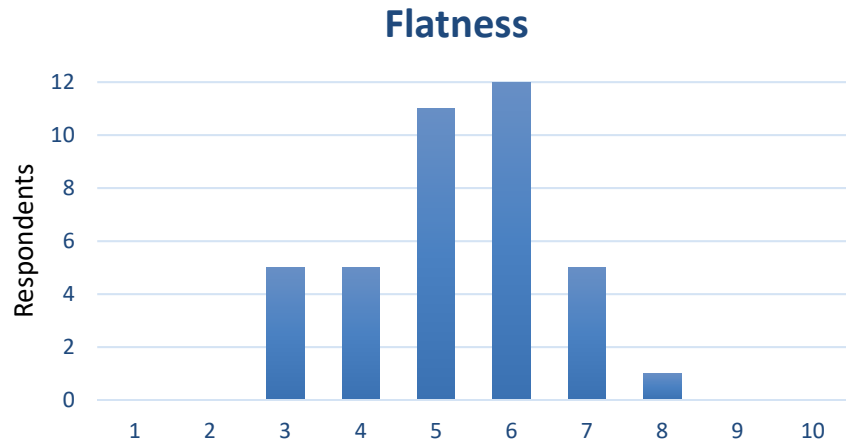


### Speed



# Ice Quality: San Jose

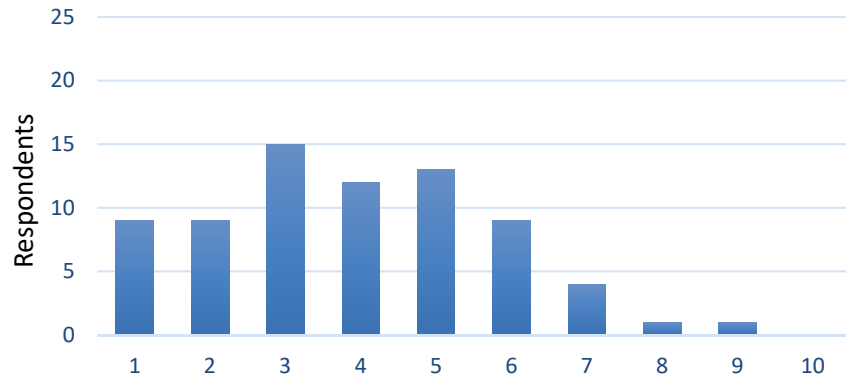
39-41 Responses/question



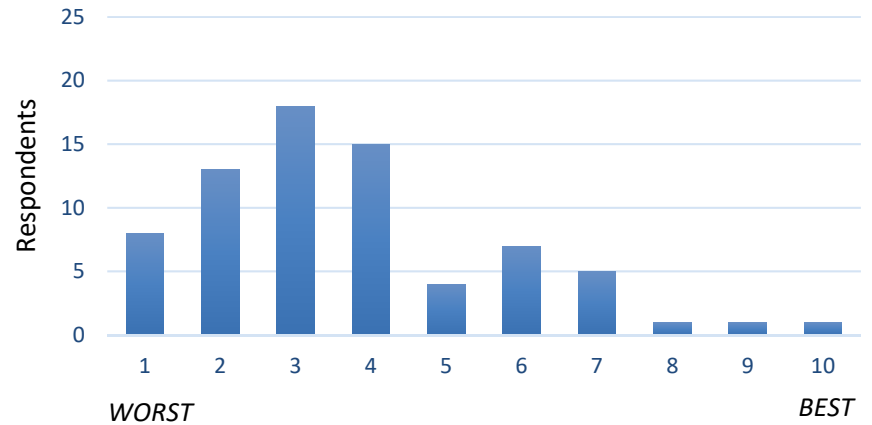
# Ice Quality: Oakland

73 Responses/question

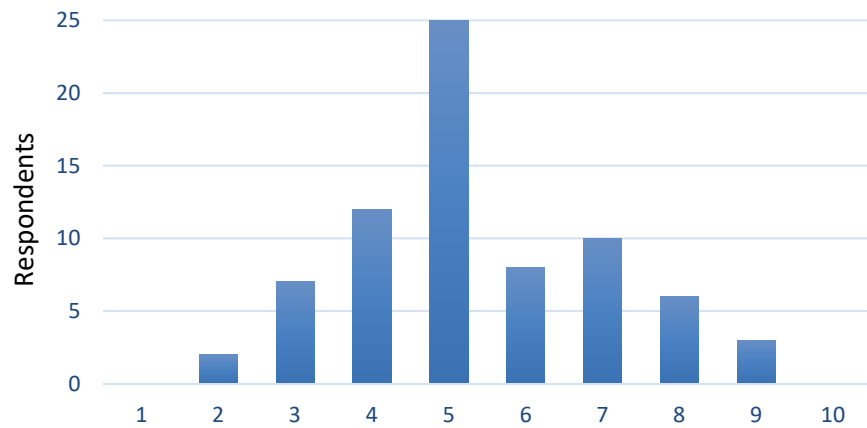
### Flatness



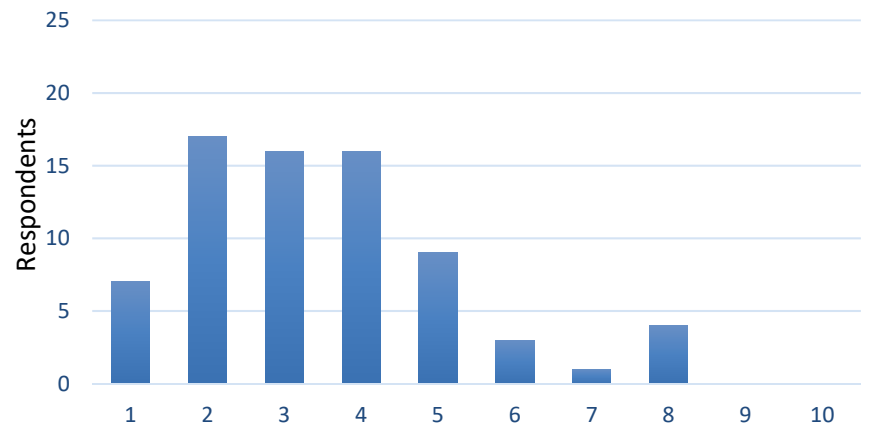
### Curl



### Speed

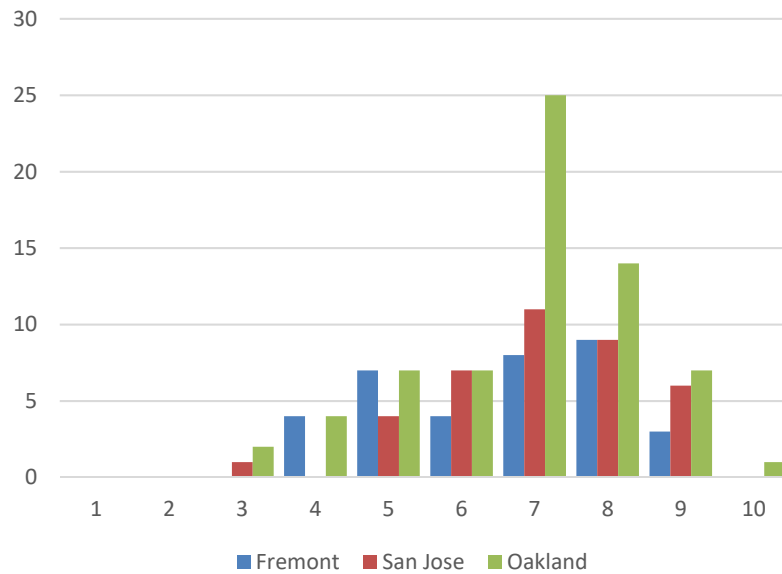


### Surface Quality

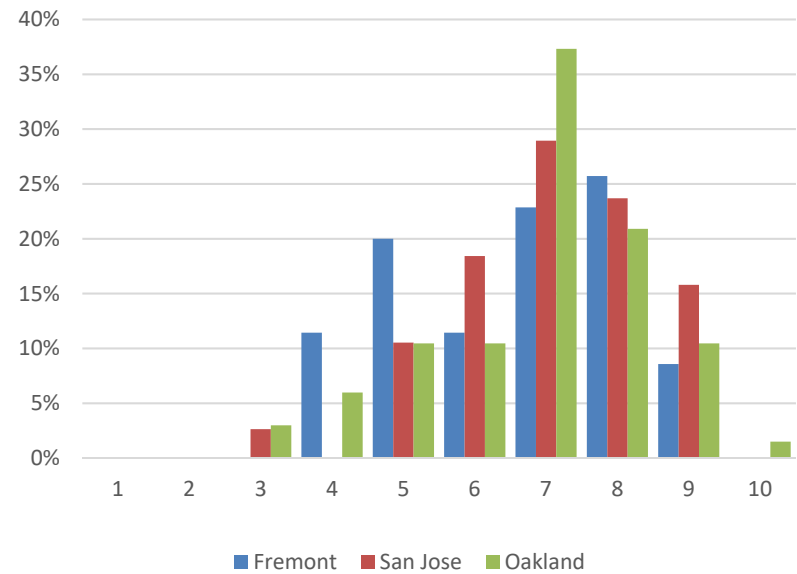


# Equipment Ratings

Equipment Rating (by # respondents)

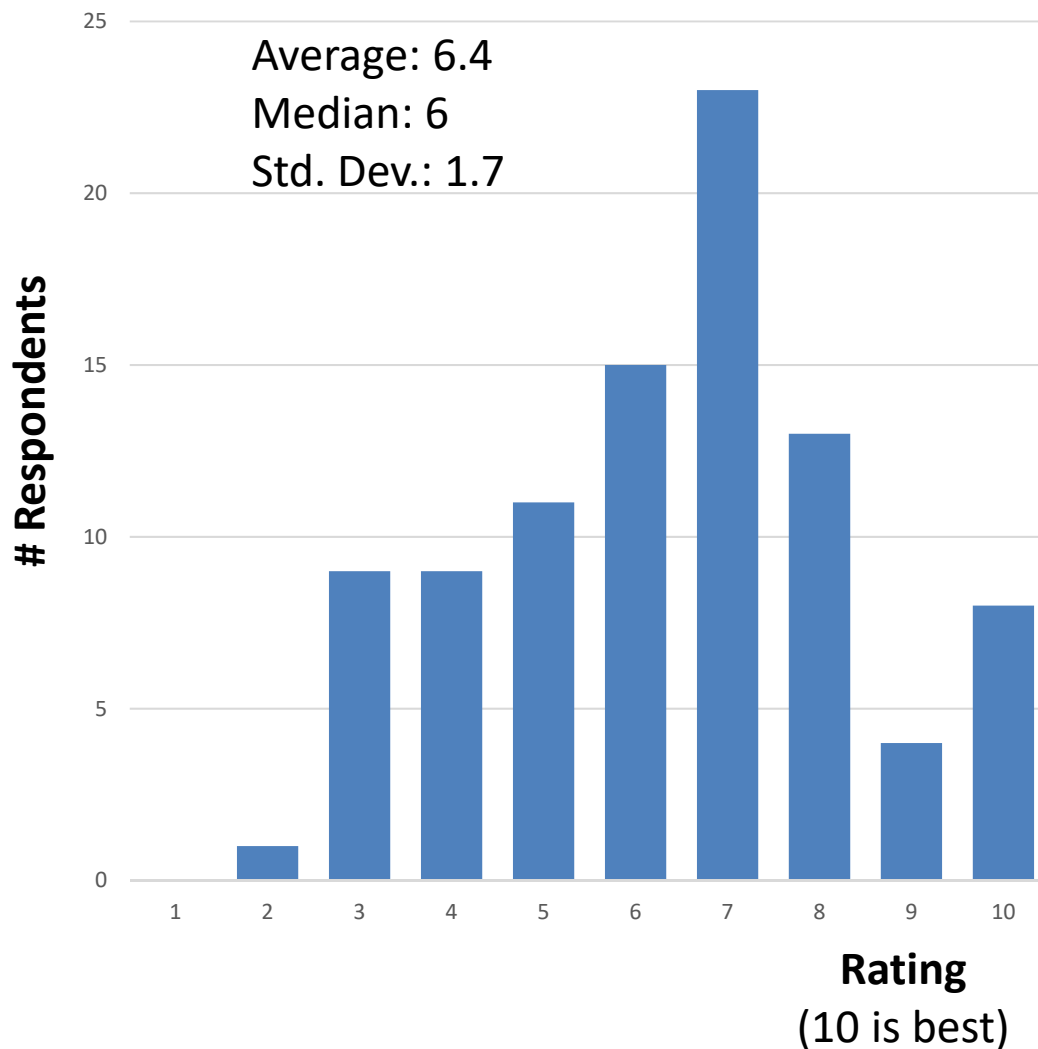


Equipment Rating  
(normalized across locations)



	<u>Average</u>	<u>Median</u>	<u>Std. Dev.</u>
<b>Fremont</b>	6.7	7	1.3
<b>San Jose</b>	7.3	7	1.2
<b>Oakland</b>	6.9	7	1.5

# Do you feel that the club is meeting your curling needs?

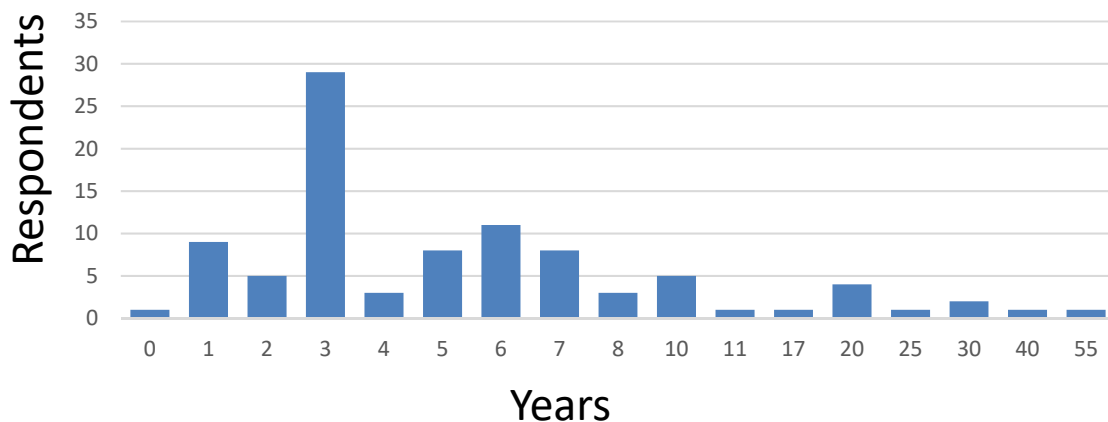


## Suggested Improvements:

- Dedicated Ice / additional facilities
- More draws/better ice times
- Improve ice conditions
- Better/faster prep
- Competitive leagues
- More Instructional opportunities & curling skill development
- Junior development
- Elimination of spare fees
- Better website with more frequent updates
- Price
- Be more welcoming to newcomers
- Increased/better outreach
- Matchmaking for leagues/spiels
- Provide streaming curling subscriptions

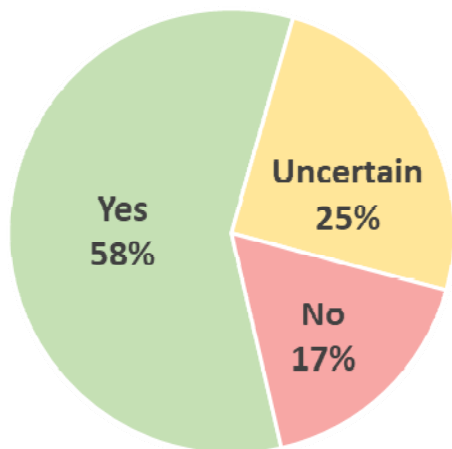
# Training & Competitive Curling

How many years have you been curling?

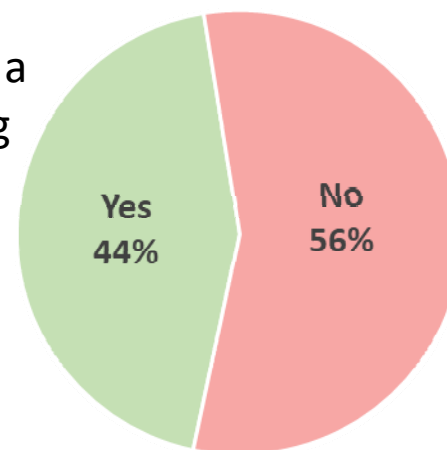


Mean	6.9
Median	4.0
Std. Dev.	8.5
Max	55
Min	0

Interested in Competitive Curling?

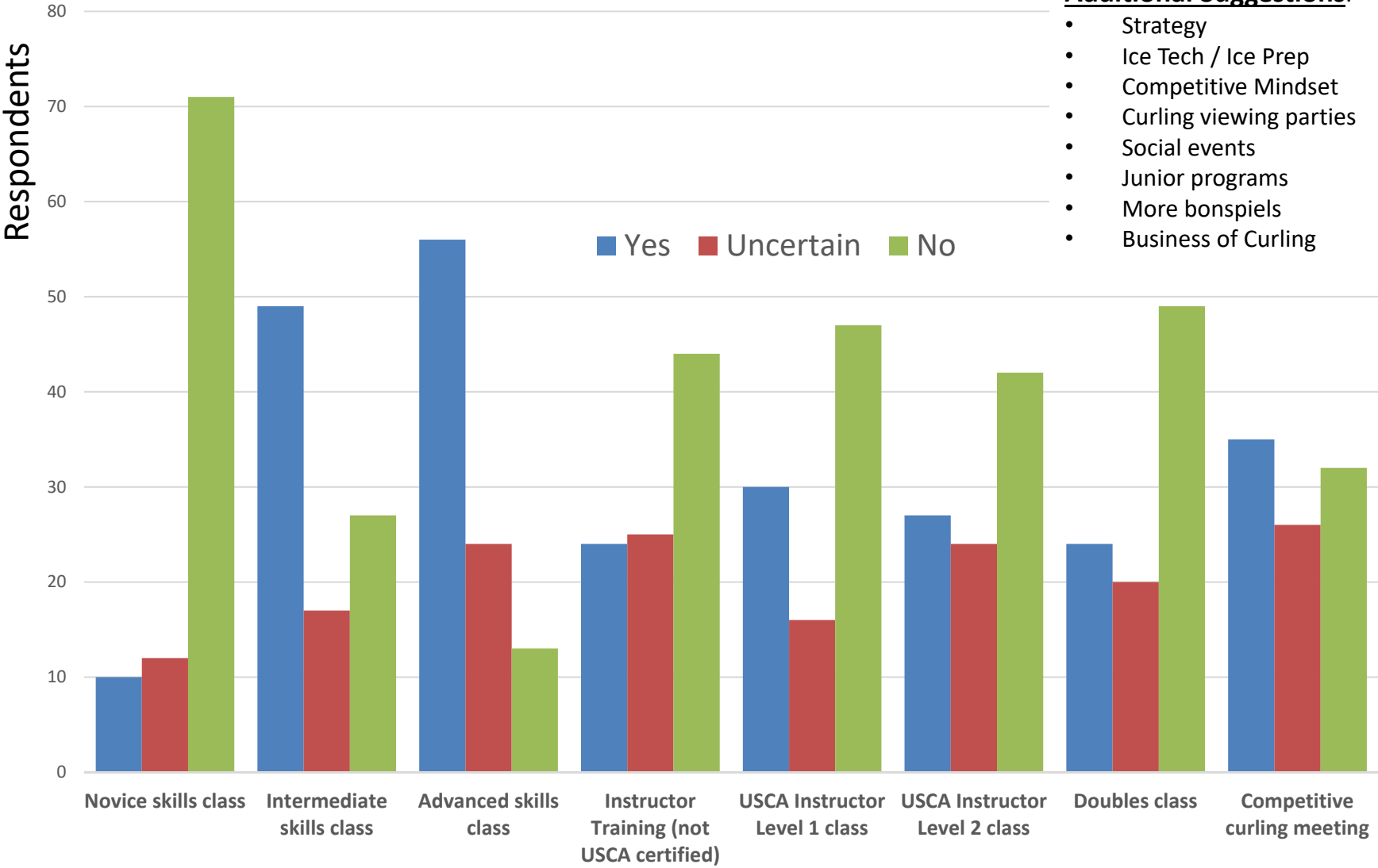


Interested in a matchmaking service for Competitive Curling?





# Interest in Classes



**Additional Suggestions:**

- Strategy
- Ice Tech / Ice Prep
- Competitive Mindset
- Curling viewing parties
- Social events
- Junior programs
- More bonspiels
- Business of Curling

# Volunteer Survey

- 41 Responses across 10 areas

<u>Area of Expressed Interest</u>	<u>Respondents</u>
Bonspiels	17
Competitive Curling	14
Corporate Events	21
Dedicated Ice	14
Learn-to-Curl Events	35
Outreach	10
Social Committee	9
Wheelchair/Adaptive Curling	10
Youth Programs	12
Other	2