THE BIGGA MEMBERSHIP SURVEY

An unprecedented number of you took part in BIGGA’s on-line survey over Christmas and the information gleaned from the results has been extremely useful to the various departments at Headquarters. This will be used to help shape BIGGA’s direction and policy in the future.

We have highlighted some of the more interesting results here...

What were your reasons for joining BIGGA?

There are many factors which members cite for joining BIGGA. The support of a Professional Association, networking opportunities and courtesy golf are some of the main reasons. The Master Greenkeeper Certificate is also a huge incentive.

Why do you regularly attend BIGGA Educational Seminars and Courses?

This gives a clear picture that BIGGA members attend events to update their skills, to find out what’s new and for general interest as well as the opportunity to network with other greenkeepers.

What prevents you from attending BIGGA Educational Seminars and Courses?

The results of this question show that many members feel that they do not have the time to attend educational events and that they are too far away.
Are you aware that, upon request, bespoke training can be provided by HQ in your Section?

This indicates that we still have some work to do in promoting the bespoke training services provided by BIGGA.

Are you aware of the training aids available from BIGGA?

The awareness of the training aids offered by the Association is good, however we need to continue to promote the services and ensure that they continue to be available to members.

How useful are the following items in Greenkeeper International?

BIGGA Members rate the coverage of Technical Articles as the most useful part of the magazine. The table shows the percentage of members (with actual quantity in brackets) who rate each section as Useful or Very Useful. More than half of those who responded find each part of the magazine useful!

Who pays your subscription?

Over two-thirds of members have their subscriptions paid by the golf club or company where they are based.
Do you agree with the following statements?

Most agree that BIGGA has advanced the professional status of greenkeepers, while many praise the Learning and Development opportunities.

On the other hand, most members disagreed that BIGGA is a golfing society.

---

**How often do you visit the BIGGA Website**

Most members currently visit www.bigga.org once a month.

---

**How useful do you find the following areas of the website?**

The Bulletin Board is a huge favourite among visitors to the website, with a large chunk of members valuing the Recruitment page.

All other areas are regarded as useful.

---

<table>
<thead>
<tr>
<th>Area</th>
<th>Very Useful</th>
<th>Useful</th>
<th>Not Useful</th>
<th>Don't Use It</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulletin Board</td>
<td>62.9% (219)</td>
<td>43.2% (151)</td>
<td>2.7% (14)</td>
<td>11.2% (47)</td>
<td>511</td>
</tr>
<tr>
<td>Members Info</td>
<td>11.0% (51)</td>
<td>49.5% (248)</td>
<td>21.1% (107)</td>
<td>17.3% (106)</td>
<td>507</td>
</tr>
<tr>
<td>Member Area</td>
<td>37.2% (182)</td>
<td>53.7% (263)</td>
<td>4.5% (22)</td>
<td>17.6% (94)</td>
<td>506</td>
</tr>
<tr>
<td>Shop</td>
<td>41.1% (213)</td>
<td>37.7% (198)</td>
<td>17.2% (138)</td>
<td>31.0% (190)</td>
<td>507</td>
</tr>
<tr>
<td>Education</td>
<td>14.3% (75)</td>
<td>56.0% (283)</td>
<td>6.1% (31)</td>
<td>13.7% (69)</td>
<td>520</td>
</tr>
<tr>
<td>Newsroom</td>
<td>6.9% (37)</td>
<td>53.5% (277)</td>
<td>11.4% (63)</td>
<td>25.7% (136)</td>
<td>528</td>
</tr>
<tr>
<td>Jobs</td>
<td>32.3% (165)</td>
<td>52.3% (268)</td>
<td>4.5% (23)</td>
<td>11.8% (64)</td>
<td>510</td>
</tr>
<tr>
<td>Events</td>
<td>16.6% (94)</td>
<td>61.6% (328)</td>
<td>6.5% (35)</td>
<td>15.9% (90)</td>
<td>505</td>
</tr>
<tr>
<td>Community News</td>
<td>16.0% (94)</td>
<td>56.0% (307)</td>
<td>12.0% (69)</td>
<td>15.5% (86)</td>
<td>503</td>
</tr>
</tbody>
</table>

**What else do you use the BIGGA website for?**

- 57 answered question
- 11 skipped question