

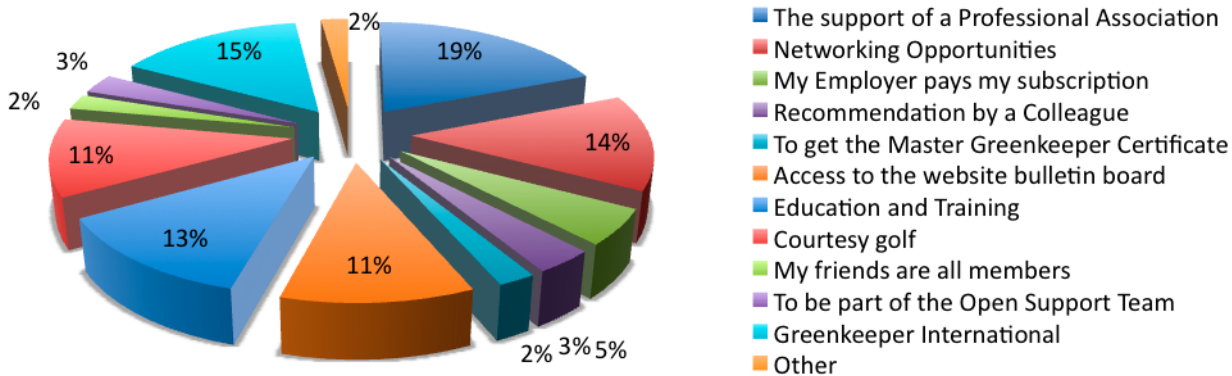
THE BIGGA MEMBERSHIP SURVEY

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...

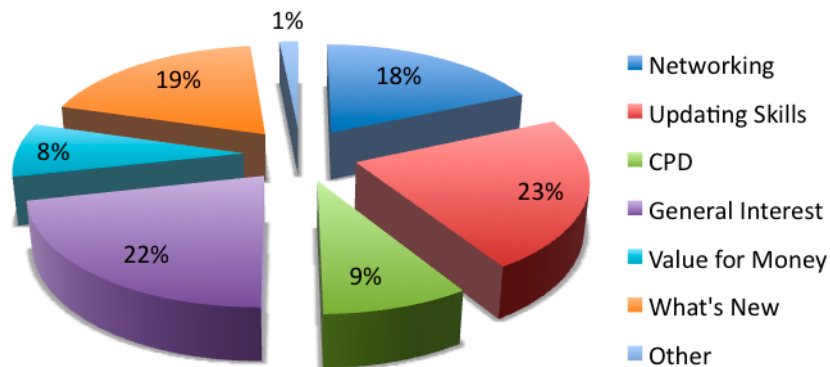
What were your reasons for joining BIGGA?

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



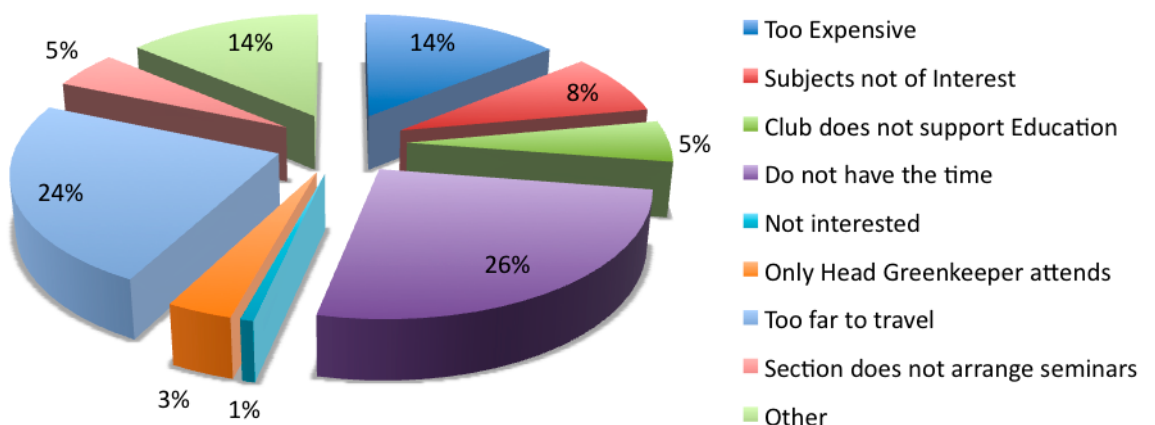
Why do you regularly attend BIGGA Educational Seminars and Courses?

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.



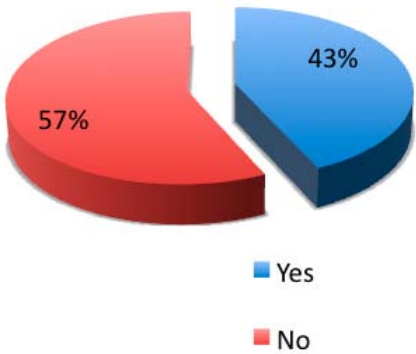
What prevents you from attending BIGGA Educational Seminars and Courses?

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.



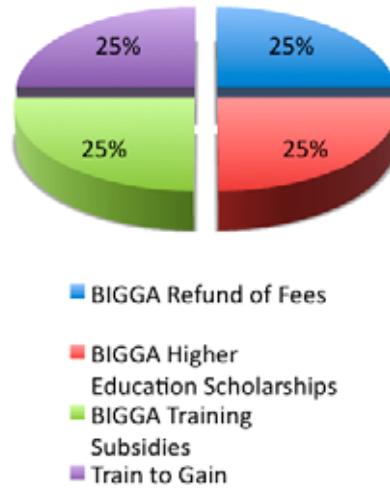
Are you aware that, upon request, bespoke training can be provided by HQ in your Section?

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



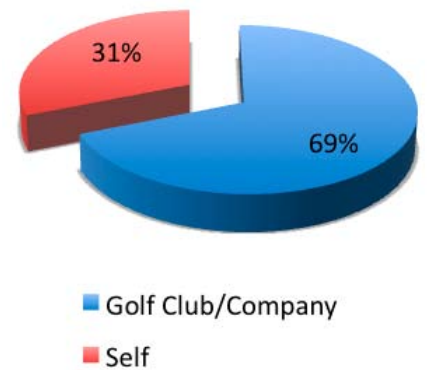
Are you aware of the funding opportunities available to you?

Awareness of funding shows an even split for the funding opportunities that BIGGA offers as well as the Government supported Train to Gain scheme.



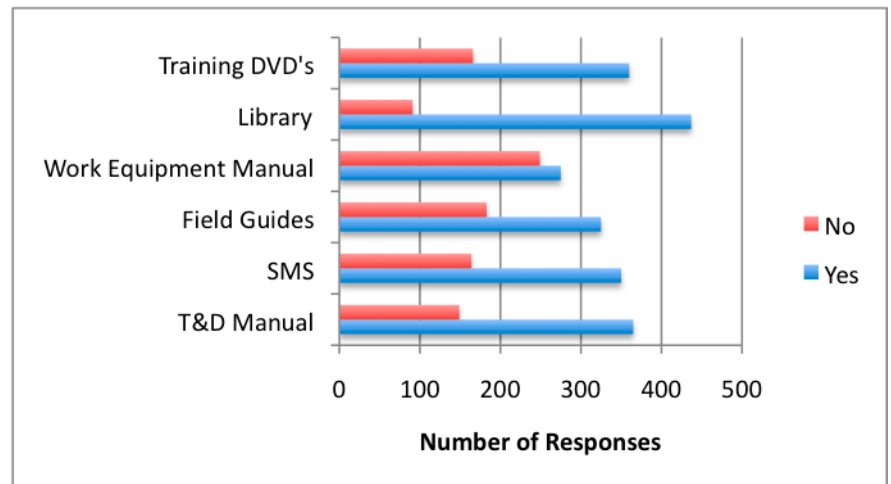
Who pays your subscription?

Over two-thirds of members have their subscriptions paid by the golf club or company where they are based.



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?

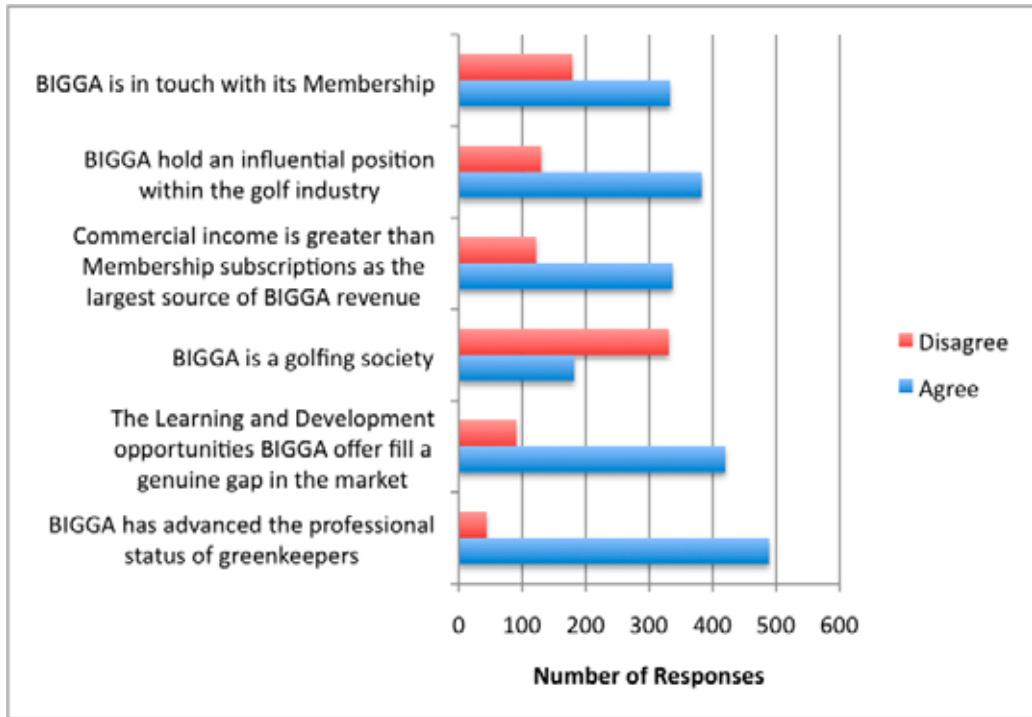
BIGGA Members rate the coverage of Technical Articles as the most useful part of the magazine. The table shows the percentage of members (with actual quantity in brackets) who rate each section as Useful or Very Useful. More than half of those who responded find each part of the magazine useful!

Item	Very Useful	Useful	Not Useful	Don't Read It	Response Count
Course Features	41.4% (230)	54.5% (303)	3.8% (21)	0.4% (2)	556
Continue to Learn Feature	35.8% (197)	53.6% (295)	8.5% (47)	2.0% (11)	550
Buyers' Guide	13.9% (75)	63.1% (346)	17.2% (94)	5.8% (32)	548
Recruitment	38.2% (211)	53.7% (297)	6.5% (36)	1.6% (9)	553
Around the Green	26.5% (147)	62.1% (344)	9.7% (54)	1.8% (9)	554
Education	40.0% (219)	50.2% (275)	7.8% (43)	2.0% (11)	548
Membership News	22.7% (126)	62.1% (345)	12.6% (70)	2.7% (15)	556
Industry News	28.6% (158)	64.7% (357)	5.3% (29)	1.4% (8)	552
New Products	43.3% (241)	52.9% (294)	3.1% (17)	0.7% (4)	556
Technical Articles	56.5% (313)	40.8% (226)	2.0% (11)	0.7% (4)	554
<i>answered question</i>					569
<i>skipped question</i>					32

Do you agree with the following statements?

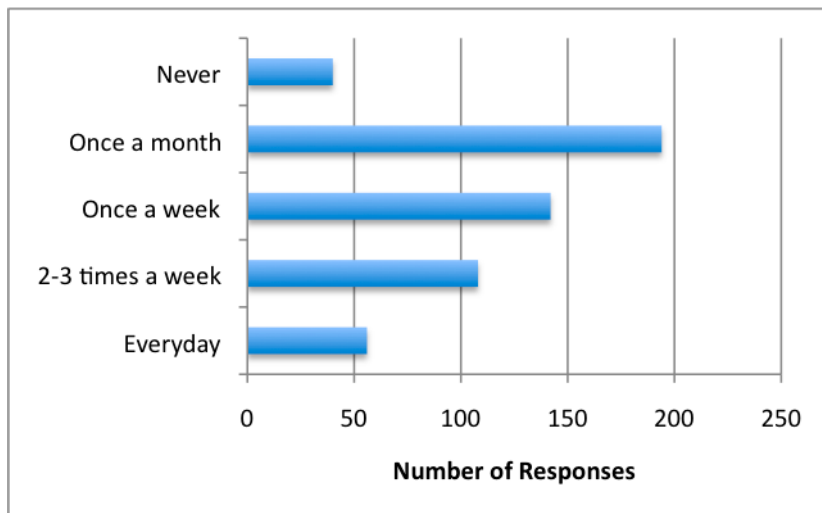
Most agree that BIGGA has advanced the professional status of greenkeepers, while many praise the Learning and Development opportunities.

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.

23. How useful do you find the following areas of the website?					Response Count
	Very Useful	Useful	Not Useful	Don't Use It	
Bulletin Board	42.9% (219)	43.2% (221)	2.7% (14)	11.2% (57)	511
Members' Poll	10.3% (52)	48.9% (248)	21.1% (107)	19.7% (100)	507
Members' Area	27.2% (138)	55.7% (283)	4.5% (23)	12.6% (64)	508
Shop	4.1% (21)	37.1% (188)	27.2% (138)	31.0% (160)	507
Education	24.2% (122)	56.0% (283)	6.1% (31)	13.7% (69)	505
Directory	9.3% (47)	54.5% (274)	13.5% (68)	22.7% (114)	503
Jobs	32.9% (169)	52.2% (268)	4.3% (22)	10.5% (54)	513
Events	18.6% (94)	61.0% (308)	6.5% (33)	13.9% (70)	505
Exhibitions	18.3% (93)	58.5% (298)	8.6% (44)	14.5% (74)	509
What else do you use the BIGGA website for?					57
				answered question	520
				skipped question	81