

# Darien Boat Club 2017 Member Survey Results





**Darien Boat Club – 2017 Member Survey**


**295**

Survey Completes

**38%**

Completion Rate

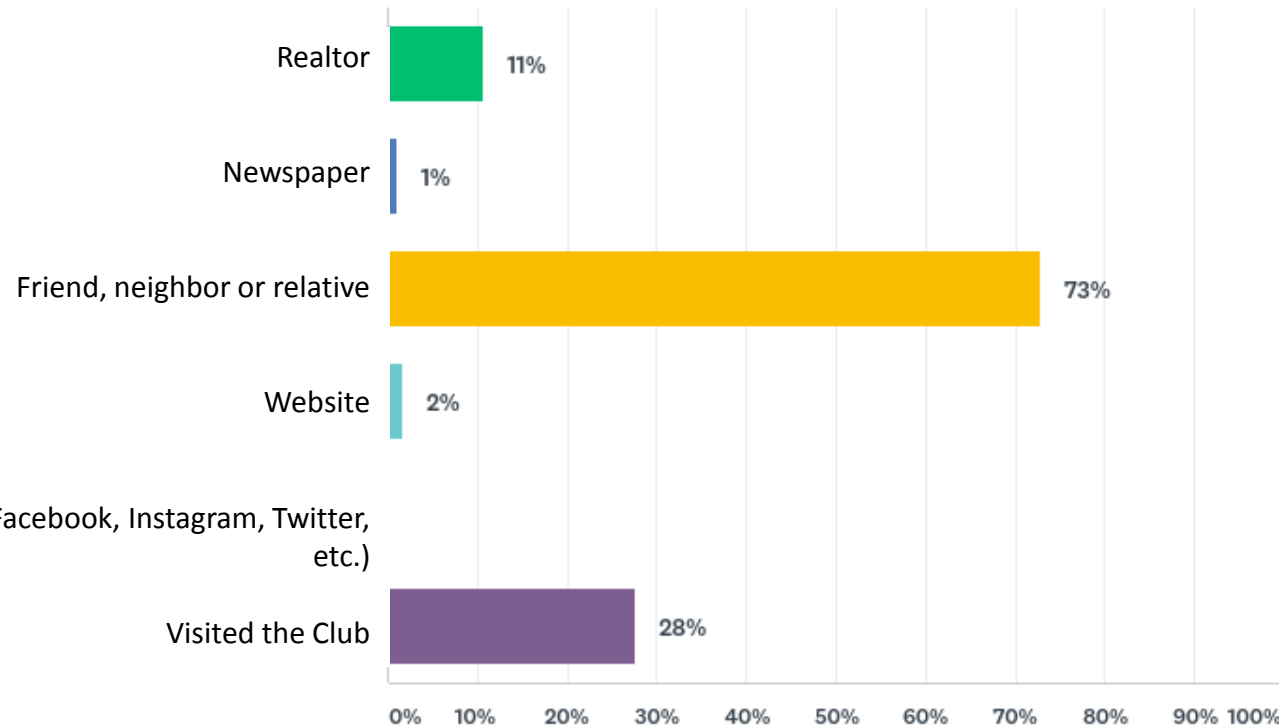
**SUMMARY**

- Survey managed via Survey Monkey 
- 19 Questions asked, 15 closed & 4 open ends; average 6 minute completion time
- 768 invitations sent (most current member roster)
- 295 completed survey responses/38% completion rate (2014 survey had 211 completes)
- 4 Bounce backs (0.5%)
- 5 prizes (DBC Hat/T-Shirt) offered as randomized incentive; awarded w/o 12/18

**Survey ran from 11/27-12/18**

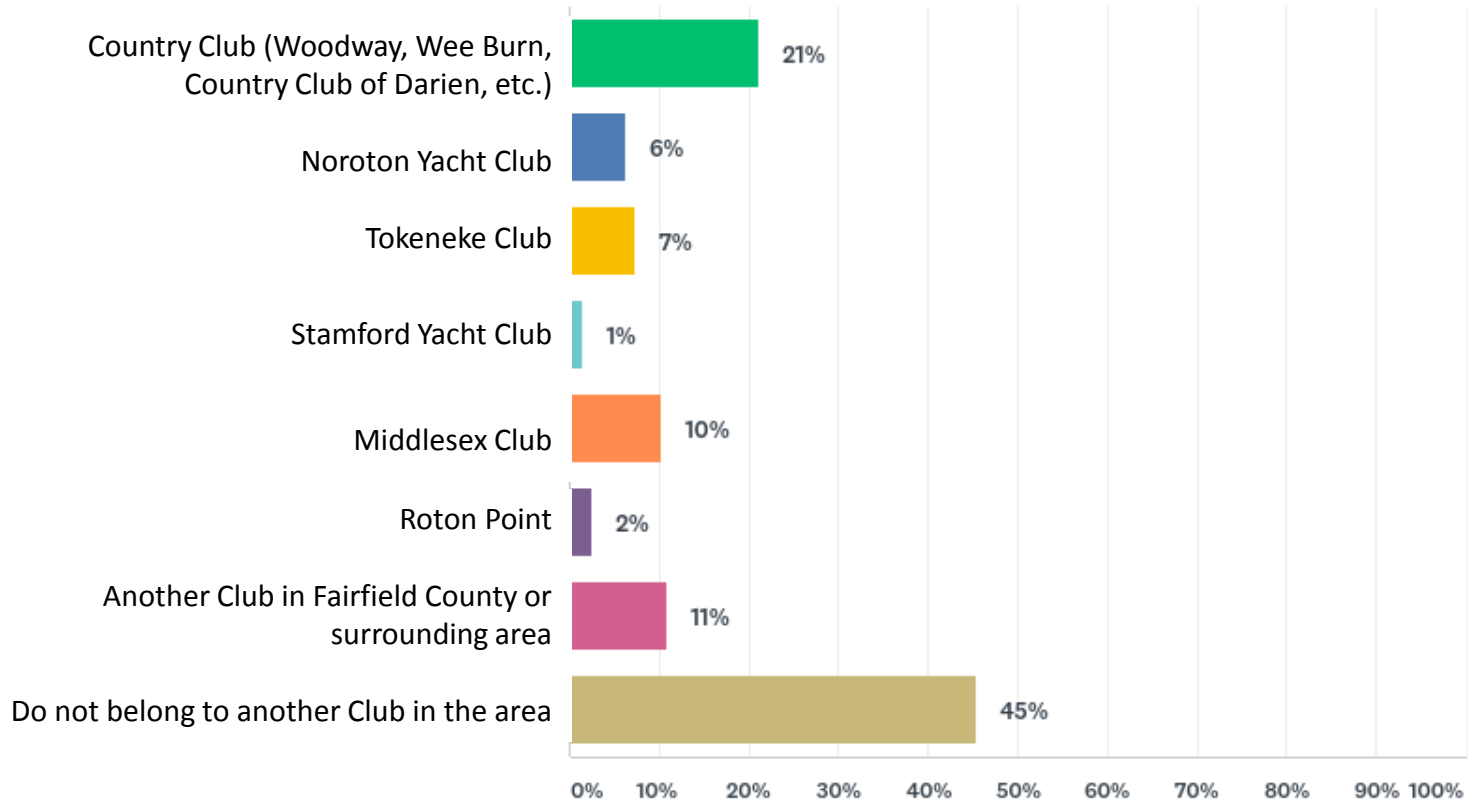
- Initial invitation 11/27 to 768 addresses
- Reminder #1 on 12/3 to 569 addresses
- Reminder #2 on 12/11 to 482 addresses
- Survey closed 12/18

## Q2 How did you find out about the Darien Boat Club? (You may select multiple answers)



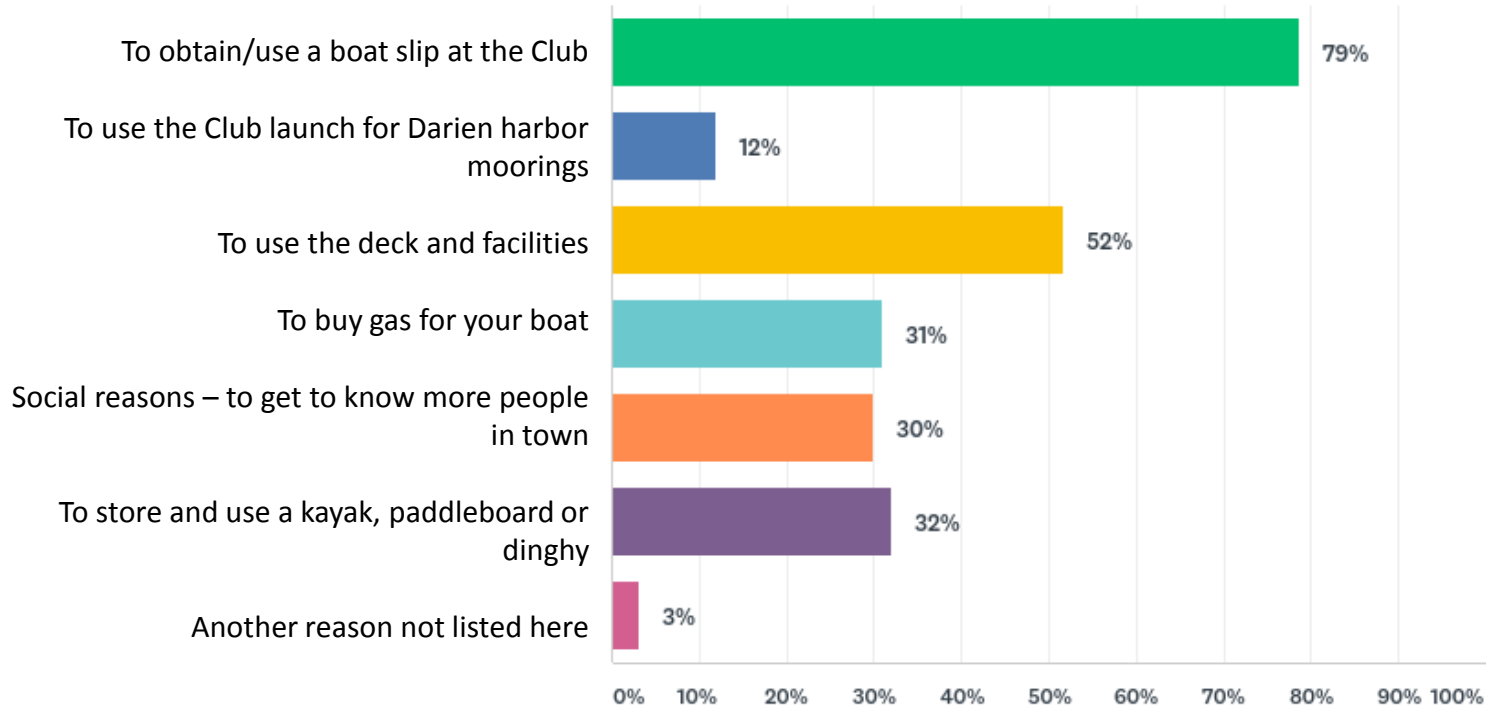
Word of mouth is the most common way of learning about the Club.

## Q8 Do you currently belong to another Club in the area (please select as many as apply)



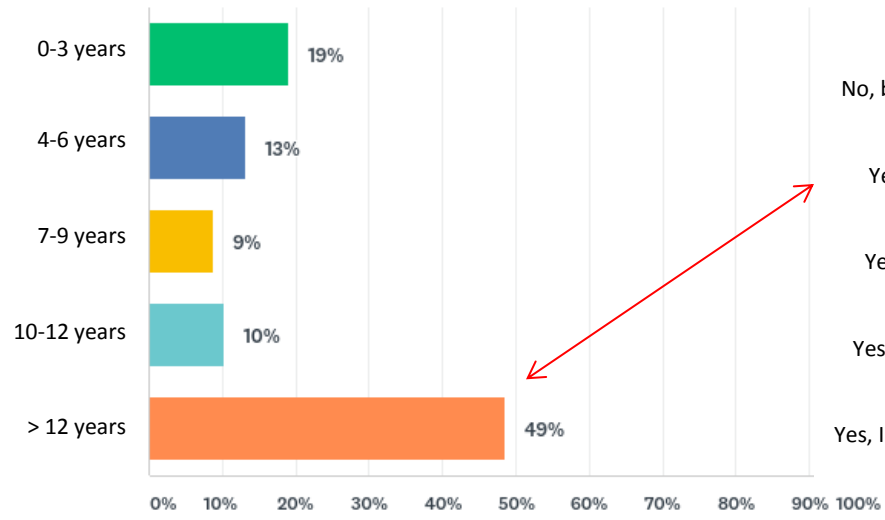
Over half of the respondents have a membership at another Club.

### Q7 What are your main reasons for belonging to the Darien Boat Club? (you may select multiple answers)

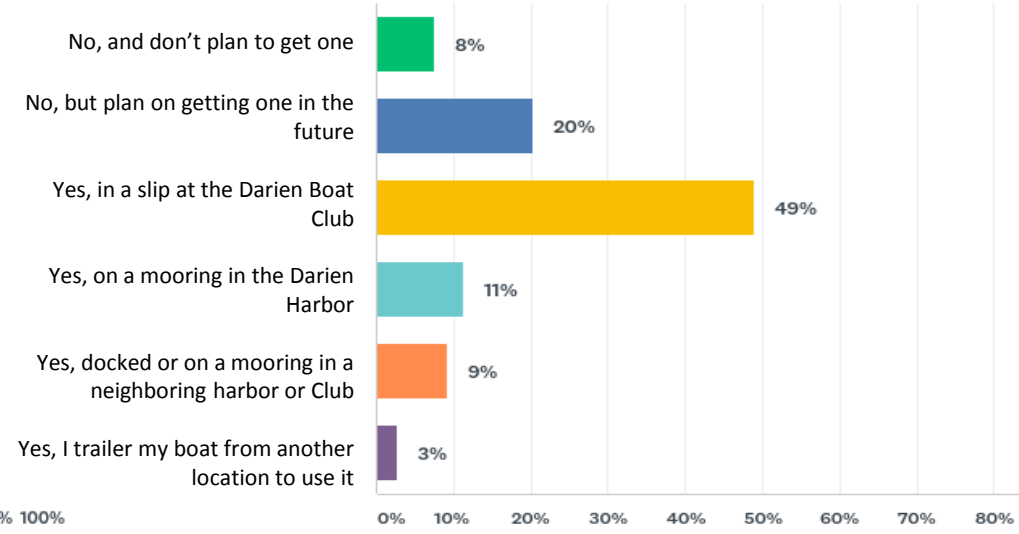


Boat slip is key reason for membership, followed by deck/facility use.

Q3 How long have you been a member of the Darien Boat Club?



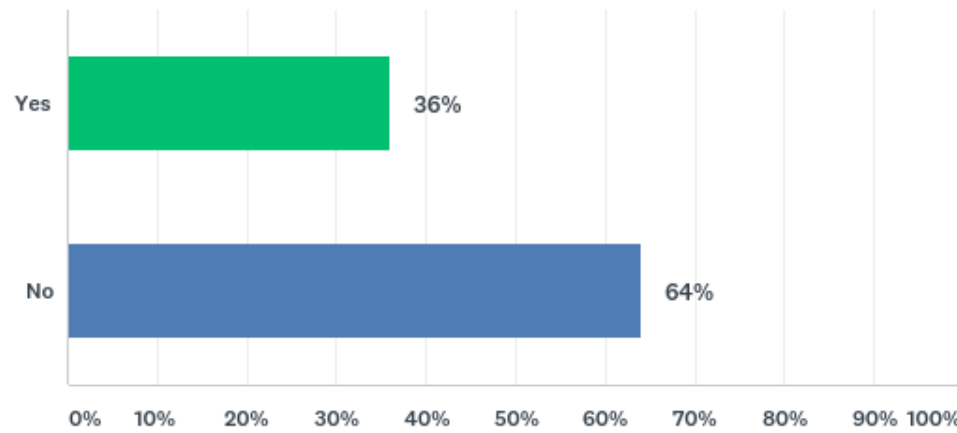
Q4 Do you currently have a boat?



Majority of membership skews to 12+ year tenure, though nearly 20% have joined in last 3 years. Not surprisingly, the 12+ year and slip holder percentages match.

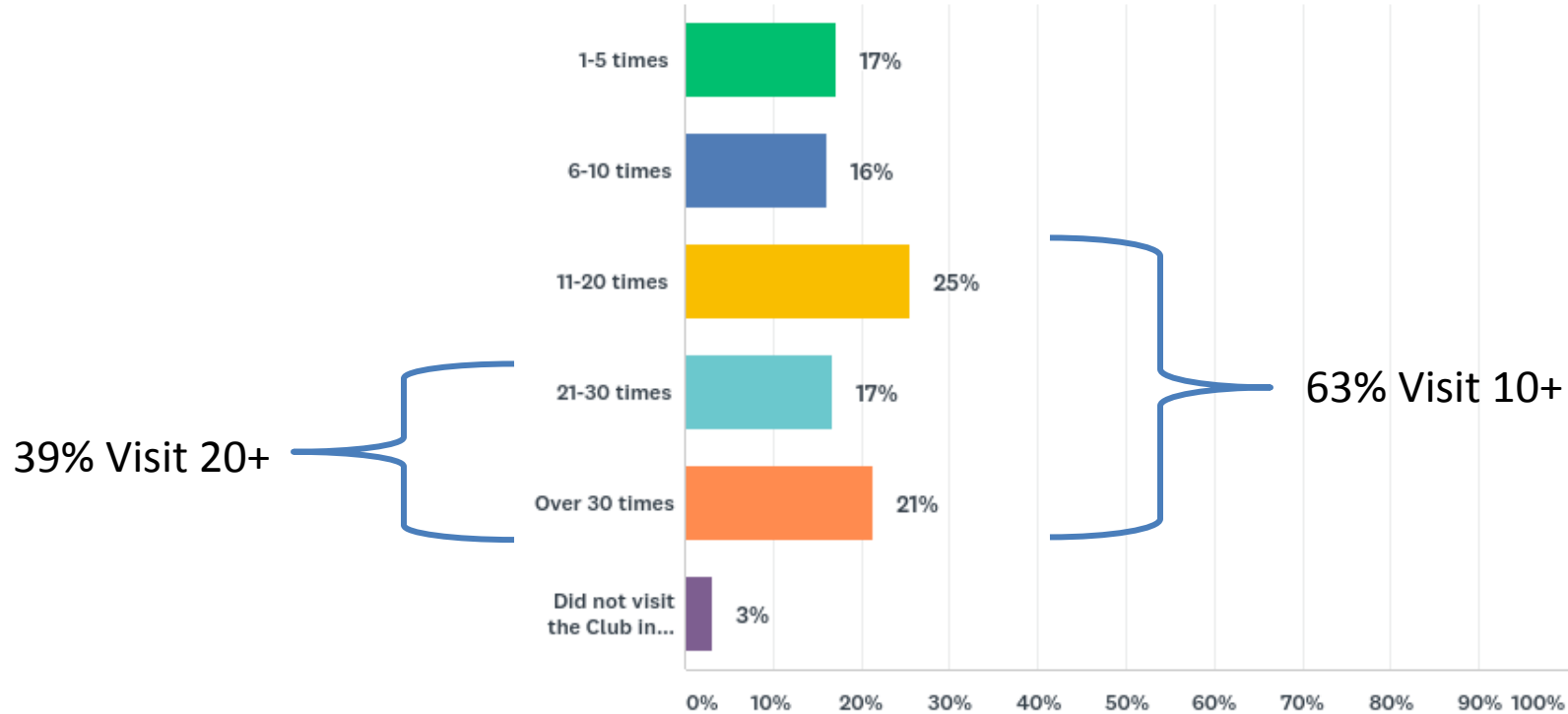


Q6 Are you currently on the wait list for a dockside mooring slip?



One third of respondents are on the waiting list.

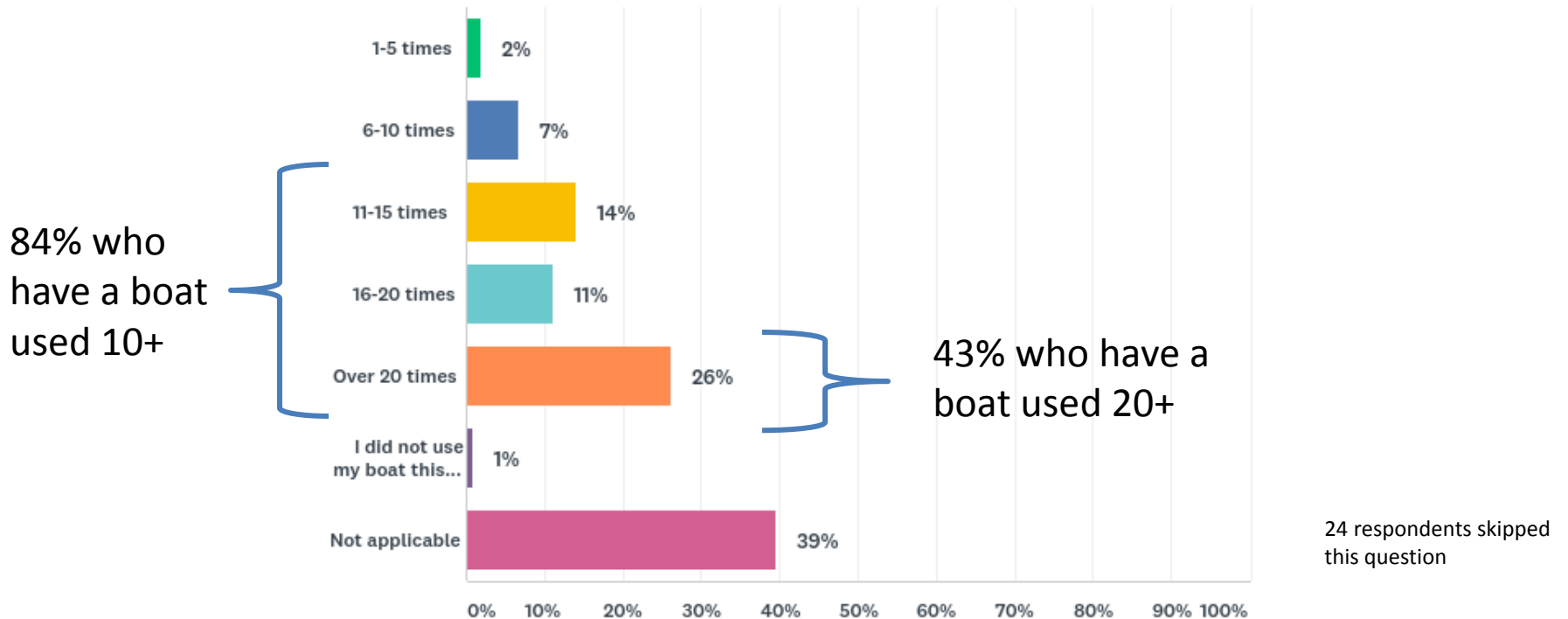
### Q9 How often did you visit the Club in 2017?



Nearly two thirds of members visited the Club 10+ times, and nearly 40% visited over 20 times.



Q5 For those who have a boat in a slip at the Club, or use the Club launch service to access their boat on a mooring, approximately how many times did you use your boat this past season? (If you do not have a boat in a slip or use the Club launch, please select 'Not applicable')



Of those who have a boat in a slip or mooring, 43% claim to use over 20 times/year, and 84% claim usage of over 10 times/year.

Q1 Please rate the club on the following topics. If you did not participate in the event or service, please select 'Not Applicable' for that topic.

Answered: 295 Skipped: 0

2014 Survey

		EXCELLENT	GOOD	OK	POOR	THROW OVERBOARD	NOT APPLICABLE	TOTAL
82%	Availability of deck tables and chairs	77%	24%	42%	17%	2%	0%	14%
			72	125	51	7	0	40
67%	Band at the Lobsterbake	84%	17%	10%	3%	0%	1%	68%
			49	30	10	1	3	202
79%	Club rules, regulations and enforcement	84%	34%	46%	13%	2%	1%	5%
			99	135	37	7	3	14
66%	Club Wi-Fi Service	63%	9%	11%	9%	2%	0%	68%
			27	31	28	7	1	201
NA	Communications and updates regarding Club events and meetings	85%	37%	47%	13%	2%	0%	1%
			110	138	37	7	0	3
85%	Friendly welcoming atmosphere	88%	45%	42%	8%	3%	0%	1%
			132	125	25	8	1	4
89%	General condition and appearance of the Club	90%	47%	42%	9%	0%	0%	1%
			138	125	26	1	1	4
		% w/o NA						

Overall positive response to communications, atmosphere and appearance of Club. WiFi and Lobsterbake not widely used at the total membership level. Band at Lobsterbake improved significantly.

↑ = sig @90% confidence

Q1 Please rate the club on the following topics. If you did not participate in the event or service, please select 'Not Applicable' for that topic.

Answered: 295 Skipped: 0

2014 Survey		EXCELLENT	GOOD	OK	POOR	THROW OVERBOARD	NOT APPLICABLE	TOTAL	
91%	Launch service	96%	18% 52	8% 23	1% 3	0% 0	0% 0	74% 217	295
81%	Picnics and events	83%	27% 81	32% 94	10% 29	1% 2	1% 2	29% 87	295
57%	Racks and lockers	56%	10% 30	22% 65	17% 49	7% 20	1% 4	43% 127	295
75%	Responsiveness and Approachability of Executive Board	86%	29% 87	27% 80	7% 21	1% 4	0% 0	35% 103	295
94%	Responsiveness and Friendliness of Dock Staff	92%	54% 160	27% 80	6% 18	0% 1	0% 0	12% 36	295
89%	Value for the cost of membership and amenities	89%	64% 188	24% 70	9% 26	2% 5	1% 2	1% 4	295
NA	Website and Facebook pages	46%	11% 31	21% 63	26% 78	10% 30	1% 2	31% 91	295
		% w/o NA							

Launch service, dock staff and value of membership round out the top rated services. Website and racks/lockers are less positive & less used.

↑ = sig @90% confidence

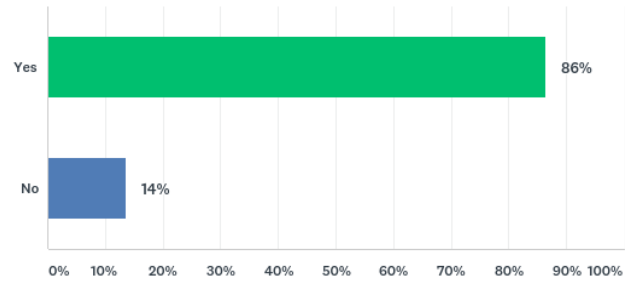


### Q10 If the Club were to offer the following events and activities, how interested would you be in participating?

	INTERESTED, AND WOULD BE WILLING TO PAY A FEE TO PARTICIPATE	INTERESTED, BUT WOULD NOT BE WILLING TO PAY ANYTHING EXTRA	INTERESTED AND WOULD VOLUNTEER TO HELP ORGANIZE	NOT INTERESTED	TOTAL	
More organized social gatherings during the season	61% 117	40% 117	17% 51	4% 12	39% 115	295
An off season, Winter social event	26% 77	8% 23	2% 5	64% 190	295	
More nautical activities and games for kids (fishing contests/instruction, boating lessons, etc.)	37% 110	13% 38	3% 8	47% 139	295	
More nautical activities for adults (instruction, seminars, on water events/guidance)	60% 121	41% 121	17% 51	2% 7	39% 116	295
Events for kayakers/paddleboarders	26% 77	17% 49	2% 5	56% 164	295	

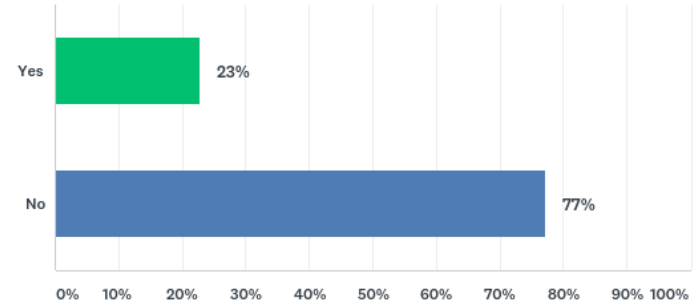
Social and nautical events are most desired (of options offered).

Q14 Are you familiar with the Club Website? ([www.DarienBoatClub.org](http://www.DarienBoatClub.org))

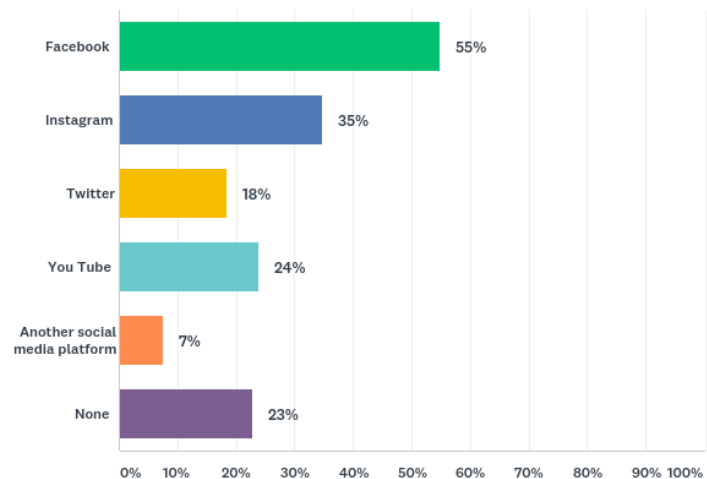


While most respondents are aware of the website, far fewer are using social media to interact with the Club (in spite of higher personal usage of these platforms).

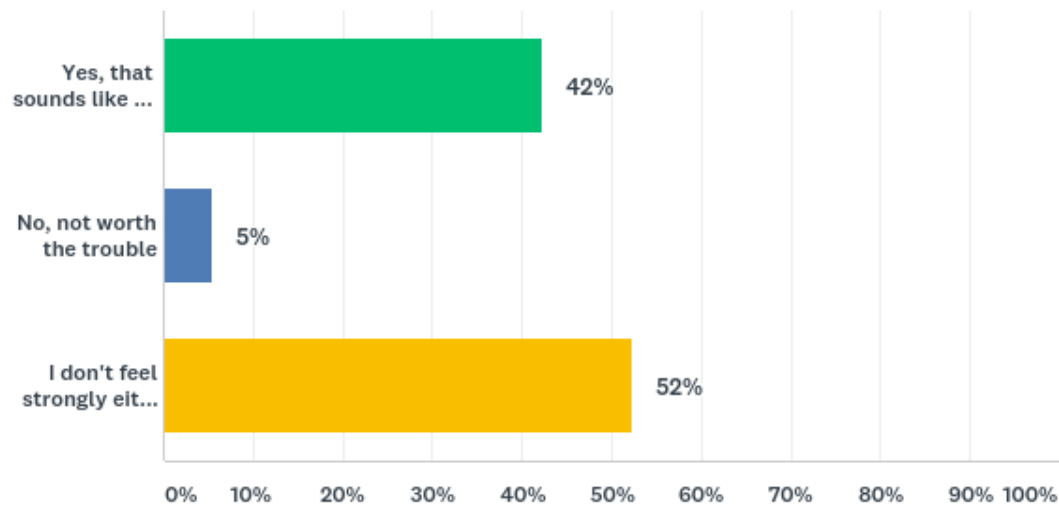
Q13 Are you friends with the Darien Boat Club on social media? (Facebook, Twitter, Instagram, etc.)



Q12 What types of social media do you regularly use? (You may select multiple answers)

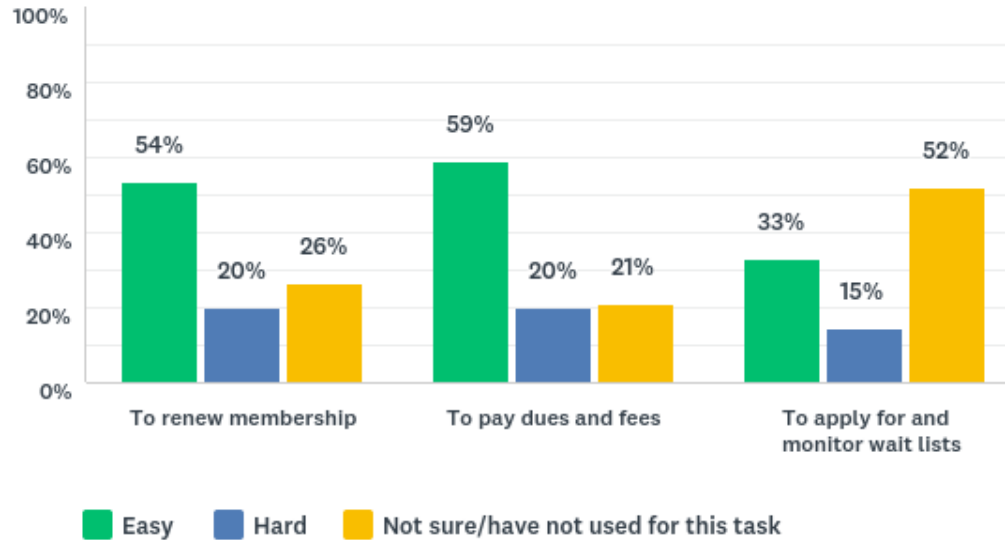


Q11 Currently, there are a handful of racks devoted to Sunfish sized sailboats. Would you be in favor of converting some/all of these racks to hold a single kayak or paddleboard, so that the space is used more efficiently and more kayaks/paddleboards can be accommodated?



While most don't have a strong opinion about the Sunfish racks, those that do are in favor of converting them.

## Q15 How would you rate the Online Mooring site for the following tasks?



## Q16 Do you have any suggestions to make the Online Mooring site easier to use?

- “Website is not user friendly”*
- “Always seems challenging to log in”*
- “I don’t like paying the fee to use the online site to pay my fees”*
- “Should be able to view wait lists online”*
- “The site feels clunky, like a portal to enable a paper based process”*
- “(Provide ) an actual demonstration at the annual meeting”*
- “Maybe a troubleshooting guide or FAQ section”*
- “Check with other clubs on how they handle their online payment and paperwork”*

While most find Online Moorings easy to use for membership and payments, the most common suggestions for improvement are around simplifying the site so it’s more user friendly

## Q17 What do you like best about the Club?

Most answers fall into these four buckets:

**Casual, laid  
back  
atmosphere**

*“Local feel and connections, casual yet effective style”*

*“Great people, laid back atmosphere”*

*“The facility itself and the nice, down to earth members. Plan to use it more often next year”*

*“I enjoy the low key and relaxed atmosphere”*

**Friendly staff**

*“Happy people and staff. It’s a pick-me-up!!”*

*“Everything is neat and clean, the staff is friendly and it is well run and organized”*

*“Bill and crew are top notch”*

*“Bill Lowitz is terrific – always friendly and helpful. Looks out for the boats”*

**Great  
location**

*“It’s simple and effective. The location is a gem”*

*“Fantastic Location”*

*“Ease of access to the Sound and a nice spot to dine in the Summer”*

*“Beautiful Location”*

**Low cost/good  
value/  
affordable**

*“An inexpensive way to belong to a great club”*

*“Nice docks. Great value”*

*“Awesome value. Focus on boating, safety and community”*

*“Value for the money, and a great place to hang out and see people”*



**Q18 What would encourage you to use the Club more frequently?**

**Q19 What do you think could be done to improve the Club?**

There are 274 combined responses to both questions, grouped by most common:

**Nothing/Wish had more free time/Great Club**  
(77 responses)

**Want slip/monitor existing slip usage/want kayak space/wait list too long**  
(69 responses)

**More tables/ better table access/gas grills/more grills/lighting/lower rail**  
(26 responses)

**More events: Social, fishing, children, instruction, education**  
(21 responses)

**Membership (some to expand/others to curtail), Website commentary, Information resources**  
(16 responses)

**Club rules: Children, table access, overall enforcement**  
(12 responses)

**Food, Drinks, Bar, Vending Machine, Food Truck**  
(11 responses)

**Club boats to share/rent**  
(8 responses)

**More lockers/better access**  
(6 responses)

**Extend launch hours/Bigger launch**  
(6 responses)

Largest % of responses are pleased with the Club as is; biggest sticking point is slip/rack availability followed by table access.

What might we focus on?

- Information: Better delivery of Club amenities, FAQ's, Wait Lists, Events – via Digital and on site vehicles
- Events: Potentially more/varied social events and/or educational/informational sessions on destinations, safety, maintenance, etc.
- Deck: Clearly a coveted resource, look for ways to expand seating and encourage equal/fair usage
- Food/drink: Explore food truck night? Add additional vending?