

# COVID-19 Pulse Survey



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Regardless of what type of club you are, it's more important than ever to keep an on-going pulse of member / guest / customer expectations, to confirm COVID-19 response measures are communicated effectively, and to capture key insights to take action on improving your club's handling of the COVID-19 pandemic.

The GIG COVID-19 Pulse Survey is a pre-made survey that you can edit and personalize for your club that can help you do just that. This survey will help you understand how your club's members / guests / customers have been impacted by the COVID-19 (Coronavirus) crisis and how they are engaging with your products and services during these unique and challenging times.

Once the survey is completed, you will better understand member expectations, identify gaps, and then be able to take targeted action on the following key areas pertaining to your COVID-19 response.

**Safety** – How do your members and customers feel about your safety protocols? Too little? Too many? Just right?

**Communication** – What are your member's expectations with regards to frequency and channels for communication of your club's COVID-19 response, and how well are you meeting those expectations today?

**Action** – How satisfied are your members with the actions you have taken, considering both the relevance and timeliness of those actions?

**Confidence** – How confident are your members in the ongoing ability of your club to meet the evolving needs of your members in these unique and trying times?

**In-Person / On-Location Interactions at the Club** – How are behaviors changing for in-person and on-location member visits to the club and how does your membership want to interact with the club going forward?

**Member Needs** – What would members like your club to do better or different in your handling of the evolving COVID-19 situation?

The questions outlined below provide you with a great start to build your own COVID-19 Pulse Survey.

If you would like to engage a third party to provide this service, which will improve the number of responses as well as transparency in the results, please contact us at [support@golfindustryguru.com](mailto:support@golfindustryguru.com).

(Club Name) would like your feedback on how we are meeting your needs during this time of uncertainty associated with the Coronavirus (COVID-19) pandemic. The following short survey will ask you for some high-level information to help us take action based on your feedback.

### Member Questions

1. How long have you been a member of our club?
  - a. Six months to a Year
  - b. One to Three Years
  - c. Three to Five Years
  - d. Five to Ten Years
  - e. Ten or More Years
2. Do you feel safe at the club right now during the COVID-19 pandemic?
  - a. Yes
  - b. No
  - c. Unsure
3. How valuable are you finding our club's products or services in this current environment?
  - a. Extremely valuable
  - b. Very valuable
  - c. Somewhat valuable
  - d. Not so valuable
  - e. Not valuable at all
4. Has COVID-19 changed the way you are using our club's products or services?
  - a. Yes
  - b. No
  - c. Unsure
5. In light of current events, how do you foresee your level of engagement with our club's products or services changing in the future?
  - a. Increase
  - b. Stay the same
  - c. Decrease
  - d. Stop altogether
  - e. Unsure
6. What could we do that would encourage you to use the club more often than you are right now?

7. Overall, how satisfied or dissatisfied are you with how the club has reacted to the challenges created by the COVID-19 pandemic?

- a. Very satisfied
- b. Somewhat satisfied
- c. Neither satisfied nor dissatisfied
- d. Somewhat dissatisfied
- e. Very dissatisfied

8. How well do our current amenities, products and services meet your needs at this present time?

- a. Extremely well
- b. Very well
- c. Somewhat well
- d. Not so well
- e. Not at all well

9. How would you rate the quality of the product the club is offering currently?

- a. Very high quality
- b. High quality
- c. Neither high nor low quality
- d. Low quality
- e. Very low quality

10. How would you rate the value for money of our current product and services?

- a. Excellent
- b. Above average
- c. Average
- d. Below average
- e. Poor

11. How responsive have we been to your questions or concerns about our club's products and services during the COVID-19 pandemic?

- a. Extremely responsive
- b. Very responsive
- c. Somewhat responsive
- d. Not so responsive
- e. Not at all responsive

12. How worried are you about the impact of COVID-19 on you personally?

- a. Extremely worried
- b. Very worried
- c. Somewhat worried
- d. Not so worried
- e. Not at all worried

13. How worried are you about the impact of COVID-19 on our club?

- a. Extremely worried
- b. Very worried
- c. Somewhat worried
- d. Not so worried
- e. Not at all worried

14. How confident are you in the club's leadership team to make the right decisions to manage us through this crisis?

- a. Extremely confident
- b. Very confident
- c. Somewhat confident
- d. Not so confident
- e. Not confident at all

15. How often would you like the leadership team to communicate with you about how our club is handling business complications due to COVID-19?

- a. Every day
- b. A few times a week
- c. About once a week
- d. Every two weeks
- e. Once a month

16. Do you think we have re-opened the club and its amenities at the right pace?  
Select all that apply.

- a. Yes
- b. No
- c. Too Fast
- d. Too Slow

17. If there is a second wave of COVID-19 in the future, should the club respond differently than it has?

- a. Yes
- b. No

18. Please provide any additional comments: