



## **2022 Member Survey Results**

*Survey Fielded October 24, 2022 to November 4, 2022*



# Member Survey Stats

Slightly over one third of Members who started the survey submitted it.

Inactive Member Survey Fall 2022

Reactivate ...

The screenshot shows a survey form for 'THE WEDGEWOOD CLUB'. The questions include:
 

- How many years have you been a member of Wedgewood? (input field)
- Please select your level of membership (radio buttons for Visiting, Sustaining)
- Ages of children included in your membership. Check all that apply. (checkboxes for NA, 0-3 years, 4-7 years, 8-12 years, 13+ years)
- Please check your primary reasons for coming to the Club (checkboxes for Youth Over Programs, Youth Tennis Programs, Pool (free entry), Pool (pay swimming), Tennis, Socializing)
- How often do members of your household play tennis during the summer season? (radio buttons for Not at all, Once or twice a week, Three or more times a week, A couple times a month, A few times a summer)
- When do you play tennis during the summer? Check all that apply. (checkboxes for Mornings during the week, Afternoons during the week, Evenings during the week, Weekend mornings)

Page Title: Wedgewood Member Survey 2022

Campaign Type: Survey Page

Survey Page URL: <https://lp.constantcontactpages.com/sv/Hcv6KNs/membersurvey?mode=preview>

## Reporting

Starts  
**353**

Submits  
**131**

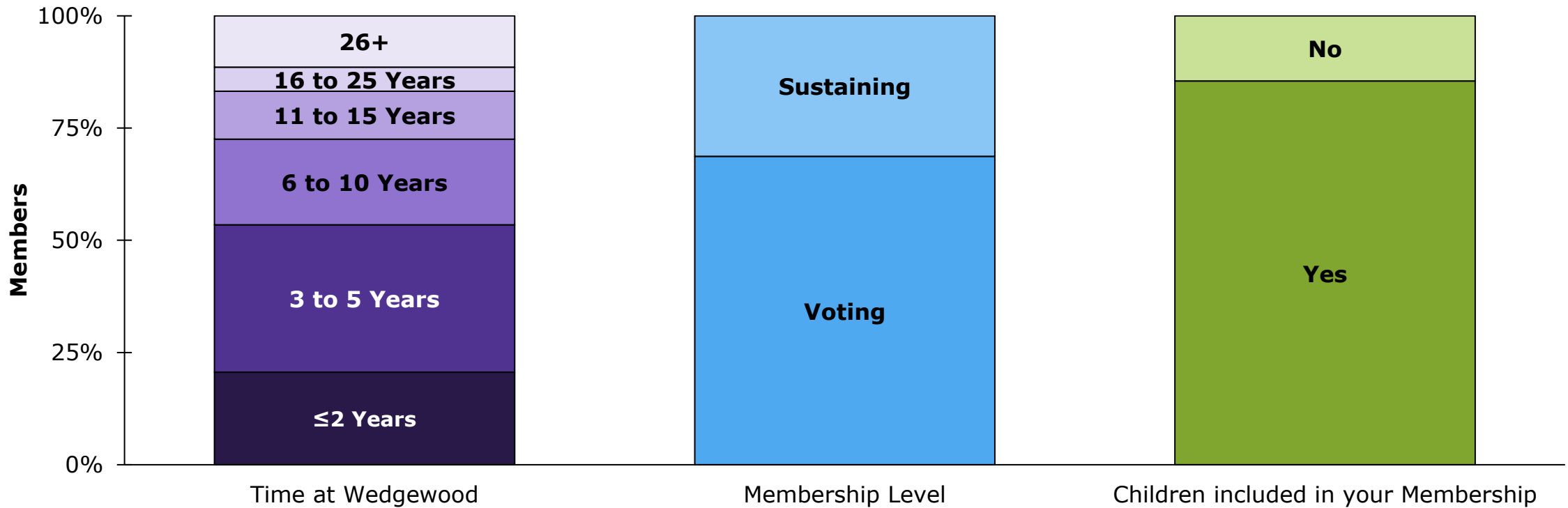
Submission Rate  
**37.11%**

Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Member Background

131 WW Members participated. Majority are Voting Members. Majority have children in their membership.

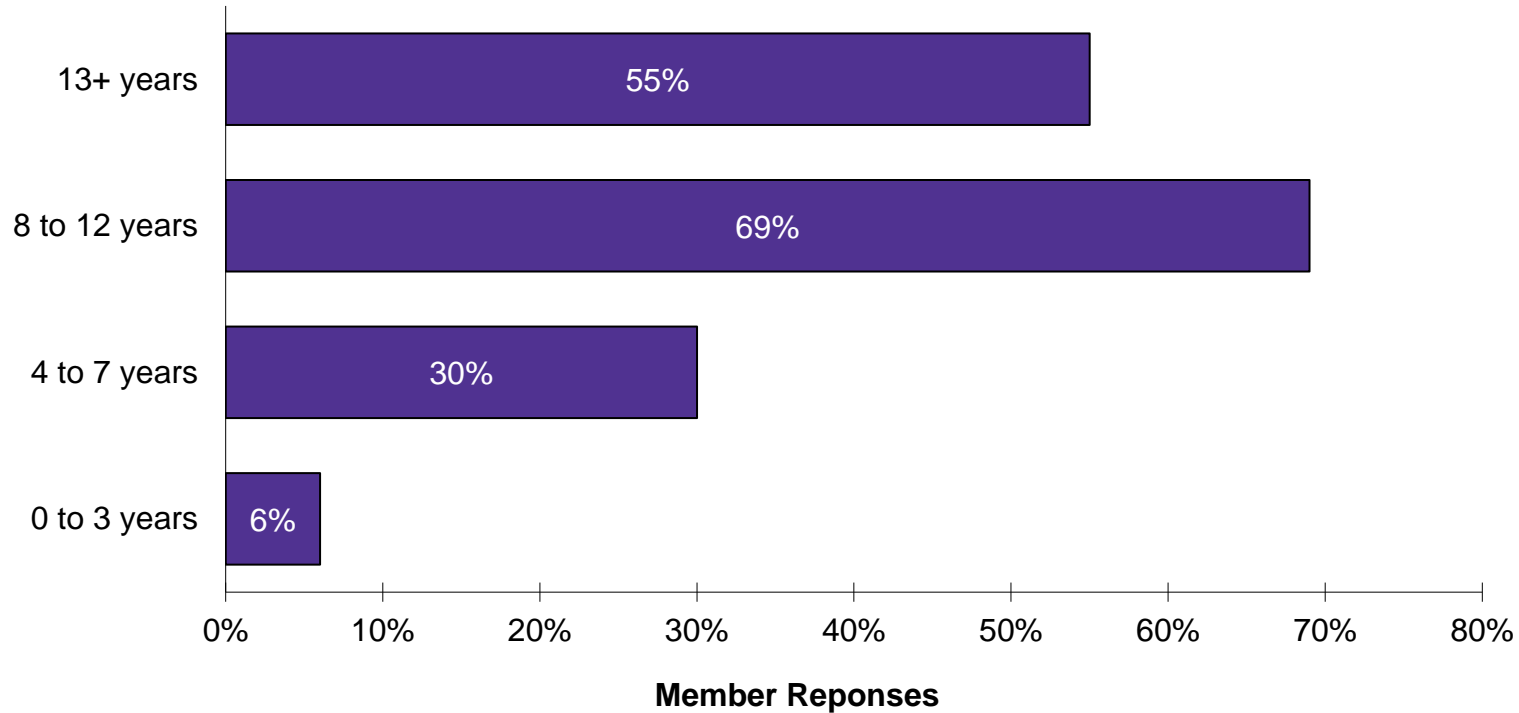


Question: How many years have you been a member of Wedgewood?; Please select your level of membership.; Ages of children included in your membership. Check all that apply.  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Member Background

Member Respondents with children have elementary school age and teenage children.

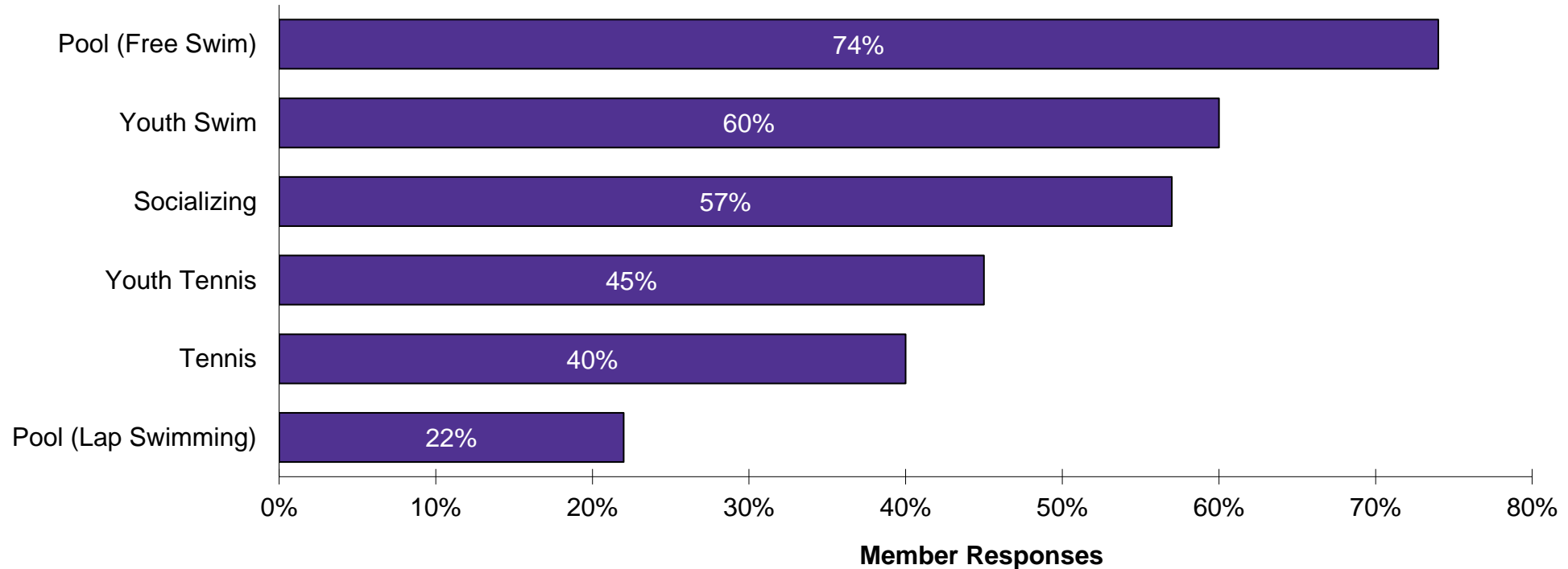


Question: Ages of children included in your membership. Check all that apply.  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Member Background

Member Respondents primarily come to Wedgewood for the Free Swim, Youth Swim Programs and Socializing.

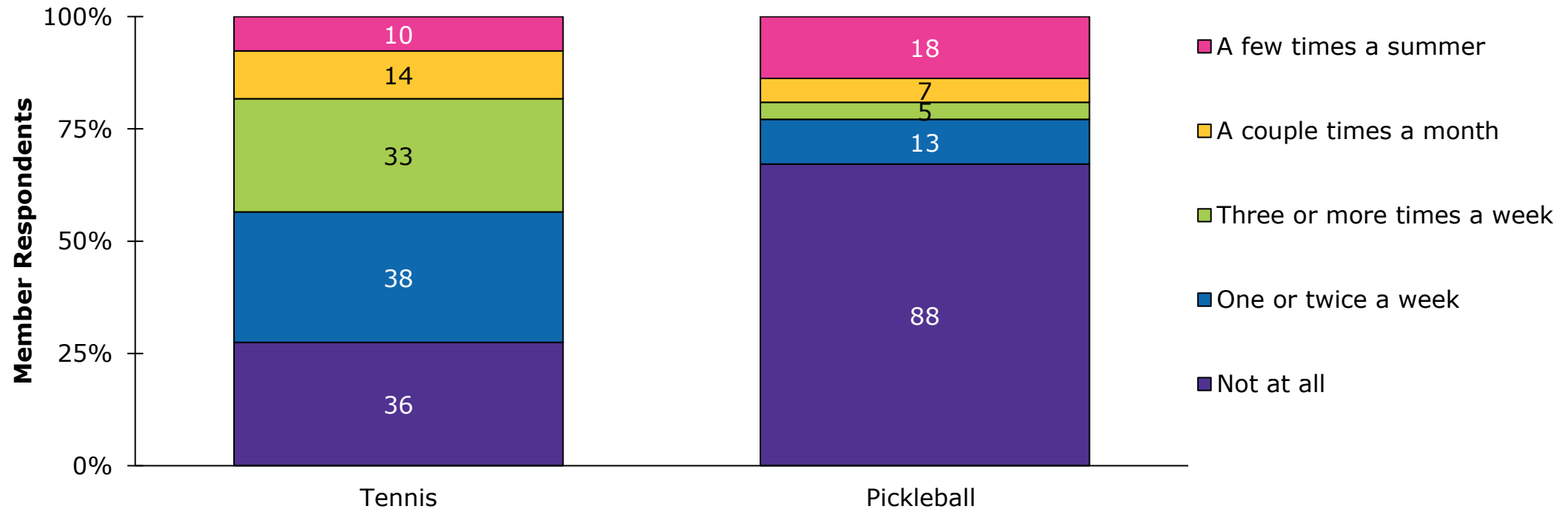


Question: Please check your primary reasons for coming to the club.  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Tennis and Pickleball Frequency

Over 50% of Member Respondents play tennis at least once a week during the Summer. Majority never play pickeball.

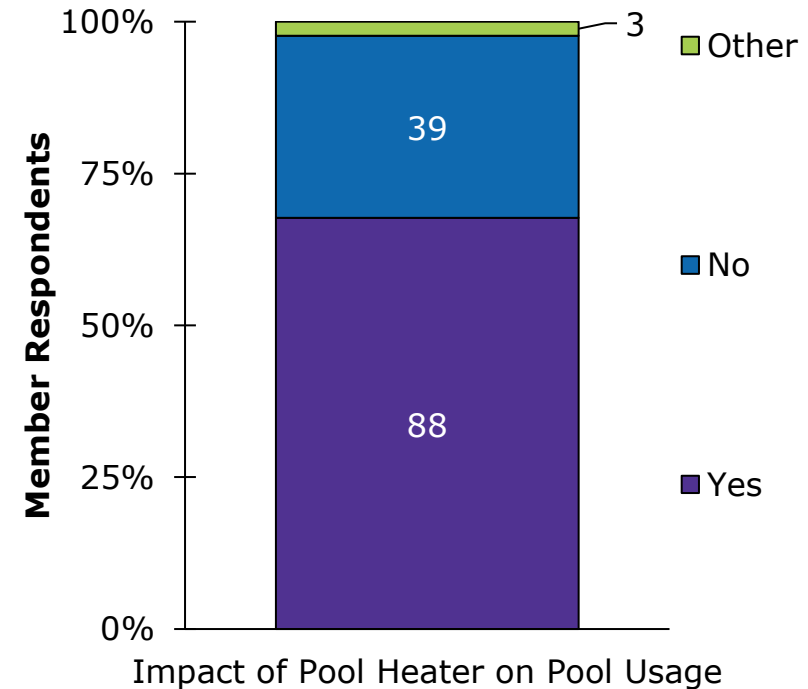
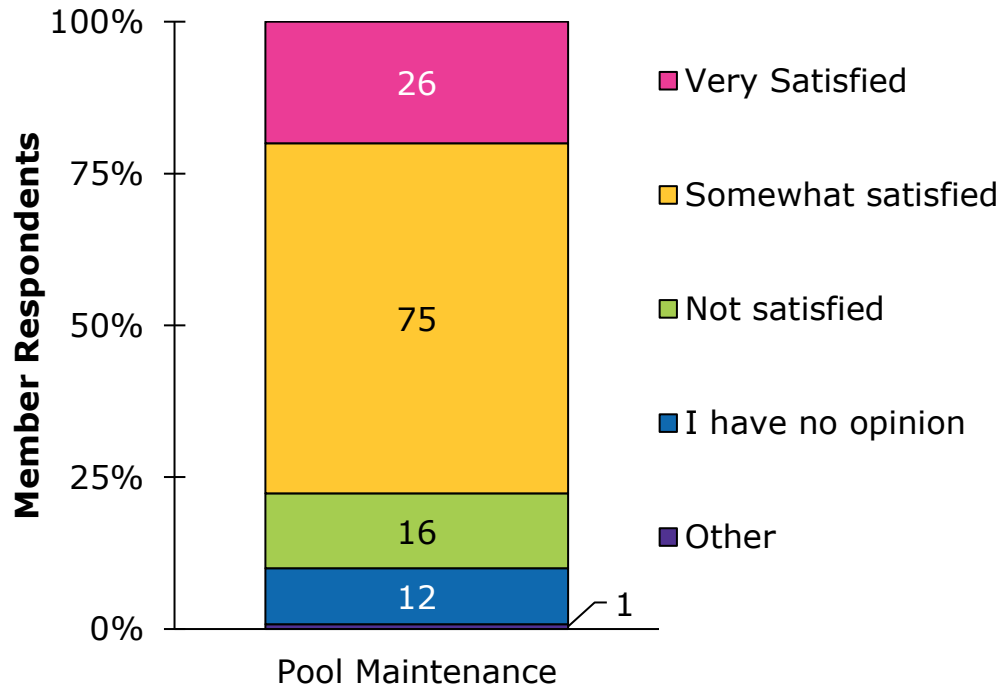


Question: How often do members of your household play tennis during the summer season? How often do members of your household play pickleball during the summer season?  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Pool Maintenance and Temperature

Majority of Member Respondents are “somewhat satisfied” with how the pool was maintained. The pool temperature did impact its usage for the majority.

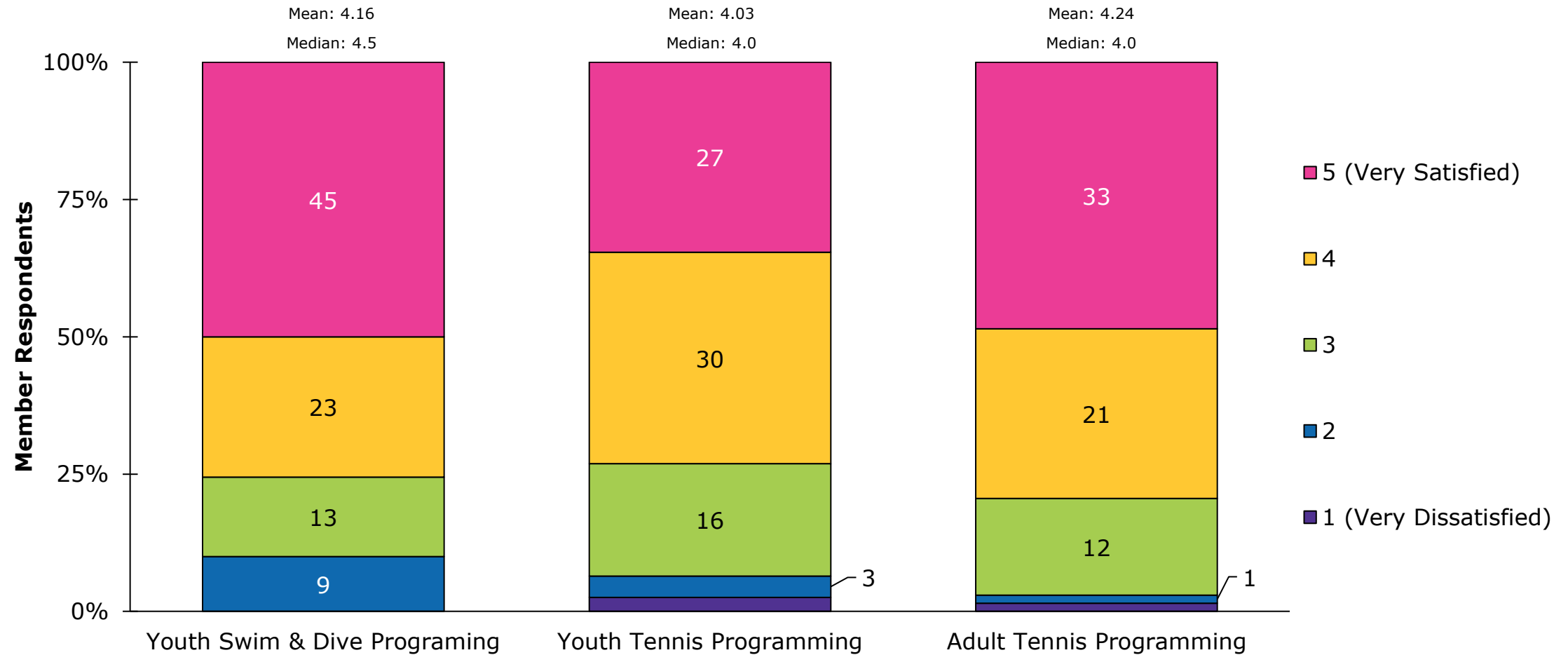


Question: How satisfied were you with the maintenance of the pool? The pool heater had various issues this past summer did the pool temperature impact your usage of the lap pool?  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022. Other comments have been paraphrased.  
Source: WW Member Survey Fall 2022.



# Programming

The vast majority of Member Respondents are "satisfied" or "very satisfied" with programming.



Question: Please rate the following if it applies to you.

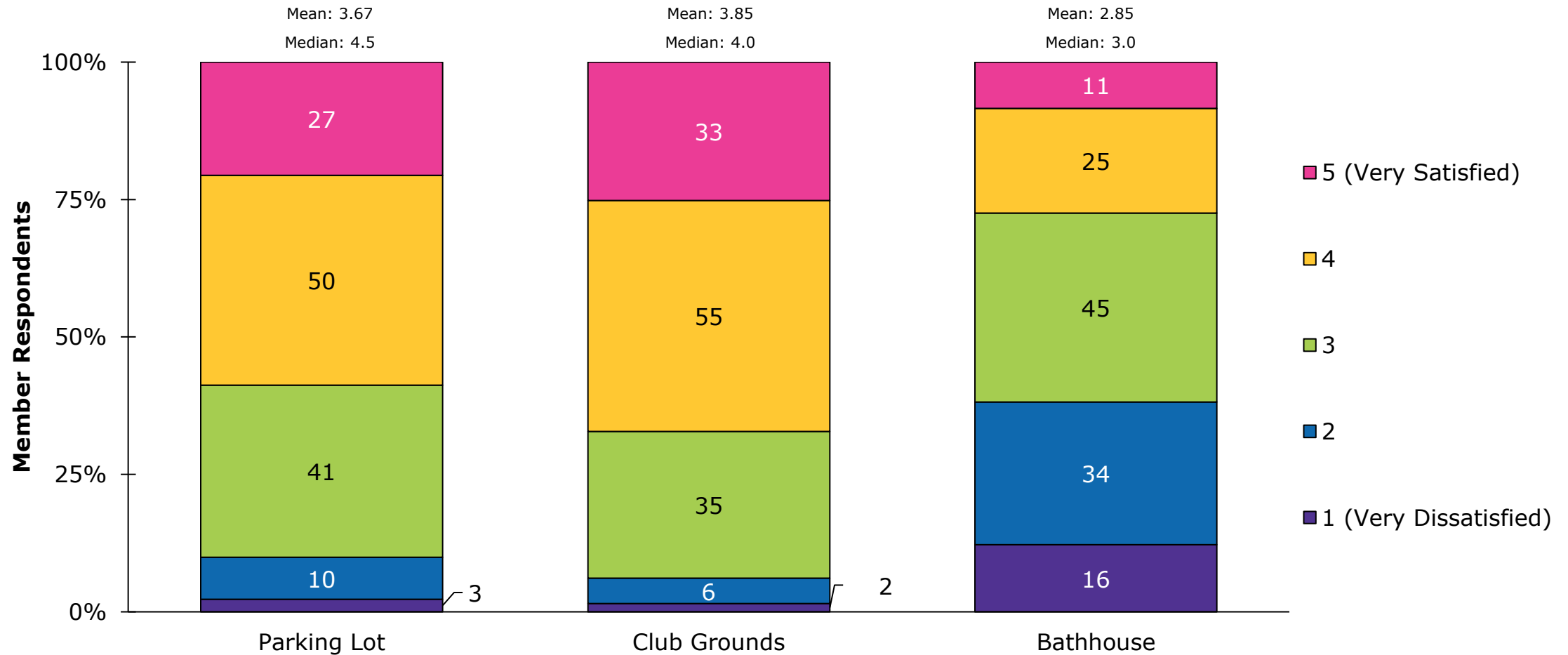
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.

Source: WW Member Survey Fall 2022.



# Specific Areas of the Club

The majority of Member Respondents are "satisfied" or "very satisfied" with the parking lot and club grounds. 73% are "neutral", "dissatisfied", or "very dissatisfied" with the bathhouse.

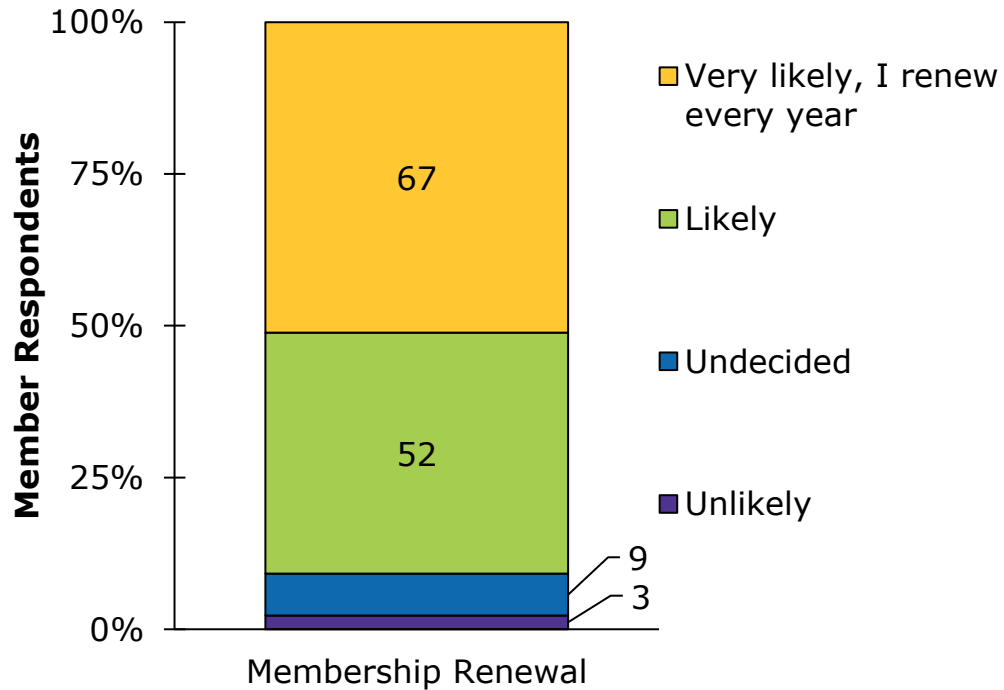


Question: Please rate your level of satisfaction with the following areas of the Club  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Membership Renewal

Approximately half of Member Respondents are “very likely” to renew their membership.



## *Themes among those planning to resign or undecided*

- **High cost of membership particularly in relation to how the member uses the club such as for tennis only, weekends only, etc.**
- Bathhouse requires repairs/updates
- Insect issues (i.e., bees, wasps, mosquitoes)
- Children “aging out” or lack of programs for older children
- Pool water temperature
- Inclusion for children with special needs / Reflection of the diversity in Bedford

Question: How likely are you to renew your membership next year? For those who are planning to resign or are undecided, could you please share some of the factors that helped you make your decision?

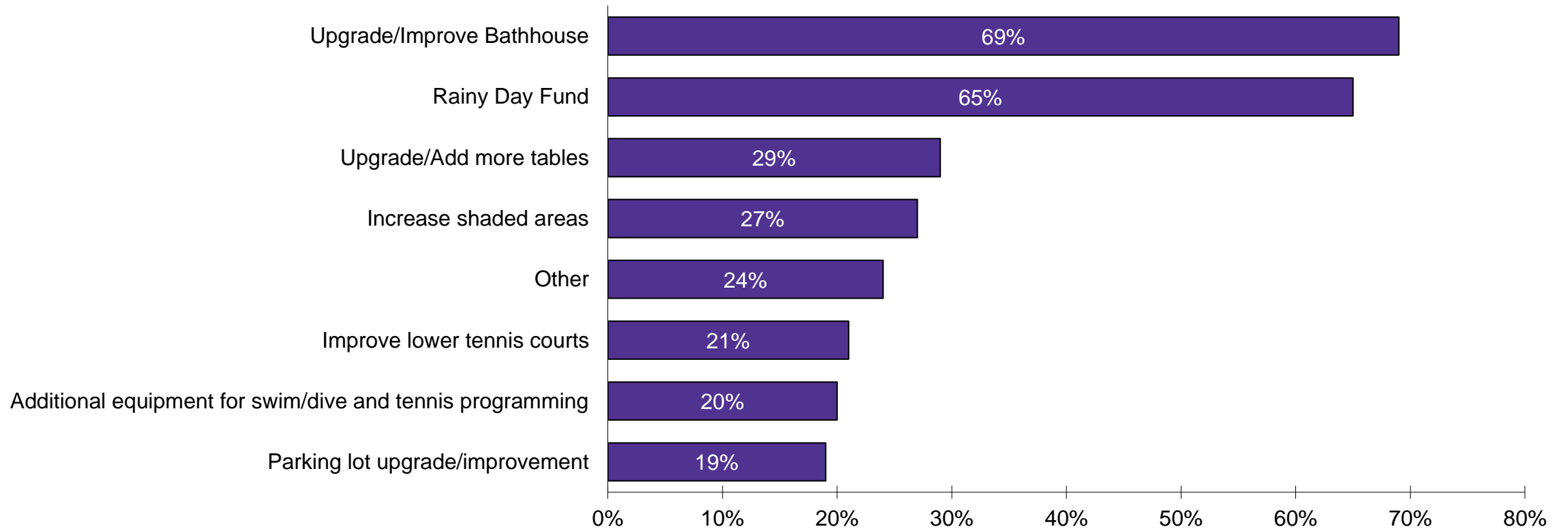
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.

Source: WW Member Survey Fall 2022.



# Financial Resource Allocation

Member Respondents prioritize the bathhouse and a rainy day fund when considering how to allocate financial resources.



*Other (32): The lap pool heater was most frequently mentioned in Other responses.*

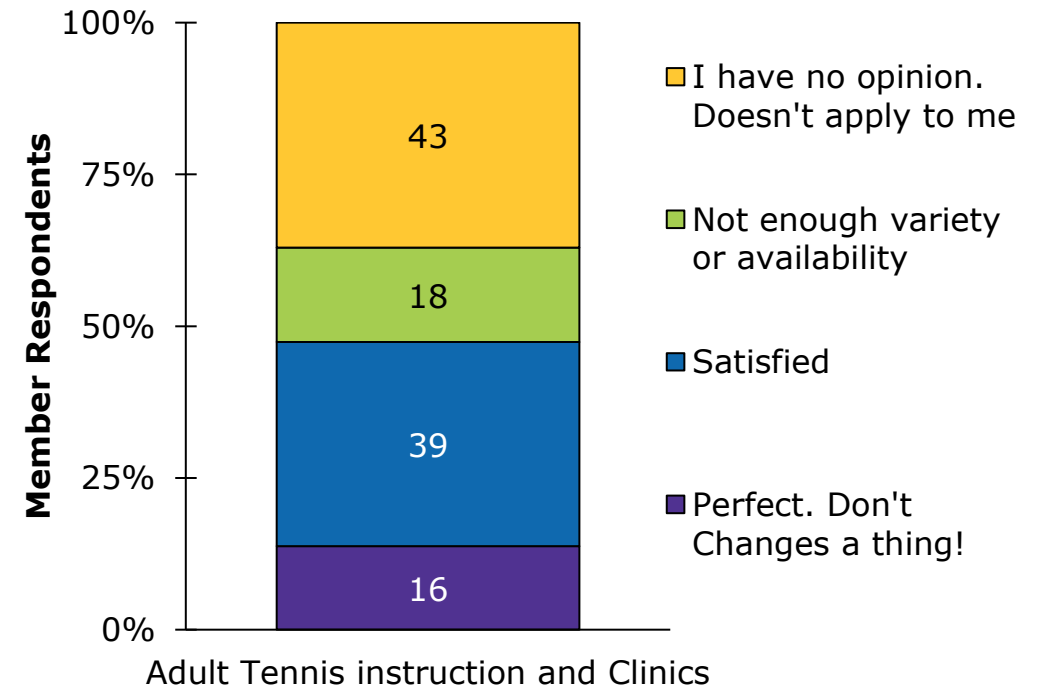
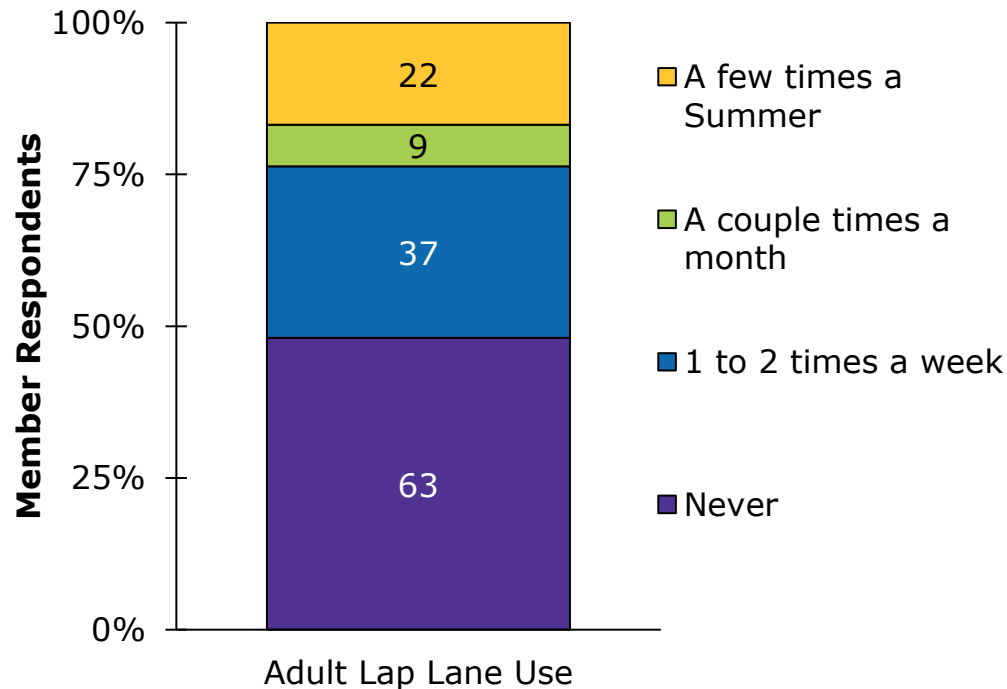
**Member Responses**

Question: When deciding where to allocate financial resources, please check all you consider to be priorities of the Club.  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022. Other comments have been paraphrased.  
Source: WW Member Survey Fall 2022.



# Adult Swim and Tennis

Lap lanes and tennis clinics are not applicable to just less than half of Member Respondents.



Question: How often do adult member in your household utilize the lap lanes to swim laps? How would you rate the selection of Adult Tennis instruction and clinics available?

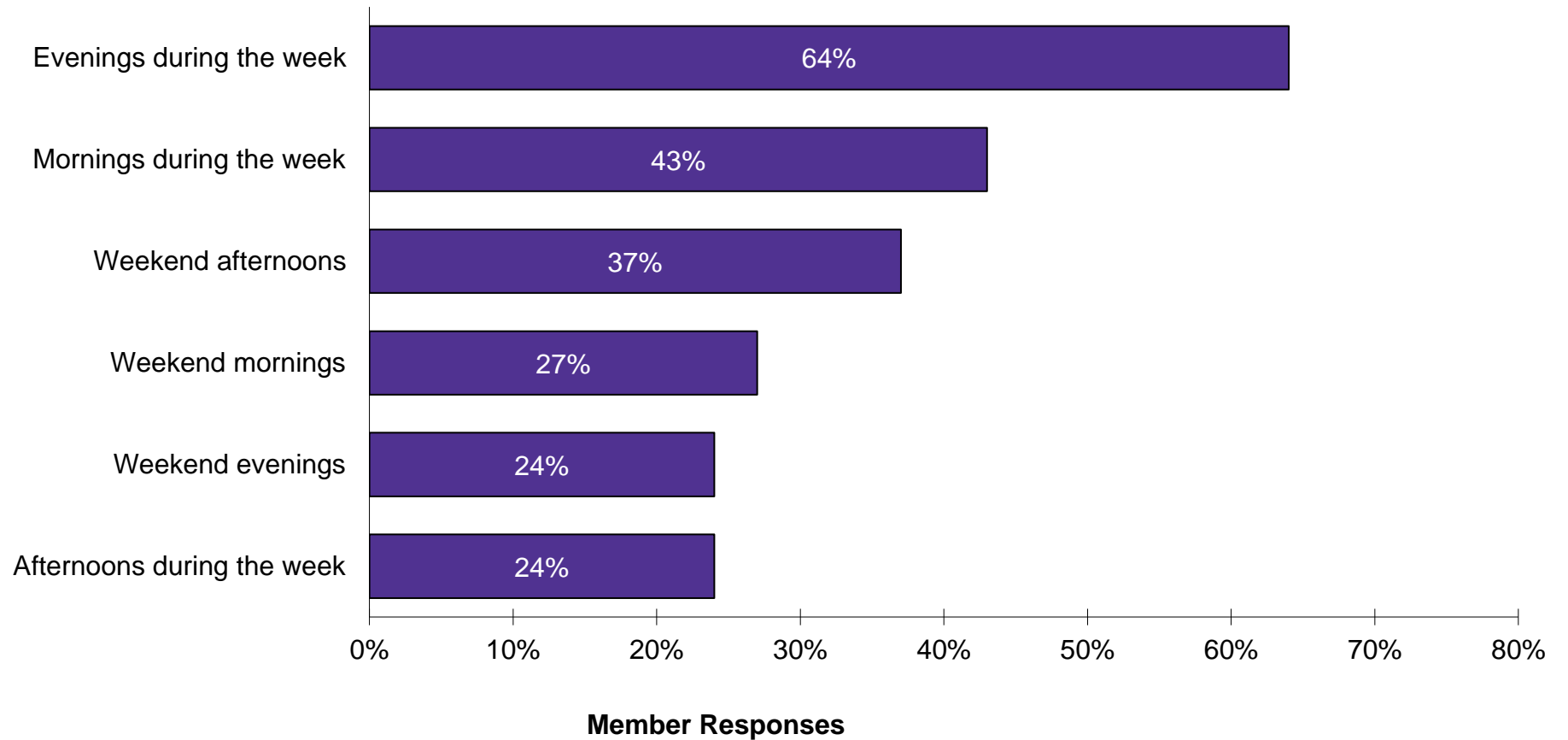
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.

Source: WW Member Survey Fall 2022.



# Tennis Summer Play

The majority of Member Respondents play tennis during the week in the evenings and/or mornings.



Question: When do you play tennis during the summer? Check all that apply.

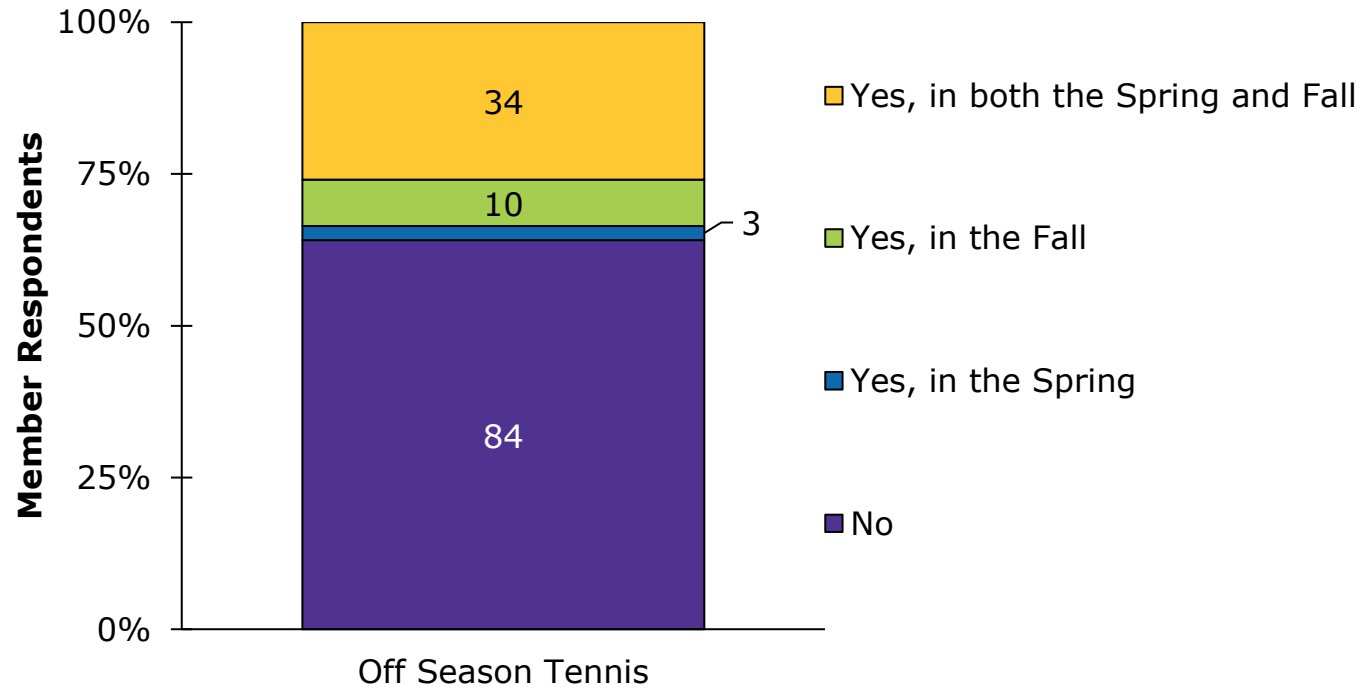
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022. Other comments have been paraphrased.

Source: WW Member Survey Fall 2022.



# Tennis Off Season Play

Approximately two thirds of Member Respondents do not use the WW tennis courts during the off season.

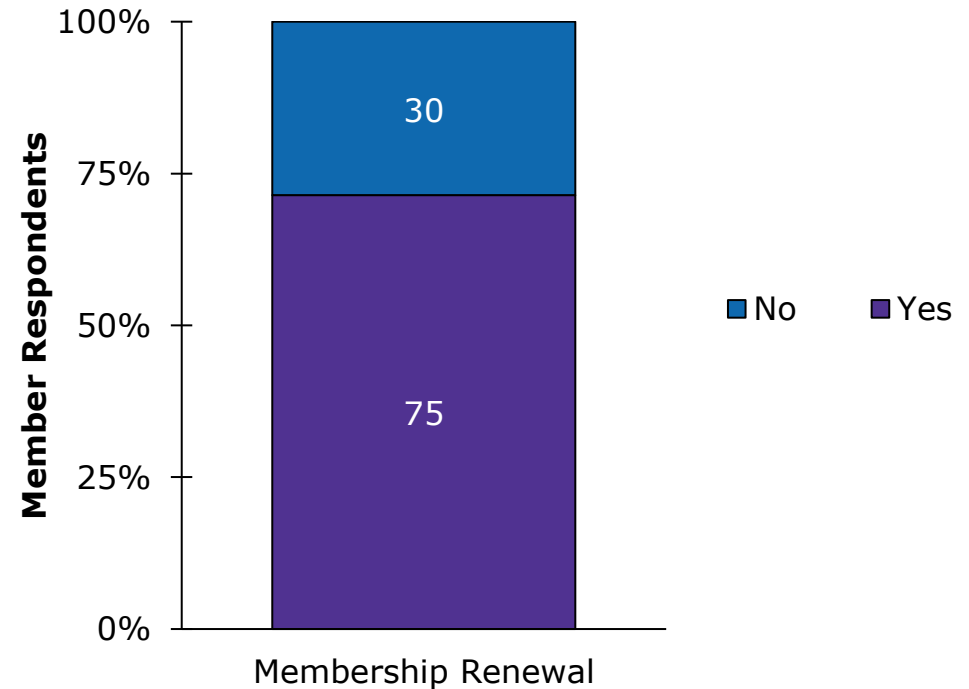
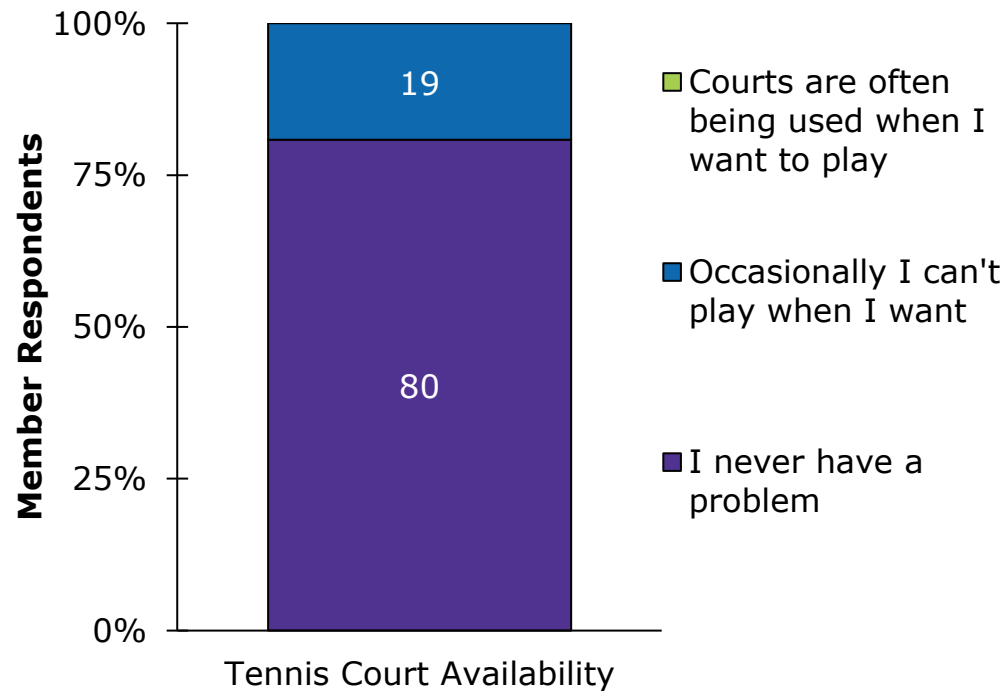


Question: Do you utilize the WW tennis courts during the off season?  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Tennis Court Availability and Online System

Tennis courts are available when Member Respondents want them. There is interest in an online reservation system.



Question: How available are the tennis courts when you want to play? If there were an online court reservation system would you use it?

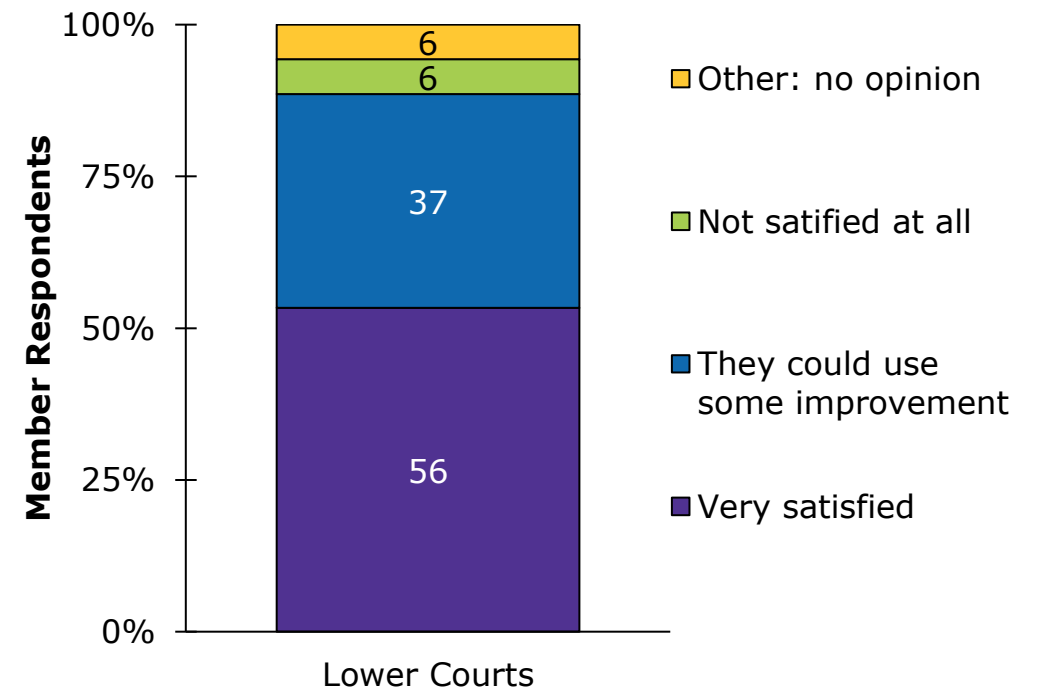
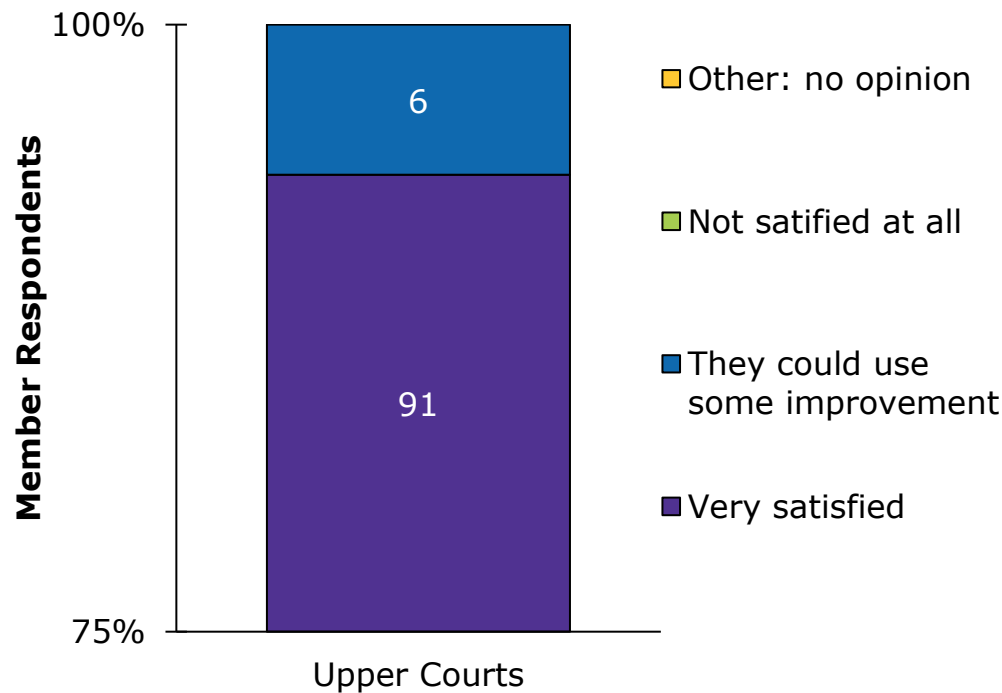
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Source: WW Member Survey Fall 2022.



# Tennis Court Satisfaction

The majority of Member Respondents are satisfied with the current state of the tennis courts. One third believe the lower courts could be improved.



Question: How satisfied are you with the Upper Tennis Courts? How satisfied are you with the Lower Tennis courts?

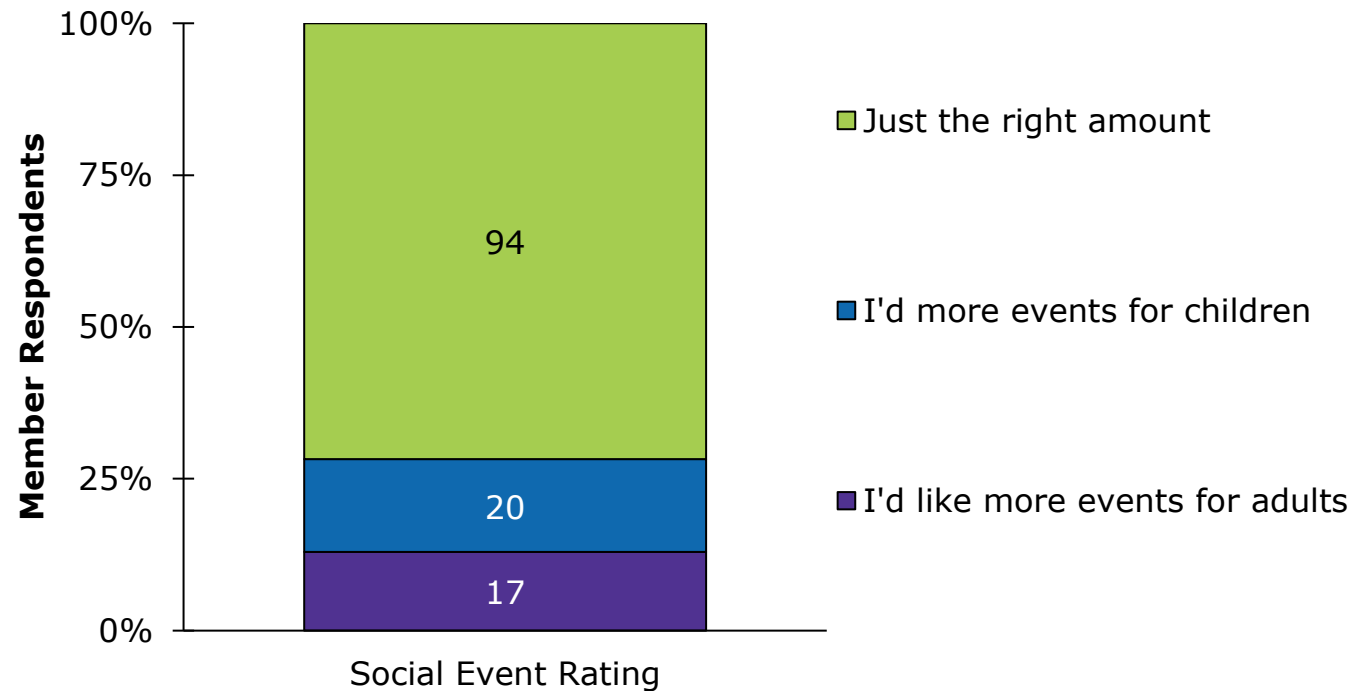
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.

Source: WW Member Survey Fall 2022.



# Social Events

Member Respondents rate the selection of social events as “just the right amount.”

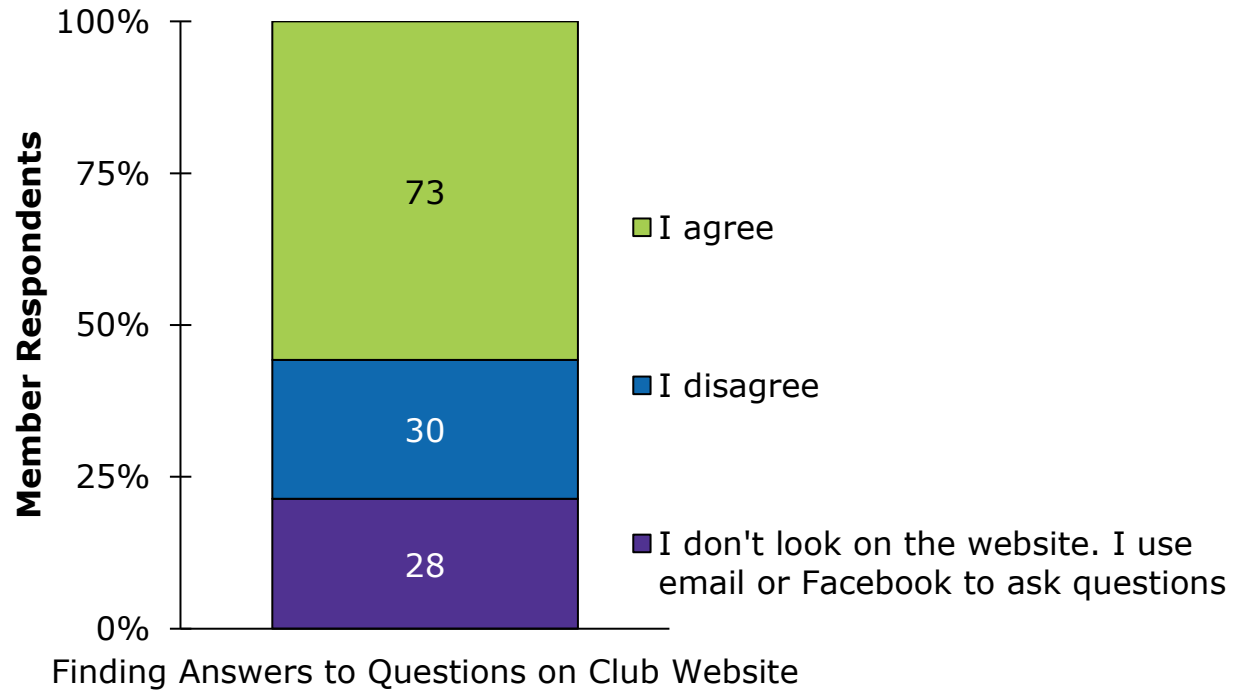
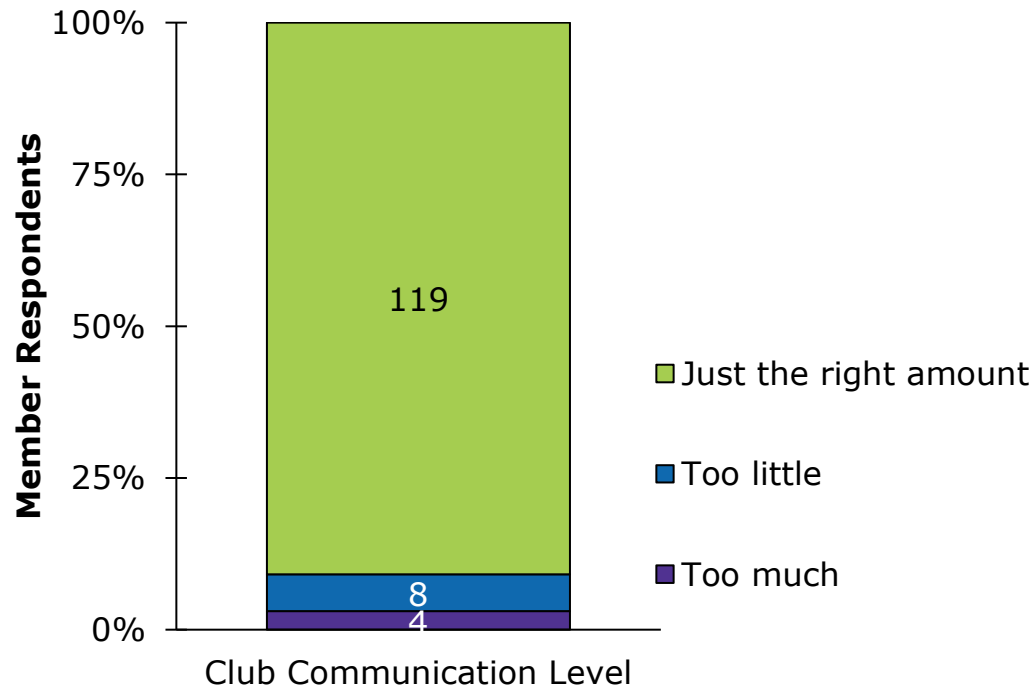


Question: How would you rate the selection of social events at WW?  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Club Communication

The vast majority of Member Respondents find the level of communication to be "just the right amount." Approximately half the Member Respondents can easily find the answers to their questions on the Club website.



Question: The level of communication from the Club is. When I have a question, I can easily find the answer on the Club website.

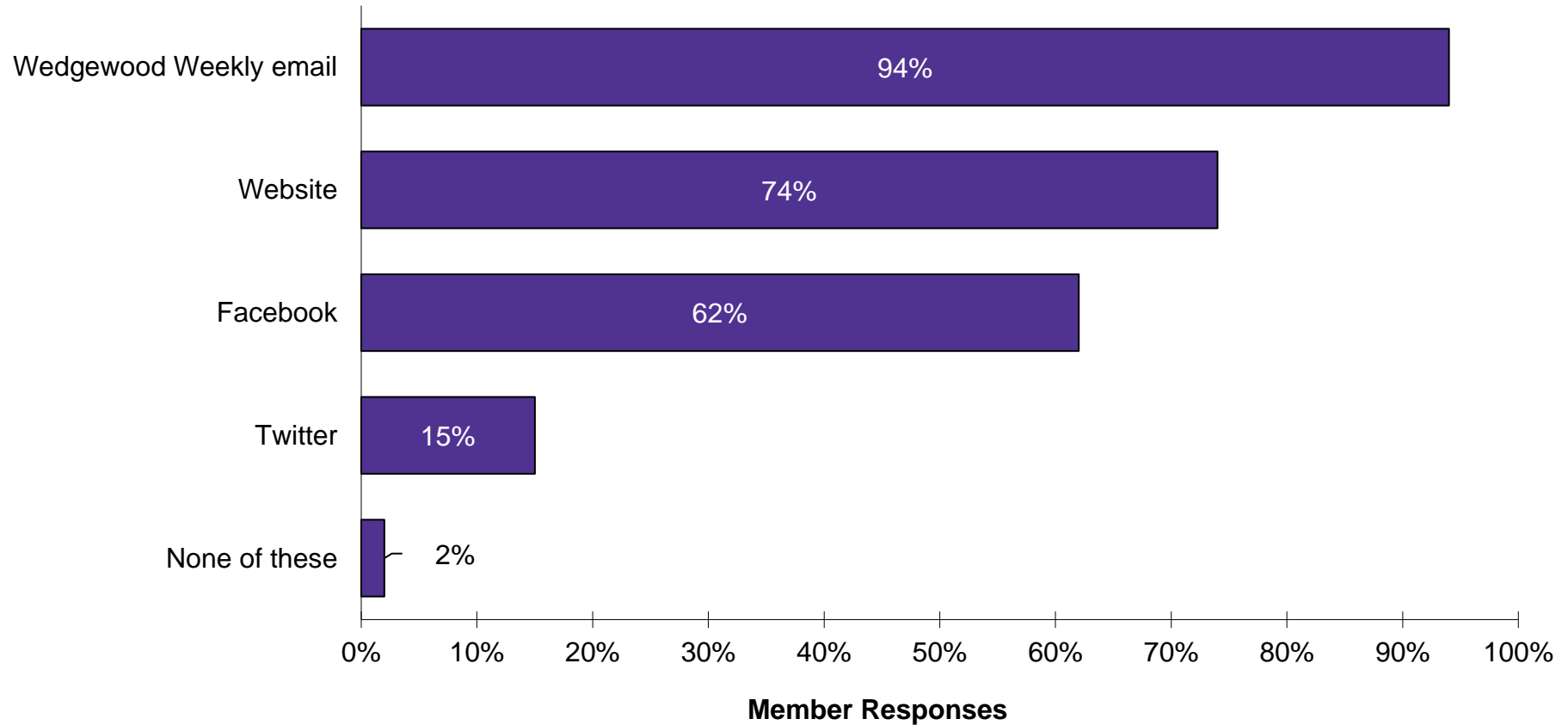
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.

Source: WW Member Survey Fall 2022.



# Club Communication

Almost all Member Respondents used the Wedgewood Weekly as a source of club communication.

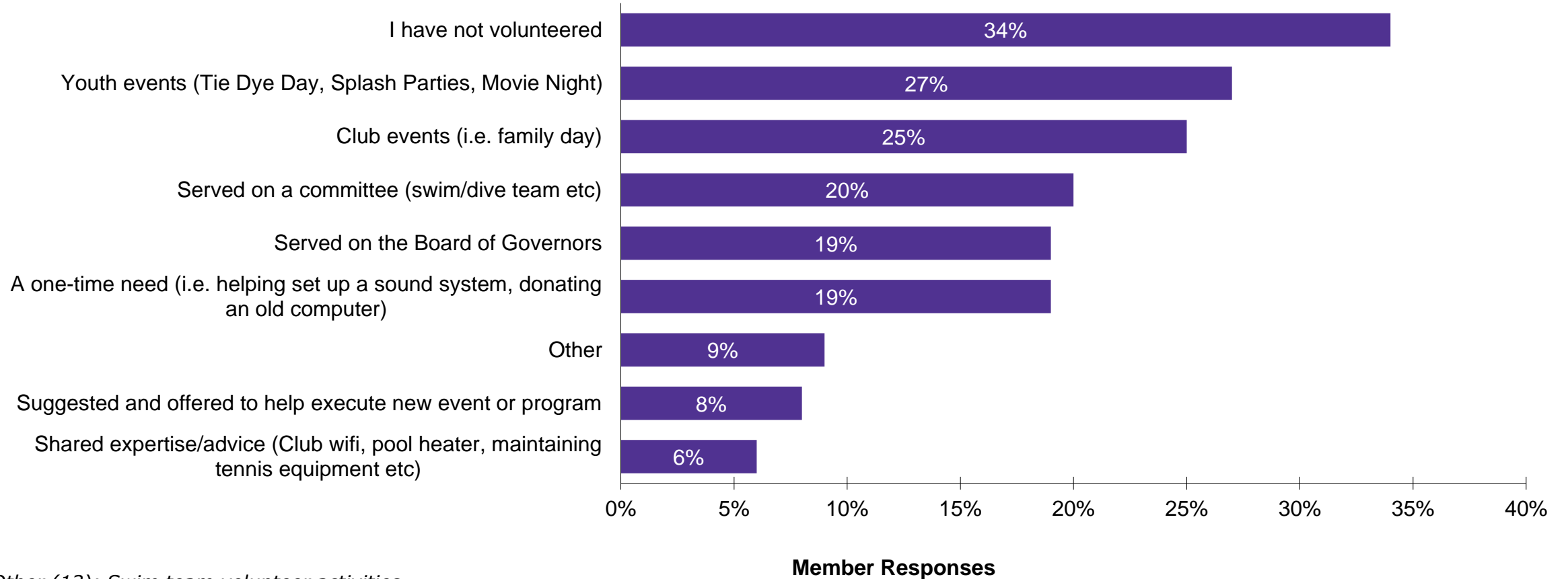


Question: Please check all methods of Club communication you used last summer.  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Volunteering

One-third of Member Respondents have not volunteered.



*Other (13): Swim team volunteer activities.*

Question: Which of the following ways have you volunteer over the past year(s)?

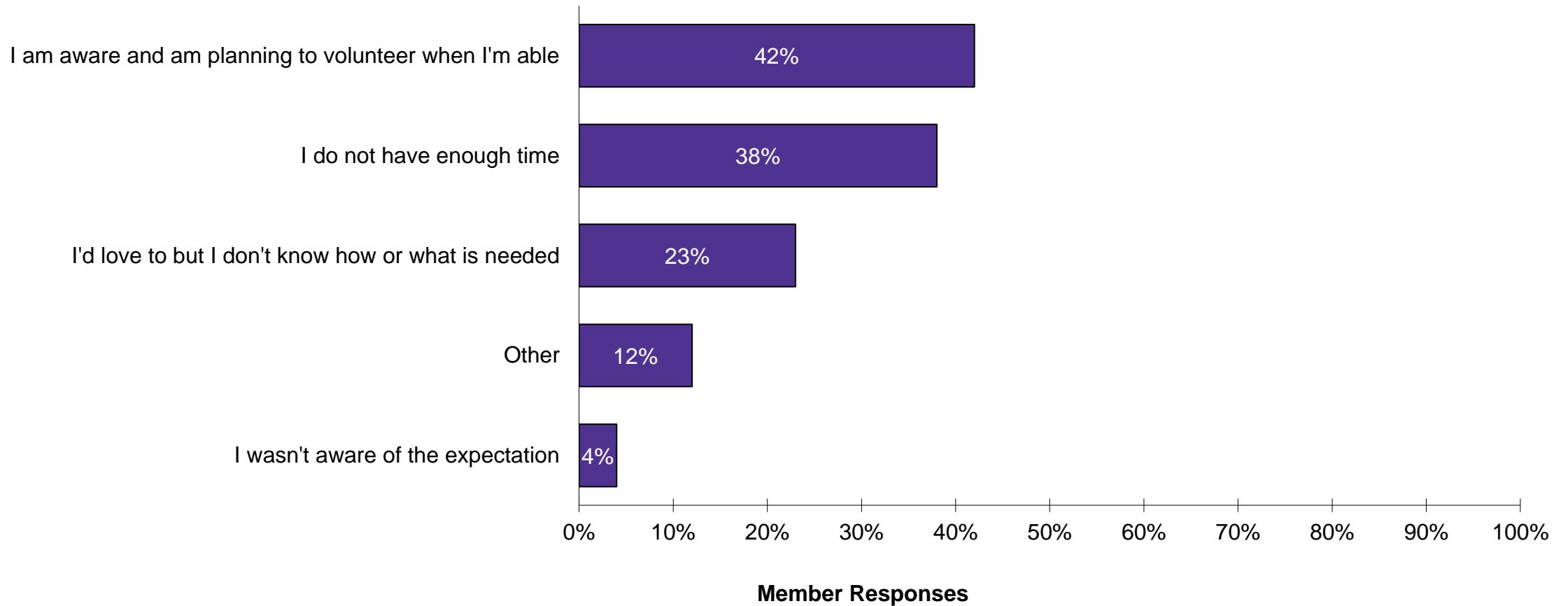
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Source: WW Member Survey Fall 2022.



# Volunteering

Many Member Respondents are planning to volunteer when they are able.

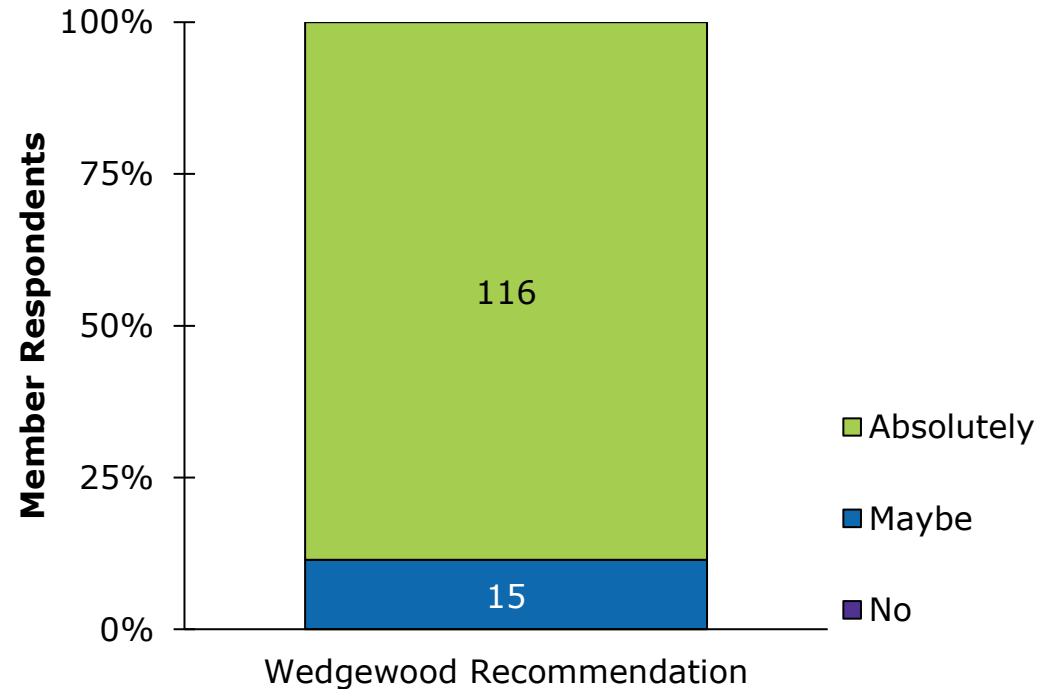


Question: if you have not yet volunteered, what has prohibited you from doing so?  
Note: WW Member Survey was fielded from October 24, 2022 to November 4, 2022.  
Source: WW Member Survey Fall 2022.



# Recommending WW

~ 90% of Member Respondents would recommend Wedgewood to a friend or neighbor.



Question: Would you recommend Wedgewood to a friend or neighbor?  
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