



MASTICK
SENIOR CENTER

Member Survey

Spring 2017

- **Goals of Survey:**

- Learn how members find out about the Center
- Learn how members find out about monthly activities
- Learn what programs/ activities are of interest for members

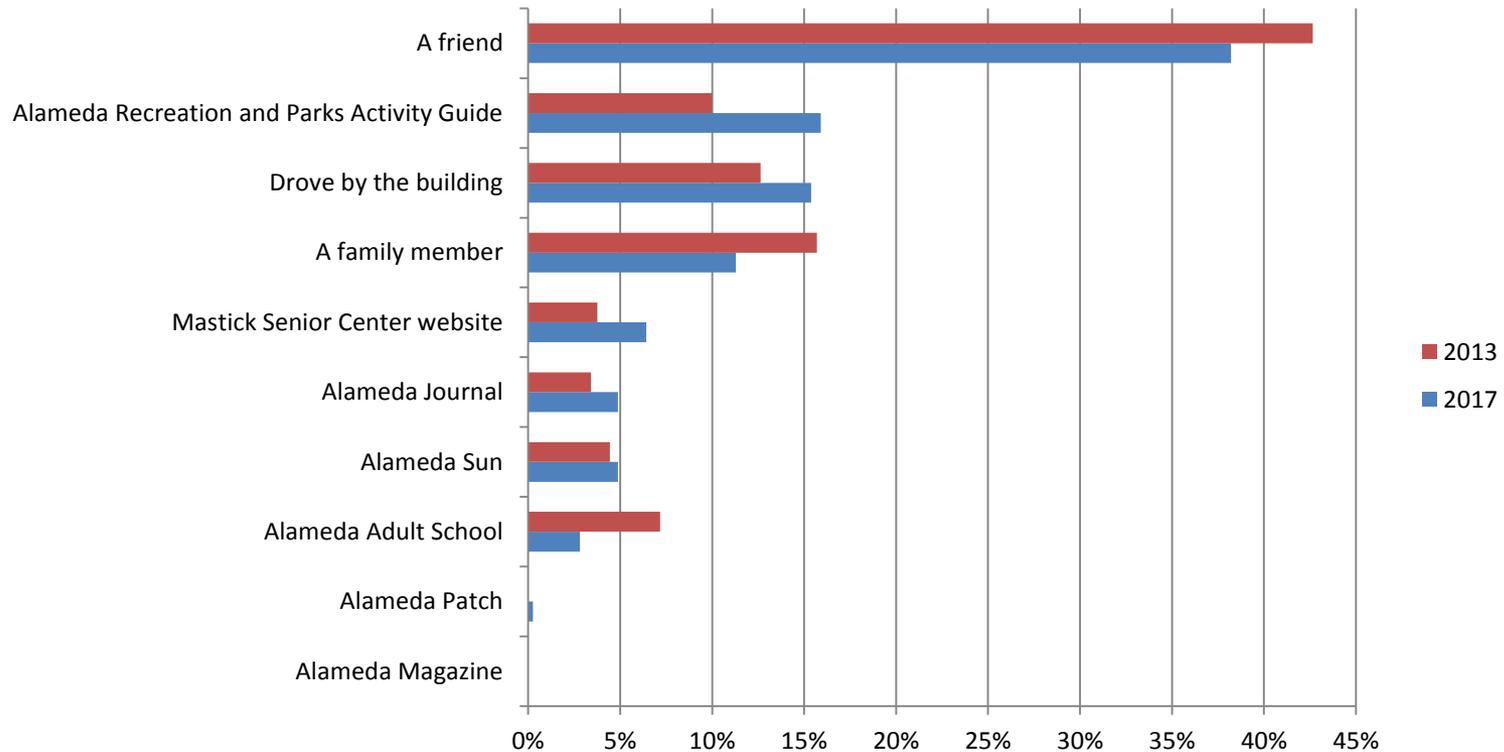
- **Use of Results:**

- Use results to develop strategies to recruit new members
- Promote programs with most effective communication tools
- Use results to guide programming for members

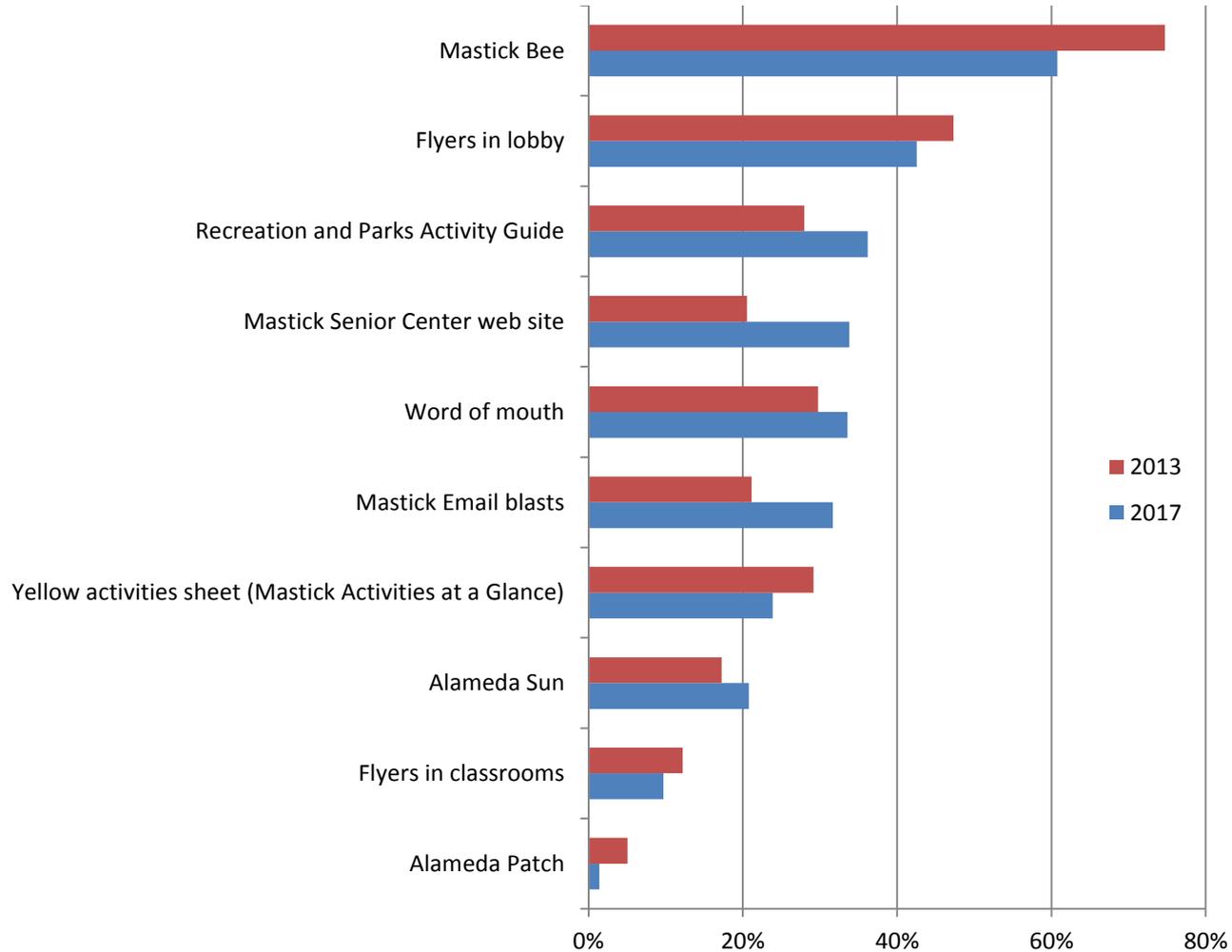
Timing and Distribution

- Announced via email blast with on-line survey link and available at front desk
- Survey was available Jan. 12 – Mar.10,2017
- \$50 gift card drawing was used to improve results. Winner was Ginger Tong.
- 431 responses (367 on-line, 64 paper) represent 14.8% of current membership. Compared to 2013 survey 341 responses (232 on-line, 109 paper)

How did you originally learn about the Mastick Senior Center?



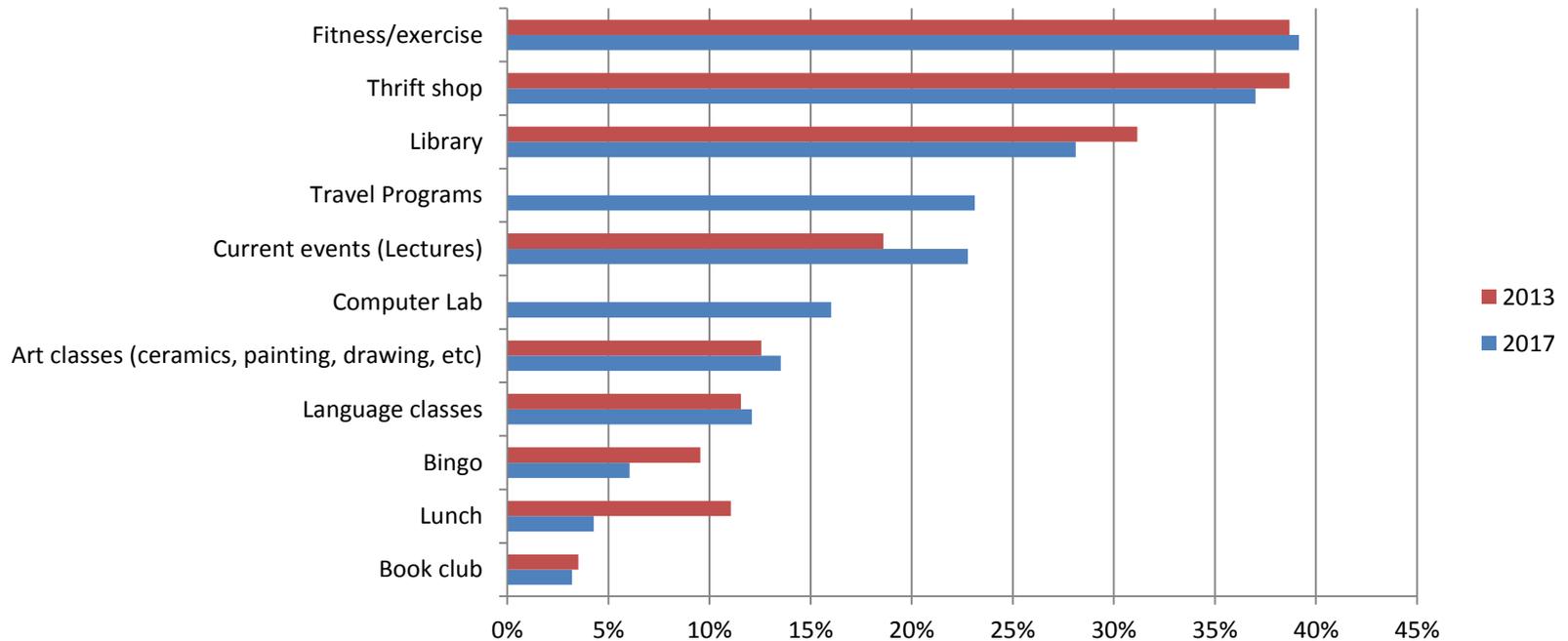
Where do you look for information about events/classes you may want to participate in ? Check all that apply.



Check the activities that might interest you

	2017	2013		2017	2013
Day trips	47%	37%	Holiday parties	11%	12%
Travel opportunities	40%	42%	Investment Club	11%	10%
Afternoon movies	34%	28%	Board games	11%	7%
Theater attendance	33%	35%	Quilting	11%	12%
Computer classes	33%	34%	Needlework	10%	11%
Concerts	29%	25%	Dining Club	10%	8%
Walking group	29%	22%	Woodworking classes	10%	8%
Cooking classes	28%	29%	Bicycling Group	9%	11%
Yoga	27%	22%	Reading program	9%	7%
Outdoor recreational trips	27%	23%	Ping pong	9%	11%
Genealogy	26%	21%	Intergenerational activities	8%	5%
Language classes	26%	23%	Filmmaking	8%	7%
Current events	24%	20%	Billiards/pool	7%	5%
Tai Chi	24%	25%	Computer games	7%	7%
Dance classes	22%	21%	Dining Room Meals	7%	8%
Hiking	21%	15%	White-water rafting	7%	5%
Library services	21%	17%	Bridge	7%	10%
Volunteering in the community	21%	17%	Journal Writing	7%	7%
Medical/Disease seminars	20%	18%	Weaving	7%	7%
Art appreciation	20%	18%	Bowling League	7%	7%
CPR class	19%	20%	Pickle Ball	7%	0%
Music classes	19%	11%	Chorus/choir	6%	7%
Legal services	18%	16%	Employment Services	6%	7%
Line Dancing	18%	18%	Toastmasters (Public speaking)	6%	5%
Knitting/crocheting	18%	18%	Estate Planning	6%	0%
Volunteering at Mastick Center	17%	17%	Scrapbook Design	5%	5%
Drawing classes	17%	16%	Square Dance	5%	10%
Ceramics classes	16%	11%	Pinochle	5%	3%
Medicare counseling	16%	14%	Veterans Group	4%	6%
Bird watching/ studies	15%	10%	Darts	4%	2%
Flower arranging	15%	17%	Softball team	4%	4%
Financial planning	15%	17%	Stamp Collecting	4%	1%
Gardening club	15%	13%	Shuffleboard	4%	3%
Jewelry Making	15%	14%	Coin collecting	3%	3%
Book Club	14%	15%	Horse shoes	3%	0%
Creative writing	12%	12%	Model building	3%	1%
Bocce Ball	12%	0%	Ski Club	2%	2%
Sewing groups	11%	14%	Golf league	2%	5%

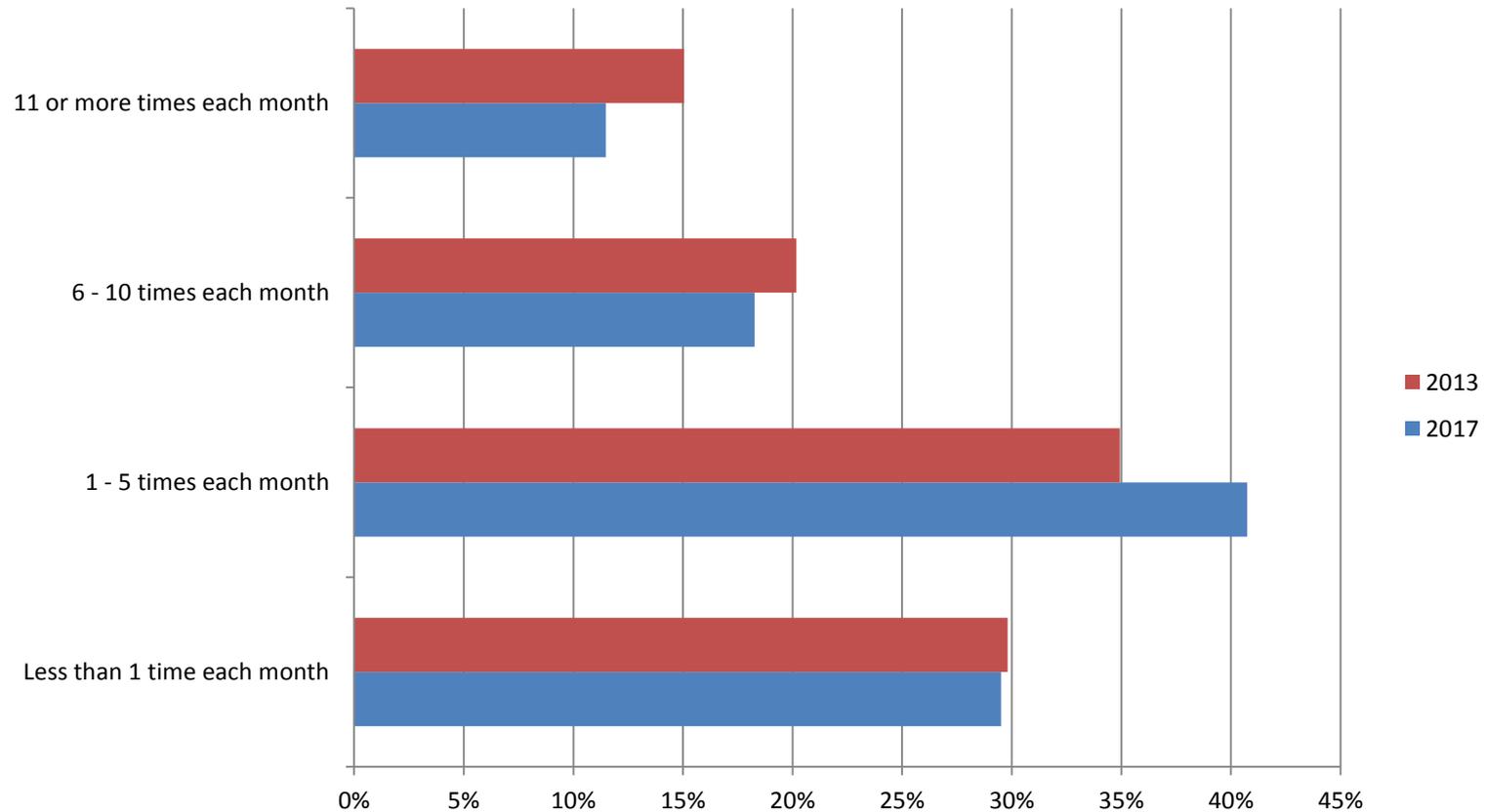
I currently participate in the following activities. Check all that apply.



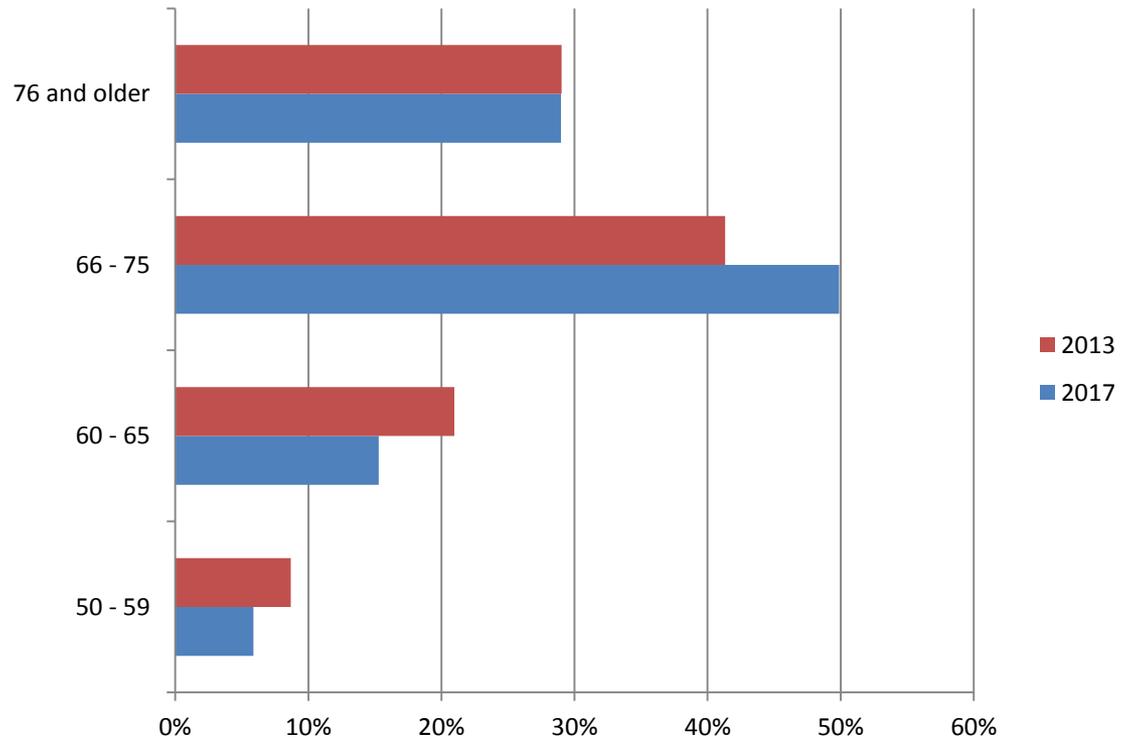
Notes:

- Fitness/exercise are the most popular classes offered at the Center. Fitness was not listed as a specific exercise class on the survey's "List of Classes That Might Interest You". This was an oversight and will be added as a class on future surveys since 15 responses indicated an interest.
- Computer Lab and Travel Program were not a choice on the 2013 survey.

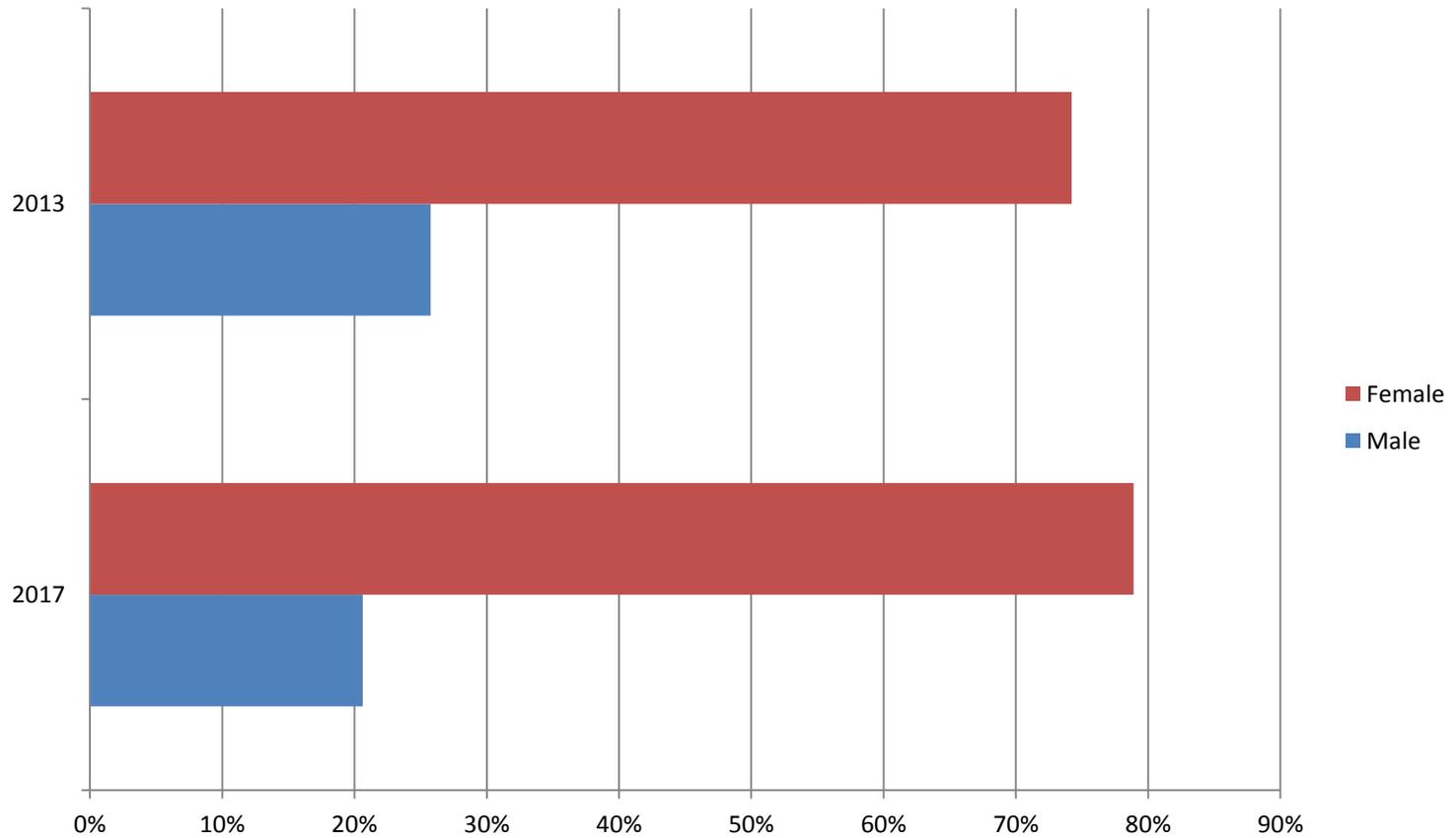
How often do you visit the center?



What is your age?



What is your gender?



What is your Race/Ethnicity? Check all that apply

