



St Moritz Tobogganing Club

Membership Survey Results

Summary Report

24th November 2020

Executive Summary

The SMTC have commissioned an online Survey with the Membership to better understand the attitudes and engagement of the Membership with the Club.

- 640 responses were submitted, representing 45.5% of the Membership taken from the full email distribution list of 1,406. The sample achieved was closely aligned to the profile of the total Membership.
- The questionnaire consisted of both closed and open-ended questions where Members were given the opportunity to express their views. The exceptionally high level of comment in the open-ended questions indicates a high degree of engagement of the respondents with the Survey.

Conclusions

- The Membership are almost universally enthusiastic, encouraging and supportive of the Club and value its culture and 'Club Spirit' and have used the Survey to express their affection and support for the Club and what it means to them.
- Whilst the issues relating to the admission of female riders have caused considerable discussion and a degree of discomfort, there is no indication that there is a significant negative view of the outcome. The findings suggest rather the reverse, that there is considerable positive support for the initiative and for further equality of opportunity for female riders.
- Across the sample there is an indication that Members are visiting and riding significantly less than in previous seasons. However, the responses indicate that this is as a result of personal circumstances, such as time pressure and family commitments, rather than Club-specific issues.
- Financial concerns are seen as a less significant concern than might be expected and this is reflected in the responses to attitudinal statements around the costs of riding and staying in St Moritz.
- The distinctiveness of the Club is focused around the experience of riding, the culture of the club and its Members and this is reflected in their claimed motivations to join the SMTC.
- Riding the Cresta, the friendships, culture and social aspects of the Club, in the Clubhouse and at the Sunny Bar are emphatically the aspects that are most important for Members – much more so than racing or competitive spirit.
- Social and sporting events away from the Run and the Sunny Bar – whether in St Moritz, London or elsewhere are seen as much less important and take a much lower priority.
- Given some Members' perceptions of a sense of division, the findings regarding the extent of change in Club Spirit are very encouraging, with a very small minority expressing significantly negative views.
- In fact, there is positive endorsement for female riders, overall atmosphere and more inclusive culture and behaviour as contributing to the 'change for the better'. 'Changes for the worse' are expressed at a lower level overall and relate to the atmosphere and nature of Members with only a small number attributing that change to female riders.
- Looking ahead, the Membership have provided a very clear indication of their priorities – that the focus should be on the culture and atmosphere of the Club – the 'Club Spirit' that they value so highly.



Executive Summary

Summary Findings

- In the context of Covid, respondents were asked their intention to visit the Cresta in 20/21 Season subject to the restrictions in place at the time. 45.5% said that they would be 'very likely' to visit and a further 20.5% were 'likely' to visit – a total of 66% expressing a clear intention, which is very encouraging.
- Amongst the 65% of the sample who spent time in St Moritz last season, most spent around a week there – with over 70% spending less than 2 weeks. 15.6% (65) claimed to spend more than 25 days. However, more than a third of Members who visited St Moritz claimed that the time they spent there was 'less' than in previous years, compared to 10% saying they had spent 'more'.
- Of the 52% of Members who visited St Moritz last season nearly half, 48.7%, made only one trip and a further 21% visited twice. A third claimed that this was 'less' than in previous years compared to only 6% saying this was 'more'.
- Similarly, amongst the 14.3% of Members who are resident in St Moritz, 38% claimed that they had visited the Run 'less than in previous years' compared to only 6.5 % saying that this was 'more' than in previous years.
- Amongst the 46.6% of the sample who claimed to have ridden the Cresta, the number of rides was evenly spread, with 50.3% claiming between 1 and 15 rides. 45.8% claimed that this was 'less' than in previous seasons, and only 9.8% claiming that it was 'more'.
- When asked why they had answered 'less' in the previous questions, the 50.3% of the sample who answered this question gave responses which related predominantly to personal circumstances (31% increased time pressure/30.4% family commitments) and health/injury (44.7%), rather than the culture of the Club (9.6%) or women riding (6.2%) or Club-specific financial pressures.
- Similarly, when asked why they had answered 'more' in the previous questions, amongst the small 10% of the sample who answered this, the substantive reasons were also personal (27.7% More enjoyment of riding/24.6% Less pressure on time/23.1% Change in personal circumstance) rather than Club-specific.
- The exploration of issues relating to the cost of riding and staying St Moritz suggested that, for the majority, the costs are felt to be reasonable and have not become significantly prohibitive. The responses indicate that the Cresta is seen as an essential activity for 55% of the sample and that cost is not a concern. However, there is acknowledgment that the costs do make it difficult for younger members, with 76% agreeing with this concern.
- When asked what makes the SMTC different from other Clubs, there were high levels of endorsement for 'the experience of riding the Cresta' 86.8% and the culture – 'Heritage and history' 81.8%, 'Atmosphere and Club Spirit' 80% and 'Character of Membership' 76.5%. Interestingly there are comparatively low scores for 'the races/competitive spirit' 49% and the 'dangerous sport' aspect of riding 44.5%.



Executive Summary

Summary Findings - continued

- Similarly, in responses to the question regarding motivation to join the Club, where 'Being part of a unique Club' 76.7% and 'the opportunity to ride the Cresta regularly' 73% are clear stand out 'top scores'. There are significantly lower score for 'Social life away from St Moritz' 15.3% - this is reinforced in later questions.
- When asked about what is important about Membership of the Club, 'Friendships' 87.9% is the stand-out top score, followed by 'Riding the Cresta Run' 79.5% and the culture - 'Eccentric Characters and behaviours – the 'fun' of the Club' 70.7%, 'History and traditions' 69% - and then by social events in the Clubhouse and at the Sunny Bar. Other events, social or sporting, either in St Moritz, London or elsewhere, are mentioned at much lower levels.
- This is demonstrated emphatically in the 'Top 3' factors which are most important to respondents – 'Riding the Cresta' 73.5% and 'Friendships' 70.5% are the clear 'winners'. Followed by racing, culture and social life at the Clubhouse and Sunny Bar and, as in the previous questions, activities away from the Club scoring at a much lower level.
- When asked what aspects have changed 'for the better' in the recent past, 'Friendships' 31.2%, 'Social life at the Clubhouse' 23% and 'Riding the Cresta' 20.6% receive the top scores.
- And 'for the worse' scores are at a lower level with 'Riding the Cresta' 18%, 'Social life at the Clubhouse' 17.1% and 'Competing in races' 15.5% being in the top positions. As is evident there is a degree of polarisation.
- When asked about the extent to which the 'Club Spirit' has changed in the recent past, 20.5% say that it has changed 'slightly for the better' and 8.9% say 'significantly for the better'; whilst 22.6% say that it is has changed 'slightly for the worse' and 5.4% say it has changed 'significantly for the worse'.
- The 29.4% of those identifying 'changes for the better' attributed the change to 'More opportunities for female riders' 63%, 'Changes in overall atmosphere' 46% and 'More inclusive cultures and behaviours' 36.3%.
- By contrast, the 28% of respondents citing 'Changes for the worse' attributed the change to 'Changes to atmosphere' 65.2%, 'Fewer interesting people' 48.2% and 'More opportunities for female riders' 34%.
- In terms of 'future priorities', the direction is clear with 81.4% of respondents endorsing a 'Focus on Culture and atmosphere – 'Club Spirit'', followed by 'Focus on improving the experience of current members' 45.6% and 'Pro-active recruitment of new Members' 44.1%.

24th November 2020



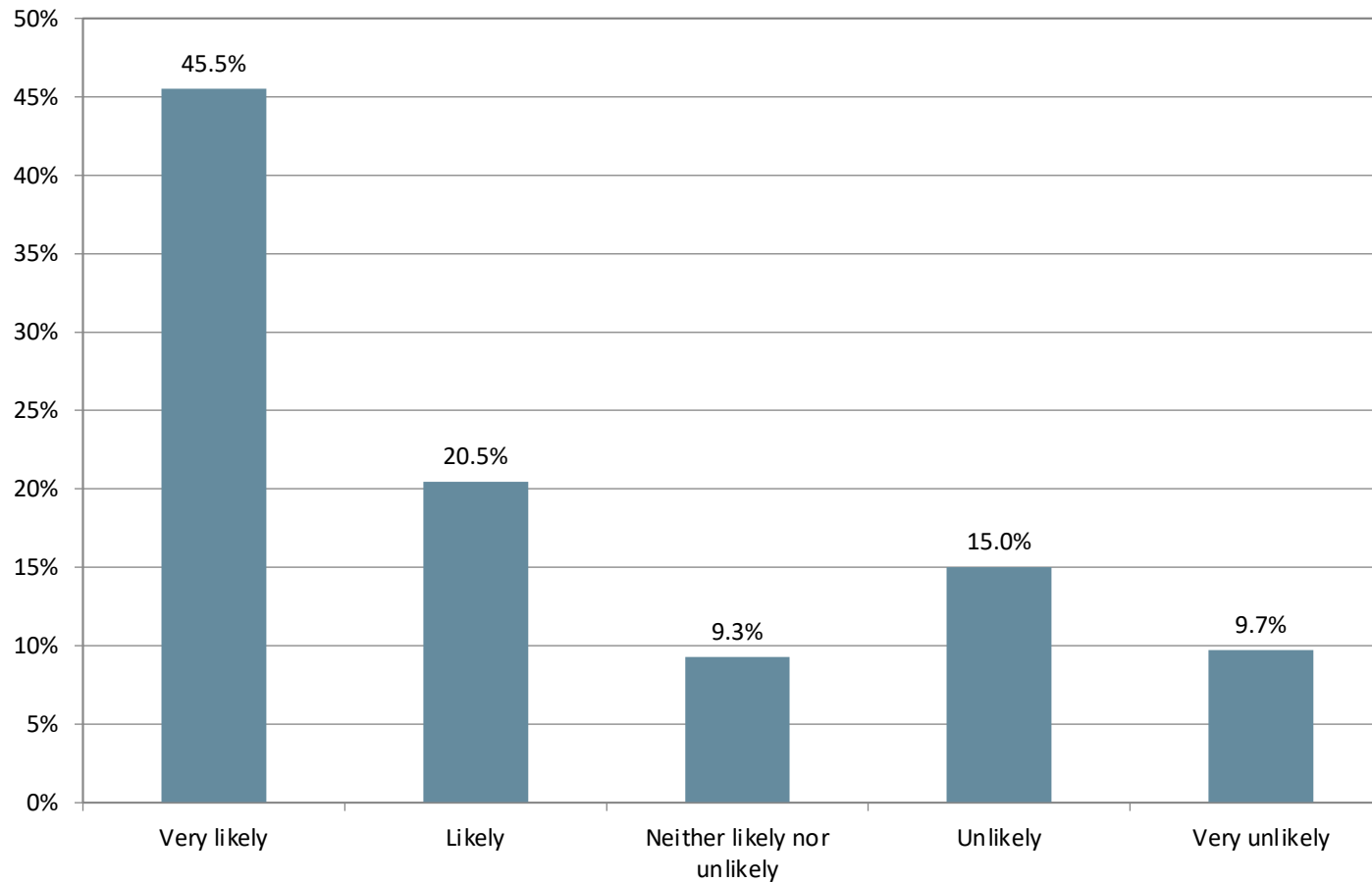
Charts

- Q11: Subject to the Covid-19 restrictions in place by the time we get to December 2020, all things being equal, how likely do you think are to visit the Cresta in 2020/21 Season?
- Q8: If you answered 'less than in previous years', to the preceding questions, to what do you attribute this?
- Q9: If you answered 'more than in previous years', to the preceding questions, to what do you attribute this?
- Q12: In your opinion, what makes the SMTC different from other Clubs?
- Q14: What is important to you about your membership of the Club?
- Q15 Which 3 of these are most important to you about your membership of the Club?
- Q17: To what extent do you feel that the 'Club Spirit' has changed in the recent past – say 5 years?
- Q18: If it has changed for the better, what has brought about that change?
- Q19: If it has changed for the worse, what has brought about that change?
- Q20: What do think are the key challenges for the future?
- Q21: What should our priorities be in the next few years?



Q11: Subject to the Covid-19 restrictions in place by the time we get to December 2020, all things being equal, how likely do you think are to visit the Cresta in 2020/21 Season?

Number of respondents: 626

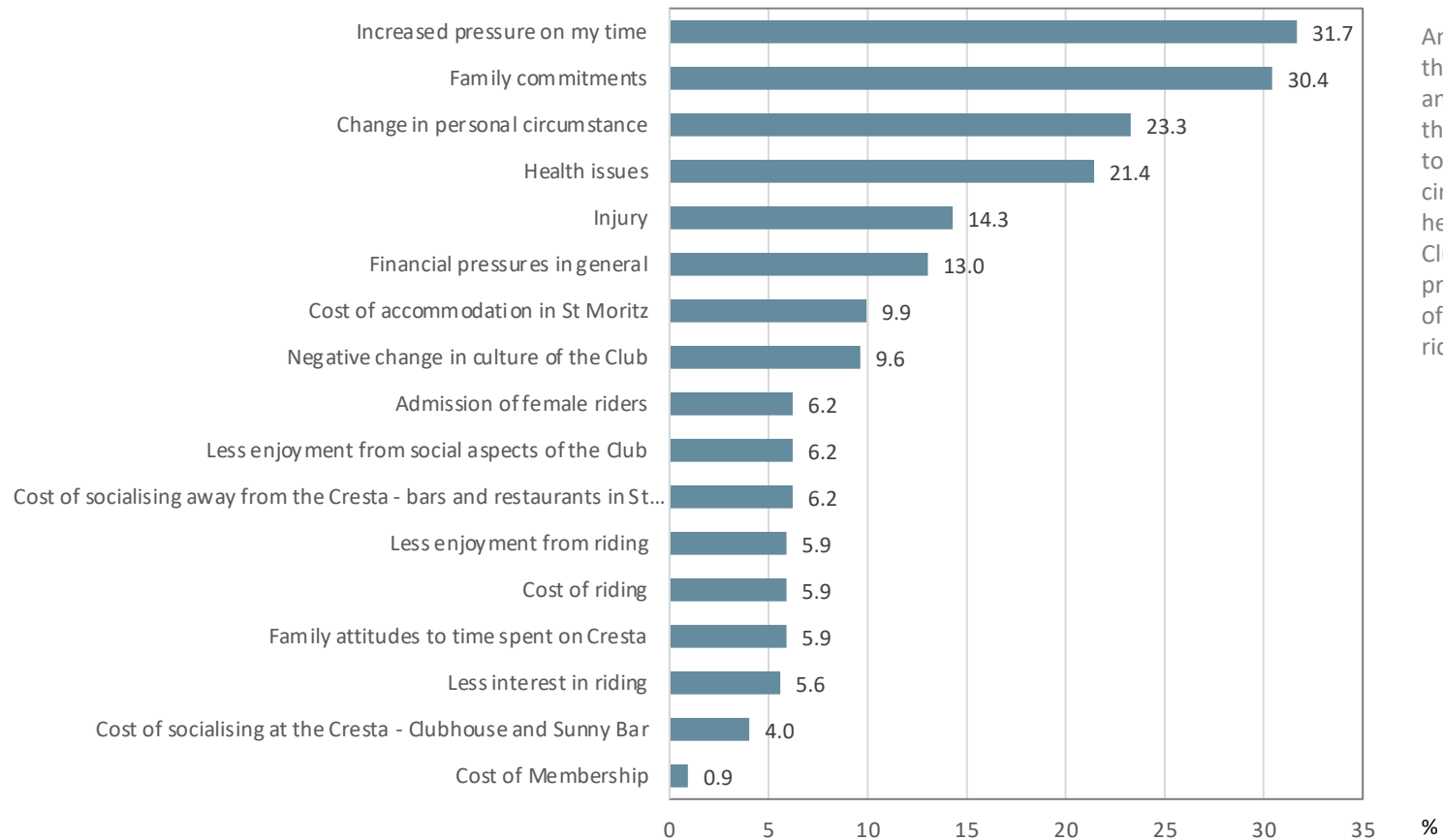


These are encouraging findings.... It is hard to predict what the reality will be.



Q8: If you answered 'less than in previous years', to the preceding questions, to what do you attribute this? % of those answering

Number of respondents: 322 = 50.3% of Total Sample

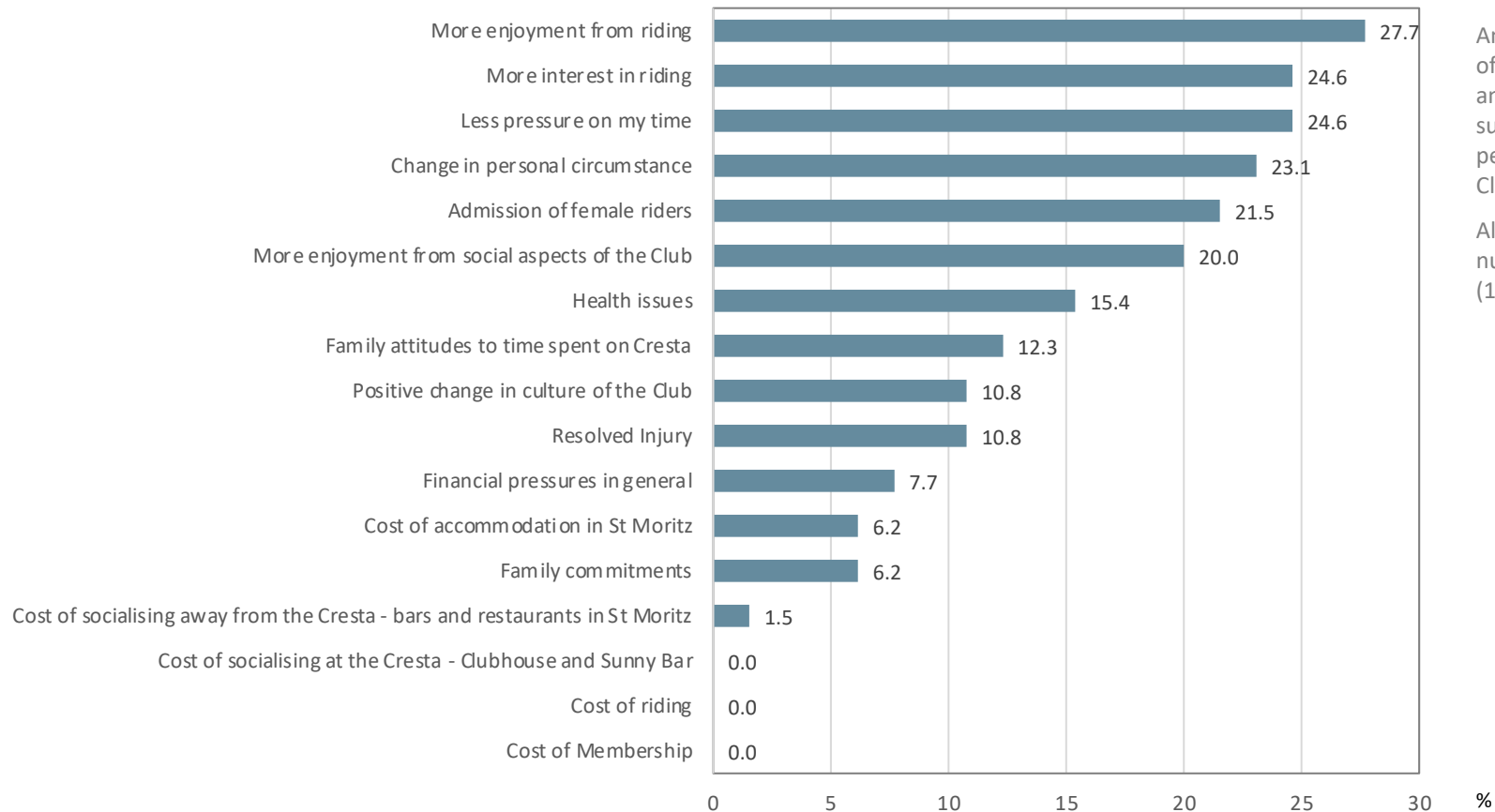


Amongst the 50.3% of the sample who answered this question, the responses related to personal circumstances and health, rather than Club-specific financial pressures, the culture of the Club or women riding.



Q9: If you answered 'more than in previous years', to the preceding questions, to what do you attribute this? % of those answering

Number of respondents: 65 = 10.1% of Total Sample NB: Small Sample Size



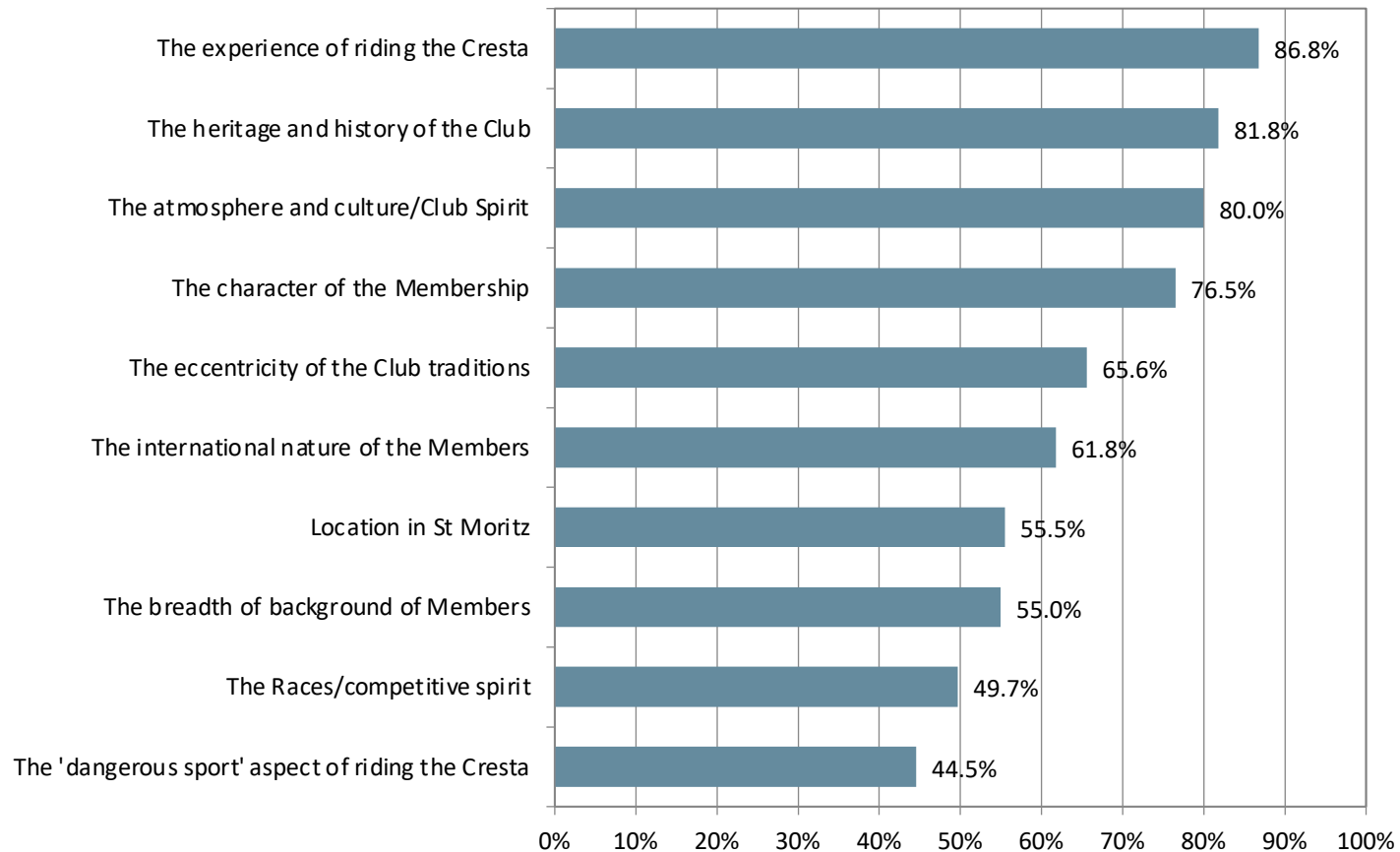
Amongst the small 10% of the sample who answered this the substantive reasons are personal rather than Club-specific.

Alongside a small number of mentions (14) of female riders.



Q12: In your opinion, what makes the SMC different from other Clubs?

Number of respondents: 604



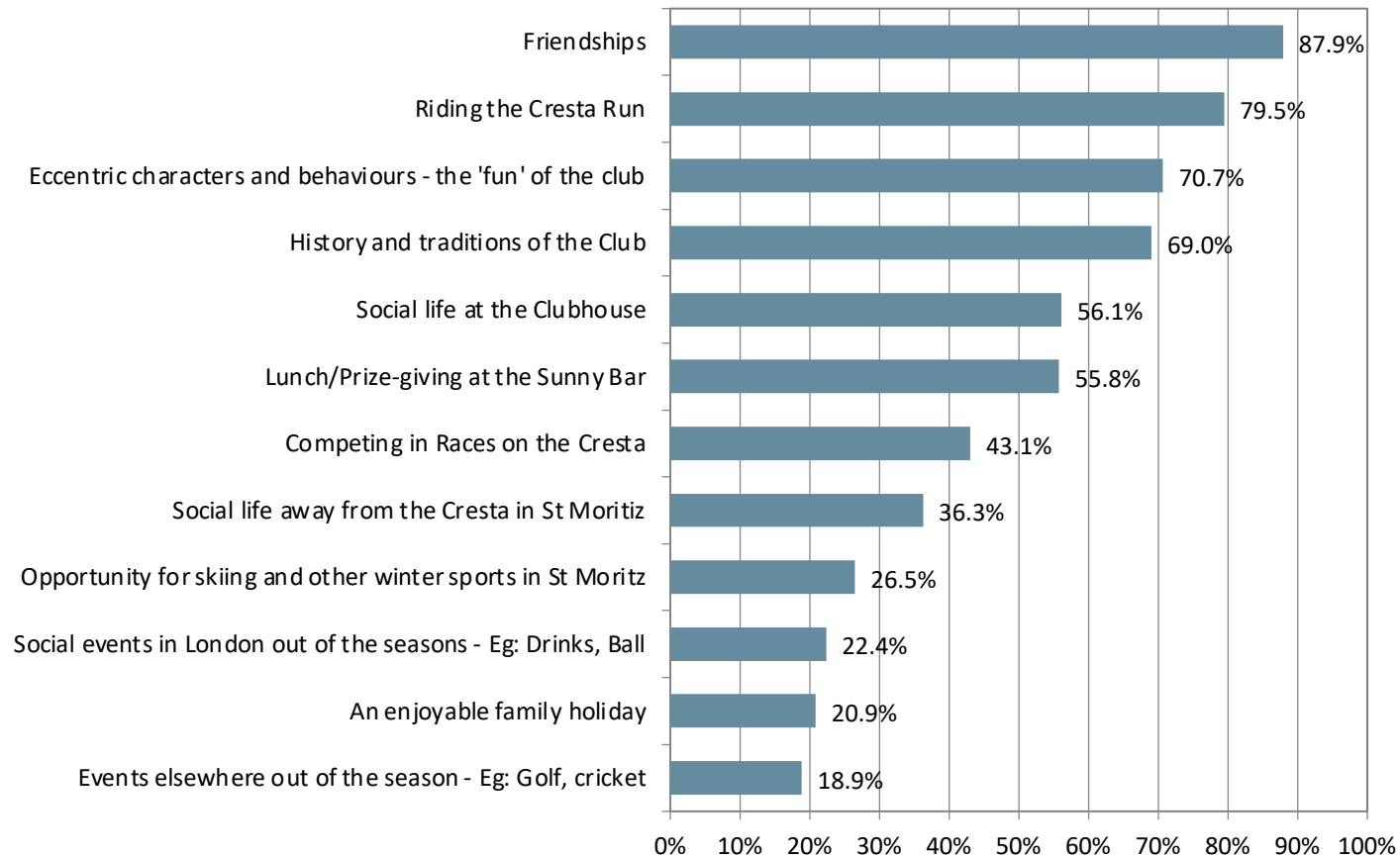
High levels of endorsement for riding and the culture..

...and interestingly low scores for racing and the 'dangerous sport' aspect of riding,



Q14: What is important to you about your membership of the Club?

Number of respondents: 604



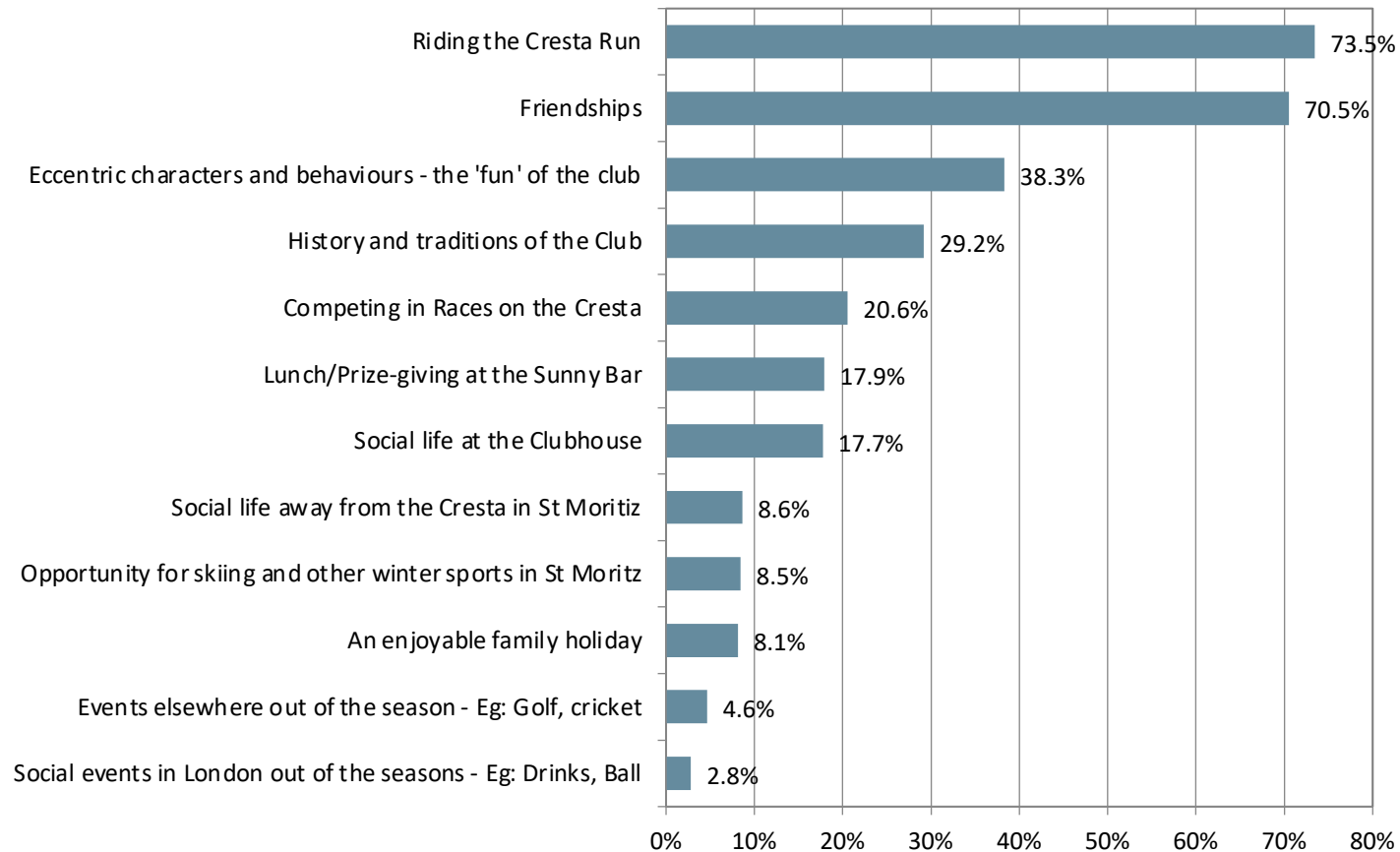
'Friendships' is the stand-out top score, followed by riding and culture - and then by social events in the Clubhouse and at the Sunny Bar.

Other events – either in St Moritz, London or elsewhere are mentioned as important at much lower levels.



Q15: Which 3 of these are most important to you about your membership of the Club?

Number of respondents: 603



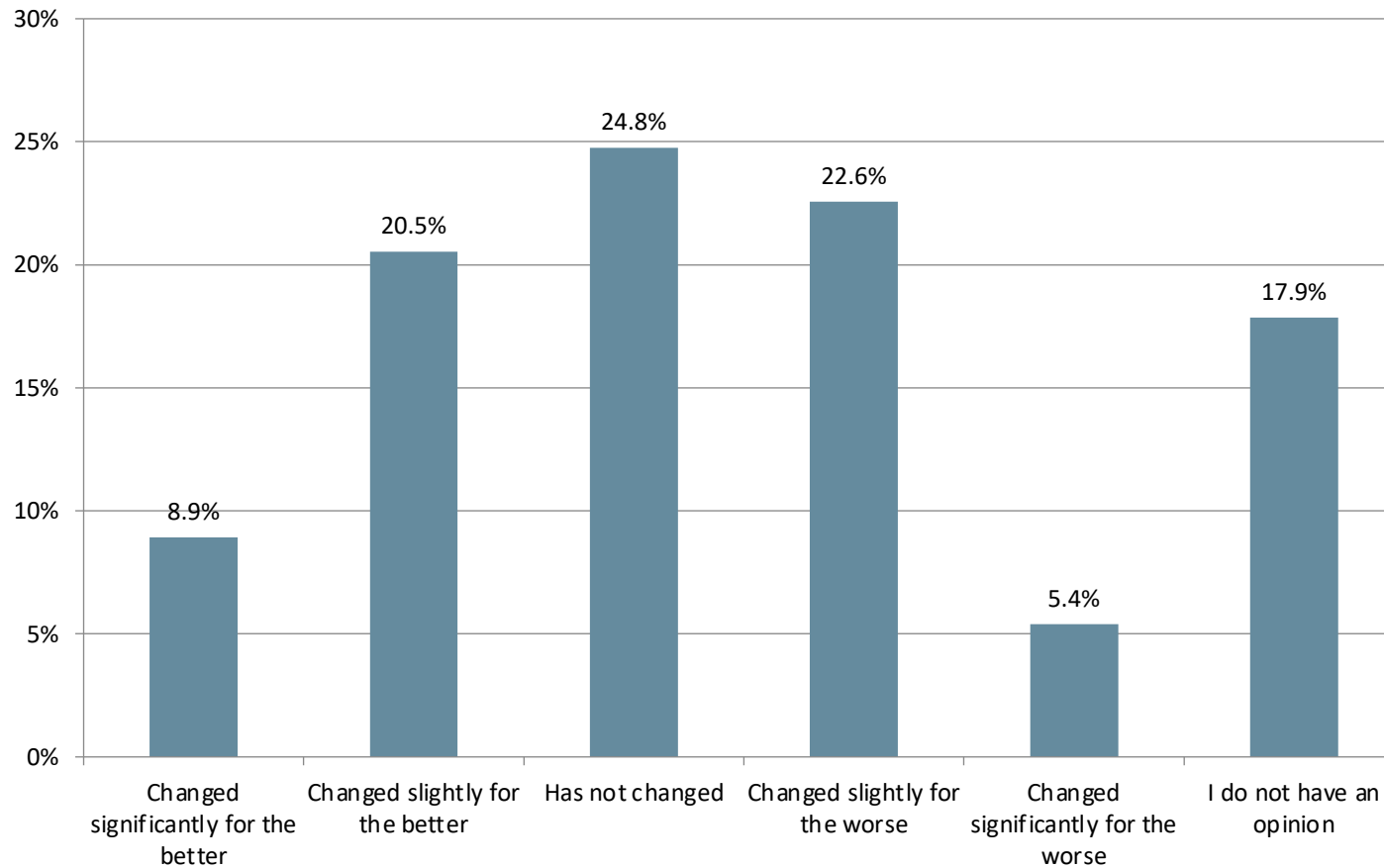
When asked for the top 3 – 'Riding' and 'Friendships' are the clear 'winners'.

Racing, culture and social life at the Clubhouse and Sunny Bar are the runners-up, with activities away from the Club scoring at a much lower level.



Q 17: To what extent do you feel that the 'Club Spirit' has changed in the recent past – say 5 years?

Number of respondents: 594

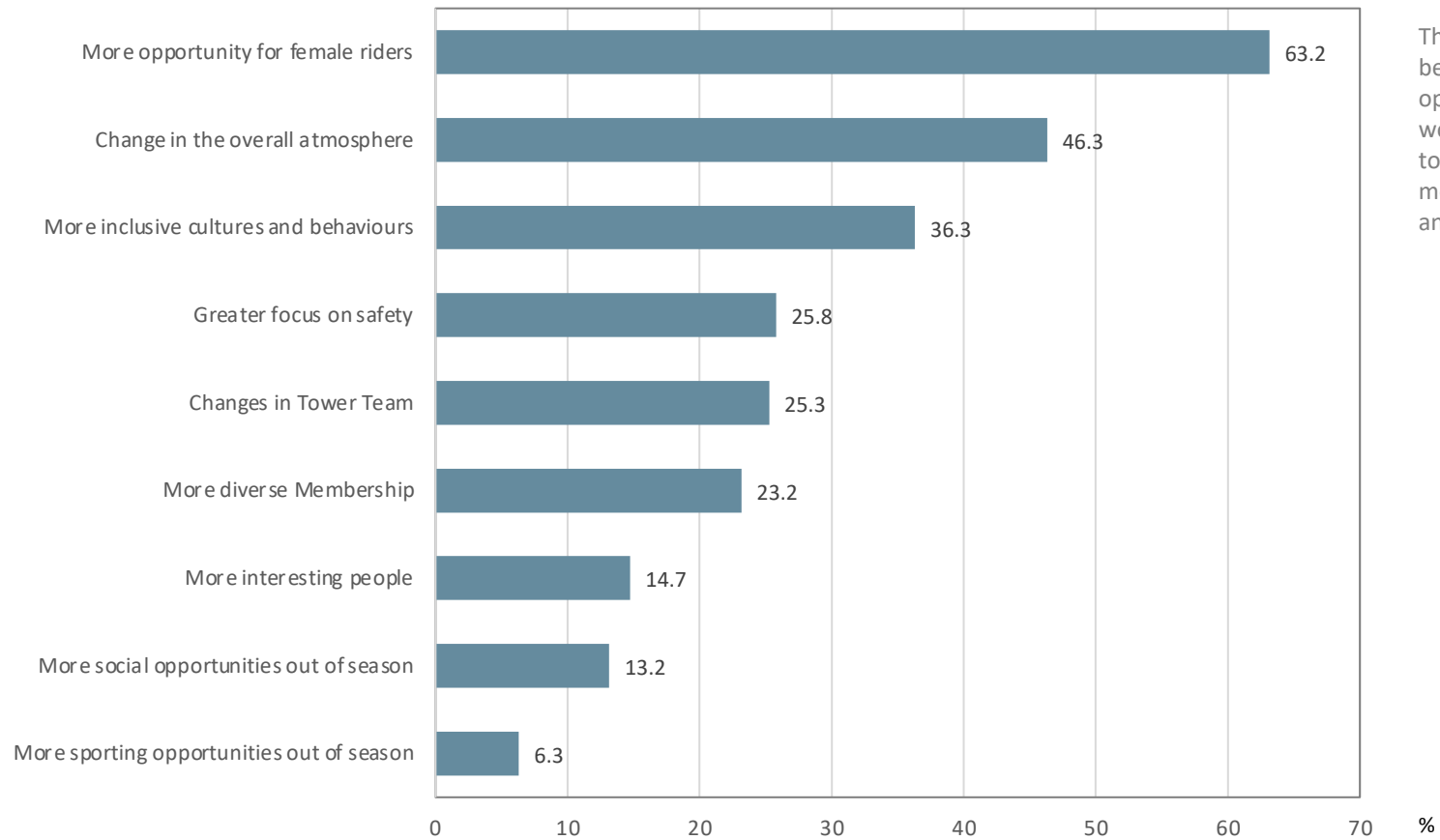


This is positive – there are few responses in the 'top' and 'bottom' boxes and a clustering around 'Has not changed' or an equal slight change in either direction.



Q18: If it has changed for the better, what has brought about that change? % of those answering

Number of respondents: 190 =29.7% of Total Sample NB: Relatively small sample

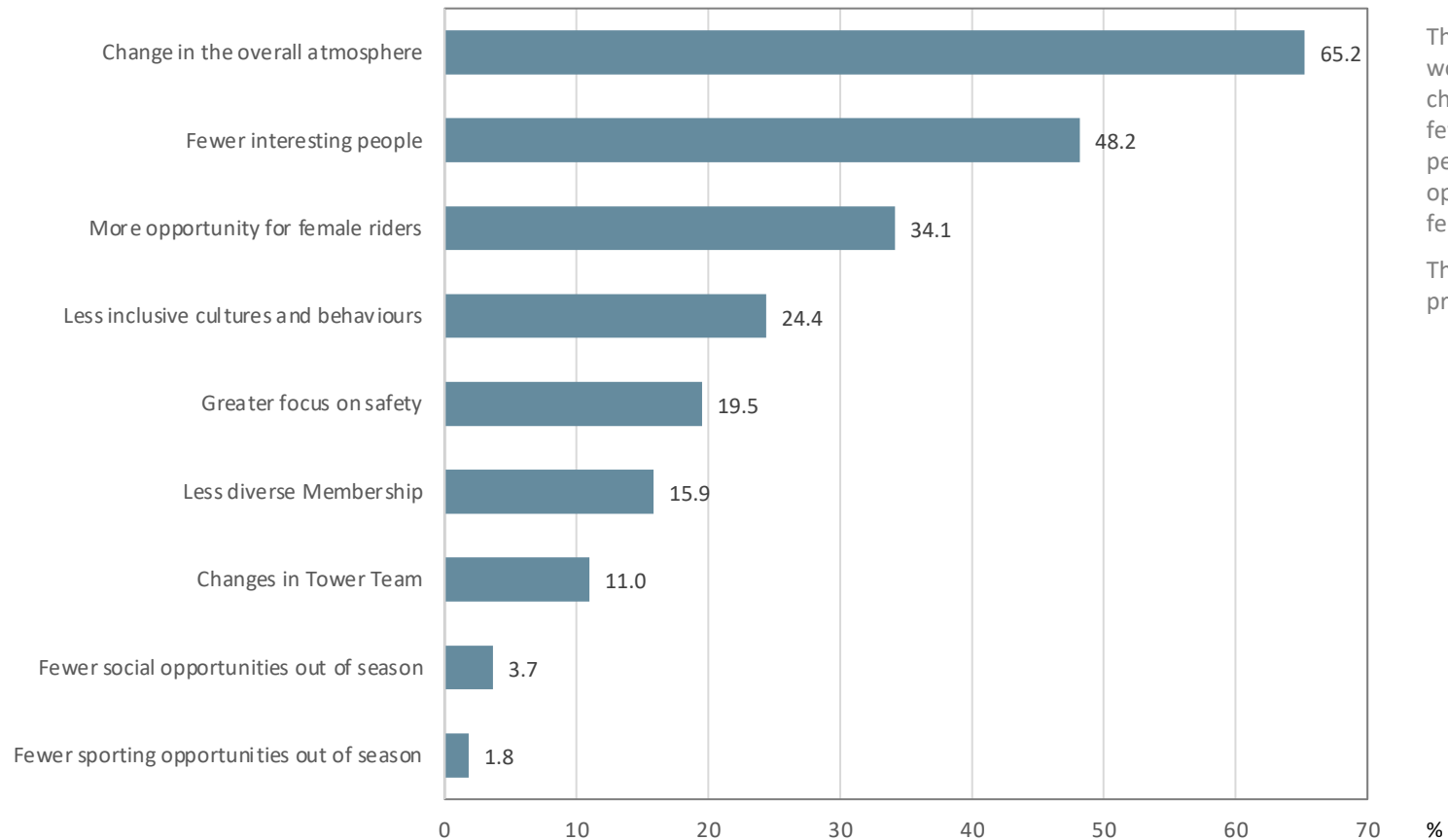


The changes for the better are attributed to opportunities for women riders, changes to atmosphere and more inclusive cultures and behaviours.



Q19: If it has changed for the worse, what has brought about that change? % Answering 'for the worse'

Number of respondents: 164 =25.6% of Total Sample NB: Relatively small sample



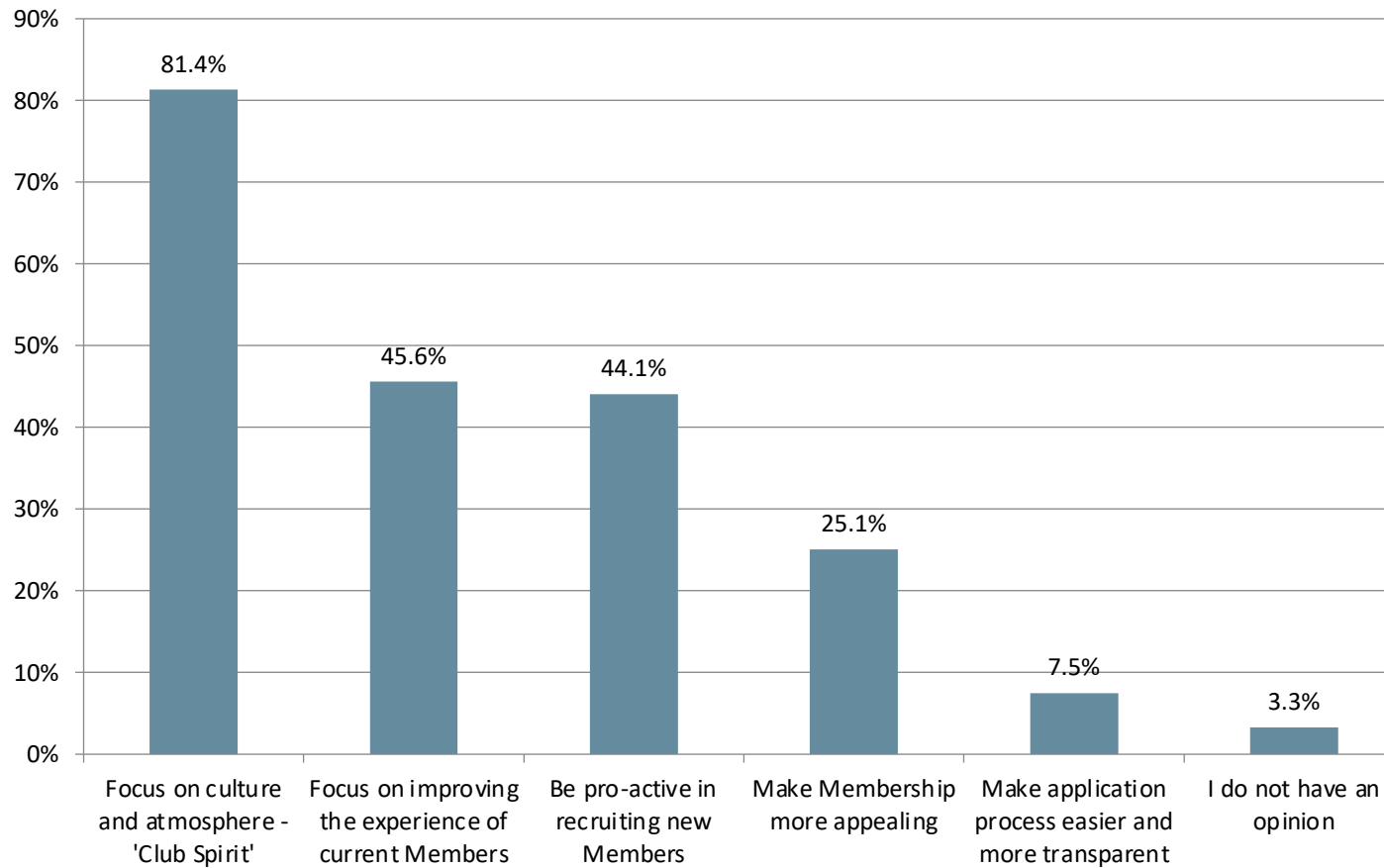
The changes for the worse are attributed to changes to atmosphere, fewer interesting people and more opportunities for female riders.

The flip side of the previous chart.



Q20: What should our priorities be in the next few years?

Number of respondents: 574



A clear indication of where the Members think the focus should be!