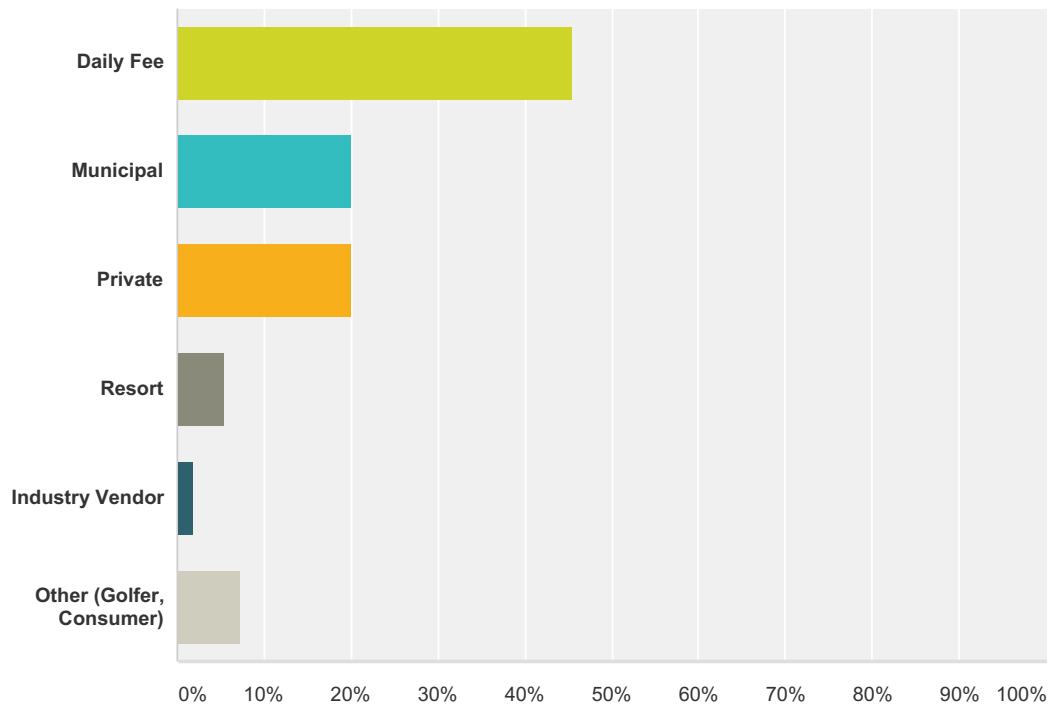


Q1 The type of facility you operate is?

Answered: 165 Skipped: 2



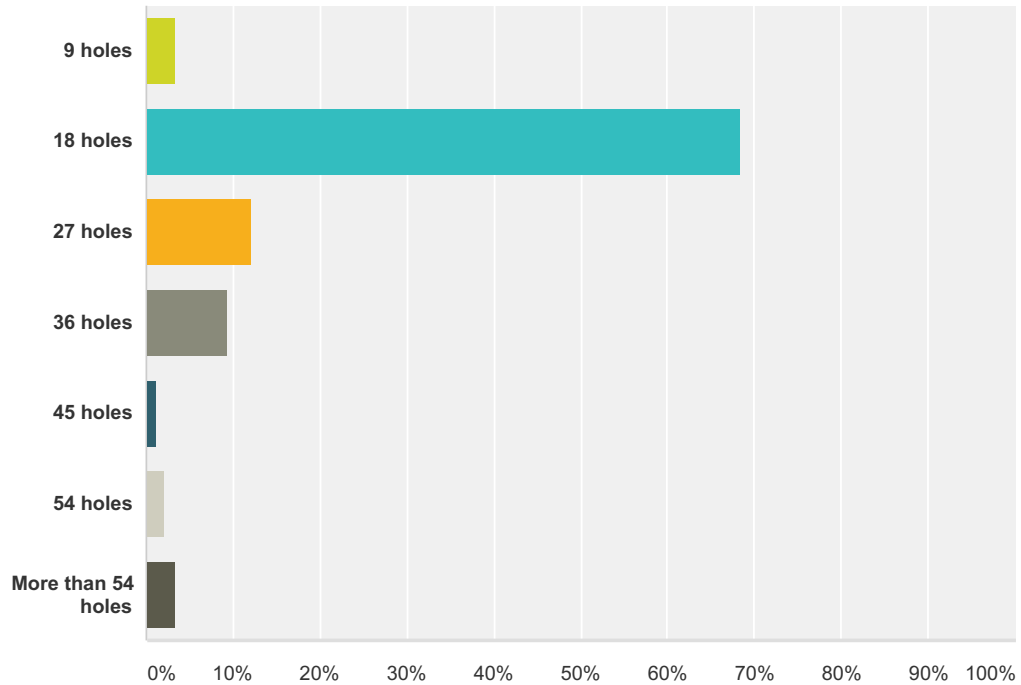
Answer Choices	Responses
Daily Fee	45.45% 75
Municipal	20.00% 33
Private	20.00% 33
Resort	5.45% 9
Industry Vendor	1.82% 3
Other (Golfer, Consumer)	7.27% 12
Total	165

Q2 What is your zip (postal) code?

Answered: 134 Skipped: 33

Q3 How many golf holes do you operate at a single facility? Note for multi-course operators, we are seeking to ascertain, of the courses you manage, the number of holes you manage at a typical facility rather than the total number of courses you manage in total.

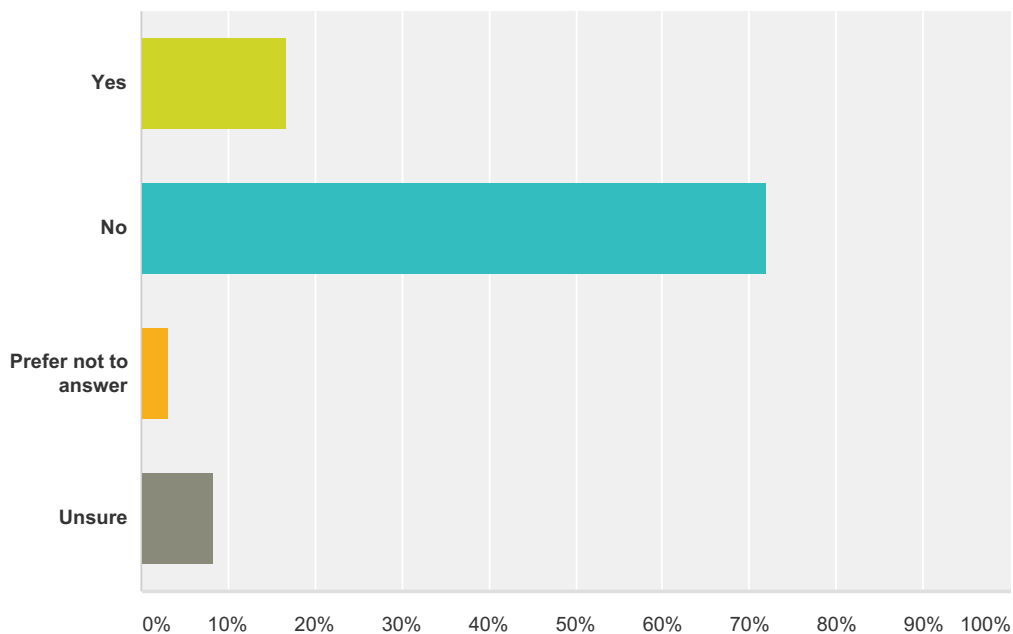
Answered: 149 Skipped: 18



Answer Choices	Responses
9 holes	3.36% 5
18 holes	68.46% 102
27 holes	12.08% 18
36 holes	9.40% 14
45 holes	1.34% 2
54 holes	2.01% 3
More than 54 holes	3.36% 5
Total	149

Q4 Do You Participate in the Golf Datatech Retail Report?

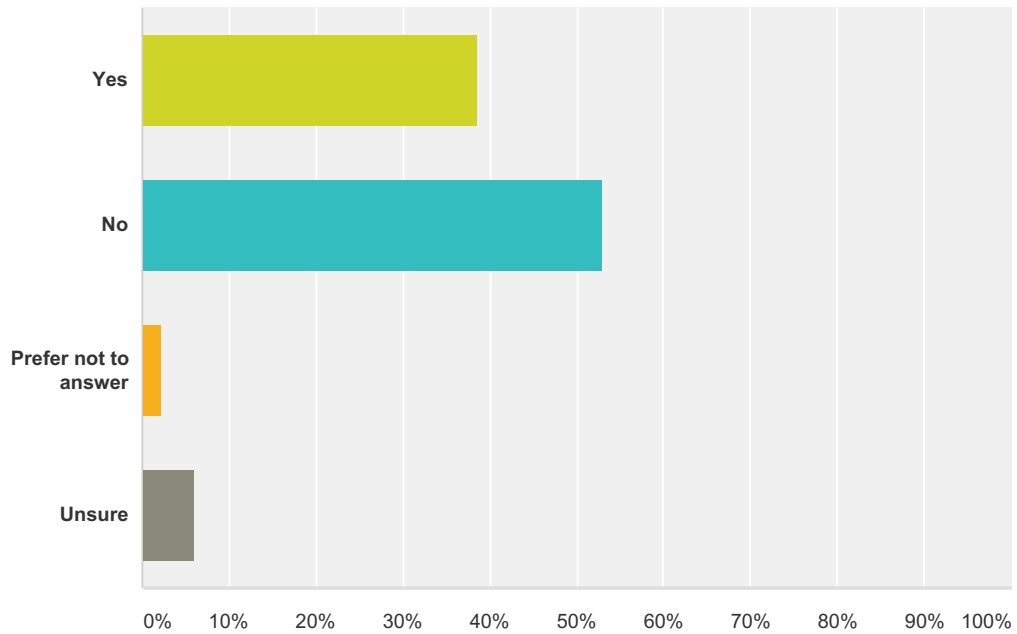
Answered: 132 Skipped: 35



Answer Choices	Responses	
Yes	16.67%	22
No	71.97%	95
Prefer not to answer	3.03%	4
Unsure	8.33%	11
Total		132

Q5 Do you participate in the Golf Datatech Rounds Report? (Please note that the NGF Rounds Report is prepared by Golf Datatech). Both Golf Datatech and the NGF release those results separately.

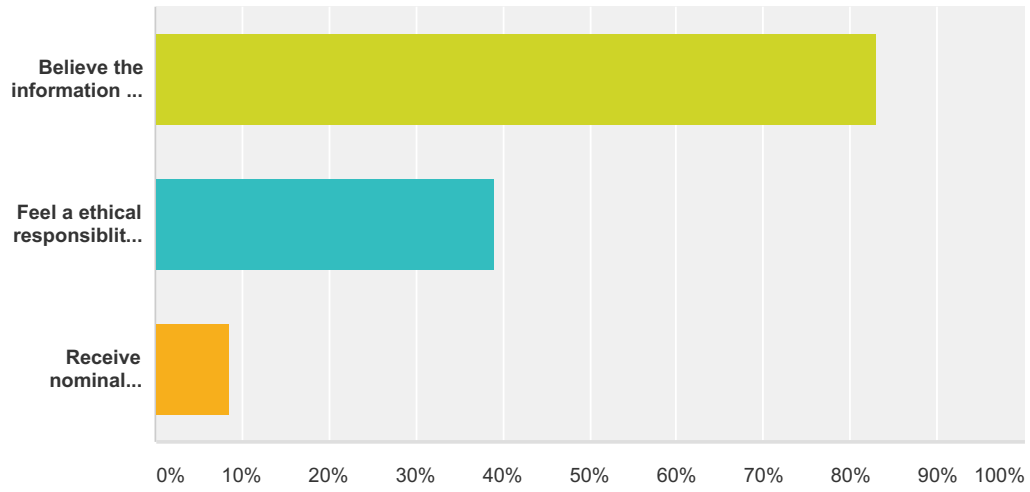
Answered: 132 Skipped: 35



Answer Choices	Responses	
Yes	38.64%	51
No	53.03%	70
Prefer not to answer	2.27%	3
Unsure	6.06%	8
Total		132

Q6 Our facility participates in either the Golf Datatech Retail and/or Rounds Reports because we:

Answered: 59 Skipped: 108



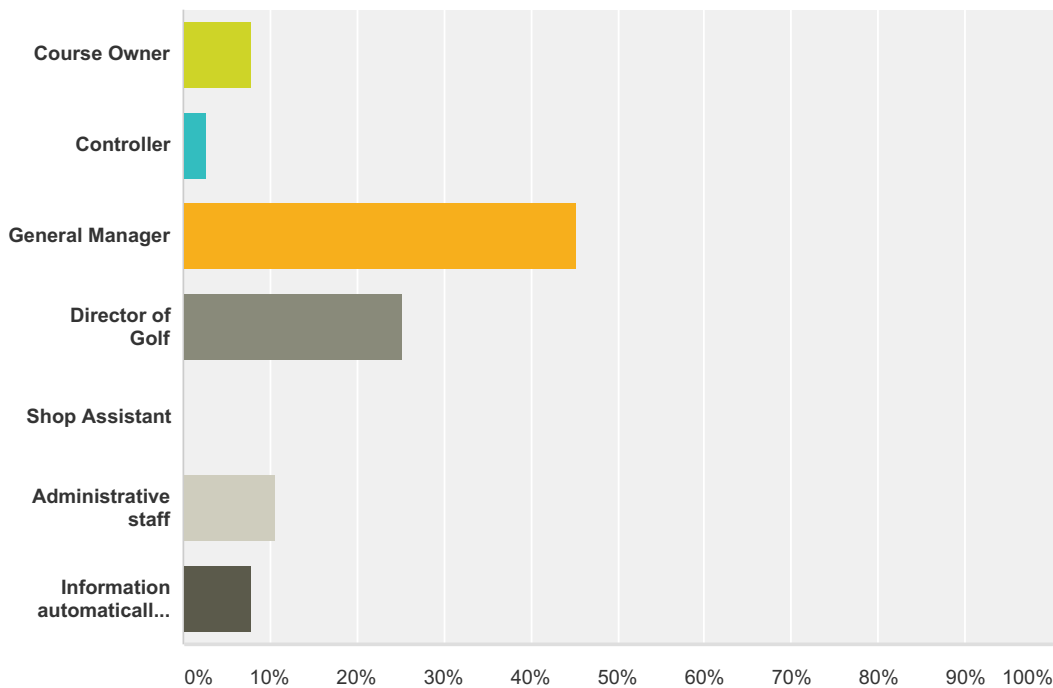
Answer Choices	Responses
Believe the information is of value.	83.05% 49
Feel a ethical responsibility to help the industry	38.98% 23
Receive nominal compensation	8.47% 5
Total Respondents: 59	

Q7 How do you use this data to help you manage the facility?

Answered: 52 Skipped: 115

Q8 The person who submits the data at your course to either Golf Datatech report is:

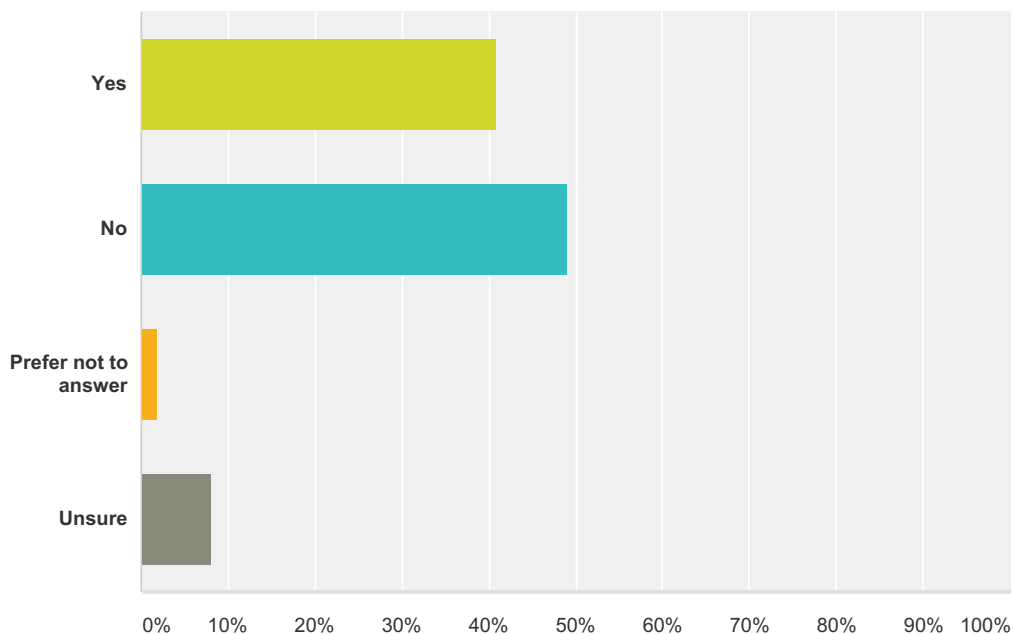
Answered: 75 Skipped: 92



Answer Choices	Responses
Course Owner	8.00% 6
Controller	2.67% 2
General Manager	45.33% 34
Director of Golf	25.33% 19
Shop Assistant	0.00% 0
Administrative staff	10.67% 8
Information automatically uploaded by POS software vendor	8.00% 6
Total	75

Q9 Our facility submits to PGA PerformanceTrak monthly rounds and revenue data?

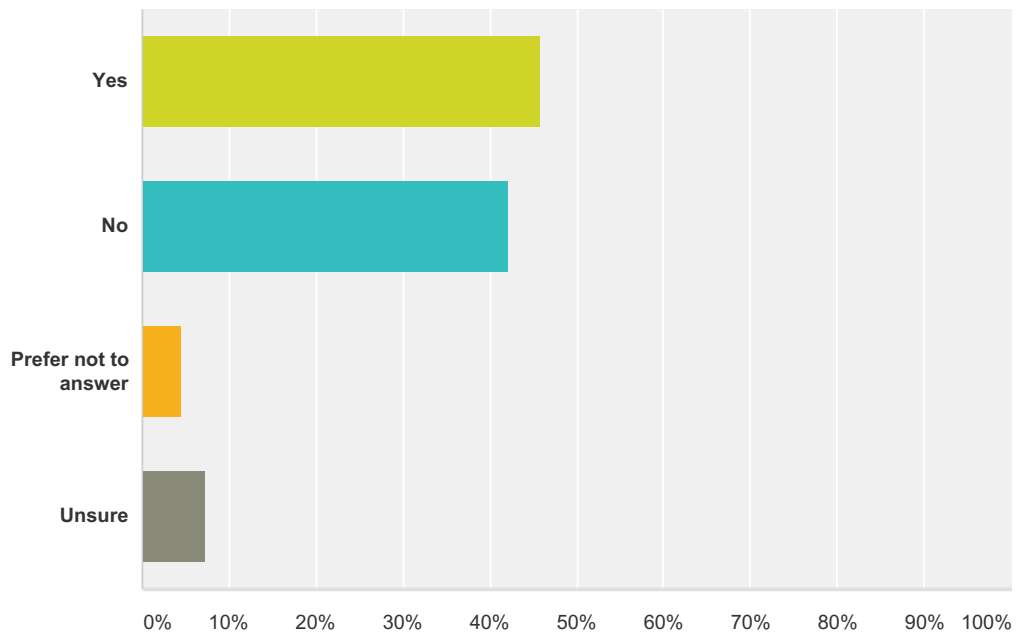
Answered: 110 Skipped: 57



Answer Choices	Responses
Yes	40.91% 45
No	49.09% 54
Prefer not to answer	1.82% 2
Unsure	8.18% 9
Total	110

Q10 Our facility participates in the PGA Annual Operations Survey?

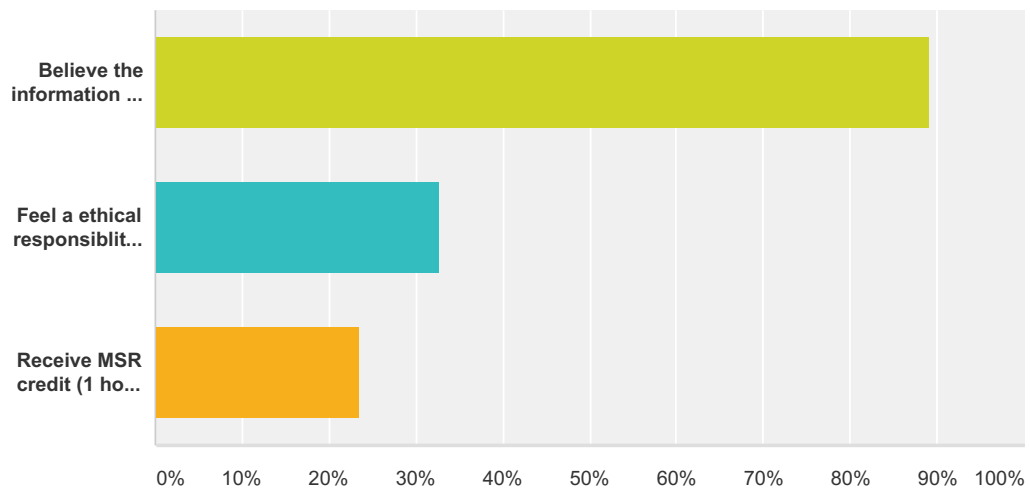
Answered: 109 Skipped: 58



Answer Choices	Responses	
Yes	45.87%	50
No	42.20%	46
Prefer not to answer	4.59%	5
Unsure	7.34%	8
Total		109

Q11 Our facility participates in either the PGA Monthly Rounds | Revenue Report and/or the Annual Operations Survey because we:

Answered: 55 Skipped: 112



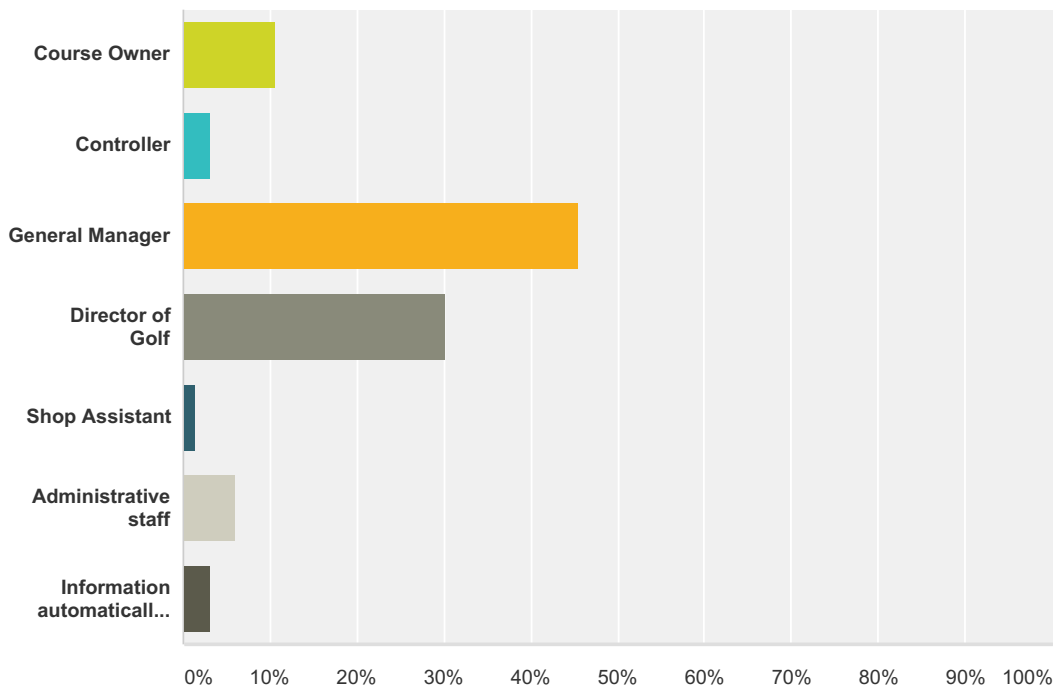
Answer Choices	Responses
Believe the information is of value.	89.09% 49
Feel a ethical responsibility to help the industry	32.73% 18
Receive MSR credit (1 hour every six months)	23.64% 13
Total Respondents: 55	

Q12 How do you use this data to help you manage the facility?

Answered: 35 Skipped: 132

Q13 The person who submits the data at your course to either Golf Datatech report is:

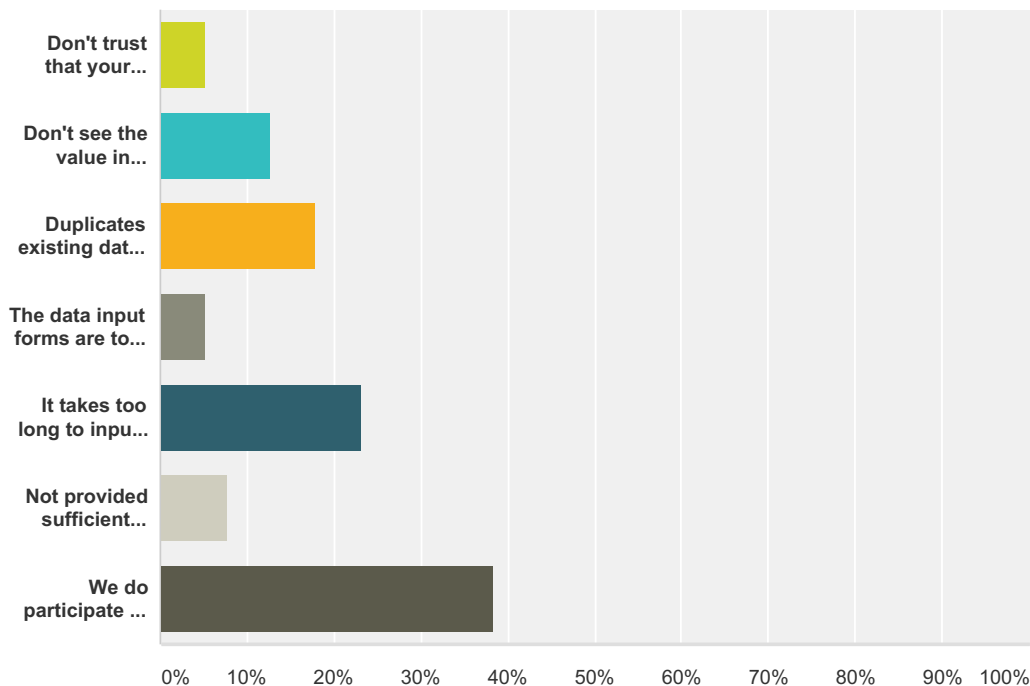
Answered: 66 Skipped: 101



Answer Choices	Responses
Course Owner	10.61% 7
Controller	3.03% 2
General Manager	45.45% 30
Director of Golf	30.30% 20
Shop Assistant	1.52% 1
Administrative staff	6.06% 4
Information automatically uploaded by POS software vendor	3.03% 2
Total	66

Q14 If you don't participate in Golf Datatech Retail or Rounds Reports, the reason is because?

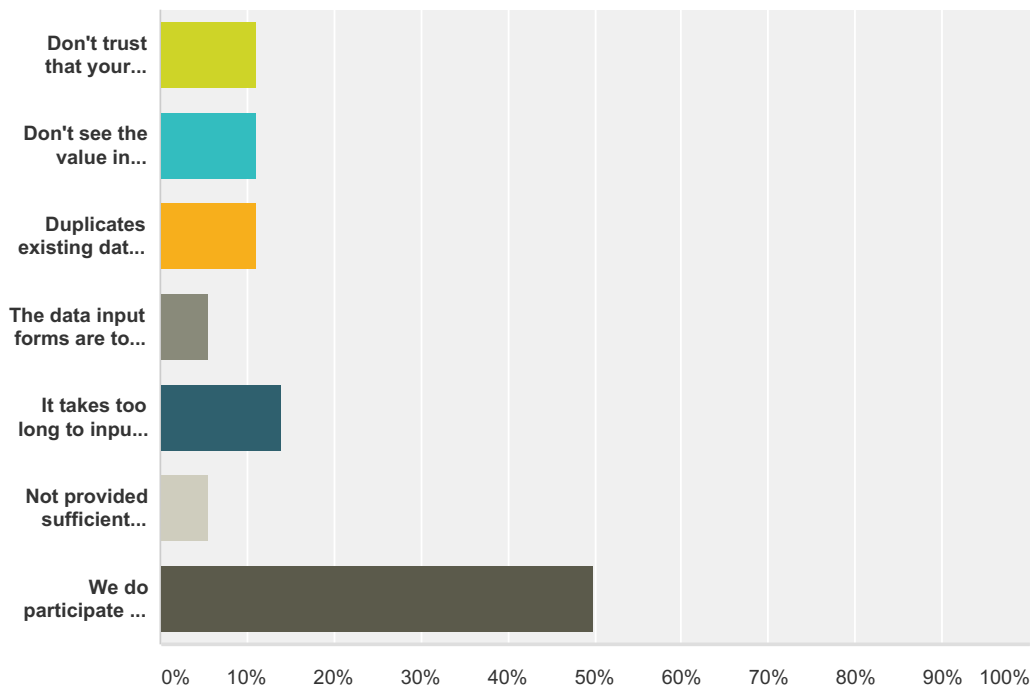
Answered: 39 Skipped: 128



Answer Choices	Responses
Don't trust that your confidential information is protected.	5.13% 2
Don't see the value in benchmarking your course's performance against your peers locally, by State and nationally.	12.82% 5
Duplicates existing data from other sources.	17.95% 7
The data input forms are too confusing.	5.13% 2
It takes too long to input the information.	23.08% 9
Not provided sufficient financial incentive.	7.69% 3
We do participate in Golf Datatech but not PGA PerformanceTrak	38.46% 15
Total Respondents: 39	

Q15 Why do you not participate in PGA PerformanceTrak Rounds | Revenue or Annual Financial Reports?

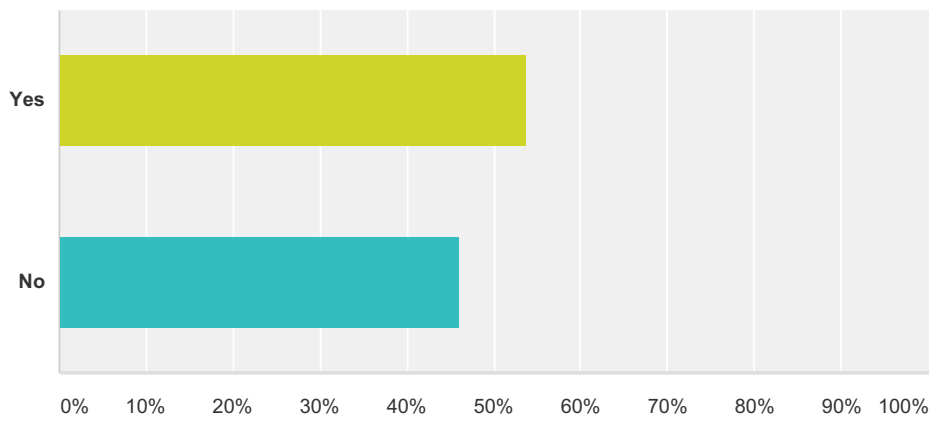
Answered: 36 Skipped: 131



Answer Choices	Responses
Don't trust that your confidential information is protected.	11.11% 4
Don't see the value in benchmarking your course's performance against your peers locally, by State and nationally.	11.11% 4
Duplicates existing data from other sources.	11.11% 4
The data input forms are too confusing.	5.56% 2
It takes too long to input the information.	13.89% 5
Not provided sufficient financial incentive.	5.56% 2
We do participate in PGA PerformanceTrak but not Golf Datatech.	50.00% 18
Total Respondents: 36	

Q16 If your golf management system automatically uploaded the financial reports to the central repository, would you be more likely to participate?

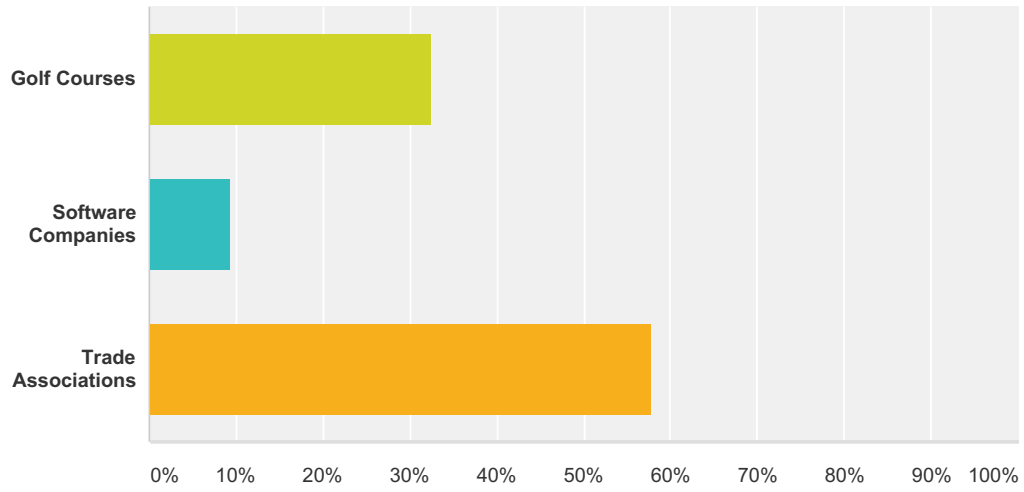
Answered: 93 Skipped: 74



Answer Choices	Responses
Yes	53.76% 50
No	46.24% 43
Total	93

Q17 Who should bear the financial responsibility for developing a national database benchmarking service?

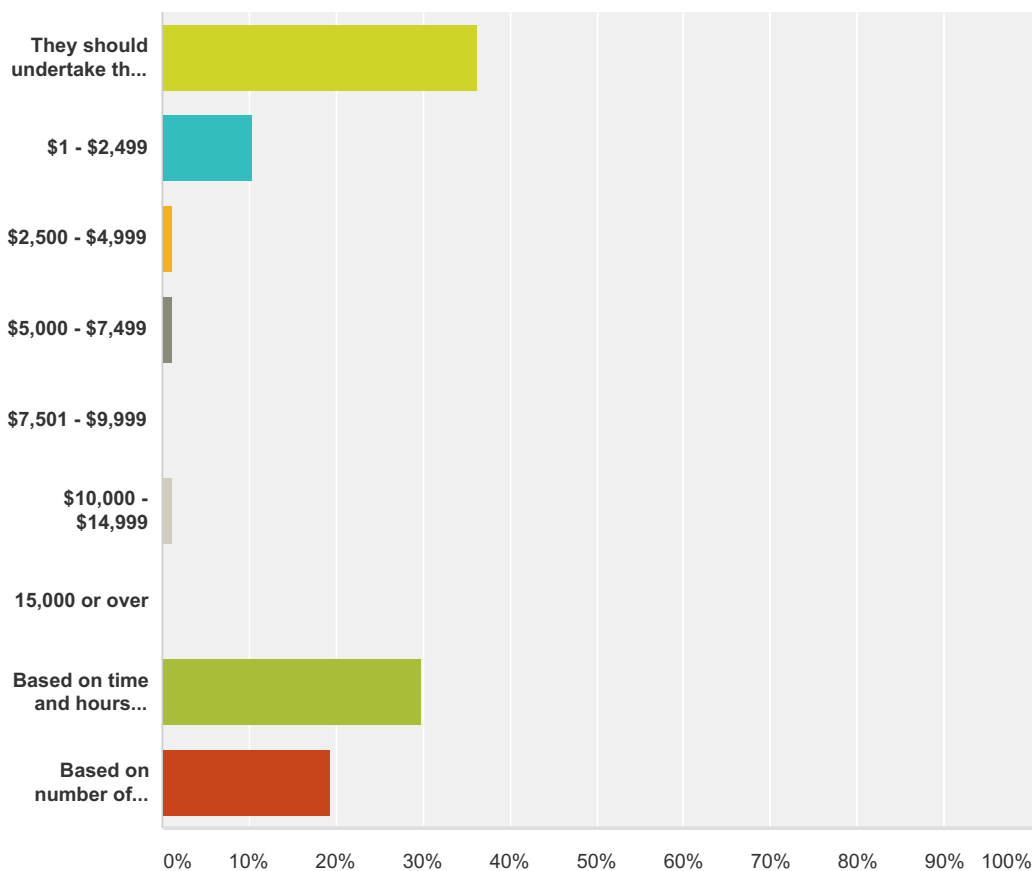
Answered: 95 Skipped: 72



Answer Choices	Responses
Golf Courses	32.63% 31
Software Companies	9.47% 9
Trade Associations	57.89% 55
Total	95

Q18 What is the appropriate compensation that a golf management software firm should receive to develop the initial interface?

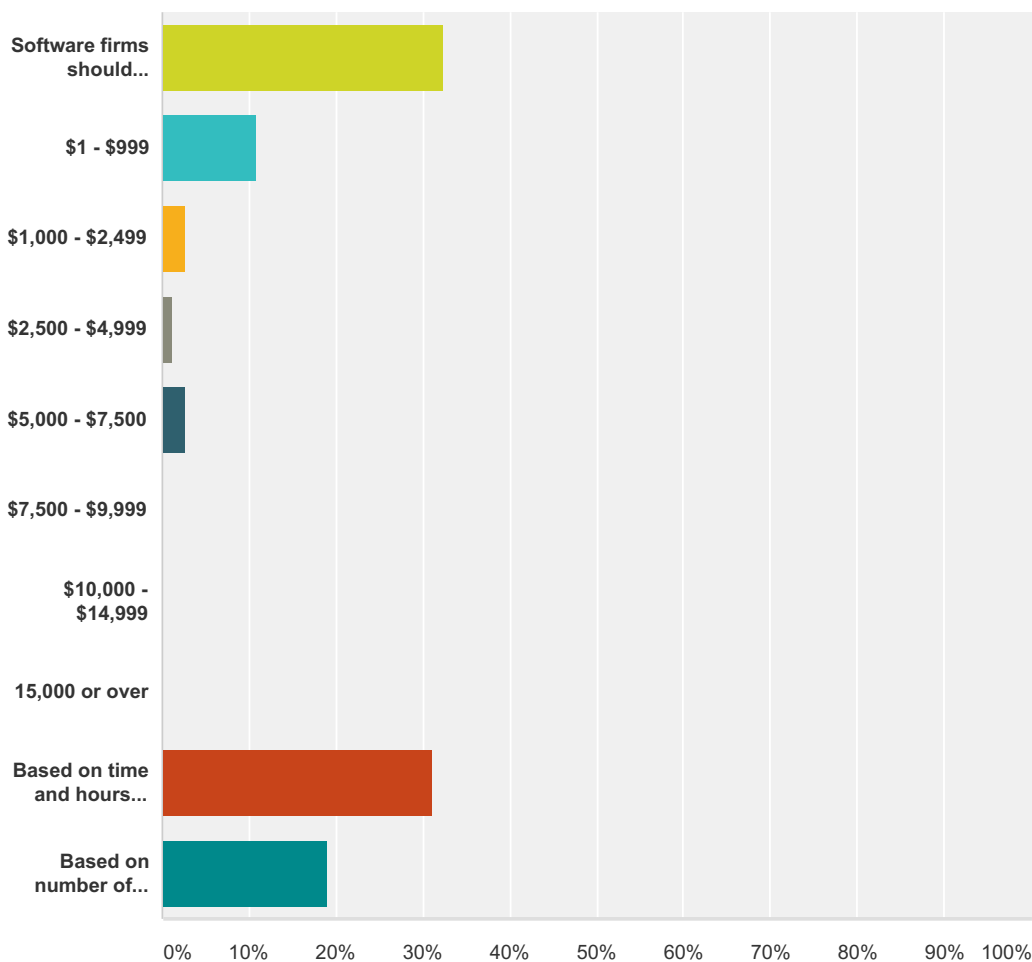
Answered: 77 Skipped: 90



Answer Choices	Responses
They should undertake the programming work as a courtesy to their clients	36.36% 28
\$1 - \$2,499	10.39% 8
\$2,500 - \$4,999	1.30% 1
\$5,000 - \$7,499	1.30% 1
\$7,501 - \$9,999	0.00% 0
\$10,000 - \$14,999	1.30% 1
15,000 or over	0.00% 0
Based on time and hours required.	29.87% 23
Based on number of clients who interface with the data repository	19.48% 15
Total	77

Q19 What is the appropriate annual compensation for the golf management software firm to receive for maintaining the interface?

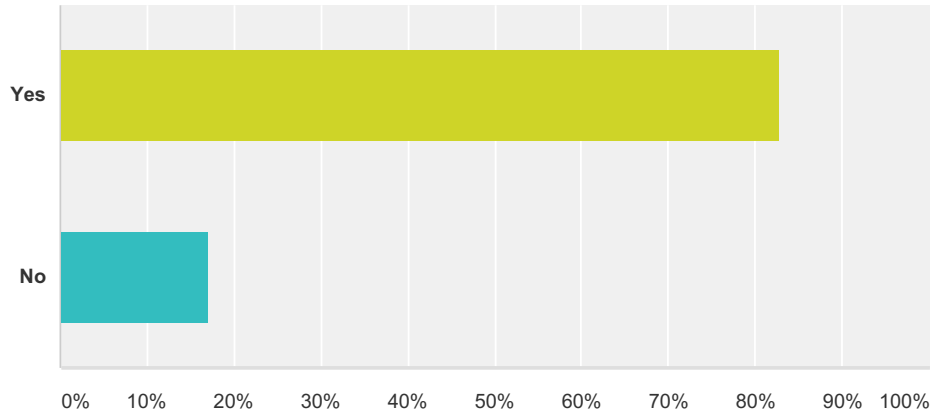
Answered: 74 Skipped: 93



Answer Choices	Responses	
Software firms should undertake the programming work as a courtesy to their clients	32.43%	24
\$1 - \$999	10.81%	8
\$1,000 - \$2,499	2.70%	2
\$2,500 - \$4,999	1.35%	1
\$5,000 - \$7,500	2.70%	2
\$7,500 - \$9,999	0.00%	0
\$10,000 - \$14,999	0.00%	0
15,000 or over	0.00%	0
Based on time and hours required.	31.08%	23
Based on number of clients who interface with the data repository	18.92%	14
Total		74

Q20 Should the firms that serve as the central depository for benchmarking be required to sign a non-disclosure, non-compete agreement that they will not enter into the golf management software business?

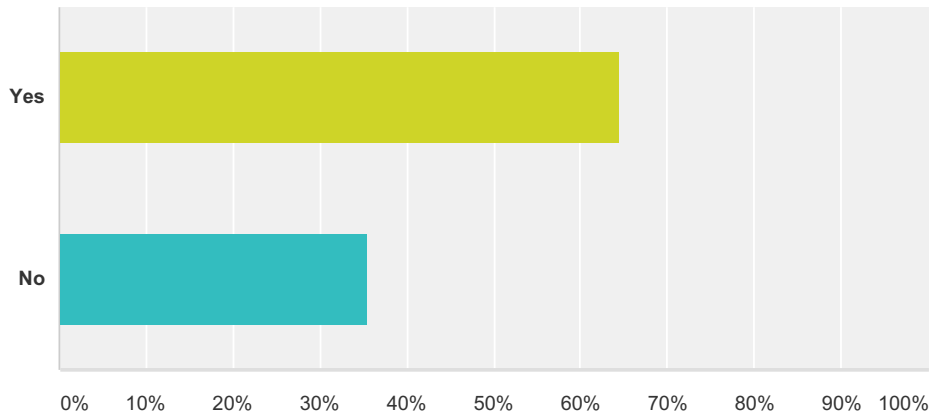
Answered: 82 Skipped: 85



Answer Choices	Responses	Count
Yes	82.93%	68
No	17.07%	14
Total		82

Q21 Do you believe that there is a need for the National Golf Foundation to create a financial benchmarking service to fill an existing void in the industry?

Answered: 76 Skipped: 91



Answer Choices	Responses
Yes	64.47% 49
No	35.53% 27
Total	76

Q22 If you would like to receive a copy of this survey, please enter your email address. Golf Convergence greatly appreciates your assistance in enhancing financial benchmarking resources. JJ Keegan

Answered: 69 Skipped: 98