



MBC 2020 Post Season Survey Summary

As in past years, the focus of the post season survey was to assess member satisfaction with club offerings. In 2020 some policies were instituted due to the COVID-19 pandemic, the intent of this year's survey was not only to gauge the overall satisfaction of the membership, but also to better understand whether some of these new policies should or should not be continued. A summary of the results and comparison to the results from the 2018 survey are on the following page.

Members were also asked to give their thoughts on the Beach and Tennis reservation policies and the systems used to make them to see if they'd like to continue these in 2021. Of course, many members don't use the beach or tennis facilities and consequently didn't comment on them. For those that did, the reactions are as listed below:

Tennis – Did you like having the ability to book a tennis court on-line versus calling the Hut?

- 39% Loved it
- 31% Like it
- 21% Neutral
- 6% Don't like
- 1% Strongly Dislike

Beach – Did you like the ability to reserve an umbrella for the beach?

- 27% Loved it
- 35% Liked it
- 17% Neutral
- 16% Don't Like
- 5% Strongly Dislike

MBC Survey Summary Comparison 2018 vs 2020:

Demographics:

2018 MBC Member Survey Results (358 responses)

- 50% Female/50% Male:
- 88% of respondents were ages 46-70+, only 12% were ages 21-45
- 60% of respondents live in Madison year-round or within 25 miles

2020 MBC Member Survey Results (271 responses)

- 57% Female/43% Male:
- 86% of respondents were ages 46-70+, only 14% were ages 21-45
- 59% of respondents live in Madison year-round or within 25 miles

Which services do you use at MBC:	2018	2020
Dining/Bar	94%	97%
Beach	64%	78%
Saturday Night Events	53%	63%
Tennis	48%	63%
Wednesday Luncheons	48%	47%
Adult Bingo	43%	59%
Follies	40%	41%
Family Bingo	22%	34%
Sailing	20%	30%
Bridge	13%	16%
Young Members Events	10%	15%

How often do you use MBC?:	2018	2020
2-3 times per week	43%	37%
4-6 times per week	27%	36%
Once per week	13%	10%
Once per month	6%	6%

Overall level of satisfaction	2018	2020
Very Satisfied (somewhat for 2020)	45%	21%
Highly Satisfied	29%	71%
Breakdown: (above Ave or Excellent)		
Communication	66%	92%
Ambience	75%	91%
Building & Grounds	66%	89%
Club Management	71%	87%
Quality of Service	69%	85%
Dues & Cost	43%	60%