



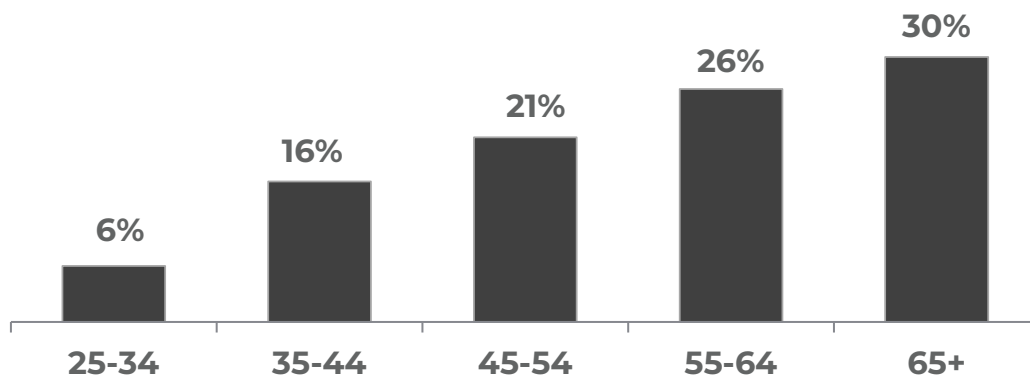
NHCC Membership Survey Results

April 2023

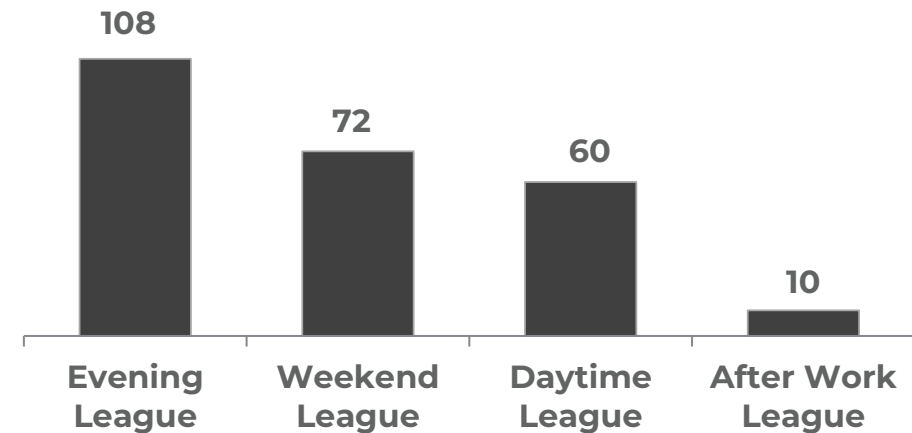
Survey Respondents

- 220 respondents
- 97% of respondents curled in the 2022/2023 season at NHCC (other 3% either didn't curl this season or curled elsewhere)
- Nearly two thirds of respondents curl once a week, one third curls two or more times a week

Age of respondents



Leagues played in by respondents





- Overall, the members of NHCC are satisfied with their curling experience, with most members choosing to curl for the social and active components

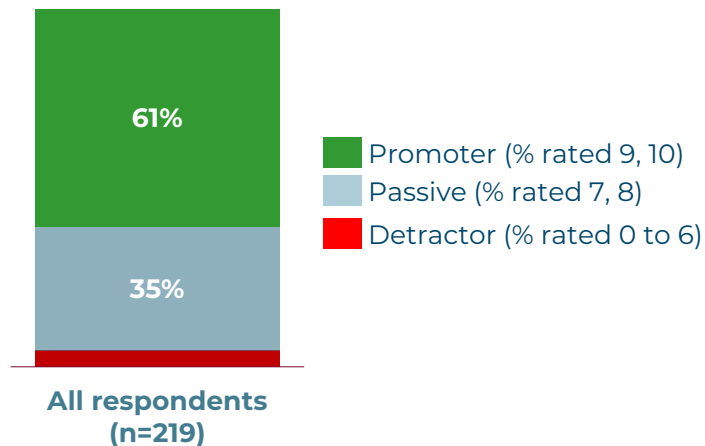
Opportunity:

- Consider highlighting these attributes of curling (social, active, friendships, etc.) when advertising for new members

Overall Satisfaction with NHCC

INFO:
Typically in Market Research we measure satisfaction scores using a net style score.

To calculate a net style score we first classify responses:
Rated 9, 10 = "Promoter"
Rated 7, 8 = "Passive"
Rated 0-6 = "Detractor"



Top reasons to curl:

- It's social
- For activity/exercise
- For the friendships
- For fun/recreational

Ways to enhance experience:

- More consistent ice
- No 9 pm games

When asked what we could do to enhance members curling experience the answers varied with a lot of great, unique ideas, but these were the two that were recurring.



Satisfaction with the Café

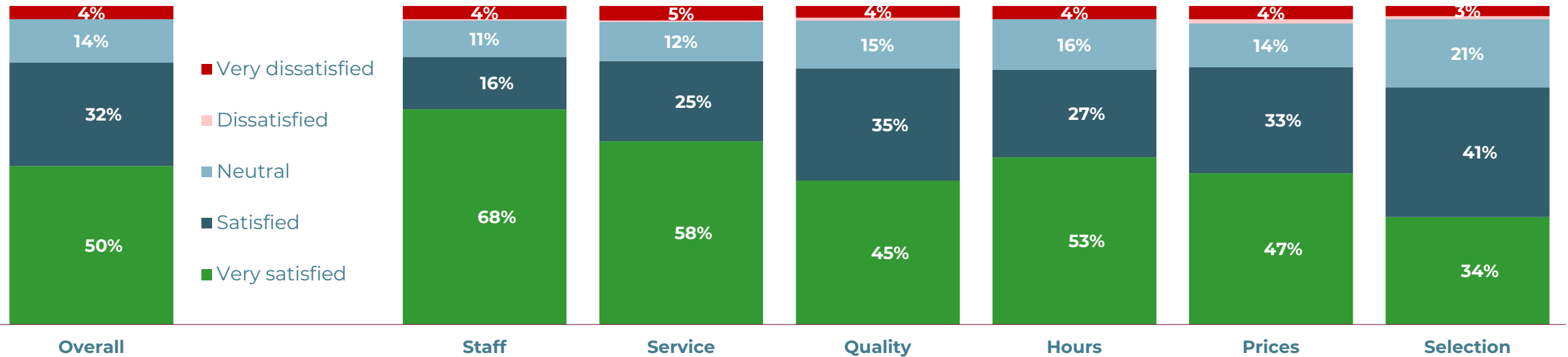
- Members are satisfied with the café – particularly the staff and service

Opportunity

- Consider increasing the café selections

The top feedback for the café is:

- Great
- Help for busier times
- More selection





Satisfaction with the Lounge

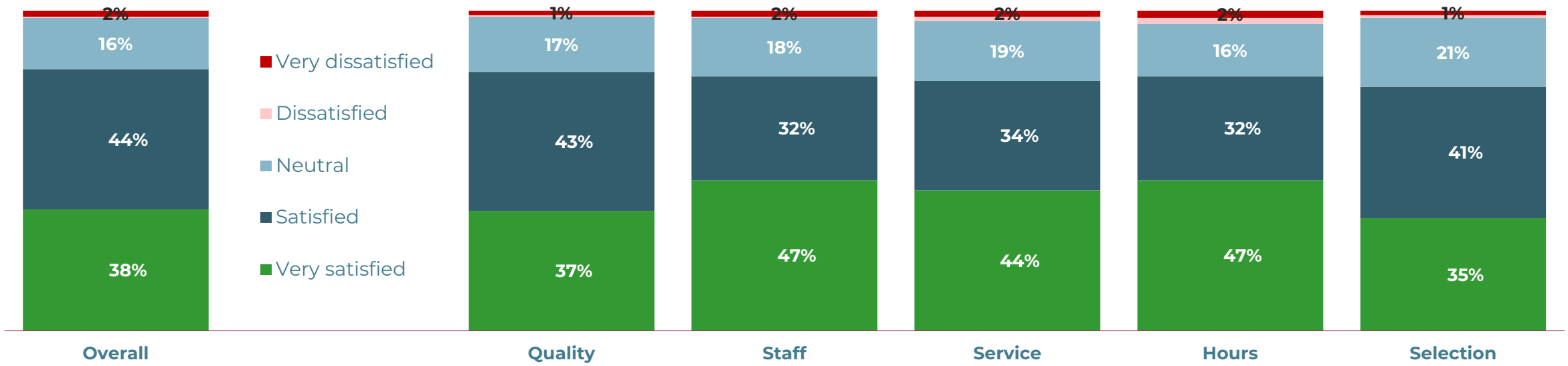
- Though still satisfied, members are less satisfied with the lounge than the café. Members are very satisfied with our staff/service and hours, and like the lounge

Opportunity

- Consider increasing the lounge selections

The top feedback for the lounge is:

- Good
- More selection





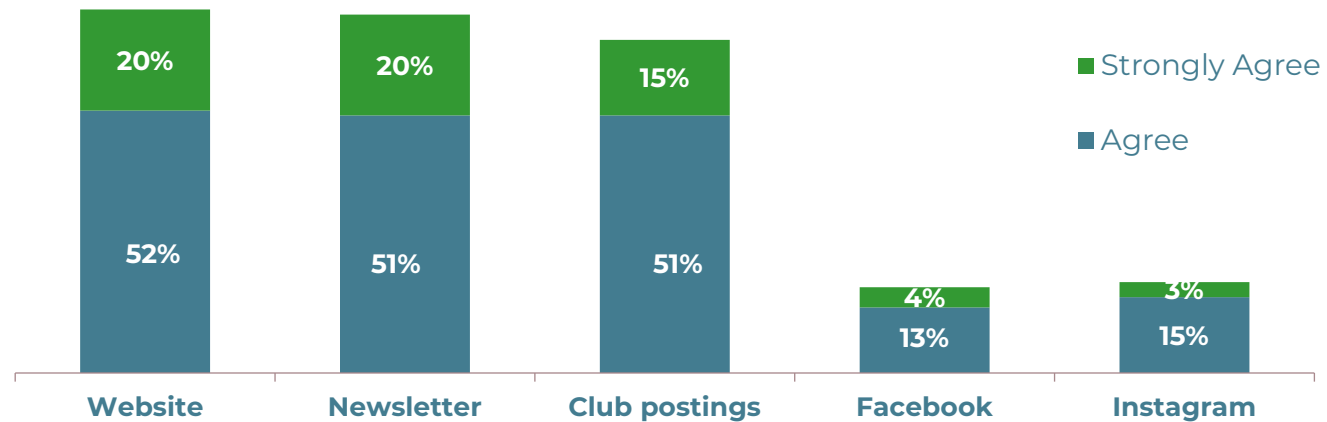
Communications

- Members feel the more traditional communication methods (i.e. website, newsletter, club postings) are more effective than social media

Opportunity:

- Continue leveraging the website and newsletter for communications; consider whether time/effort should be put into making social media effective, or if the commitment isn't worth it

% of members that agree the below communication channels are effective:





Locker Rooms & Ice Surface

- The majority of respondents are satisfied with the locker rooms and ice surface. Many members don't utilize practice ice

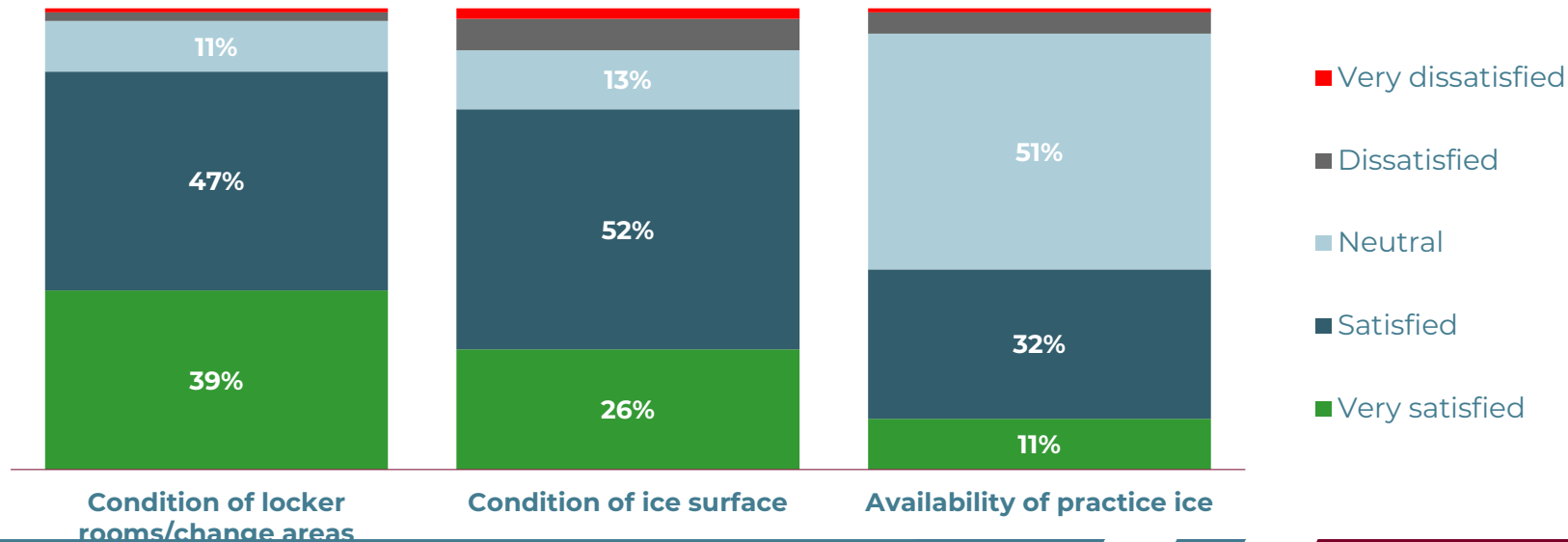
Opportunity:

- Consider investigating why members are not using practice ice

The top feedback for locker rooms & ice surface:

- Good/excellent
- Want more curl on the ice surface

Satisfaction with Facilities





Feedback for next season

Clinic Interest:

- Technical delivery (39%)
- Sweeping and stop-watch timing (31%)
- Weight control (30%)
- Strategy (27%)
- Skipping/ice reading (26%)

**Very little interest in team coaching and etiquette and rules*

Bonspiels:

- Open/mixed
- Doubles
- Spring-time



Key Takeaways for Next Season

- Very good overall
- Some opportunity to add variety to our cafe and bar
- Will delve further into the comments to see where we can improve
- Continue being open to feedback and will periodically check in, make adjustments