



## Golf Shop Survey

Please take a moment to help us improve your experience at our golf shop at Belconnen Golf Club

Please complete all questions and circle the letter for the most appropriate response

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### **GENERAL INFORMATION**

1. What is your gender?
  - a. Male
  - b. Female
2. What is your age bracket?
  - a. 20 – 30 years
  - b. 31 – 40 years
  - c. 41 – 50 years
  - d. 51 – 60 years
  - e. 60+ years
3. What is your current employment status?
  - a. Retired
  - b. Semi retired
  - c. Full time
  - d. Part time
  - e. Student
4. How often do you play golf at Belconnen Golf Club?
  - a. Once a week or more often
  - b. Fortnightly
  - c. Monthly
  - d. Every 2-3 months
  - e. Greater than 3 months
5. What day of the week do you play golf most often at Belconnen Golf Club?
  - a. Saturday
  - b. Sunday
  - c. Monday
  - d. Tuesday
  - e. Wednesday
  - f. Thursday
  - g. Friday
6. What is your average 9-hole score?
  - a. 34-38
  - b. 39-42
  - c. 43-47
  - d. 48-52
  - e. 52-56
  - f. 57 or higher
7. Why do you play golf at Belconnen Golf Club?
  - a. Referral
  - b. Convenience
  - c. Price of green fees
  - d. Social network
  - e. Playing conditions (i.e. condition of course)
  - f. Corporate Day
  - g. Quality of hire clubs
8. What is the approximate distance from your home to Belconnen Golf Club?
  - a. 0 – 5 kilometres
  - b. 5 – 10 kilometres
  - c. 10 – 15 kilometres
  - d. 15 – 25 kilometres
  - e. Greater than 25 kilometres

### **CUSTOMER SERVICE AND ENVIRONMENT**

1. I found the golf shop staff to be very helpful?
  - a. Strongly agree
  - b. Agree
  - c. Neither agree or disagree
  - d. Disagree
  - e. Strongly disagree



## Golf Shop Survey

2. What can we do to improve your shopping experience at our Belconnen golf shop?
  - a. Customer service
  - b. Product range
  - c. Pricing
  - d. Additional promotions / specials

### **GOLF PURCHASES**

1. What is the typical amount of your golf shop purchase per round (**excluding GREEN FEES**)?
  - a. \$0
  - b. \$1 - \$10
  - c. \$11 - \$25
  - d. \$26 - \$75
  - e. \$76 or more
2. What are the typical consumables that you purchase from our Belconnen golf shop?
  - a. Golf balls
  - b. Golf gloves
  - c. Food and drink
  - d. Seasonal products (i.e. sunscreen, towels, umbrellas)
  - e. Accessories (i.e. wood covers, tees, ball markers, pitch repairers)
  - f. None of the above
3. What additional consumables would you like to see in our Belconnen golf shop?
  - a. Golf balls
  - b. Golf gloves
  - c. Food and drink
  - d. Seasonal products (i.e. sunscreen, towels, umbrella)
  - e. Accessories (i.e. wood covers, tees, ball markers, pitch repairers)
4. When purchasing golf balls do you most often purchase NEW or USED golf balls?
  - a. New
  - b. Used
  - c. Both New & Used
5. If you most often purchase NEW golf balls what pack size do you most often purchase?
  - a. Singles
  - b. 3 ball sleeves
  - c. Dozen golf balls
6. If you most often purchase NEW golf balls what is the deciding factor of your purchase?
  - a. Golf ball brand
  - b. Golf ball price
7. How much do you spend on golf equipment per annum?
  - a. <\$250
  - b. \$251 - \$500
  - c. \$501 - \$750
  - d. \$751 - \$1000
  - e. >\$1000
8. Where do you currently buy your golf equipment (i.e. bag, woods, irons, putter)?
  - a. Online
  - b. Discount Golf outlets (i.e. Golf Clearance Outlet)
  - c. Off course retailer (i.e. Drummond, House of Golf, Golf Box)
  - d. Belconnen golf shop
9. Where do you currently buy your golf clothing apparel (i.e. shirts, pants)?
  - a. Online
  - b. Discount Golf outlets (i.e. Golf Clearance Outlet)
  - c. Off course Retailer (i.e. Drummond, House of Golf, Golf Box)
  - d. Belconnen golf shop
  - e. Other (i.e. Myer)
10. What additional clothing apparel would you like to see in our Belconnen golf shop?
  - a. Golf shirts
  - b. Golf pants
  - c. Golf Shorts
  - d. Vests / Jumpers
  - e. Wet weather gear



## Golf Shop Survey

11. What brand of apparel would you like to see in our Belconnen golf shop?
  - a. Nike
  - b. Adidas
  - c. Sporte Leisure
  - d. Foot Joy
  - e. Puma
  - f. Golf club logo
12. What brand of shoes would you like to see in our Belconnen golf shop?
  - a. Adidas
  - b. Foot Joy
  - c. Nike
13. If golf purchases (i.e. equipment, apparel) are made outside of our Belconnen golf shop, why?
  - a. Convenience
  - b. Price
  - c. Range
  - d. Service
14. When purchasing golf hardware would you most often purchase the following?
  - a. Package set
  - b. Custom fit golf clubs
15. If you were to purchase a new package set how much would you spend?
  - a. < \$400
  - b. \$400 - \$700
  - c. \$700 - \$900
  - d. > \$900
  - e. None of the above
16. When I purchase golf hardware (i.e. Driver, Fairways, Irons, Putter) it is important to me to use the club (i.e. Demo) on the practice range prior to purchase?
  - a. Strongly agree
  - b. Agree
  - c. Neither agree or disagree
  - d. Disagree
  - e. Strongly disagree
17. When I purchase golf hardware (i.e. Driver, Fairways, Irons, Putter) it is important to me that they are custom fitted?
  - a. Strongly agree
  - b. Agree
  - c. Neither agree or disagree
  - d. Disagree
  - e. Strongly disagree
18. When I purchase golf hardware (i.e. Driver, Fairways, Irons, Putter) I am happy to pay for the latest technology?
  - a. Strongly agree
  - b. Agree
  - c. Neither agree or disagree
  - d. Disagree
  - e. Strongly disagree
19. When I purchase golf hardware (i.e. Driver, Fairways, Irons, Putter) I prefer to buy a superseded model at a discounted price?
  - a. Strongly agree
  - b. Agree
  - c. Neither agree or disagree
  - d. Disagree
  - e. Strongly disagree
20. When I purchase golf hardware (i.e. Driver, Fairways, Irons, Putter) I prefer to buy them from a trained PGA Professional?
  - a. Strongly agree
  - b. Agree
  - c. Neither agree or disagree
  - d. Disagree
  - e. Strongly disagree



## Golf Shop Survey

21. Would you consider changing the brand of your irons/driver when you replace your existing set?
  - a. Yes
  - b. No
22. The last time you purchased golf clubs did you purchase?
  - a. Driver
  - b. Fairway
  - c. Hybrid
  - d. Irons
  - e. Wedge
  - f. Putter
  - g. Full set
23. What additional golf equipment would you like to see in our Belconnen golf shop?
  - a. Golf bags
  - b. Golf buggies
  - c. Clothing apparel
  - d. Golf shoes
  - e. Golf hardware

### **FOOD AND BEVERAGE**

1. Would you like to see a greater range of food and beverage within the Belconnen golf shop?
  - a. Yes
  - b. No
2. If YES, what categories of products would you like us to range within the Belconnen golf shop?
  - a. Cold Drinks
  - b. Confectionery
  - c. Chips and nuts
  - d. Hot Drinks (i.e. coffee)
  - e. All of the above

### **PRO SHOP SERVICES**

1. If you wanted to improve your golf game would you?
    - a. Have a lesson
    - b. Play more
    - c. Practice range
    - d. Look on internet
  2. Number of golf lessons in the past 12 months?
    - a. None
    - b. 1 – 2
    - c. 3 -4
    - d. 5 – 6
    - e. 7 or more
  3. If you had a golf lesson did you have it at Belconnen Golf Club?
    - a. Yes
    - b. No
    - c. Both on course and off course
  4. If NO, why have you not had a golf lesson at Belconnen Golf Club?
    - a. Price
    - b. Availability
    - c. No need or want for one
    - d. Convenience
    - e. Find it difficult to change
    - f. Feedback from friends
  5. Would you like us to run more supplier demonstration days?
    - a. Yes
    - b. No
  6. Would you like us to run more golf clinics?
    - a. Yes
    - b. No
  7. If so, what clinics would you like us to run?
    - a. Putting
    - b. Chipping
    - c. Driving
    - d. Bunkers
  8. What other services or changes to existing services would you like our golf shop to implement?
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