

Ski Club Survey 2013 - RESULTS

FIVE QUESTIONS:

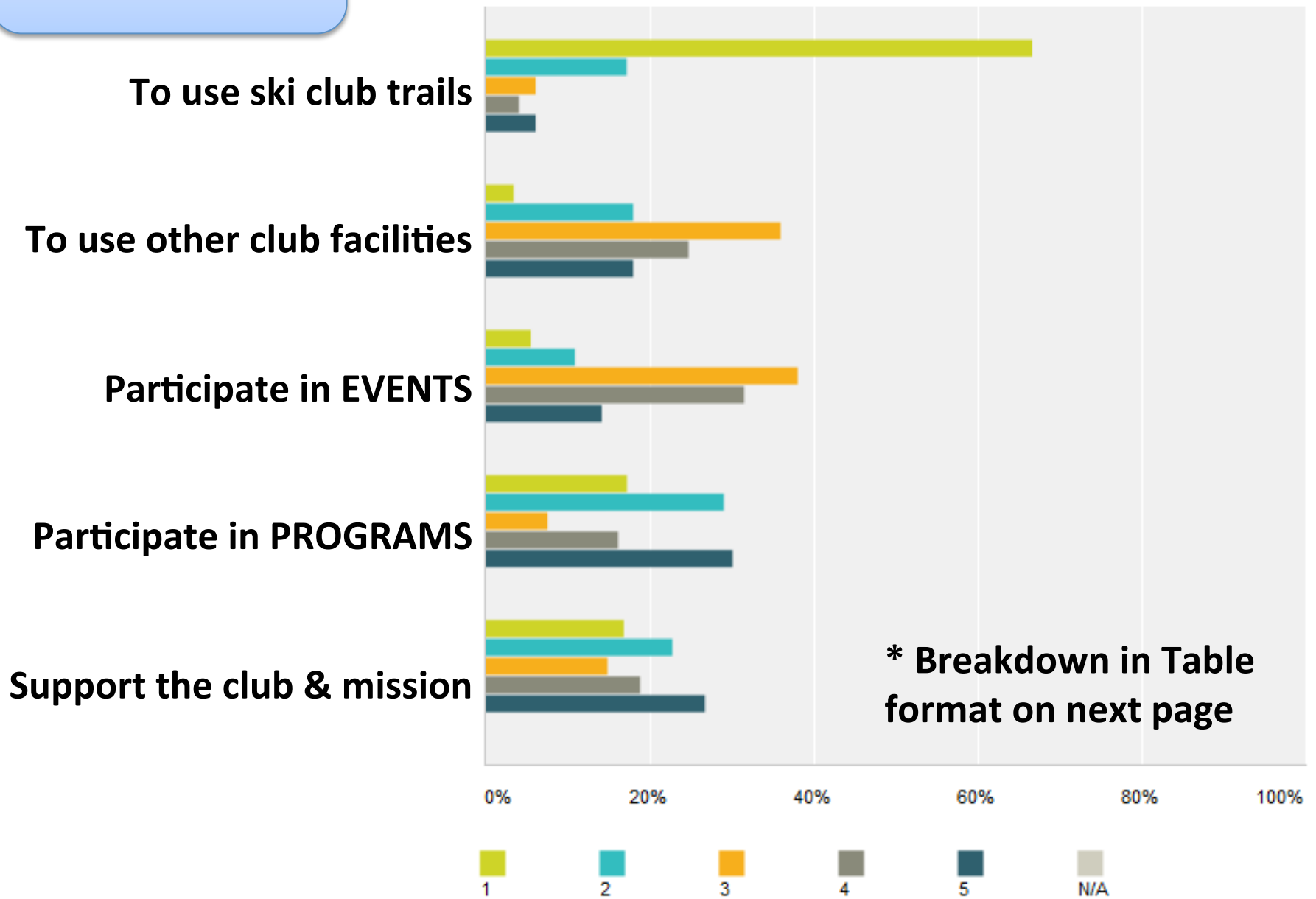
- (1) age (youth or adult member)
- (2) “why people choose to become or remain ski club members” → forced ranking
- (3) facilities and program use
- (4) member satisfaction
- (5) fees



#1 AGE

- **109 responses in TOTAL**
- 
- 4 youth**
 - 102 adult**
 - 3 no comment**

#2 WHY?



#2 WHY?

	1	2	3	4	5	N/A	Total
I wanted to use the Ski Club trails	66.67% 66	17.17% 17	6.06% 6	4.04% 4	6.06% 6	0% 0	99
I wanted to use other Ski Club facilities (chalet, kitchen, waxing room, Banting Lake tent, etc.)	3.37% 3	17.98% 16	35.96% 32	24.72% 22	17.98% 16	0% 0	89
I intended to participate in Ski Club EVENTS (Snow Show, Wax and Wine, ski and biathlon races, the NWTel Loppet, NWT Ski Day, World Snow Day, Volunteer Recognition Night, etc.)	5.43% 5	10.87% 10	38.04% 35	31.52% 29	14.13% 13	0% 0	92
I intended to participate in Ski Club PROGRAMS (Jackrabbits, Track Attack, Go Ski, High Performance, Biathlon, Skiing Parents, Adult Lessons, Chix on Stix, etc.)	17.20% 16	29.03% 27	7.53% 7	16.13% 15	30.11% 28	0% 0	93
I felt it was important to be a member so I could support the Ski Club and its mission*	16.83% 17	22.77% 23	14.85% 15	18.81% 19	26.73% 27	0% 0	101

#3 USE?

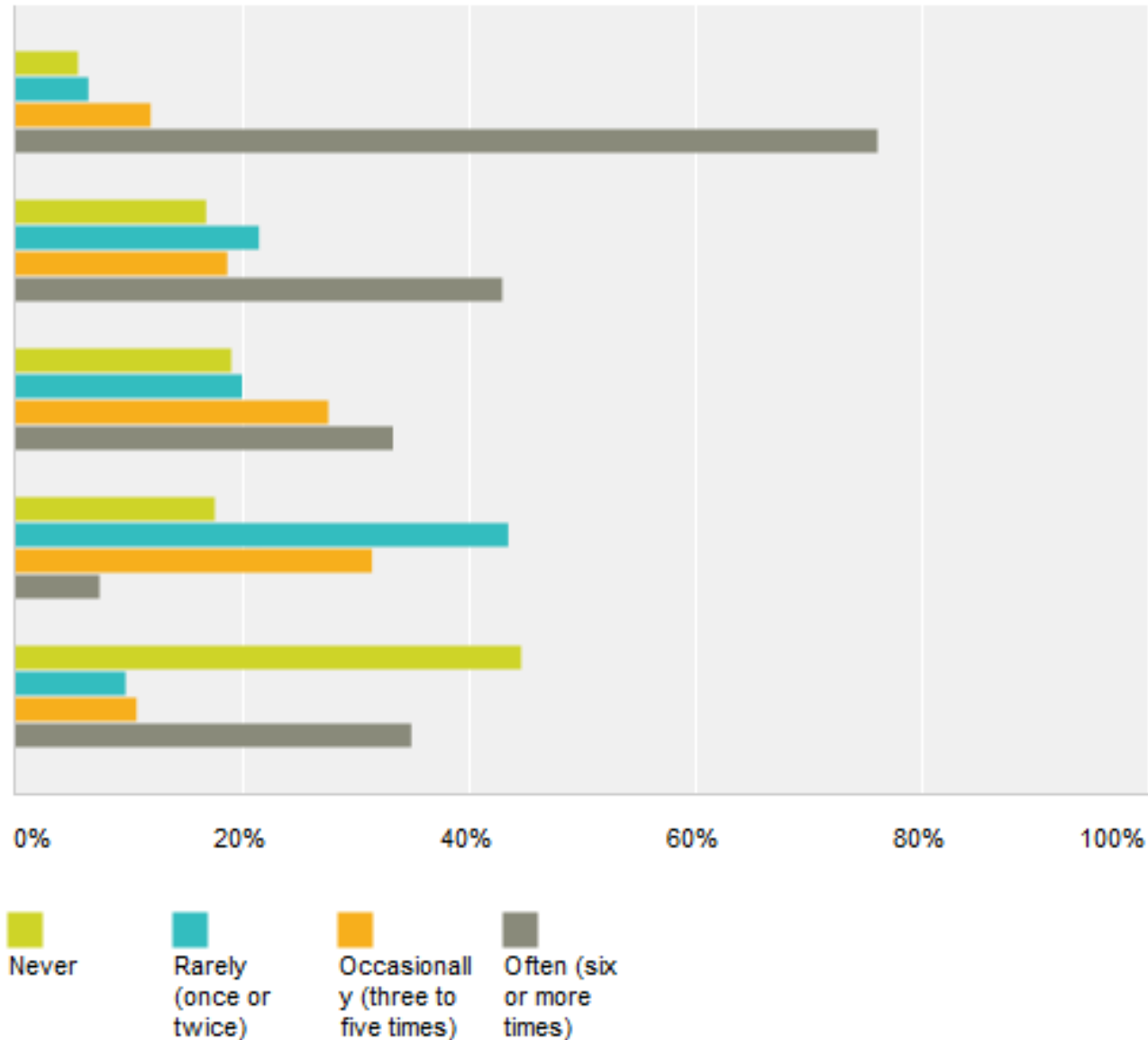
I used ski club trails to ski

I skied in other areas near
Yellowknife

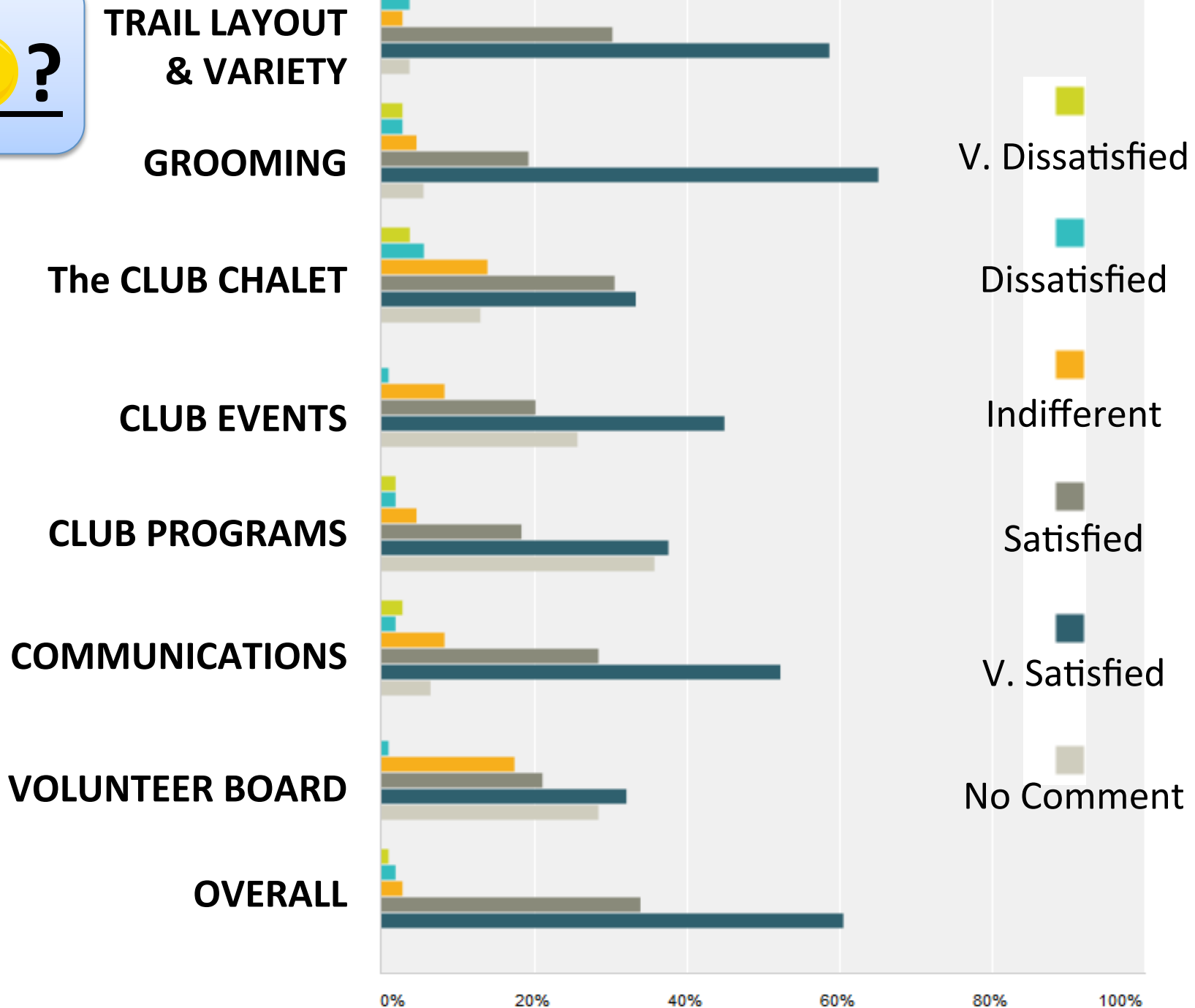
I used other ski club
facilities

I participated in EVENTS

Participate in PROGRAMS



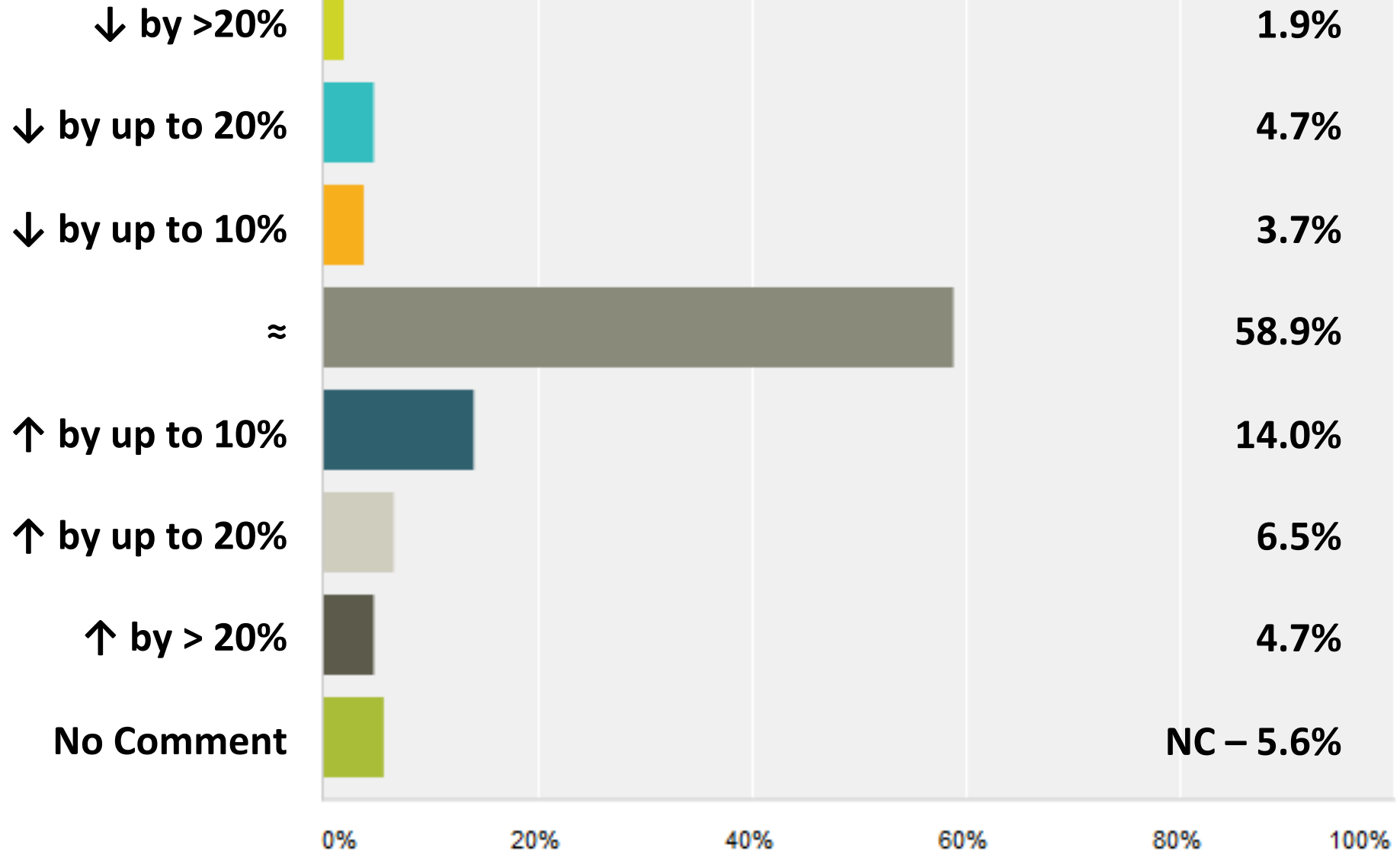
#4 🤔?



#4 ?

	1 (Very Dissatisfied)	2 (Somewhat Dissatisfied)	3 (Indifferent)	4 (Somewhat Satisfied)	5 (Very Satisfied)	No comment or Not applicable	Total
The layout and variety of Ski Club trails	0.92% 1	3.67% 4	2.75% 3	30.28% 33	58.72% 64	3.67% 4	109
Quality and frequency of Ski Club trail grooming	2.75% 3	2.75% 3	4.59% 5	19.27% 21	65.14% 71	5.50% 6	109
The Ski Club chalet (including the waxing room, washrooms, kitchen)	3.70% 4	5.56% 6	13.89% 15	30.56% 33	33.33% 36	12.96% 14	108
Ski Club events (Snow Show, Wax and Wine, ski and biathlon races, the NWTel Loppet, NWT Ski Day, World Snow Day, Volunteer Recognition Night, etc.)	0% 0	0.92% 1	8.26% 9	20.18% 22	44.95% 49	25.69% 28	109
Ski Club programs (Jackrabbits, Track Attack, Go Ski, High Performance, Biathlon, Skiing Parents, Adult Lessons, Chix on Stix, etc.)	1.83% 2	1.83% 2	4.59% 5	18.35% 20	37.61% 41	35.78% 39	109
Communications from the Ski Club	2.75% 3	1.83% 2	8.26% 9	28.44% 31	52.29% 57	6.42% 7	109
The Ski Club's Volunteer Board of Directors	0% 0	0.92% 1	17.43% 19	21.10% 23	32.11% 35	28.44% 31	109
Overall Satisfaction with the Ski Club	0.92% 1	1.83% 2	2.75% 3	33.94% 37	60.55% 66	0% 0	109

#5 FEES



CONCLUSIONS

I'll leave it to you to draw most conclusions. But there are a few standout points:

- **Q#2 ... People really want to use our trails**
- **Q#4 ... Highest satisfaction is with grooming, so we need to tell that to our groomers!**
- **Q#5 ... Most members would prefer similar rates or a modest increase**

THANK YOU!

