

2012 MEMBER SURVEY RESULTS:

1. Overall, how satisfied are you with your member experience at River Strand Golf & Country Club?		
Very Satisfied	223	69%
Somewhat Satisfied	83	26%
Neutral	10	3%
Somewhat Dissatisfied	7	2%
Very Dissatisfied	0	0%
Total		323

2. How likely would you be to recommend membership at River Strand to a friend or colleague?		
Extremely Likely	246	79.3%
Neutral	60	19.3%
Not at all Likely	4	1.3%
Total		310

GOLF DEPARTMENT: 1) Is the Golf staff friendly and helpful?		
Unsatisfactory	0	0%
Poor	3	1%
Average	7	2%
Good	86	28.6%
Excellent	204	68%
Total		300

2) Please, rate the GOLF SHOP staff.		
Unsatisfactory	0	0%
Poor	1	0.5%
Average	13	4.5%
Good	85	29%
Excellent	196	66.4%
Total		295

3) Please, rate the CART ATTENDANT staff.		
Unsatisfactory	0	0%
Poor	2	0.7%
Average	11	3.7%
Good	97	33.2%
Excellent	182	62.3%
Total		292

4) Please, rate the STARTERS/RANGERS staff.		
Unsatisfactory	2	0.7%
Poor	2	0.7%
Average	18	6.2%
Good	109	37.4%
Excellent	160	55%
Total		291

5) Please, rate the level of service from the professional staff in regards to lessons and clinics?		
Unsatisfactory	0	0%
Poor	0	0%
Average	21	8.7%
Good	82	34.1%
Excellent	137	57%
Total		240

6) How would you rate the Golf Shop merchandise?		
Unsatisfactory	0	0%
Poor	6	2%
Average	79	27%
Good	155	53%
Excellent	52	18%
Total		292

8) How would you rate your overall golf experience?		
Unsatisfactory	1	0.3%
Poor	2	0.7%
Average	7	2.4%
Good	113	38.7%
Excellent	169	57.8%
Total		292

FOOD AND BEVERAGE DEPT.: 1) Is the Restaurant staff friendly and helpful?		
Unsatisfactory	2	0.6%
Poor	1	0.3%
Average	31	9.8%
Good	119	37.5%
Excellent	164	51.7%
Total		317

2) How often do you dine at the Club?		
1-3 times a week	113	38%
4-5 times a week	11	3.7%
6-7 times a week	1	0.3%
1-3 times a month	72	24%
4-5 times a month	22	7.3%
6-7 times a month	7	2.3%
8-12 times a month	10	3.4%
Few times a year	62	20.7%
Never	1	0.3%
Total		299

3) Does the quality of the food meet your expectations for Lunch?		
Unsatisfactory	0	0%
Poor	11	3.5%
Average	63	20%
Good	145	46%
Excellent	97	30.7%
Total		316

4) Does the quality of the food meet your expectations for Dinner?		
Unsatisfactory	5	1.6%
Poor	18	5.8%
Average	81	26%
Good	132	42.3%
Excellent	76	24.3%
Total		312

5) Are the servers attentive and available when needed?		
Unsatisfactory	2	0.6%
Poor	7	2.1%
Average	40	12.4%
Good	128	40%
Excellent	145	45%
Total		322

6) How would you rate the timeliness of the food service?		
Unsatisfactory	2	0.6%
Poor	31	9.6%
Average	85	26.4%
Good	132	41%
Excellent	72	22.3%
Total		322

7) Do the menus offer enough variety?		
Unsatisfactory	10	3.1%
Poor	25	7.8%
Average	106	33.1%
Good	130	40.6%
Excellent	49	15.3%
Total		320

8) Do you feel there is enough Management presence on the floor during dining hours?		
Unsatisfactory	1	0.3%
Poor	15	5%
Average	79	26.2%
Good	133	44%
Excellent	74	24.5%
Total		302

9) Do you feel there is enough Chef presence on the floor during dining hours?		
Unsatisfactory	3	1%
Poor	27	9.1%
Average	113	38.3%
Good	106	36%
Excellent	46	15.6%
Total		295

GREENS AND LANDSCAPING: 1) Please, rate the putting greens at River Strand Golf & Country Club.		
Unsatisfactory	0	0%
Poor	1	0.3%
Average	13	4.3%
Good	57	19%
Excellent	228	76.2%
Total		299

2) Please, rate the playing surfaces at River Strand, such as trees, fairways, roughs, etc.		
Unsatisfactory	0	0%
Poor	2	0.7%
Average	3	1%
Good	77	26.4%
Excellent	210	72%
Total		292

3) Please, rate the playability of the sand traps on the golf course.		
Unsatisfactory	13	4.5%
Poor	33	11.4%
Average	70	24%
Good	101	34.8%
Excellent	73	25%
Total		290

4) Please, rate the Golf Maintenance staff interaction while playing at River Strand.		
Unsatisfactory	1	0.4%
Poor	0	0%
Average	25	9%
Good	113	40.3%
Excellent	141	50.3%
Total		280

5) Please, rate the aesthetics of roadways and Clubhouse landscaping within the River Strand community.		
Unsatisfactory	1	0.3%
Poor	3	1%
Average	9	3%
Good	82	27.4%
Excellent	204	68.2%
Total		299

CONCESSION DEPT. (TIKI BAR & BEVERAGE CART): 1) Is the Tiki Bar staff friendly and helpful?		
Unsatisfactory	1	0.3%
Poor	3	1%
Average	32	10.8%
Good	111	37.6%
Excellent	148	50.1%
Total		295

2) Is the Beverage Cart staff friendly and helpful?		
Unsatisfactory	0	0%
Poor	3	1%
Average	10	3.4%
Good	117	40%
Excellent	163	55.6%
Total		293

3) Have you been waited on in a timely manner?		
Unsatisfactory	4	1.3%
Poor	6	2%
Average	27	9.2%
Good	126	42.7%
Excellent	132	44.7%
Total		295

ADMINISTRATION AND CLUBHOUSE: 1) Is the front desk staff friendly and helpful upon your arrival at the Club?		
Unsatisfactory	2	0.6%
Poor	3	1%
Average	34	11%
Good	132	42.7%
Excellent	138	44.6%
Total		309

2) Is the front desk staff knowledgeable about activities and events?		
Unsatisfactory	1	0.3%
Poor	5	1.7%
Average	40	13.2%
Good	136	44.7%
Excellent	122	40.1%
Total		304

3) Is the staff helpful when you call on the phone?		
Unsatisfactory	1	0.3%
Poor	4	1.3%
Average	34	11%
Good	128	41.2%
Excellent	144	46.3%
Total		311

4) Are your calls to the front desk returned in a timely manner?		
Unsatisfactory	1	0.3%
Poor	2	0.7%
Average	35	12.4%
Good	115	40.8%
Excellent	129	46%
Total		282

5) Do you currently visit the Club's website?		
Yes	240	75.5%
No	77	24.2%
Other	1	0.3%
Total		318

6) Do you feel that the website content is helpful?		
Unsatisfactory	3	1.13%
Poor	1	0.3%
Average	59	22.3%
Good	159	60.2%
Excellent	42	16%
Total		264

7) How would you rate the overall appearance and cleanliness of the Clubhouse?		
Unsatisfactory	0	0%
Poor	0	0%
Average	5	1.6%
Good	74	23.4%
Excellent	237	75%
Total		316

8) How would you rate the Fitness facility?		
Unsatisfactory	1	0.3%
Poor	4	1.3%
Average	38	12.8%
Good	150	50.5%
Excellent	104	35%
Total		297

9) How would you rate the Clubhouse Pool facilities?		
Unsatisfactory	3	1%
Poor	0	0%
Average	11	3.6%
Good	126	41.7%
Excellent	162	53.6%
Total		302

TENNIS DEPARTMENT: 1) Is the Tennis staff friendly and helpful?		
Unsatisfactory	0	0%
Poor	0	0%
Average	8	7.4%
Good	44	40.7%
Excellent	56	51.8%
Total		108

2) Please, rate the quality of the tennis courts and facility?		
Unsatisfactory	0	0%
Poor	0	0%
Average	8	7.2%
Good	42	37.8%
Excellent	61	55%
Total		111

3) Please, rate the level of service from the professional staff in regards to lessons and clinics.		
Unsatisfactory	0	0%
Poor	0	0%
Average	6	5.7%
Good	42	39.6%
Excellent	58	54.7%
Total		106

4) Please, rate the quality of the merchandise offered in the Tennis Pro Shop.		
Unsatisfactory	0	0%
Poor	1	1%
Average	27	25.7%
Good	54	51.4%
Excellent	23	22%
Total		105

5) Are you satisfied with the amount of the events offered to the Tennis Members?

Yes	79	87.7%
No	5	5.6%
Other	6	6.6%

Total 90

6) Are you satisfied with the Morning Doubles program?

Yes	56	72.7%
No	1	1.3%
Other	20	26%

Total 77

PROPERTY MANAGEMENT: 1) How would you rate your experience with the Property Manager Steve Gill?

Unsatisfactory	2	0.9%
Poor	5	2.1%
Average	46	19.6%
Good	107	45.7%
Excellent	74	31.6%

Total 234

2) If you have a lawn, how would you rate the quality of your landscape and its maintenance?

Unsatisfactory	4	1.7%
Poor	7	3%
Average	29	12.6%
Good	94	40.8%
Excellent	96	41.7%

Total 230

3) If you don't have a yard, how would you rate the quality and maintenance of your building's landscape?

Unsatisfactory	0	0%
Poor	5	4%
Average	18	14%
Good	46	36%
Excellent	59	46%

Total 128

DEPARTMENT HEADS: 1) Please, rate your General Manager - Wes Miller.		
Unsatisfactory	0	0%
Poor	0	0%
Average	16	6%
Good	65	24%
Excellent	189	70%
Total		270

2) Please, rate your Head Golf Professional - Corey Pion.		
Unsatisfactory	0	0%
Poor	1	0.4%
Average	15	6%
Good	82	32.4%
Excellent	155	61.2%
Total		253

3) Please, rate your Food & Beverage Manager - Nikki Resner.		
Unsatisfactory	1	0.4%
Poor	4	1.5%
Average	33	12.7%
Good	98	37.8%
Excellent	123	47.5%
Total		259

4) Please, rate the Executive Chef - Esteban Herrera.		
Unsatisfactory	5	1.9%
Poor	8	3.1%
Average	52	20.1%
Good	97	37.5%
Excellent	96	37.2%
Total		258

5) Please, rate the Concession Supervisor - Laura Kommick.		
Unsatisfactory	1	0.4%
Poor	3	1.2%
Average	15	6.3%
Good	95	40.2%
Excellent	122	51.7%
Total		236

6) Please, rate the Golf Course Superintendent - Jamie McCrosky.		
Unsatisfactory	0	0%
Poor	0	0%
Average	8	3.2%
Good	65	26%
Excellent	176	70.7%
Total		249

7) Please, rate the Director of Tennis - Nate Griffin.		
Unsatisfactory	0	0%
Poor	0	0%
Average	4	3.3%
Good	40	33.3%
Excellent	76	63.3%

Total 120