

Membership Survey 2008

**Thanks to the 295
households that responded!**
(39.3% return rate)

Facts at a glance ...

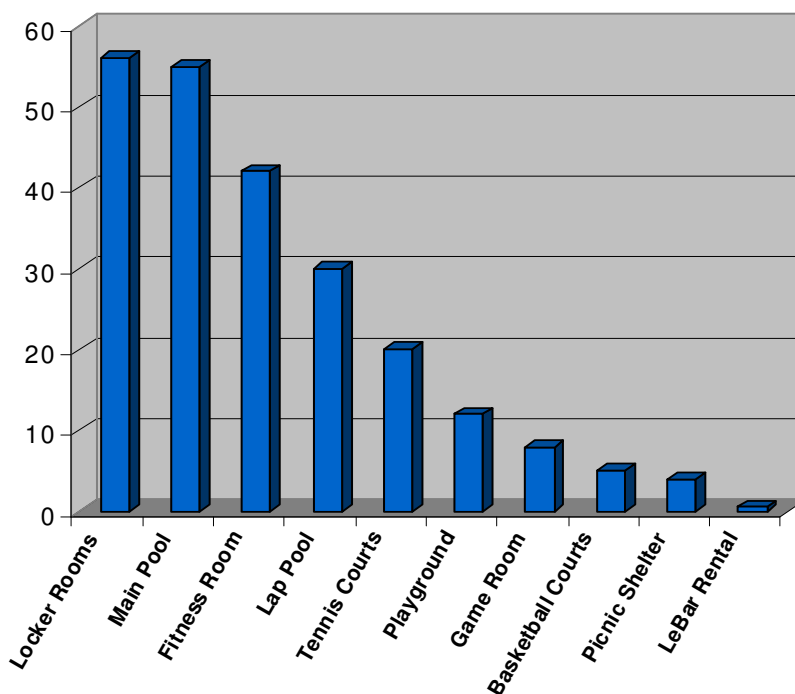
- 68% of the responders have four or more people included on their membership
- 83% have children included on their membership
 - 64% of those kids are between 6 and 18 years old
- Most adults are in the 41-50 year old age range

Top 10 most used DFC programs:

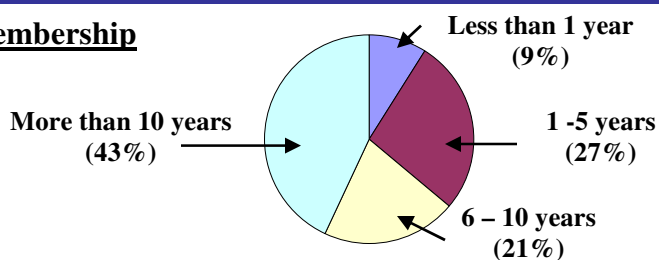
1. Swim classes
2. Wireless internet
3. Private swim lessons
4. Summer youth camps
5. Summer cookouts
6. Group swim lessons
7. Tennis clinics
8. Private tennis lessons
9. Fitness classes
10. Massage

Facility Usage

Percentage of responders who use the facility
OFTEN to VERY OFTEN



Length of DFC Membership



Membership Survey Open Ended Questions

Summary of comments and reoccurring topics

Aquatics

Do you have any comments concerning our current offering of swimming classes, lessons or swim team?

- Positive comments on programming, prices, and swim team
- Negative comments on programming (not enough) and swim team (too expensive)

Are there particular swim classes or events that you or your family would attend if they were added to our programming?

- Semi-private lessons
- Stroke clinics
- Different swim practice times
- Diving classes
- Water aerobics
- More social events
- Master's or Fitness Swim program

Do you have any suggestions for long-range plans for the improvement of the pool areas of the Duke Faculty Club?

- Increase pool features, equipment, maintenance
 - Shade structures, expansion, tables/chairs, etc
- Winterize lap pool
- Improve snack bar options

Fitness

Do you have any recommendations on how the Fitness Room schedule could be changed to better suit your needs?

- Open earlier
- Close later
- 24 hours

Are there other types of equipment you think are needed to provide an adequate workout?

- Upgrade cardio and strength machines
- Increase stretching space

Do you have any comments concerning our current offering of fitness classes and/or personal training opportunities?

- Expand schedule (morning, lunch, evening, weekends)
- Step classes
- Kick boxing
- Spin classes

Do you have any suggestions for long-range plans for the improvement of the fitness area of the Duke Faculty Club?

- Add showers and locker facilities
- Better/quicker maintenance
- Expand area

Membership Survey Open Ended Questions

Summary of comments and reoccurring topics

Tennis

Do you have any comments concerning our current offering of tennis programming (lessons, clinics, leagues, etc)?

- Positives on Kelly and programming
- Improve communication
- Better schedule for clinics/socials for workers and school kids
- More advanced clinics

Are there particular tennis classes or programming that you would attend if they were added to our list of offerings?

- Better availability of clinics/socials
- More advanced clinics
- Cardio tennis
- Beginner clinics

Do you have any suggestions for long-range plans for the improvement of the tennis area of the Duke Faculty Club?

- Improve/upgrade fencing, court surface, wind screens
- More clay courts
- Improve lighting on hard courts

Game Room

Do you have any suggestions for long-range plans for the improvement of the game room area of the Duke Faculty Club?

- Equipment is abused by kids

Other Comments?

What do you value most about the Duke Faculty Club? What services and programming are most important to you and your family?

- Pool, fitness, tennis, kid programs, family socials

Aside from the suggestions you have offered concerning facilities and programming, are there any other suggestions you can offer the DFC Board for improving the club as a whole?

- Upgrade locker rooms
- Upgrade pool programming and equipment
- Upgrade fitness room programming and equipment

Lastly, please use this space to share any other thoughts, comments, ideas, or concerns that you would like to share with the DFC Board.

- All over the place ... positives, negatives, reiterating much of the same subjects from previous questions

*A full copy of the results is kept in the front office.
Please stop by and check them out if you are interested.*