

USBC

Membership Satisfaction Survey Recap 2017/18 Season

Executive Summary

In recent years, USBC has conducted a Membership Satisfaction Survey. The goal of the survey is to receive feedback from members about USBC programs and track membership satisfaction over time.

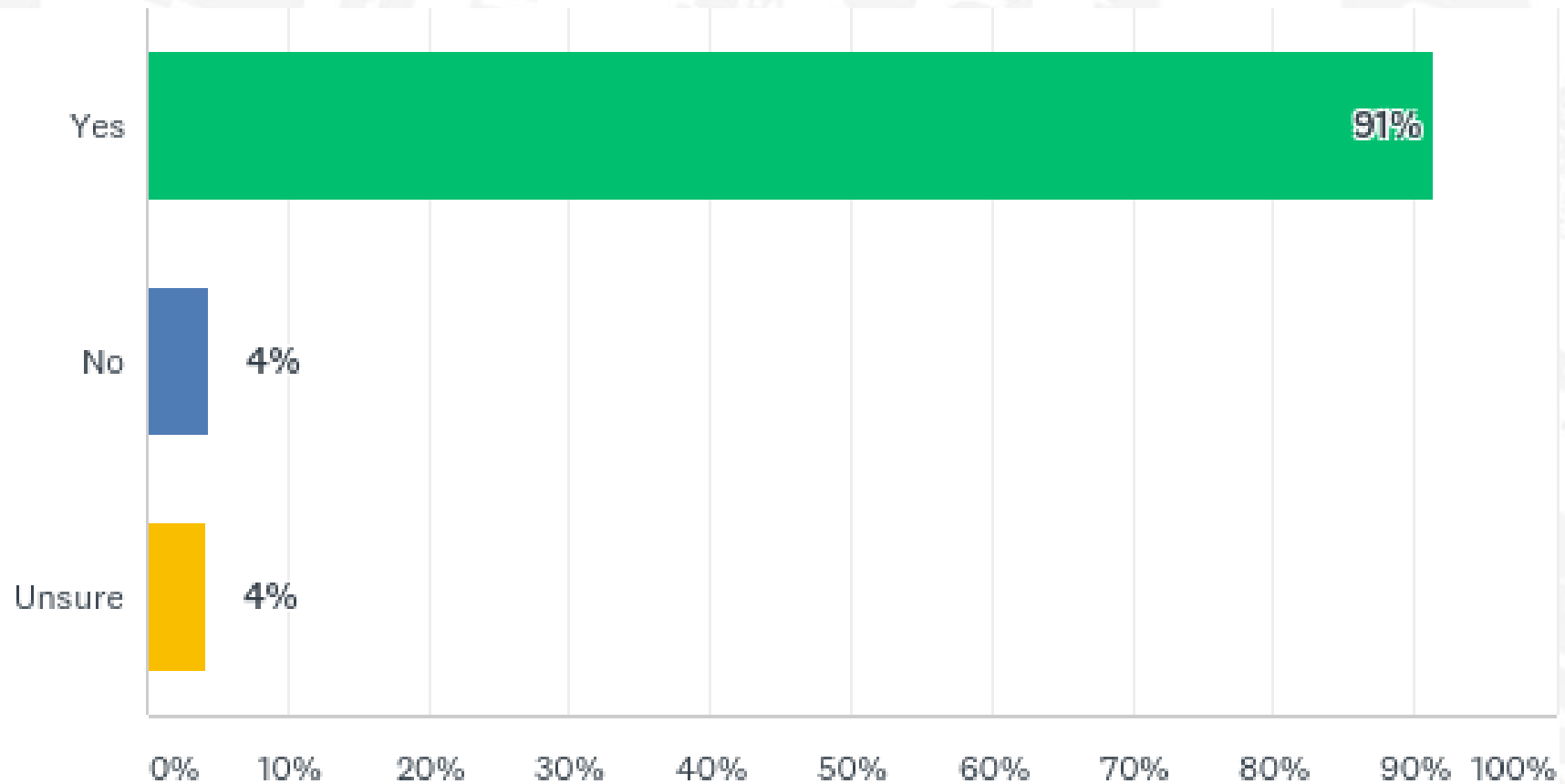
In 2018, all adult USBC members with an email on file were invited to respond to the survey. 15,373 responded. Based on the response and a confidence interval of 95%, it is estimated that this survey has a margin of error of +/- 0.79%

Key Findings

- Membership Satisfaction is improving. Satisfaction increased over the past two years with 8.5% more members saying they are Extremely Satisfied or Satisfied overall with USBC compared to 2016.
- The overwhelming majority of USBC members (84.5%) are Extremely Satisfied, Satisfied or Neutral overall with USBC.
- USBC Customer Service received strong ratings with 95% of members reporting service satisfaction at either neutral or above
- Top three most valued elements of USBC membership:
 - Tournament eligibility (32.15%)
 - Certified average (26.53%)
 - Scores and history in a national database (19.5%)

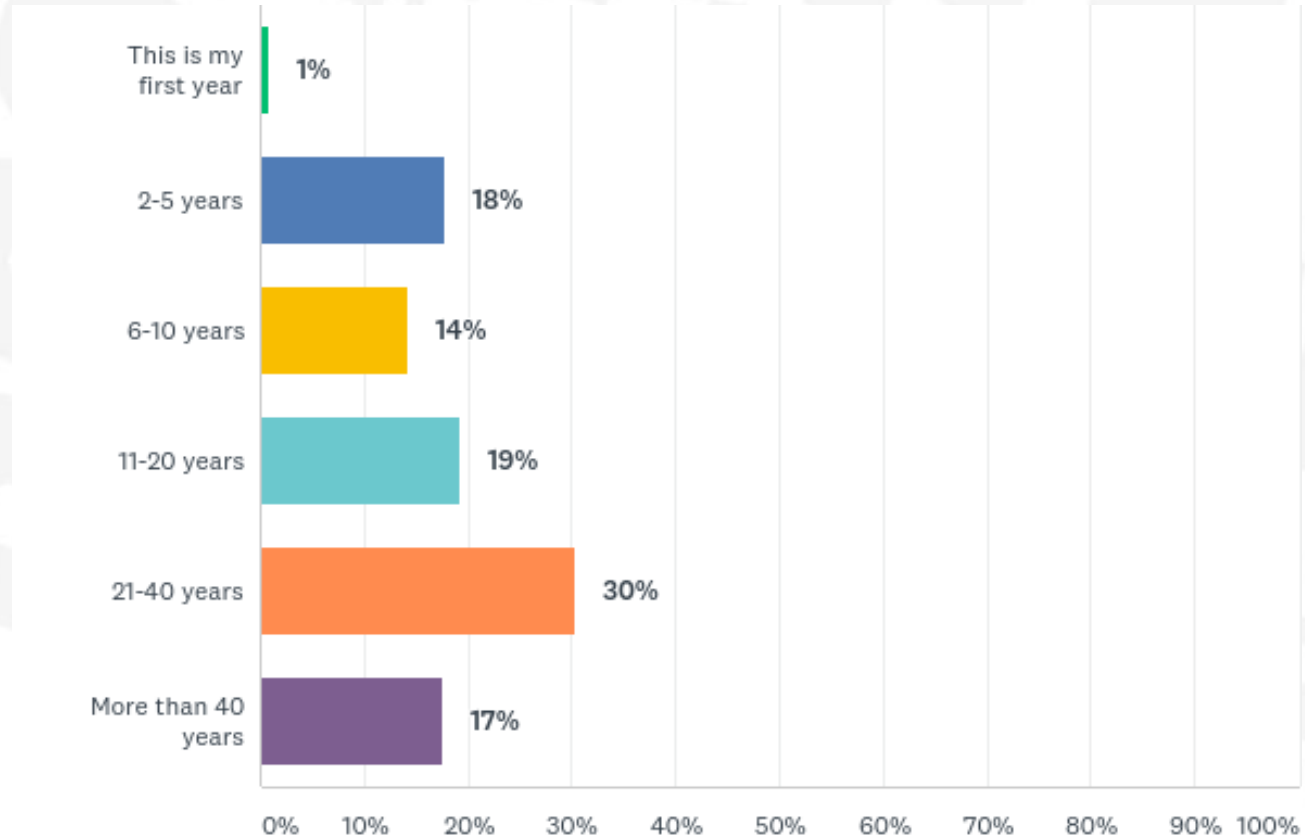
Are you bowling in a USBC league this season?

Answered: 15,228 Skipped: 145



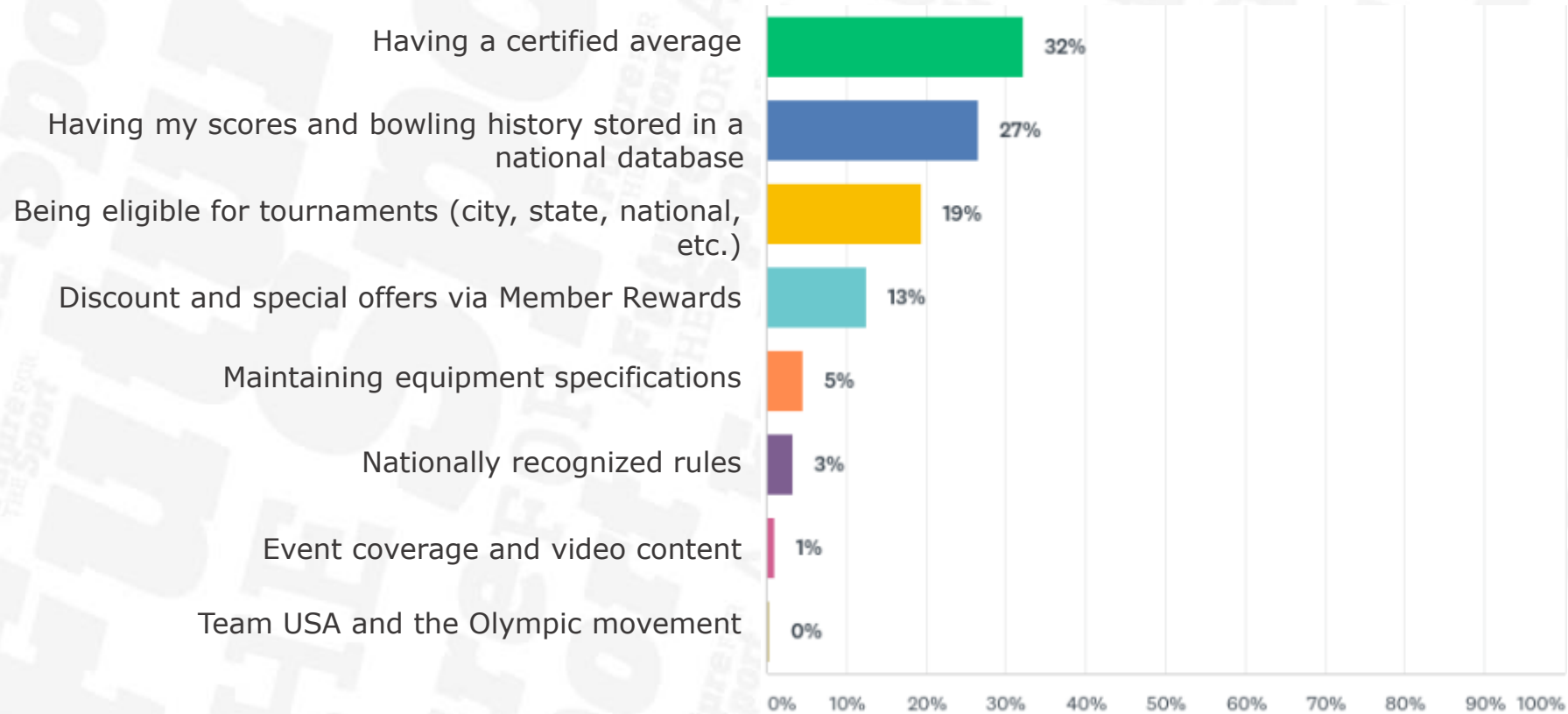
How long have you been a member, bowling in certified leagues?

Answered: 15,308 Skipped: 65



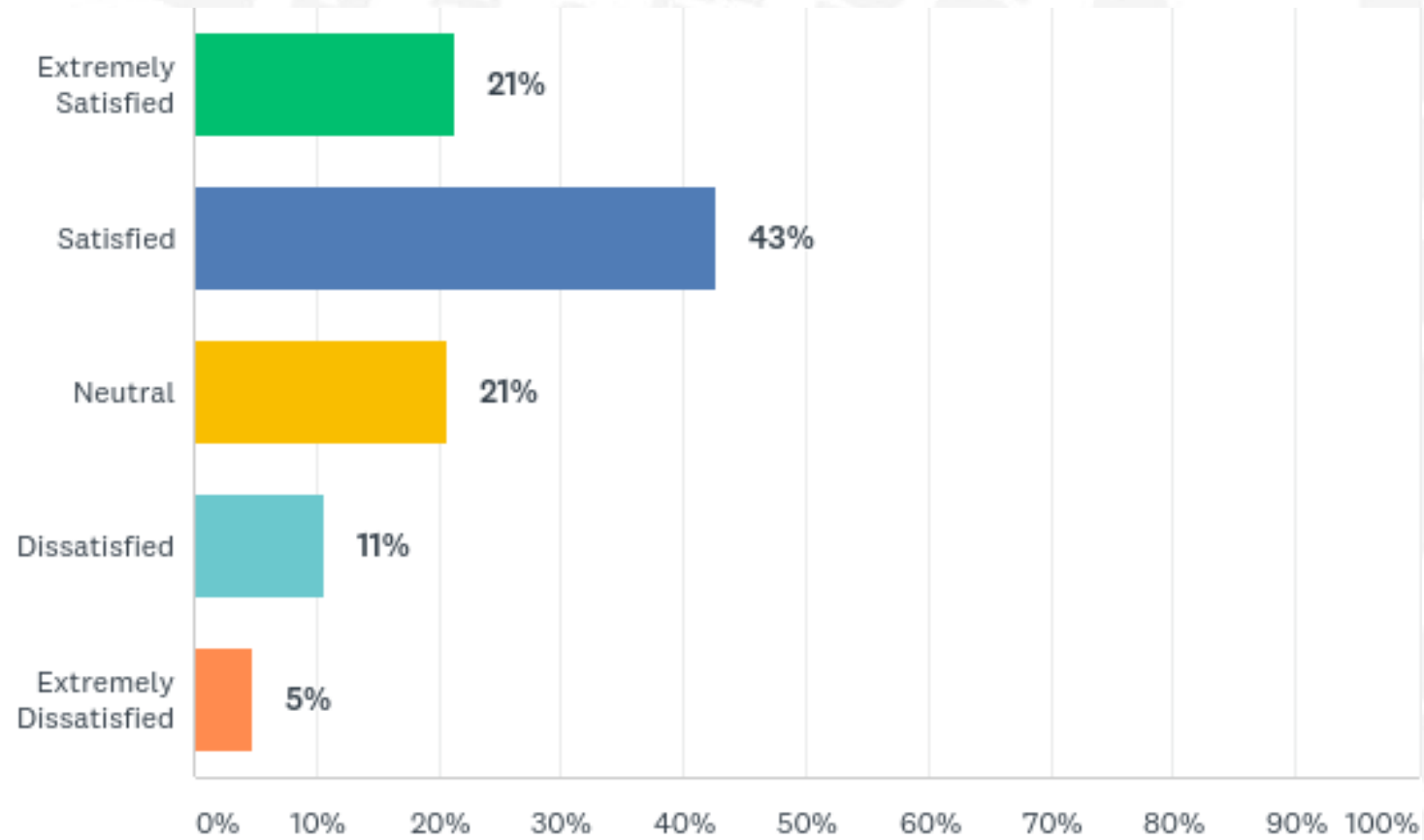
What do you believe is the most valuable element of your USBC membership?

Answered: 15,104 Skipped: 269








How would you rate your overall satisfaction with USBC?

Answered: 15,290 Skipped: 83

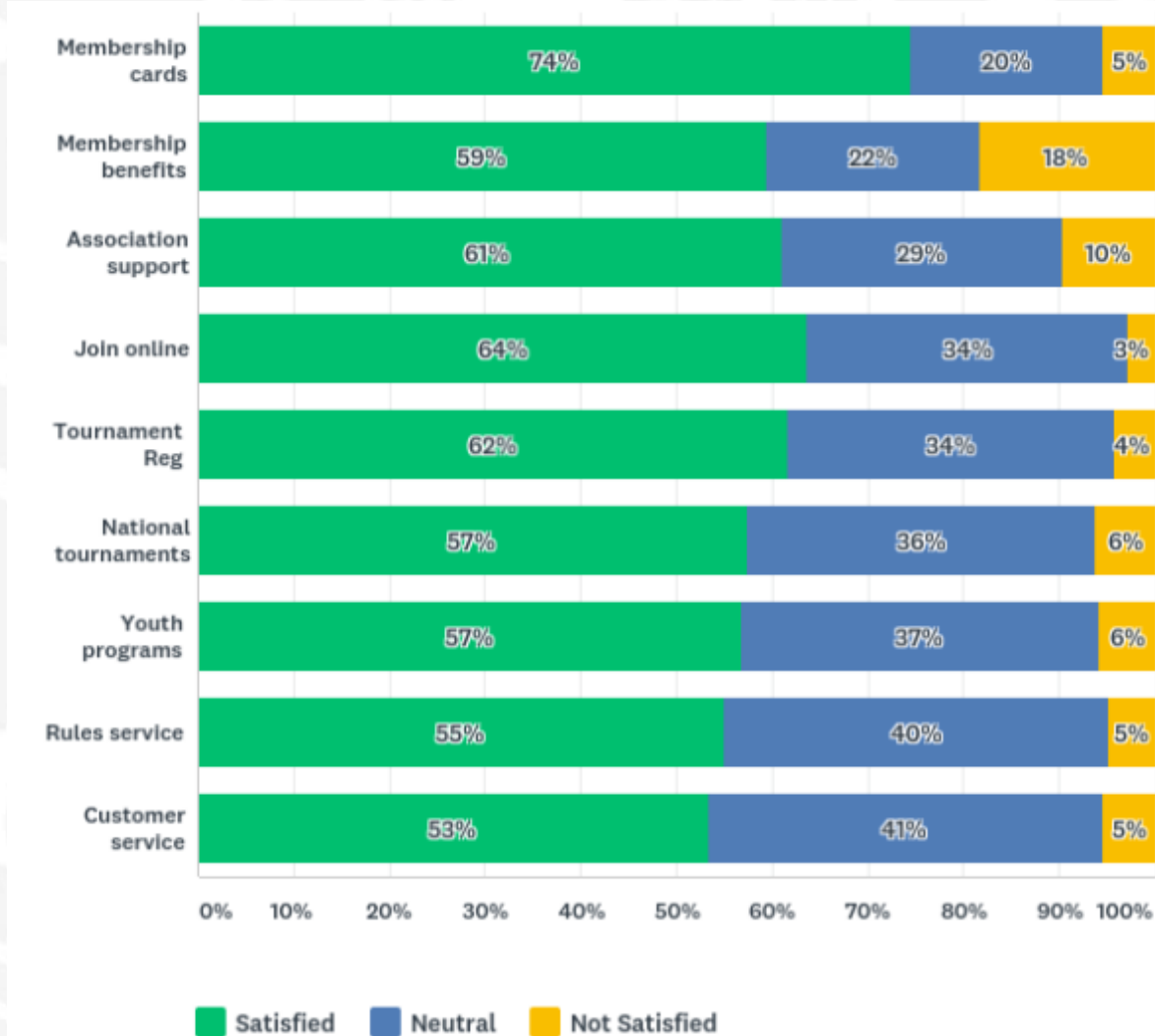


Member Satisfaction Comparison

Satisfaction (# of responses)	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied
2018 (15,290)	21.25% (5.85%) 	42.61% (2.71%) 	20.63% (4.37%) 	10.64% (4%) 	4.87% (.23%) 
2016 (13,094)	15.4%	39.9%	25.0%	14.6%	5.1%

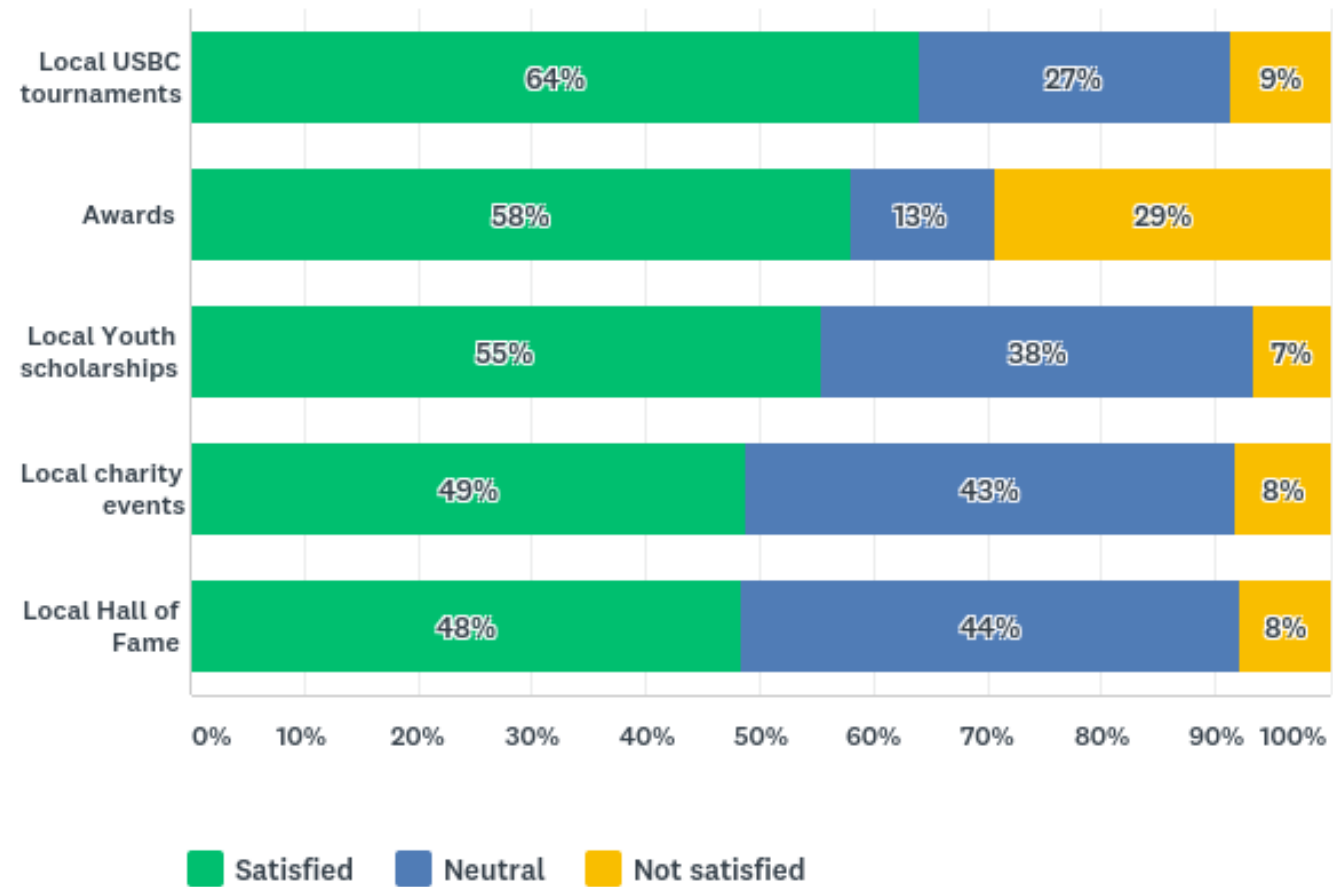
How would you rate your overall satisfaction with the following services provided by USBC?

Answered: 15,323 Skipped: 50



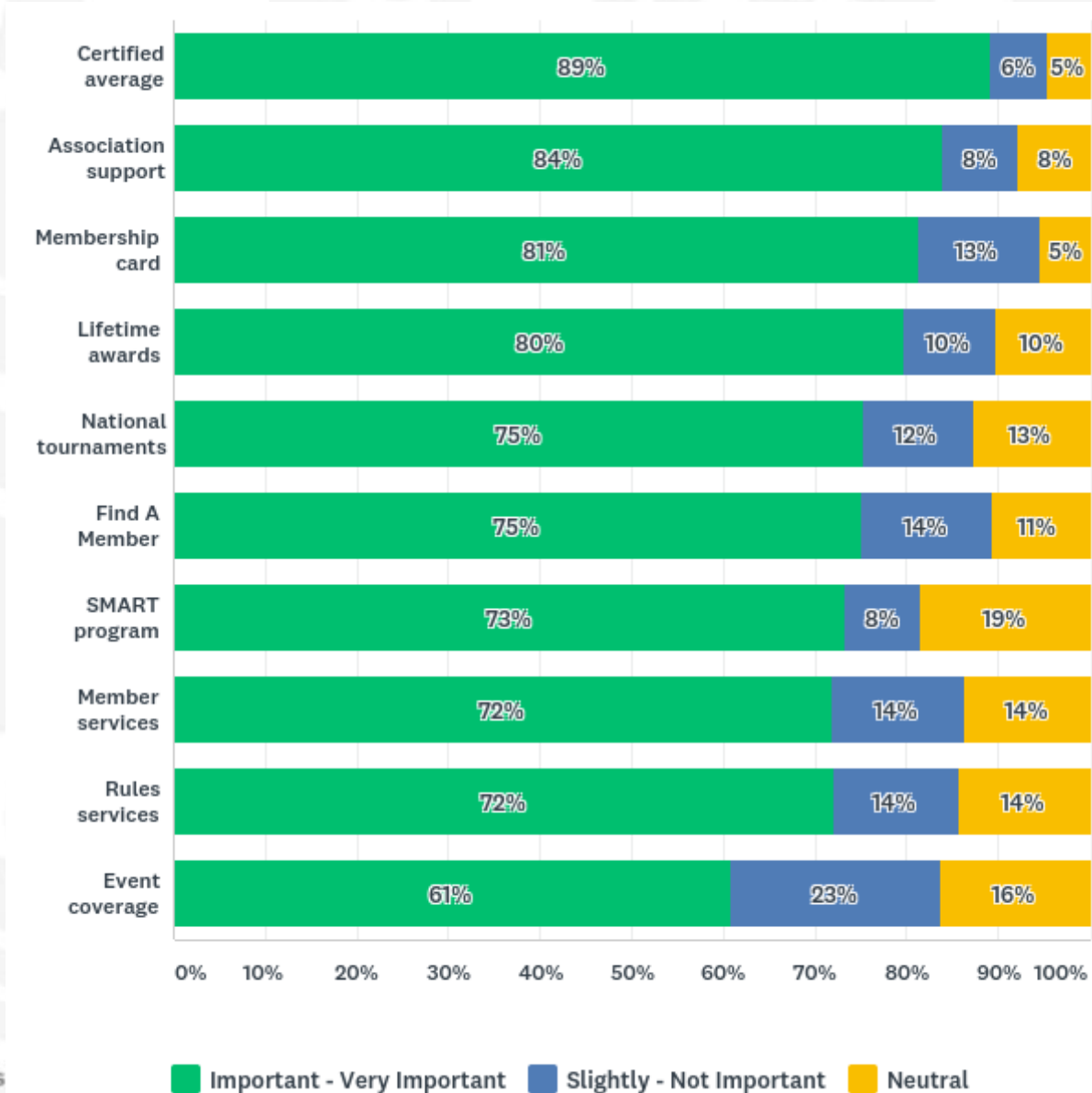
How would you rate your overall satisfaction with the following services provided by your local USBC association?

Answered: 15,296 Skipped: 77



Rate the importance of the following USBC service areas to you?

Answered: 15,278 Skipped: 95



Have you bowled or plan to bowl in any tournaments this season?

Answered: 14,482 Skipped: 891

