

## Constant Contact Survey Results

**Survey Name:** Hampton Golf Club Questionnaire 2018

**Response Status:** Partial & Completed

**Filter:** None

### 1. Please enter the information indicated below.

First Name	264
Last Name	263
Email Address	261

### 2. What type of membership do you have?

	Number of Response(s)	Response Ratio
7-Day	186	63%
5-Day	40	13%
Other	15	5%
Non-member	57	19%
<b>Total</b>	<b>298</b>	<b>100%</b>

### 3. Do you feel Hampton offers the right mix of membership categories?

	Number of Response(s)	Response Ratio
Strongly agree	85	30%
Agree	147	51%
Neither agree or disagree	56	19%
<b>Total</b>	<b>288</b>	<b>100%</b>

### 4. How often did you play golf in a season?

	Number of Response(s)	Response Ratio
Over 50 rounds	112	38%
41-50 rounds	57	19%
31-40 rounds	46	16%
21-30 rounds	36	12%
1-20 rounds	38	13%
Not at all	7	2%
<b>Total</b>	<b>296</b>	<b>100%</b>

### 5. How often were you able to get your preferred tee time?

	Number of Response(s)	Response Ratio
Always	12	4%
Usually	246	84%
Seldom	32	11%
Never	3	1%
<b>Total</b>	<b>293</b>	<b>100%</b>

### 6. How would you rate your satisfaction with pace of play?

	Number of Response(s)	Response Ratio
Excellent	43	15%
Good	164	56%
Average	71	24%
Poor	15	5%
<b>Total</b>	<b>293</b>	<b>100%</b>

7. Overall how satisfied are you with the Board/Management?

	Number of Response(s)	Response Ratio
Excellent	43	16%
Good	167	60%
Average	58	21%
Poor	8	3%
<b>Total</b>	<b>276</b>	<b>100%</b>

8. Pro Shop prices?

	Number of Response(s)	Response Ratio
Excellent	10	4%
Good	132	49%
Average	118	43%
Poor	11	4%
<b>Total</b>	<b>271</b>	<b>100%</b>

9. Pro Shop selection?

	Number of Response(s)	Response Ratio
Excellent	23	8%
Good	149	55%
Average	92	34%
Poor	8	3%
<b>Total</b>	<b>272</b>	<b>100%</b>

10. Golf Carts?

	Number of Response(s)	Response Ratio
Excellent	18	7%
Good	112	44%
Average	94	38%
Poor	28	11%
<b>Total</b>	<b>252</b>	<b>100%</b>

11. Driving Range?

	Number of Response(s)	Response Ratio
Excellent	11	4%

Good	92	35%
Average	100	39%
Poor	58	22%
<b>Total</b>	<b>261</b>	<b>100%</b>

#### 12. Golf Lessons?

	Number of Response(s)	Response Ratio
Excellent	17	12%
Good	84	59%
Average	41	29%
Poor	1	<1%
<b>Total</b>	<b>143</b>	<b>100%</b>

#### 13. Pro Shop staff?

	Number of Response(s)	Response Ratio
Excellent	136	50%
Good	116	42%
Average	20	7%
Poor	3	1%
<b>Total</b>	<b>275</b>	<b>100%</b>

#### 14. Overall how satisfied are you with the Pro Shop?

	Number of Response(s)	Response Ratio
Excellent	76	28%
Good	162	59%
Average	32	12%
Poor	4	1%
<b>Total</b>	<b>274</b>	<b>100%</b>

#### 15. Where do you buy most of your golf merchandise?

	Number of Response(s)	Response Ratio
Internet	46	17%
Local merchant	33	12%
National chain store	96	36%
Pro Shop at Hampton Golf Club	92	35%
<b>Total</b>	<b>267</b>	<b>100%</b>

#### 16. Food quality?

	Number of Response(s)	Response Ratio
Excellent	41	15%
Good	158	59%
Average	58	22%
Poor	12	4%
<b>Total</b>	<b>269</b>	<b>100%</b>

17. Menu selection?

	Number of Response(s)	Response Ratio
Excellent	17	6%
Good	165	62%
Average	73	27%
Poor	12	5%
<b>Total</b>	<b>267</b>	<b>100%</b>

18. Value for money?

	Number of Response(s)	Response Ratio
Excellent	20	7%
Good	139	52%
Average	82	31%
Poor	28	10%
<b>Total</b>	<b>269</b>	<b>100%</b>

19. Specials?

	Number of Response(s)	Response Ratio
Excellent	20	8%
Good	149	58%
Average	74	29%
Poor	13	5%
<b>Total</b>	<b>256</b>	<b>100%</b>

20. Staff?

	Number of Response(s)	Response Ratio
Excellent	119	44%
Good	134	49%
Average	19	7%
Poor	1	<1%
<b>Total</b>	<b>273</b>	<b>100%</b>

21. Overall how satisfied are you with the Bar & Grill?

	Number of Response(s)	Response Ratio
Extremely satisfied	26	10%
Very satisfied	123	45%
Neither satisfied or dissatisfied	106	39%
Dissatisfied	16	6%
<b>Total</b>	<b>271</b>	<b>100%</b>

22. Greens?

	Number of Response(s)	Response Ratio
Excellent	185	66%
Good	88	32%
Average	6	2%
Poor	0	0%
<b>Total</b>	<b>279</b>	<b>100%</b>

23. Tees?

	Number of Response(s)	Response Ratio
Excellent	94	34%
Good	159	58%
Average	21	8%
Poor	2	<1%
<b>Total</b>	<b>276</b>	<b>100%</b>

24. Fairways and rough?

	Number of Response(s)	Response Ratio
Excellent	110	40%
Good	146	53%
Average	18	7%
Poor	2	<1%
<b>Total</b>	<b>276</b>	<b>100%</b>

25. Course Landscaping, Incl. playing areas, gardens, shrubs and trees?

	Number of Response(s)	Response Ratio
Excellent	111	40%
Good	151	55%
Average	15	5%
Poor	0	0%
<b>Total</b>	<b>277</b>	<b>100%</b>

26. Overall how satisfied are you with the grounds crew?

	Number of Response(s)	Response Ratio
Extremely satisfied	147	52%
Very satisfied	121	43%
Neither satisfied or dissatisfied	12	4%
Dissatisfied	1	<1%
<b>Total</b>	<b>281</b>	<b>100%</b>

27. How would you rate Hampton Golf Club to other area clubs (Sussex, Westfield, Rockwood)?

261 Response(s)

28. Would you recommend Hampton Golf Club to others?

	Number of Response(s)	Response Ratio
Definitely	247	89%
Probably	29	11%
Never	1	<1%
<b>Total</b>	<b>277</b>	<b>100%</b>

29. As a member of a golf club, which of the following is the most important?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Least					Score	Priority
	1	2	3	4	5		
Golf course conditions	50 19%	4 2%	1 0%	2 1%	207 78%	1104	1
Clubhouse facilities	14 5%	57 22%	81 31%	108 41%	4 2%	823	2
Member golf events	32 12%	98 37%	59 22%	69 26%	6 2%	711	4
Social events	133 50%	47 18%	25 9%	18 7%	41 16%	579	5
Bar & Grill	35 13%	58 22%	98 37%	67 25%	6 2%	743	3
264 respondents							

30. How would you rate Hampton Golf Club's membership rates?

	Number of Response(s)	Response Ratio
Too high	28	10%
Slightly high	92	34%
Just right	134	50%
Slightly low	6	2%
Bargain	10	4%
<b>Total</b>	<b>270</b>	<b>100%</b>

31. How would you rate Hampton Golf Club for overall value for the dollar?

	Number of Response(s)	Response Ratio
Excellent	84	30%
Good	147	53%
Average	41	15%
Poor	6	2%
<b>Total</b>	<b>278</b>	<b>100%</b>

32. What is your preferred form of communication from the Club?

	Number of Response(s)	Response Ratio
Social media (Facebook, Twitter, Instagram)	24	7%
Email	253	71%
Paper	2	1%
Signs/Posters	12	3%
Website	63	18%
<b>Total</b>	<b>354</b>	<b>100%</b>

### 33. Quality and friendliness of service?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Poor	Average	Good	Great	Outstanding
Board/Managers	7 3%	57 22%	106 40%	74 28%	21 8%
Pro Shop	4 1%	17 6%	84 31%	124 45%	44 16%
Bar & Grill	3 1%	31 12%	92 34%	117 44%	25 9%
269 average respondents					

### 34. Future planning. What would you like to see improve?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Least Important	Not Important	Somewhat Important	Very Important	Most Important	Score	Priority
Clubhouse	17 7%	27 11%	103 41%	74 29%	33 13%	841	1
Driving range	21 8%	36 14%	97 37%	77 30%	28 11%	832	2
Golf course paths	8 3%	43 17%	118 46%	68 27%	17 7%	805	3
Parking lot	31 12%	74 29%	101 39%	40 16%	10 4%	692	4
Other	31 36%	10 11%	12 14%	19 22%	15 17%	238	5

### 35. How would you rate your overall satisfaction with Hampton Golf Club?

	Number of Response(s)	Response Ratio
Very satisfied	113	42%
Satisfied	122	45%
Average	32	12%
Dissatisfied	2	1%
Very dissatisfied	1	<1%
<b>Total</b>	<b>270</b>	<b>100%</b>