















Howley Hall Golf Club Members Survey

August 2021


1. Background Information

1. What is your current membership category?				
Answer Choices			Response Percent	Response Total
1	7 day		84.70%	238
2	6 day		0.71%	2
3	5 day		10.68%	30
4	Social		1.78%	5
5	Other		2.14%	6
			answered	281
			skipped	0




2. What is your gender?				
Answer Choices			Response Percent	Response Total
1	Male		93.24%	262
2	Female		6.76%	19
			answered	281
			skipped	0

3. From the list, please choose your age category.				
Answer Choices			Response Percent	Response Total
1	17 or younger		1.07%	3
2	18-20		0.36%	1
3	21-29		2.49%	7
4	30-39		6.05%	17
5	40-49		17.08%	48
6	50-59		31.32%	88
7	60-70		19.57%	55



3. From the list, please choose your age category.

8	70 or older		22.06%	62
			answered	281
			skipped	0



4. What is your average journey time to the club?

Answer Choices			Response Percent	Response Total
1	Under 10 minutes		41.99%	118
2	10-30 minutes		51.25%	144
3	Over 30 minutes		6.76%	19
			answered	281
			skipped	0





5. Do you have playing partners at Howley Hall Golf Club with whom you regularly play?

Answer Choices			Response Percent	Response Total
1	Yes		90.39%	254
2	No		9.61%	27
			answered	281
			skipped	0





6. Do you have family members who are members of Howley Hall Golf Club?

Answer Choices			Response Percent	Response Total
1	Yes		31.67%	89
2	No		68.33%	192
			answered	281
			skipped	0





7. Over the entire year, how often do you play golf at Howley Hall on average?

Answer Choices		Response Percent	Response Total
1	More than twice a week 	26.33%	74
2	Once or twice a week 	63.70%	179
3	Every two to four weeks 	5.34%	15
4	Less than once a month 	4.63%	13
		answered	281
		skipped	0


8. Over the entire year, approx. how often do you pay green fees to play other golf courses?

Answer Choices		Response Percent	Response Total
1	Once a week or more 	3.56%	10
2	Once a month 	25.98%	73
3	Very occasionally 	60.14%	169
4	Never 	10.32%	29
		answered	281
		skipped	0

9. Over the entire year, approx. how many Open competitions do you play at other courses?

Answer Choices		Response Percent	Response Total
1	10 or more 	7.83%	22
2	5 to 10 	13.52%	38
3	1 to 5 	36.30%	102
4	Never 	42.35%	119
		answered	281
		skipped	0

10. How many years have you played golf in total?

Answer Choices		Response Percent	Response Total
1	10 years or more 	81.85%	230

10. How many years have you played golf in total?

2	1 - 9 years		17.44%	49
3	Less than 1 year		0.71%	2
			answered	281
			skipped	0

11. I feel sense of belonging to the golf club.

Answer Choices		Response Percent	Response Total	
1	Strongly agree		18.21% 51	
2	Agree		39.64% 111	
3	Neither agree nor disagree		32.14% 90	
4	Disagree		8.57% 24	
5	Strongly disagree		1.43% 4	
			answered	280
			skipped	1

12. How likely is it that you will be a member in 12 months time?

Answer Choices		Response Percent	Response Total	
1	Very likely		53.41% 149	
2	Likely		33.69% 94	
3	Neither likely nor unlikely		8.24% 23	
4	Unlikely		3.58% 10	
5	Very unlikely		1.08% 3	
			answered	279
			skipped	2

13. Overall, how satisfied are you with the availability of tee times when you wish to play?

Answer Choices		Response Percent	Response Total
1	Very dissatisfied		12.46% 35
2	Dissatisfied		25.98% 73

13. Overall, how satisfied are you with the availability of tee times when you wish to play?

3	Neutral		29.89%	84
4	Satisfied		28.83%	81
5	Very satisfied		2.85%	8
			answered	281
			skipped	0

2. Parking Facilities






14. In general, I am happy with the parking facilities at the golf club.

Answer Choices		Response Percent	Response Total	
1	Strongly agree		5.34%	
2	Agree		56.23%	
3	Neither agree nor disagree		19.57%	
4	Disagree		17.08%	
5	Strongly disagree		1.78%	
			answered	281
			skipped	0

15. In general, parking spaces are available when I arrive at the golf club.






Answer Choices		Response Percent	Response Total	
1	Strongly agree		8.90%	
2	Agree		61.21%	
3	Neither agree nor disagree		19.22%	
4	Disagree		9.96%	
5	Strongly disagree		0.71%	
			answered	281
			skipped	0

16. I get frustrated when the car park is full and I see designated parking spaces (Directors/Staff) not in use.





Answer Choices			Response Percent	Response Total
1	Strongly agree		14.23%	40
2	Agree		24.20%	68
3	Neither agree nor disagree		41.28%	116
4	Disagree		16.73%	47
5	Strongly disagree		3.56%	10
			answered	281
			skipped	0
			skipped	209

3. Practice Facilities

18. In general, I am happy with the practices facilities available.

Answer Choices			Response Percent	Response Total
1	Strongly agree		19.22%	54
2	Agree		58.01%	163
3	Neither agree nor disagree		14.95%	42
4	Disagree		7.47%	21
5	Strongly disagree		0.36%	1
			answered	281
			skipped	0






19. In general, I am happy with the availability of the practise facilities when I want to use them.

Answer Choices			Response Percent	Response Total
1	Strongly agree		18.86%	53
2	Agree		63.70%	179
3	Neither agree nor disagree		15.30%	43
4	Disagree		2.14%	6
5	Strongly disagree		0.00%	0
			answered	281






19. In general, I am happy with the availability of the practise facilities when I want to use them.

skipped	0
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20. I am happy with the quality of the main practice ground adjacent to the 5th hole.

Answer Choices			Response Percent	Response Total
1	Strongly agree		18.86%	53
2	Agree		64.06%	180
3	Neither agree nor disagree		13.88%	39
4	Disagree		2.85%	8
5	Strongly disagree		0.36%	1
			answered	281
			skipped	0


21. I am happy with the quality of the smaller practice area between holes 10 and 12.

Answer Choices			Response Percent	Response Total
1	Strongly agree		8.90%	25
2	Agree		44.48%	125
3	Neither agree nor disagree		33.10%	93
4	Disagree		11.74%	33
5	Strongly disagree		1.78%	5
			answered	281
			skipped	0

22. I am happy with the quality of the practice putting green.






Answer Choices			Response Percent	Response Total
1	Strongly agree		10.68%	30
2	Agree		72.95%	205
3	Neither agree nor disagree		9.61%	27
4	Disagree		6.05%	17

22. I am happy with the quality of the practice putting green.






5	Strongly disagree		0.71%	2
			answered	281
			skipped	0

4. The Golf Course


24. In general, I am happy with the quality of the greens.

Answer Choices			Response Percent	Response Total
1	Strongly agree		16.01%	45
2	Agree		65.48%	184
3	Neither agree nor disagree		10.32%	29
4	Disagree		7.12%	20
5	Strongly disagree		1.07%	3
			answered	281
			skipped	0




25. In general, I am happy with the quality of the teeing areas.

Answer Choices			Response Percent	Response Total
1	Strongly agree		10.68%	30
2	Agree		55.87%	157
3	Neither agree nor disagree		15.30%	43
4	Disagree		16.73%	47
5	Strongly disagree		1.42%	4
			answered	281
			skipped	0






26. In general, I am happy with the quality of the fairways.

Answer Choices			Response Percent	Response Total
1	Strongly agree		18.86%	53






26. In general, I am happy with the quality of the fairways.

2	Agree		70.11%	197
3	Neither agree nor disagree		9.61%	27
4	Disagree		1.42%	4
5	Strongly disagree		0.00%	0
			answered	281
			skipped	0






27. In general, I am happy with the quality of the rough.

Answer Choices		Response Percent	Response Total	
1	Strongly agree		4.27%	12
2	Agree		48.40%	136
3	Neither agree nor disagree		20.64%	58
4	Disagree		20.64%	58
5	Strongly disagree		6.05%	17
			answered	281
			skipped	0






28. In general, I am happy with the quality of the bunkers and bunker surrounds.

Answer Choices		Response Percent	Response Total	
1	Strongly agree		2.85%	8
2	Agree		22.78%	64
3	Neither agree nor disagree		14.23%	40
4	Disagree		39.86%	112
5	Strongly disagree		20.28%	57
			answered	281
			skipped	0






29. In general, I am happy with the quality of the trolley and cart paths around the course.

Answer Choices			Response Percent	Response Total
1	Strongly agree		5.34%	15
2	Agree		37.72%	106
3	Neither agree nor disagree		29.89%	84
4	Disagree		19.93%	56
5	Strongly disagree		7.12%	20
			answered	281
			skipped	0






30. In general, I am happy with the presentation of the golf course throughout the year.

Answer Choices			Response Percent	Response Total
1	Strongly agree		15.66%	44
2	Agree		59.43%	167
3	Neither agree nor disagree		14.59%	41
4	Disagree		8.54%	24
5	Strongly disagree		1.78%	5
			answered	281
			skipped	0

31. From very easy to very difficult, how do you rate the course at Howley Hall Golf Club, compared to other courses you have played recently?






Answer Choices			Response Percent	Response Total
1	Very easy		0.36%	1
2	Easy		0.71%	2
3	Neither easy nor difficult		20.28%	57
4	Difficult		70.46%	198
5	Very difficult		8.19%	23
			answered	281
			skipped	0

32. In general, I am happy with the pace of play at Howley Hall.






Answer Choices			Response Percent	Response Total
1	Strongly agree		1.42%	4
2	Agree		29.89%	84
3	Neither agree nor disagree		27.40%	77
4	Disagree		29.89%	84
5	Strongly disagree		11.39%	32
			answered	281
			skipped	0

5. PGA Professional Services






34. I am satisfied with the overall service offered by our PGA golf professional and his staff.

Answer Choices			Response Percent	Response Total
1	Strongly agree		29.18%	82
2	Agree		51.60%	145
3	Neither agree nor disagree		16.01%	45
4	Disagree		2.14%	6
5	Strongly disagree		1.07%	3
			answered	281
			skipped	0






35. The range of golf equipment and clothing offered is presented in an effective way.

Answer Choices			Response Percent	Response Total
1	Strongly agree		22.06%	62
2	Agree		54.45%	153
3	Neither agree nor disagree		20.64%	58
4	Disagree		2.49%	7
5	Strongly disagree		0.36%	1
			answered	281
			skipped	0









36. I believe the pricing of equipment and clothing on offer is generally very competitive.

Answer Choices			Response Percent	Response Total
1	Strongly agree		12.81%	36
2	Agree		40.57%	114
3	Neither agree nor disagree		35.94%	101
4	Disagree		9.96%	28
5	Strongly disagree		0.71%	2
			answered	281
			skipped	0




37. When I have a need to buy golf equipment/clothing, I tend to buy from the Howley Hall Pro Shop.

Answer Choices			Response Percent	Response Total
1	Strongly agree		13.52%	38
2	Agree		33.81%	95
3	Neither agree nor disagree		32.03%	90
4	Disagree		18.15%	51
5	Strongly disagree		2.49%	7
			answered	281
			skipped	0

38. On a scale of 0-10, how likely is it that you would recommend Howley Hall Golf Club@SQ@s PGA golf professional services to a friend or relative? (0 = highly unlikely, 10 = highly likely)






Answer Choices			Response Percent	Response Total
1	0		1.42%	4
2	1		1.07%	3
3	2		0.71%	2
4	3		2.49%	7
5	4		2.14%	6
6	5		12.46%	35
7	6		4.98%	14
8	7		16.73%	47

38. On a scale of 0-10, how likely is it that you would recommend Howley Hall Golf Club@SQ@s PGA golf professional services to a friend or relative? (0 = highly unlikely, 10 = highly likely)






9	8		23.49%	66
10	9		13.17%	37
11	10		21.35%	60
			answered	281
			skipped	0

6. Clubhouse






39. The changing rooms and shower facilities are of a high standard.

Answer Choices			Response Percent	Response Total
1	Strongly agree		3.56%	10
2	Agree		22.06%	62
3	Neither agree nor disagree		33.81%	95
4	Disagree		23.84%	67
5	Strongly disagree		16.73%	47
			answered	281
			skipped	0






40. The toilet facilities in the clubhouse are of a high standard.

Answer Choices			Response Percent	Response Total
1	Strongly agree		3.56%	10
2	Agree		25.98%	73
3	Neither agree nor disagree		34.88%	98
4	Disagree		21.35%	60
5	Strongly disagree		14.23%	40
			answered	281
			skipped	0

41. The clubhouse and its facilities are fully accessible at all times.





Answer Choices			Response Percent	Response Total
1	Strongly agree		4.27%	12
2	Agree		46.98%	132
3	Neither agree nor disagree		25.98%	73
4	Disagree		18.15%	51
5	Strongly disagree		4.63%	13
			answered	281
			skipped	0

42. The furniture in the clubhouse is of a high standard.






Answer Choices			Response Percent	Response Total
1	Strongly agree		3.20%	9
2	Agree		37.37%	105
3	Neither agree nor disagree		43.42%	122
4	Disagree		13.17%	37
5	Strongly disagree		2.85%	8
			answered	281
			skipped	0

7. Bar and Catering Service






44. I am happy with the selection of beverages on offer.

Answer Choices			Response Percent	Response Total
1	Strongly agree		9.96%	28
2	Agree		67.62%	190
3	Neither agree nor disagree		17.08%	48
4	Disagree		5.34%	15
5	Strongly disagree		0.00%	0
			answered	281
			skipped	0






45. I am happy with the selection of food/meals on offer.

Answer Choices			Response Percent	Response Total
1	Strongly agree		7.47%	21
2	Agree		61.57%	173
3	Neither agree nor disagree		25.27%	71
4	Disagree		4.98%	14
5	Strongly disagree		0.71%	2
			answered	281
			skipped	0






46. I am very happy with the level of service from the bar staff.

Answer Choices			Response Percent	Response Total
1	Strongly agree		21.35%	60
2	Agree		52.31%	147
3	Neither agree nor disagree		17.44%	49
4	Disagree		7.47%	21
5	Strongly disagree		1.42%	4
			answered	281
			skipped	0






47. The drinks prices represent good value.

Answer Choices			Response Percent	Response Total
1	Strongly agree		7.47%	21
2	Agree		47.33%	133
3	Neither agree nor disagree		34.16%	96
4	Disagree		9.61%	27
5	Strongly disagree		1.42%	4
			answered	281
			skipped	0









48. I am very happy with the level of service from the catering staff.

Answer Choices			Response Percent	Response Total
1	Strongly agree		13.17%	37
2	Agree		67.62%	190
3	Neither agree nor disagree		18.15%	51
4	Disagree		0.71%	2
5	Strongly disagree		0.36%	1
			answered	281
			skipped	0




49. The prices for food represent good value.

Answer Choices			Response Percent	Response Total
1	Strongly agree		8.93%	25
2	Agree		50.71%	142
3	Neither agree nor disagree		33.93%	95
4	Disagree		5.71%	16
5	Strongly disagree		0.71%	2
			answered	280
			skipped	1

50. On a scale of 0-10, how likely is it that you would recommend the bar and catering services to a friend or relative? (0 = not likely at all, 10 = highly likely)

Answer Choices			Response Percent	Response Total
1	0		1.78%	5
2	1		1.78%	5
3	2		1.78%	5
4	3		3.20%	9
5	4		1.78%	5
6	5		14.95%	42
7	6		11.39%	32
8	7		17.44%	49

50. On a scale of 0-10, how likely is it that you would recommend the bar and catering services to a friend or relative? (0 = not likely at all, 10 = highly likely)

9	8		27.05%	76
10	9		9.61%	27
11	10		9.25%	26
			answered	281
			skipped	0
			answered	57
			skipped	224

8. Future Investment

52. Thinking about the next 3-5 years and subject to available funding (and member consultation), use the slider scales to indicate how you would like the Board to spread future investment in the Club. NOTE: Your answers do not need to add up to a set value, it should simply be indicative of where you would like the Club to invest.

Item	Average	Min	Max	Std. Deviation	Total Responses
Improving the golf course	63.18	0.00	100.00	27.01	281
Improving the clubhouse and clubhouse facilities	49.23	0.00	100.00	30.59	281
Improving the practice facilities	30.85	0.00	100.00	28.31	281
Improving the car parking facilities	30.80	0.00	100.00	28.50	281
				answered	281
				skipped	0