

# MBC Member Survey

*February 2024 – 394 Responses*

# Demographics

- Gender:
  - **59.4% female**
  - 39.3% male
  - 1.3% nonbinary/other
- Primary Residence:
  - **50% live in Madison**
  - 23.6% live more than 100 miles from Madison
  - 16.2% live 25-100 miles from Madison
  - 10.2% live within 25 miles of Madison
- Age:
  - **31.5% over 70**
  - **28.9% age 61-70**
  - 20.3% age 46-60
  - 16.5% age 30-45
  - 2.8% age 21-29
- Senior Membership
  - 125 senior member responses
  - **64% are Senior members**
  - 36% are Senior House members

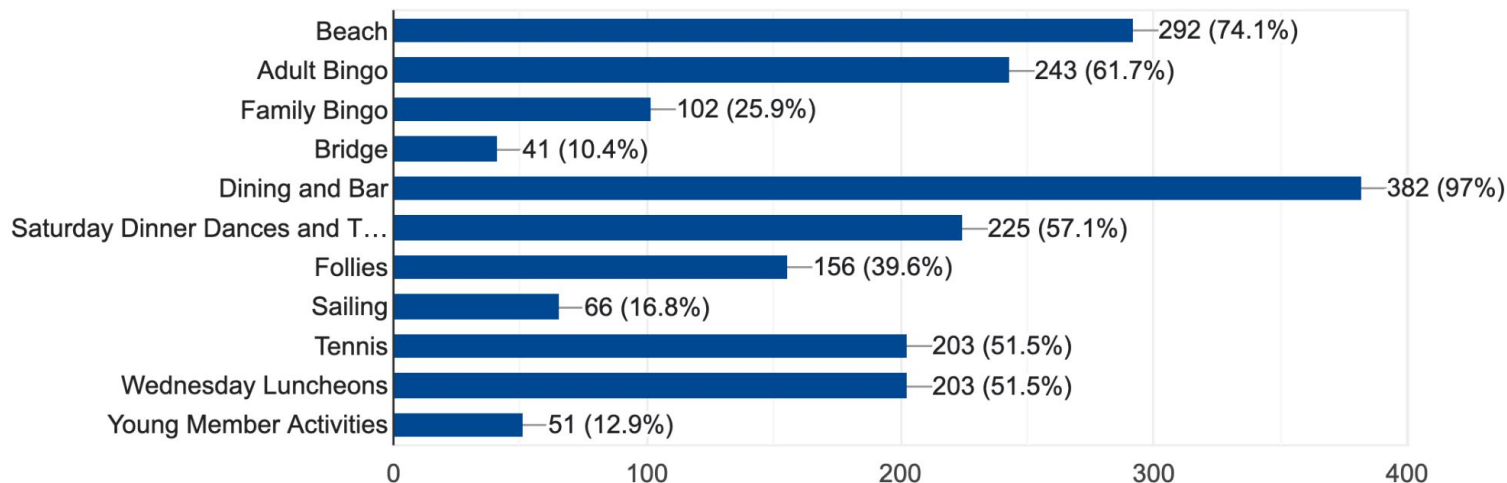
# Membership & Usage

- Stockholder:
  - **93.7% Yes**
  - 6.3% No
- Membership Tenure:
  - **47.5% more than 25 years**
  - 25.9% 6-15 years
  - 13.7% 1-5 years
  - 12/9% 16-25 years
- Visit Frequency:
  - **32.7% visit 4-6 times per week**
  - **28.9% visit 2-3 times per week**
  - 15.2% visit daily
  - 11.7% visit weekly
  - 7.4% visit monthly
  - 4.1% other

# Program Usage

Which Beach Club programs and services do you use? Select all that apply.

394 responses

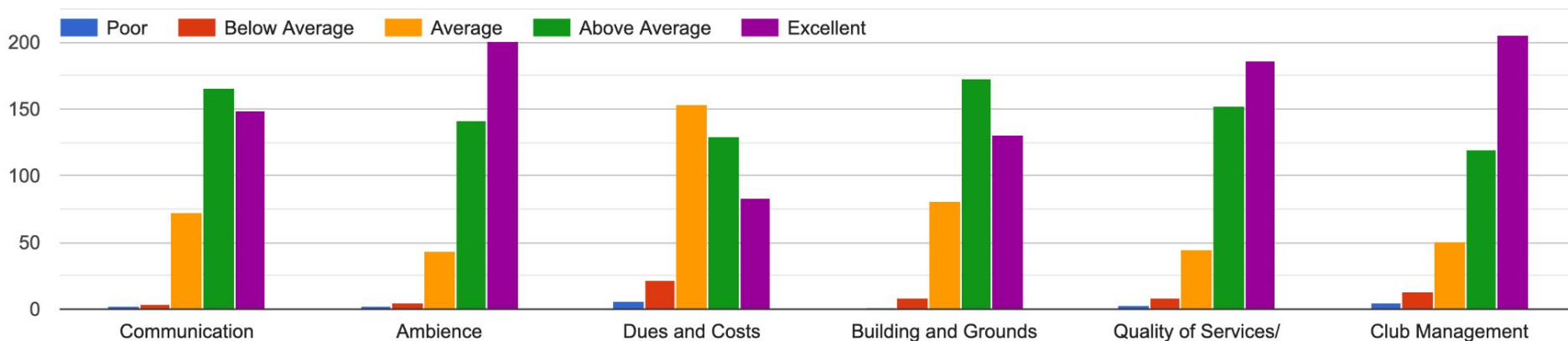


# General Satisfaction

Overall satisfaction rated from 1-5:

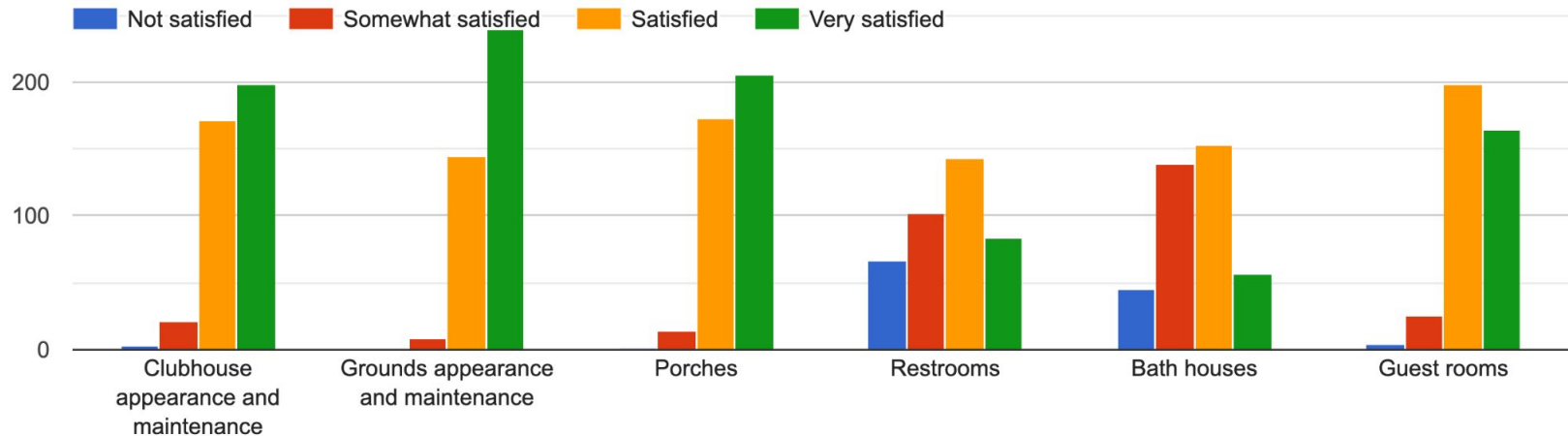
**Average Rating: 4.3%**

(1) 0.3%   (2) 1.3%   (3) 10.4%   (4) **45.4%**   (5) **42.6%**

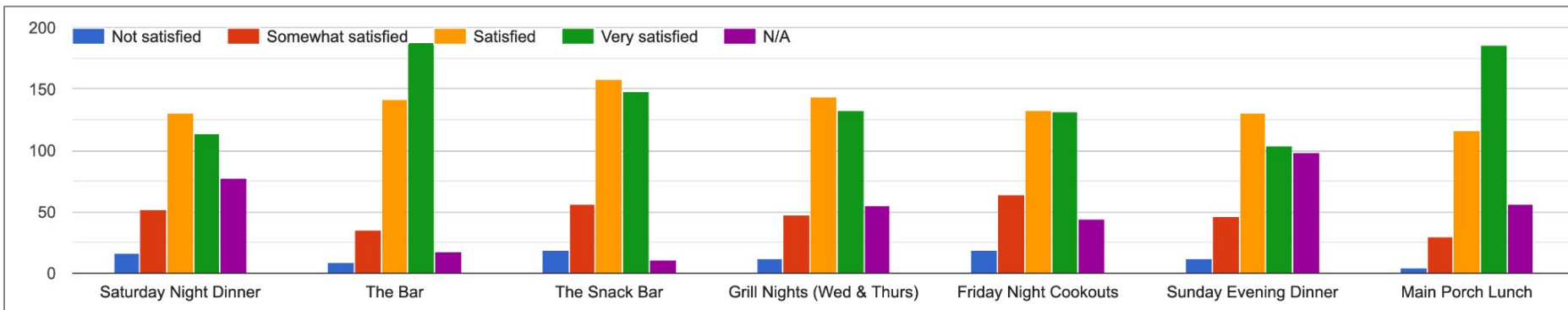
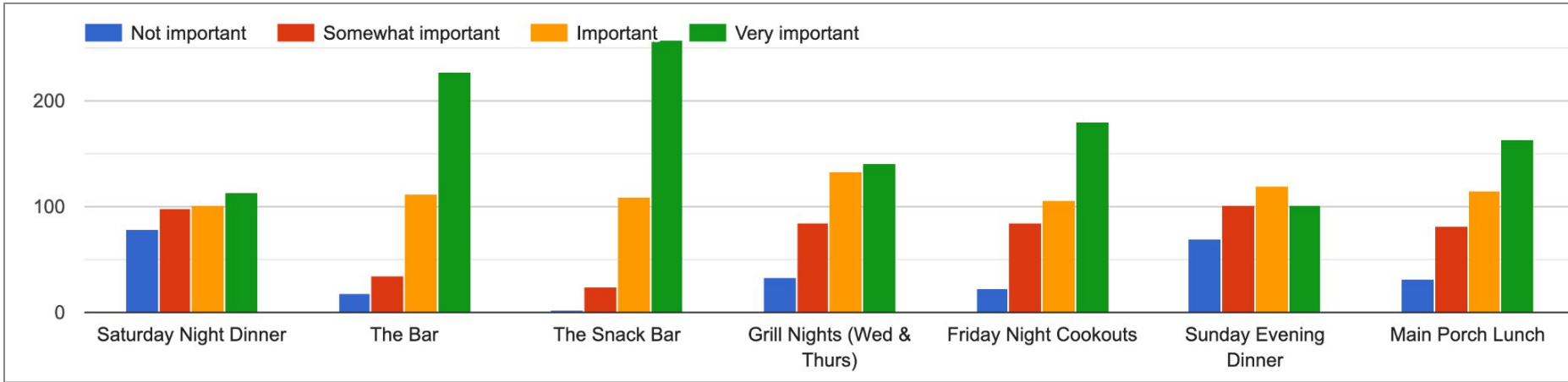


# Building and Grounds

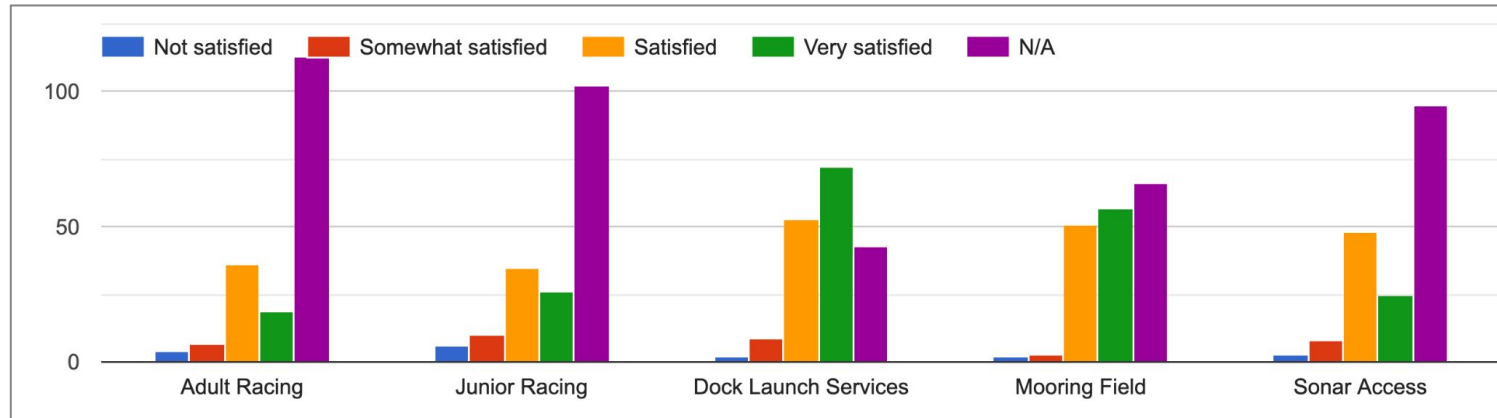
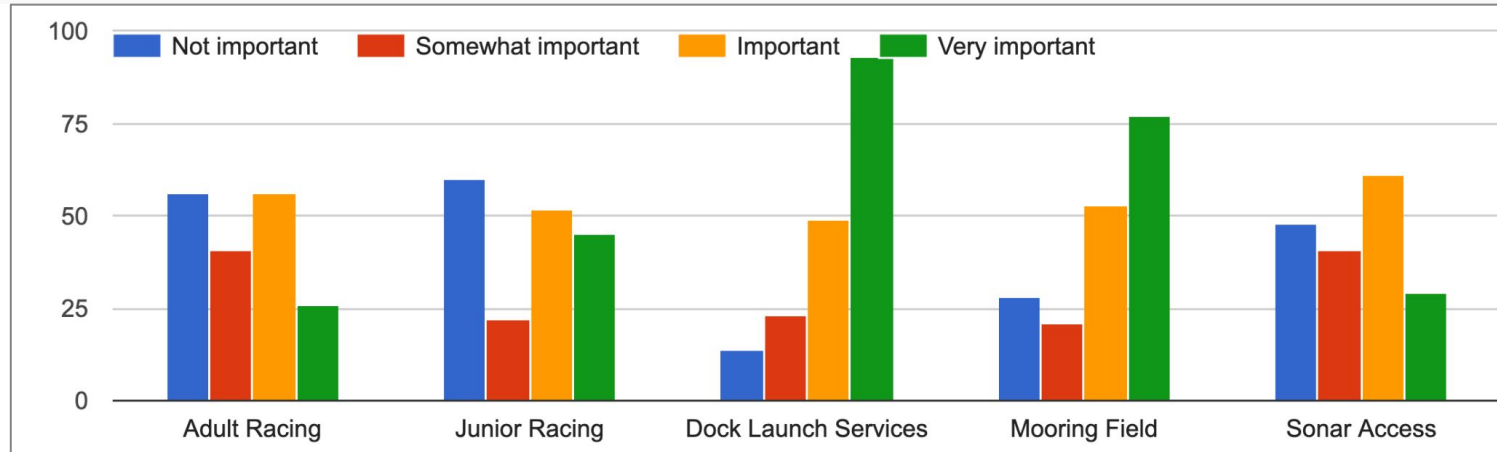
What is your level of satisfaction with each of the following?



# Food & Beverage - Importance and Satisfaction

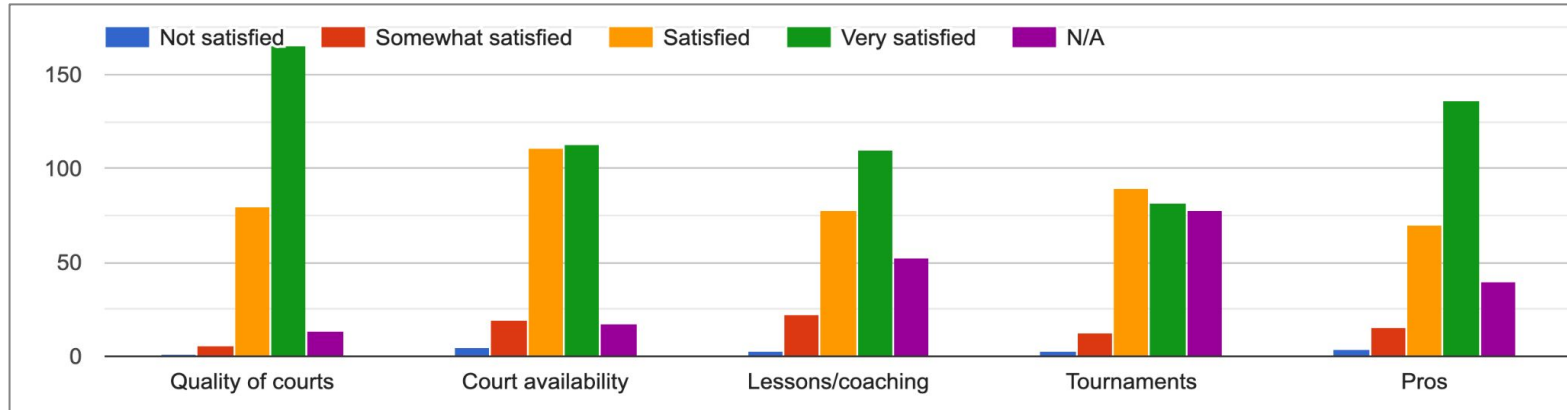
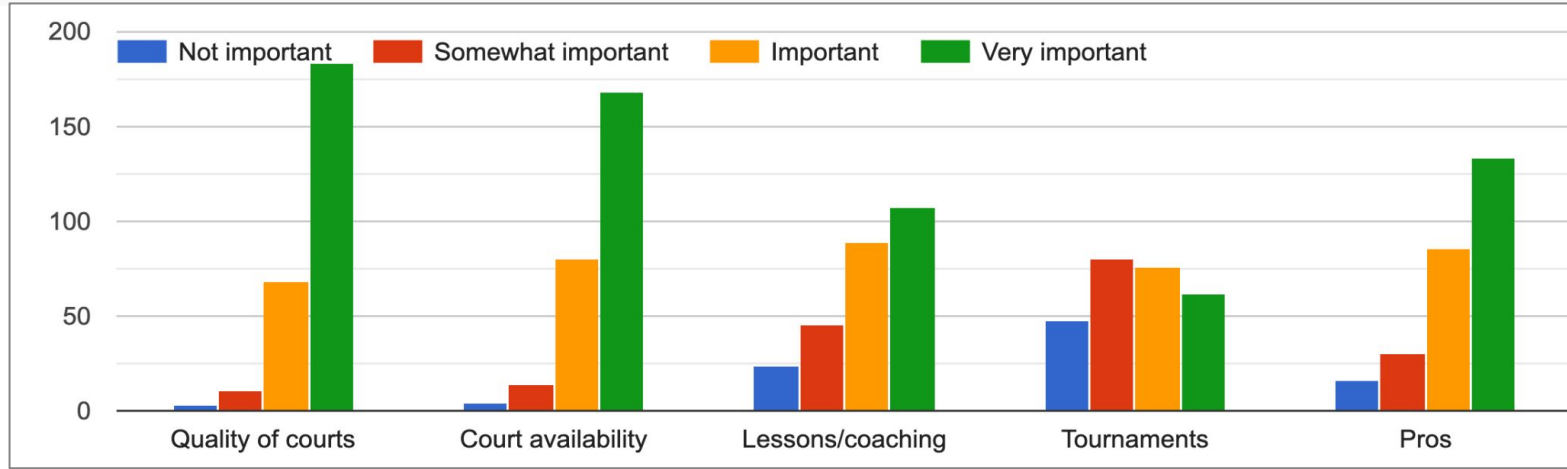


# Boating & Sailing - Importance and Satisfaction

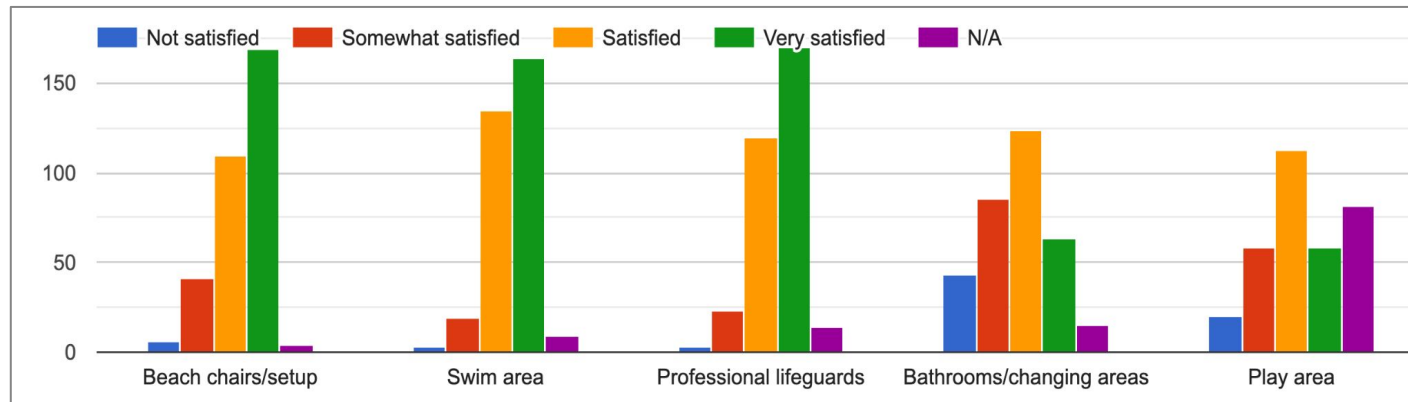
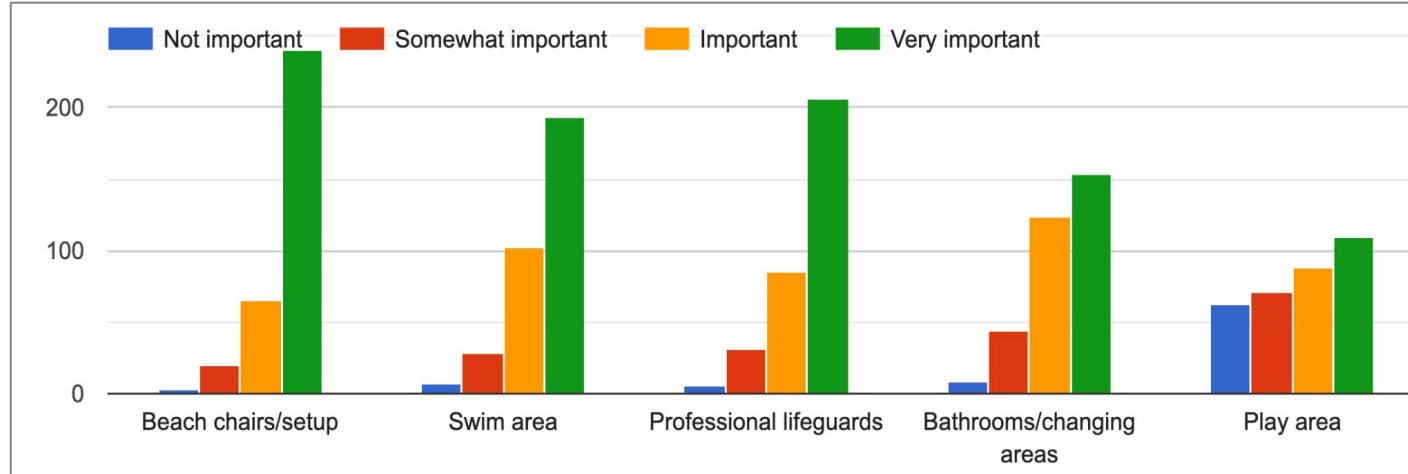




# Tennis - Importance and Satisfaction



# Beach - Importance and Satisfaction



# Junior Members - Importance and Satisfaction

