

# Metro St Louis Seniors Golf - Communication Survey – 2016

We received almost 260 responses in about 10 days. Most responses were in in only a few days. The mix of responses was quite good and representative of Divisions and Flights.

## Sampling

Emailed Division 1 - 5 members as of end of 2015.  
Non-email members not included (25 of 725 total).  
All Divisions (1 – 5) and Flights (A – D) Responded  
Mostly ACTIVE members - 10 or more rounds  
Represent Most of the Rounds Played

Division 1	40	16%
Division 2	51	20%
Division 3	62	25%
Division 4	43	17%
Division 5	53	21%
	249	
Flight A	74	30%
Flight B	71	29%
Flight C	55	22%
Flight D	48	19%
	248	

## The Key Results

Very few members are not on Email (25 of 725 in 2015)  
Expect fewer in 2016 and beyond  
Technology is widely and frequently used.  
Websites, email, newsletters, texting, PC, Smartphones  
Most members are checking websites weekly (65 to 80+%)  
Handicaps, Flights, Course Handicap, Money  
Schedules, Special Events  
  
Printed Directory Has Limited or One/Few Times Use or Reference  
75% of Members Report Never or Limited use of Directory  
If All on Websites, only 15% still want a Printed Directory  
Most and more is already on websites  
Biggest Current Use (about 50% of members)  
Schedules and Course Directions

## ACTIONS

More Use of Website, Email, Newsletter Communications  
Faster, easier Access/Clicks  
Timely Updates for Roster, Schedules, Wait-Lists  
More education for access usage  
  
A NEW - New Member Book - (100+ Per Year)  
Rules, Pace of Play, Tips  
Handicap  
Smaller More Focused MEMBER BOOK (Many Fewer Pages - 750 per year)  
Schedules - Course Directions  
Tip Sheet for Website Access/Use  
Summary Changes Sheet    Rule Changes    Contest Changes  
Separate Printed March Roster by Division (3 Pages each)  
Pickup at Div Table

## IMPACT

Better more focused service  
Less printing and cost