



This is a sample report for a Year End Survey conducted at a semi-private golf course in 2018. A survey was given to both the membership of the golf club and to the non-members. The survey was sent by email to both databases and was open for responses for 15 days.

This is a year end survey so contains detailed questions and room for write in responses. Monthly surveys can also be completed that more concise but we do suggest one in-depth survey of your customers each golf season.

Surveys can be tailored to suit the needs of any golf operation - public, semi-private, private, resort, multi-course and driving range only.

Confidentiality Statement

All survey reports contains information and data that is proprietary and confidential to the golf course and may not be disclosed to third parties without prior written consent.

Disclaimer

This report has been prepared by CK Golf Solutions Ltd. on a best effort basis and reflects the opinions at the time of analysis. No representations or warranties are made with respect to any conclusions or forward thinking statements made in this document.

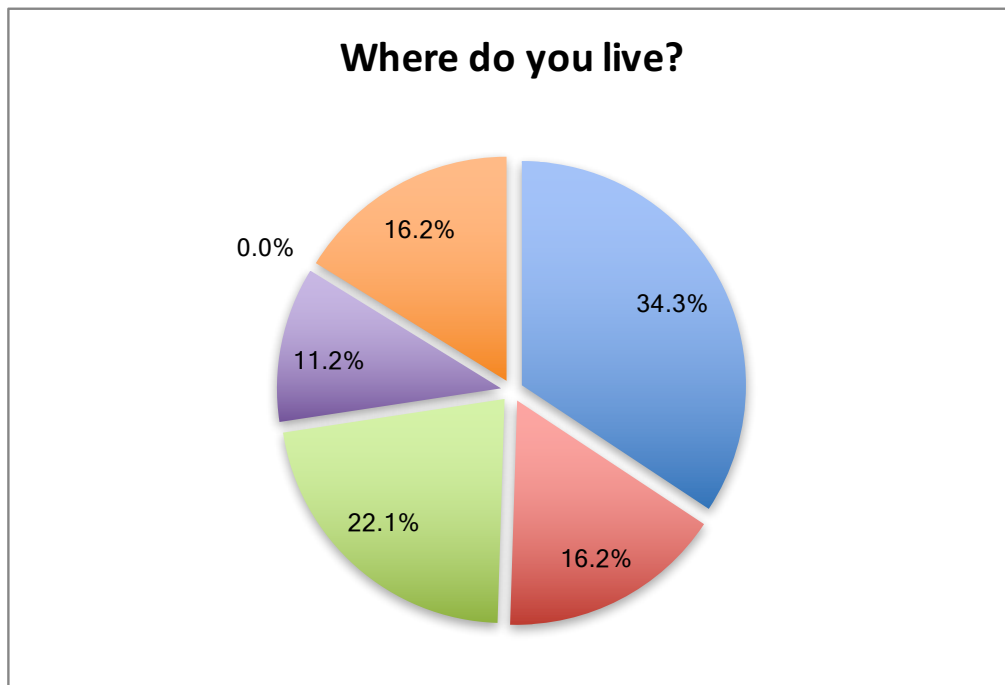
YOUR GOLF CLUB

2018 Year End Survey Report

This was the 2nd year that a Year End Survey was sent to the members of _____ Golf Course via email. A link was also provided to the golf shop so that any members without email could be made aware of the survey. The survey was open from November 11th to 30th and received 271 responses.

Demographics:

Where do you live?				
	2018	2018	2017	2017
_____	59	34.3%	55	35.9%
_____	28	16.2%	25	16.3%
_____	38	22.1%	39	25.4%
_____	19	11.2%	17	11.1%
_____	0	0.0%	0	0.0%
_____	28	16.2%	16	10.4%
Total	172	100.0%	152	100%



Please specify your age group.				
	2018	2018	2017	2017
18 - 25	0	0.0%	0	0.0%
26 - 35	0	0.0%	1	<1%
36 - 45	1	0.9%	3	1.9%
46 - 59	22	12.7%	16	10.4%
60 - 64	31	18.0%	33	21.5%
65 - 70	68	39.5%	54	35.2%
71 - 75	24	13.9%	26	16.9%
75+	22	12.7%	16	10.4%
Prefer not to answer	4	2.3%	3	1.9%
Total	172	100.0%	152	100%

Please specify your gender.				
	2018	2018	2017	2017
Female	30	17.4%	31	20.2%
Male	138	80.2%	118	77.1%
Prefer not to answer	4	2.3%	3	1.9%
Total	172	100.0%	152	100%

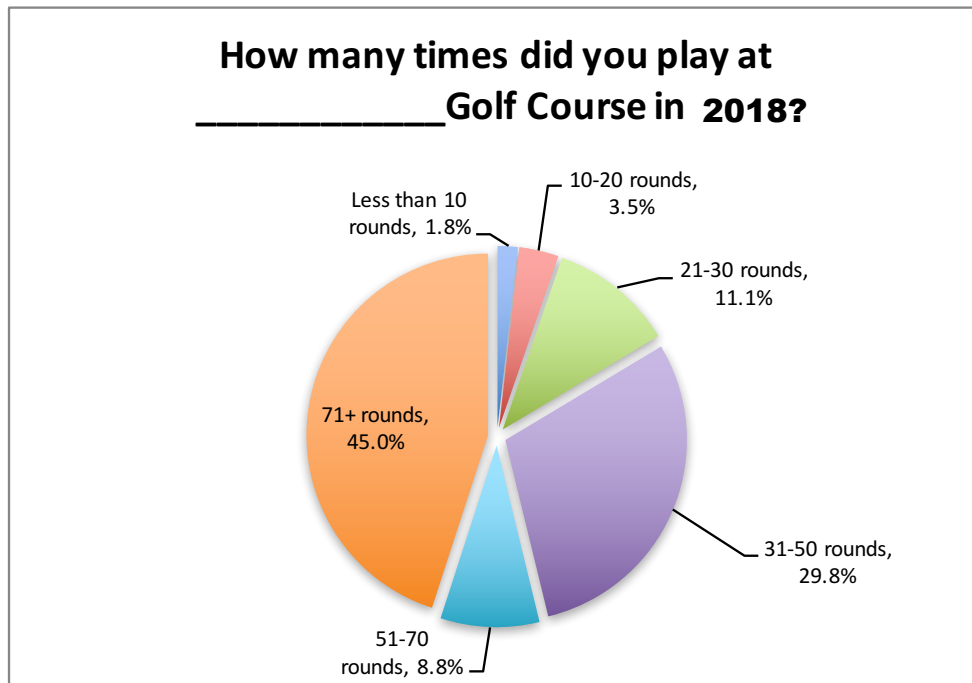
Golfing Habits:

The majority of the questions in the 2018 survey were the same as in 2017. For these questions the results chart will contain both year's responses and the percentage change from year to year. Some new questions were added for 2015. These will be noted throughout.

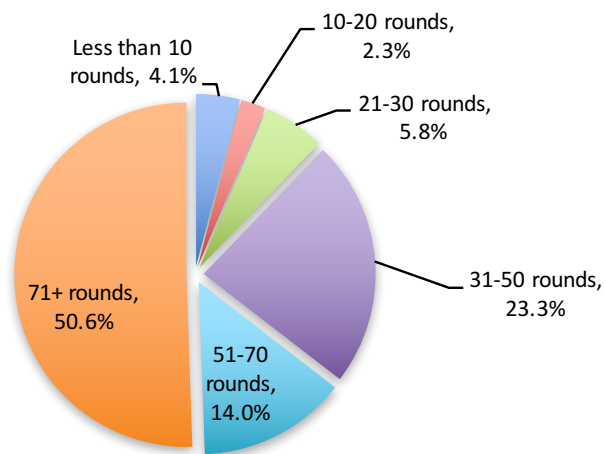
How many times did you play at _____?					
	2018	2018	2017	2017	% Change
Less than 10	3	1.8%	6	3.9%	-2.2%
10 - 20	6	3.5%	8	5.3%	-1.8%
21 - 30	19	11.1%	18	11.8%	-0.7%

31 - 50	51	29.8%	28	18.4%	11.4%
51 - 70	15	8.8%	32	21.1%	-12.3%
71+	77	45.0%	60	39.5%	5.6%
Total	171	100.0%	152	100.0%	

How many rounds of golf did you play in total? (all courses played)					
	2018	2018	2017	2017	% Change
Less than 10	7	4.1%	7	4.5%	-0.4%
10 - 20	4	2.3%	3	1.9%	0.4%
21 - 30	10	5.8%	10	6.5%	-0.7%
31 - 50	40	23.3%	29	18.9%	4.4%
51 - 70	24	14.0%	32	20.9%	-6.9%
71+	87	50.6%	71	46.7%	3.9%
Total	172	100.0%	152	100%	



How many rounds of golf did you play in total in 2018?



What other golf courses have you played in the area?

	2018	2018	2017	2017	% Change
_____	60	35.0%	60	39.7%	-4.7%
_____	89	52.0%	78	51.6%	0.4%
_____	74	43.2%	68	45.0%	-1.8%
_____	59	34.5%	47	31.1%	3.4%
_____	11	6.4%	11	7.2%	-0.8%
_____	35	20.4%	39	25.8%	-5.4%
_____	12	7.0%	13	8.6%	-1.6%
_____	29	16.9%	24	15.8%	1.1%
_____	25	14.6%	36	23.8%	-9.2%
_____	32	18.7%	21	13.9%	4.8%
_____	9	5.2%	7	4.6%	0.6%
_____	11	6.4%	10	6.6%	-0.2%
_____	21	12.2%	16	10.5%	1.7%
_____	68	39.7%	65	43.0%	-3.3%

*Note: Members could check as many golf courses as apply. The total selected for 2016 was 535. The percentage represents the number of members that played at each golf course.

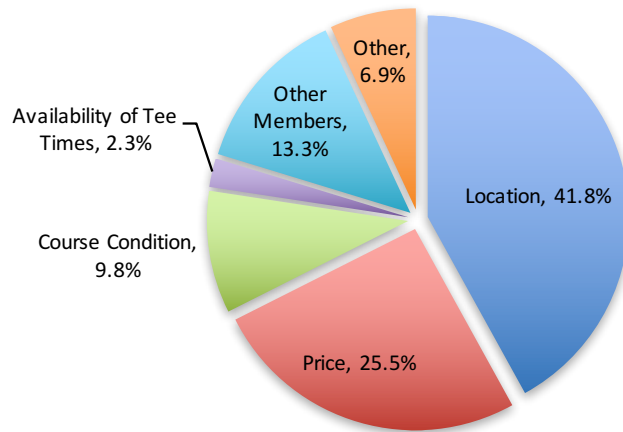
What factor most influences your decision to play these other courses?					
	2018	2018	2017	2017	% Change
Location	14	8.2%	11	7.1%	1.1%
Price	4	2.3%	4	2.6%	-0.3%
Course Condition	8	4.7%	8	5.2%	-0.5%
Availability of Tee Times	5	2.9%	11	7.1%	-4.2%
Other Members	22	12.8%	17	11.1%	1.7%
Variety	67	38.9%	60	39.5%	-0.6%
Other	50	29.1%	38	24.8%	4.3%
No Response	2	1.1%	3	2.6%	-1.5%
Total	172	100%	152	100%	

What factor most influences your decision to be a member at _____?					
	2018	2018	2017	2017	% Change
Location	72	41.8%	72	47.0%	-5.2%
Price	44	25.6%	40	26.1%	-0.5%
Course Condition	17	9.9%	4	2.6%	7.3%
Availability of Tee Times	4	2.4%	7	4.5%	-2.1%
Other Members	23	13.4%	18	11.7%	1.7%
Other	12	6.9%	11	7.1%	-0.2%
Total	172	100%	152	100%	

Responses for other included:

- Condition
- Member compatibility
- All of the above
- The first four mentioned above
- Was a junior
- The price plus other members plus location
- Joined in 1972, 9 hole ladies

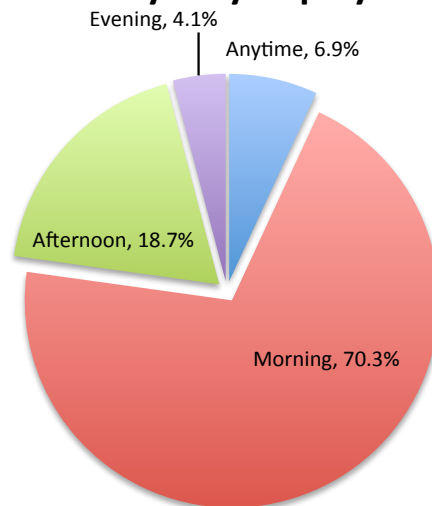
What factor most influences your decision to be a member at _____?



What time of day do you play most often?

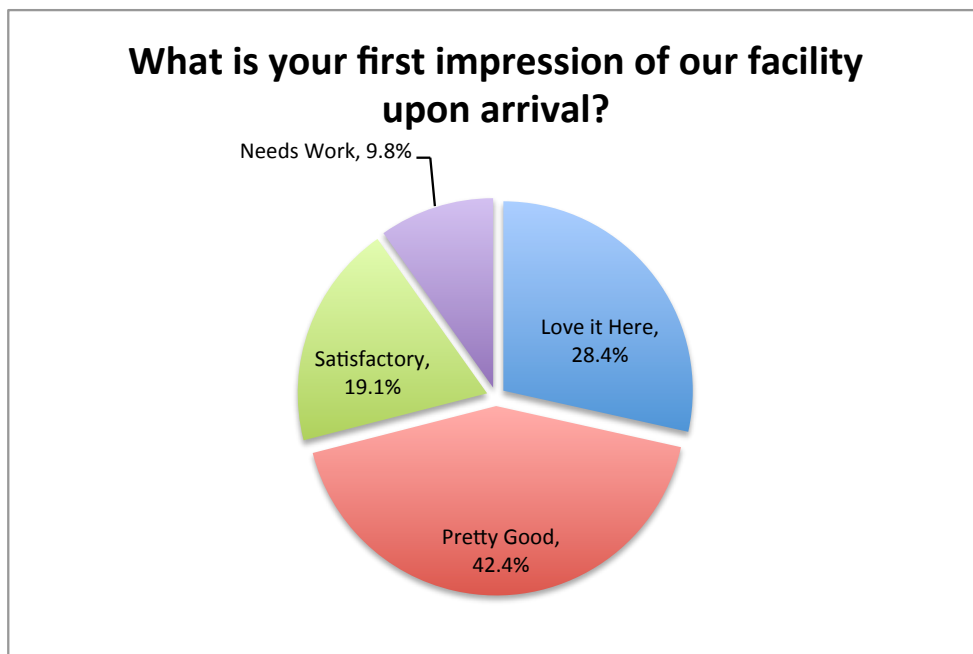
	2018	2018	2017	2017	% Change
Anytime	12	6.9%	7	4.5%	2.4%
Morning	121	70.3%	110	71.8%	-1.5%
Afternoon	32	18.7%	30	19.6%	-0.9%
Evening	7	4.1%	5	3.2%	0.9%
Total	172	100%	152	100%	

What time of day do you play most often?

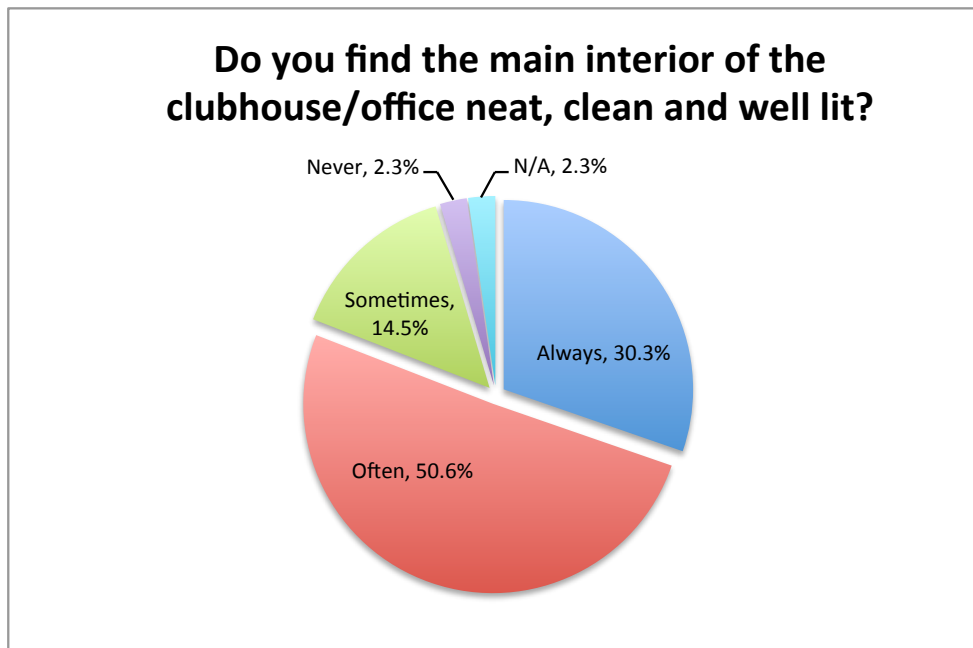


A new question was added for 2018: What is your first impression of our facility upon arrival?

What is your first impression of our facility upon arrival?		
	2018	2017
Love it here	49	28.4%
Pretty Good	73	42.4%
Satisfactory	33	19.1%
Need Work	17	9.8%

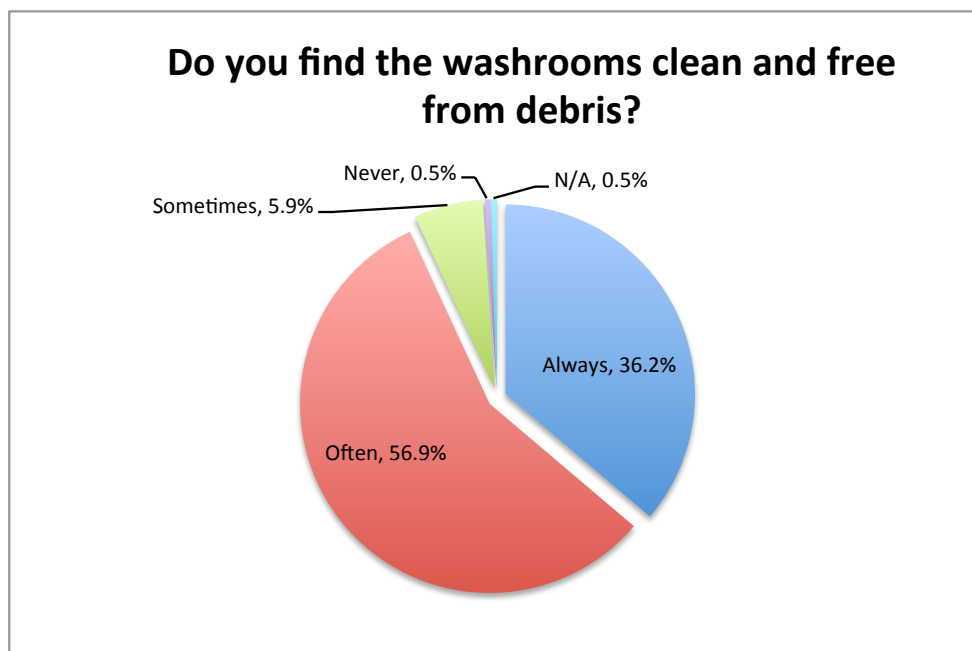


Clubhouse:



Do you find the main interior of the clubhouse and office neat, clean and well lit?					
	2018	2018	2017	2017	% Change
Always	52	30.3%	55	35.9%	-5.6%
Often	87	50.6%	66	43.1%	7.5%
Sometimes	25	14.5%	24	15.6%	-1.1%
Never	4	2.3%	4	2.6%	-0.3%
N/A	4	2.3%	3	1.9%	0.4%
Total	172	100%	152	100%	

Do you find the washrooms clean and free from debris?					
	2018	2018	2017	2017	% Change
Always	62	36.2%	62	40.5%	-4.3%
Often	98	56.9%	73	47.7%	9.2%
Sometimes	10	5.9%	17	11.1%	-5.2%
Never	1	0.5%	0	0.0%	0.5%
N/A	1	0.5%	0	0.0%	0.5%
Total	172	100%	152	100%	



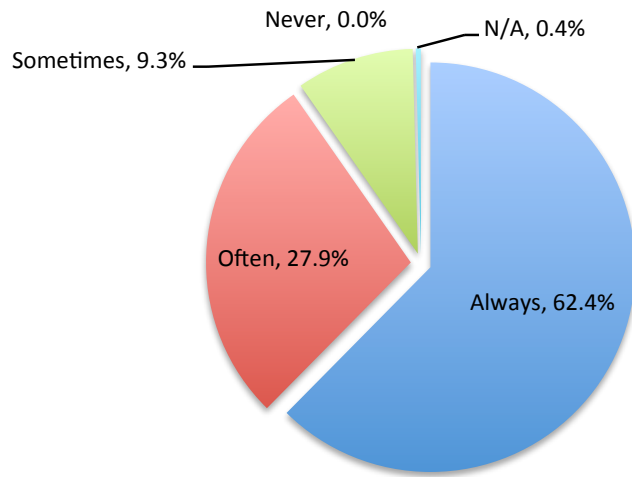
Golf Shop:

Do you feel acknowledged and appreciated by the golf shop staff?					
	2018	2018	2017	2017	% Change
Always	107	62.4%	99	64.7%	-2.3%
Often	48	27.9%	39	25.4%	2.5%
Sometimes	16	9.3%	12	7.8%	1.5%
Never	0	0.0%	1	0.9%	-0.9%
N/A	1	0.4%	1	0.9%	-0.5%
Total	172	100%	152	100%	

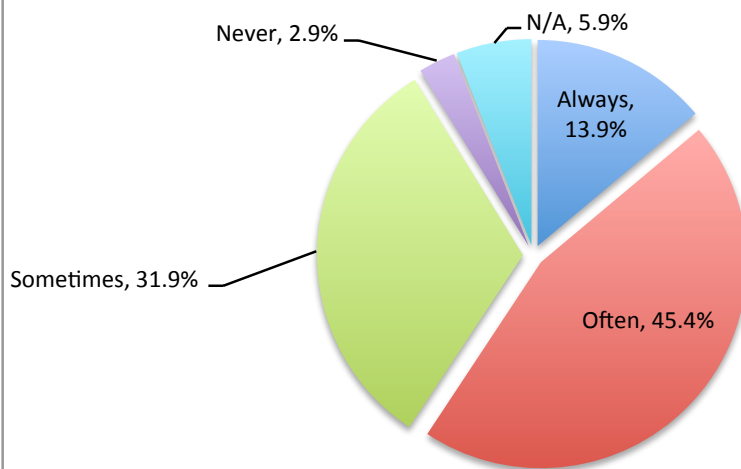
Does the selection of golf shop merchandise meet your needs?					
	2018	2018	2017	2017	% Change
Always	24	13.9%	21	13.7%	0.2%
Often	78	45.4%	63	41.1%	4.3%
Sometimes	55	31.9%	55	35.9%	-4%
Never	5	2.9%	3	1.9%	1%
N/A	10	5.9%	10	6.5%	-0.6%
Total	172	100%	152	100%	

Does the overall golf shop experience meet your expectations?					
	2018	2018	2017	2017	% Change
Always	55	31.9%	48	31.3%	0.6%
Often	90	52.4%	72	47.0%	5.4%
Sometimes	21	12.3%	26	16.9%	-4.6%
Never	2	1.1%	2	1.3%	-0.2%
N/A	4	2.3%	4	2.6%	-0.3%
Total	172	100%	152	100%	

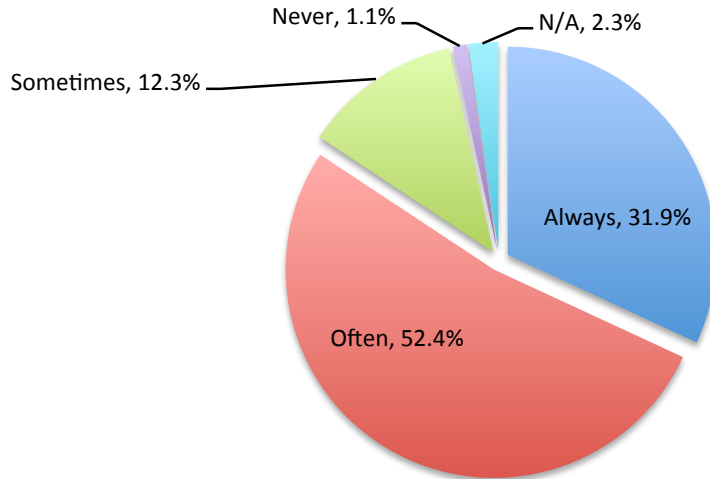
Do you feel acknowledged and appreciated by the golf shop staff?



Does the selection of golf shop merchandise meet your needs?



Does the overall golf shop experience meet your needs?



In an average year how much do you spend in the _____ golf shop?

	2018	2018	2017	2017	% Change
Less than \$100	55	31.9%	56	36.6%	-4.7%
\$100 - \$250	89	51.8%	68	44.4%	7.4%
\$250 - \$500	20	11.7%	18	11.7%	0%
\$500+	8	4.6%	10	6.5%	-1.9%
Total	172	100%	152	100%	0%

In an average year how much do you spend in other golf shops or retail stores?

	2018	2018	2017	2017	% Change
Less than \$100	65	37.8%	50	32.6%	5.2%
\$100 - \$250	67	38.9%	61	39.8%	-0.9%
\$250 - \$500	31	18.1%	30	19.6%	-1.5%
\$500+	9	5.2%	11	7.1%	-1.9%
Total	172	100%	152	100%	

What additional brands would you like to see in the golf shop?

Please give us your general feedback on the golf shop operation:

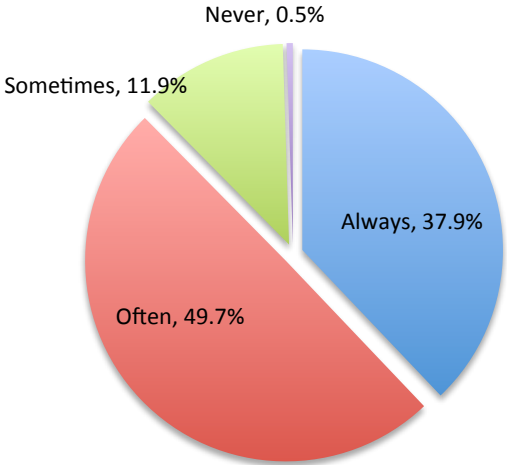
Golf Course:

Does the condition of the greens meet your expectations?					
	2018	2018	2017	2017	% Change
Always	65	37.9%	49	32.0%	5.9%
Often	85	49.7%	69	45.0%	4.7%
Sometimes	21	11.9%	30	19.6%	-7.7%
Never	1	0.5%	4	2.6%	-2.1%
Total	172	100%	152	100%	

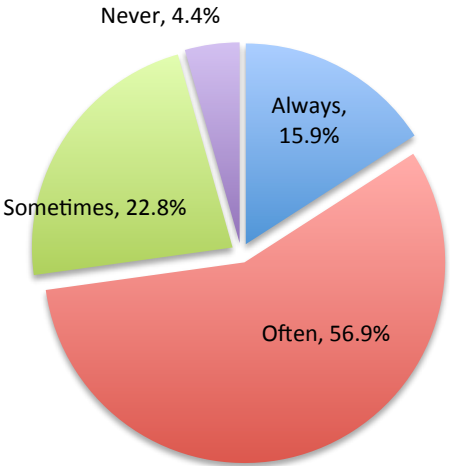
Does the conditions of the fairways meet your expectations?					
	2018	2018	2017	2017	% Change
Always	27	15.9%	36	23.5%	-7.6%
Often	98	56.9%	73	47.7%	9.2%
Sometimes	40	22.8%	33	21.5%	1.3%
Never	7	4.4%	10	6.5%	-2.1%
Total	172	100%	152	100%	

Does the conditions of the bunkers meet your expectations?					
	2018	2018	2017	2017	% Change
Always	11	6.3%	14	9.1%	-2.8%
Often	50	29.4%	48	31.3%	-1.9%
Sometimes	83	48.2%	46	30.0%	18.2%
Never	27	15.6%	44	28.7%	-13.1%
N/A	1	0.5%	0	0.0%	0.5%
Total	172	100%	152	100%	

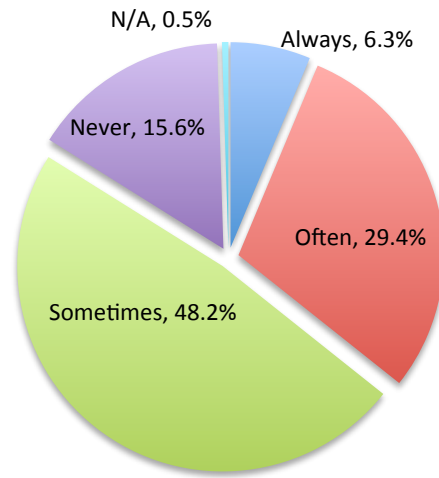
Does the condition of the greens meet your expectations?



Does the condition of the fairways meet your expectations?



Does the condition of the bunkers meet your expectations?

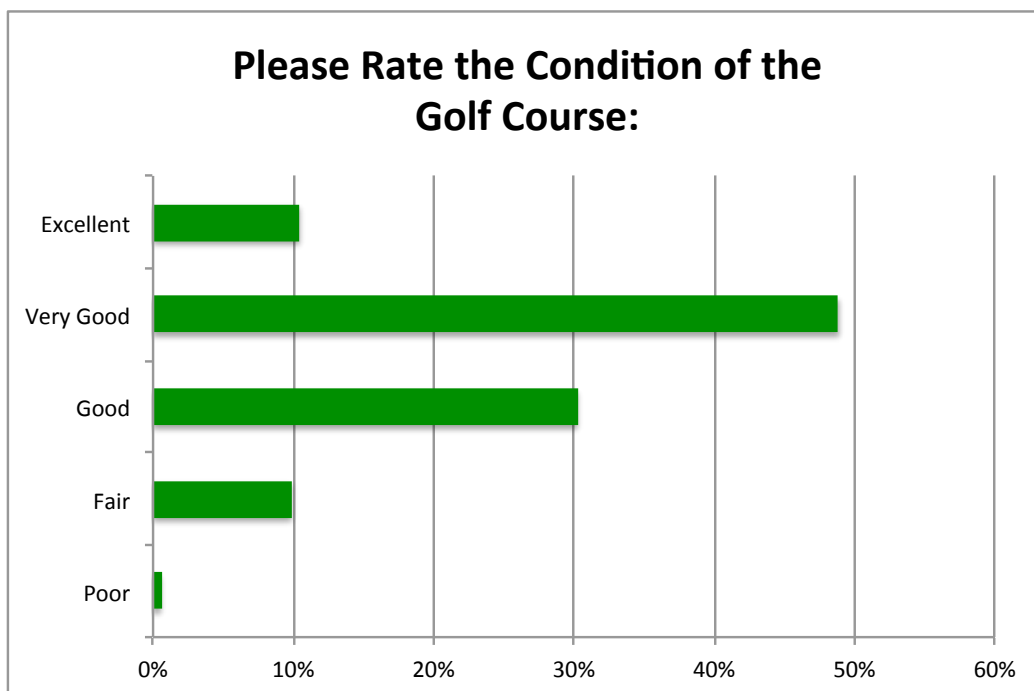


Please rate the condition of the golf course...

	2018	2018	2017	2017	% Change
Excellent	18	10%	18	12%	-2%
Very Good	84	49%	71	47%	2%
Good	52	30%	35	23%	7%
Fair	17	10%	20	13%	-3%
Poor	1	1%	8	5%	-4%
Total	172	100%	152	100%	

Average Rating 2018: 3.6

Average Rating 2016: 3.5



Events:

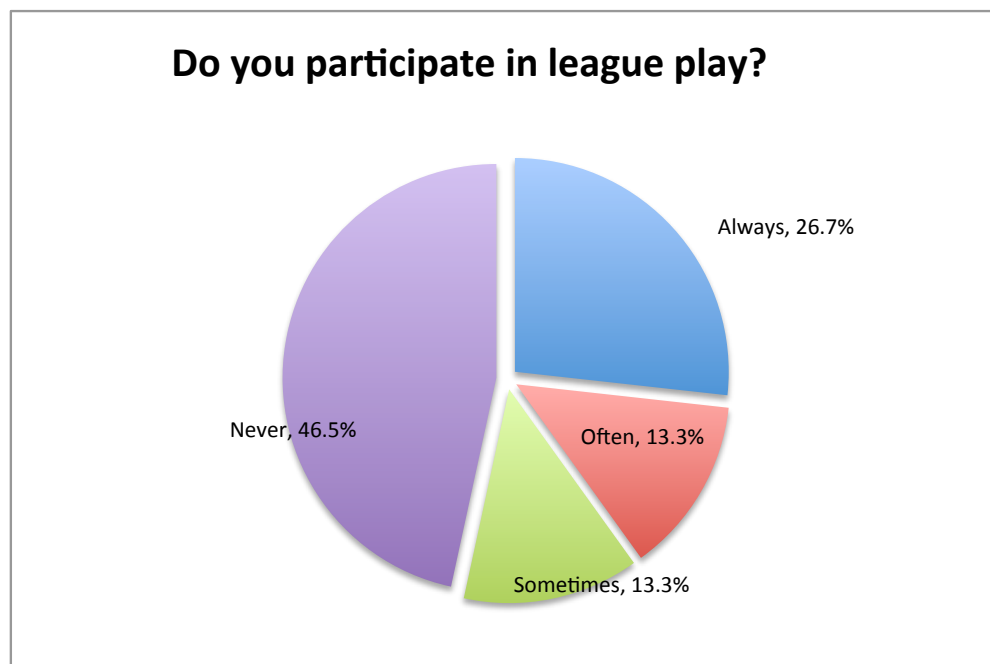
Do you regularly participate in club-run public tournaments?					
	2018	2018	2017	2017	% Change
Yes	36	20.9%	40	26.1%	-5.2%
No	136	79.1%	112	73.2%	5.9%
Total	172	100%	152	100%	

Do you regularly participate in member only in-house tournaments?					
	2018	2018	2017	2017	% Change
Yes	62	36.0%	59	38.5%	-2.5%
No	110	64.0%	93	60.7%	3.3%
Total	172	100.0%	152	100%	

Reasons for not participating in club-run public tournaments:

Reasons for not participating in member only in-house tournaments:

Do you participate in league play? (new question for 2018)		
Always	46	26.7%
Often	23	13.3%
Sometimes	23	13.3%
Never	80	46.5%
Total	172	100%



What could the leagues do to encourage you to join or play more often?

Membership:

The question regarding membership value was changed for 2018 in order to expand the responses beyond just yes and no.

2017 Question:

Do you feel that your membership provides you with good value?		
Yes	138	90.1%
No	14	9.1%
Total	152	100%

2018 Question:

The value for dollar that I get for my membership is:		
Terrific	34	19.8%
Very Good	91	52.9%
Good	34	19.8%
OK	11	6.5%
Less Than I Expect	1	0.5%
Poor	1	0.5%
Total	172	100%

Would additional membership categories be of interest to you?					
	2018	2018	2017	2017	% Change
Yes	53	30.8%	51	32.6%	-1.8%
No	118	68.7%	101	66.0%	2.7%
Response	1	0.5%			0.5%
Total	172	100%	152	100%	

Do you receive the monthly eNewsletter?					
	2018	2018	2017	2017	% Change
Yes	169	98.2%	147	96.0%	2.2%
No	3	1.8%	5	3.2%	-1.4%
Total	172	100%	152	100%	

Are you aware that there is a private member's section on our website?		
Yes	129	75.0%
No	42	24.5%
No Response	1	0.5%
Total	172	100%

What would you like to see included in the private member's section of our new website?

Please give us any Additional Feedback about any area of the operation: