

Survey Results and Progress Since Last Survey

Satisfaction with the Pro Shop is very high across all areas, with improvements in Price, Choice and Availability. Satisfaction with Catering especially, and with the Bar are also high.

On the Course, although some areas score extremely highly, satisfaction with Bunkers and Tees in particular is lower. In the Office, technology is increasingly an issue. The 2016 survey indicated a fall in satisfaction with the Clubhouse, to a level that has continued into 2018.

Comparing the results with 2016, over half of the areas scored have remained the same or improved, with satisfaction in most other areas falling very slightly. There are a few areas where satisfaction has fallen significantly.

	2014 % OF TOTAL		2013 - 2014		2016 % OF TOTAL		2014 - 2016		2018 % OF TOTAL		2016 - 2018		
	Poor	Fair	Good	Excellent	Movement	Difference	Poor	Fair	Good	Excellent	Movement	Difference	
Golf Course	Tees	73%	27%	Improved	7%	49%	51%	Improved	23%	56%	44%	Worse	-7%
	Fairways	49%	51%	Worse	-6%	7%	93%	Improved	42%	5%	95%	Same	2%
	Rough	43%	57%	Worse	-3%	15%	85%	Improved	27%	38%	62%	Worse	-23%
	Bunkers	38%	62%	Worse	-14%	40%	60%	Same	-2%	63%	37%	Worse	-23%
	Greens	38%	62%	Improved	15%	7%	93%	Improved	31%	5%	95%	Same	2%
	Aesthetics	49%	51%	Worse	-14%	9%	91%	Improved	40%	22%	78%	Worse	-12%
Clubhouse	Clubhouse	11%	89%	Worse	-3%	31%	69%	Worse	-20%	34%	66%	Same	-2%
	Changing Rooms	25%	75%	Same	1%	47%	53%	Worse	-22%	48%	52%	Same	-1%
	Cleanliness	10%	90%	Improved	3%	24%	76%	Worse	-14%	34%	66%	Worse	-10%
Bar	Politeness	19%	81%	Worse	-7%	24%	76%	Worse	-5%	32%	68%	Worse	-8%
	Choice	18%	82%	Worse	-4%	16%	84%	Same	1%	19%	81%	Worse	-3%
	Prices	32%	68%	Improved	5%	31%	69%	Same	0%	34%	66%	Same	-2%
	Hours	26%	74%	Same	-2%	24%	76%	Same	2%	15%	85%	Improved	10%
Catering	Quality	8%	92%	Improved	6%	7%	93%	Same	0%	9%	91%	Same	-1%
	Value	13%	87%	Improved	8%	13%	87%	Same	0%	17%	83%	Worse	-3%
	Variety	18%	82%	Improved	13%	19%	81%	Same	0%	17%	83%	Same	2%
	Availability	33%	67%	Same	1%	31%	69%	Same	2%	19%	81%	Improved	11%
Pro Shop	Helpfulness	27%	73%	Worse	-5%	7%	93%	Improved	19%	5%	95%	Same	2%
	Politeness	8%	92%	Same	-1%	3%	97%	Improved	5%	4%	96%	Same	-1%
	Professionalism	32%	68%	Worse	-8%	4%	96%	Improved	28%	3%	97%	Same	1%
	Choice	74%	26%	Worse	-13%	31%	69%	Improved	42%	24%	76%	Improved	8%
	Price	79%	21%	Worse	-9%	46%	54%	Improved	33%	31%	69%	Improved	16%
	Availability	35%	65%	Worse	-11%	6%	94%	Improved	29%	3%	97%	Improved	4%
	Teaching	30%	70%	Worse	-5%	7%	93%	Improved	23%	5%	95%	Same	2%
Office	Helpfulness	8%	92%	Same	-2%	16%	84%	Worse	-8%	20%	80%	Worse	-4%
	Professionalism	10%	90%	Same	-2%	22%	78%	Worse	-12%	27%	73%	Worse	-6%
	Politeness	4%	96%	Same	-2%	6%	94%	Same	-2%	11%	89%	Worse	-5%
	Web Site	31%	69%	Worse	-3%	41%	59%	Worse	-10%	39%	61%	Same	2%
	PSI	51%	49%	Worse	-9%	36%	64%	Improved	15%	51%	49%	Worse	-15%

Scoring

More than 1/2 scored item below average
More than 1/3 scored item below average
More than 2/3 scored item above average

Difference

Significant improvement
Slight improvement
No change
Slight decline
Significant decline

The Worcestershire Golf Club Membership Survey - 2018