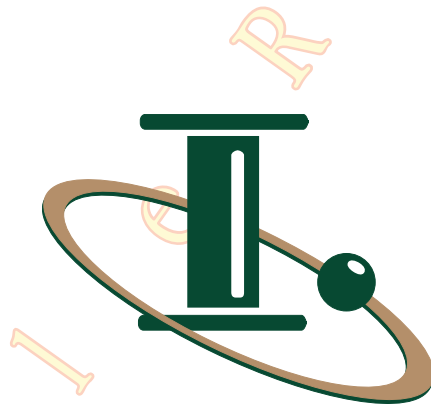


Country Club A
Community Survey
January 2005



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Community Survey Example

This sample report represents nine pages of a significantly larger report. Its purpose is to give you a feel of some of the elements covered in a community survey report. Included are samples of a Table of Contents, Methodology, Executive Summary, Report Detail, and Appendix information.

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Executive Summary

Introduction and Methodology

Io Data Corporation (“Io”) was commissioned by Country Club A (“CCA” or “The Club”) to conduct a survey of community residents concerning their experiences, opinions, and interest in CCA. Survey participants were not to be affiliated with CCA at the time of the survey. Generally, the objective of the survey was to obtain data regarding:

- Experiences and impressions of CCA
- Interest in CCA current and potential offerings
- Respondent Demographics

Io distributed 1,000 survey packets to the doors of residences, chosen randomly, within a defined area of approximately 300 streets near CCA (please see the Appendix of this report for the Distribution Area Map). Survey packets were delivered in two waves, one of 600 packets during the week of January 2 and another of 400 packets during the week of April 1. CCA provided Io with an address list of current members so members in the area could be excluded from the distribution. Survey packets contained the following items:

- Introductory letter from Chairman John Doe (see Appendix)
- 3-page written survey document (see Appendix)
- A self-addressed, stamped envelope from Io Data Corporation
- An CCA-embossed divot tool

174 surveys were completed and delivered to Io by the due date. An additional survey was completed by a member, and was therefore not included in the Community Survey results. A response rate of 17.4% is higher than expected for a blind written survey (6%-10%), but lower than expected for a survey dealing with community/neighborhood issues (30%).

As an incentive to participate, respondents were invited to participate in one of three open house events at CCA upon completion of the survey. These events were held on January 26 and 28 (wave 1) and on April 23 (wave 2).

For purposes of this report, the notation “DK/RF” is an abbreviation of the possible answer “I don’t know” or a refusal to answer the question.

Please note that tables contained in this report include data split by respondents based upon the following:

- Respondents with children in specific age groups (under the age of 12, 12-18, over 18, and no children)
- Respondents within specific age groups (under 55 years of age, and 55 years of age or older)
- Respondents that have or have not considered becoming a member of CCA.

Executive Summary

Demographics

- 68% of survey respondents are male, 20% are female, and 12% did not disclose their gender.
- The average age of survey respondents is approximately 47. 31% of respondents are age 55 or older, 66% are under the age of 55.
- The average age of survey respondents' spouses is approximately 46. 24% of respondents' spouses are age 55 or older, and 64% are under the age of 55, 12% of respondents did not disclose the age of their spouse.
- A majority of survey respondents (63%) have lived in their current homes over 5 years, and 39% have lived there 10 years or more. The average length of time respondents have been in their home is 8.4 years.
- Nearly 55% of respondents have between one and three children living at home.
- 56% of respondents report their golf proficiency to be better than a Beginner; however, only 22% of spouses are reported to be in the same range of proficiency.

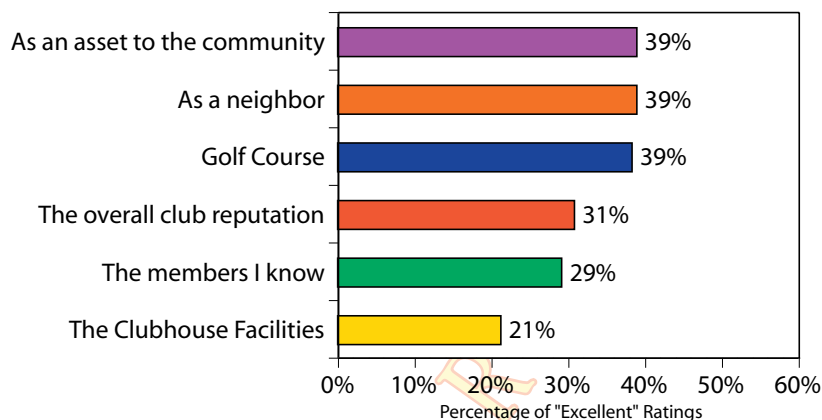
Survey Detail

- 39% of respondents rate the CCA attributes "As an asset to the community," "As a neighbor," and "Golf Course" Excellent.
- Nearly half (49%) of respondents have visited CCA.
- 59% of respondents that have visited CCA have participated in "Golf," 49% have "Attended a special event," 47% were there to "Dine," and 8% have visited for some "Other" reason. Over half of respondents that have visited CCA have participated in at least two activities.
- 95% of respondents are not currently a member of any country club. Respondents that are members of a country club belong to Country Club B, Country Club C, or Country Club D.
- 56% of respondents have never been a member of a country club, while 21% have been, or currently are.
- 55% of respondents are currently members of a health club or fitness center. The most frequently-mentioned fitness center to which respondents belong is Athletic Club E (41% of respondents that are health club or fitness center members).
- 36% of respondents report having considered becoming a member of CCA.
- When asked for reasons one would join CCA, 80% of respondents said "Love of the game of golf," 35% said "Association with club members," 31% said "Fine Dining close to home," and 31% said "Clubhouse Facilities."
- Respondents that have considered becoming a member of CCA are more likely to cite "Love of the game of golf," "Association with club members," "Fine Dining close to home," and "Clubhouse Facilities" as reasons to join CCA than those that have not considered a membership.
- When asked why someone like them may not consider becoming a member of CCA, 76% of respondents said "Too expensive," 35% said "No swimming pool," and 32% said "No fitness facility."
- Respondents that have considered becoming a member of CCA are more likely to name "No swimming pool," "No fitness facility," and "Not comfortable with club members" as reasons not to join than those that have not considered an CCA membership.

Survey Detail

Based on what you know or have heard about Country Club A, please rate CCA on the following attributes:

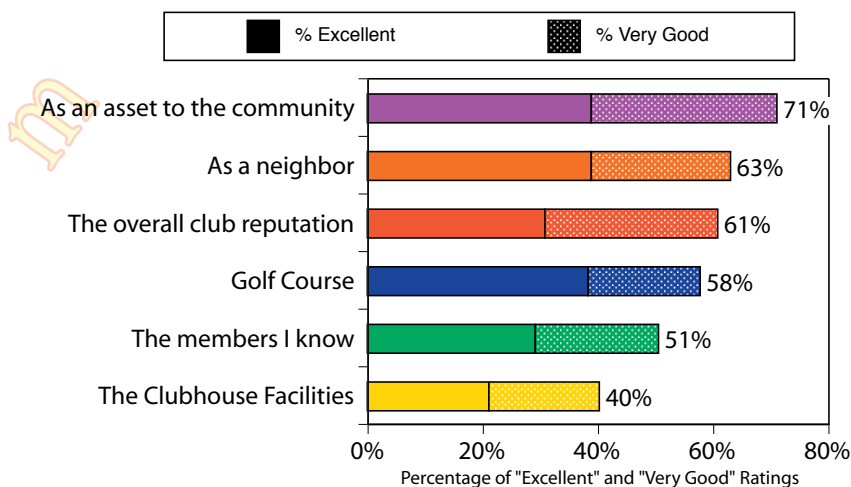
CCA Attributes - % Excellent



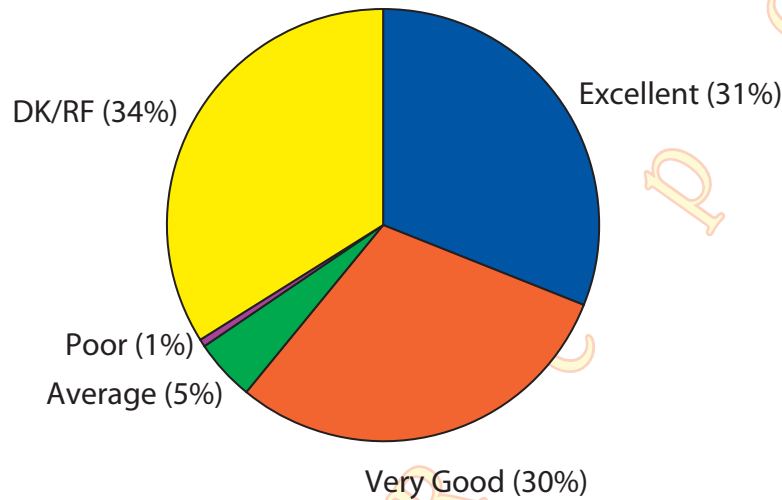
The attributes "As an asset to the community," "As a neighbor," and "Golf Course" each received 39% Excellent Ratings, as shown in the chart above.

71% of respondents rate "As an asset to the community" as either Excellent or Very Good (below). 63% of respondents rate "As a neighbor" as either Excellent or Very Good, followed by 61% of respondents that say the same about "The overall club reputation." 58% of respondents rate the "Golf Course" as either Excellent or Very Good.

CCA Attributes - % Excellent or Very Good



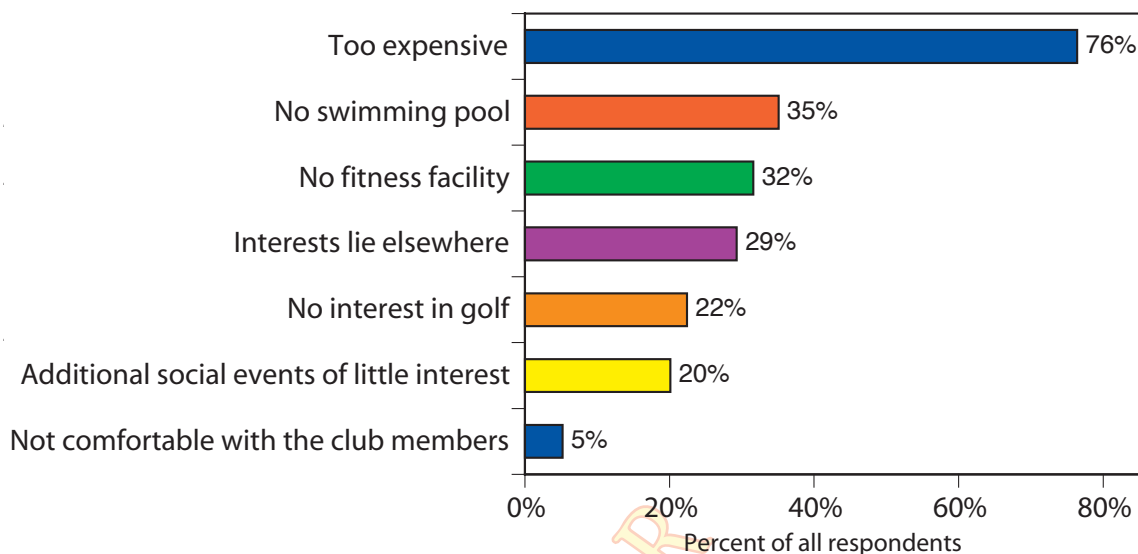
Overall Club Reputation



Mean	Total		Children Living at Home					Age				Considered CCA						
			Age <12		Age 12-18		Age 18+		None		<55		55+		Yes		No	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
4.4			4.3		4.3		4.5		4.5		4.3		4.6		4.3		4.4	
Excellent	54	31%	18	25%	16	26%	15	36%	18	33%	32	28%	22	41%	23	37%	31	29%
Very Good	52	30%	25	35%	22	35%	15	36%	12	22%	40	35%	11	20%	22	35%	29	27%
Average	8	5%	3	4%	2	3%	0	0%	3	5%	6	5%	2	4%	5	8%	3	3%
Poor	1	1%	1	1%	1	2%	0	0%	0	0%	1	1%	0	0%	1	2%	0	0%
Unacceptable	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
DK/RF	59	34%	24	34%	21	34%	12	29%	22	40%	36	31%	19	35%	11	18%	45	42%
Total	174	100%	71	100%	62	100%	42	100%	55	100%	115	100%	54	100%	62	100%	108	100%

A majority (61%) of respondents say “The overall club reputation” is Excellent (31%) or Very Good (30%). Only 5% of respondents think “The overall club reputation” is less than Very Good. Just over a third (34%) of respondents either didn’t know or refused to rate “The overall club reputation.” Respondents with children over the age of 18 living at home are more complimentary of CCA than other groups in terms of “The overall club reputation.” While 73% of respondents that have considered joining CCA say “The overall club reputation is either Excellent or Very Good, 56% of respondents that haven’t considered CCA say the same. Respondents that have considered CCA are less likely to not rate “The overall club reputation.”

Please name three reasons why someone like you may not have an interest in becoming a member of CCA?

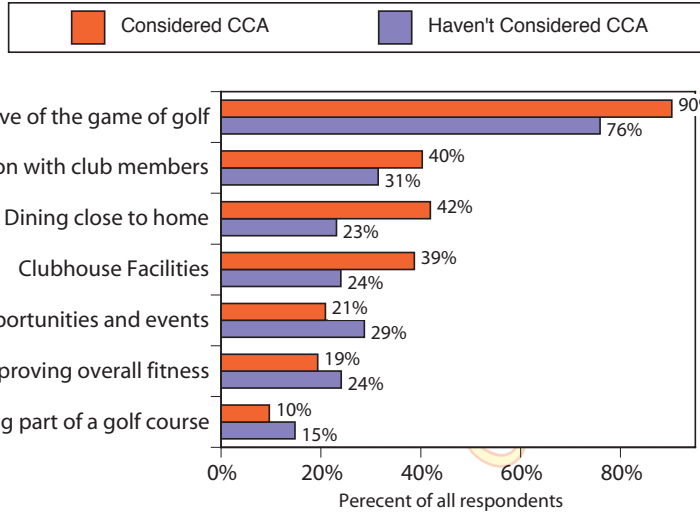


	Total		Children Living at Home				Age				Considered CCA							
	Count	%	Age <12		Age 12-18		Age 18+		None		<55		55+		Yes		No	
			Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Too Expensive	133	76%	59	83%	51	82%	36	86%	35	64%	90	78%	41	76%	47	76%	85	79%
No Swimming Pool	61	35%	41	58%	28	45%	13	31%	9	16%	52	45%	7	13%	36	58%	23	21%
No Fitness Facility	55	32%	34	48%	23	37%	13	31%	11	20%	45	39%	8	15%	31	50%	22	20%
Interests Lie Elsewhere	51	29%	15	21%	18	29%	9	21%	23	42%	26	23%	25	46%	9	15%	42	39%
No Interest in Golf	39	22%	11	15%	12	19%	4	10%	19	35%	20	17%	17	31%	3	5%	36	33%
Additional Social Events of Little Interest	35	20%	10	14%	12	19%	10	24%	11	20%	21	18%	13	24%	8	13%	26	24%
Not Comfortable with the Club Members	9	5%	5	7%	1	2%	1	2%	3	5%	6	5%	2	4%	5	8%	4	4%
Total Mentions	383	n=174	175	n=71	145	n=62	86	n=42	111	n=55	260	n=115	113	n=54	139	n=62	238	n=108

76% of respondents say the main reason someone like them may not be interested in joining CCA would be because it is “Too expensive.” Other reasons cited include “No swimming pool” (35%), “No fitness facility” (32%), and “Interests lie elsewhere” (29%). 5% of respondents say they are “Not comfortable with the club members.” Respondents without children and respondents age 55 or older are more likely to name “Interests lie elsewhere” as a reason someone like them may not consider becoming a member of CCA. Please see the charts on the following page for an analysis of findings split by whether respondents have considered an CCA membership.

Reasons to join or not to join split by consideration of becoming a member of CCA

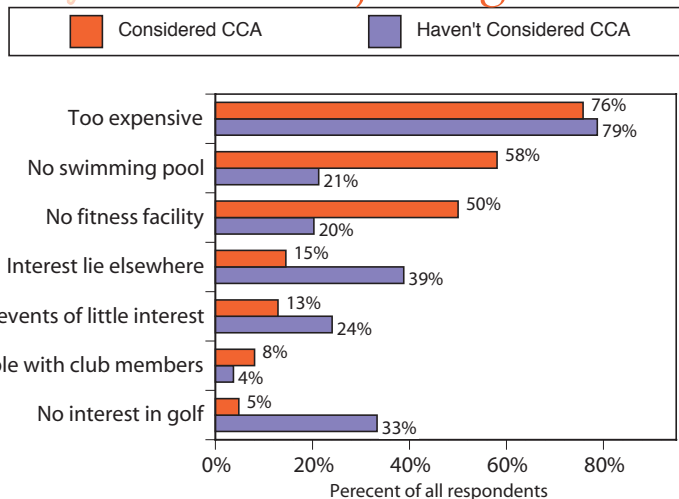
Reasons for joining CCA



The charts on this page split respondents by their response to the question, “Have you ever considered becoming a member of CCA?” Those that have considered CCA are more likely to choose the reasons “Love of the game of golf,” “Association with club members,” “Fine Dining close to home,” and “Clubhouse Facilities” as reasons to join CCA than those that have not considered CCA. Those that haven’t considered CCA are more likely to name “Social opportunities and events,” “Improving overall fitness,” and “Owning part of a golf course” as reasons to join CCA.

Of reasons one might not join CCA, respondents that have considered CCA are more likely to name “No swimming pool,” “No fitness facility,” and “Not comfortable with club members” as reasons not to join. Respondents that haven’t considered joining CCA are more likely to mention “Too expensive,” “Interests lie elsewhere,” “Additional social events of little interest,” and “No interest in golf” as reasons they may not be interested in CCA.

Reasons for not joining CCA



Appendix

Question 7a. Other comments regarding reasons respondents may not be interested in becoming members of CCA

Respondent	Comment
1	WE ARE GONE IN WINTER SO WE WOULDN'T WANT TO PAY DURING THAT TIME.
6	ALL THREE REASONS WOULD BE THE MONEY ISSUE.
11	TOO MUCH MONEY!
12	I DO NOT PLAY GOLF.
14	THREE YOUNG CHILDREN - NOT PERMITTED ON COURSE.
17	BACK PROBLEMS PROHIBIT GOLF AT THIS POINT IN MY LIFE. CHILDREN WHO GOLF LIVE AWAY FROM THIS AREA.
20	NO TENNIS.
23	TRIED TO JOIN 25 YEARS AGO. WAS TOLD THERE WAS WAITING LIST OF 2500. PEOPLE AT CCA WERE RUDE, ARROGANT, AND UNPLEASANT AND DIFFUSED ANY DESIRE TO JOIN.
41	YOUR LEADERSHIP IS EXCLUSIONARY AT BEST. WHO WANTS TO BE PART OF A CLIQUE?
45	EXPENSES MUST EQUAL VALUE.
52	I WOULD JOIN IF THERE WAS A ROAD ABOVE THE CLUB THAT CAME FROM CITY A (WHERE I LIVE) TO CITY B. I LIVE 2 BLOCKS AWAY, BUT IT TAKES 10 MINUTES TO DRIVE TO THE COURSE.
54	THE ONLY REASON, TOO EXPENSIVE.
58	SEVERAL MONTHS OF PAID DUES WITH NO GOLFING.
61	HEALTH ISSUES.
64	MEMBERSHIP APPROXIMATELY \$50,000.
68	I AM JOINING, HOWEVER.
69	LOVE ACTIVE SPORTS, BUT HATE THE SUMMER HEAT. SWIM YEAR ROUND, ESPECIALLY WHEN IT'S SUMMER TO COOL OFF.
70	WE ARE BOTH IN OUR LATE 60'S AND HAVE OTHER INTERESTS.
71	IF YOU HAD ADDITIONAL FACILITIES THAT WERE NICE, MY WIFE WOULD LOVE US TO JOIN.
74	SWIMMING IS VERY IMPORTANT TO FAMILY.
75	LIKE TO GOLF WHERE IT'S AFFORDABLE, AND WHERE MY FRIENDS COULD ALSO COME AT LEAST OCCASIONALLY.
82	HIGH FEES DUE TO UNNECESSARY EXPANSIONS OF FACILITIES OTHER THAN GOLF.
86	I FILLED THIS SURVEY OUT AS A COURTESY TO YOU. I LIKE LIVING CLOSE TO THE GOLF COURSE. YOU KEEP IT UP NICELY.
91	BUT I REALLY DON'T KNOW YOUR FEE STRUCTURE.
108	LOCATION CLOSE TO HOME, BUT TOO FAR FROM WORK.
109	TIME MIGHT BE A FACTOR TO GET OUT AND TAKE PART.
114	YOU'VE GOT TO BE KIDDING. GOLF IS NOT ADEQUATE EXERCISE FOR HEALTH.
122	SPEND TOO MUCH TIME AWAY FROM CITY A.
129	I CAN'T JUSTIFY THE EXPENSE VS. THE AMOUNT OF TIME I HAVE AVAILABLE TO GOLF.
132	LACK OF HEALTHY FOOD OFFERINGS AT DINING FACILITIES IS A STRONG DETERRENT.
137	WE HAVE NO IDEA OF THE MEMBERSHIP DUES. WE JUST PURCHASED THIS HOME.

