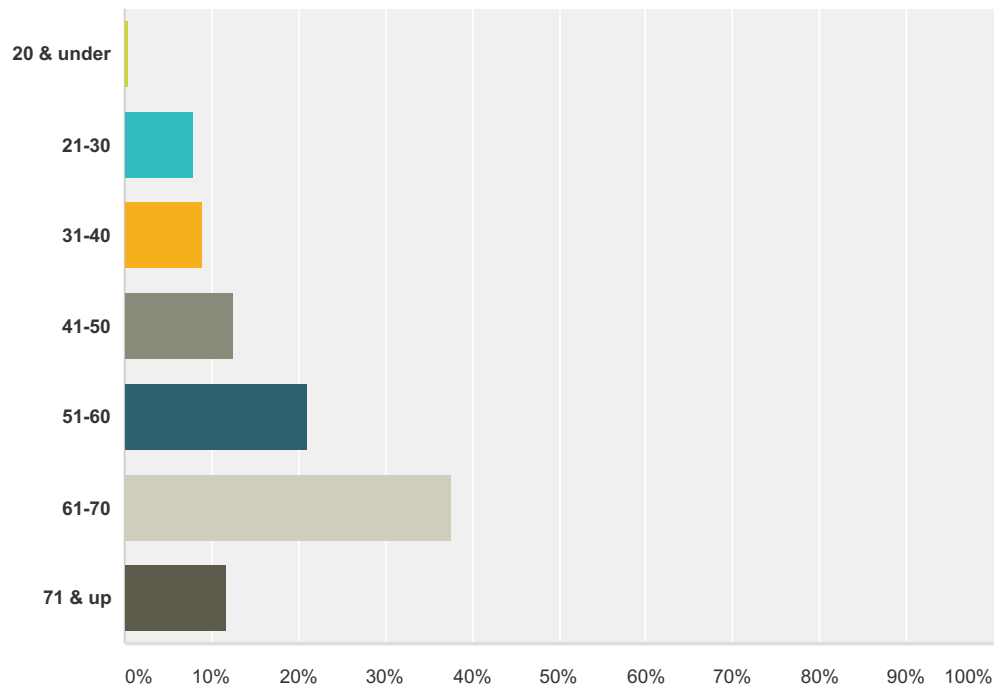


Q1 What is your age?

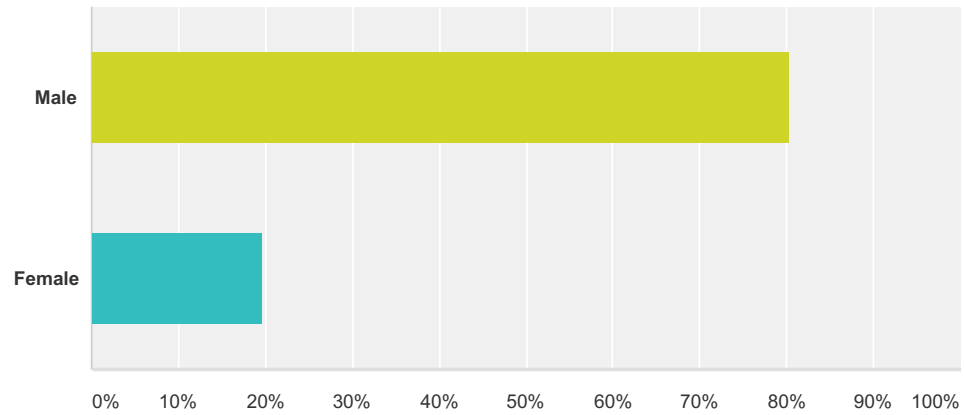
Answered: 224 Skipped: 0



Answer Choices	Responses
20 & under	0.45% 1
21-30	8.04% 18
31-40	8.93% 20
41-50	12.50% 28
51-60	20.98% 47
61-70	37.50% 84
71 & up	11.61% 26
Total	224

Q2 What is your gender?

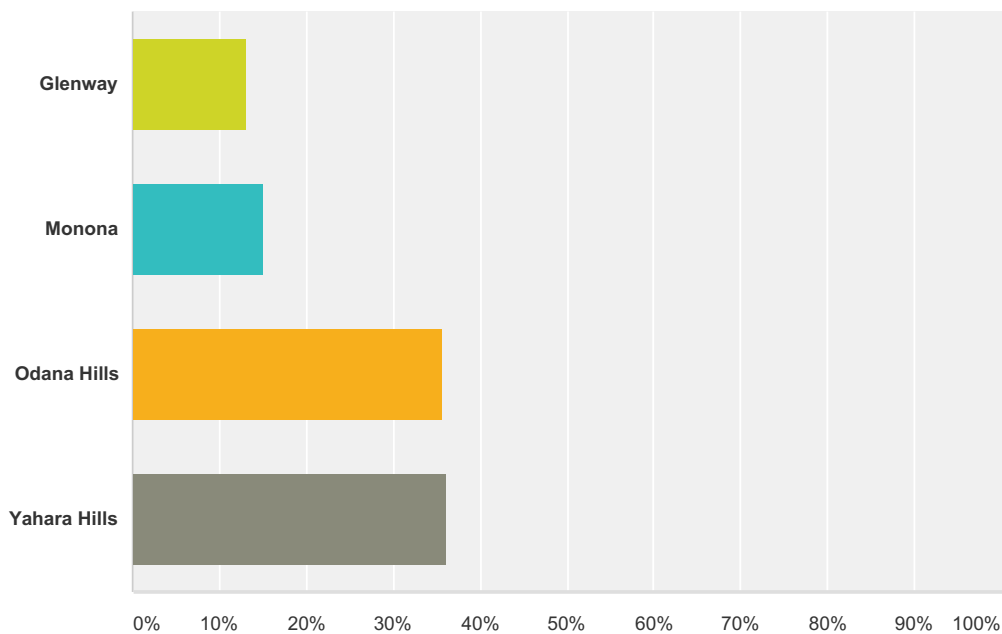
Answered: 224 Skipped: 0



Answer Choices	Responses
Male	80.36% 180
Female	19.64% 44
Total	224

Q3 Which of the City of Madison Golf Courses did you play most during the 2015 golf season?

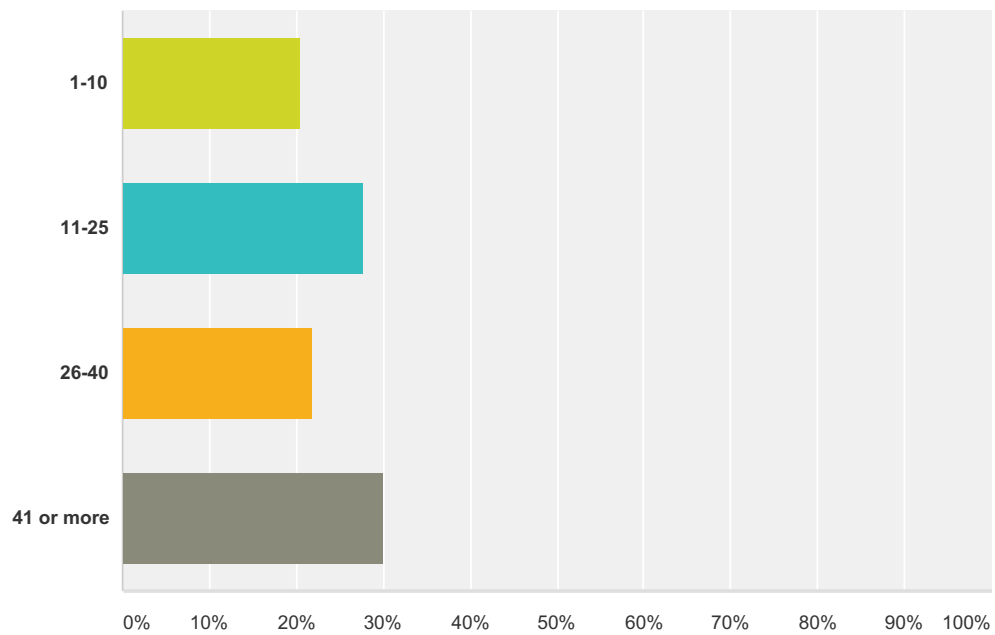
Answered: 221 Skipped: 3



Answer Choices	Responses
Glenway	13.12% 29
Monona	14.93% 33
Odana Hills	35.75% 79
Yahara Hills	36.20% 80
Total	221

Q4 About how many rounds of golf did you play during the 2015 season?

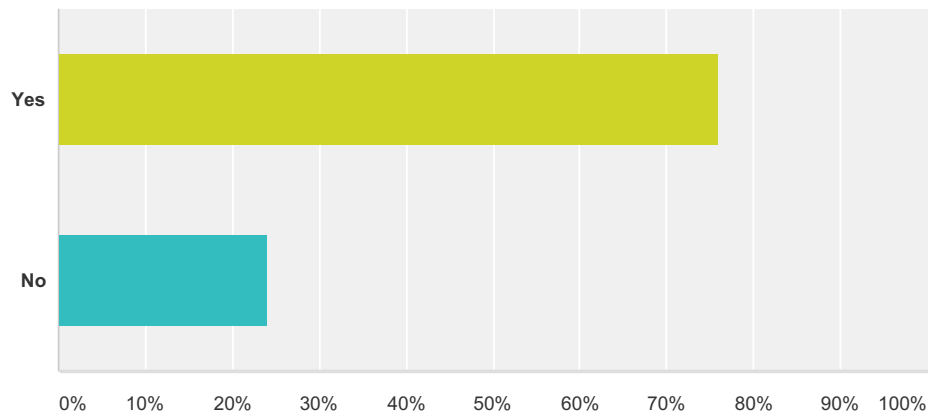
Answered: 220 Skipped: 4



Answer Choices	Responses
1-10	20.45% 45
11-25	27.73% 61
26-40	21.82% 48
41 or more	30.00% 66
Total	220

Q5 Are you familiar with our Loyalty Card Programs?

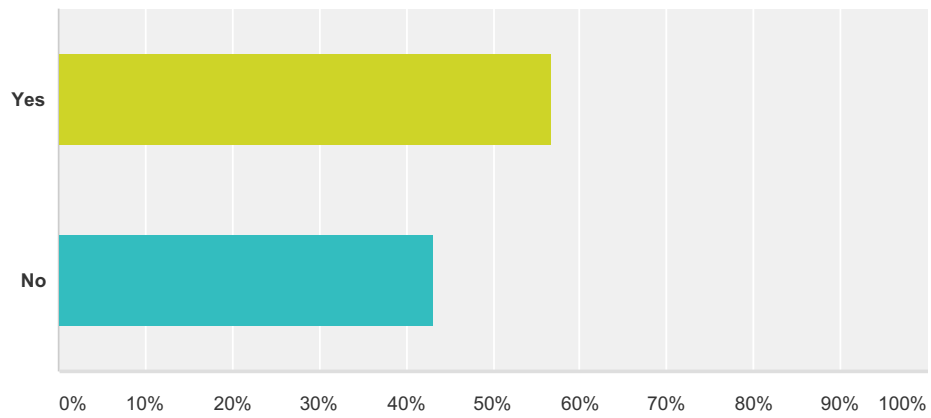
Answered: 220 Skipped: 4



Answer Choices	Responses
Yes	75.91% 167
No	24.09% 53
Total	220

Q6 Did you purchase a Season Pass or Loyalty Card during the 2015 golf season?

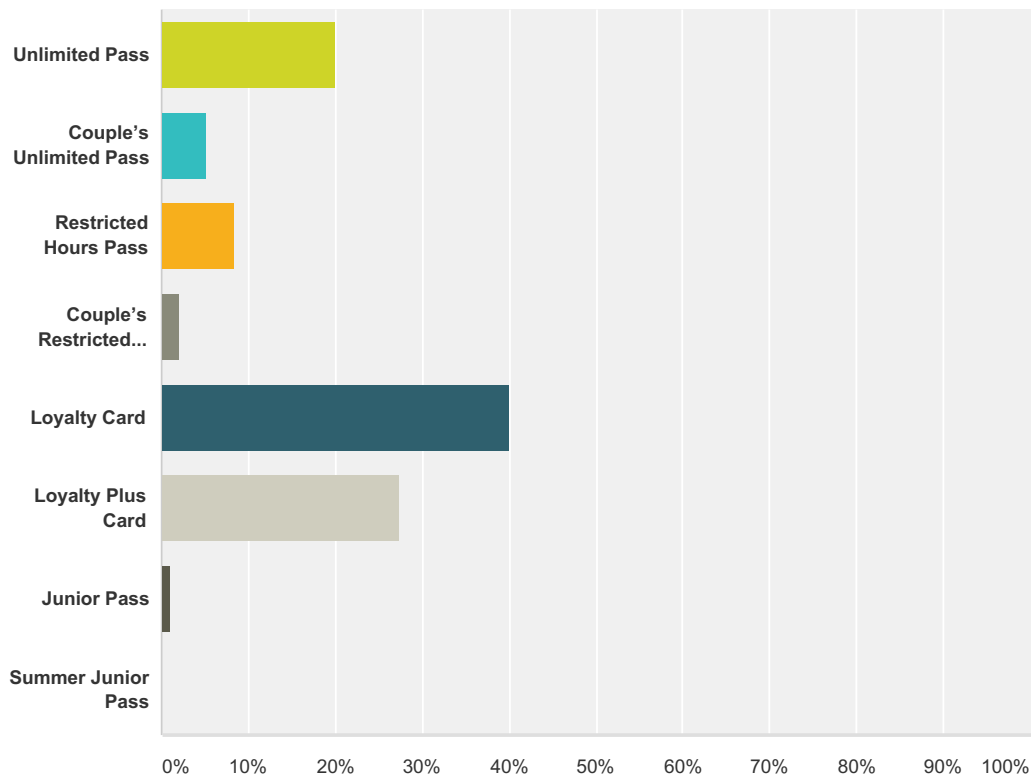
Answered: 167 Skipped: 57



Answer Choices	Responses	
Yes	56.89%	95
No	43.11%	72
Total		167

Q7 Which card(s) did you purchase? Select all that apply for all members in your household.

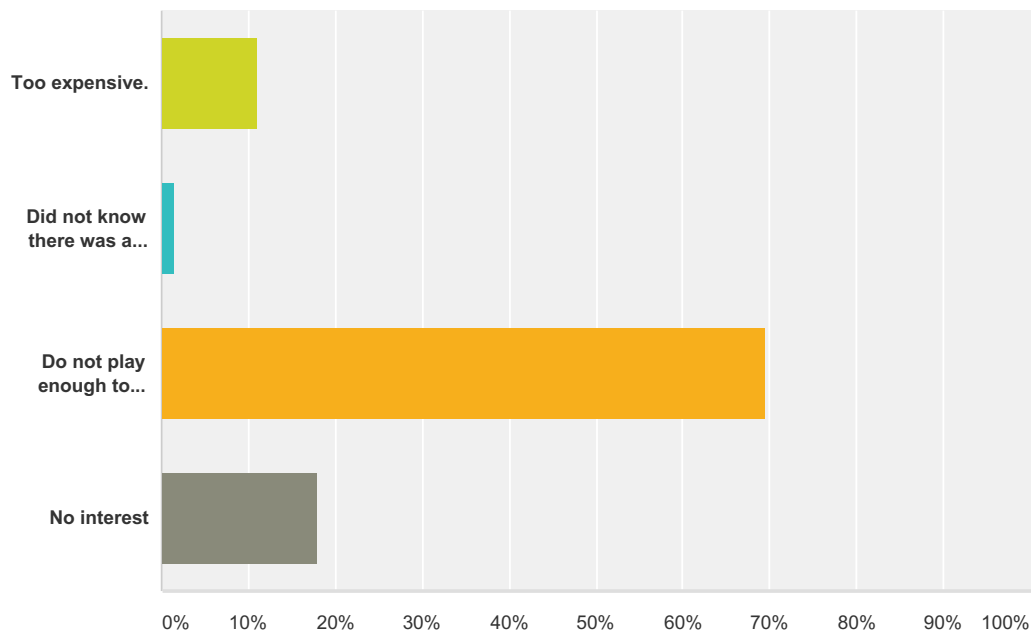
Answered: 95 Skipped: 129



Answer Choices	Responses
Unlimited Pass	20.00% 19
Couple's Unlimited Pass	5.26% 5
Restricted Hours Pass	8.42% 8
Couple's Restricted Hours Pass	2.11% 2
Loyalty Card	40.00% 38
Loyalty Plus Card	27.37% 26
Junior Pass	1.05% 1
Summer Junior Pass	0.00% 0
Total Respondents: 95	

Q8 Why did you not purchase a Season Pass or Loyalty Card in 2015?

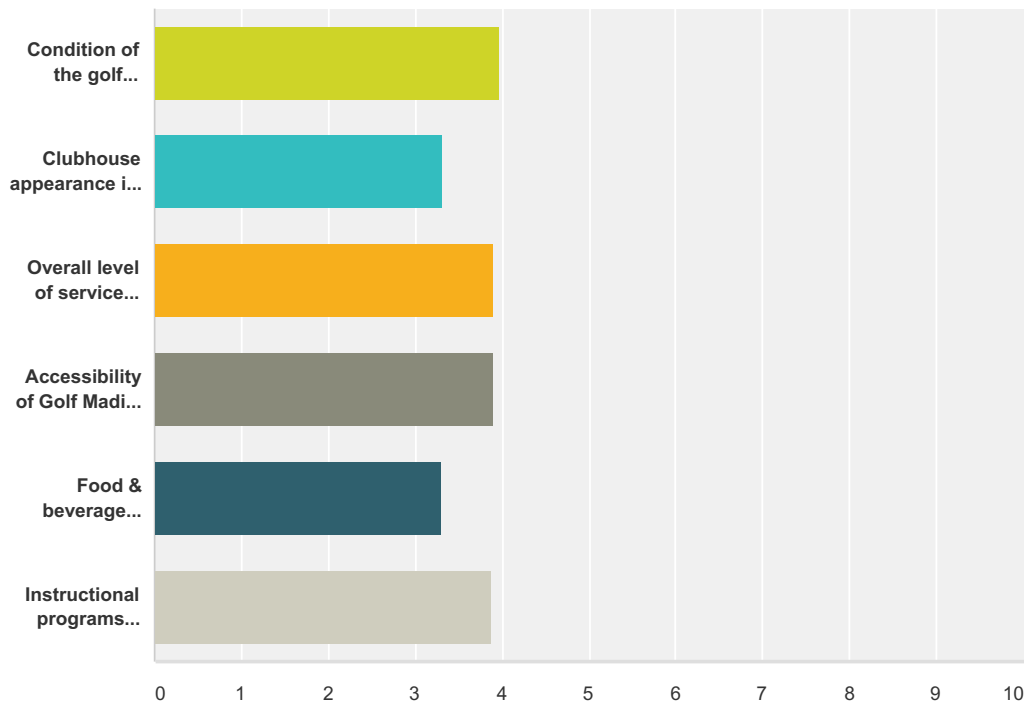
Answered: 72 Skipped: 152



Answer Choices	Responses
Too expensive.	11.11% 8
Did not know there was a Loyalty Program.	1.39% 1
Do not play enough to justify the purchase.	69.44% 50
No interest	18.06% 13
Total	72

Q9 Please rate the following 1 - 5 with 5 as "Outstanding."

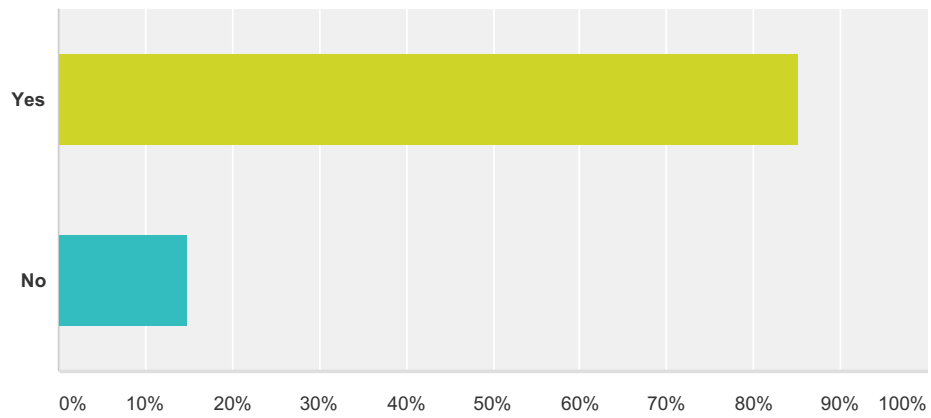
Answered: 210 Skipped: 14



	1 - Unacceptable	2 - Needs some improvement	3 - Acceptable	4 - Above Average	5 - Outstanding	N/A	Total	Weighted Average
Condition of the golf courses in 2015	0.00% 0	5.71% 12	19.05% 40	47.62% 100	27.14% 57	0.48% 1	210	3.97
Clubhouse appearance in 2015	2.86% 6	11.90% 25	44.76% 94	31.90% 67	8.10% 17	0.48% 1	210	3.31
Overall level of service provided during 2015	0.95% 2	4.29% 9	26.19% 55	40.48% 85	27.62% 58	0.48% 1	210	3.90
Accessibility of Golf Madison Parks staff during 2015	0.48% 1	3.81% 8	25.71% 54	35.71% 75	26.67% 56	7.62% 16	210	3.91
Food & beverage operation at the course you played most	2.86% 6	15.71% 33	34.76% 73	26.19% 55	10.95% 23	9.52% 20	210	3.29
Instructional programs provided by Golf Madison Parks staff, including Sue Shapcott's Golf Revolution	0.48% 1	2.38% 5	11.90% 25	11.90% 25	13.33% 28	60.00% 126	210	3.88

Q10 Did you know that the City of Madison courses offer golf instruction?

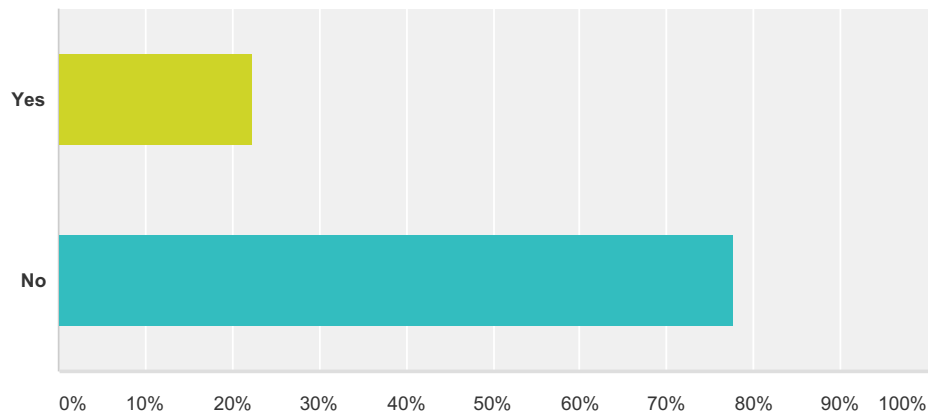
Answered: 209 Skipped: 15



Answer Choices	Responses
Yes	85.17% 178
No	14.83% 31
Total	209

Q11 Have you taken golf lessons at the City of Madison golf courses?

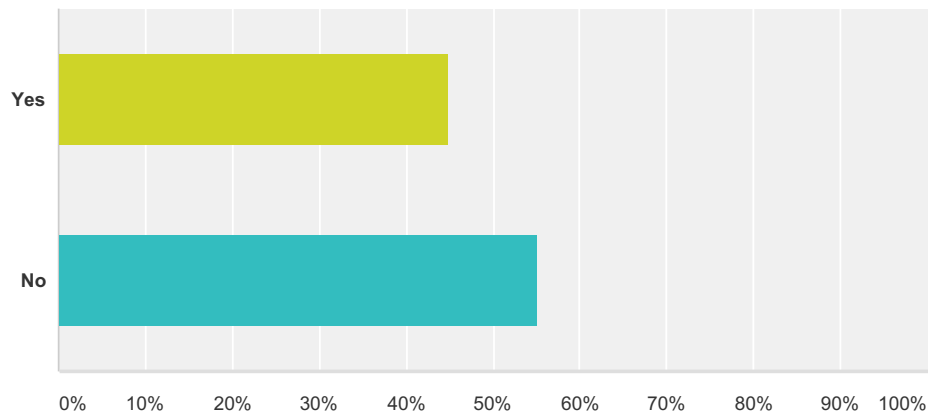
Answered: 179 Skipped: 45



Answer Choices	Responses
Yes	22.35% 40
No	77.65% 139
Total	179

Q12 Have you taken golf lessons at other golf facilities?

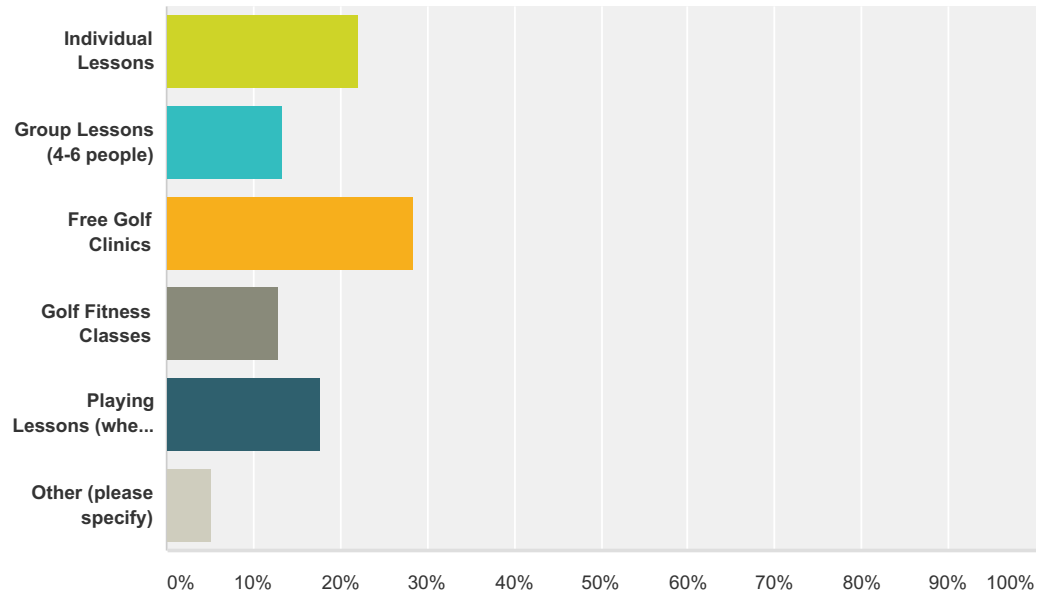
Answered: 209 Skipped: 15



Answer Choices	Responses	
Yes	44.98%	94
No	55.02%	115
Total		209

Q13 We are looking to broaden the type of instruction programming we offer to meet the needs of Madison area golfers. What type of golf instruction program interests you the most?

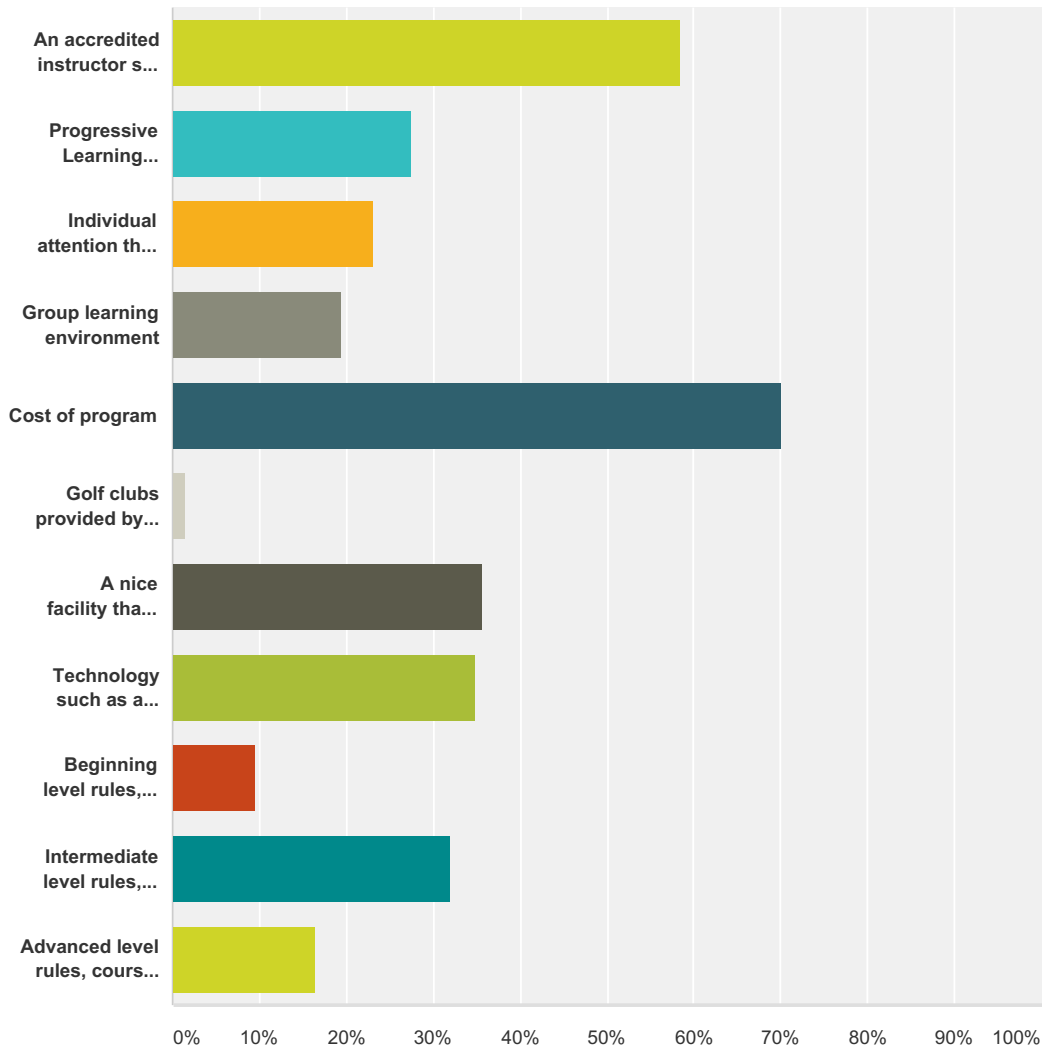
Answered: 208 Skipped: 16



Answer Choices	Responses
Individual Lessons	22.12% 46
Group Lessons (4-6 people)	13.46% 28
Free Golf Clinics	28.37% 59
Golf Fitness Classes	12.98% 27
Playing Lessons (where teacher takes student(s) onto golf course to play and learn course management)	17.79% 37
Other (please specify)	5.29% 11
Total	208

Q14 What factors are important to you in a golf instruction program? Check all that apply.

Answered: 207 Skipped: 17



Answer Choices	Responses
An accredited instructor such as a PGA Professional or apprentice	58.45% 121
Progressive Learning Environment	27.54% 57
Individual attention the whole time	23.19% 48
Group learning environment	19.32% 40
Cost of program	70.05% 145
Golf clubs provided by instructor	1.45% 3
A nice facility that has a learning center and full service driving range	35.75% 74
Technology such as a launch monitor or swing aids	34.78% 72

Beginning level rules, etiquette and basic swing mechanics	9.66%	20
Intermediate level rules, etiquette, swing mechanics and course management	31.88%	66
Advanced level rules, course management and competition readiness	16.43%	34
Total Respondents: 207		

Q15 Please tell us your suggestions and comments about the golf instruction programs at any of the City of Madison golf courses?

Answered: 201 Skipped: 23

Q16 We are looking to expand the instruction programs across the City of Madison golf courses next season. If you would like to be kept updated on our offerings, please provide your email address.

Answered: 100 Skipped: 124

Q17 What are your favorite parts about the golf operation at the City of Madison Golf Courses? (examples: Course conditions, Food and Beverage, Customer Service, etc.)

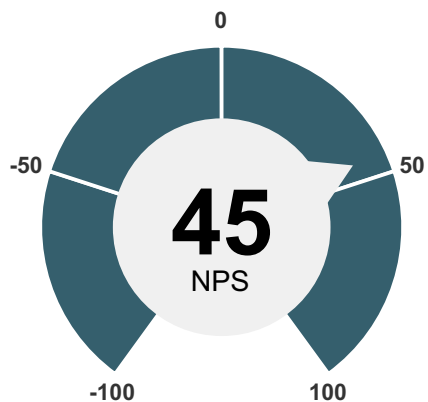
Answered: 197 Skipped: 27

Q18 Are there any other comments, concerns or recommendations you have for the Golf Madison Parks Management that you believe would make for a better overall golfing experience at the City of Madison Golf Courses?

Answered: 197 Skipped: 27

Q19 How likely is it that you would recommend the City of Madison Golf Courses to a friend or colleague?

Answered: 197 Skipped: 27



Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter® Score
12% 23	32% 63	56% 111	45

Q20 (Optional)* By providing your name, zip code, email address and phone number you will be entered into the drawing for a chance to win a foursome of golf with cart at your choice of one of the City of Madison golf courses. Valid Monday - Sunday, through October 31, 2016. Drawing will be held at the Kickoff Party on February 20, 2016. You do not need to be present to win but you must complete the survey and the information below. Good luck and thank you for participating in our survey!

***Providing your contact information is optional and will be used for this drawing only. We will not distribute or use your contact information for any other purpose.**

Answered: 176 Skipped: 48

Answer Choices	Responses	
First and Last Name	99.43%	175
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	100.00%	176
Country	0.00%	0
Email Address	99.43%	175
Phone Number	97.73%	172