

Hanover Seaside Club

Membership Survey Results

Suveys Mailed: 851 Surveys Returned: 465 Return Rate: 54%

	Total Membership	Tri-County Area	Outside Tri-County Area
Live in tri-county area (%yes)	70.9% (n=464)	100% (n=329)	0% (n=135)
Length of Membership	(n=460)	(n=325)	(n=134)
More than 20 years	39.1%	45.5%	23.9%
All my life	24.6%	17.5%	41.0%
6-10 years	13.3%	12.6%	14.9%
2-5 years	11.3%	10.2%	14.2%
11-20 years	11.1%	13.8%	4.5%
1 year	0.7%	0.3%	1.5%
Club use	(n=463)	(n=329)	(n=134)
Often	45.4%	54.1%	9.7%
Occasionally	35.9%	33.7%	25.4%
Rarely	15.6%	11.6%	40.3%
Never	3.2%	0.6%	24.6%
Rooms rented	(n=459)	(n=323)	(n=134)
Never	46.8%	53.9%	29.9%
1-2 weeks	25.9%	17.6%	46.3%
Less than 1 week	24.2%	27.9%	15.7%
More than 2 weeks	2.8%	0.6%	8.2%
Activities attended	(n=465)	(n=329)	(n=135)
July 4 th	32.9%	36.8%	23.7%
Bingo	28.6%	29.5%	26.7%
Flotilla	21.9%	24.9%	16.3%
Luau	9.7%	11.6%	5.2%
Summer Valentine's Dinner	9.2%	13.1%	0%
Covered Dish Dinners	6.7%	8.8%	1.5%
New Year's Eve Party	5.2%	6.7%	1.5%
Card luncheons	2.4%	3.3%	0%
No events	40.9%	37.1%	50.0%
Average # of activities attended	1.2 events (0-8)	1.3 events (0-8)	0.7 events (0-4)
Dining fee use	(n=454)	(n=322)	(n=131)
5 times	56.2%	55.6%	58.0%
Never	11.2%	12.4%	8.4%
3 times	9.5%	9.6%	9.2%
4 times	8.8%	9.6%	6.9%
1 time	7.9%	6.2%	11.5%
2 times	6.4%	6.5%	6.1%
Summer dining room use	(n=429)	(n=319)	(n=121)
1-4 times	37.3%	44.2%	28.1%

5-9 times	28.0%	26.6%	32.2%
Never	13.1%	10.7%	10.7%
15 or more times	11.0%	9.4%	14.0%
10-14 times	10.7%	9.1%	14.9%
Summer meals	(n=429)	(n=326)	(n=125)
Sunday lunch	49.4%	52%	44.0%
Friday night	27.5%	30.2%	20.8%
Tuesday night	15.6%	19.4%	6.4%
Thursday night	14.0%	17.8%	6.4%
Wednesday night – Bingo	5.8%	6.2%	4.0%
Breakfast	5.6%	5.5%	8.0%
Wednesday night	3.7%	4.3%	3.2%
Monday night	1.4%	1.2%	1.6%
N/A – Do not eat	8.6%	7.7%	8.0%
Only when renting room	18.6%	9.5%	37.6%
Off-season dining use	(n=461)	(n=327)	(n=133)
Rarely	34.9%	37.6%	28.6%
Never	30.4%	21.7%	51.1%
Occasionally	27.5%	30.6%	20.3%
Often	7.2%	10.1%	0%
Off-season meals	(n=461)	(n=316)	(n=127)
Sunday lunch	46.0%	49.2%	35.4%
Friday night	20.9%	22.2%	15.7%
Tuesday night	20.2%	27.5%	3.9%
Snack bar use	(n=445)	(n=321)	(n=126)
1-4 times	38.2%	35.8%	42.9%
5-9 times	22.7%	22.1%	23.8%
Never	21.3%	24.9%	11.9%
10 or more times	17.8%	17.1%	21.4%
Increase in dining fee (% Yes)	31.4% (n=443)	34.3% (n=318)	24.2% (n=124)