

Members Survey Results

Promote Golf were commissioned by ABC Golf Club to undertake a survey of their members, with a view to building a picture of the members views and opinions on all aspects of the club.

The survey was undertaken using Promote Golf's own web-based software, where members were asked a series of questions split into 8 broad themes:

1. About You
2. Your Club Habits
3. Clubhouse & Surrounds
4. Club Bar & Restaurant
5. Golf Course
6. Access to the Course & Competitions
7. Communication
8. Final Section

The vast majority of questions used a 5-point Likert scale and therefore derided quantitative results.

A small number of questions also asked for free-type responses and all responses to these have been included within the report, but on separate PDF's.

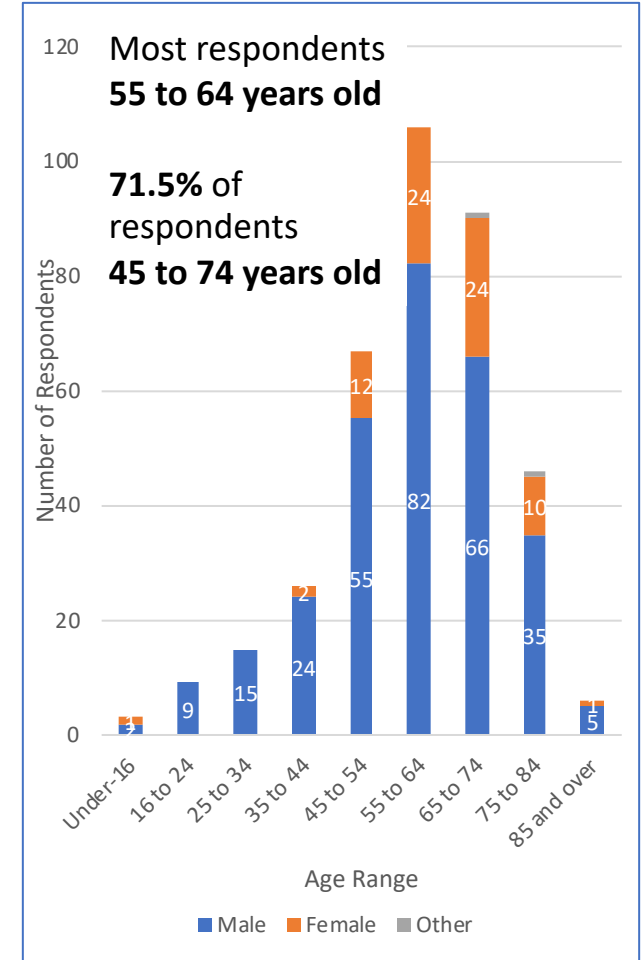
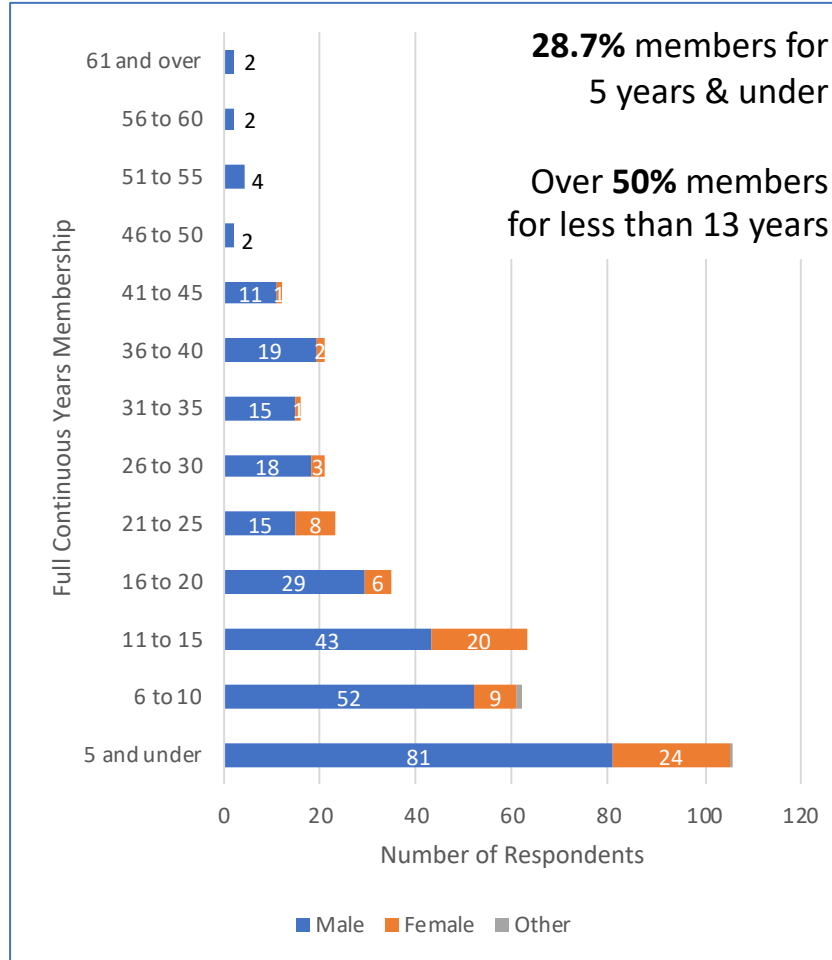
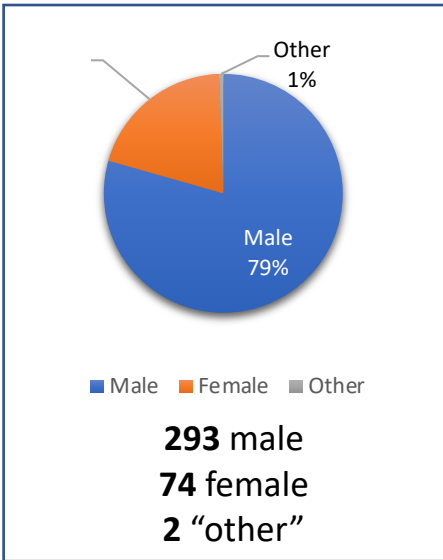
It should be noted that responses to these questions are shown exactly as-typed by the respondent.

A total of 369 surveys were completed between the survey going live on 16th March 2018 and closing on 3rd April 2018.

ABC GOLF CLUB

About You

Summary of the gender, age and membership lifespan of survey respondents.



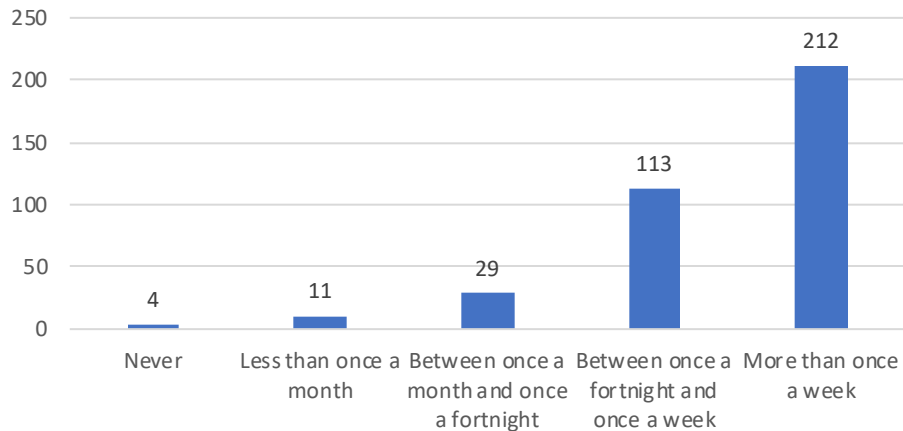
ABC GOLF CLUB

Your Club Habit

Q: Thinking about your usage of the club's facilities over the last year...

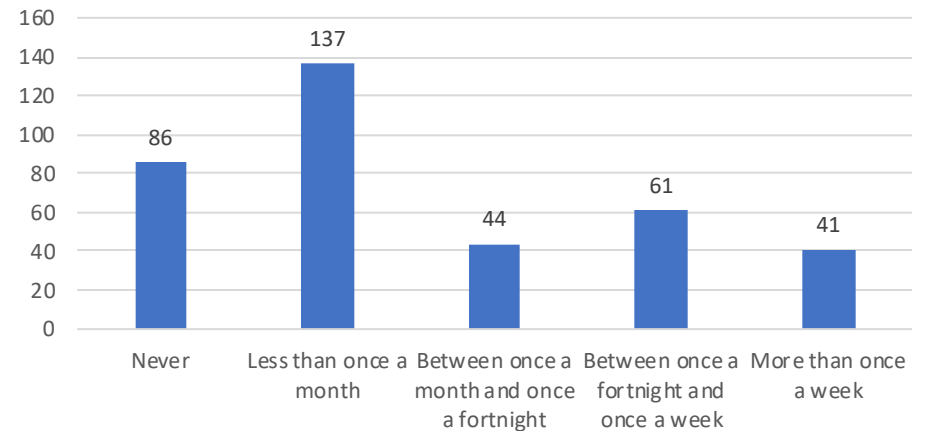
...how frequently do you visit the club to play golf?

	No.	%
Never	4	1.1%
Less than once a month	11	3.0%
Between once a month and once a fortnight	29	7.9%
Between once a fortnight and once a week	113	30.6%
More than once a week	212	57.5%



...how frequently do you visit the club to practice your golf?

	No.	%
Never	86	23.3%
Less than once a month	137	37.1%
Between once a month and once a fortnight	44	11.9%
Between once a fortnight and once a week	61	16.5%
More than once a week	41	11.1%



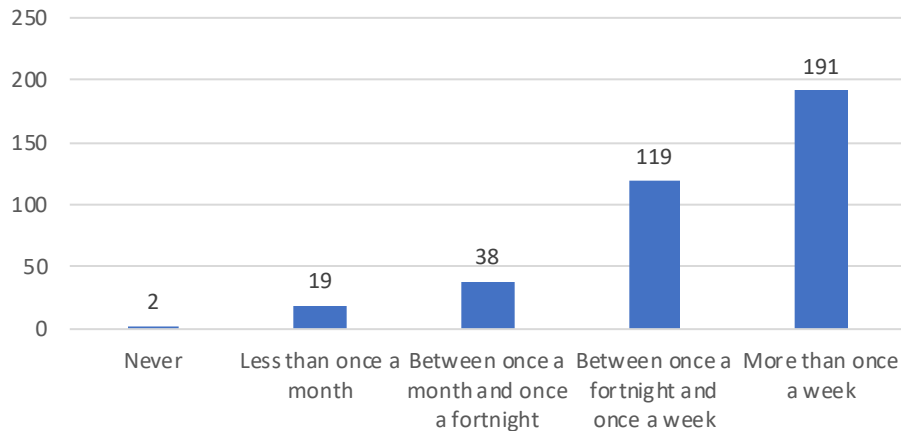
ABC GOLF CLUB

Your Club Habit

Q: Thinking about your usage of the club's facilities over the last year...

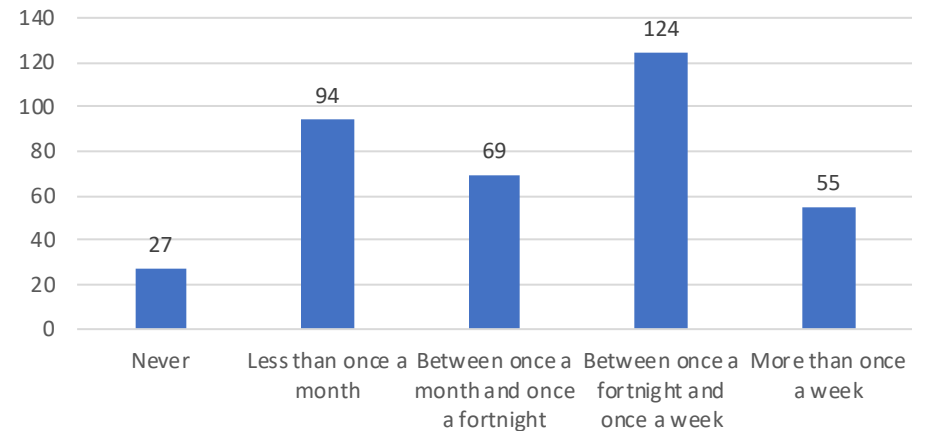
...how frequently do you buy a drink in the Club bar?

	No.	%
Never	2	0.5%
Less than once a month	19	5.1%
Between once a month and once a fortnight	38	10.3%
Between once a fortnight and once a week	119	32.2%
More than once a week	191	51.8%



...how frequently do you eat at the Club?

	No.	%
Never	27	7.3%
Less than once a month	94	25.5%
Between once a month and once a fortnight	69	18.7%
Between once a fortnight and once a week	124	33.6%
More than once a week	55	14.9%



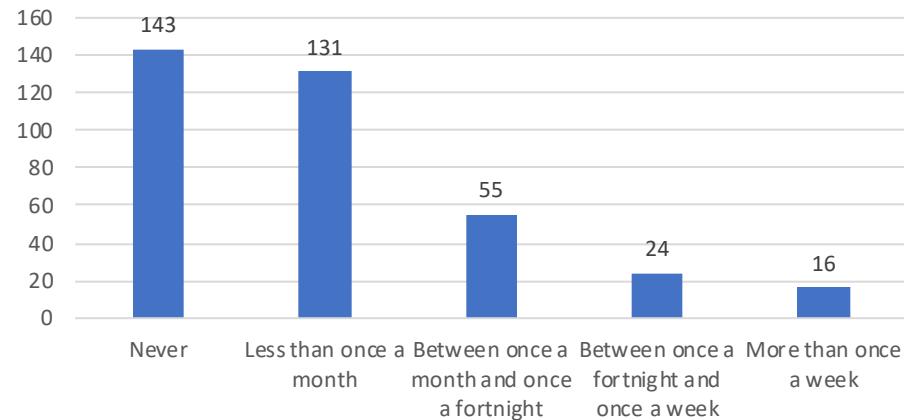
ABC GOLF CLUB

Your Club Habit

Q: Thinking about your usage of the club's facilities over the last year...

...how frequently do you visit the Club to use the Club Bar & Restaurant BUT not play golf or practice?

	No.	%
Never	143	38.8%
Less than once a month	131	35.5%
Between once a month and once a fortnight	55	14.9%
Between once a fortnight and once a week	24	6.5%
More than once a week	16	4.3%



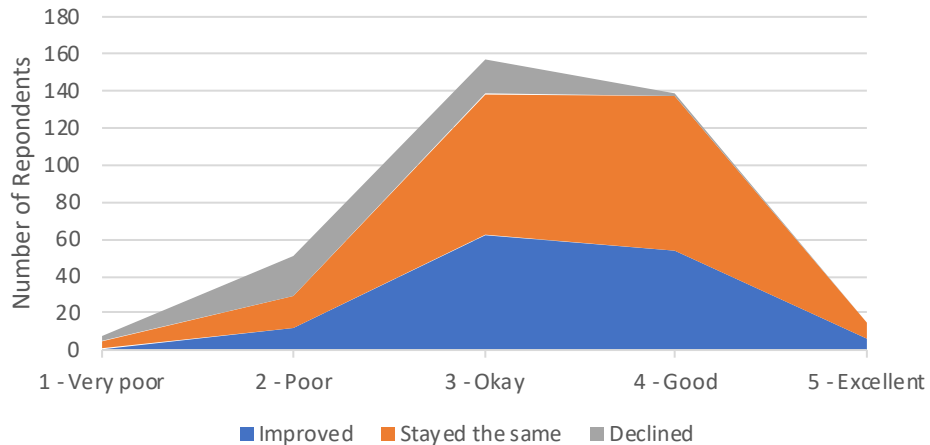
ABC GOLF CLUB

Clubhouse & Surrounds

Q: How would you rate the tidiness and cleanliness of the...

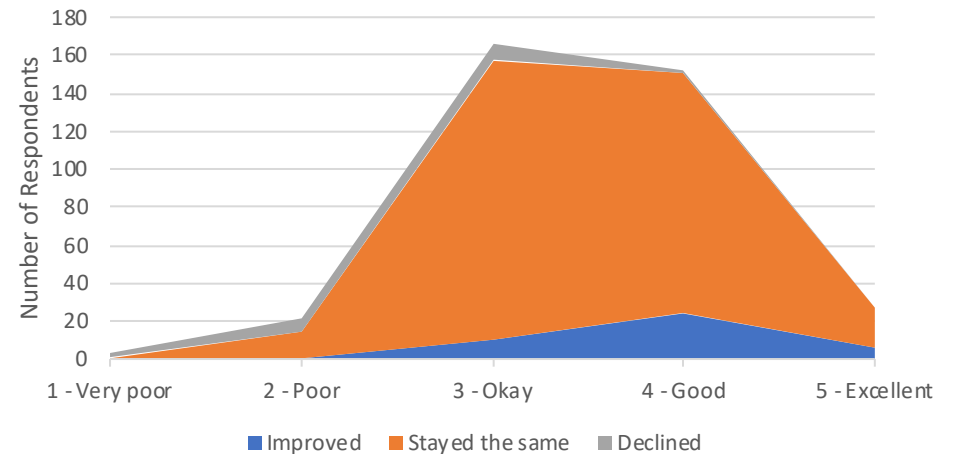
...entrance driveway and car parking areas?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	8	2.2%	1	3	4
2 - Poor	51	13.8%	12	22	17
3 - Okay	157	42.5%	62	19	76
4 - Good	138	37.4%	53	1	84
5 - Excellent	15	4.1%	6	0	9



...clubhouse foyer/reception areas?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	3	0.8%	0	2	1
2 - Poor	21	5.7%	1	7	13
3 - Okay	166	45.0%	10	9	147
4 - Good	152	41.2%	24	1	127
5 - Excellent	27	7.3%	6	0	21



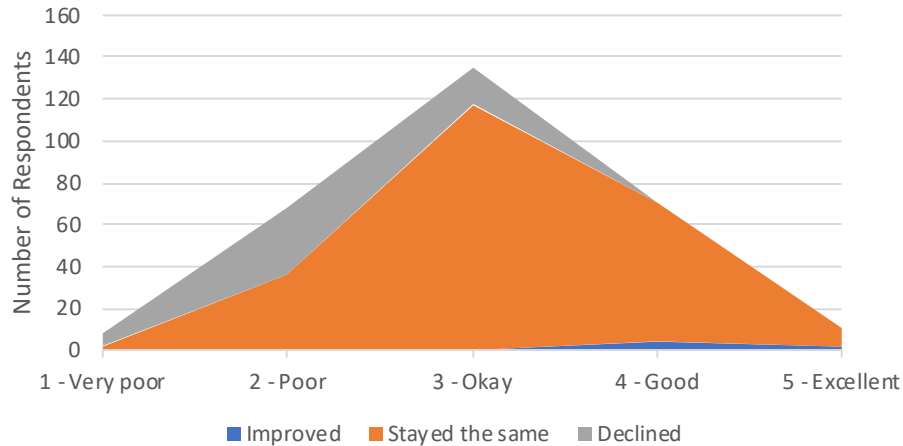
ABC GOLF CLUB

Clubhouse & Surrounds

Q: How would you rate the tidiness and cleanliness of the...

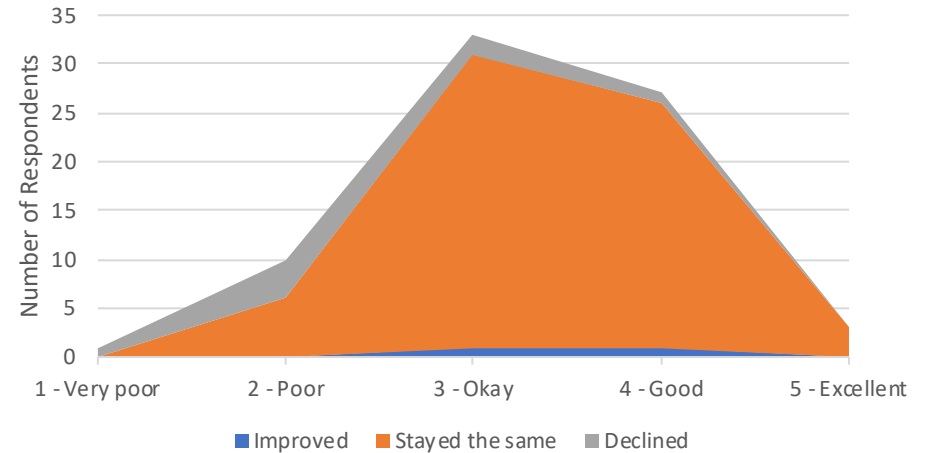
...MALE the locker rooms, showers and toilets?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	8	2.2%	0	6	2
2 - Poor	68	18.4%	0	32	36
3 - Okay	135	36.6%	0	18	117
4 - Good	71	19.2%	4	1	66
5 - Excellent	11	3.0%	2	0	9



...FEMALE the locker rooms, showers and toilets?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	1	0.3%	0	1	0
2 - Poor	10	2.7%	0	4	6
3 - Okay	33	8.9%	1	2	30
4 - Good	27	7.3%	1	1	25
5 - Excellent	3	0.8%	0	0	3



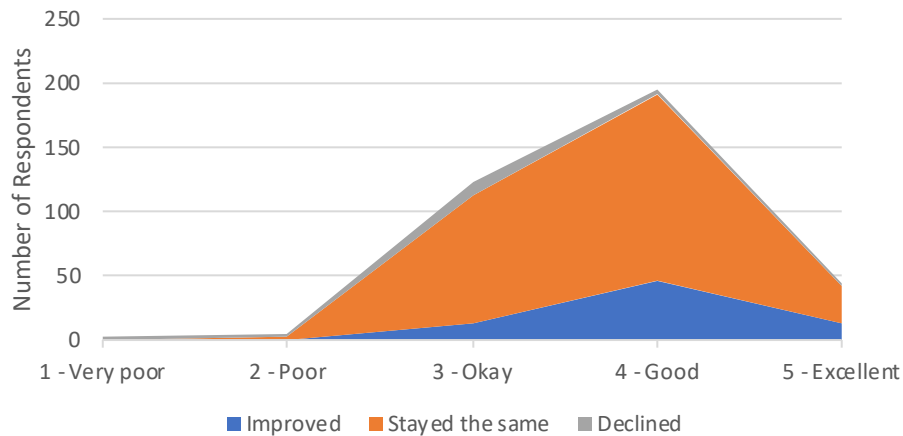
ABC GOLF CLUB

Club Bar & Restaurant

Q: How would you rate the following...

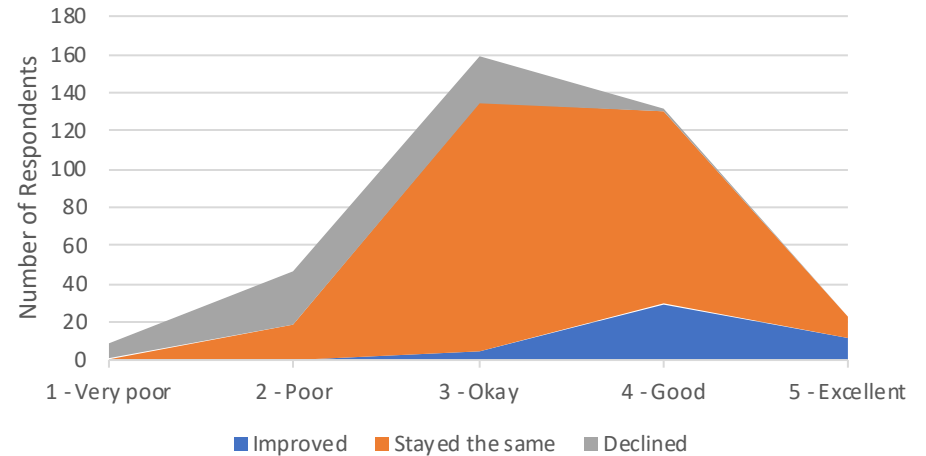
...the tidiness and cleanliness of the Club Bar & Restaurant?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	3	0.8%	0	3	0
2 - Poor	5	1.4%	0	2	3
3 - Okay	122	33.1%	13	9	100
4 - Good	195	52.8%	46	4	145
5 - Excellent	44	11.9%	14	1	29



...value for money of food and drink served in the clubhouse?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	9	2.4%	0	8	1
2 - Poor	47	12.7%	0	29	18
3 - Okay	159	43.1%	5	24	130
4 - Good	131	35.5%	29	1	101
5 - Excellent	23	6.2%	11	0	12



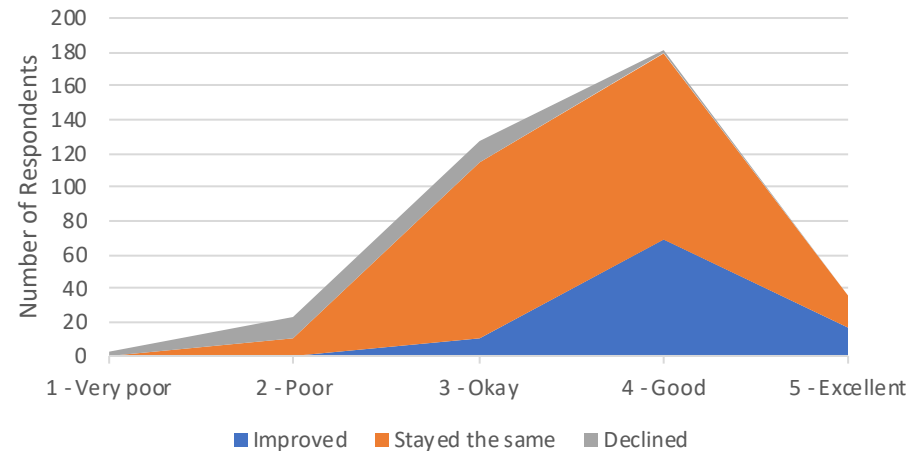
ABC GOLF CLUB

Club Bar & Restaurant

Q: How would you rate the following...

...the service offered in the Club Bar & Restaurant?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	2	0.5%	0	2	0
2 - Poor	23	6.2%	0	12	11
3 - Okay	127	34.4%	11	13	103
4 - Good	181	49.1%	69	2	110
5 - Excellent	36	9.8%	17	0	19

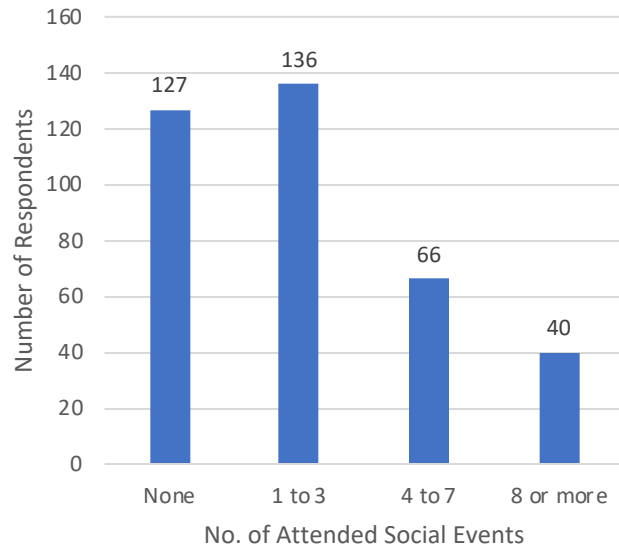


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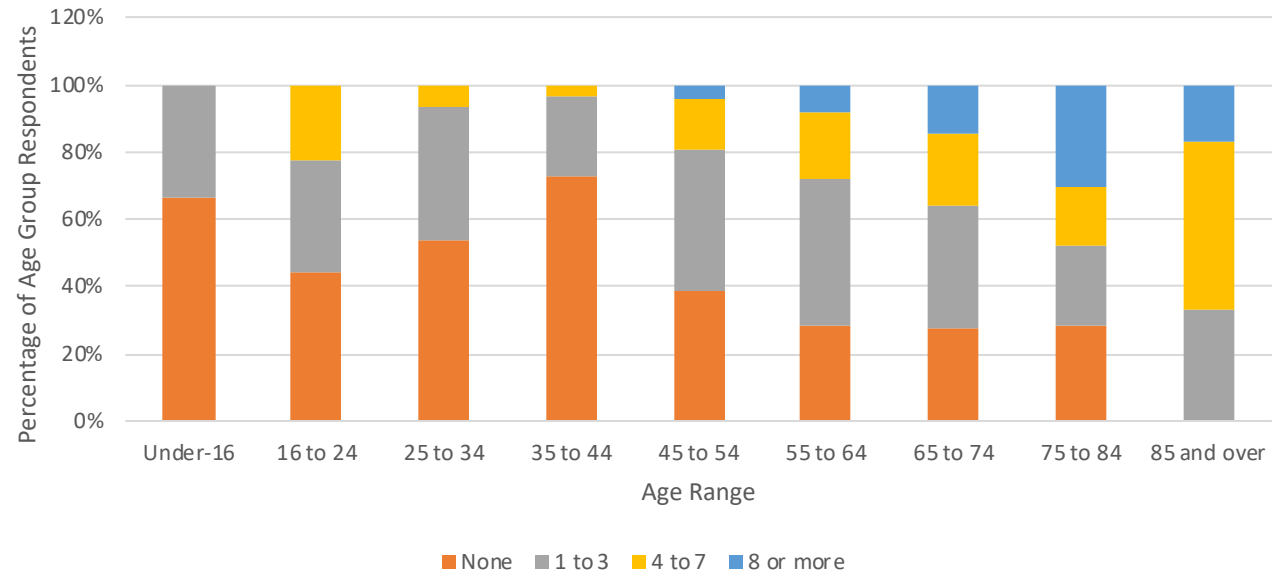
Club Bar & Restaurant

Q: How many social events have you attended at the club in the last year?

	Total	
	No.	%
None	127	34.4%
1 to 3	136	36.9%
4 to 7	66	17.9%
8 or more	40	10.8%



	Under-16	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 to 84	85 and over
None	67%	44%	53%	73%	39%	28%	27%	28%	0%
1 to 3	33%	33%	40%	23%	42%	43%	36%	24%	33%
4 to 7	0%	22%	7%	4%	15%	20%	22%	17%	50%
8 or more	0%	0%	0%	0%	4%	8%	14%	30%	17%



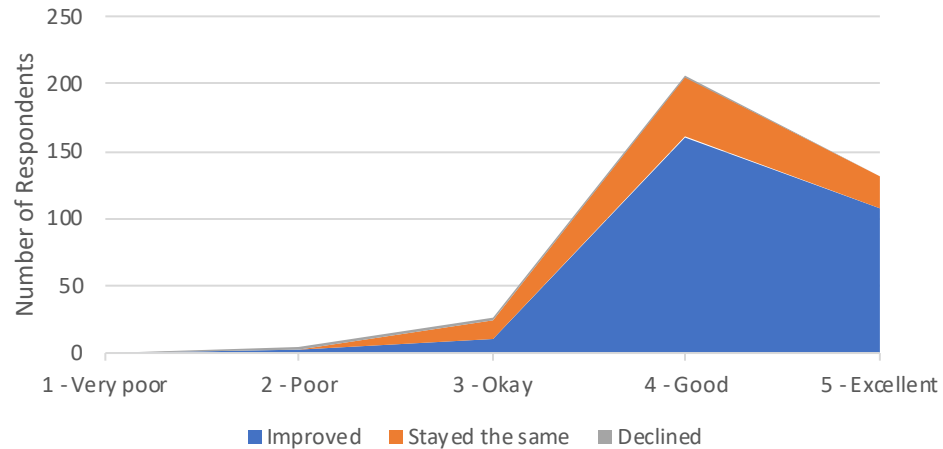
ABC GOLF CLUB

Golf Course

Q: How would you rate the following...

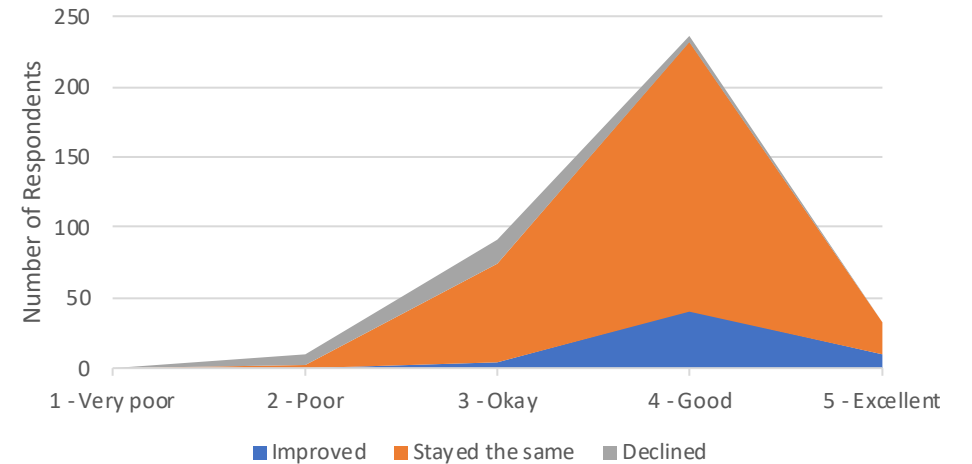
...the condition of the greens?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	0	0.0%	0	0	0
2 - Poor	5	1.4%	3	2	0
3 - Okay	27	7.3%	10	3	14
4 - Good	206	55.8%	160	1	45
5 - Excellent	131	35.5%	108	0	23



...condition of the fairways?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	0	0.0%	0	0	0
2 - Poor	9	2.4%	0	7	2
3 - Okay	91	24.7%	4	16	71
4 - Good	236	64.0%	41	4	191
5 - Excellent	33	8.9%	9	0	24



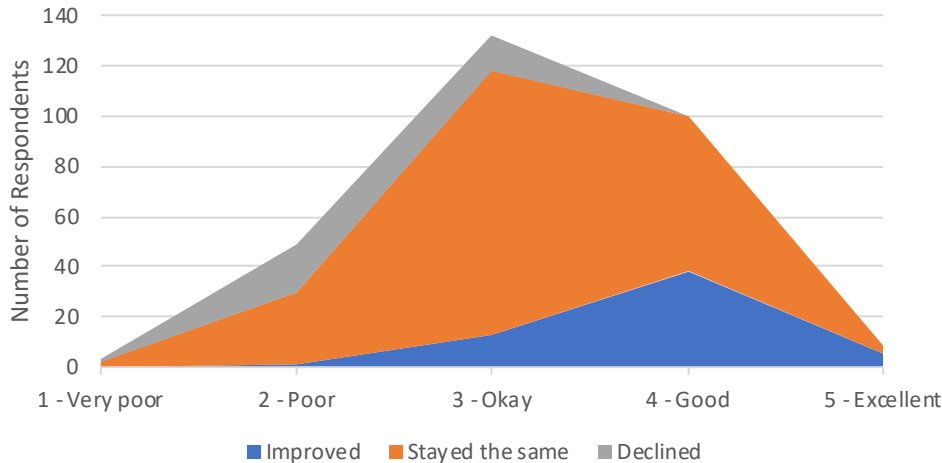
ABC GOLF CLUB

Golf Course

Q: How would you rate the following...

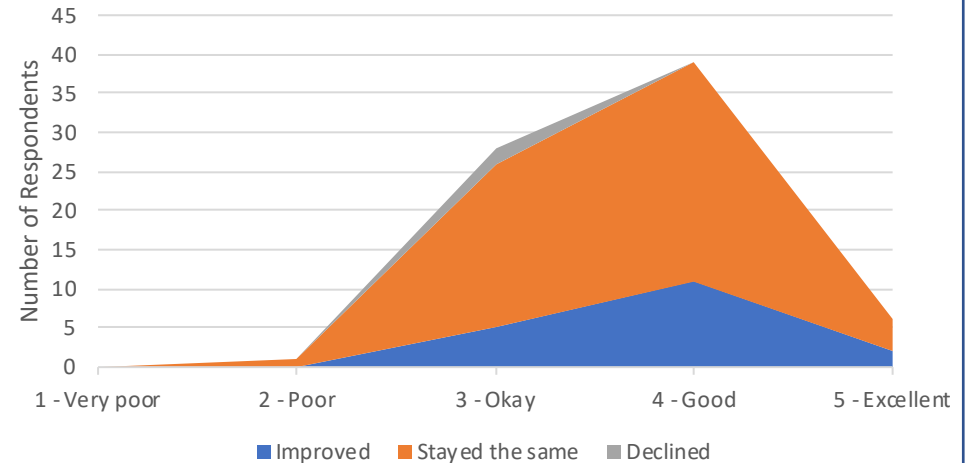
...the condition of the Men's tees?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	3	0.8%	0	1	2
2 - Poor	49	13.3%	1	19	29
3 - Okay	132	35.8%	13	14	105
4 - Good	100	27.1%	38	0	62
5 - Excellent	9	2.4%	5	0	4



...condition of the Ladies tees?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	0	0.0%	0	0	0
2 - Poor	1	0.3%	0	0	1
3 - Okay	28	7.6%	5	2	21
4 - Good	39	10.6%	11	0	28
5 - Excellent	6	1.6%	2	0	4



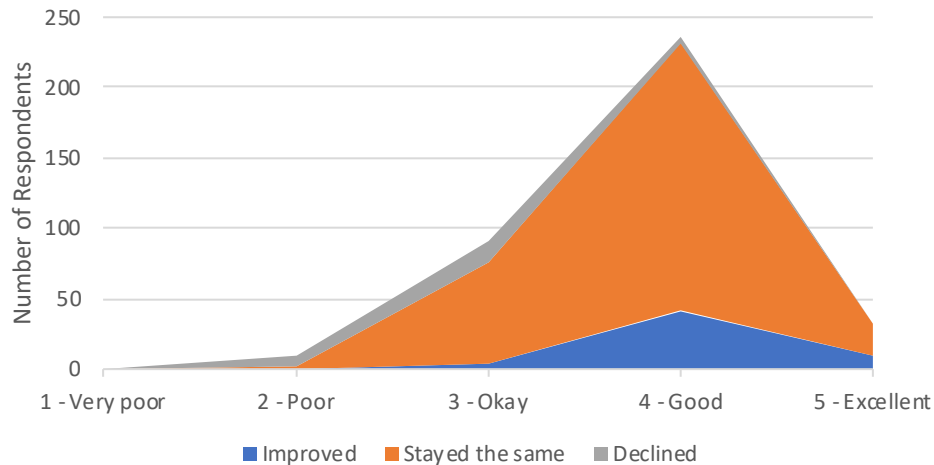
ABC GOLF CLUB

Golf Course

Q: How would you rate the following...

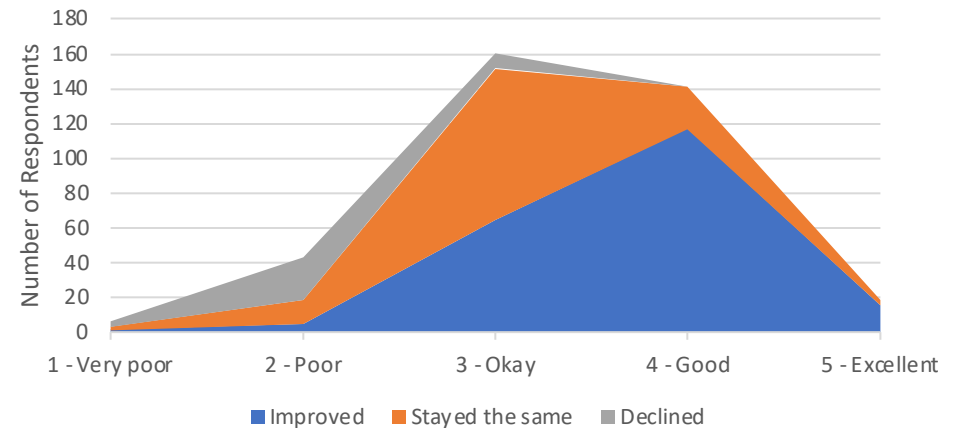
...the condition of the fairways?

	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	0	0.0%	0	0	0
2 - Poor	9	2.4%	0	7	2
3 - Okay	91	24.7%	4	16	71
4 - Good	236	64.0%	41	4	191
5 - Excellent	33	8.9%	9	0	24



...condition of the pathways and areas away from playing surfaces?

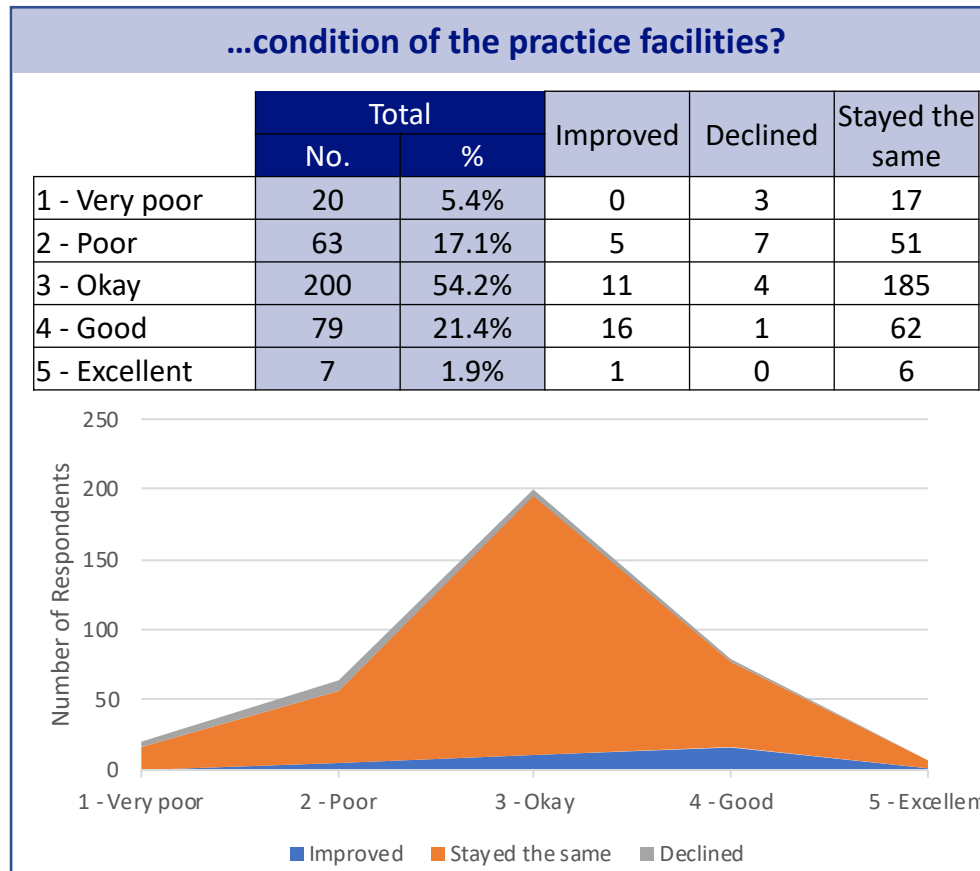
	Total		Improved	Declined	Stayed the same
	No.	%			
1 - Very poor	6	1.6%	1	3	2
2 - Poor	43	11.7%	4	25	14
3 - Okay	160	43.4%	64	9	87
4 - Good	141	38.2%	117	0	24
5 - Excellent	19	5.1%	15	0	4



ABC GOLF CLUB

Golf Course

Q: How would you rate the following...

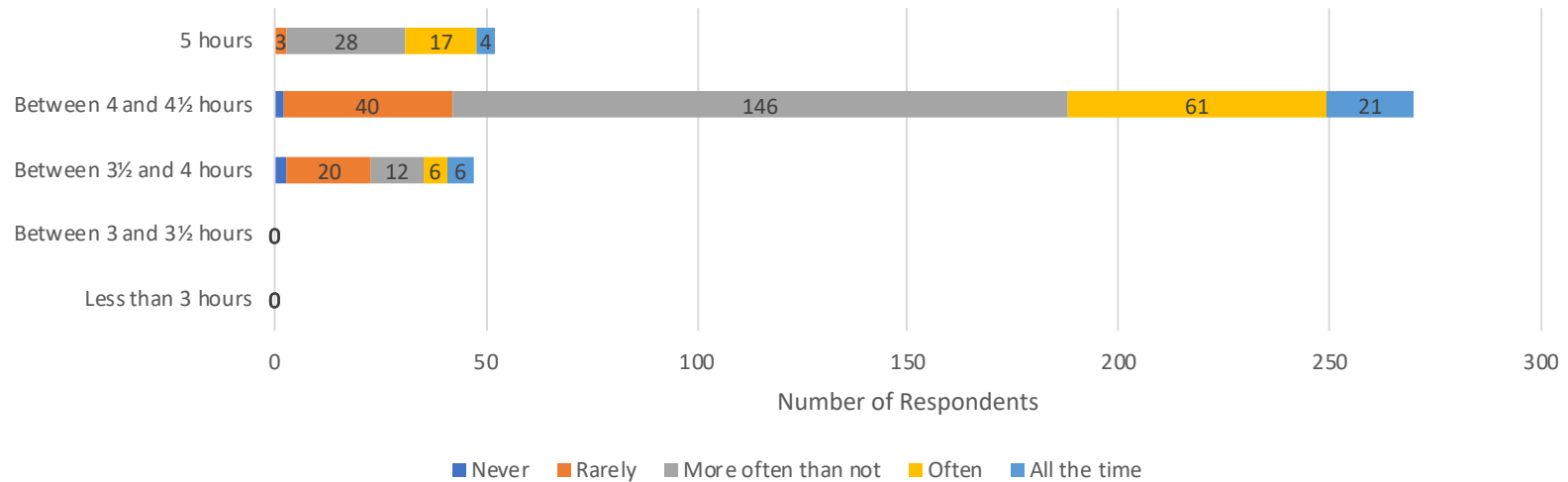


ABC GOLF CLUB

Golf Course

Q: What do you believe is a reasonable time to play 18-holes as a 4-ball at ABC Golf Club and how often do you play within these timescales?

	Total		Never	Rarely	More often than not	Often	All the time
	No.	%					
Less than 3 hours	0	0.0%	0	0	0	0	0
Between 3 and 3½ hours	47	12.7%	3	20	12	6	6
Between 3½ and 4 hours	270	73.2%	2	40	146	61	21
Between 4 and 4½ hours	52	14.1%	0	3	28	17	4
5 hours	0	0.0%	0	0	0	0	0

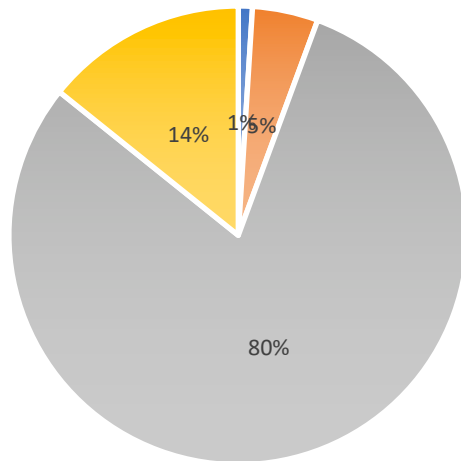


ABC GOLF CLUB

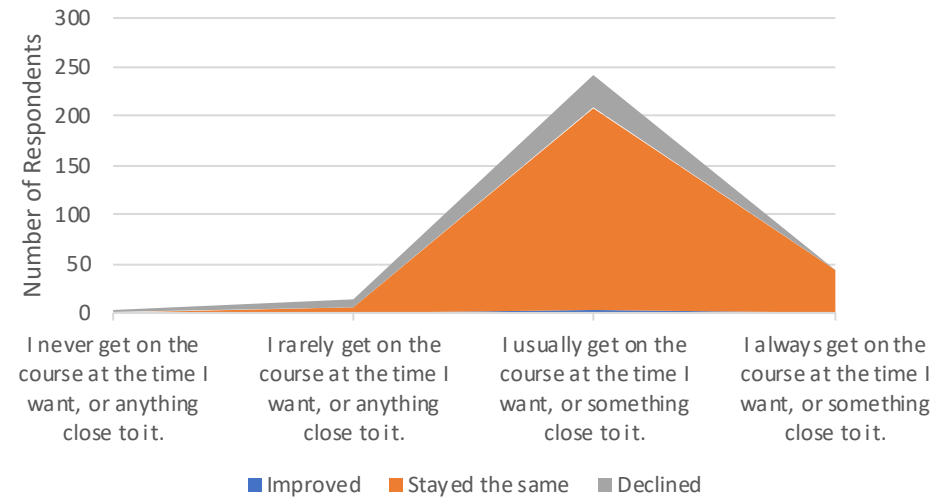
Access to Course & Competitions

Q: Which statement best describes your experience of getting onto the course Monday to Friday during the past year?

	Total		Improved	Declined	Stayed the same
	No.	%			
I don't play Monday to Friday	67				
I never get on the course at the time I want, or anything close to it.	3	1.0%	0	2	1
I rarely get on the course at the time I want, or anything close to it.	14	4.6%	0	8	6
I usually get on the course at the time I want, or something close to it.	242	80.1%	3	34	205
I always get on the course at the time I want, or something close to it.	43	14.2%	1	0	42



- I never get on the course at the time I want, or anything close to it.
- I rarely get on the course at the time I want, or anything close to it.
- I usually get on the course at the time I want, or something close to it.
- I always get on the course at the time I want, or something close to it.

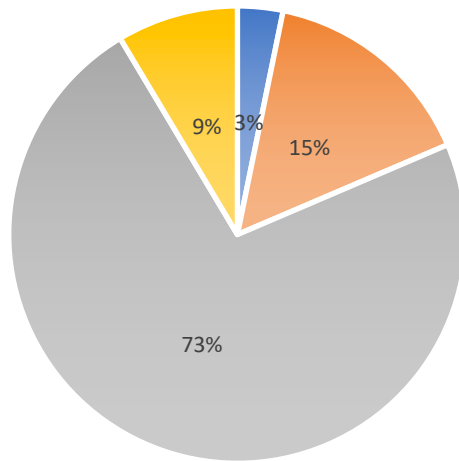


ABC GOLF CLUB

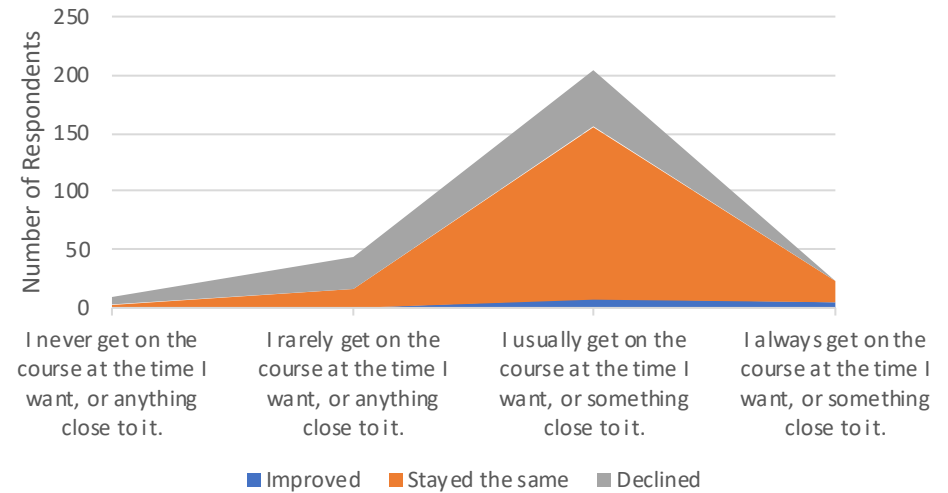
Access to Course & Competitions

Q: Which statement best describes your experience of getting onto the course on Saturdays and Sundays during the past year?

	Total		Improved	Declined	Stayed the same
	No.	%			
I don't play Saturdays or Sundays	89				
I never get on the course at the time I want, or anything close to it.	9	3.0%	0	6	3
I rarely get on the course at the time I want, or anything close to it.	43	14.2%	0	26	17
I usually get on the course at the time I want, or something close to it.	204	67.5%	8	49	147
I always get on the course at the time I want, or something close to it.	24	7.9%	4	1	19



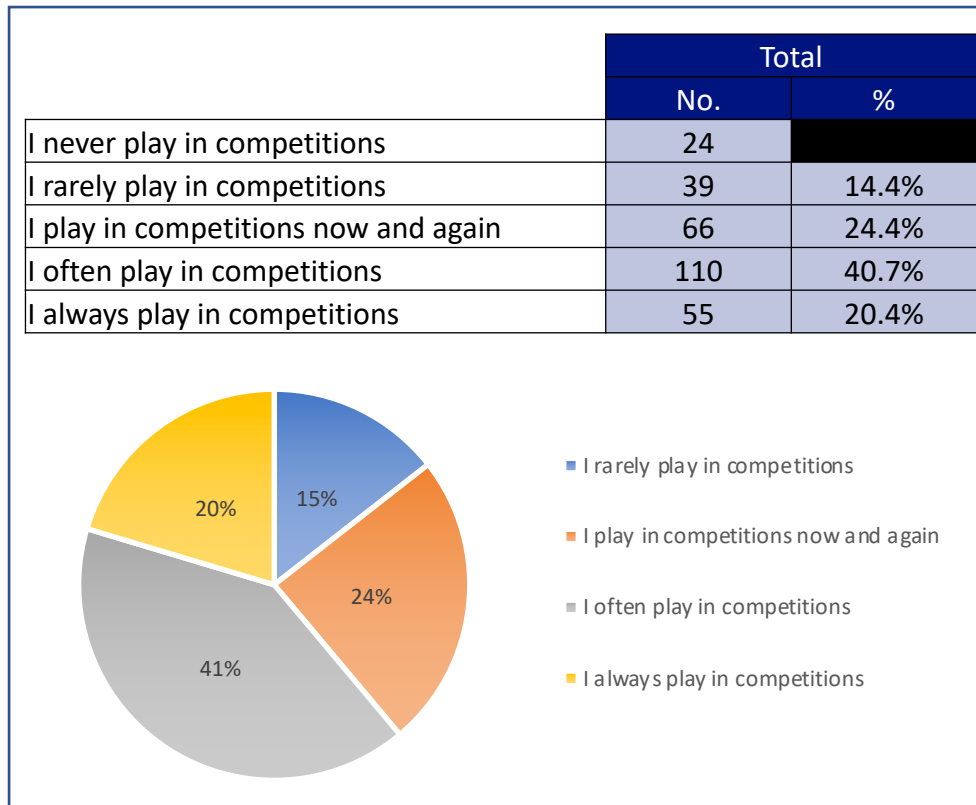
- I never get on the course at the time I want, or anything close to it.
- I rarely get on the course at the time I want, or anything close to it.
- I usually get on the course at the time I want, or something close to it.
- I always get on the course at the time I want, or something close to it.



ABC GOLF CLUB

Access to Course & Competitions

Q: Thinking specifically about competition play, which statement best describes your competitions playing habits over the last year?

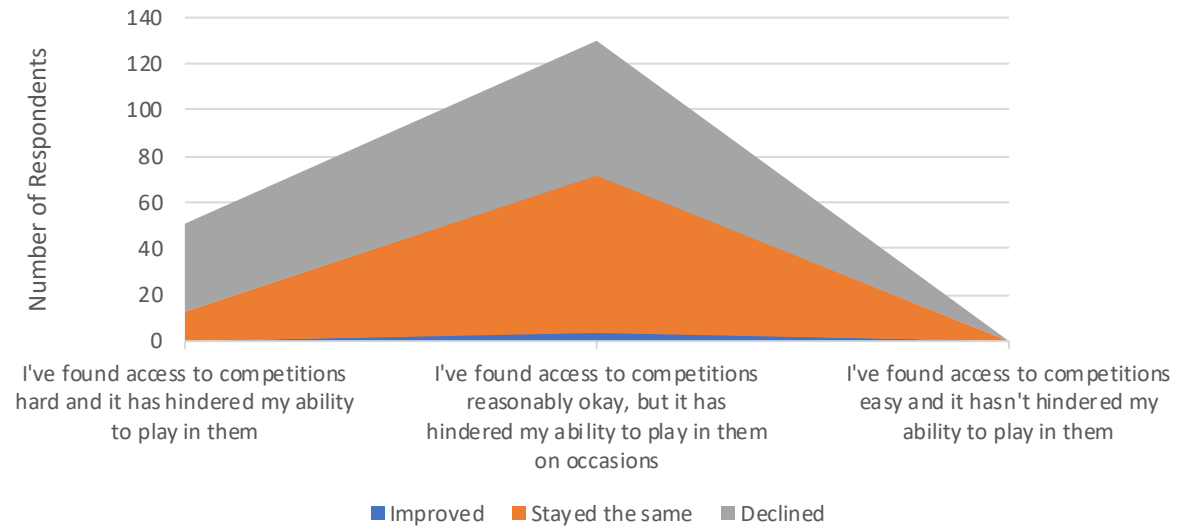


ABC GOLF CLUB

Access to Course & Competitions

Q: Which statement best describes your experience of entering competitions during the past year?

	Total		Improved	Declined	Stayed the same
	No.	%			
I've found access to competitions hard and it has hindered my ability to play in them	51	28.2%	0	38	13
I've found access to competitions reasonably okay, but it has hindered my ability to play in them on occasions	130	71.8%	4	58	68
I've found access to competitions easy and it hasn't hindered my ability to play in them	0	0.0%	0	0	0

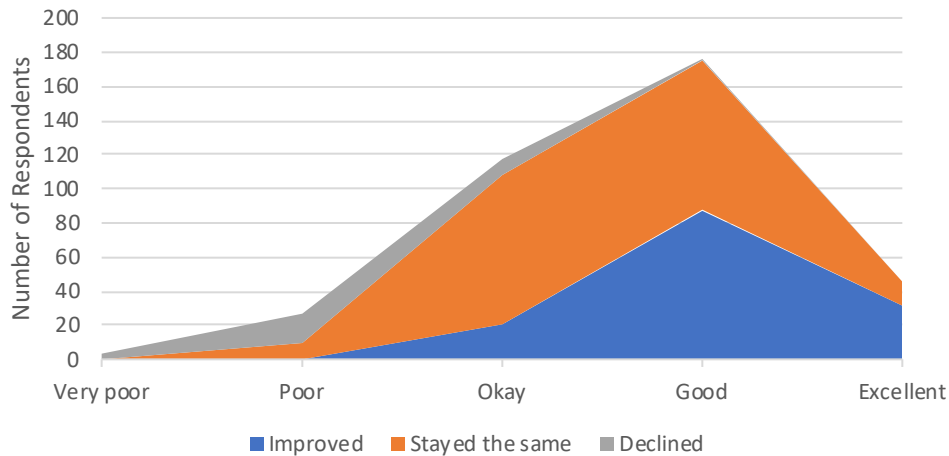


ABC GOLF CLUB

Communication

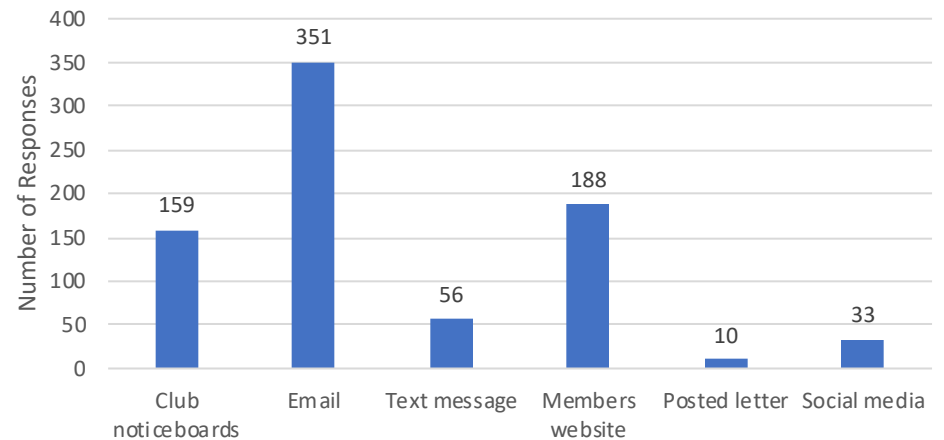
How would you rate the level of communication you receive from the club?

	Total		Improved	Declined	Stayed the same
	No.	%			
Very poor	3	0.8%	0	3	0
Poor	27	7.3%	0	17	10
Okay	117	31.7%	21	9	87
Good	176	47.7%	87	1	88
Excellent	46	12.5%	31	0	15



By which communication medium would you like to receive information regarding the club (you can select more than one)?

	Total	
	No.	%
Club noticeboards	159	19.9%
Email	351	44.0%
Text message	56	7.0%
Members website	188	23.6%
Posted letter	10	1.3%
Social media (Facebook, Twitter et al)	33	4.1%

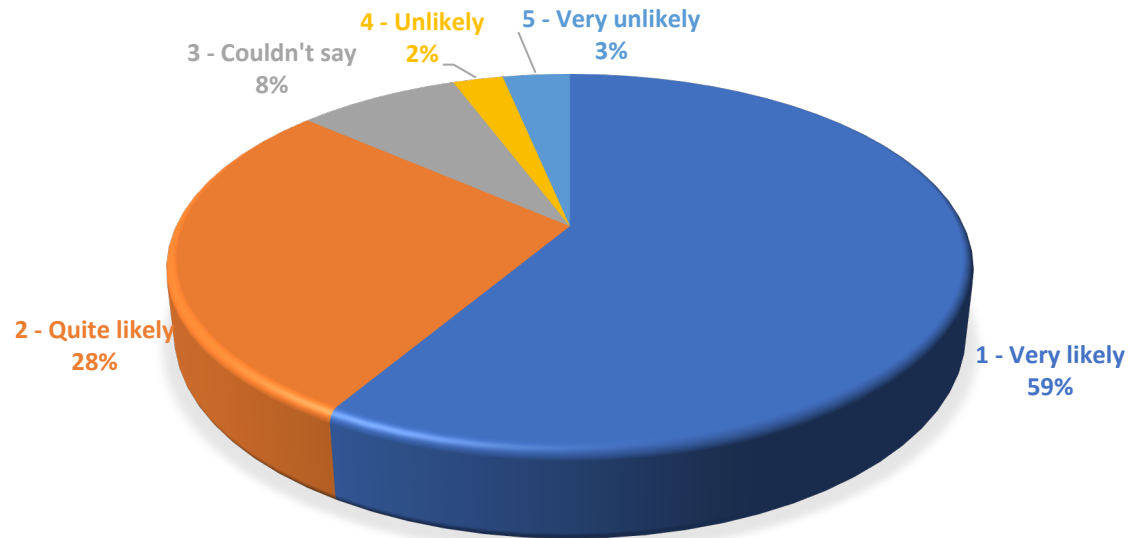


ABC GOLF CLUB

Final Section

Q: How likely are you to recommend the Club to friends, colleagues and/or family members?

	Total	
	No.	%
1 - Very likely	216	58.5%
2 - Quite likely	103	27.9%
3 - Couldn't say	29	7.9%
4 - Unlikely	9	2.4%
5 - Very unlikely	12	3.3%



ABC GOLF CLUB

Final Section

Q: How satisfied are you with the value-for-money your membership at ABC Golf Club has offered you over the last year?

