

Prepared by



GREEN VALLEY RECREATION, INC.



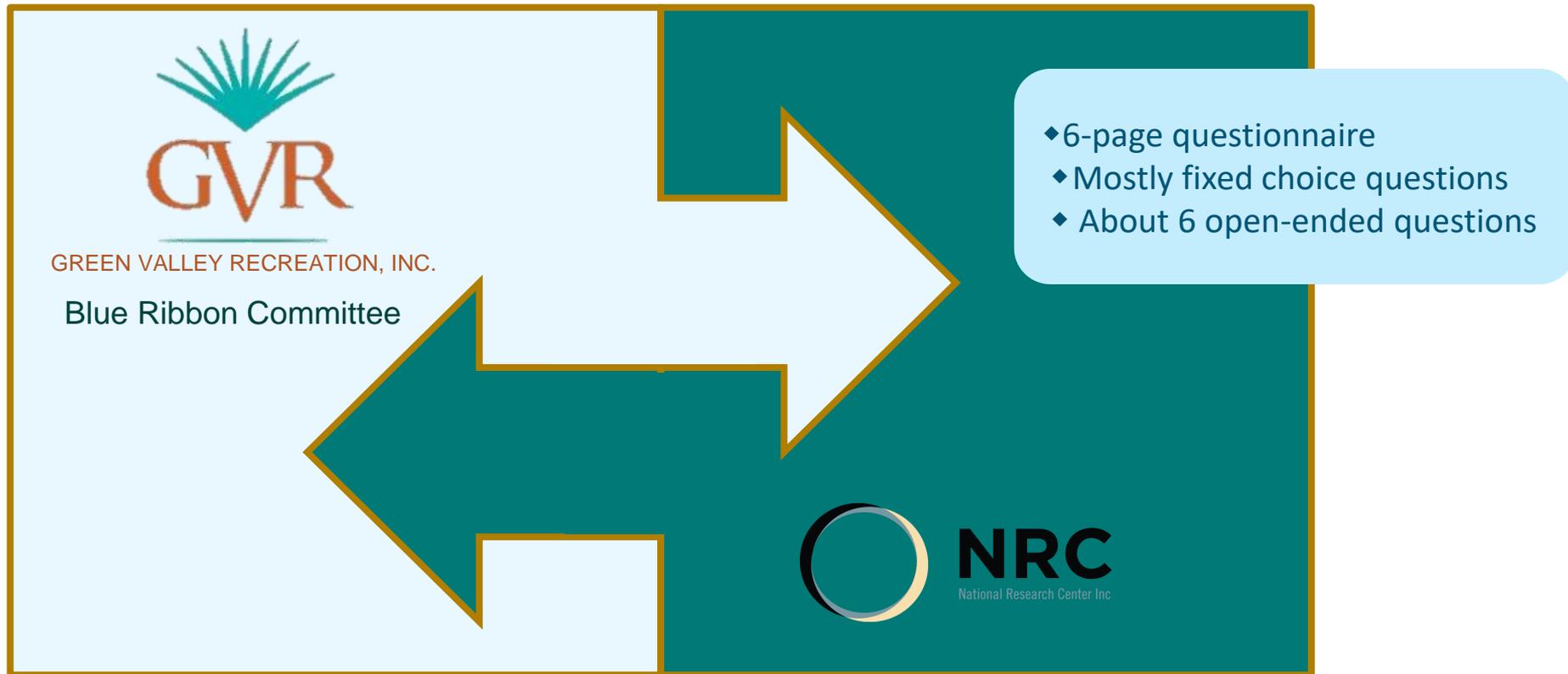
# Green Valley Recreation, Inc. Member Survey 2018

# Survey Research Process Overview

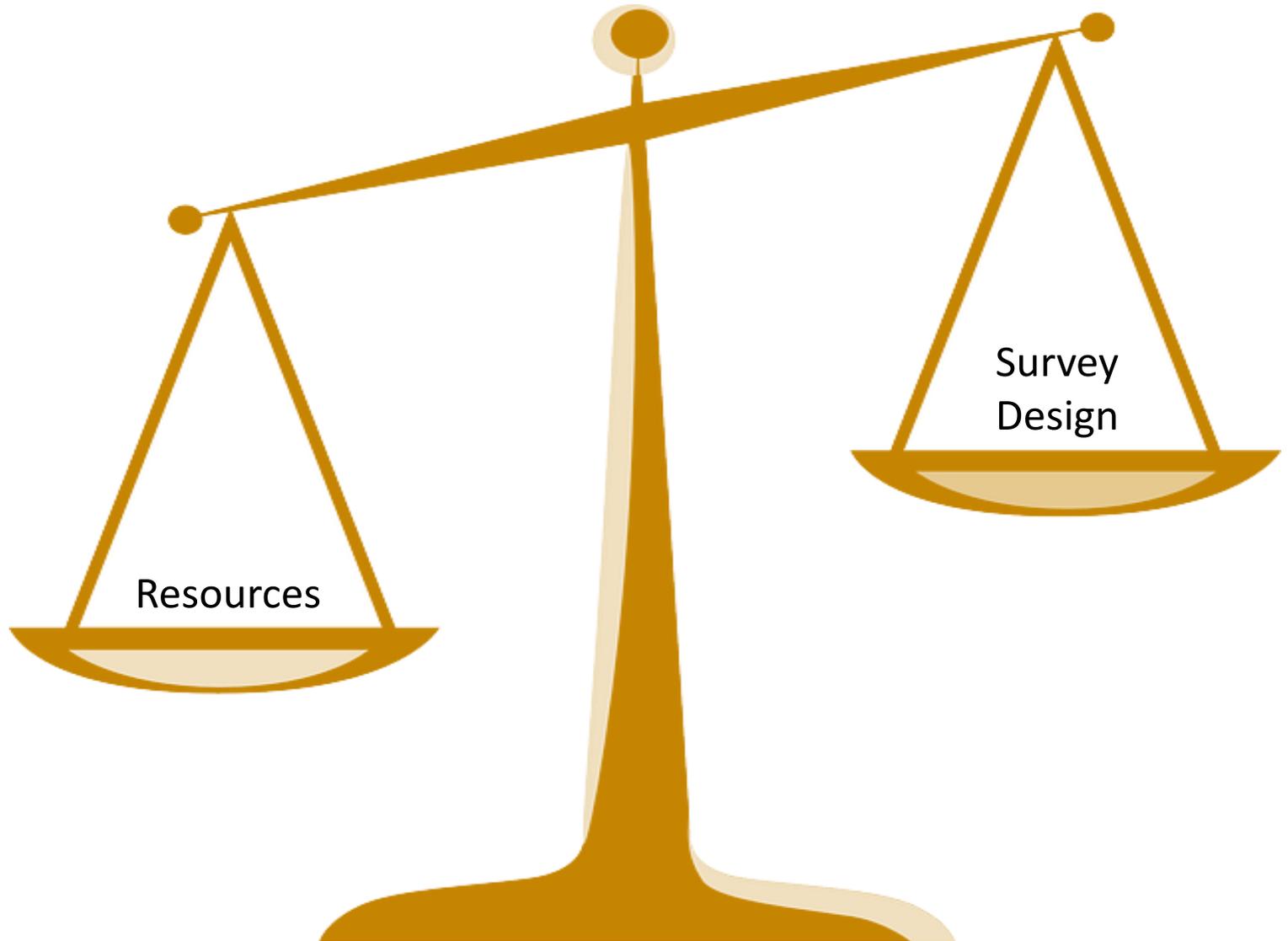


# Designing the Survey Instrument

## Iterative Process

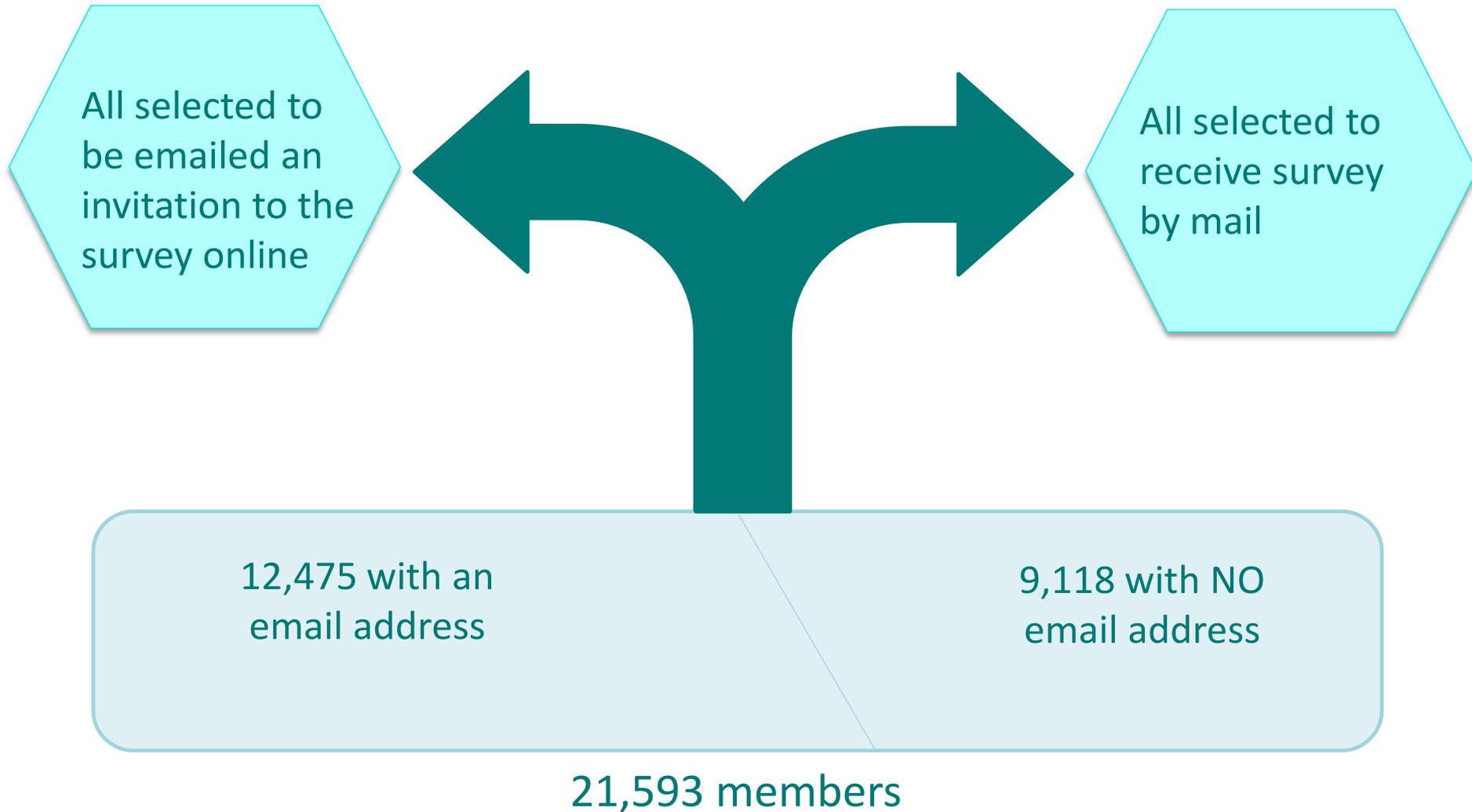


# Survey Methods



# Selecting Survey Recipients

## Two-pronged approach



# Administering the Survey

First Batch  
January 4

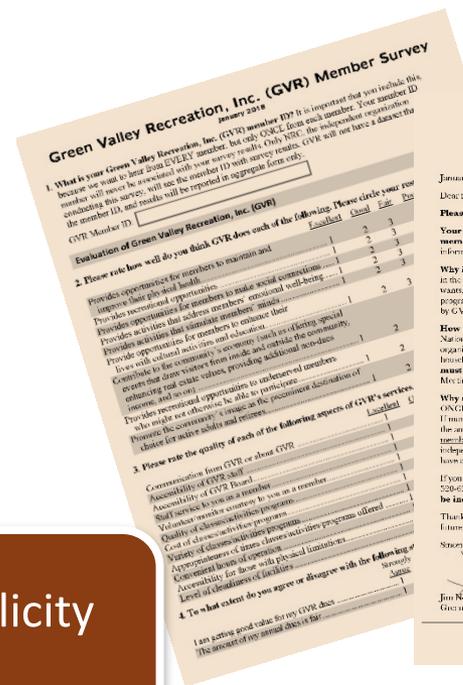
Additional Batches  
To those Whose  
Emails "Bounced"

Further Publicity  
by GVR

Mail "Prong"

9,118 sent

2,056  
received by mail  
23% response rate



January 2018  
Dear GVR member of Green Valley Recreation, Inc.,

**Please participate in the Green Valley Recreation, Inc. (GVR) member survey!**

Your Board of Directors wants to hear from ALL Green Valley Recreation, Inc. (GVR) members! We are a part of a survey that you can hear about this recreation, and offer the following information.

**Why is GVR doing this survey?** GVR heard from many members that they want to be more engaged in the future of GVR, so the Board approved conducting a comprehensive assessment of member's needs, wants, interests and values. The member assessment will also evaluate current and future GVR programs/services and performance issues. A "Blue Ribbon Committee" (BRC) of eight GVR members and led by GVR President Jim Wilson was formed in summer 2017 to oversee the member assessment.

**How do I participate in the survey?** One copy of the survey is enclosed, and can be returned to National Research Center (NRC) in the enclosed postage-paid envelope. NRC is an independent organization conducting this survey on GVR's behalf. If you are one of the members of GVR living in your household, can you please please receive their own survey, either via mail or email. **Completed surveys must be returned by January 26, 2018.** Survey results and analyses will be presented at the Annual Meeting of the Corporation on March 29, 2018.

**Why are you asking for my GVR member ID?** We want to hear from EVERY member, but only ONE from each member. Surveys that do not include a member ID will not be included in the analysis. If more than one survey is received with the same member ID, only one of those surveys will be included in the analysis. NRC will use the survey that was received first and/or is the most complete. Your member number will never be associated with your survey results. Only National Research Center, the independent organization conducting this survey, will see the member ID with survey results. GVR will not have a dataset that includes the member ID, and results will be reported in aggregate form only.

If you have questions about this survey, or need help in completing the survey, please contact GVR at 520-425-5110. **Remember, your completed survey must be returned by January 26, 2018 to be included in the data analysis and report.**

Thank you for helping Green Valley Recreation, Inc. best serve the needs of its members now and into the future.

Sincerely,  
  
Jim Wilson, President  
Green Valley Recreation, Inc.

Green Valley Recreation, Inc. | P.O. Box 586 | Green Valley, AZ 85622  
760-441-1100 | 520-425-5110

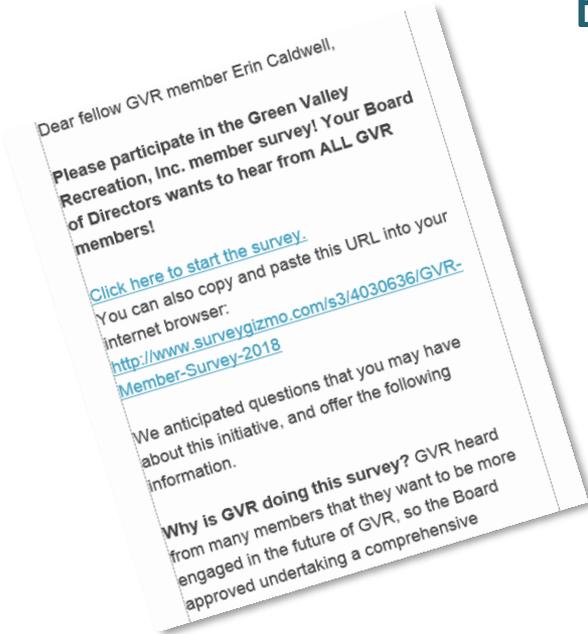
Green Valley Recreation, Inc.  
P.O. Box 586  
Green Valley, AZ 85622

**We want to hear from you!**  
**Important: Member Survey Enclosed**

Postnet  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit No. 34

# Administering the Survey

## Email "Prong"



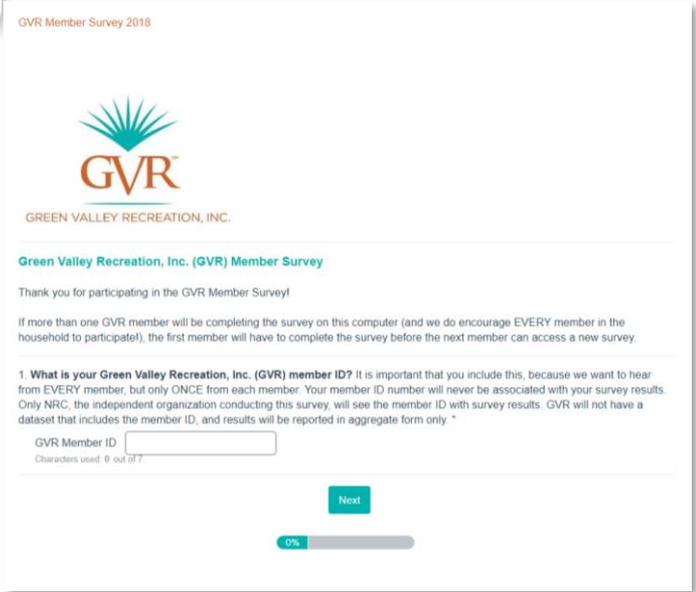
Initial Email Invitation

Reminder Invitation

Further Publicity by GVR

12,475 estimated to have been emailed

3,663 completes  
29% response rate



# Survey Response Rate

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Contacted:  
21,593

Responded:  
5,719  
Response rate  
26%

# Electronic Dataset of Survey Responses

## Green Valley Recreation, Inc. (GVR) Member Survey

January 2018

1. What is your Green Valley Recreation, Inc. (GVR) member ID? It is important that you include this, because we want to hear from EVERY member, but only ONCE from each member. Your member ID number will never be associated with your survey results. Only NRC, the independent organization conducting this survey, will see the member ID with survey results. GVR will not have a dataset that includes the member ID, and results will be reported in aggregate form only.

GVR Member ID:

### Evaluation of Green Valley Recreation, Inc. (GVR)

2. Please rate how well do you think GVR does each of the following. Please circle your response.

	Excellent	Good	Fair	Poor	Don't Know
Provides opportunities for members to maintain and improve their physical health.....	1	2	3	4	DK
Provides recreational opportunities.....	1	2	3	4	DK
Provides opportunities for members to make social connections.....	1	2	3	4	DK
Provides activities that address members' emotional well-being.....	1	2	3	4	DK
Provides activities that stimulate members' minds.....	1	2	3	4	DK
Provide opportunities for members to enhance their lives with cultural activities and education.....	1	2	3	4	DK
Contribute to the community's economy (such as offering special events that draw visitors from inside and outside the community, enhancing real estate values, providing additional non-dues income, and so on).....	1	2	3	4	DK
Provides recreational opportunities to underserved members who might not otherwise be able to participate.....	1	2	3	4	DK
Promote the community's image as the preeminent destination of choice for active adults and retirees.....	1	2	3	4	DK

3. Please rate the quality of each of the following aspects of GVR's services. Please circle your response.

	Excellent	Good	Fair	Poor	Don't Know
Communication from GVR or about GVR.....	1	2	3	4	DK
Accessibility of GVR staff.....	1	2	3	4	DK
Accessibility of GVR Board.....	1	2	3	4	DK
Staff service to you as a member.....	1	2	3	4	DK
Volunteer/monitor courtesies to you as a member.....	1	2	3	4	DK
Quality of classes/activities/programs.....	1	2	3	4	DK
Cost of classes/activities/programs.....	1	2	3	4	DK
Variety of classes/activities/programs.....	1	2	3	4	DK
Appropriateness of times classes/activities/programs offered.....	1	2	3	4	DK
Convenient hours of operation.....	1	2	3	4	DK
Accessibility for those with physical limitations.....	1	2	3	4	DK
Level of cleanliness of facilities.....	1	2	3	4	DK

4. To what extent do you agree or disagree with the following statements:

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
I am getting good value for my GVR dues.....	1	2	3	4	DK
The amount of my annual dues is fair.....	1	2	3	4	DK

Page 1



# Highlights of Survey Results



*At least*

**8** *in* **10**

*members rated:*

- ▶ Level of cleanliness of facilities
- ▶ Convenient hours of operation
- ▶ Quality of classes/activities/programs
- ▶ Variety of classes/activities/programs

***as excellent or good***

*However*

**6** *in* **10**

*members rated:*

- ▶ **Cost** of classes / activities / programs

**as excellent or good**

*About*

**7** *in* **10**

*members rated:*

- ▶ Volunteer/monitor courtesy
- ▶ Staff service
- ▶ Communication from GVR or about GVR
- ▶ Accessibility of GVR staff

***as excellent or good***

*However*

**4** *in* **10** *members rated:*

▶ Accessibility of GVR Board

**as excellent or good**

# Value for Dues Paid

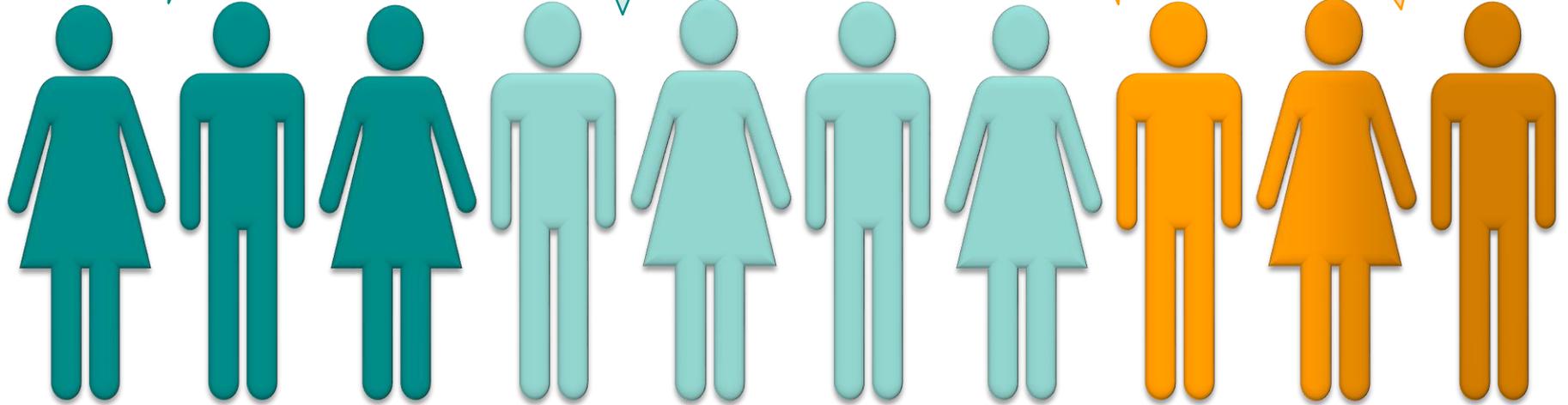
I am getting a good value for my GVR dues

**Strongly agree,**  
**32%**

**Somewhat agree,**  
**38%**

**Somewhat disagree,**  
**15%**

**Strongly disagree,**  
**15%**



# Value for Dues Paid

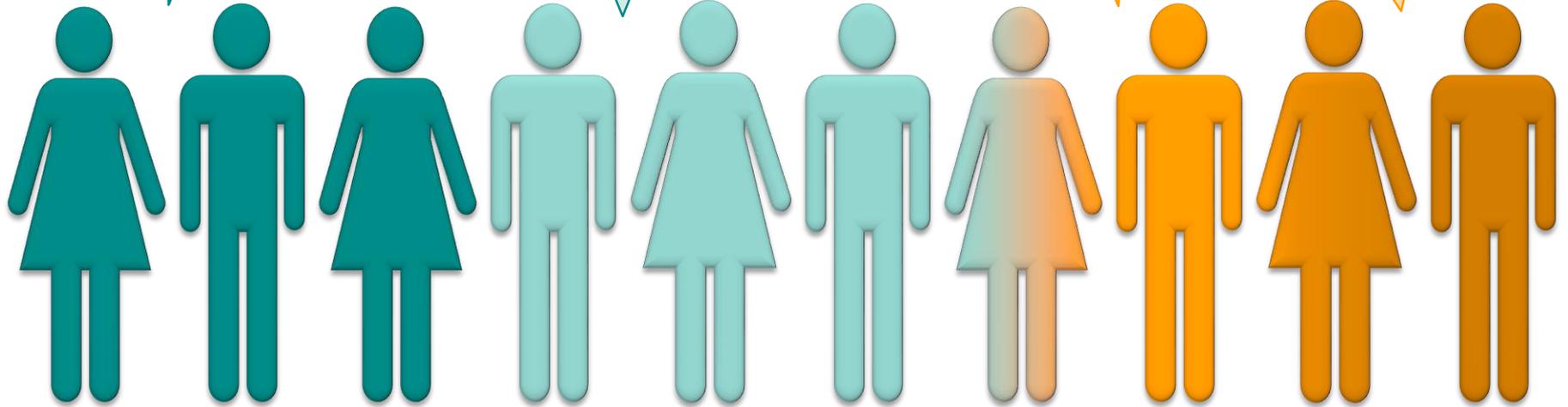
The amount of my annual dues is fair

**Strongly agree,**  
**28%**

**Somewhat agree,**  
**36%**

**Somewhat disagree,**  
**18%**

**Strongly disagree,**  
**18%**



# How Well GVR Serves Its Members and the Community

Maintain and improve health

94%

Provide recreational opportunities

94%

Opportunities for members to make social connections

84%

Enhance lives with cultural activities and education

82%

Activities that stimulate members' minds

79%

Promote the community's image as "preeminent destination of choice for active adults and retirees"

69%

Activities to address emotional well-being

67%

Contribute to the community's economy

62%

Recreational opportunities for underserved

54%

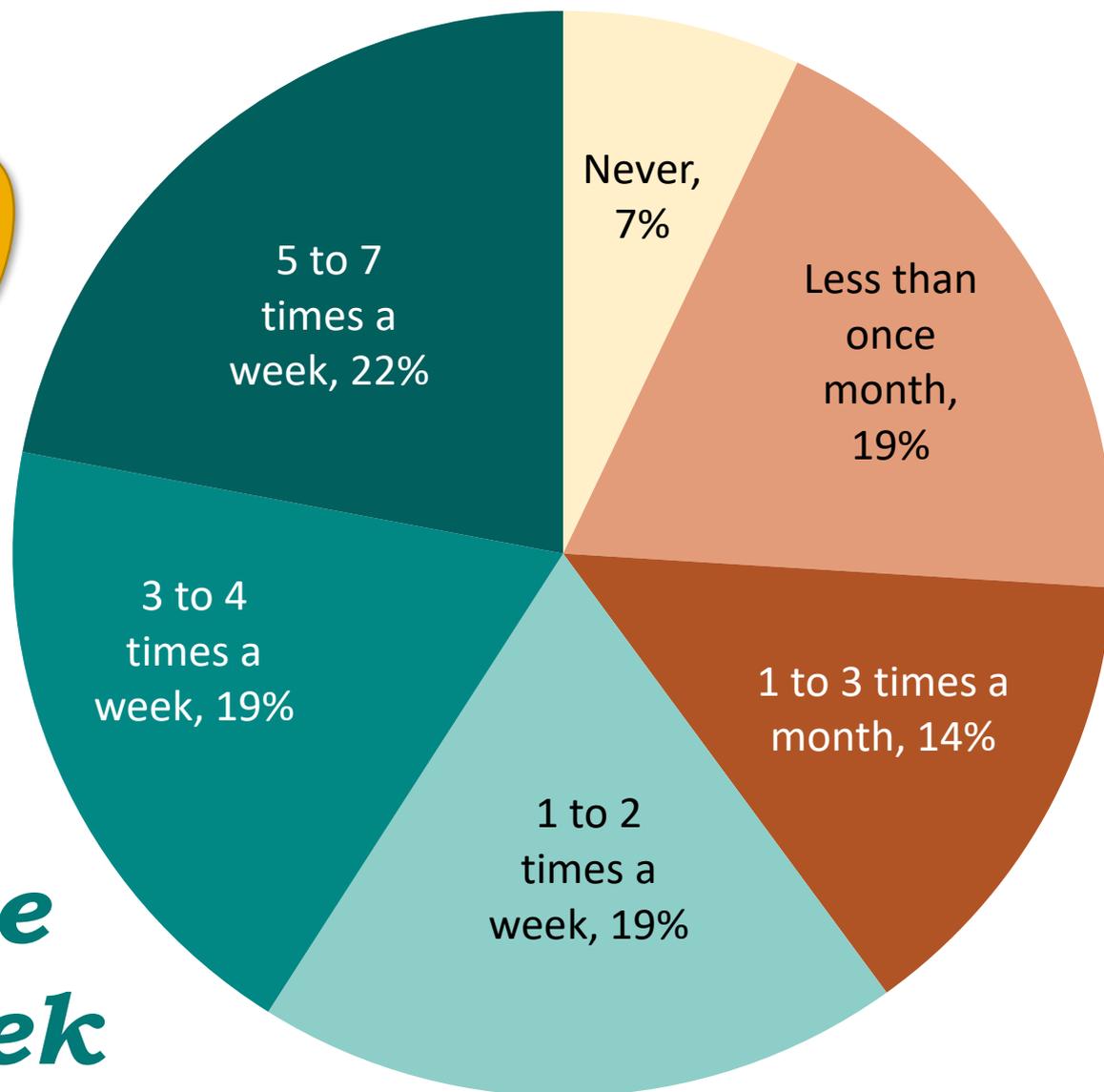
*rated as excellent or good*

# Frequency of Use of GVR Centers

**6 in 10**

*use the  
GVR Centers*

***One or more  
times a week***



# GVR Club Membership

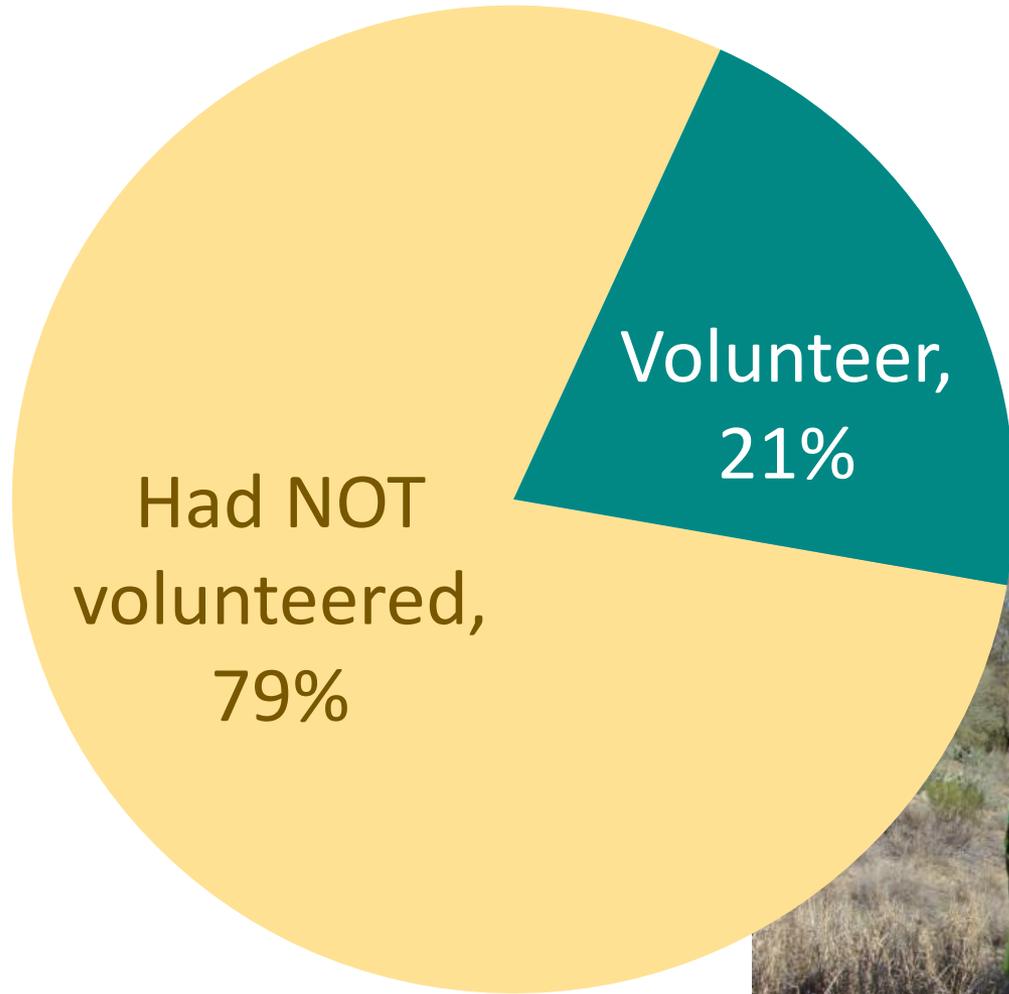
6 in 10

Member  
of a Club,  
58%

NOT a Club  
member,  
42%



# Volunteered for GVR



2 *in* 10



# Support for Projects in 3 to 5 Year Capital Projects Plan

Evaluate Sustainable Design Opportunities

89%

Create Industrial Arts Club Space at new  
GVR Facilities Maintenance Site

78%

West Center-Courtyard Shading  
(year-round activities & gathering place)

76%

Lapidary Studios Consolidation  
(all three into one space)

75%

Signage Updating at Facilities  
Undergoing Capital Improvements

73%

Canoa Hills Center – Fitness Area Expansion

72%

Pickleball Center (24 courts)

62%

# Support for Additional Improvements

At least  
7 in 10

- More weekend programs and activities
- More evening programs and activities
- Walkable Trails & Open Space
- Fitness studio with 'cardio' exercise equipment
- Social & community gathering spaces
- Shaded Outdoor Pavilion

About  
6 in 10

- Multi-purpose Gym
- Indoor walking track
- Outdoor Picnicking Areas

Just over  
half

- Dog Park
- New auditorium/performing arts center

# Support for Additional Improvements

Just under  
half

- Spin bike studio

About  
4 in 10

- Recreational Vehicle Rentals
- Outdoor Fitness Equipment Areas

About  
a third

- Disc Golf

Less than  
2 in 10

- Climbing Wall
- Arcade/Electronic Games

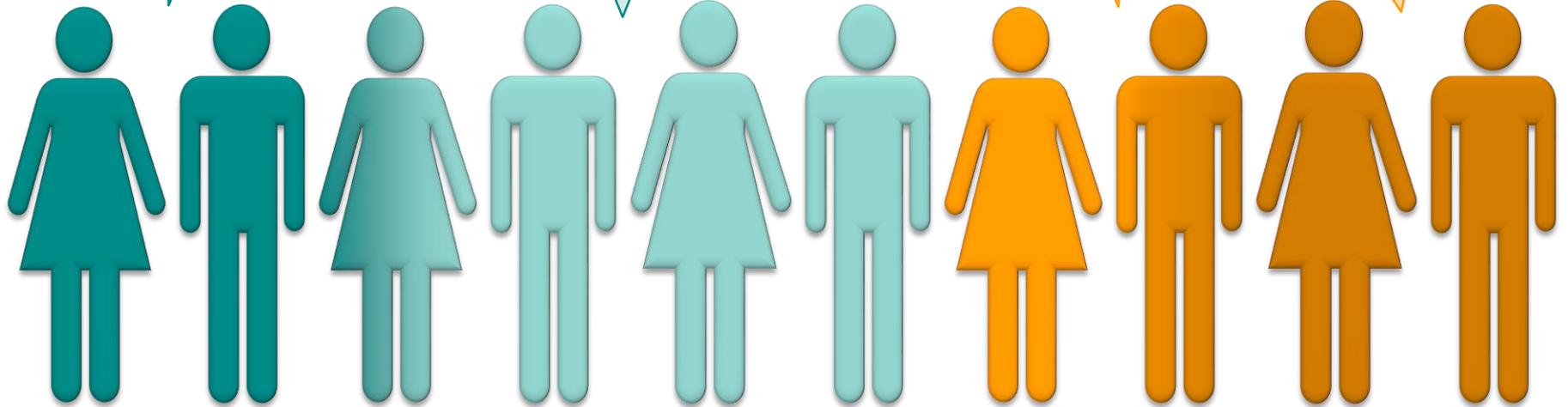
# Support for GVR's Vision Statement

**Strongly agree,  
25%**

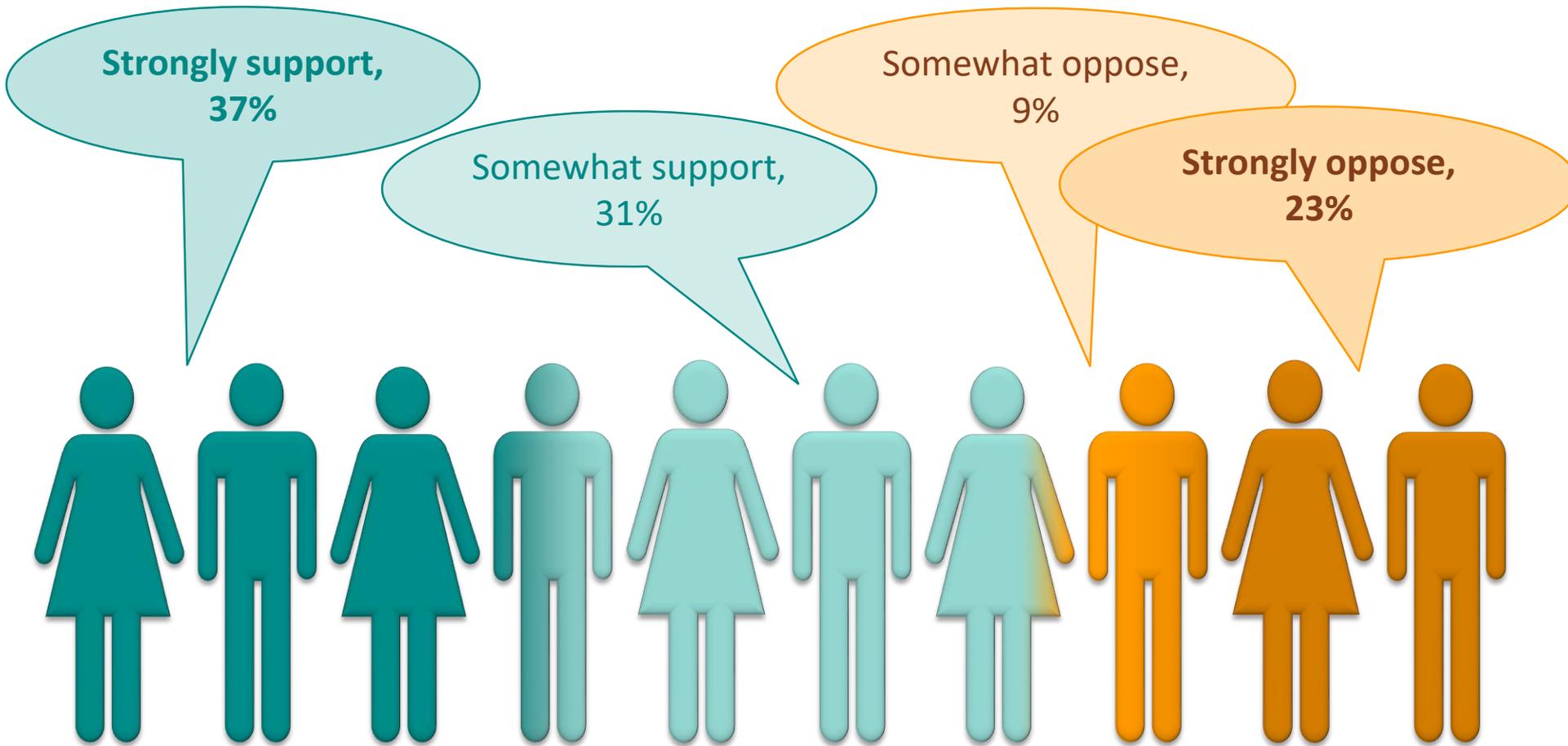
**Somewhat agree,  
36%**

**Somewhat disagree,  
16%**

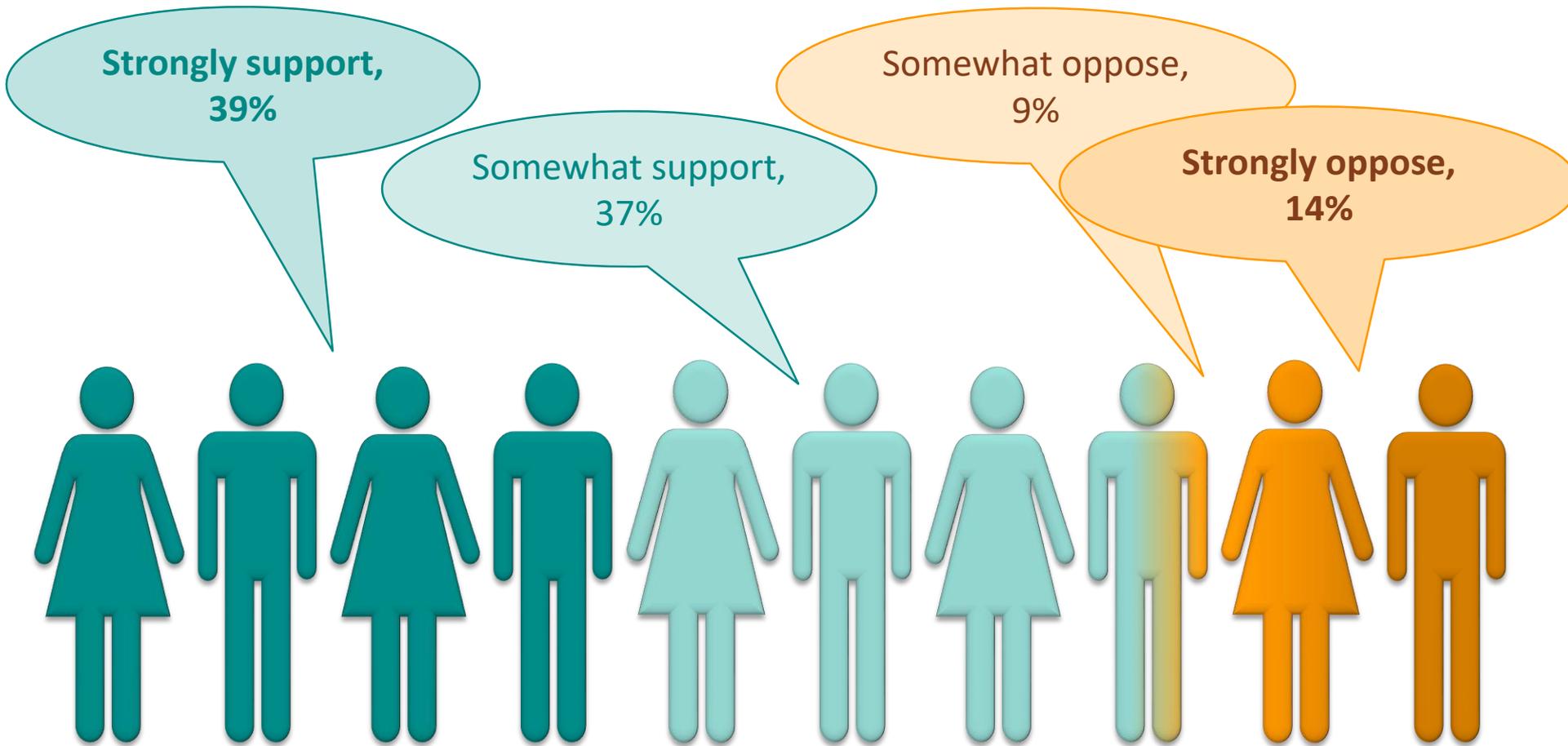
**Strongly disagree,  
23%**



# Support GVR Board Taking Positions and Advocating



# Support GVR Being a Part of the Joint Resolution



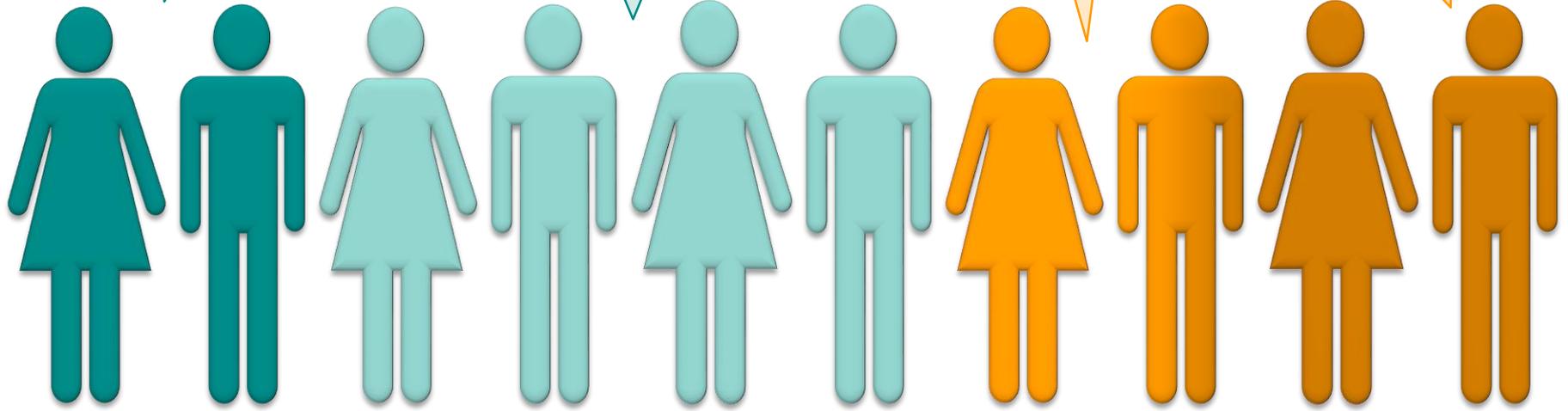
# Support for Changing Time of Annual Elections

**Strongly support,**  
**22%**

**Somewhat support,**  
**38%**

**Somewhat oppose,**  
**14%**

**Strongly oppose,**  
**25%**



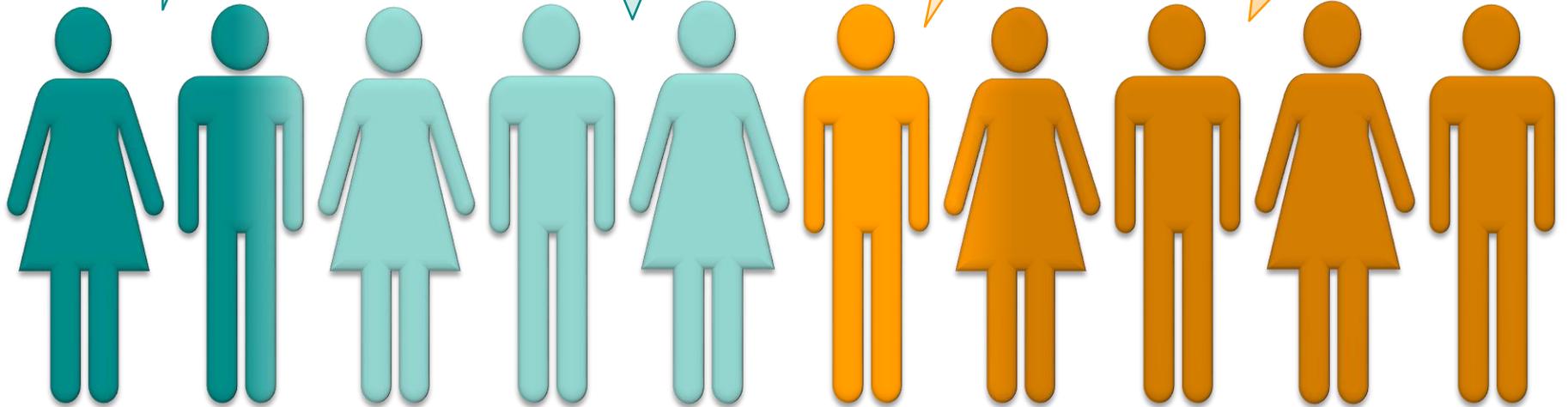
# Support for Summer Use of Centers by Non-GVR Members

**Strongly support,  
17%**

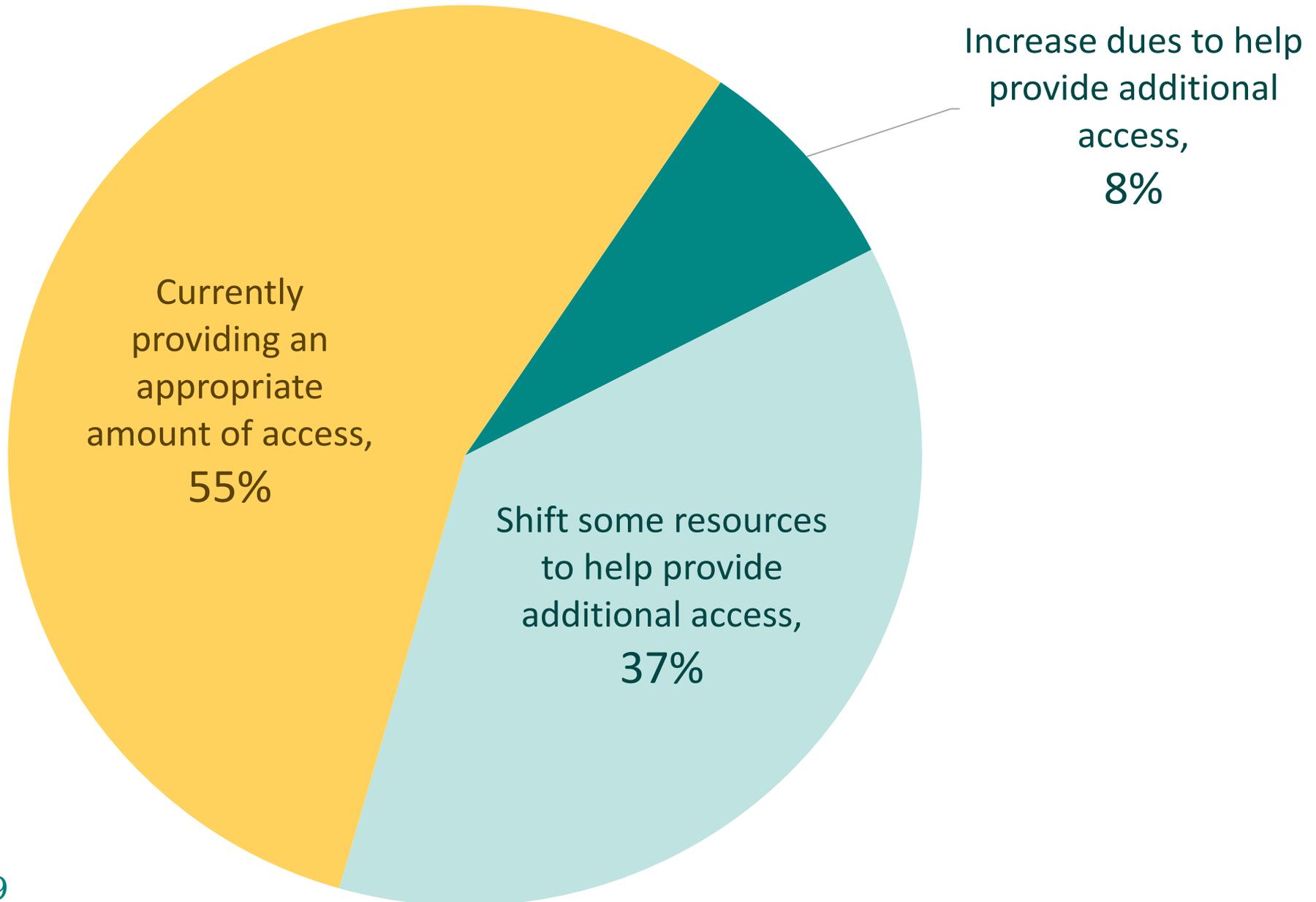
**Somewhat support,  
32%**

**Somewhat oppose,  
12%**

**Strongly oppose,  
38%**



# Support for Increasing Accessibility of GVR



# Evaluation of GVR and Board of Directors

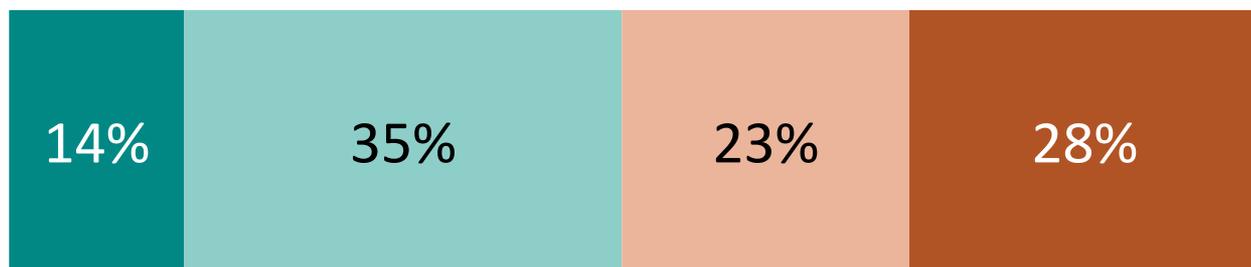
## I believe the Board of Directors . . .



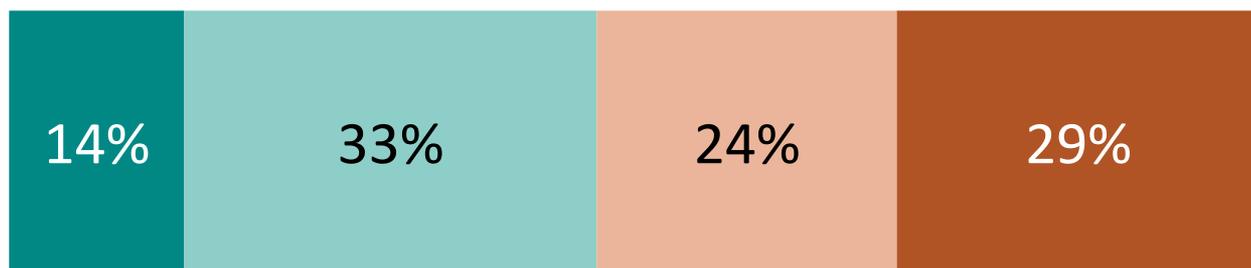
Follows their Code of Conduct



Adequately represents me and my needs



Adequately represents the entire membership

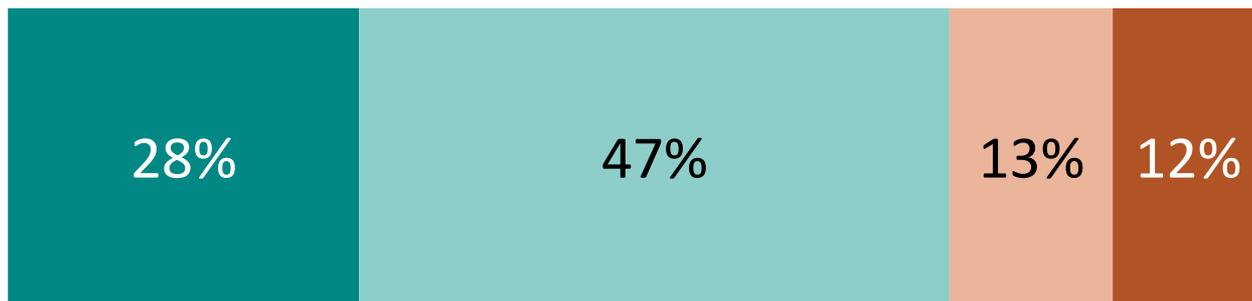


0%   20%   40%   60%   80%   100%

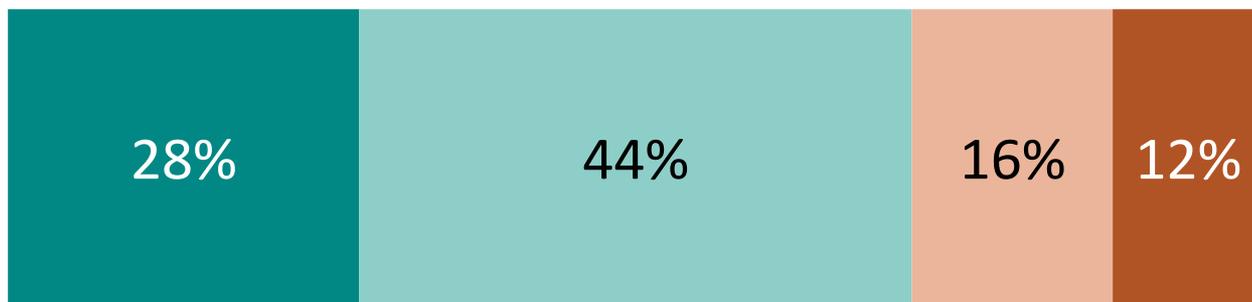
# Feel Informed about GVR



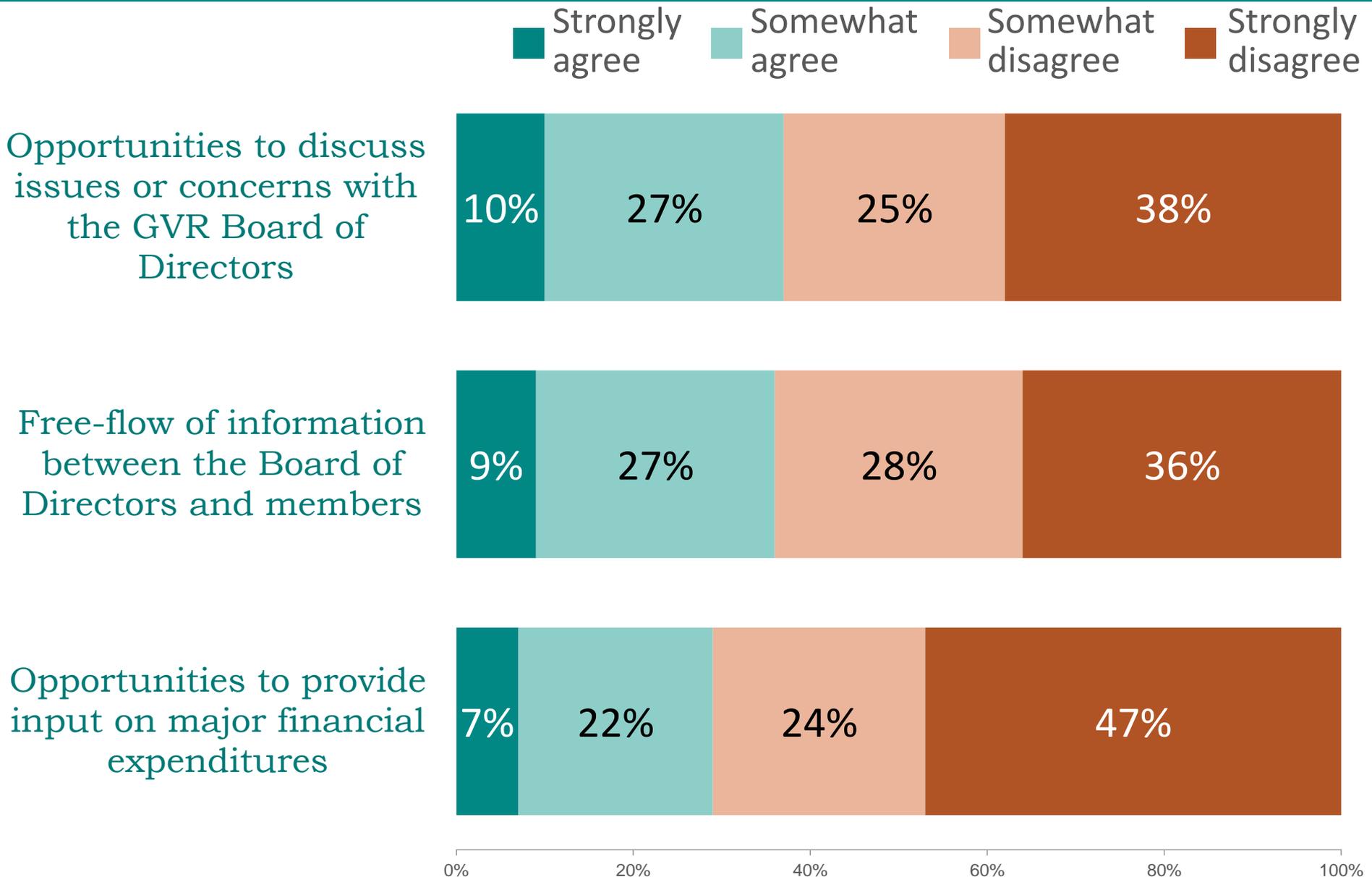
I receive news and information about GVR in a timely manner



I am informed as I like/need to be about GVR



# Flow of Communication from Members to Board



# Information Sources

GVR Now! (monthly newsletter)

79%

Word of mouth

75%

Green Valley News (newspaper)

74%

Weekly GVR eBlast (email news update)

70%

GVR website

68%

GVR bulletin boards

56%

GVR Board/committee meetings

54%

GVR club newsletters

52%

President's Monthly Uplift newsletter

47%

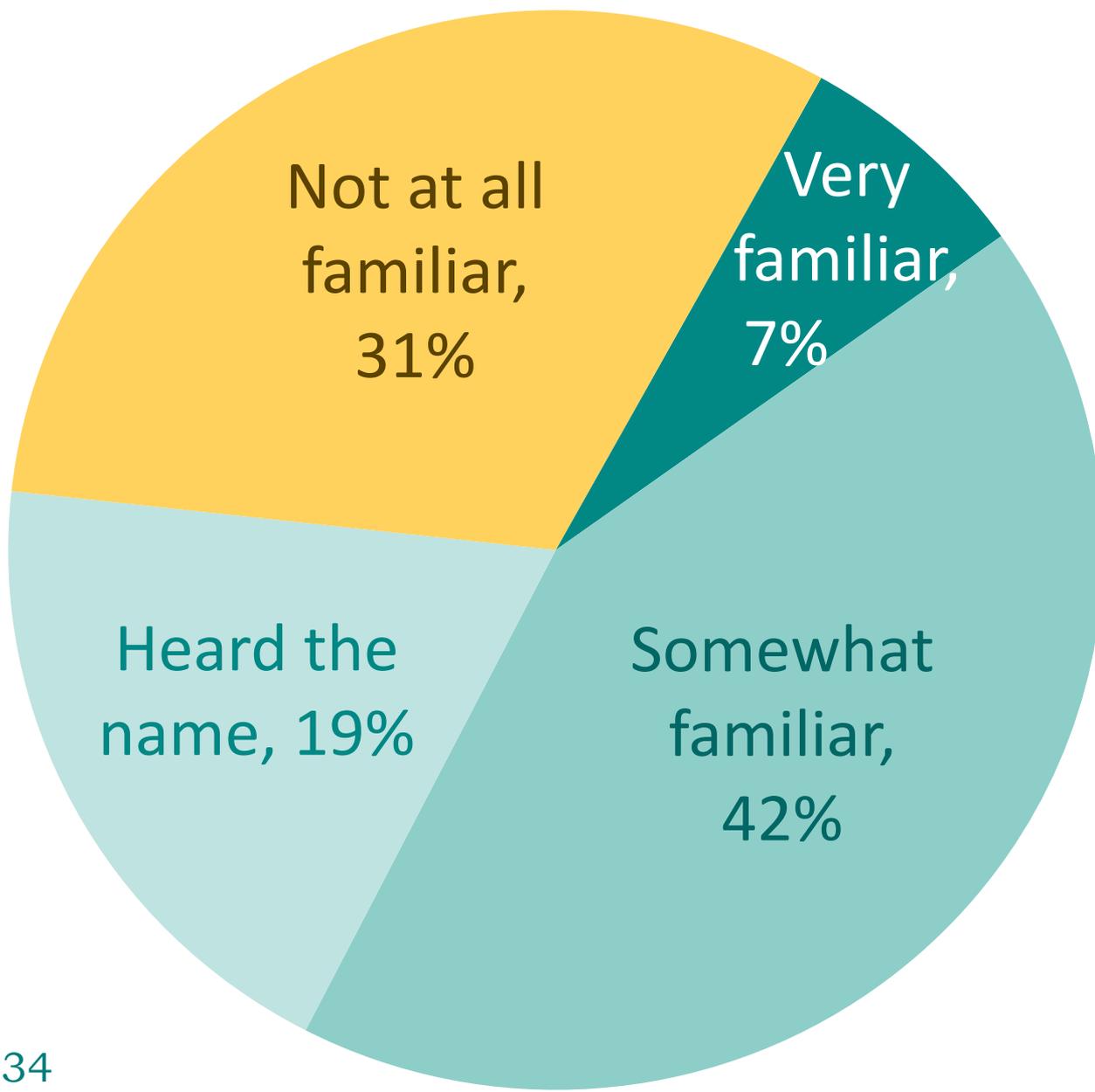
**GVR NOW!**  
February 2014 | Vol. 4, No. 2 | www.gvr.org

**Southern Arizona Senior Games**  
Join us as our community comes together to celebrate an array of diverse cultures!

**2nd Annual SoAZ CultureFest**  
March 3, 10am-3pm GVR West Center

**Green Valley Recreation is Dedicated to Serving You!**  
Tenant Registration available at West Center on February 3, 2, and 3 in the lobby

# Familiarity with GVR Foundation



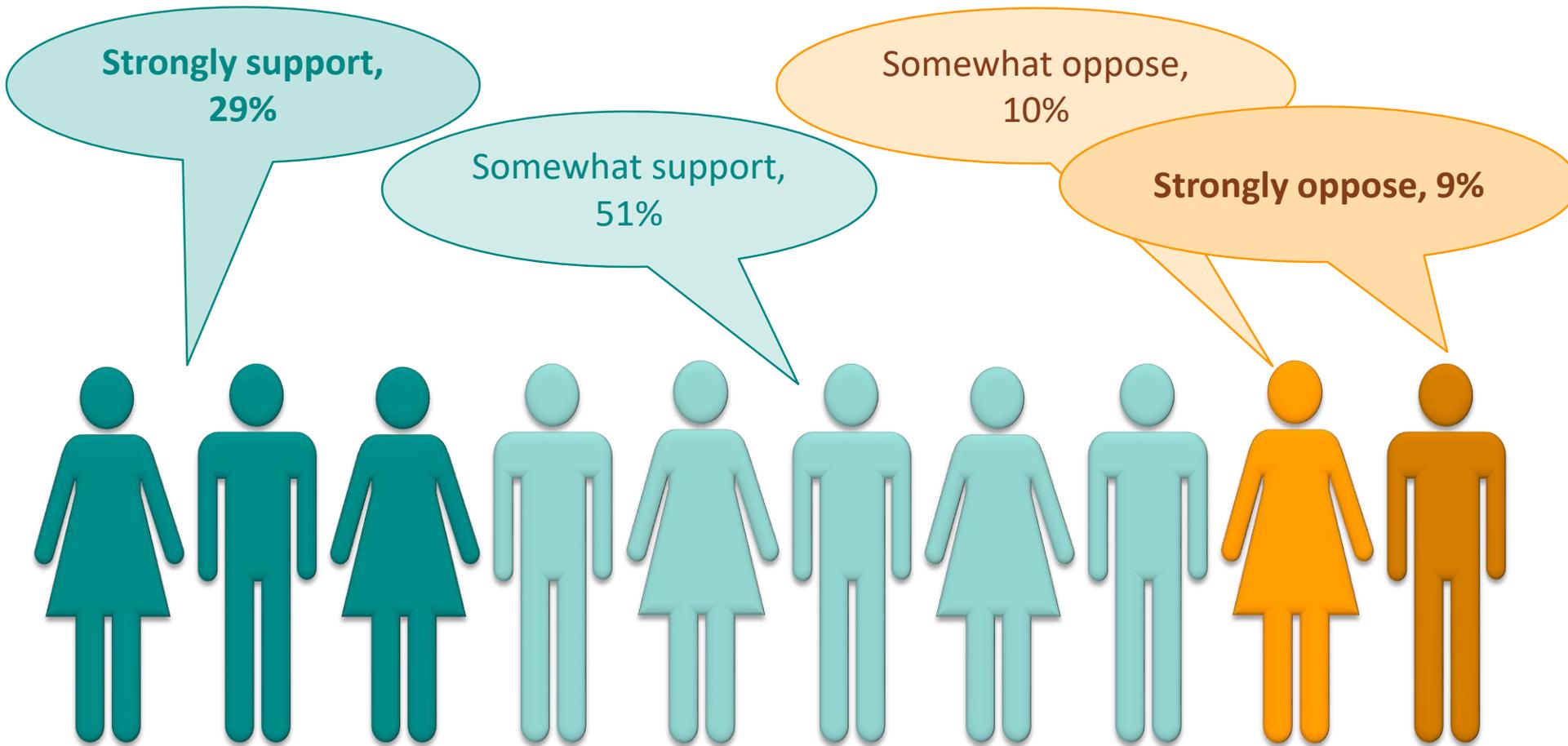
**5 in 10**

*at least  
somewhat  
familiar*

**3 in 10**

*not at all  
familiar*

# Support for Mission of GVR Foundation



# Reasons for Choosing to Live in Green Valley

Climate

88%

Natural beauty/views

67%

Small town feel

63%

Affordable homes

63%

Close proximity to Tucson

53%

Green Valley Recreation

44%

Low cost of living

42%



*Questions?*



*Thank you!*



**NRC**

National Research Center Inc

**Erin Caldwell, Director of Research**

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[www.n-r-c.com](http://www.n-r-c.com)