

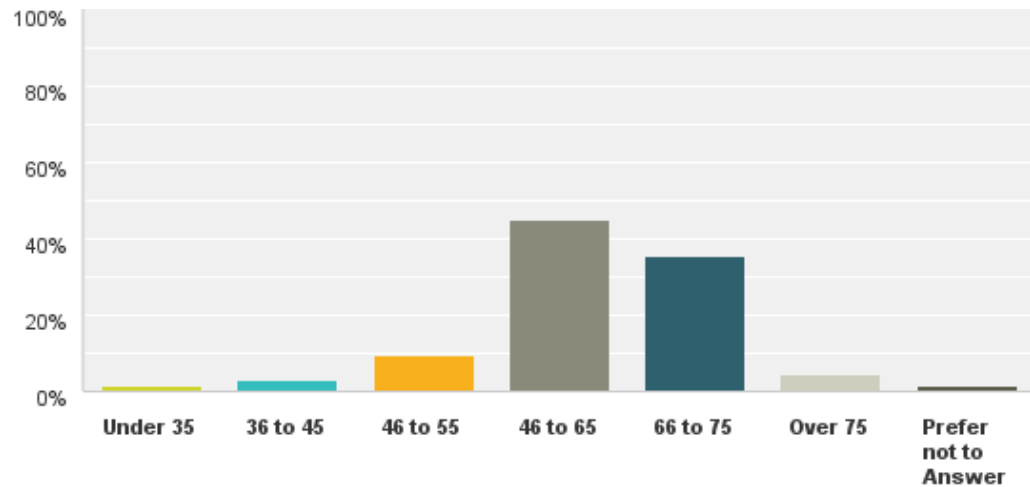
2016 River Strand Membership Survey

635

Total Responses

Q1: Please indicate your age category:

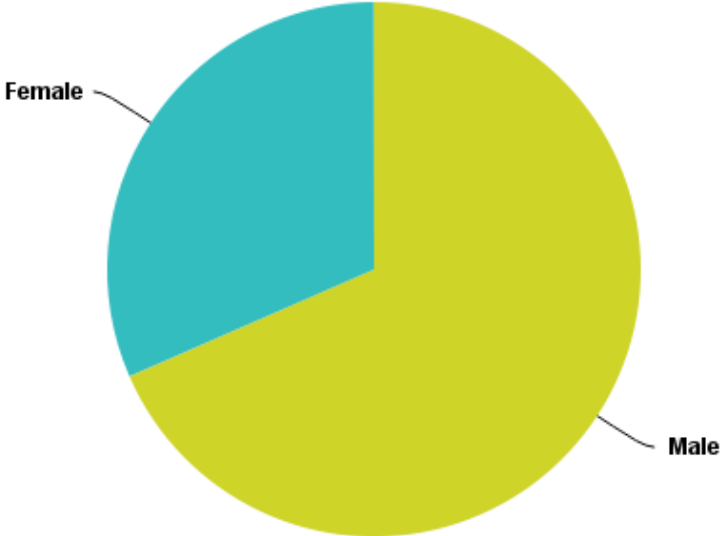
Answered: 634 Skipped: 1



Answer Choices	Responses
Under 35	1.26% 8
36 to 45	3.15% 20
46 to 55	9.46% 60
46 to 65	44.95% 285
66 to 75	35.33% 224
Over 75	4.26% 27
Prefer not to Answer	1.58% 10
Total	634

Q2: Please indicate your gender:

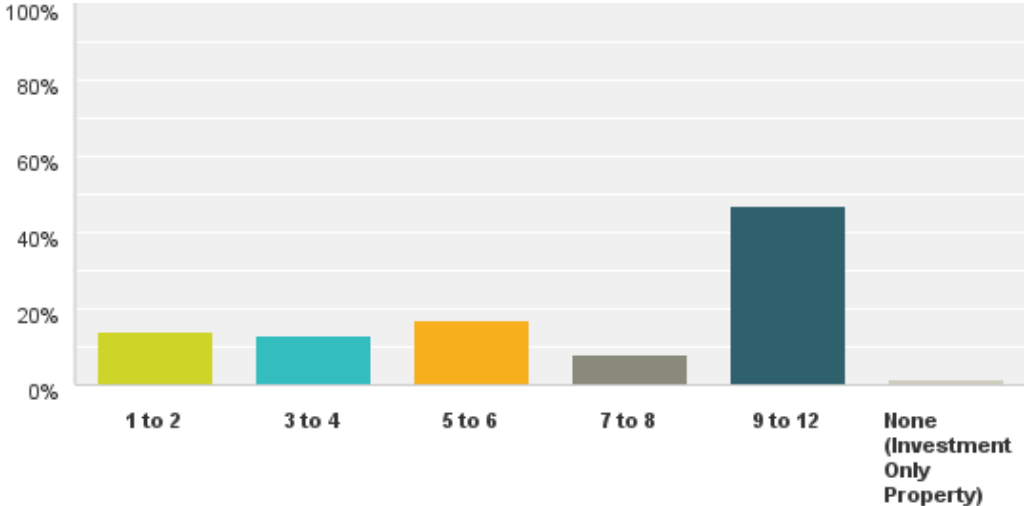
Answered: 634 Skipped: 1



Answer Choices	Responses	
Male	68.45%	434
Female	31.55%	200
Total		634

Q3: How many months a year do you typically spend at River Strand?

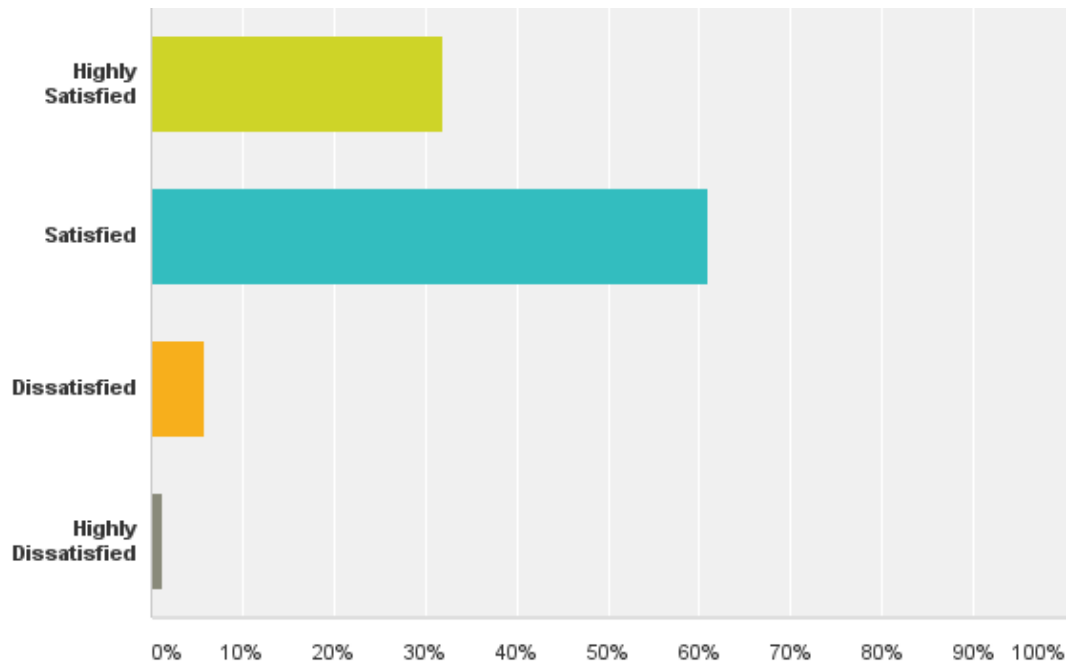
Answered: 631 Skipped: 4



Answer Choices	Responses
1 to 2	13.79% 87
3 to 4	13.00% 82
5 to 6	17.12% 108
7 to 8	7.77% 49
9 to 12	46.75% 295
None (Investment Only Property)	1.58% 10
Total	631

Q4: What is your overall satisfaction with River Strand Golf and Country Club?

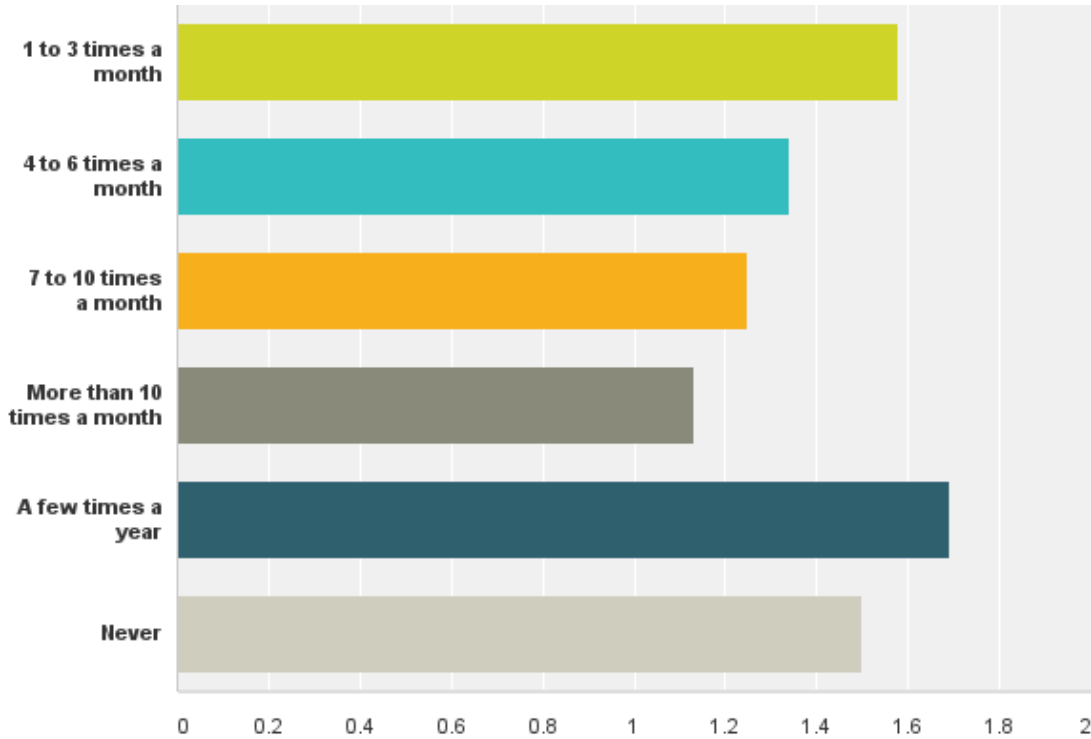
Answered: 629 Skipped: 6



Answer Choices	Responses
Highly Satisfied	31.96% 201
Satisfied	60.89% 383
Dissatisfied	5.88% 37
Highly Dissatisfied	1.27% 8
Total	629

Q5: How often do you visit the Clubhouse Dining Room in a month?

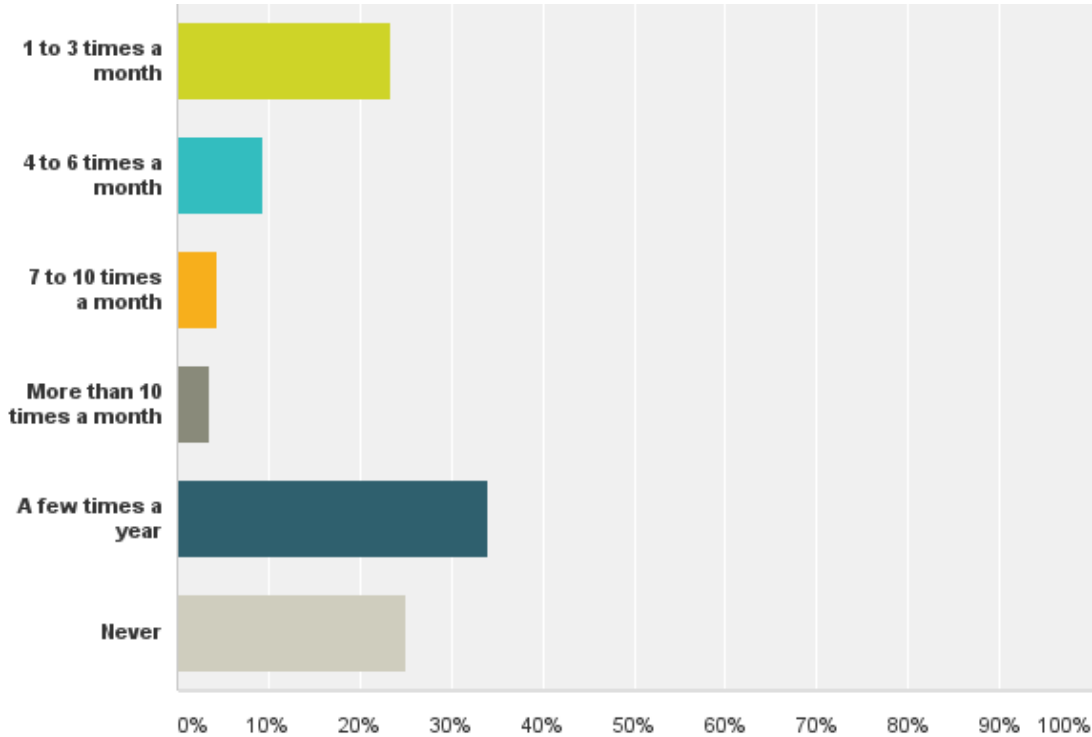
Answered: 633 Skipped: 2



	For Lunch	For Dinner	Total	Weighted Average
1 to 3 times a month	41.75% 162	58.25% 226	388	1.58
4 to 6 times a month	66.29% 116	33.71% 59	175	1.34
7 to 10 times a month	75.38% 49	24.62% 16	65	1.25
More than 10 times a month	87.50% 21	12.50% 3	24	1.13
A few times a year	31.20% 73	68.80% 161	234	1.69
Never	50.00% 18	50.00% 18	36	1.50

Q6: How often do you visit the Tiki Bar in a month?

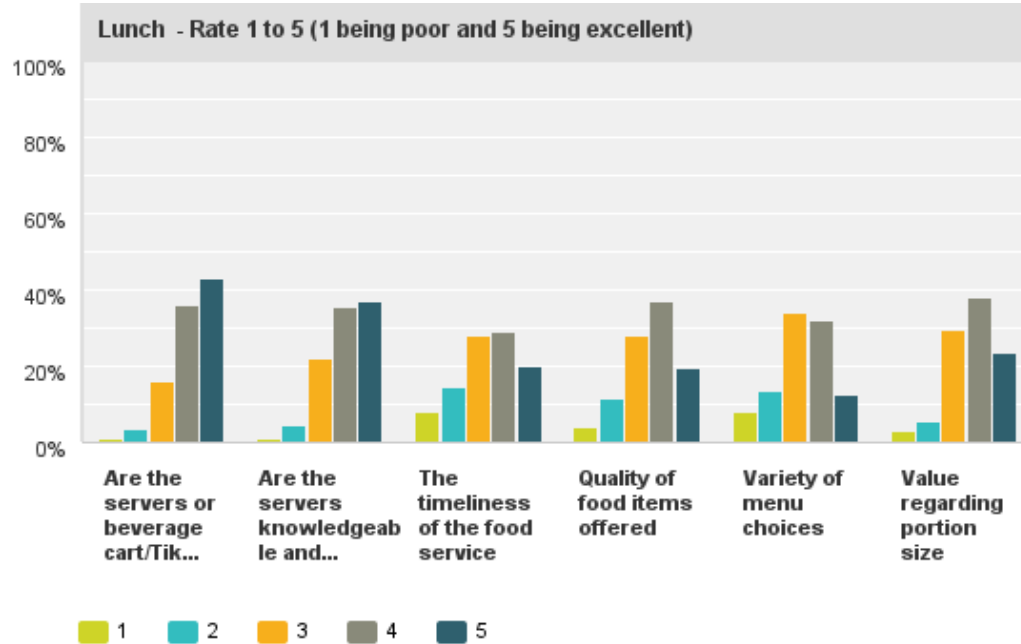
Answered: 632 Skipped: 3



Answer Choices	Responses	Count
1 to 3 times a month	23.42%	148
4 to 6 times a month	9.49%	60
7 to 10 times a month	4.43%	28
More than 10 times a month	3.64%	23
A few times a year	34.02%	215
Never	25.00%	158
Total		632

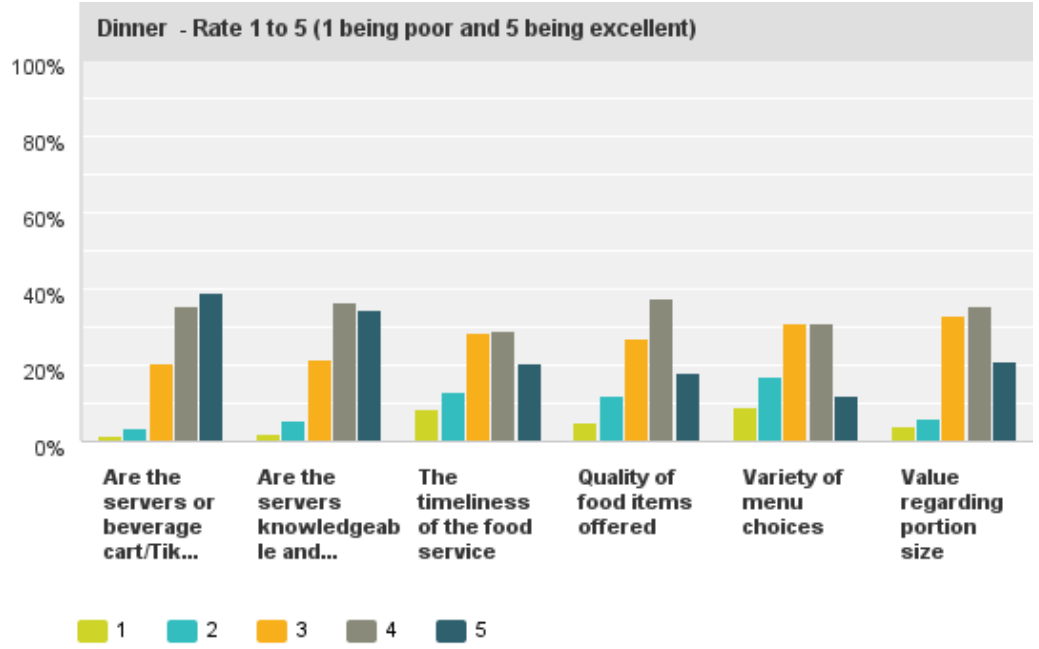
Q7: Rate the following food and beverage services

Answered: 610 Skipped: 25



Q7: Rate the following food and beverage services

Answered: 610 Skipped: 25



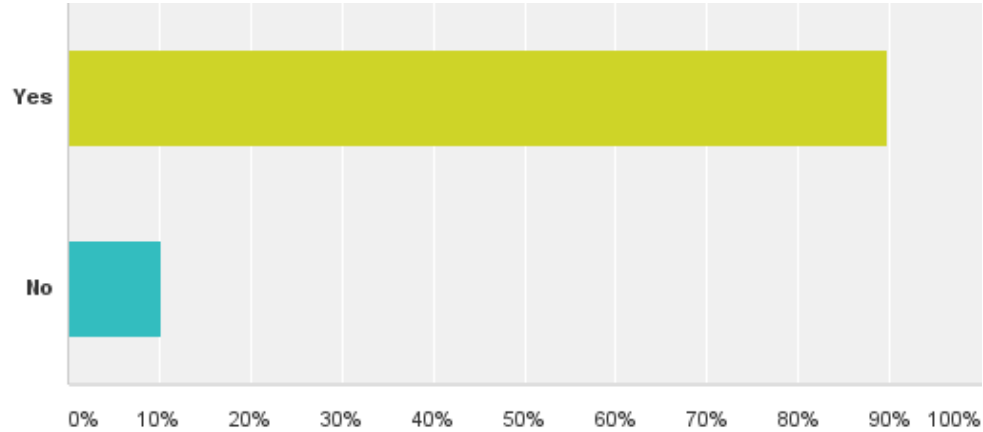
Q7: Rate the following food and beverage services

Answered: 610 Skipped: 25

Lunch - Rate 1 to 5 (1 being poor and 5 being excellent)						
	1	2	3	4	5	Total
Are the servers or beverage cart/Tiki staff friendly and helpful?	1.10% 6	3.49% 19	15.99% 87	36.21% 197	43.20% 235	544
Are the servers knowledgeable and professional	1.24% 7	4.42% 25	21.91% 124	35.51% 201	36.93% 209	566
The timeliness of the food service	8.19% 46	14.59% 82	28.11% 158	29.00% 163	20.11% 113	562
Quality of food items offered	4.10% 23	11.41% 64	27.81% 156	37.08% 208	19.61% 110	561
Variety of menu choices	8.05% 45	13.42% 75	34.17% 191	31.84% 178	12.52% 70	559
Value regarding portion size	3.24% 18	5.58% 31	29.68% 165	38.13% 212	23.38% 130	556
Dinner - Rate 1 to 5 (1 being poor and 5 being excellent)						
	1	2	3	4	5	Total
Are the servers or beverage cart/Tiki staff friendly and helpful?	1.42% 6	3.55% 15	20.57% 87	35.46% 150	39.01% 165	423
Are the servers knowledgeable and professional	1.86% 9	5.36% 26	21.44% 104	36.70% 178	34.64% 168	485
The timeliness of the food service	8.37% 40	13.18% 63	28.66% 137	29.08% 139	20.71% 99	478
Quality of food items offered	5.15% 25	11.75% 57	27.22% 132	37.73% 183	18.14% 88	485
Variety of menu choices	9.11% 44	16.77% 81	31.06% 150	31.06% 150	12.01% 58	483
Value regarding portion size	4.15% 20	6.22% 30	33.20% 160	35.48% 171	20.95% 101	482

Q8: Are you in favor of the club dining room dress code as described below, prior to 5:30pm? The dress code would be; No sleeveless shirts for men, No bathing suits, No exposed midriffs, No bare feet, No cut-offs of any kind, No ripped clothing, No inappropriate messages on t-shirts/clothing.

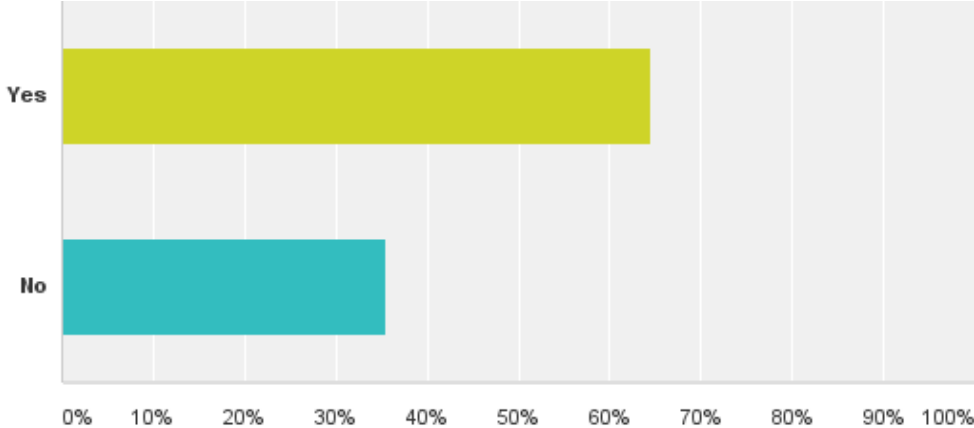
Answered: 631 Skipped: 4



Answer Choices	Responses
Yes	89.86% 567
No	10.14% 64
Total	631

Q9: Are you in favor of a club dining room dress code as described below, after 5:30pm? The dress code would be: No hats or visors, No flip flop shoes, No cargo pants or shorts, Collared shirts only, Men must wear pants or dress/Bermuda style shorts (this would also include the dress code rules in place before 5:30pm).

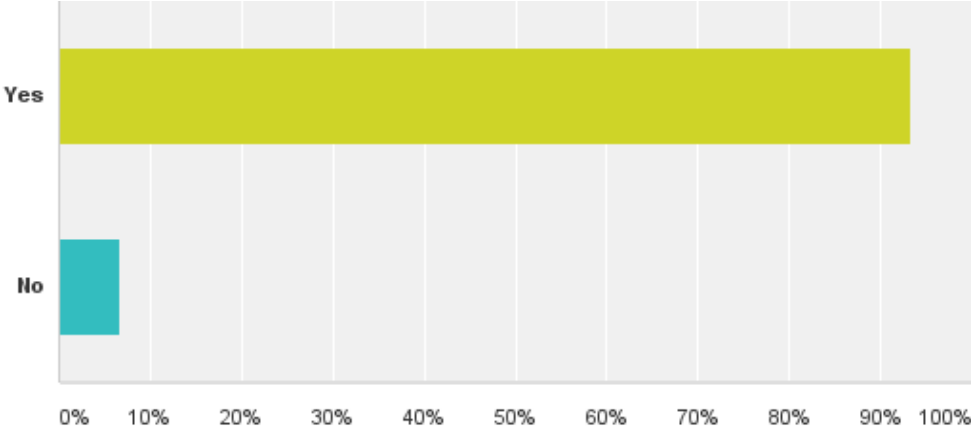
Answered: 630 Skipped: 5



Answer Choices	Responses
Yes	64.44% 406
No	35.56% 224
Total	630

Q10: Would you be in favor of adding to our existing No Smoking Policy (No smoking inside the buildings) to include No Vaping, or E-Cigarettes in the clubhouse?

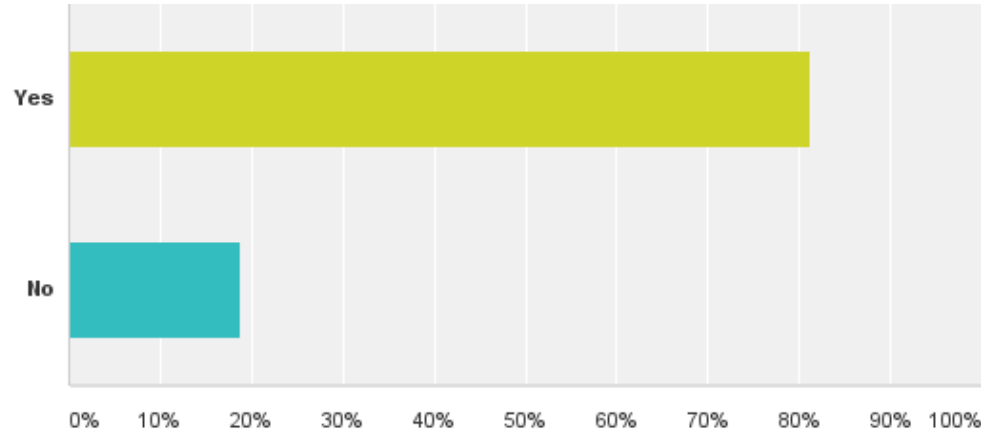
Answered: 629 Skipped: 6



Answer Choices	Responses
Yes	93.32% 587
No	6.68% 42
Total	629

Q11: Would you be in favor of adding the following policy; No Smoking within 50 feet of any structure or building?

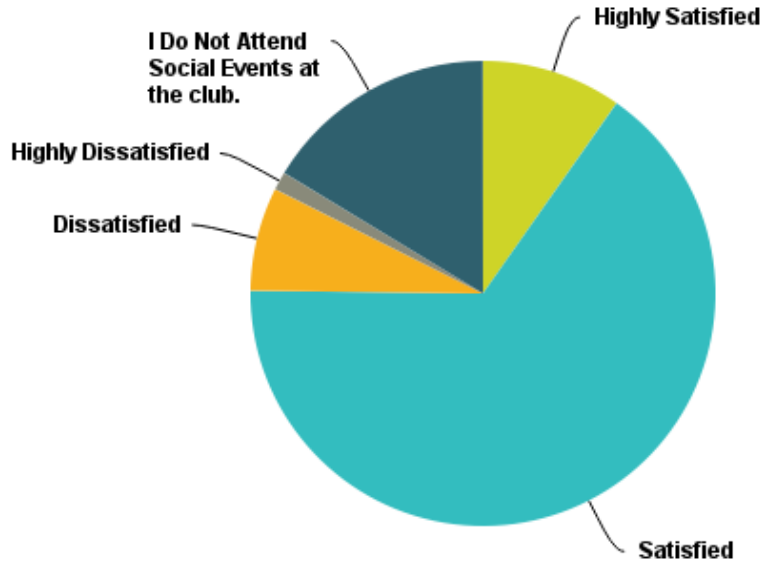
Answered: 632 Skipped: 3



Answer Choices	Responses
Yes	81.17% 513
No	18.83% 119
Total	632

Q14: What is your Overall satisfaction in the quality, quantity and variety of social events or activities at the club?

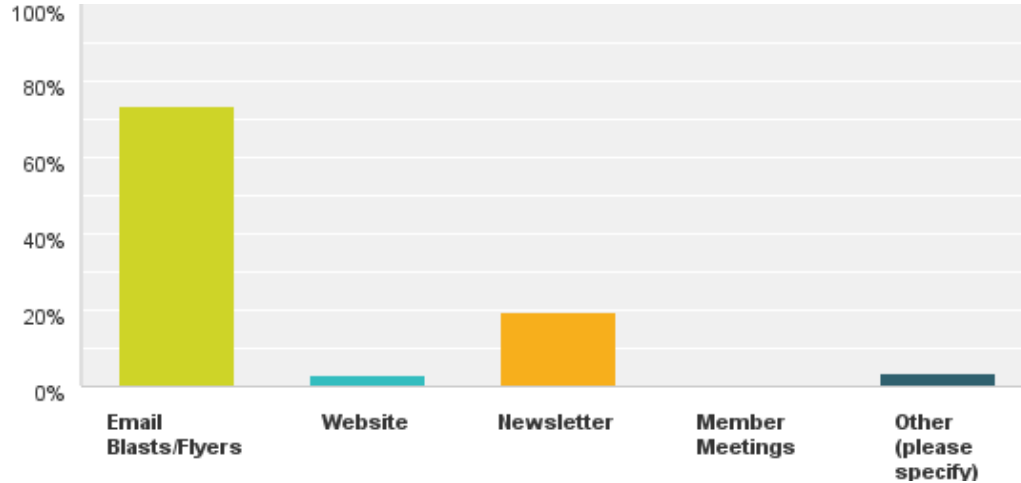
Answered: 625 Skipped: 10



Answer Choices	Responses	
Highly Satisfied	9.76%	61
Satisfied	65.44%	409
Dissatisfied	7.20%	45
Highly Dissatisfied	1.28%	8
I Do Not Attend Social Events at the club.	16.32%	102
Total		625

Q15: What is your preferred method of communication from the club?

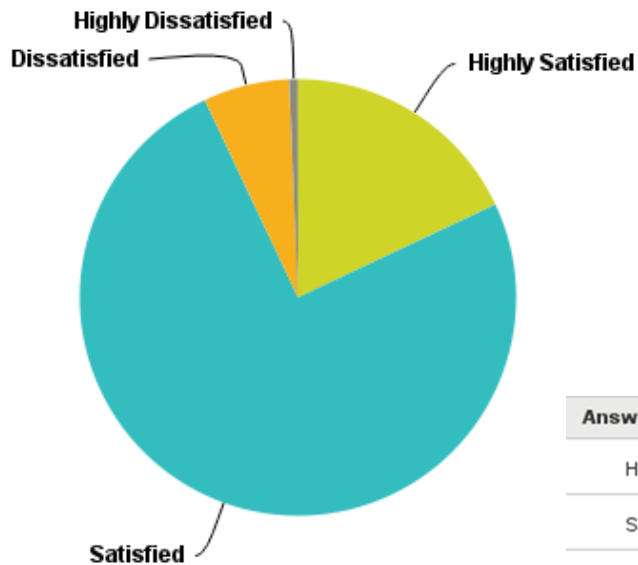
Answered: 630 Skipped: 5



Answer Choices	Responses	
Email Blasts/Flyers	73.65%	464
Website	2.86%	18
Newsletter	19.52%	123
Member Meetings	0.63%	4
Other (please specify)	3.33%	21
Total		630

Q16: What is your level of satisfaction with the current level and frequency of communication from the club?

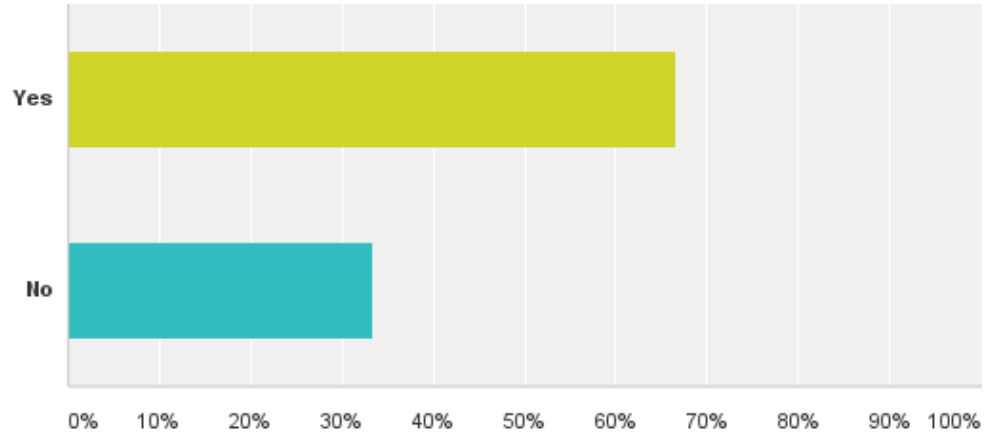
Answered: 628 Skipped: 7



Answer Choices	Responses	
Highly Satisfied	17.99%	113
Satisfied	75.00%	471
Dissatisfied	6.37%	40
Highly Dissatisfied	0.64%	4
Total		628

Q17: Do you visit the club website www.riverstrandgolf.com?

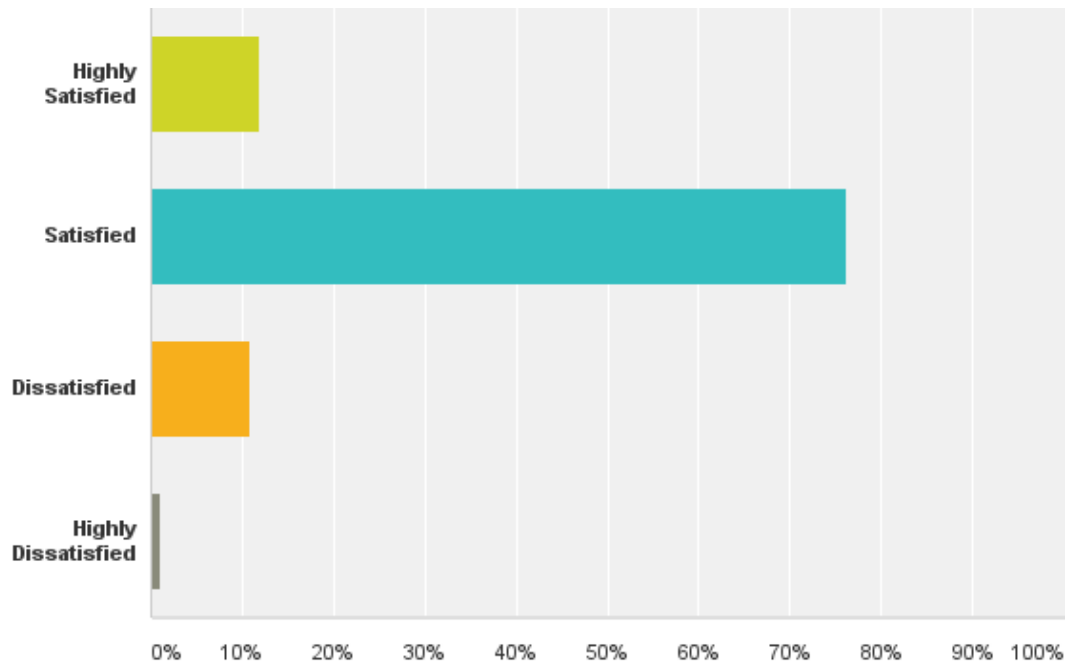
Answered: 628 Skipped: 7



Answer Choices	Responses
Yes	66.56% 418
No	33.44% 210
Total	628

Q18: What is your level of satisfaction with the club website information, appearance and ease of use?

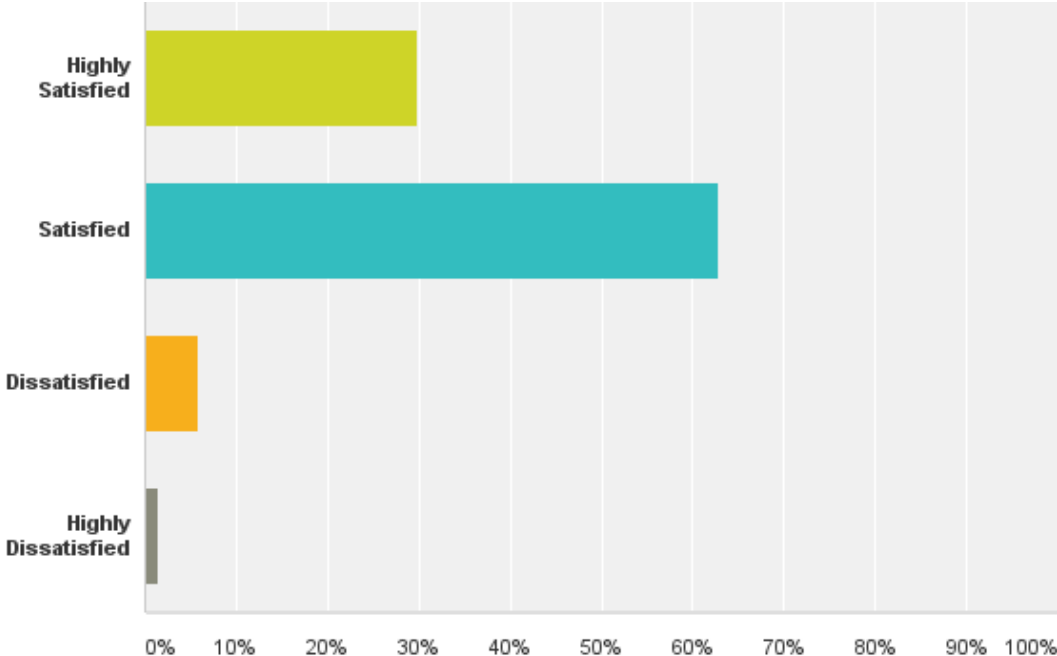
Answered: 553 Skipped: 82



Answer Choices	Responses
Highly Satisfied	11.93% 66
Satisfied	76.13% 421
Dissatisfied	10.85% 60
Highly Dissatisfied	1.08% 6
Total	553

Q20: What is your overall satisfaction with the administrative/front desk staff?

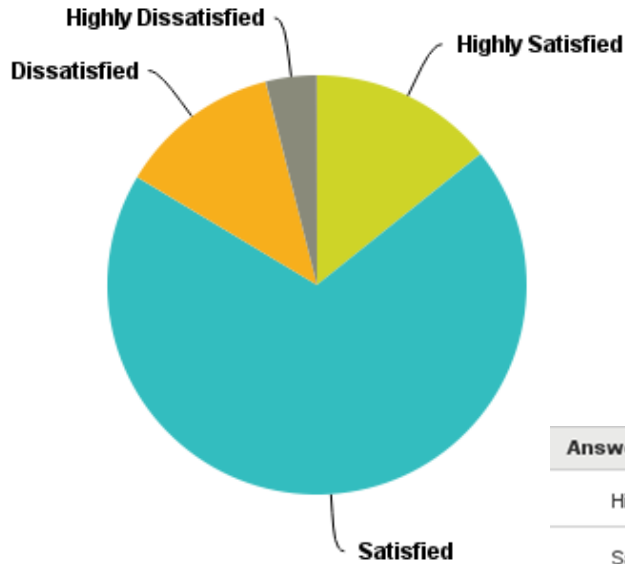
Answered: 626 Skipped: 9



Answer Choices	Responses
Highly Satisfied	29.87% 187
Satisfied	62.78% 393
Dissatisfied	5.91% 37
Highly Dissatisfied	1.44% 9
Total	626

Q21: Overall satisfaction with phone/voice mail response?

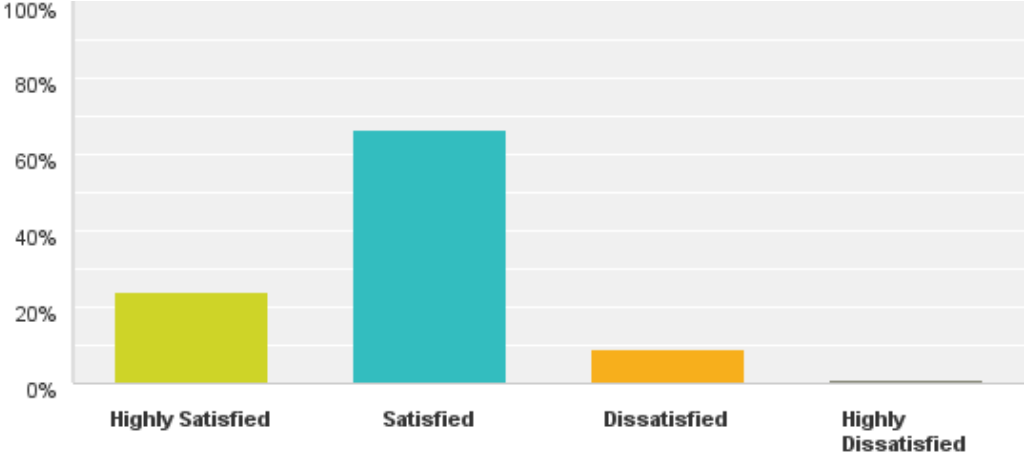
Answered: 610 Skipped: 25



Answer Choices	Responses	
Highly Satisfied	14.26%	87
Satisfied	69.34%	423
Dissatisfied	12.46%	76
Highly Dissatisfied	3.93%	24
Total		610

Q22: How satisfied are you with the equipment at the fitness centers?

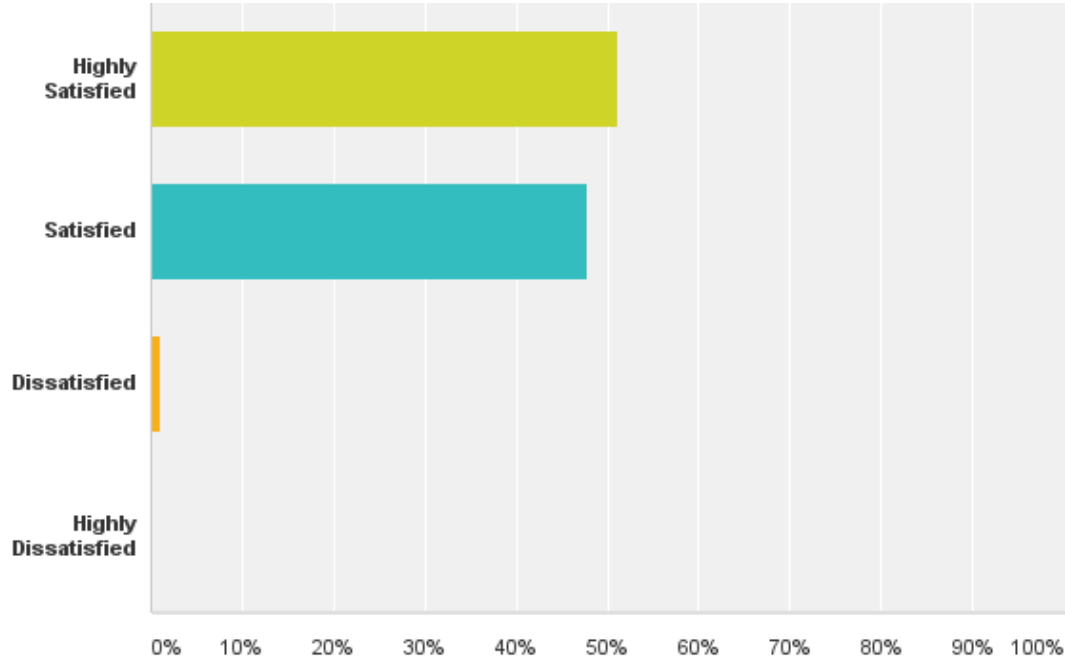
Answered: 589 Skipped: 46



Answer Choices	Responses
Highly Satisfied	23.77% 140
Satisfied	66.38% 391
Dissatisfied	8.83% 52
Highly Dissatisfied	1.02% 6
Total	589

Q23: How satisfied are you with the overall appearance of the landscaping around the clubhouse?

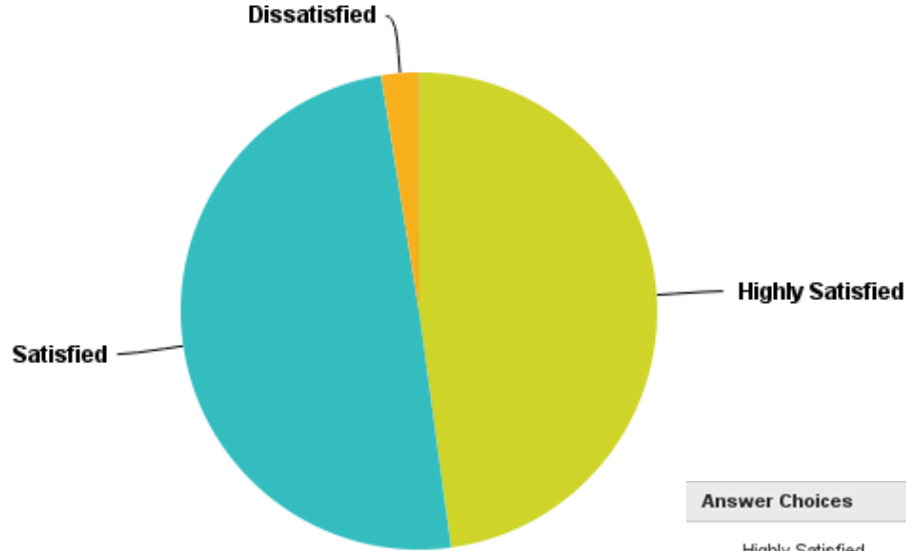
Answered: 633 Skipped: 2



Answer Choices	Responses
Highly Satisfied	51.18% 324
Satisfied	47.71% 302
Dissatisfied	1.11% 7
Highly Dissatisfied	0.00% 0
Total	633

Q24: How satisfied are you with the overall appearance of the landscaping in the common areas?

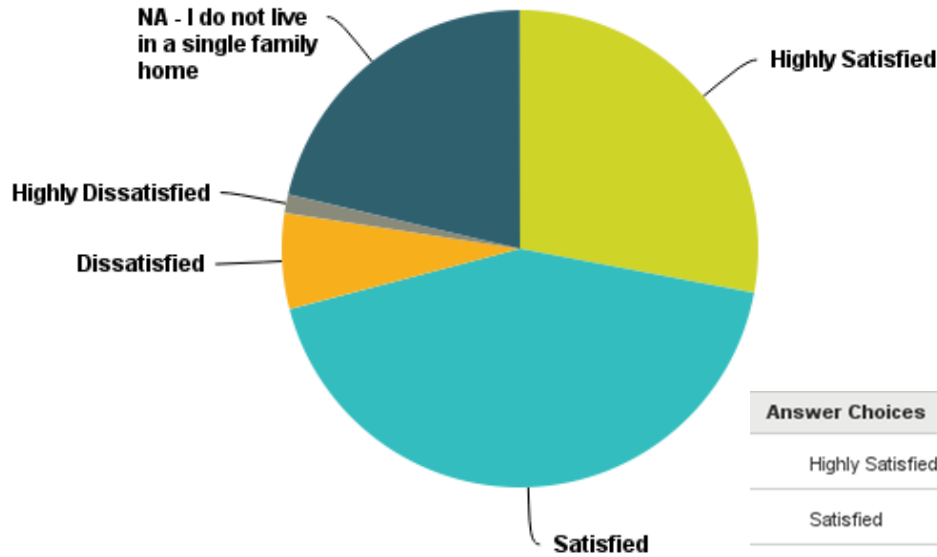
Answered: 631 Skipped: 4



Answer Choices	Responses	
Highly Satisfied	47.86%	302
Satisfied	49.60%	313
Dissatisfied	2.54%	16
Highly Dissatisfied	0.00%	0
Total		631

Q25: How satisfied are you with the overall appearance of the landscaping at the single family homes?

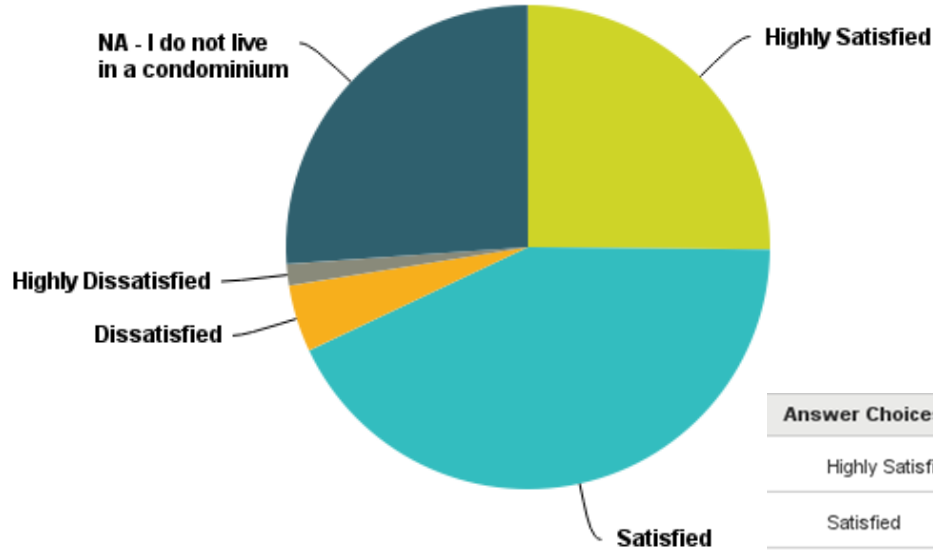
Answered: 633 Skipped: 2



Answer Choices	Responses	
Highly Satisfied	27.96%	177
Satisfied	42.97%	272
Dissatisfied	6.48%	41
Highly Dissatisfied	1.26%	8
NA - I do not live in a single family home	21.33%	135
Total		633

Q26: How satisfied are you with the overall appearance of the landscaping at the condominiums?

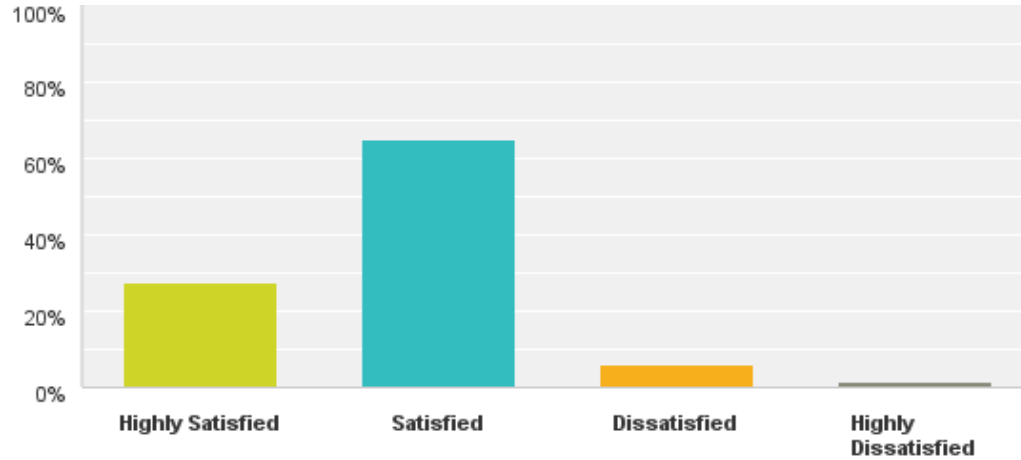
Answered: 628 Skipped: 7



Answer Choices	Responses	
Highly Satisfied	25.16%	158
Satisfied	42.83%	269
Dissatisfied	4.46%	28
Highly Dissatisfied	1.43%	9
NA - I do not live in a condominium	26.11%	164
Total		628

Q27: How satisfied are you with the overall club atmosphere?

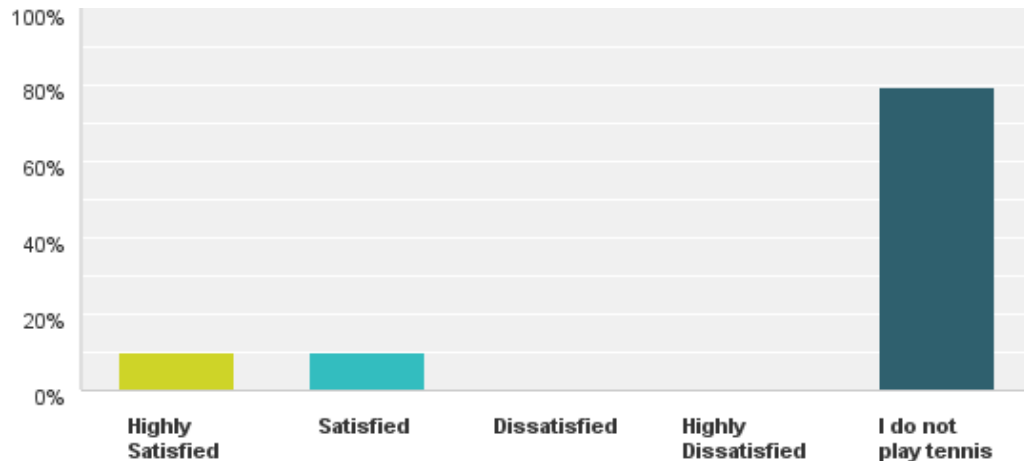
Answered: 627 Skipped: 8



Answer Choices	Responses	
Highly Satisfied	27.59%	173
Satisfied	65.23%	409
Dissatisfied	5.90%	37
Highly Dissatisfied	1.28%	8
Total		627

Q29: How satisfied are you with the tennis program and facility as a whole?

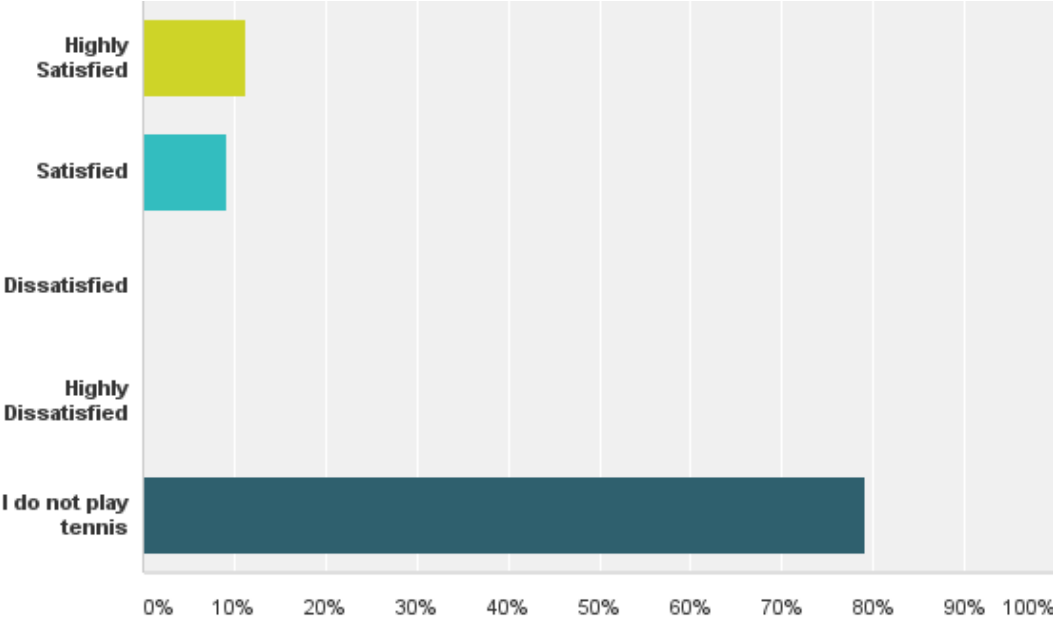
Answered: 619 Skipped: 16



Answer Choices	Responses
Highly Satisfied	10.18% 63
Satisfied	10.02% 62
Dissatisfied	0.32% 2
Highly Dissatisfied	0.16% 1
I do not play tennis	79.32% 491
Total	619

Q30: How satisfied are you with the condition of the tennis facility?

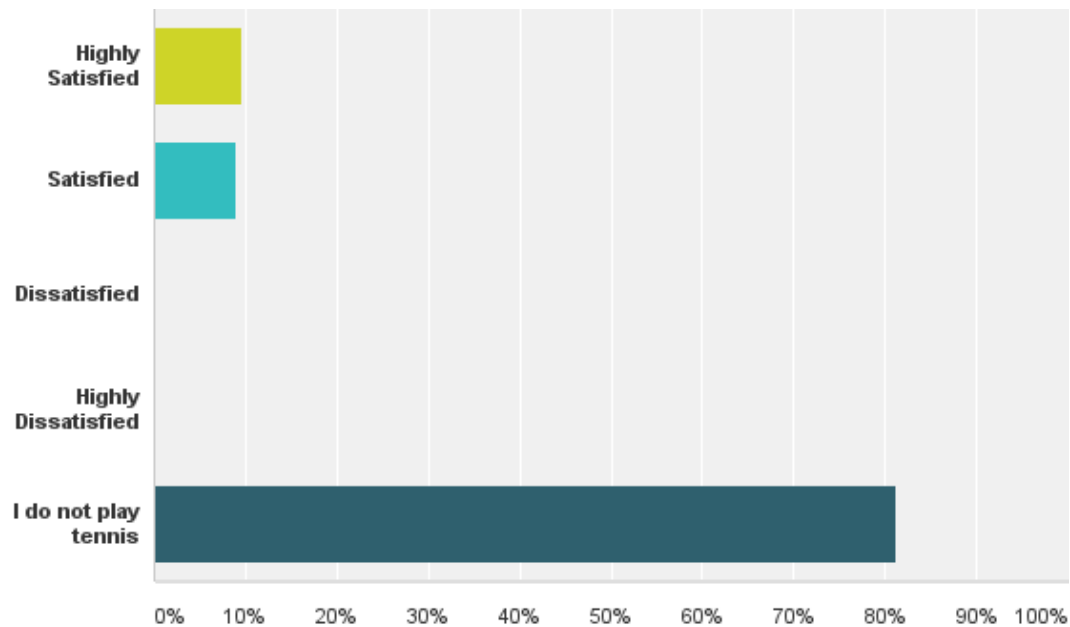
Answered: 615 Skipped: 20



Answer Choices	Responses
Highly Satisfied	11.22% 69
Satisfied	9.27% 57
Dissatisfied	0.16% 1
Highly Dissatisfied	0.16% 1
I do not play tennis	79.19% 487
Total	615

Q31: How satisfied are you with the quality of the tennis instructional programs?

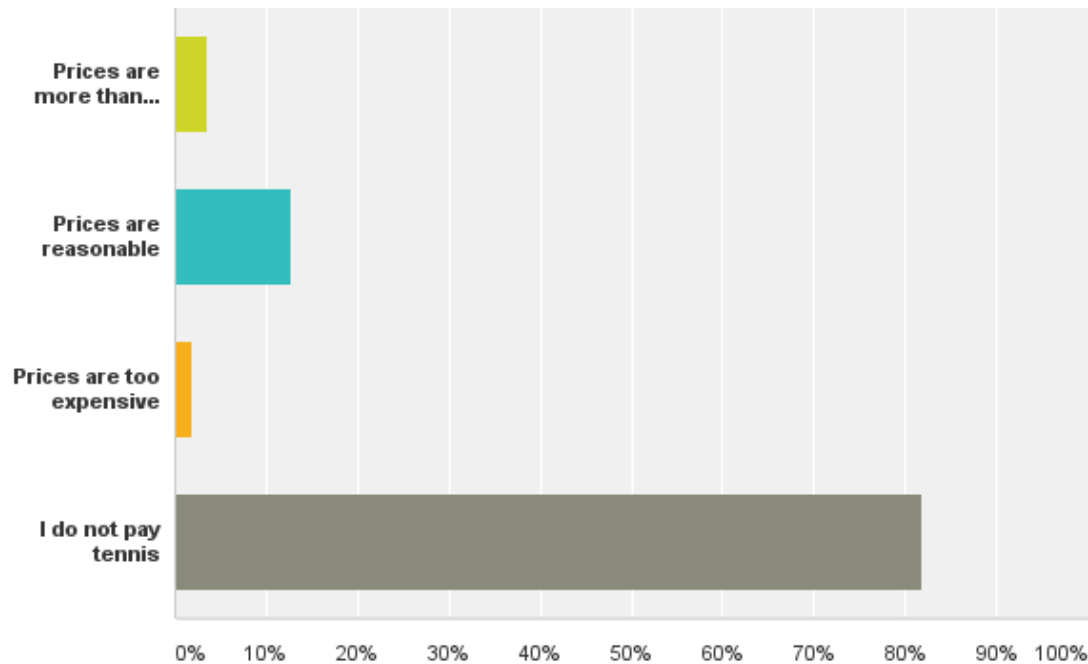
Answered: 610 Skipped: 25



Answer Choices	Responses
Highly Satisfied	9.67% 59
Satisfied	9.02% 55
Dissatisfied	0.16% 1
Highly Dissatisfied	0.00% 0
I do not play tennis	81.15% 495
Total	610

Q32: Regarding the pricing of the tennis instructional programs? How would you rate it?

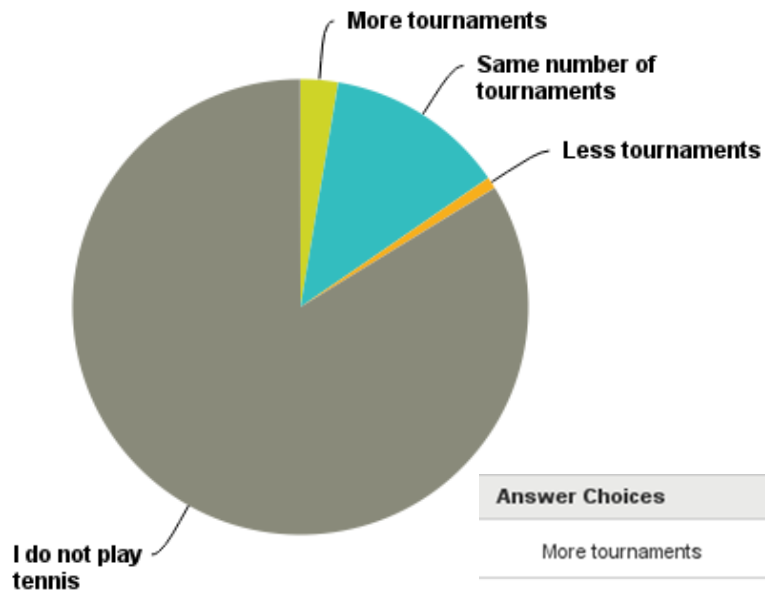
Answered: 606 Skipped: 29



Answer Choices	Responses
Prices are more than reasonable	3.47% 21
Prices are reasonable	12.71% 77
Prices are too expensive	1.98% 12
I do not pay tennis	81.85% 496
Total	606

Q33: Regarding the frequency of tennis tournament offerings, I would like to see...

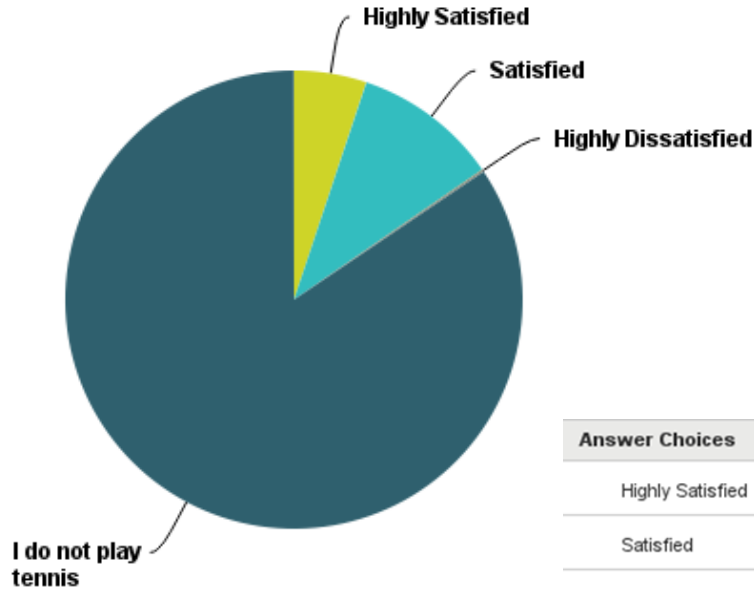
Answered: 603 Skipped: 32



Answer Choices	Responses	
More tournaments	2.65%	16
Same number of tournaments	12.77%	77
Less tournaments	0.83%	5
I do not play tennis	83.75%	505
Total		603

Q34: How satisfied are you with the tennis special events? (Kid's Night Out, US Open Mixer, Australian Mixer, French Mixer, Wimbledon Mixer and Battle of the Sexes)

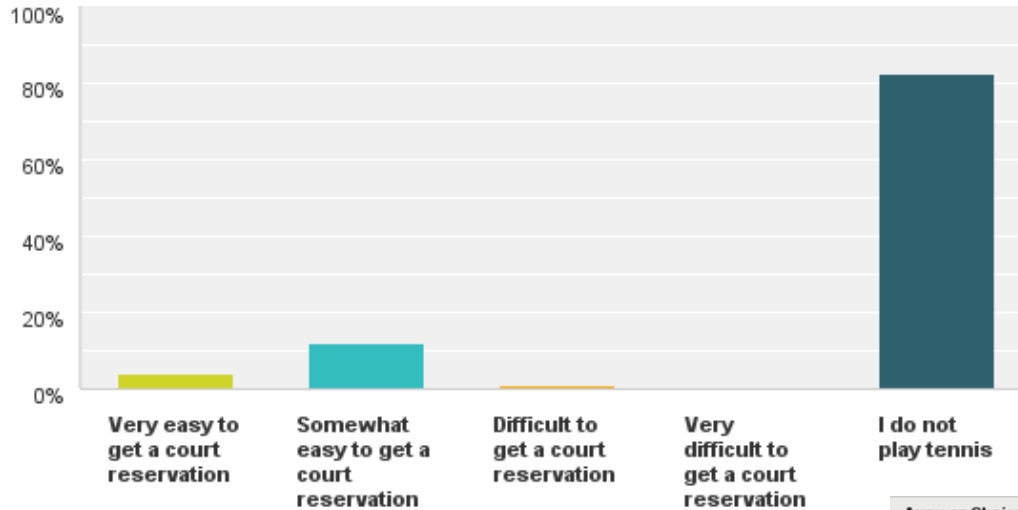
Answered: 604 Skipped: 31



Answer Choices	Responses	
Highly Satisfied	5.13%	31
Satisfied	10.26%	62
Dissatisfied	0.00%	0
Highly Dissatisfied	0.17%	1
I do not play tennis	84.44%	510
Total		604

Q35: Regarding tennis court availability...I feel that it is...

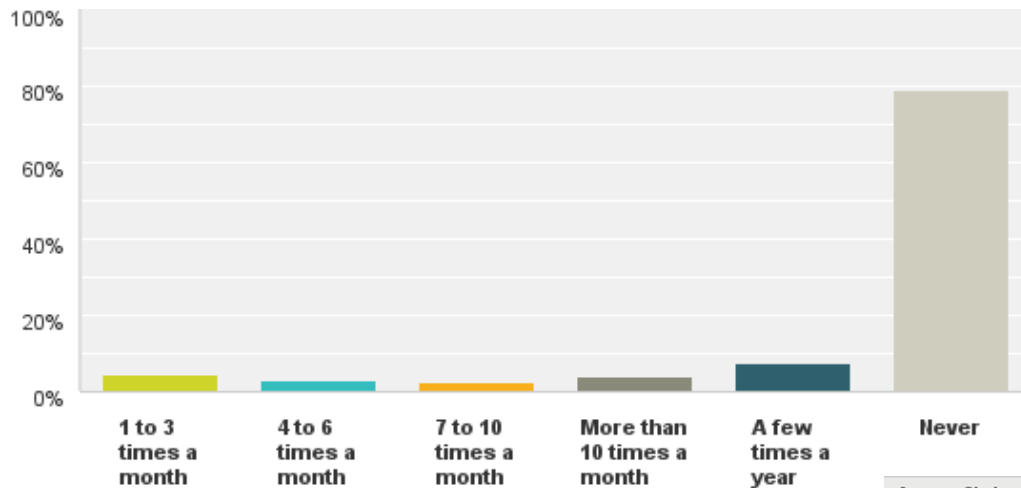
Answered: 601 Skipped: 34



Answer Choices	Responses
Very easy to get a court reservation	4.16% 25
Somewhat easy to get a court reservation	11.98% 72
Difficult to get a court reservation	1.16% 7
Very difficult to get a court reservation	0.33% 2
I do not play tennis	82.36% 495
Total	601

Q36: How often do you play tennis in a month?

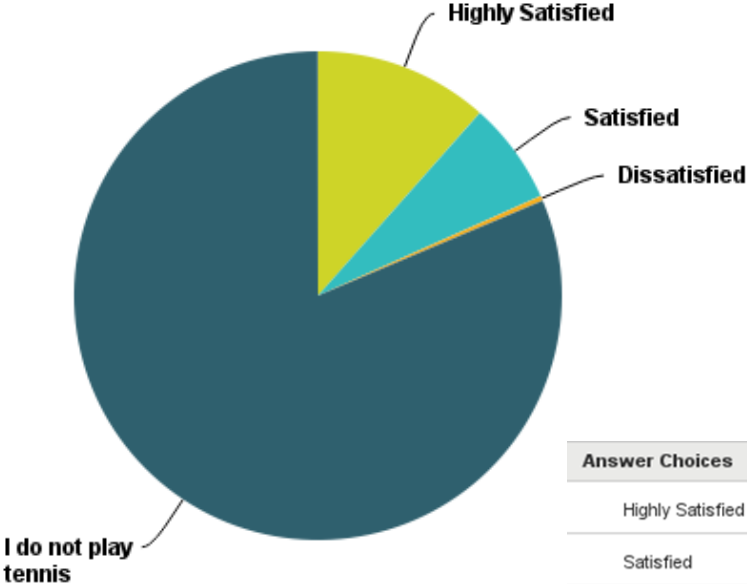
Answered: 611 Skipped: 24



Answer Choices	Responses
1 to 3 times a month	4.42% 27
4 to 6 times a month	2.78% 17
7 to 10 times a month	2.45% 15
More than 10 times a month	3.76% 23
A few times a year	7.36% 45
Never	79.21% 484
Total	611

Q38: How satisfied are you with the tennis staffing?

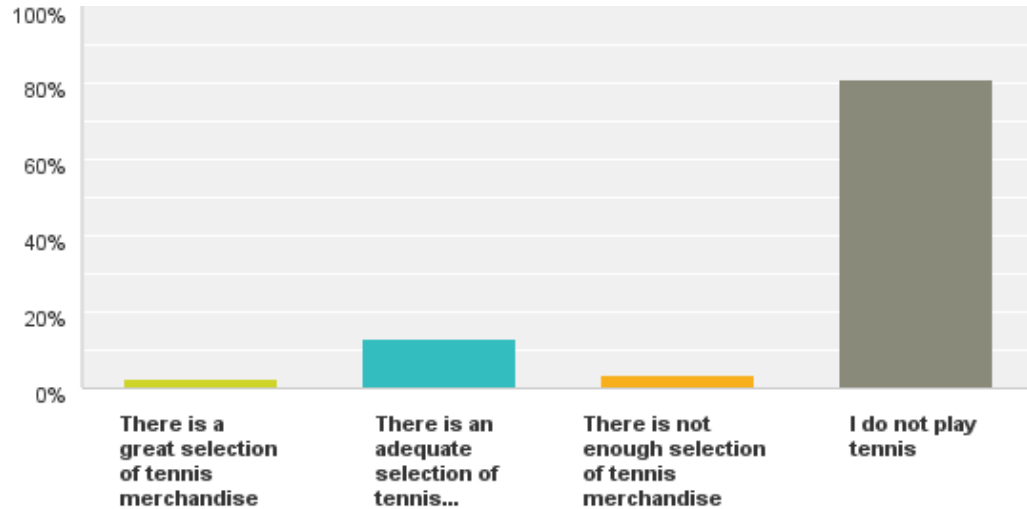
Answered: 606 Skipped: 29



Answer Choices	Responses
Highly Satisfied	11.55% 70
Satisfied	6.77% 41
Dissatisfied	0.33% 2
Highly Dissatisfied	0.00% 0
I do not play tennis	81.35% 493
Total	606

Q39: How would you rate the tennis pro shop level of inventory?

Answered: 596 Skipped: 39



Answer Choices	Responses	
There is a great selection of tennis merchandise	2.35%	14
There is an adequate selection of tennis merchandise	12.75%	76
There is not enough selection of tennis merchandise	3.69%	22
I do not play tennis	81.21%	484
Total		596

Q40: How would you rate the pricing of the tennis pro shop inventory?

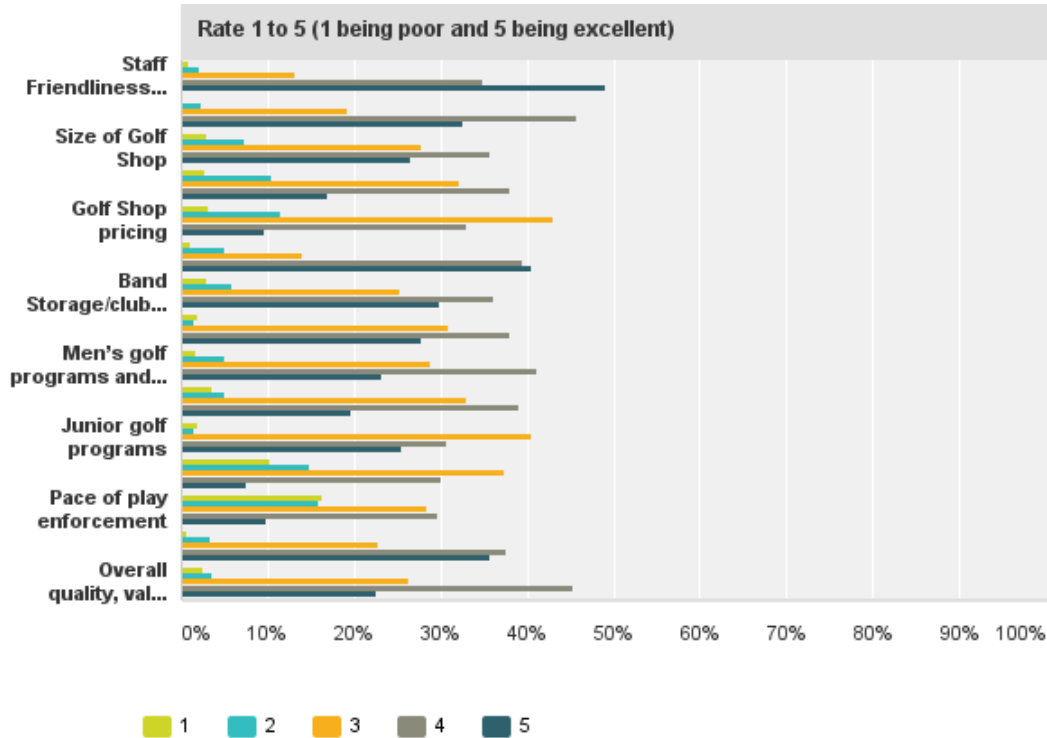
Answered: 597 Skipped: 38



Answer Choices	Responses
The prices are too high	3.18% 19
The prices are reasonable	14.91% 89
The prices are too low	0.00% 0
I do not play tennis	81.91% 489
Total	597

Q41: Rate the following areas in regard to golf operations:

Answered: 477 Skipped: 158



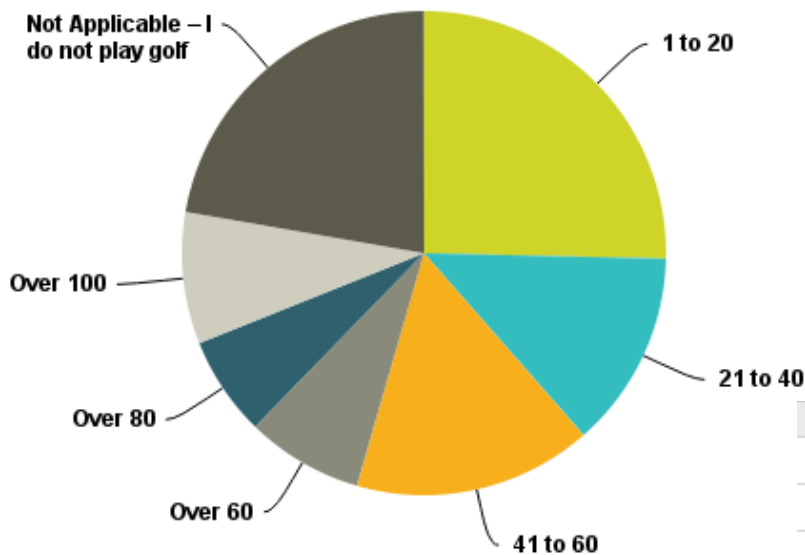
Q41: Rate the following areas in regard to golf operations:

Answered: 477 Skipped: 158

Rate 1 to 5 (1 being poor and 5 being excellent)						
	1	2	3	4	5	Total
Staff Friendliness and Service	0.84% 4	2.11% 10	13.05% 62	34.95% 166	49.05% 233	475
Golf Shop interior appearance/décor	0.21% 1	2.35% 11	19.19% 90	45.63% 214	32.62% 153	469
Size of Golf Shop	2.86% 13	7.25% 33	27.69% 126	35.60% 162	26.59% 121	455
Selection of merchandise	2.65% 12	10.40% 47	32.08% 145	38.05% 172	16.81% 76	452
Golf Shop pricing	3.04% 14	11.50% 53	42.95% 198	32.97% 152	9.54% 44	461
Bad Drop/Cart Service	1.14% 5	5.02% 22	13.93% 61	39.50% 173	40.41% 177	438
Band Storage/club cleaning services	3.01% 12	5.76% 23	25.31% 101	36.09% 144	29.82% 119	399
Women's golf programs and tournaments	1.85% 5	1.48% 4	31.00% 84	38.01% 103	27.68% 75	271
Men's golf programs and tournaments	1.76% 6	5.00% 17	28.82% 98	41.18% 140	23.24% 79	340
Mixed golf programs or tournaments	3.51% 10	4.91% 14	32.98% 94	38.95% 111	19.65% 56	285
Junior golf programs	1.95% 4	1.46% 3	40.49% 83	30.73% 63	25.37% 52	205
Pace of play during season	10.31% 43	14.87% 62	37.41% 156	29.98% 125	7.43% 31	417
Pace of play enforcement	16.20% 64	15.95% 63	28.35% 112	29.62% 117	9.87% 39	395
Individual golf lessons or clinics	0.62% 2	3.42% 11	22.67% 73	37.58% 121	35.71% 115	322
Overall quality, value, and variety of member golf events	2.50% 10	3.50% 14	26.25% 105	45.25% 181	22.50% 90	400

Q42: How many golf rounds do you play at the club each year for all golfers in your family unit?

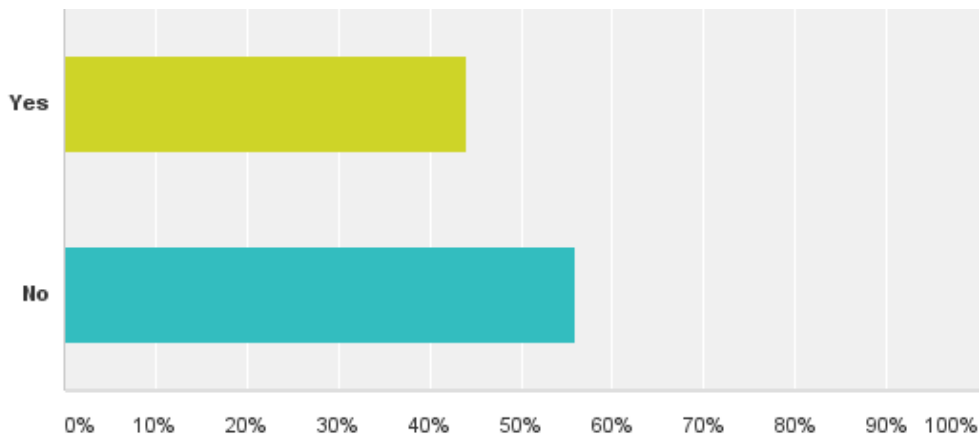
Answered: 615 Skipped: 20



Answer Choices	Responses	
1 to 20	25.37%	156
21 to 40	13.17%	81
41 to 60	15.93%	98
Over 60	7.80%	48
Over 80	6.67%	41
Over 100	8.78%	54
Not Applicable - I do not play golf	22.28%	137
Total		615

Q44: The “Mill River Plan” is a program that enables the club to offer its member’s special pricing on all merchandise sold in the golf shop. All River Stand units with golf resident accounts would be billed \$100 annually and all merchandise would be sold to its members at cost plus 20%. The fee would enable the club to offer its members better pricing that would be available anywhere else. The wholesale price, plus 20% will be available on all merchandise. This would also enable the club to maintain a par level inventory and continue to receive current product lines throughout the year. Ex. Currently when we receive a product that costs \$30, it typically gets marked up and sold for \$59.99 (Retail Price). Under the “Mill River Plan”, it would be sold for \$35.99. Would you be in favor of this type of program at River Strand?

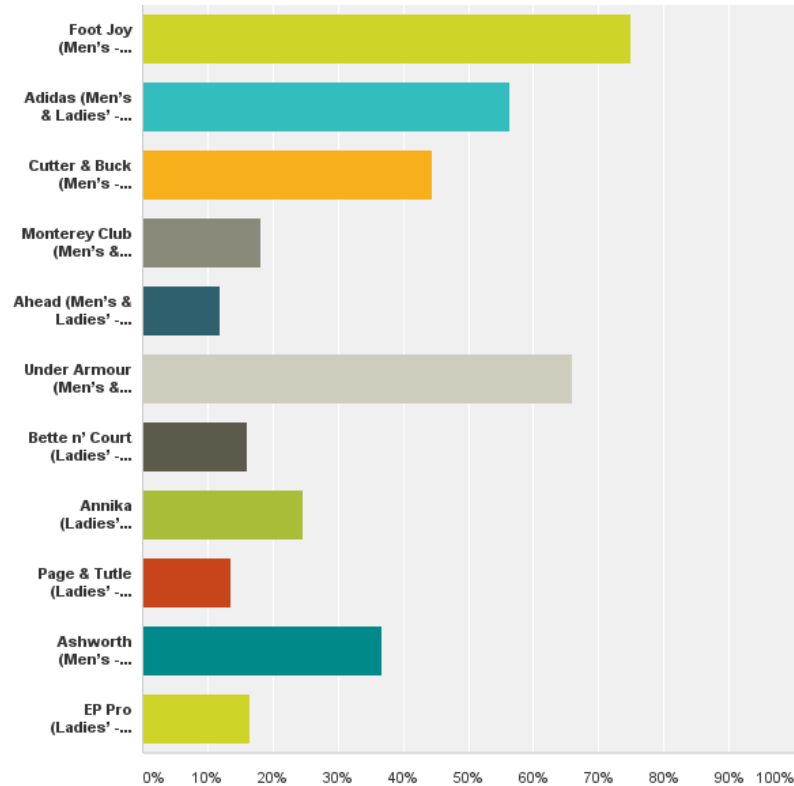
Answered: 540 Skipped: 95



Answer Choices	Responses
Yes	44.07% 238
No	55.93% 302
Total	540

Q45: The Golf Pro Shop currently offers the following products lines; please select ALL the items of apparel that would appeal to you. Prices are at retail before Member 20% discount (current pricing program).

Answered: 356 Skipped: 279



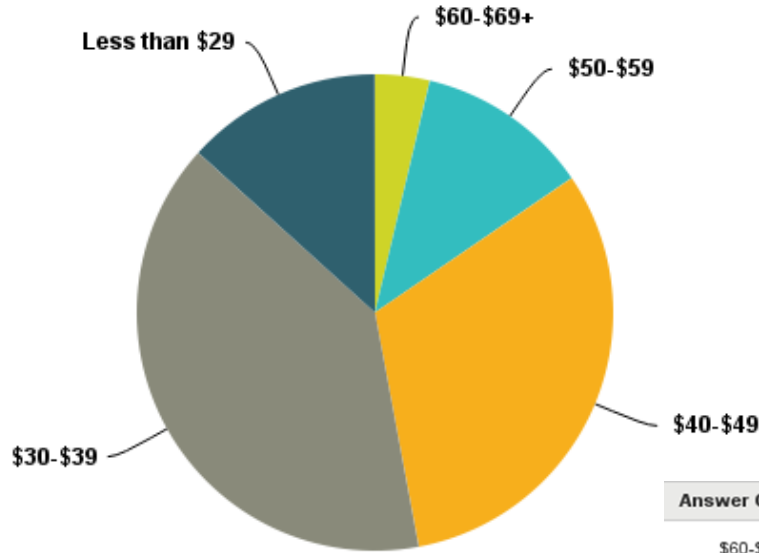
Q45: The Golf Pro Shop currently offers the following products lines; please select ALL the items of apparel that would appeal to you. Prices are at retail before Member 20% discount (current pricing program).

Answered: 356 Skipped: 279

Answer Choices	Responses	
Foot Joy (Men's - \$69.95)	75.00%	267
Adidas (Men's & Ladies' - \$64.95)	56.46%	201
Cutter & Buck (Men's - \$59.95)	44.38%	158
Monterey Club (Men's & Ladies' - \$49.99)	18.26%	65
Ahead (Men's & Ladies' - \$49.99)	11.80%	42
Under Armour (Men's & Ladies' \$59.99)	66.01%	235
Bette n' Court (Ladies' - \$49.99)	16.01%	57
Annika (Ladies' -\$59.99)	24.72%	88
Page & Tuttle (Ladies' - \$49.99)	13.48%	48
Ashworth (Men's - \$64.95)	36.80%	131
EP Pro (Ladies' - \$69.95)	16.57%	59
Total Respondents: 356		

Q47: Price Point is a major consideration when buying merchandise for the golf shop. At what price does a shirt/top have to be in order for you to become a buyer?

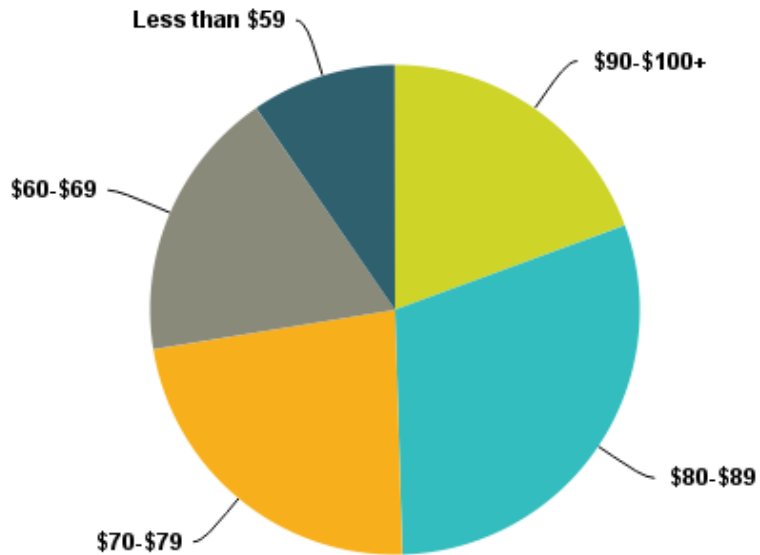
Answered: 459 Skipped: 176



Answer Choices	Responses	
\$60-\$69+	3.70%	17
\$50-\$59	11.76%	54
\$40-\$49	31.59%	145
\$30-\$39	39.65%	182
Less than \$29	13.29%	61
Total		459

Q48: If you are buying a complete golf outfit top and bottom what do you expect to pay?

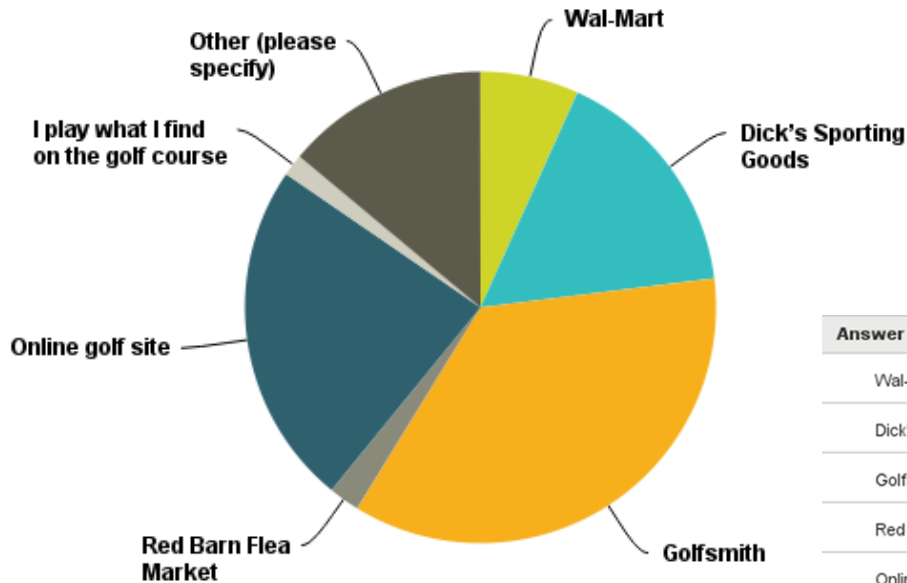
Answered: 428 Skipped: 207



Answer Choices	Responses	
\$90-\$100+	19.39%	83
\$80-\$89	30.14%	129
\$70-\$79	22.90%	98
\$60-\$69	17.99%	77
Less than \$59	9.58%	41
Total		428

Q49: The hope is that you buy the majority of your hard goods (clubs, gloves, balls, etc.) at River Strand. If not, where do you find yourself purchasing these items?

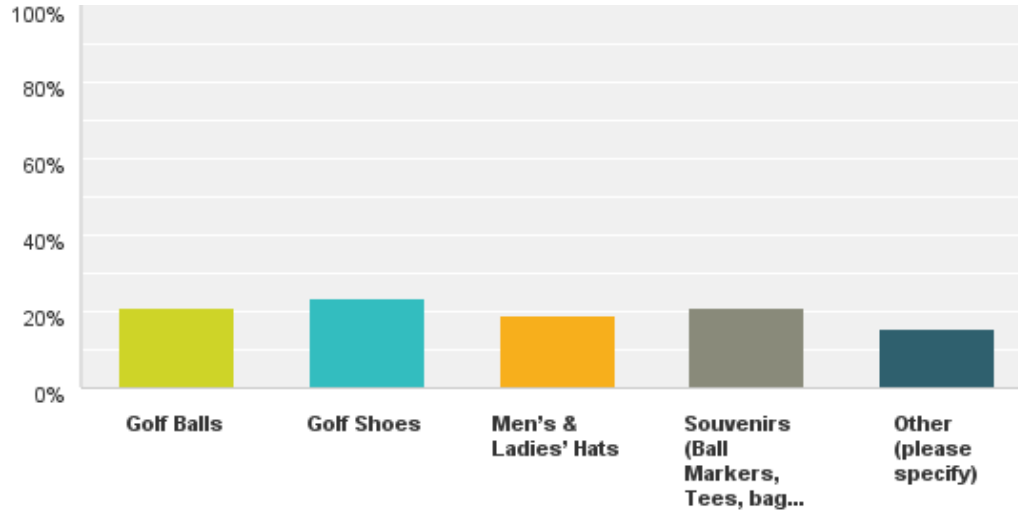
Answered: 473 Skipped: 162



Answer Choices	Responses	
Wal-Mart	6.77%	32
Dick's Sporting Goods	16.28%	77
Golfsmith	35.73%	169
Red Barn Flea Market	2.11%	10
Online golf site	23.68%	112
I play what I find on the golf course	1.48%	7
Other (please specify)	13.95%	66
Total		473

Q50: Which of the following products/items would you like to see at the River Strand golf shop carry a larger variety of?

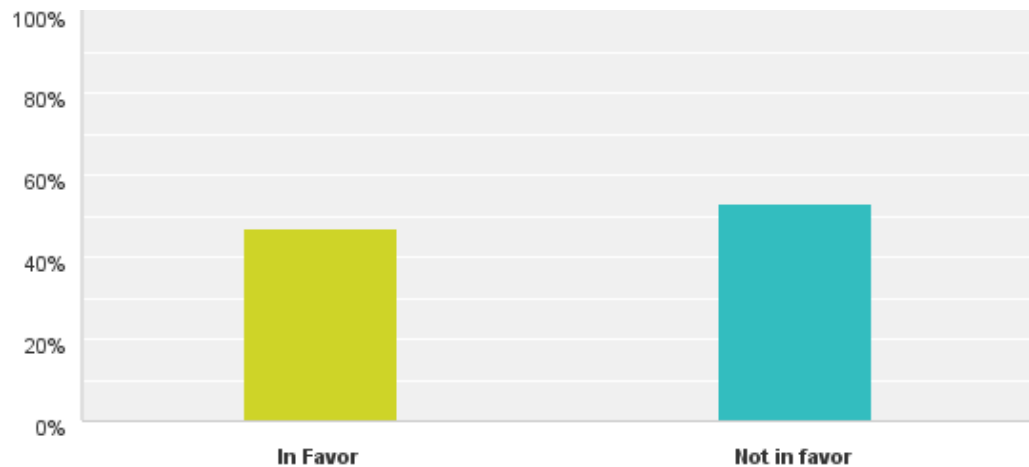
Answered: 340 Skipped: 295



Answer Choices	Responses	Count
Golf Balls	21.18%	72
Golf Shoes	23.53%	80
Men's & Ladies' Hats	18.82%	64
Souvenirs (Ball Markers, Tees, bag tags, towels, gift items, etc.)	20.88%	71
Other (please specify)	15.59%	53
Total		340

Q51: What is your opinion of having an additional set of forward set of tees?

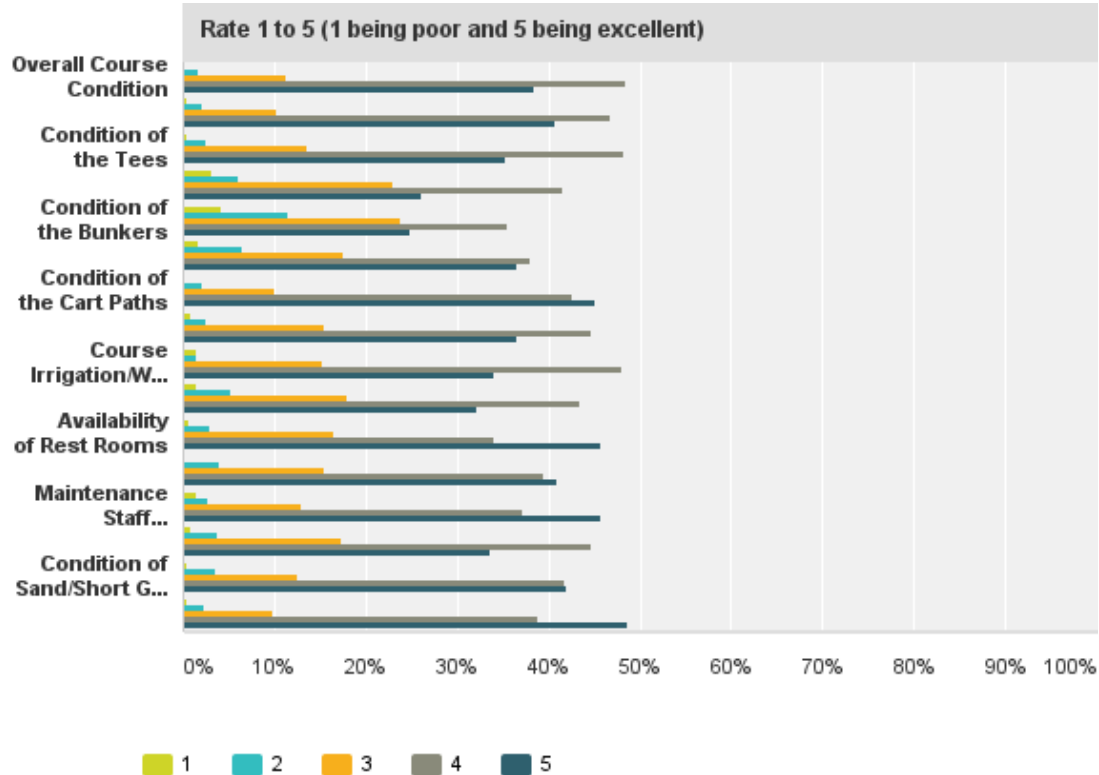
Answered: 452 Skipped: 183



Answer Choices	Responses
In Favor	46.90% 212
Not in favor	53.10% 240
Total	452

Q52: Rate the following areas in regard to golf course maintenance:

Answered: 457 Skipped: 178



Q52: Rate the following areas in regard to golf course maintenance:

Answered: 457 Skipped: 178

Rate 1 to 5 (1 being poor and 5 being excellent)						
	1	2	3	4	5	Total
Overall Course Condition	0.22% 1	1.76% 8	11.21% 51	48.35% 220	38.46% 175	455
Condition of the Greens	0.44% 2	1.99% 9	10.18% 46	46.68% 211	40.71% 184	452
Condition of the Tees	0.45% 2	2.48% 11	13.54% 60	48.31% 214	35.21% 156	443
Condition of the Rough	3.16% 14	6.09% 27	23.02% 102	41.53% 184	26.19% 116	443
Condition of the Bunkers	4.28% 19	11.49% 51	23.87% 106	35.59% 158	24.77% 110	444
Course Landscaping (Flowers and Plantings)	1.57% 7	6.49% 29	17.45% 78	38.03% 170	36.47% 163	447
Condition of the Cart Paths	0.22% 1	2.01% 9	10.07% 45	42.51% 190	45.19% 202	447
Condition of the Fairways	0.89% 4	2.46% 11	15.40% 69	44.64% 200	36.61% 164	448
Course Irrigation/Watering	1.36% 6	1.36% 6	15.23% 67	47.95% 211	34.09% 150	440
Course Drainage	1.38% 6	5.28% 23	17.89% 78	43.35% 189	32.11% 140	436
Availability of Rest Rooms	0.69% 3	2.97% 13	16.48% 72	34.10% 149	45.77% 200	437
Condition of the Rest Rooms	0.23% 1	3.91% 17	15.40% 67	39.54% 172	40.92% 178	435
Maintenance Staff Accommodation while Playing	1.39% 6	2.78% 12	12.99% 56	37.12% 160	45.71% 197	431
Condition of the Driving Range	0.92% 4	3.68% 16	17.24% 75	44.60% 194	33.56% 146	435
Condition of Sand/Short Game Practice Area	0.46% 2	3.46% 15	12.44% 54	41.71% 181	41.94% 182	434
Condition of Practice Putting Green	0.45% 2	2.26% 10	9.73% 43	38.91% 172	48.64% 215	442