



A survey allows for a one-way flow of information; focus groups provide more of a one-on-one interview flow of communication generating data through the give and take of a group discussion. As these ideas are discussed and people listen to other points of view, it will provide a wealth of information.



The most productive conversations are derived from grouping 'like-minded' individuals. In the case of a club setting, these are members who tend to use the club in a similar manner. The ideal groups we would like to include in the process are:

- Retirees who use the club socially or competitively
- Members who primarily use the club for Tennis, Fitness, Pool
- Social Dining Members of all ages and genders
- Members who use the club primarily as a family
- Club Specific Groups (Golf, Tennis, Fitness, Yachting, etc.)

Focus Groups

It is our intention that the focus groups will:

Provide information about how the groups think or feel about particular topics. In this case, we will be soliciting feedback on the club's Strengths, Weaknesses, Opportunities, and Threats specific to membership satisfaction and growth possibilities. We will also be exploring any services, amenities, activities, or facilities that would enhance the members' experience and why.

Provide further insights into why certain opinions are held that were highlighted in the membership survey.

Assist with understanding space and event programming along with future facility needs. They will learn the club's competitive advantage based on members' perceptions.

Understand the priority list of capital projects by importance to the focus group participants balanced with the membership survey and club trends.