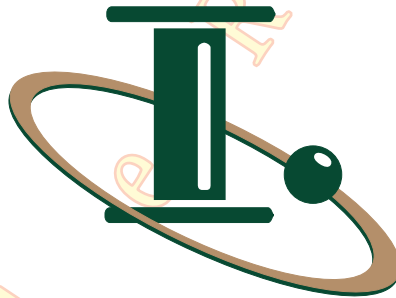


# COUNTRY CLUB B

## MEMBER SURVEY REPORT

JANUARY 2005



Io Data Corporation

136 E South Temple Ste 1450

Salt Lake City UT 84111

(801) 595-0001

[iodatacorp.com](http://iodatacorp.com)

### ***Member 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 member survey report. Included are samples of a Table of Contents, Executive Summary, Methodology, Report Detail, and Appendix information.*

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# Executive Summary

## General Evaluations

(Survey respondents were asked to evaluate general aspects of Country Club B ("CCB" or "Club") using the words Excellent, Very Good, Average, Poor, and Unacceptable)

- Overall Club Membership: 11% of respondents rated this as Excellent, and 53% as Very Good. Nevertheless, this was among the lowest performing attributes measured.
- Clubhouse (as a whole): Respondents rated the Clubhouse very highly, with 32% giving an Excellent Rating and 53% giving a Very Good rating.
- Dining Facilities: Most respondents rated the Dining Facilities highly (22% Excellent, 51% Very Good). However, 24% rated these facilities as only Average.
- Golf Course (as a whole): Among measured aspects, Golf Course was the highest, where 36% of respondents gave an Excellent rating, and 54% gave a Very Good rating.

## Specific Evaluations

(Survey respondents were asked to evaluate specific aspects of CCB using the words Excellent, Very Good, Average, Poor, and Unacceptable)

### Golf Course

- Among measured golf course attributes, the three most highly rated were: Overall Design and Playability (85% Excellent or Very Good), Fairways (83% Excellent or Very Good), and Course Maintenance (76% Excellent or Very Good).
- Respondents believe that the highest first priorities for golf course improvements are Greens (27%), and Tees (24%). Tees (19%) and Cart Paths (17%) were the leading second priorities, and Course Maintenance (15%) and Greens (14%) were the leading third priorities for golf course improvements.

### Club Dining

- Among measured club dining attributes, the three most highly rated were: Table Availability (86% Excellent or Very Good), Dining Atmosphere or Ambience (82% Excellent or Very Good), and Dining Service (63% Excellent or Very Good).
- Among measured attributes, the three lowest were: Convenient to my home (24% Poor or Unacceptable), Healthy Menu Options (15% Poor or Unacceptable), and Service Within Desired Time (12% Poor or Unacceptable).

# Methodology

## Methods

Io developed a written survey (See Appendix) which was reviewed and approved by Country Club B ("CCB" or "Club"). The survey was distributed to each of the Equity Members on January 7, 2005. Each member was provided with a personalized introductory letter (See Appendix) explaining the purpose of the survey, a personalized survey, a personalized survey addendum, and a postage-paid return envelope. Members were asked to return the survey in the enclosed envelope by Wednesday, January 16th.

432 packets (including a cover letter, survey, survey addendum, and return envelope) were distributed on January 7th. 336 members, or 78%, returned the survey by February 7th.

Survey results have been entered into a database and imported into various statistical, spreadsheet, and charting programs. Based upon the survey data, the percentages shown in the detail portion of the report are deemed to be representative of the entire Club membership,  $\pm 2.5\%$  at a 95% level of confidence. This estimate was made using the following formula, where  $\sqrt{\frac{N-n}{N-1}}$  is the finite population correction factor (fpcf):

$$\pi = p \pm z \sqrt{\frac{p(1-p)}{n}} \sqrt{\frac{N-n}{N-1}}$$

Where:

$\pi$  = Confidence Interval for the Population Proportion

P = Population Proportion

z = Z Value for a Confidence Interval of 95%

n = Sample Size

N = Population Size

Using the above formula, we can estimate the confidence level of the population proportion for those supporting CCB as a golf club (as an example) as follows:

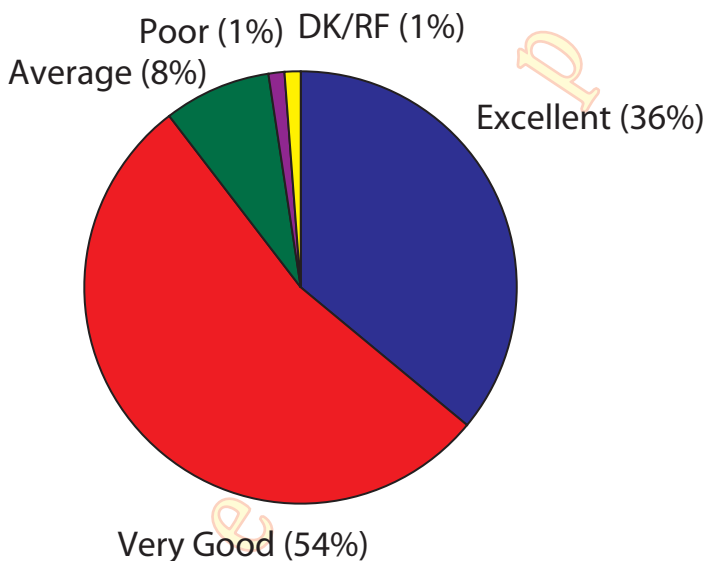
$$\pi = .565p \pm 1.96 \sqrt{\frac{.565(1-.565)}{336}} \sqrt{\frac{432-336}{336-1}}$$

$$0.54 < \pi < 0.59$$

In other words, at a confidence level of 95%, we can estimate that the percentage of all Members who believe CCB should focus on being a golf club would fall somewhere between 54% and 59%.

# Survey Detail

Please circle the word that most closely matches your opinion of the Golf Course (as a whole):  
*(Excellent, Very Good, Average, Poor, Unacceptable)*



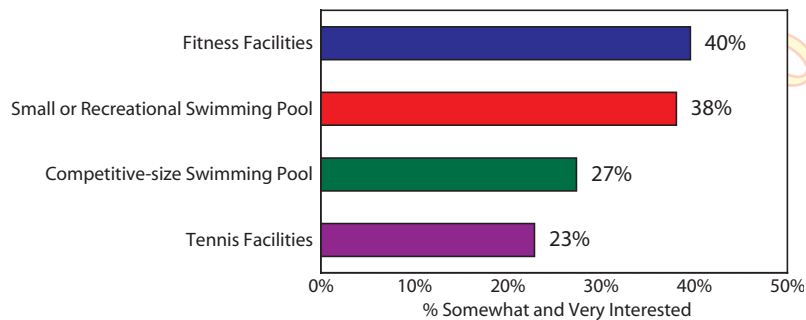
Mean	Total		Type of Club				Tenure						Age			Area								
	4.3		4.3		4.2		4.1		4.3		4.3		4.1		4.4		4.3		4.2		4.3			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Excellent	121	36%	82	43%	36	27%	38	31%	25	36%	58	41%	27	24%	51	44%	41	39%	33	28%	27	29%	61	49%
Very Good	180	54%	90	47%	79	60%	63	51%	41	59%	76	53%	67	60%	54	47%	57	54%	77	65%	55	59%	48	39%
Average	27	8%	13	7%	14	11%	16	13%	2	3%	9	6%	12	11%	8	7%	7	7%	6	5%	9	10%	12	10%
Poor	4	1%	3	2%	1	1%	3	2%	1	1%	0	0%	3	3%	1	1%	0	0%	0	0%	1	1%	3	2%
Unacceptable	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
DK/RF	4	1%	2	1%	2	2%	4	3%	0	0%	0	0%	3	3%	1	1%	0	0%	2	2%	2	2%	0	0%
Total	336	100%	190	100%	132	100%	124	100%	69	100%	143	100%	112	100%	115	100%	105	100%	118	100%	94	100%	124	100%

Among measured attributes, the Golf Course was the highest rated. 36% of respondents gave an Excellent rating, and 54% gave a Very Good rating. 8% gave the Golf Course an Average rating.

Although there is a lot of “red” on the split table, most of these differences evaporate when one combines Excellent and Very Good ratings. However, significant differences remain in that younger respondents give the Golf Course a much lower Excellent rating (24% vs. 36% in the aggregate), and All Others in the Area split give the Golf Course a much higher Excellent rating (49% vs. 36% aggregate).

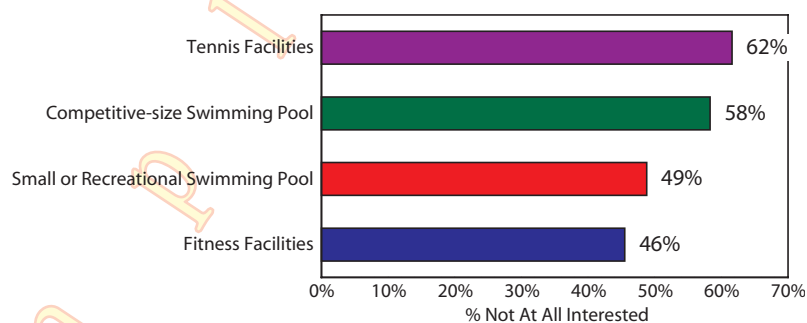
# How interested would you be in adding the following to the club's existing facilities?

## % "Somewhat" and "Very" Interested

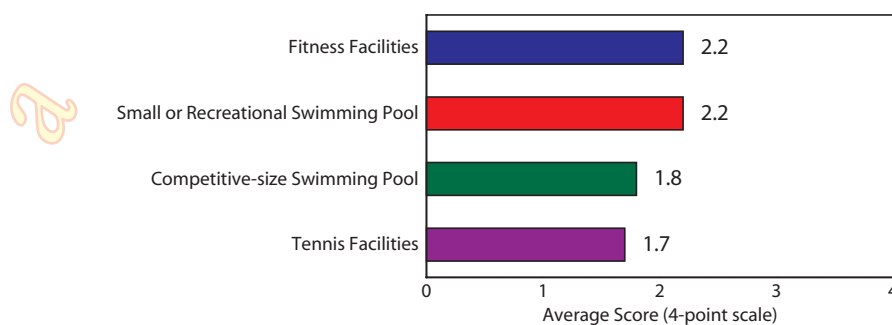


Of respondents who said they were Very Interested or Somewhat Interested in various potential improvements, the strongest support was shown for Fitness Facilities, where 40% said they were Very Interested or Somewhat Interested. The weakest expression of interest was relative to Tennis Facilities, where only 23% of survey respondents expressed any level of interest. For the most part, survey respondents are not interested in expanding CCB's physical facilities. Solid majorities said they were Not At All Interested in Tennis Facilities (62%) or a Competitive-size Swimming Pool (58%). And nearly half of respondents said they were Not At All Interested in a Small or Recreational Swimming Pool (49%) or Fitness Facilities (46%).

## % of "Not At All" Interested

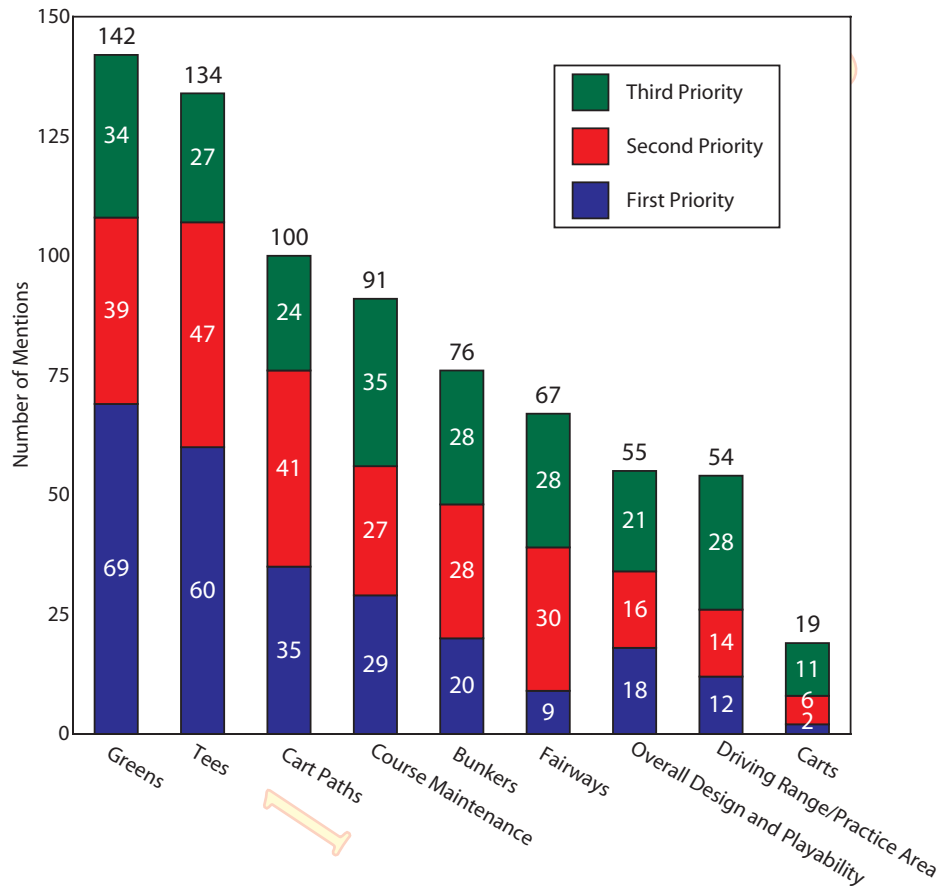


## Average Level of Interest (Scale: 1-4)



# What are the three top priorities for golf course improvements?

## All Improvement Priorities (First, Second, and Third) Combined



	Total		Type of Club			Tenure						Age						Area						
	Count	%	Golf	Traditional		< 6	6-10	11+		< 51	51-60	61+		Immediate	Surrounding	All Others	Count	%	Count	%	Count	%		
Greens	142	19%	77	19%	57	19%	53	20%	32	20%	57	18%	47	18%	53	21%	44	18%	43	21%	55	19%		
Tees	134	18%	70	18%	58	19%	48	18%	28	18%	58	18%	47	18%	50	19%	37	17%	49	20%	37	18%	48	17%
Cart Paths	100	14%	58	15%	37	12%	28	11%	26	16%	46	15%	32	13%	35	14%	36	15%	21	10%	43	15%		
Course Maintenance	91	12%	50	13%	36	12%	32	12%	18	11%	41	13%	28	11%	31	12%	30	14%	26	11%	29	14%	36	13%
Bunkers	76	10%	41	10%	31	10%	20	8%	20	13%	36	11%	26	10%	27	11%	23	11%	25	10%	18	9%	33	12%
Fairways	67	9%	40	10%	22	7%	26	10%	11	7%	30	9%	21	8%	22	9%	22	10%	21	9%	24	12%	22	8%
Overall Design and Playability	55	7%	26	7%	28	9%	23	9%	8	5%	24	8%	20	8%	18	7%	17	8%	17	7%	14	7%	24	8%
Driving Range/Practice Area	54	7%	27	7%	26	9%	25	9%	12	8%	17	5%	28	11%	13	5%	13	6%	22	9%	15	7%	17	6%
Carts	19	3%	10	3%	9	3%	9	3%	3	2%	7	2%	7	3%	8	3%	4	2%	4	2%	7	3%	8	3%
<b>Total</b>	<b>738</b>	<b>100%</b>	<b>399</b>	<b>100%</b>	<b>304</b>	<b>100%</b>	<b>264</b>	<b>100%</b>	<b>158</b>	<b>100%</b>	<b>316</b>	<b>100%</b>	<b>256</b>	<b>100%</b>	<b>257</b>	<b>100%</b>	<b>218</b>	<b>100%</b>	<b>244</b>	<b>100%</b>	<b>208</b>	<b>100%</b>	<b>286</b>	<b>100%</b>

A notable uniformity of opinion exists across respondent sub-groups regarding the priorities for golf course improvements.



# Appendix

## Verbatim Comments: Question 8, "What do you like most about the club right now?"

Respondent	Comment
2	THAT IT IS AN EXCLUSIVE ADULT GOLF CLUB WITH EXCELLENT CLUBHOUSE AND DINING FACILITIES, THREE 9 HOLES AVAILABLE, AND A SUPERB STAFF.
3	27 HOLES OF GOLF.
4	EXCELLENT GOLF FACILITIES. EXCELLENT CLUBHOUSE. FOOD IS EXCEPTIONAL EVEN THOUGH MANY MEMBERS ARE NOT TAKING ADVANTAGE OF THE FACILITY.
5	GOLF, DINING.
7	CONVENIENCE TO OFFICE AND HOME FOR GOLFING.
8	I THINK WE HAVE A SUPERIOR GOLF COURSE, GREAT MEMBERSHIP, AND OVERALL THIS IS THE BEST CLUB IN THE STATE!
9	PLAYING CONDITIONS ARE NOT CROWDED.
10	GOLF.
11	1) PROXIMITY. 2) GOLF CLUB ONLY, I.E. PEACEFUL, QUITE ENVIRONMENT. 3) RESTRICTIVE CONTROL OF CHILDREN AND TEENS - ADDING POOLS, ET AL WOULD INCREASE NOISE LEVEL CONSIDERABLY.
12	GOLF - ABILITY TO PLAY WHENEVER YOU WANT ESPECIALLY WITH THE EXTRA 9 HOLES.
13	REALLY GREAT PEOPLE! BEAUTIFUL SETTING FOR GOLF. VERY ACTIVE MEMBERSHIP.
14	FULL GOLF FACILITY.
15	THE GOLF COURSE AND CLUBHOUSE ARE TOP NOTCH. I ALSO LIKE THE AVAILABILITY OF THE GOLF COURSE.
17	GOLF.
18	NICE FACILITIES - NICE COURSE - EMPLOYEES ARE EXCELLENT.
19	3-9 HOLES.
20	GOLF. CLUBHOUSE FACILITY.
21	27 HOLES OF GOLF.
22	GOLF COURSE.
23	THE GOLF, I.E. PRIVATE - DECENT COURSE. 27 HOLES.
24	27 HOLES GOLF WITH PRACTICE AREAS. CLUBHOUSE IS CLEAN AND NEW.
25	NICE DINING AND GOOD GOLF COURSE. PLEASANT PRO AND STAFF.
26	DRIVING RANGE. 27 HOLES FOR MAXIMUM USE. PLEASANT DINING. QUALITY SERVICE.
27	THE MEMBERS ARE GREAT. THE GOLF IS ONE OF THE BEST.
28	GOLF COURSE, GOLF COURSE STAFF, AND GOLF COURSE MAINTENANCE.
29	GOLF COURSE.
30	AVAILABILITY OF TEE TIMES AND THE SERVICE IN THE DINING FACILITIES.
31	27 HOLES AND PRACTICE FACILITY. SETTING.
32	THE GOLF COURSE.
33	27 HOLES OF GOLF - CHALLENGING COURSE.
34	GREAT GOLF COURSE.
35	CLUBHOUSE AND GOLF.
37	AVAILABILITY OF TOP-RATE GOLF.
38	THE STAFF. BOTH CLUBHOUSE AND PRO SHOP ARE EXCELLENT. THE DINING FACILITIES. 27 HOLES.
39	GOLF.
40	THE COURSE.

