

ADAA MEMBERS SURVEY 0323

Thursday, May 11, 2023

276

Total Responses

Date Created: Tuesday, March 21, 2023

Complete Responses: 276

General: We received a total of 276 responses, although this is less than 50% of the Association's membership, we believe this still provides a good representation of our members preferences.

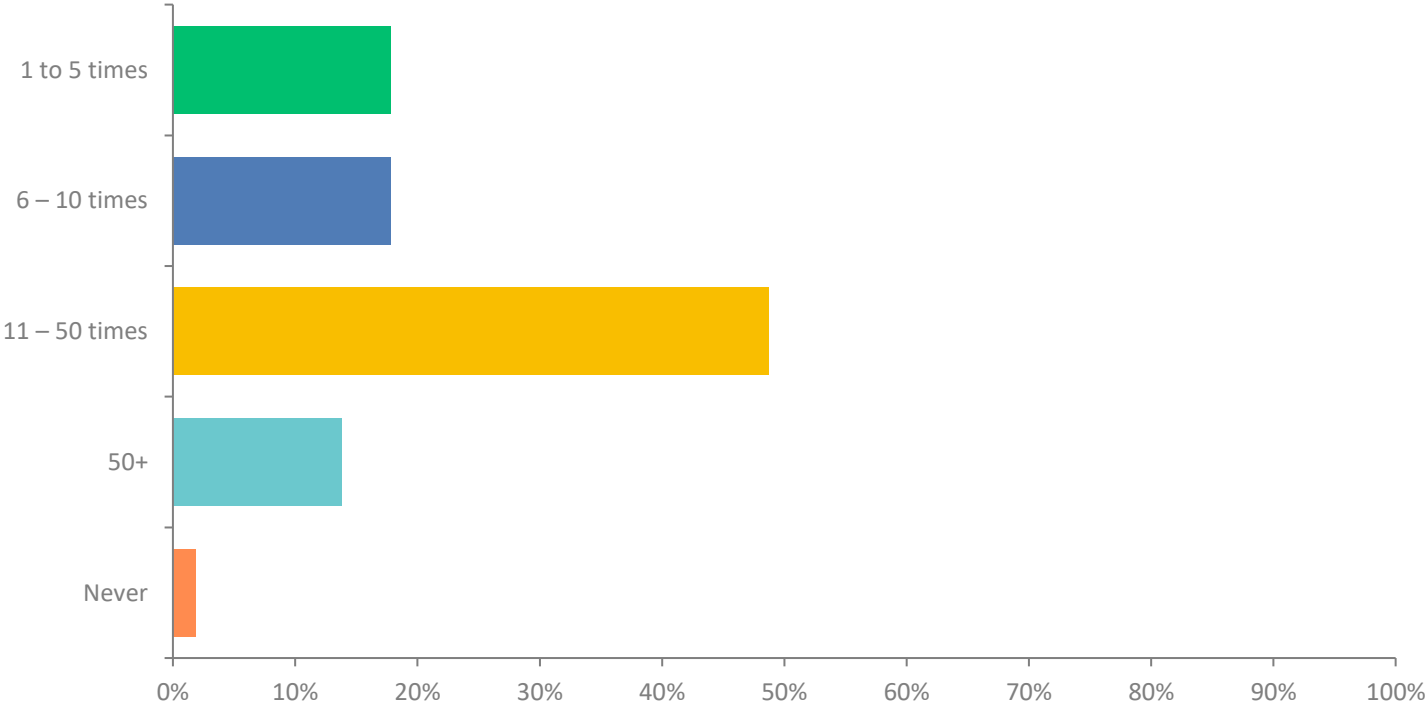
One of the obvious highlights (Q8) is that almost 98% of the respondents believes that the association provides good value for money.

Members responses to Q11,Q12,Q13 & Q14 provide an excellent insight into our members opinions and priorities and will be valuable in shaping our future actions. (There are numerous positive comments on the way the association is currently run).

Eleven members indicated that they might be interested in joining the committee, 1 has responded so far.

Q1: How often do you fish our waters each season?

Answered: 275 Skipped: 1



Q1: How often do you fish our waters each season?

Answered: 275 Skipped: 1

ANSWER CHOICES	RESPONSES	
1 to 5 times	17.82%	49
6 – 10 times	17.82%	49
11 – 50 times	48.73%	134
50+	13.82%	38
Never	1.82%	5
TOTAL		275

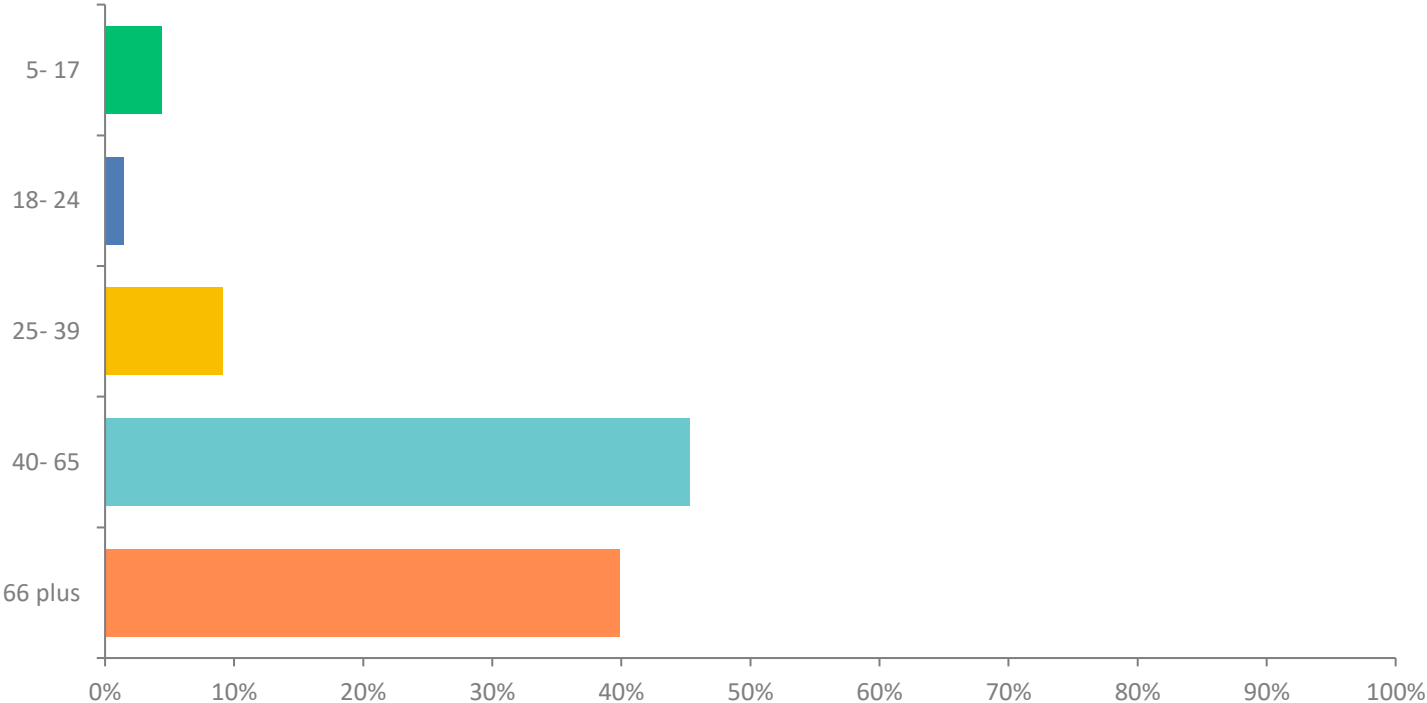
Q1: How often do you fish our waters each season?

Answered: 275 Skipped: 1

The majority 11 to 50 times. A very small minority never (5).

Q2: What is your Age band?

Answered: 276 Skipped: 0



Q2: What is your Age band?

Answered: 276 Skipped: 0

ANSWER CHOICES	RESPONSES	
5- 17	4.35%	12
18- 24	1.45%	4
25- 39	9.06%	25
40- 65	45.29%	125
66 plus	39.86%	110
TOTAL		276

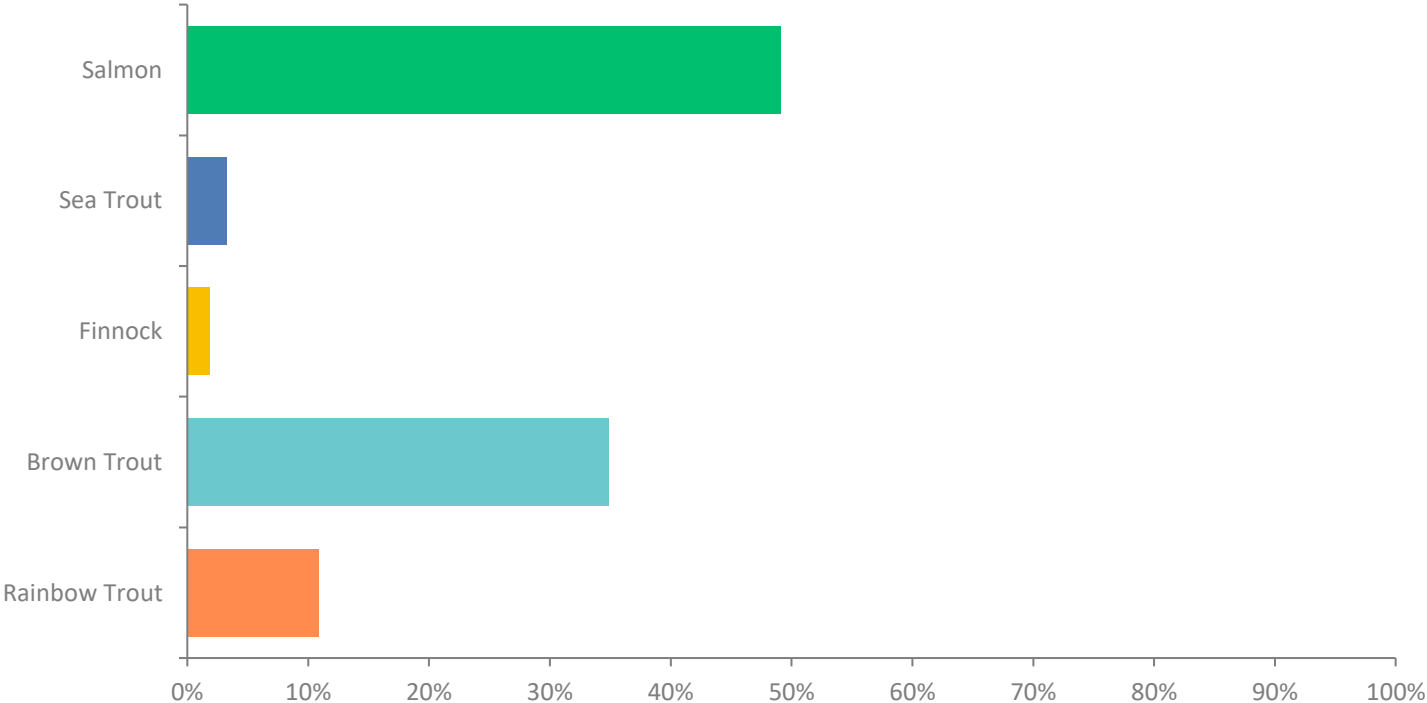
Q2: What is your Age band?

Answered: 276 Skipped: 0

These results indicate again there is an aging membership. Various initiatives have been or are to be put in place such as encouraging more youngsters to join. As the Senior Citizens membership subscriptions are discounted by approximately 40%, this loss in income is impacting the financial strength of the Association.

Q3: What do you fish for most often?

Answered: 275 Skipped: 1



Q3: What do you fish for most often?

Answered: 275 Skipped: 1

ANSWER CHOICES	RESPONSES	
Salmon	49.09%	135
Sea Trout	3.27%	9
Finnock	1.82%	5
Brown Trout	34.91%	96
Rainbow Trout	10.91%	30
TOTAL		275

Q3: What do you fish for most often?

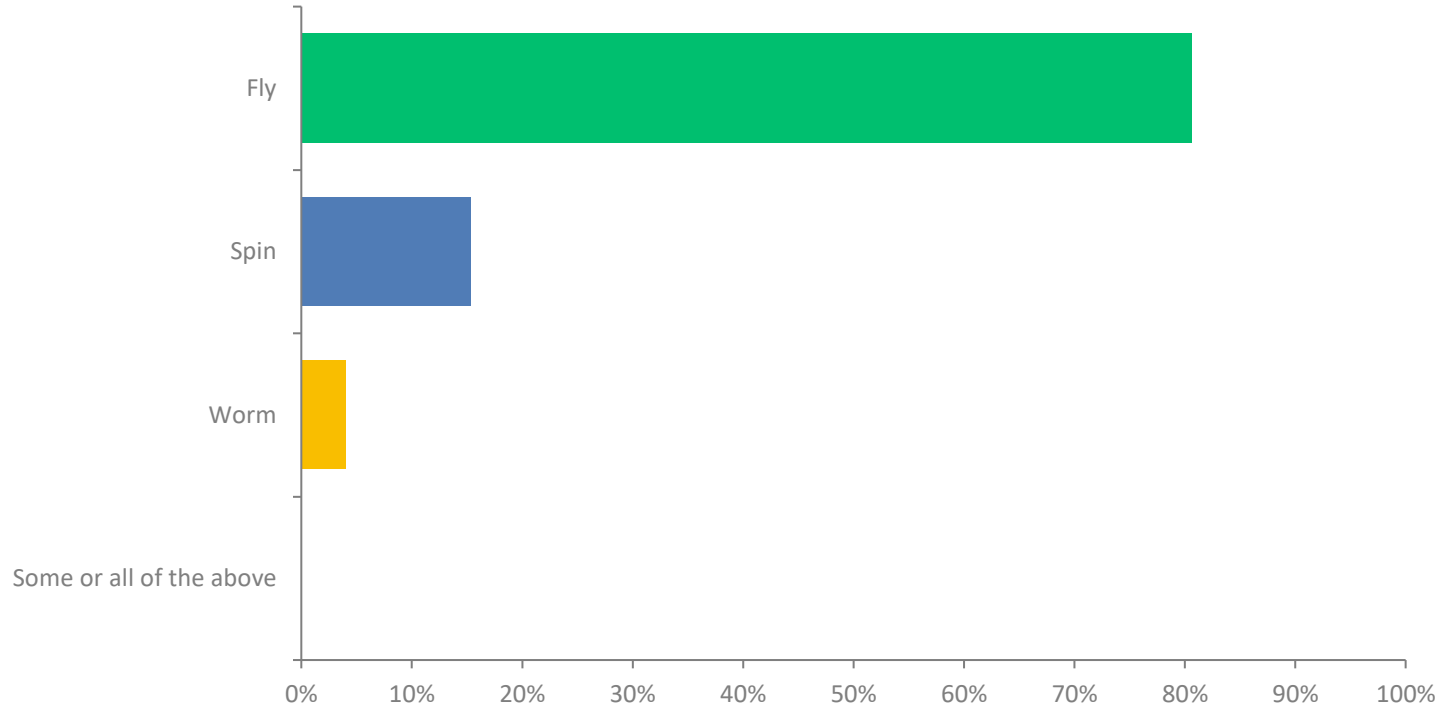
Answered: 275 Skipped: 1

The majority fish for salmon (135) & brown trout (96). Next Rainbows (30). Fewer sea trout (9) & finnock (5).

Members are likely to fish for multiple species throughout the season dependant on water conditions etc.

Q4: What's your favourite method of fishing?

Answered: 274 Skipped: 2



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Answered: 274 Skipped: 2

ANSWER CHOICES	RESPONSES	
Fly	80.66%	221
Spin	15.33%	42
Worm	4.01%	11
Some or all of the above	0%	0
TOTAL		274

Q4: What's your favourite method of fishing?

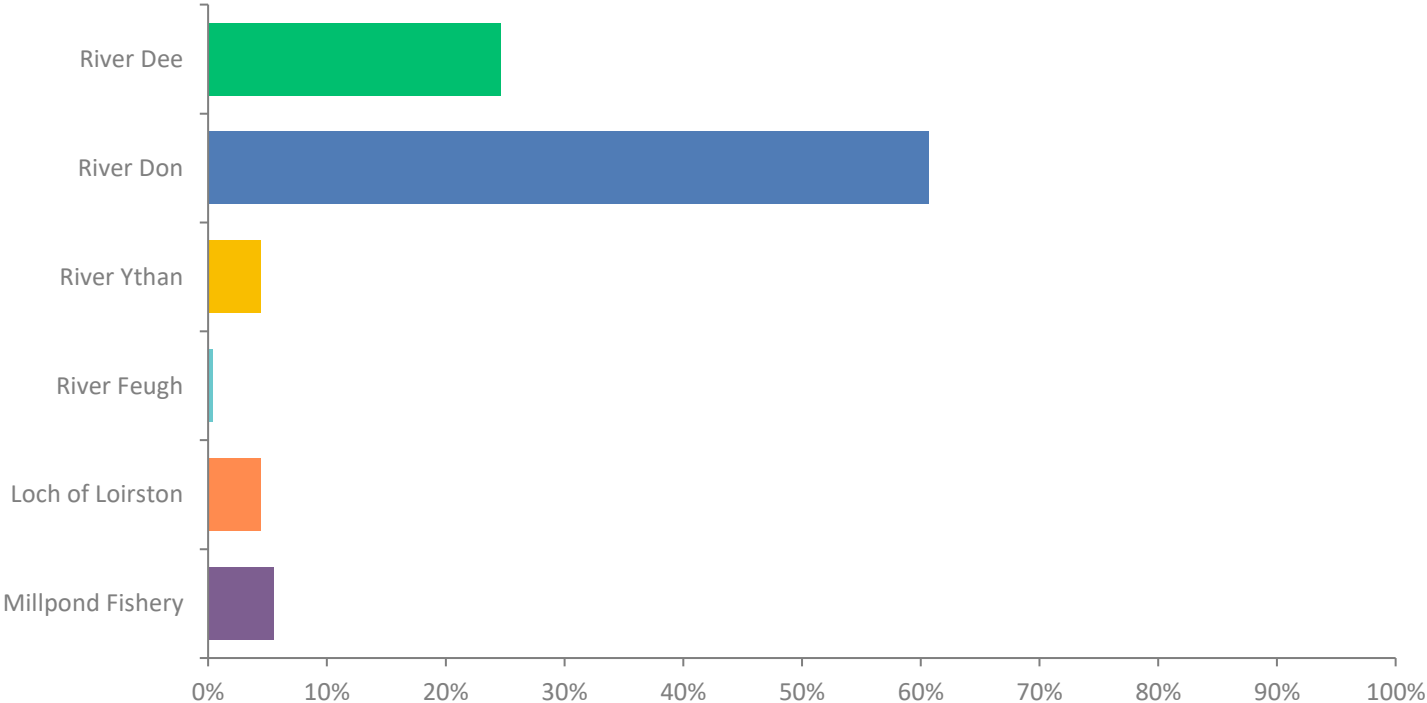
Answered: 274 Skipped: 2

The majority prefer fly (221). Next spinning (42) then worming (11).

It is important to note that these were preferences only & many members choose to fish more than 1 method.

Q5: Where do you prefer to fish?

Answered: 272 Skipped: 4



Q5: Where do you prefer to fish?

Answered: 272 Skipped: 4

ANSWER CHOICES	RESPONSES	
River Dee	24.63%	67
River Don	60.66%	165
River Ythan	4.41%	12
River Feugh	0.37%	1
Loch of Loirston	4.41%	12
Millpond Fishery	5.51%	15
TOTAL		272

Q5: Where do you prefer to fish?

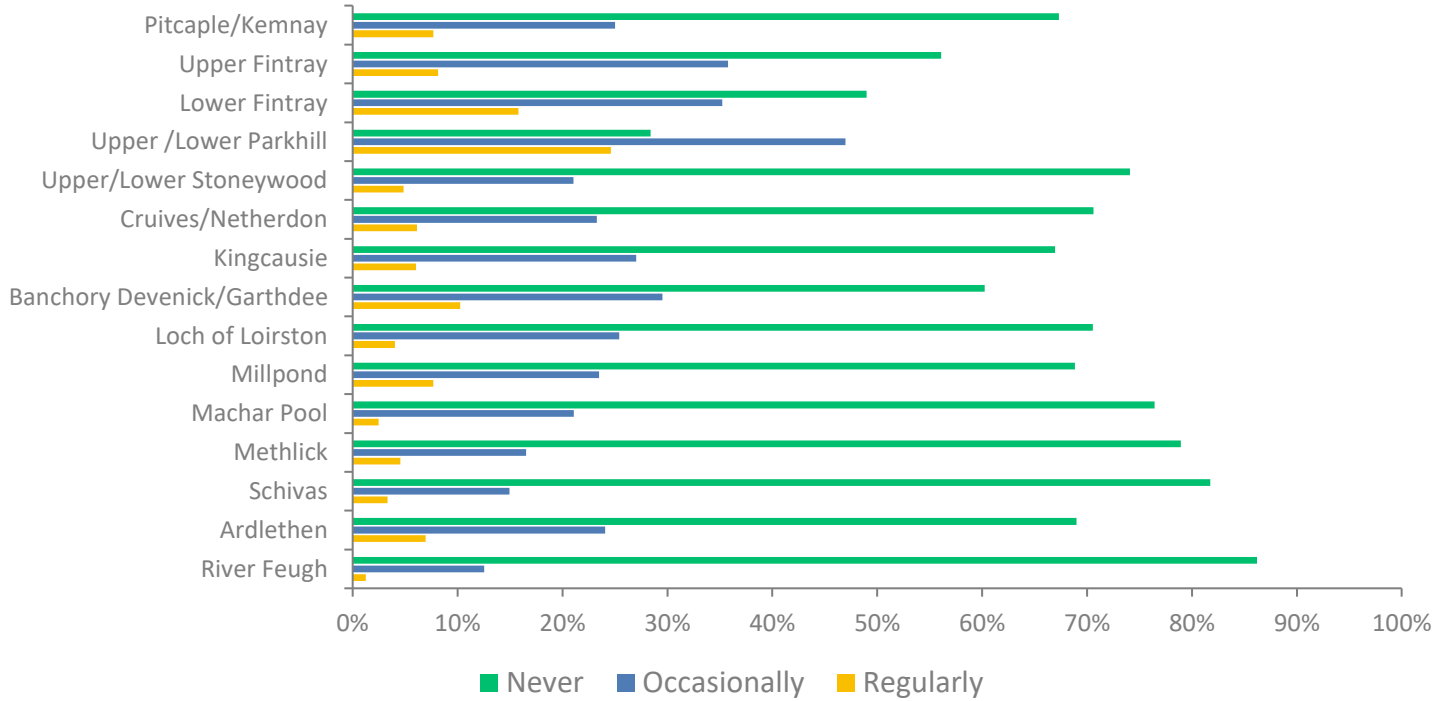
Answered: 272 Skipped: 4

The River Don is the most popular (165). The Dee (67), The Ythan (12), The Feugh (1), The Loch (12), Millpond (15).

These results are not unexpected.

Q6: In the last season, how often have you fished the following ADAA beats/venues.

Answered: 275 Skipped: 1



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Answered: 275 Skipped: 1

	NEVER	OCCASIONAL LY	REGULARLY	TOTAL	WEIGHTED AVERAGE
Pitcaple/Kemna y	67.31% 175	25.00% 65	7.69% 20	260	1
Upper Fintray	56.10% 138	35.77% 88	8.13% 20	246	1
Lower Fintray	48.99% 121	35.22% 87	15.79% 39	247	1
Upper /Lower Parkhill	28.41% 75	46.97% 124	24.62% 65	264	1
Upper/Lower Stoneywood	74.09% 183	21.05% 52	4.86% 12	247	1
Cruives/Nether don	70.61% 173	23.27% 57	6.12% 15	245	1
Kingcausie	66.94% 166	27.02% 67	6.05% 15	248	1

Q6: In the last season, how often have you fished the following ADAA beats/venues

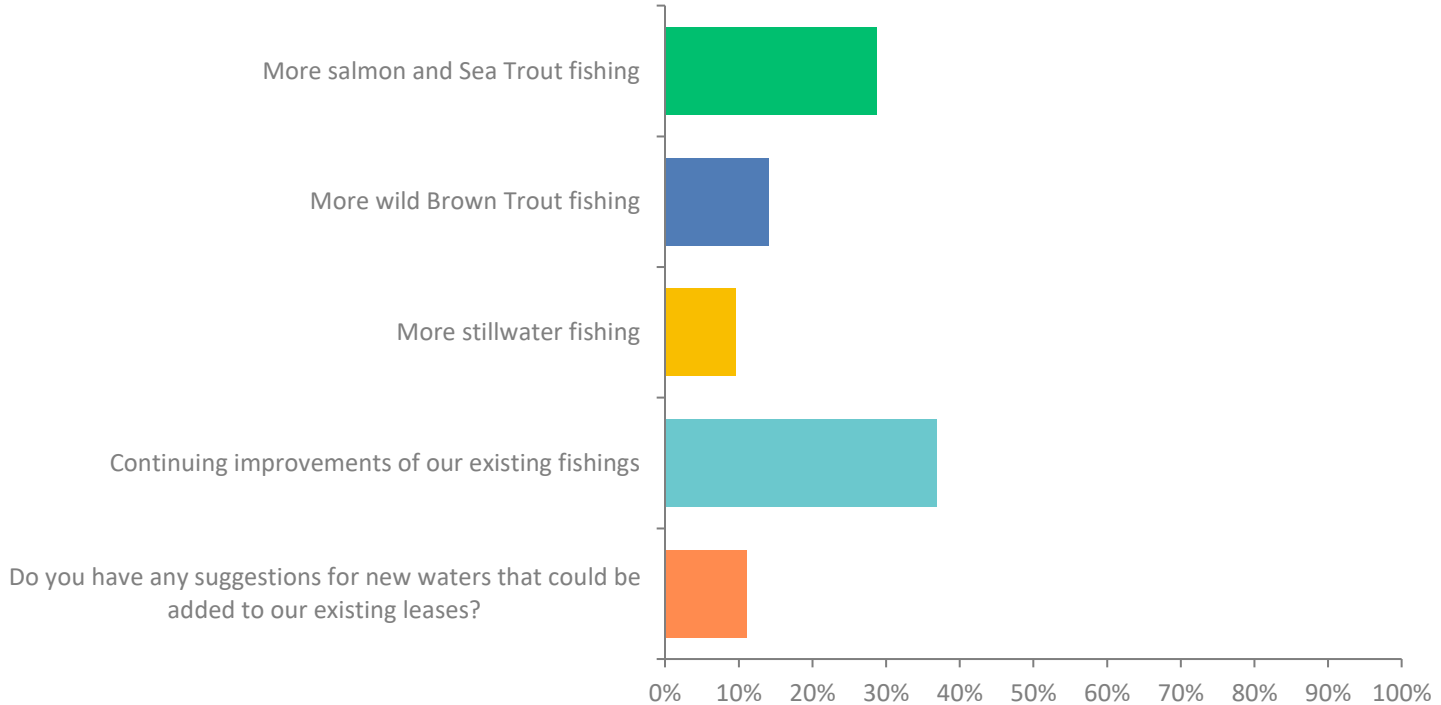
Answered: 274 Skipped: 2

These results are not unexpected & tie in with general observations by Committee members.

There are currently no plans to change any of our existing ownership or leasing arrangements.

Q7: What would you like to see further investment in?

Answered: 272 Skipped: 4



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Answered: 272 Skipped: 4

ANSWER CHOICES	RESPONSES	
More salmon and Sea Trout fishing	28.68%	78
More wild Brown Trout fishing	13.97%	38
More stillwater fishing	9.56%	26
Continuing improvements of our existing fishings	36.76%	100
Do you have any suggestions for new waters that could be added to our existing leases?	11.03%	30
TOTAL		272

Q7: What would you like to see further investment in?

Answered: 272 Skipped: 4

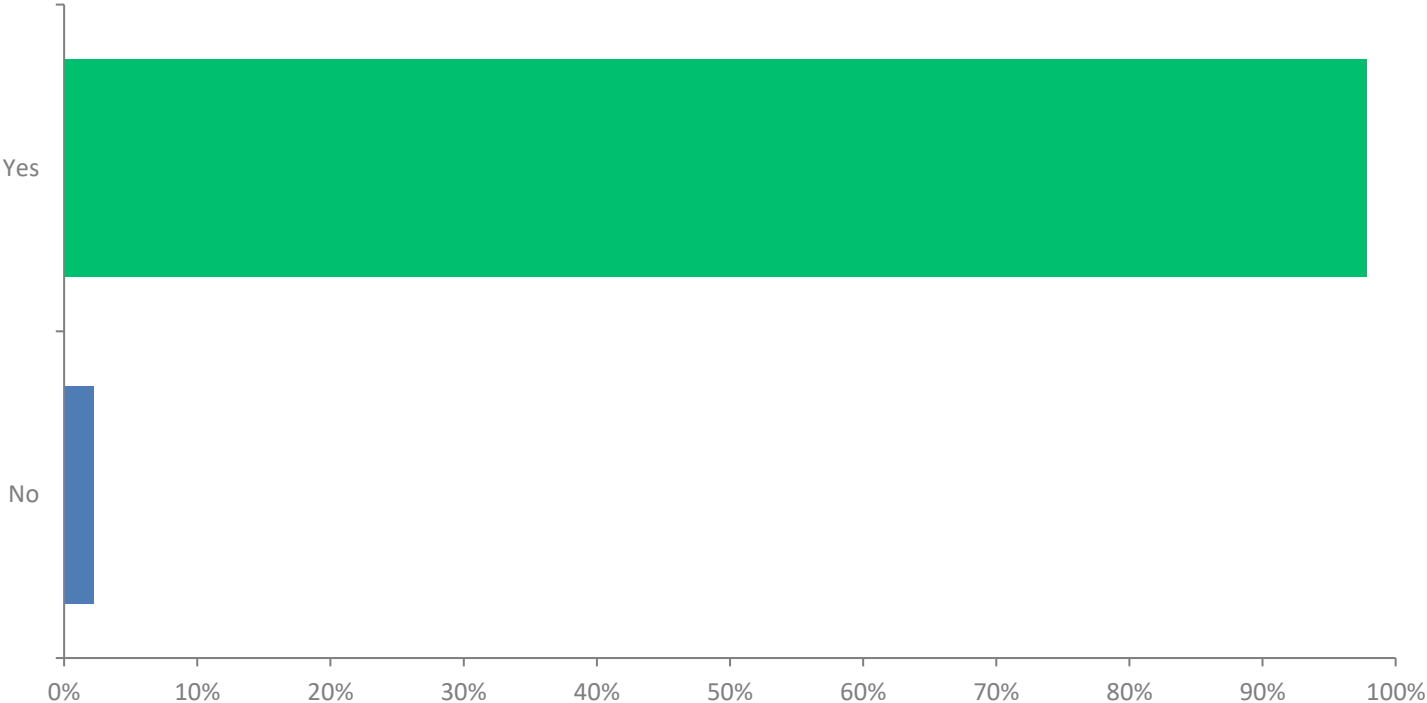
Approximately 40% indicated investment in existing fishings, the remainder proposed additional salmon and trout fishings. There were 30 suggestions for additional waters mixed across Dee, Don and stillwaters.

As far as our existing fishings are concerned the maintenance process has been reviewed & an additional summer beat walk by Beat Convenors to identify issues & potential improvements has been agreed.

The Committee will continue to investigate the availability of additional trout and salmon fishings that have the potential to enhance the value of being a member of the Association.

Q8: Do you feel the Association offers good value for money

Answered: 271 Skipped: 5



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Answered: 271 Skipped: 5

ANSWER CHOICES	RESPONSES	
Yes	97.79%	265
No	2.21%	6
TOTAL		271

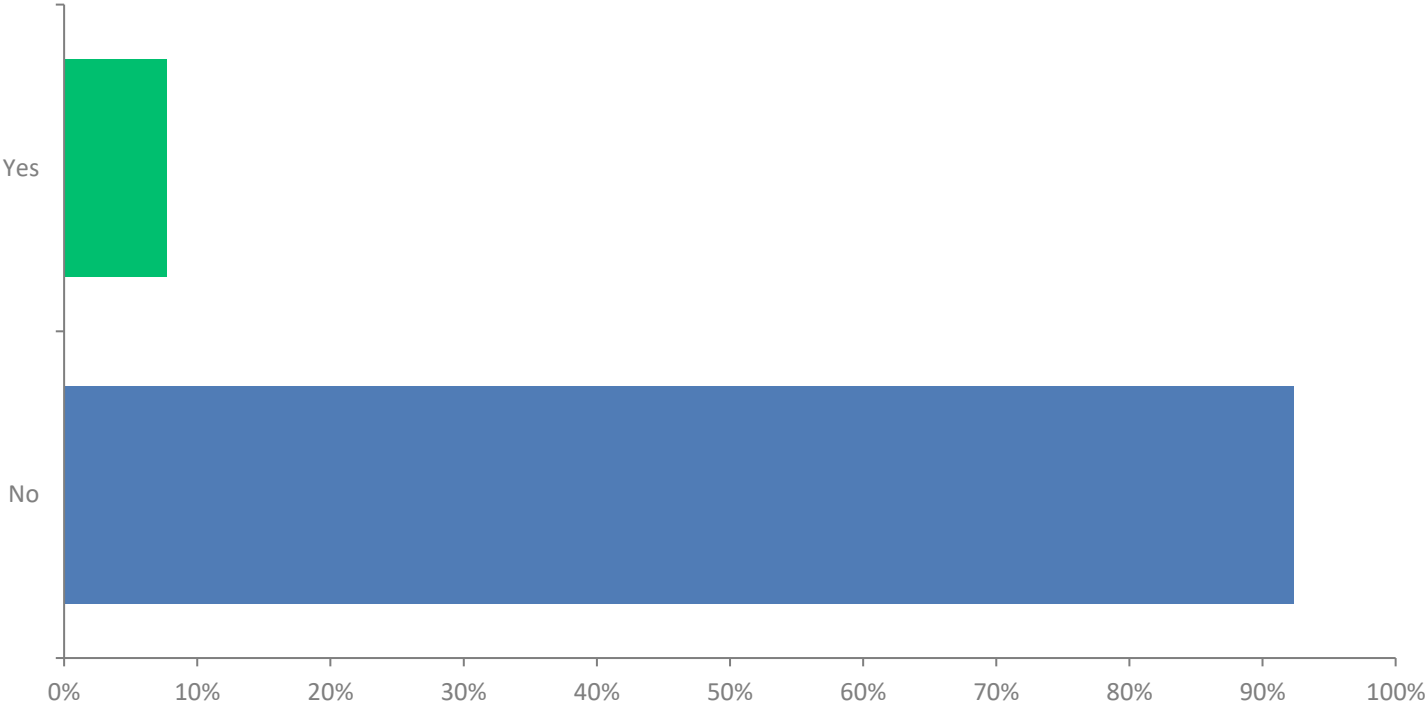
Q8: Do you feel the Association offers good value for money

Answered: 271 Skipped: 5

These results are very positive- yes (265)- no (6).

Q9: Have you used our permit exchange agreement with other angling clubs?

Answered: 273 Skipped: 3



Q9: Have you used our permit exchange agreement with other angling clubs?

Answered: 273 Skipped: 3

ANSWER CHOICES	RESPONSES	
Yes	7.69%	21
No	92.31%	252
TOTAL		273

Q9: Have you used our permit exchange agreement with other angling clubs?

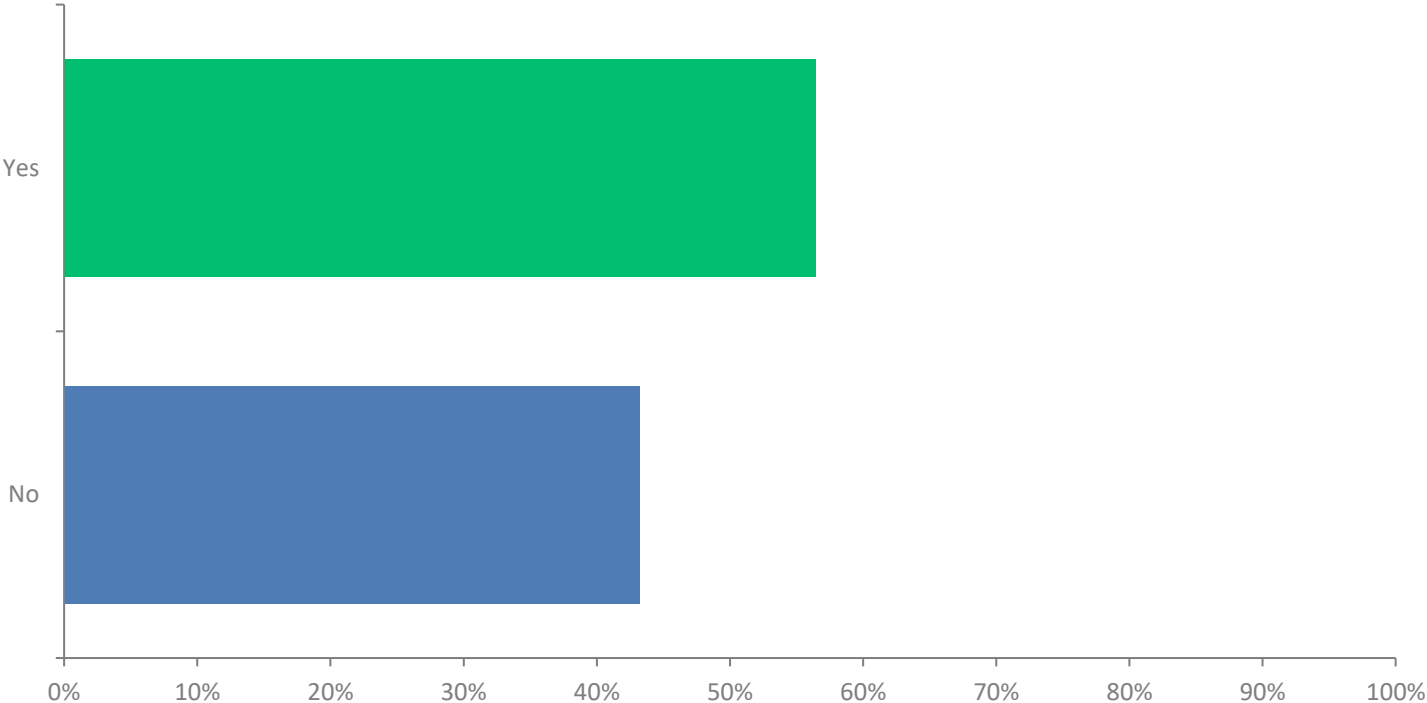
Answered: 273 Skipped: 3

Yes (21). No (252).

These results are not unexpected as it was generally already known only a small number of members use the current permit exchange opportunities.

Q10: Would you like the Association to have more Angling Exchange arrangements?

Answered: 256 Skipped: 20



Q10: Would you like the Association to have more Angling Exchange arrangements?

Answered: 256 Skipped: 20

ANSWER CHOICES	RESPONSES	
Yes	56.42%	145
No	43.19%	111
TOTAL		256

Q10: Would you like the Association to have more Angling Exchange arrangements?

Answered: 256 Skipped: 20

56 % (145 responders) proposed pursuing additional exchanges - Most popular suggestions was fishings on the River Spey followed by the River Don (Kintore/Inverurie). The Rivers Deveron and Tay also received a few suggestions.

Committee members have been tasked with investigating potential options.

Q11: What ideas, if any, do you have to retain and/or increase our Associations membership numbers?

Answered: 256 Skipped: 20

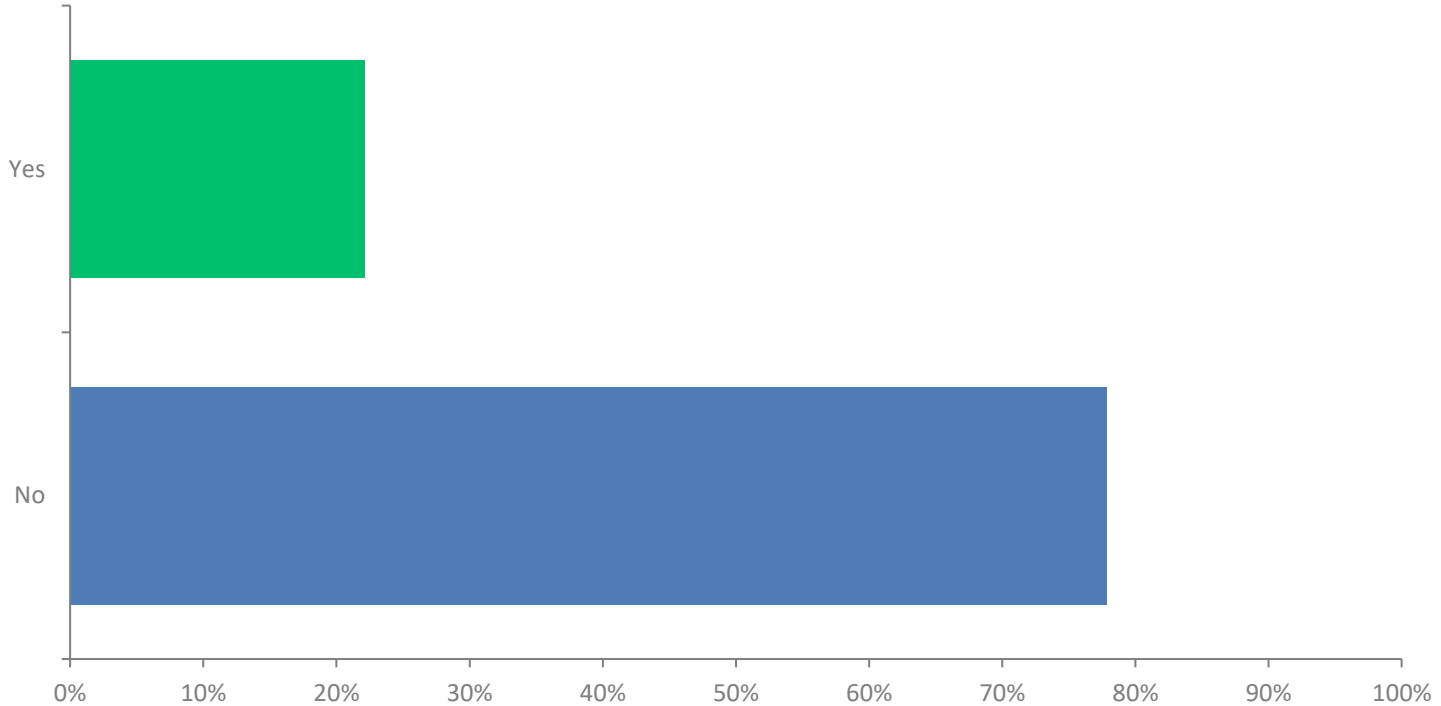
The highest number of suggestions was for the hosting of additional events (24), followed by Fees (19), Rules (10), and additional Marketing and junior engagement (6-7).

Arranging more events is a common theme. An Events Sub Committee has been formed to consider options.

At the 2024 Committee annual fees setting & rules & fishing setting meeting(s) comments received will be considered.

Q12: Have you introduced anyone to the Aberdeen Angling Association in the last 3 years

Answered: 271 Skipped: 5



12. Have you introduced anyone to the Aberdeen Angling Association in the last 3 years

Answered: 256 Skipped: 20

78% said no.

For future marketing purposes the extent of the ADAAs fishings will be the main message.

Q13: Are there any changes we could make to the running of the association to further enhance your fishing enjoyment.

Answered: 271 Skipped: 5

By far the largest number of responses were positive and that no changes are required to the running of the Association (40), this was followed by requests for reduction in rules (17), & enhanced maintenance (12).

At the 2024 Committee annual rules & fishings setting meeting(s) comments received will be considered.

The maintenance process has been reviewed & an additional summer beat walk by convenors to identify issues & potential improvements has been agreed.

There were similar numbers of responses (6-7) for improved Access, Communication and additional events.

Q14: Any further comments?

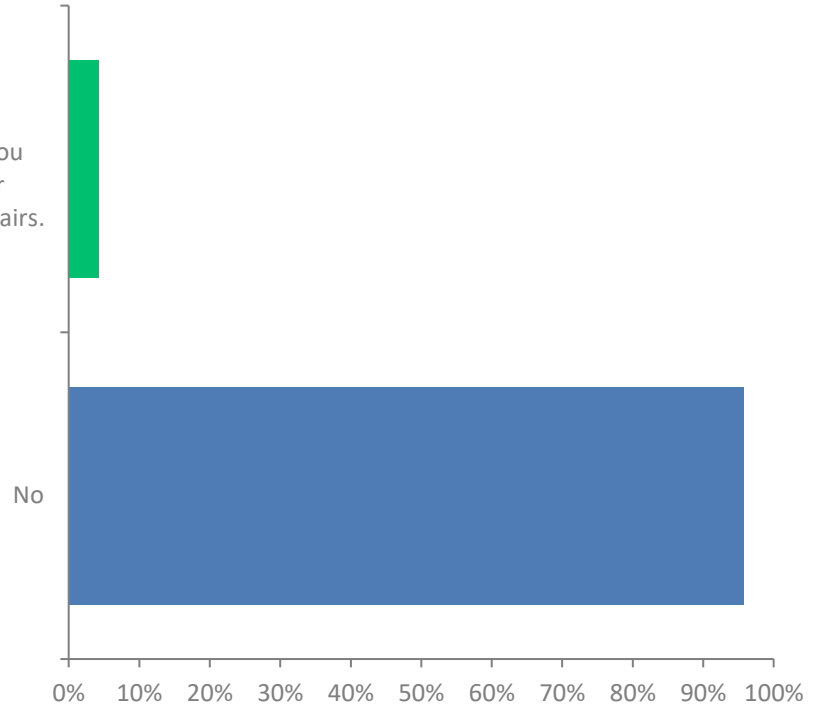
Answered: 271 Skipped: 5

The majority of comments reflect members are happy with what we already have.

Q15: Would you be interested in joining the membership committee to assist in the running the association on behalf of its members.?

Answered: 259 Skipped: 17

Yes - If you are willing, please email the Secretary at secretary@adaasales.co.uk . It would also be useful if you could provide some details of the skills , experience or knowledge you have that could help to manage ADAA affairs.



Q15: Would you be interested in joining the membership committee to assist in the running the association on behalf of its members.?

Answered: 259 Skipped: 17

ANSWER CHOICES	RESPONSES	
Yes - If you are willing, please email the Secretary at secretary@adaasales.co.uk . It would also be useful if you could provide some details of the skills , experience or knowledge you have that could help to manage ADAA affairs.	4.25%	11
No	95.75%	248
TOTAL		259

Actions

Answered: 259 Skipped: 17

An aging membership. Various initiatives have been or are to be put in place such as encouraging more youngsters to join & addressing the funding gap.

Rules. At the 2024 Committee annual rules setting meeting(s) comments received will be considered.

Fees. At the 2024 Committee annual fees setting meeting(s) comments received will be considered.

Actions continued

Answered: 259 Skipped: 17

Exchanges. Committee members have been tasked with investigating potential options.

Events. An Events Sub Committee has been formed to consider options.

Access & Maintenance. The maintenance process has been reviewed & an additional summer beat walk by Beat Convenors to identify issues & potential improvements has been agreed.

Questions?

Answered: 259 Skipped: 17