

## LLNHGA Survey Results

In May 2022, the Lexington Ladies Nine Hole Golf Association surveyed its members about our league activities, operations and communication. The survey was completed online, and responses were anonymous. With 79 responses submitted from the 143 league members, responses were received from 55% of the membership.

### Summary of Results

Responding members showed a high degree of satisfaction with the league's activities and operations. The primary concerns expressed by members were the excessive number of days that league play was bumped by other golf events scheduled by the club and the frequency of Lake Village residents being waitlisted for league play.

Respondents like the variety of games played, but comments suggest it may be useful to clarify the number and type of game scores sent to GHIN as well as how individual handicaps are calculated into overall team results.

An overwhelming majority of Respondents prefer email as the primary source of communication about league activities and events. Respondents are interested in an optional lunch prior to tee-off and an overwhelming majority of Respondents are willing to pay up to half of the cost of LLNHGA special events.

With 34% of Respondents identifying themselves as year-round residents of Lexington (24 of 79 Respondents), 88% (24) of the year-round residents responded to the part of the survey directed only to year-round members. Responding year-round residents are very interested in 9-hole summer league play, with a preference of morning tee-offs.

In direct response to the survey, we have accomplished the following:

- Implemented members' willingness to contribute to the cost of special events
- Increased emphasis on email communication to membership about league's activities and events
- Worked with golf pro to ensure sufficient space for all interested players each week
- Worked with golf pro to implement a summer 9-hole league
- Better communication to members of the games for which individual scores are sent to GHIN

We continue to focus on the following:

- Work with golf pro to strive to eliminate scheduling Club golf events on league play days
- Work with assistant golf pro to provide clarification to members on impact of individual handicaps on weekly team assignments as well on weekly team scores