



# 2014 Summer Survey Results

# Hamilton Lakes Scorecard: 2014 Success



## Overall Value

**76% Excellent/Very Good**

(vs. 72% in 2013)

2014: Excellent 27%, Very Good 49%, Good 18%, Fair 6%, Poor 0%



## Overall Satisfaction

**87% Extremely/Very satisfied**

(vs. 86% in 2013)

2014: Extremely 23%, Very 64%, Somewhat 11%, Not Very/Not At All 2%

## How do members want to hear from us?



### • Among those using SignUp Genius (72% of respondents):

- 79% rated the experience Excellent (38%) or Very Good (41%)
- 21% rated the experience Good
- Only one person had a Poor experience



### Progress on Improvement Areas from 2013:

- ❖ Ease of check-in process (satisfaction increased)
- ❖ Friendliness of front staff (satisfaction increased)
- ❖ High dive (satisfaction increased)
- ❖ Tennis (increased!)

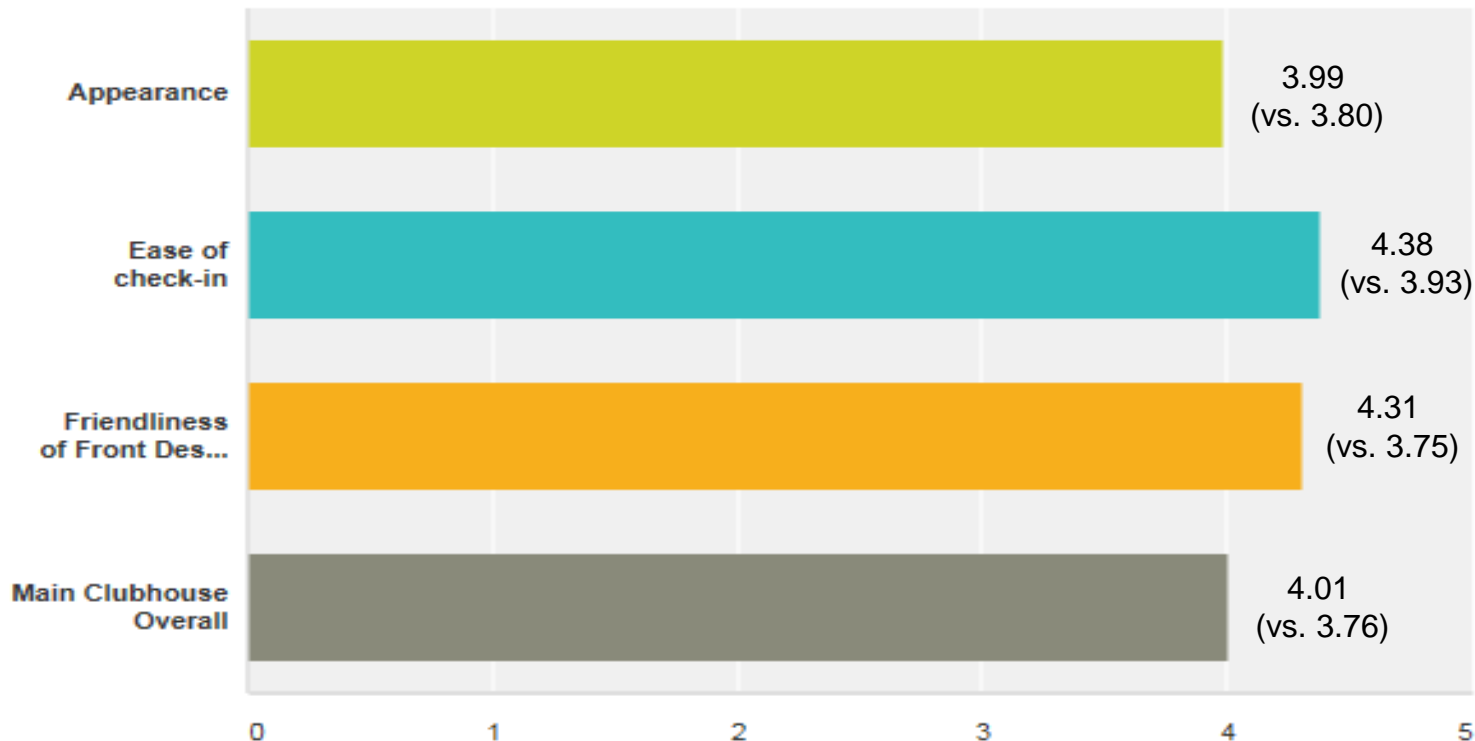
All areas related to the clubhouse increased somewhat from last year. Great progress was made on the friendliness of the front desk staff and the ease of the check-in process.

Q3

### How would you rate the Hamilton Lakes Main Club House on each of the following:

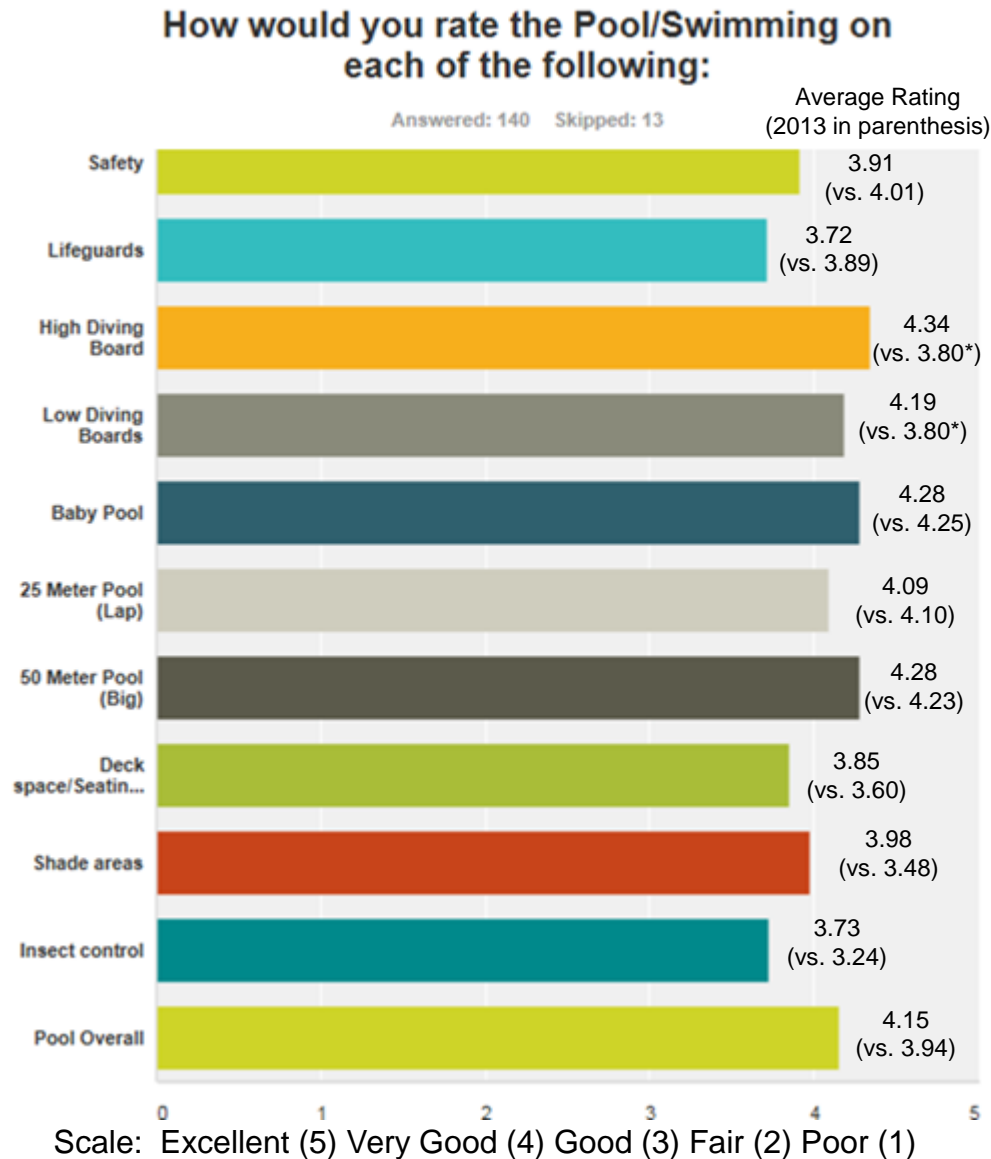
Answered: 145 Skipped: 8

Average Rating  
(2013 in parenthesis)



\*Scale: Excellent (5) Very Good (4) Good (3) Fair (2) Poor (1)

Overall satisfaction with the pool increased somewhat driven by the high diving board, shade areas, insect control and deck appearance. Room for improvement still exists with safety and lifeguards.



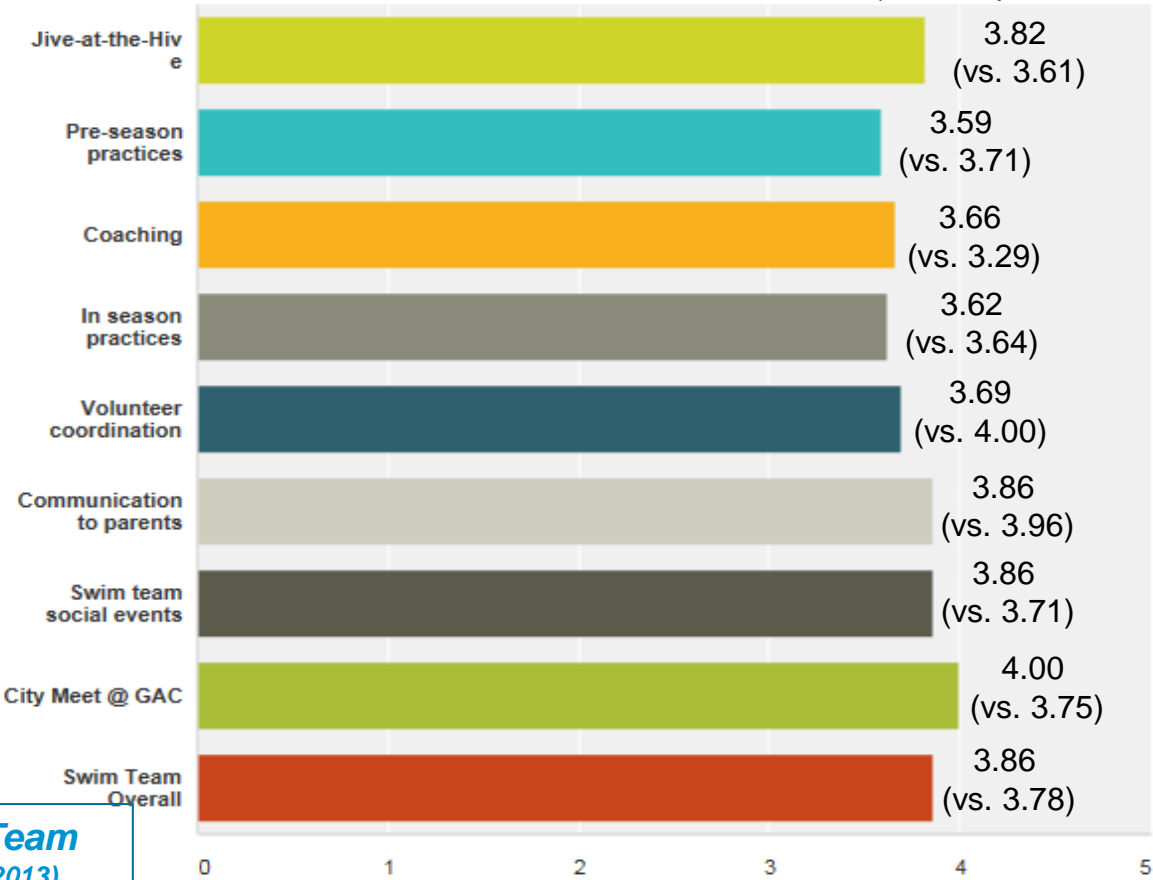
\*\*"Diving boards" asked in 2013

For those participating in swim team, City Meet had the strongest satisfaction, and coaching up somewhat. Opportunities for growth exist in pre-season practices and volunteer coordination.

### How satisfied are you on each of the following Swim Team attributes:

Answered: 29 Skipped: 124

Average Rating  
(2013 in parenthesis)



**20% Yes, Swim Team**  
(compared to 19% in 2013)

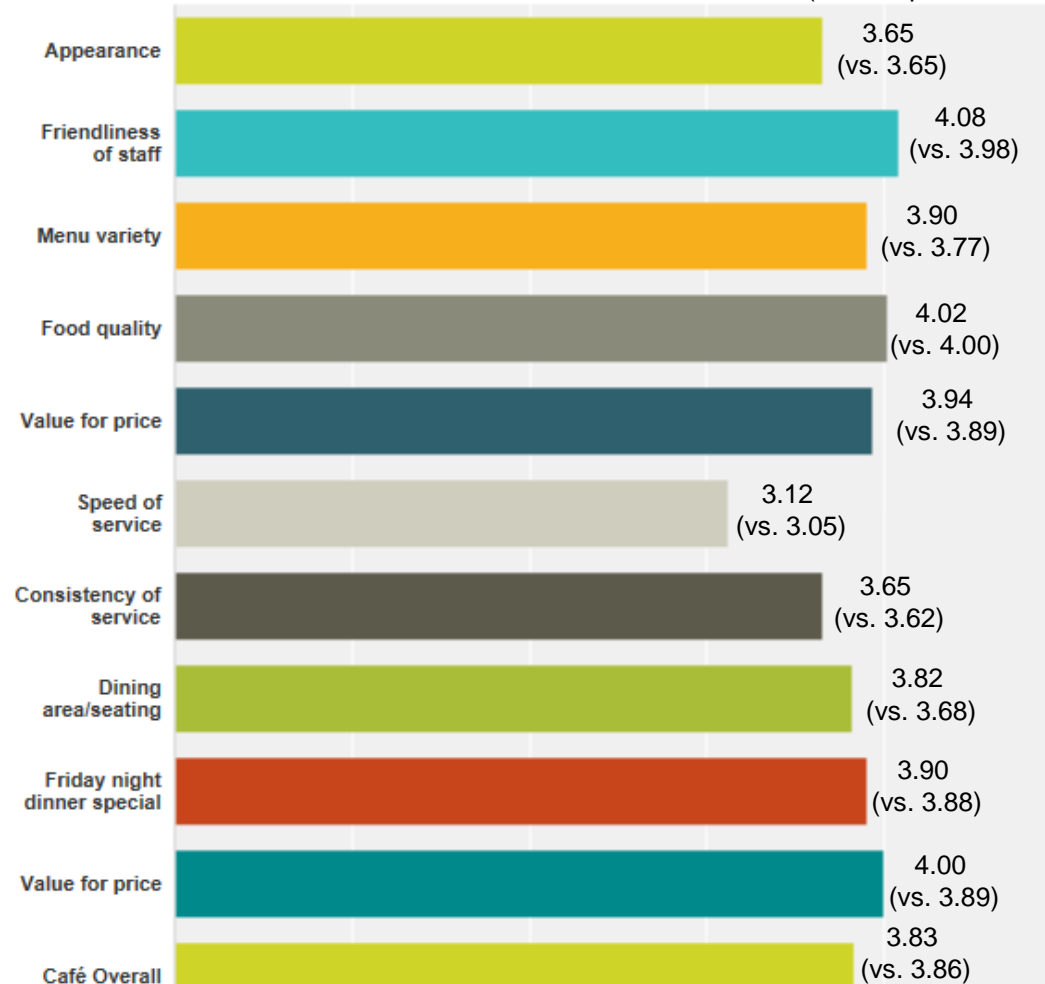
Scale: Excellent (5) Very Good (4) Good (3) Fair (2) Poor (1)

# Café satisfaction remained stable in many areas and made some progress in areas such as dining area/seating and menu variety.

## pool. How would you rate the Cafe on each of the following:

Answered: 136 Skipped: 17

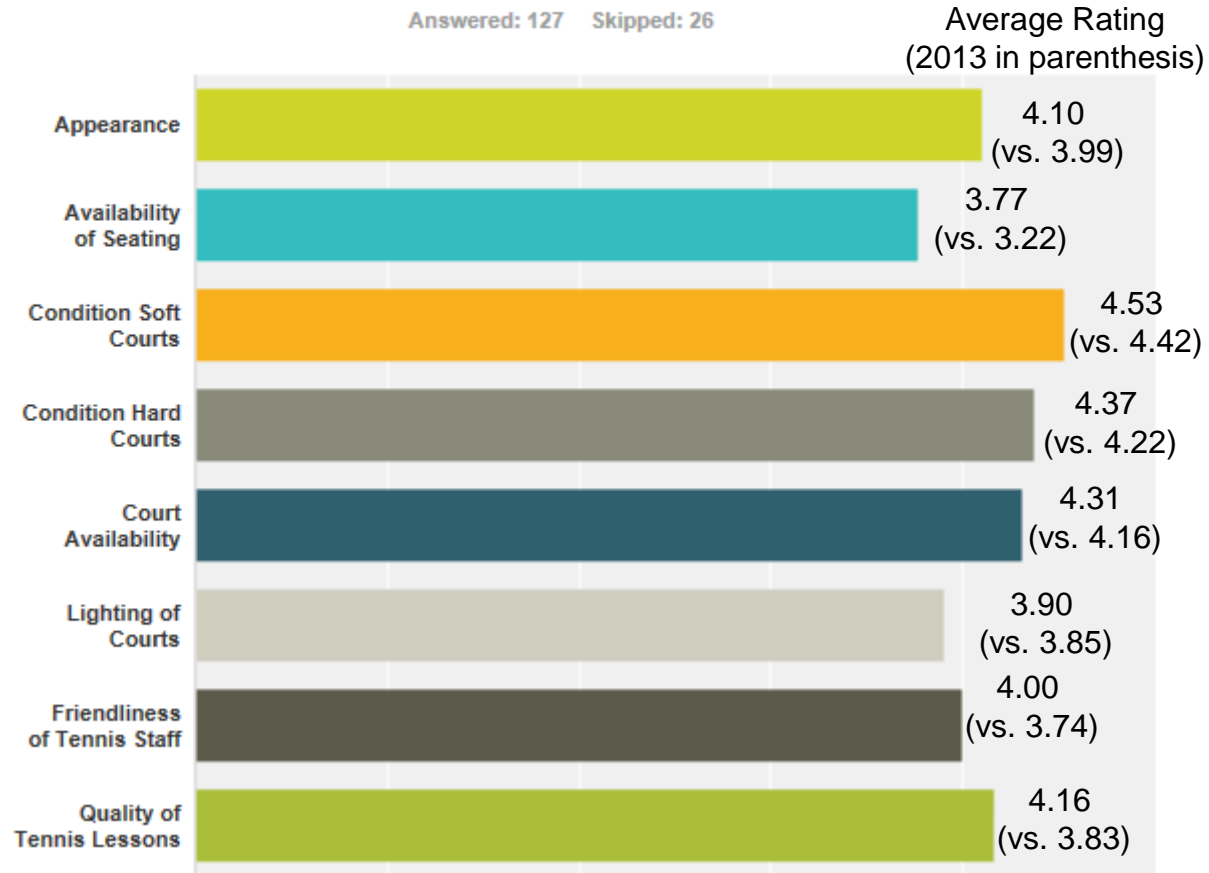
Average Rating  
(2013 in parenthesis)



\*Scale: Excellent (5) Very Good (4) Good (3) Fair (2) Poor (1)

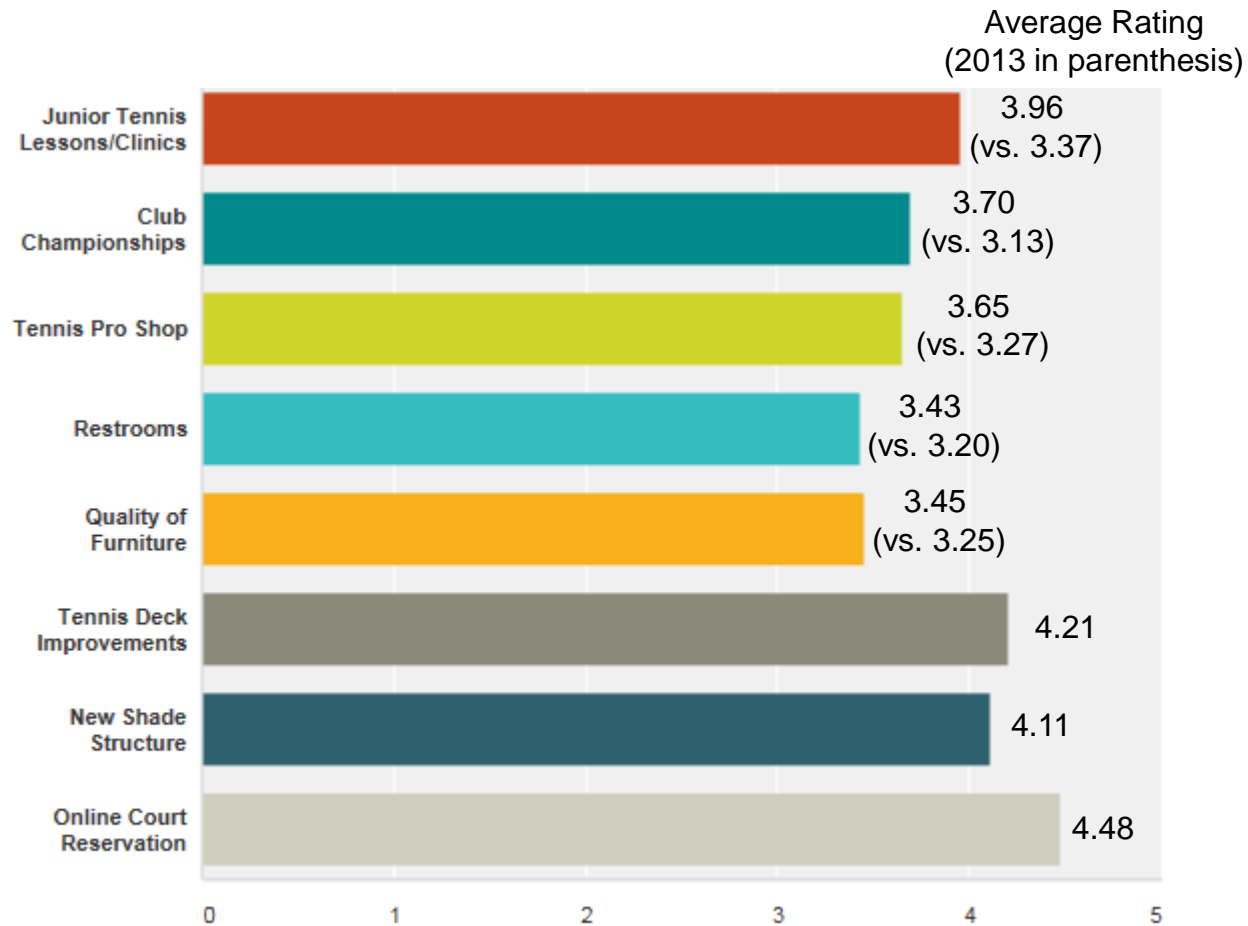
# Tennis programs and facilities performed better this year than in prior years on most attributes.

## How would you rate the Hamilton Lakes Tennis Facilities and Tennis Programs:



\*Scale: Excellent (5) Very Good (4) Good (3) Fair (2) Poor (1)

Improvements to the deck and the new shade structure had high satisfaction, but the online court reservation system offered the strongest satisfaction overall for the tennis program.



\*Scale: Excellent (5) Very Good (4) Good (3) Fair (2) Poor (1)



For those attending socials, satisfaction is strong, but there is definitely room for increased attendance (with approx. 80% indicating they did not attend most events).

	<b>Extremely satisfied</b>	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Not very satisfied</b>	<b>Not at all satisfied</b>	<b>Did Not Attend</b>
Morning with Santa	7.56% 9	4.20% 5	0.84% 1	0.00% 0	0.00% 0	87.39% 104
Easter Egg Hunt	5.13% 6	5.98% 7	0.85% 1	0.00% 0	0.00% 0	88.03% 103
March Madness	2.56% 3	11.97% 14	2.56% 3	0.85% 1	0.00% 0	82.05% 96
Bingo Night (Raffle Prizes)	6.72% 8	10.92% 13	1.68% 2	0.00% 0	0.00% 0	80.67% 96
Beginning of Year Covered Dish	9.24% 11	10.92% 13	3.36% 4	0.00% 0	0.00% 0	76.47% 91
Ladies Night	6.03% 7	10.34% 12	2.59% 3	0.00% 0	0.00% 0	81.03% 94
End of Year Party w/ Superfriends	1.67% 2	12.50% 15	4.17% 5	0.00% 0	0.00% 0	81.67% 98
Tennis Socials	9.68% 12	16.94% 21	4.03% 5	0.81% 1	0.00% 0	68.55% 85