

Constant Contact Survey Results

Campaign Name: Fall 2023 Member Survey

Survey Starts: 635

Survey Submits: 311

Export Date: 10/12/2023 09:18 PM

CHECKBOXES

How long have you been a member at RB?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Joined this Year	<div><div></div></div>		19	6%
2 - 5 years	<div><div></div></div>		110	35%
5 - 10 years	<div><div></div></div>		68	21%
10+ years	<div><div></div></div>		114	36%
Total Responses			311	100%

MULTIPLE CHOICE

How Often to you use the Club Facilities

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Multiple Times a Week	<div><div></div></div>		58	18%
Once a Week	<div><div></div></div>		53	17%
Couple Times a Month	<div><div></div></div>		86	27%
Once a Month	<div><div></div></div>		35	11%
Less than Once a Month	<div><div></div></div>		68	21%
Once a Year	<div><div></div></div>		11	3%
Total Responses			311	100%

CHECKBOXES

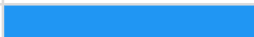
Select all activities you utilize when you are at the club

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Rifle / Pistol Ranges	<div><div></div></div>		228	73%
Archery Range	<div><div></div></div>		29	9%
Air Rifle	<div><div></div></div>		5	1%
Trap	<div><div></div></div>		74	23%
International Trap	<div><div></div></div>		24	7%
Skeet	<div><div></div></div>		109	35%
International Skeet	<div><div></div></div>		19	6%
Sporting Clays	<div><div></div></div>		225	72%
Five Stand	<div><div></div></div>		91	29%
AFS	<div><div></div></div>		47	15%
Club House - Socialize	<div><div></div></div>		116	37%
Volunteering	<div><div></div></div>		44	14%
Hunting	<div><div></div></div>		17	5%

Other		6	1%
Total Responses		311	100%



MULTIPLE CHOICE

If you use the Rifle / Pistol Range, which do you use more?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Rifle Range			91	38%
Pistol Bay			145	61%
Total Responses			236	100%

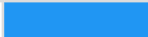
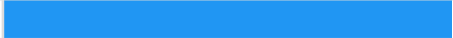


MULTIPLE CHOICE

If you shoot Sporting Clays, which do you use more

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Blue Course - Competition			111	49%
Yellow Course - Fun / Corporate			114	50%
Total Responses			225	100%

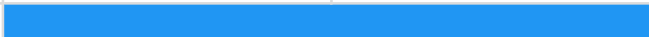
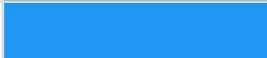
MULTIPLE CHOICE

Do you participate in the monthly NSCA registered sporting clays events

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Yes			65	22%
No			197	68%
Was not aware of registered events			18	6%
Other			8	2%
Total Responses			288	100%

CHECKBOXES

If you are a Clays shooter, have you tried 5 Stand or AFS

Answer Choice	0%	100%	Number of Responses	Responses Ratio
5 Stand			150	98%
AFS - American Field Sporting			62	40%
Total Responses			153	100%

CHECKBOXES

If you haven't tried 5 Stand or AFS, why not

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Don't know what they are	<div><div></div></div>		84	62%
Not available when I'm there	<div><div></div></div>		26	19%
Other	<div><div></div></div>		29	21%
Total Responses			135	100%

MULTIPLE CHOICE

Have you participated in any of the Club Leagues

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Yes	<div><div></div></div>		68	23%
No	<div><div></div></div>		190	65%
Wasn't aware of Club Leagues	<div><div></div></div>		31	10%
Other	<div><div></div></div>		3	1%
Total Responses			292	100%

CHECKBOXES

What leagues would you be interested in participating in

Answer Choice	0%	100%	Number of Responses	Responses Ratio
5 Stand	<div><div></div></div>		62	35%
AFS	<div><div></div></div>		38	21%
Archery	<div><div></div></div>		25	14%
Skeet	<div><div></div></div>		48	27%
Sporting Clays	<div><div></div></div>		134	77%
Trap	<div><div></div></div>		35	20%
Other	<div><div></div></div>		19	10%
Total Responses			174	100%

CHECKBOXES

Which of the following Shooting Sports / Improvements would you like to see at the club

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Intermediate Sporting Clays Course			100	44%
Fitasc Course			46	20%
Bunker Trap			38	16%
Helice			19	8%
3D Archery Course			49	21%
300 Yard Rifle Range			84	37%
Other			15	6%

Total Responses	225	100%
------------------------	------------	-------------

CHECKBOXES

If you use the Clubhouse facilities and / or shoot clays, what days do you typically come?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Sunday	<div><div></div></div>		126	50%
Wednesday	<div><div></div></div>		161	63%
Friday	<div><div></div></div>		72	28%
Saturday	<div><div></div></div>		151	59%
Total Responses			252	100%

MULTIPLE CHOICE

If you come to the Clubhouse Wednesday Evening, do you usually purchase dinner?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Yes	<div><div></div></div>		36	16%
No	<div><div></div></div>		102	47%
Didn't know there was Dinner available Wednesday Evening	<div><div></div></div>		78	36%
Total Responses			216	100%

CHECKBOXES

What is the reason you don't purchase dinner?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Availability	<div><div></div></div>		16	13%
Selection	<div><div></div></div>		26	22%
Portion	<div><div></div></div>		2	1%
Price	<div><div></div></div>		27	23%
Taste	<div><div></div></div>		3	2%
Other	<div><div></div></div>		67	57%
Total Responses			116	100%

NUMERIC SCALE

If you purchase drinks from the Bar, how would you rate the selection of beverages offered?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)	<div><div></div></div>		0	0%
2	<div><div></div></div>		0	0%
3	<div><div></div></div>		17	9%
4	<div><div></div></div>		66	37%
5 (Very Good)	<div><div></div></div>		93	52%
Mean	4.43			
Median	5.00			

Total Responses			176	100%
------------------------	--	--	------------	-------------

MULTIPLE CHOICE

Do you visit the Rochester Brooks Website RBGUNCLUB.COM

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Yes	<div><div></div></div>		205	69%
No	<div><div></div></div>		91	30%
Total Responses			296	100%

NUMERIC SCALE

If you use the Rochester Brooks website, how would you rate the content?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)	<div><div></div></div>		5	2%
2	<div><div></div></div>		8	3%
3	<div><div></div></div>		66	30%
4	<div><div></div></div>		92	42%
5 (Very Good)	<div><div></div></div>		43	20%
Mean	3.75			
Median	4.00			
Total Responses			214	100%

NUMERIC SCALE

AFS

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			0	0%
2			1	0%
3			22	16%
4			51	38%
5 (Very Good)			58	43%
Mean	4.26			
Median	4.00			
Total Responses			132	100%

NUMERIC SCALE

Air Rifle

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			0	0%
2	<div></div>		4	8%
3	<div></div>		18	36%
4	<div></div>		14	28%
5 (Very Good)	<div></div>		13	26%
Mean	3.73			
Median	4.00			
Total Responses			49	100%

NUMERIC SCALE

Archery Range

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)	<div></div>		4	5%
2	<div></div>		11	15%
3	<div></div>		32	43%
4	<div></div>		17	23%
5 (Very Good)	<div></div>		9	12%
Mean	3.22			
Median	3.00			
Total Responses			73	100%

NUMERIC SCALE

Club House

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			0	0%
2	<div></div>		4	1%
3	<div></div>		13	5%
4	<div></div>		85	34%
5 (Very Good)	<div></div>		144	58%
Mean	4.50			
Median	5.00			
Total Responses			246	100%

NUMERIC SCALE

Five Stand

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			0	0%
2			3	1%
3			12	7%
4			58	36%
5 (Very Good)			86	54%
Mean	4.43			
Median	5.00			
Total Responses			159	100%

NUMERIC SCALE

International Skeet

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			0	0%
2			0	0%
3			21	31%
4			18	27%
5 (Very Good)			27	40%
Mean	4.09			
Median	4.00			
Total Responses			66	100%

NUMERIC SCALE

International Trap

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			0	0%
2			1	1%
3			24	35%
4			19	27%
5 (Very Good)			24	35%
Mean	3.97			
Median	4.00			
Total Responses			68	100%

NUMERIC SCALE

Rifle / Pistol Ranges

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			1	0%
2			5	2%
3			36	16%
4			92	42%
5 (Very Good)			85	38%
Mean	4.16			
Median	4.00			
Total Responses			219	100%

NUMERIC SCALE

Skeet

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			1	0%
2			2	1%
3			25	17%
4			54	38%
5 (Very Good)			57	41%
Mean	4.18			
Median	4.00			
Total Responses			139	100%

NUMERIC SCALE

Sporting Clays

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			0	0%
2			3	1%
3			14	6%
4			97	41%
5 (Very Good)			119	51%
Mean	4.42			
Median	5.00			
Total Responses			233	100%

NUMERIC SCALE

Trap

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			0	0%
2			2	1%
3			16	15%
4			46	45%
5 (Very Good)			37	36%
Mean	4.17			
Median	4.00			
Total Responses			101	100%

NUMERIC SCALE

Grounds

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			1	0%
2			5	1%
3			21	8%
4			101	38%
5 (Very Good)			132	50%
Mean	4.38			
Median	5.00			
Total Responses			260	100%

NUMERIC SCALE

Offerings

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Poor)			1	0%
2			3	1%
3			18	9%
4			73	36%
5 (Very Good)			104	52%
Mean	4.39			
Median	5.00			
Total Responses			199	100%

What would make your experience better at the club

We received great feedback and are working thru all the responses. Here are some that we already have answers for

Being able to renew on computer with credit card. Many people go south for the winter.

For 2024 Regular Members will be able to renew their membership online via the Member Portal with your member login. An email to setup the login was sent on Aug 29th.

More clothing/accessories - Online merch store on website

The Board of Directors is looking at 3rd party online suppliers to allow for ordering and home delivery.

Finding a solution to keep dust down from roadways - Would the club ever be able to pave the roadways going back to the clays courses and the rifle range - Pave or otherwise fix the road going out to the sporting clays courses.

We have increased the frequency of the maintenance of the gravel road and have looked dust control solutions. Cost is a huge factor; we have over a mile of gravel road. We are discussing options with our construction vendors to get pricing to share with the membership.

LED Lighting, if the current lighting cost reduces use on skeet and 5-stand courses in winter

We have priced LED lighting in the past, cost per field has ranged from 6K to 10K. The general increase is electric over the winter months, when the lights are used is ~600 per month. We are continuing to review this as pricing continues to decrease.

Better flood control on pistol bays that are closer to the rifle range.

The Board approved a plan to install drain tile by the rifle range and that should be completed this fall.

Better Communication for Events and the Club Overall

We are working on Quarterly or Monthly newsletter with events and other club information. Also discussing with the various committee's how to share information and ensure the Event Calendar on the website is updated and correct.

Have intro classes to teach shooting sports - Get to know more people and get help learning the ropes on trap and sporting clays. - I want to learn how to use the skeet/trap area. There needs to be an introductory class on how to operate them and how you pay for them.

We are working to schedule introduction days, for many of the shooting disciplines to allow our members to fully utilize the club. If you are interested in helping with this, we could use volunteers to assist in this initiative. A few hours on a Saturday or Sunday morning to show your fellow members how the Trap field works, or Skeet, or any of the other venues. Please stop and talk to Ryan to see how you can help.