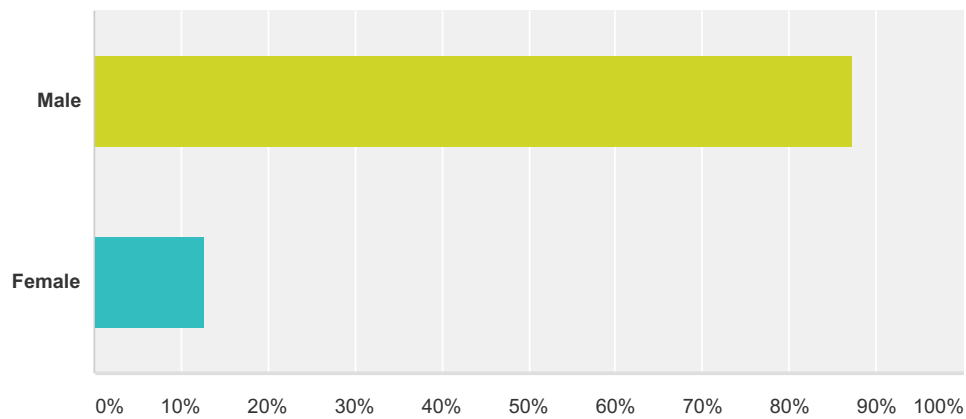


Q1 What is your gender?

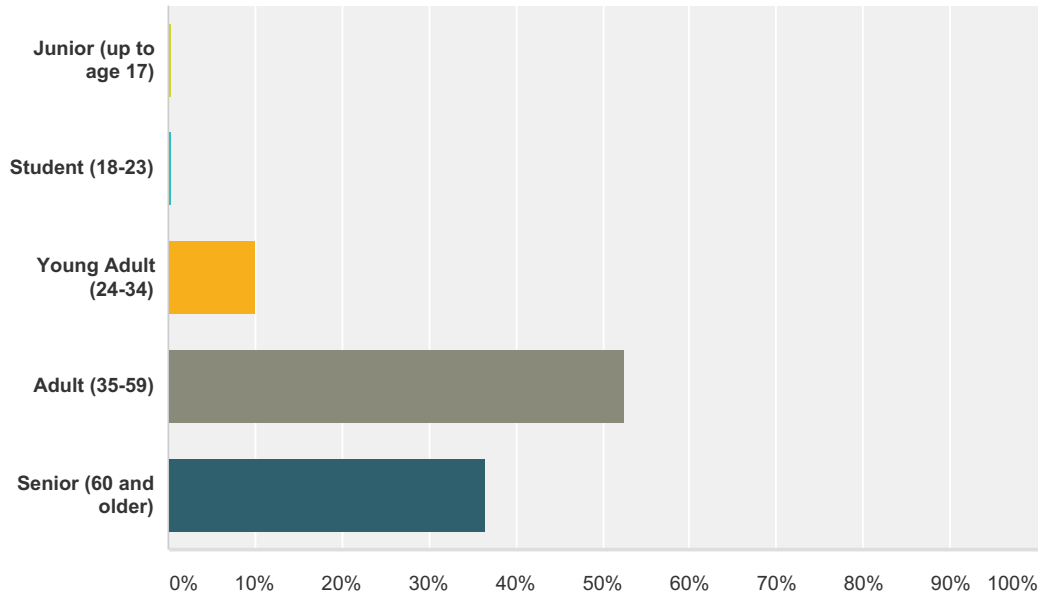
Answered: 1,016 Skipped: 5



Answer Choices	Responses
Male	87.30% 887
Female	12.70% 129
Total	1,016

Q2 What is your age group?

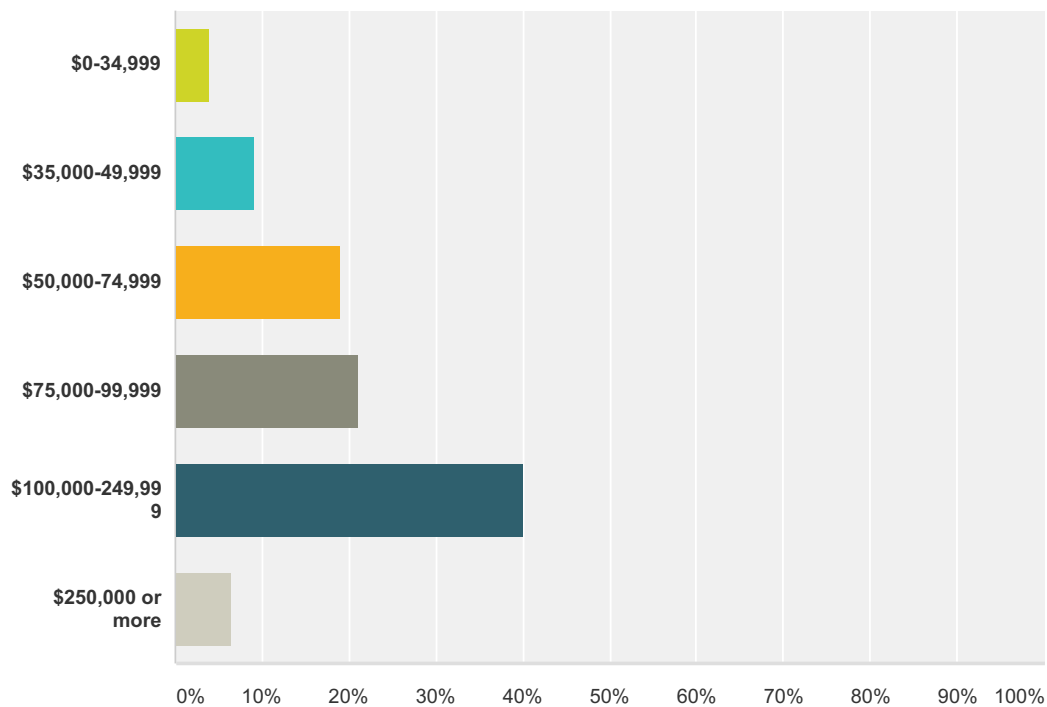
Answered: 1,012 Skipped: 9



Answer Choices	Responses	Count
Junior (up to age 17)	0.40%	4
Student (18-23)	0.49%	5
Young Adult (24-34)	10.08%	102
Adult (35-59)	52.57%	532
Senior (60 and older)	36.46%	369
Total		1,012

Q3 What is your household income range?

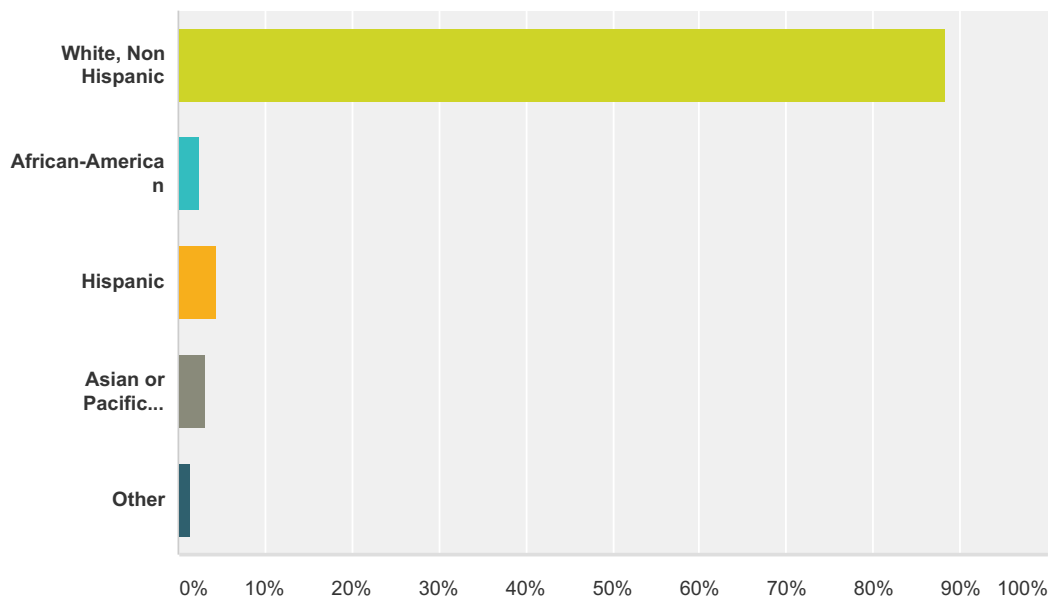
Answered: 951 Skipped: 70



Answer Choices	Responses
\$0-34,999	4.00% 38
\$35,000-49,999	9.25% 88
\$50,000-74,999	18.93% 180
\$75,000-99,999	21.14% 201
\$100,000-249,999	40.17% 382
\$250,000 or more	6.52% 62
Total	951

Q4 What is your race/ethnicity?

Answered: 1,008 Skipped: 13



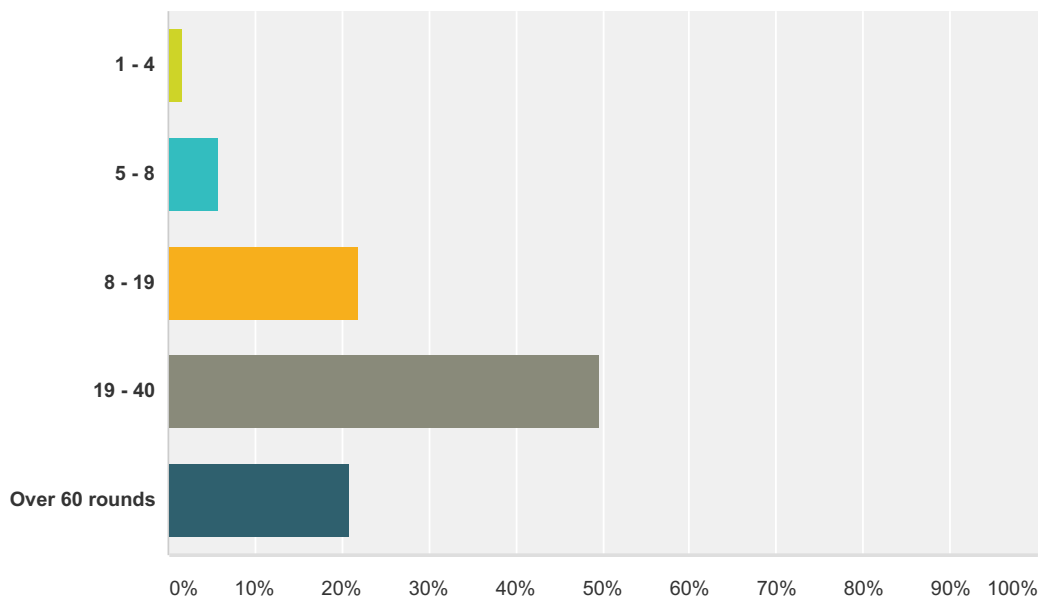
Answer Choices	Responses
White, Non Hispanic	88.39% 891
African-American	2.48% 25
Hispanic	4.46% 45
Asian or Pacific Islander	3.17% 32
Other	1.49% 15
Total	1,008

Q5 What is your zip code?

Answered: 997 Skipped: 24

Q6 How many times do you usually play golf each year?

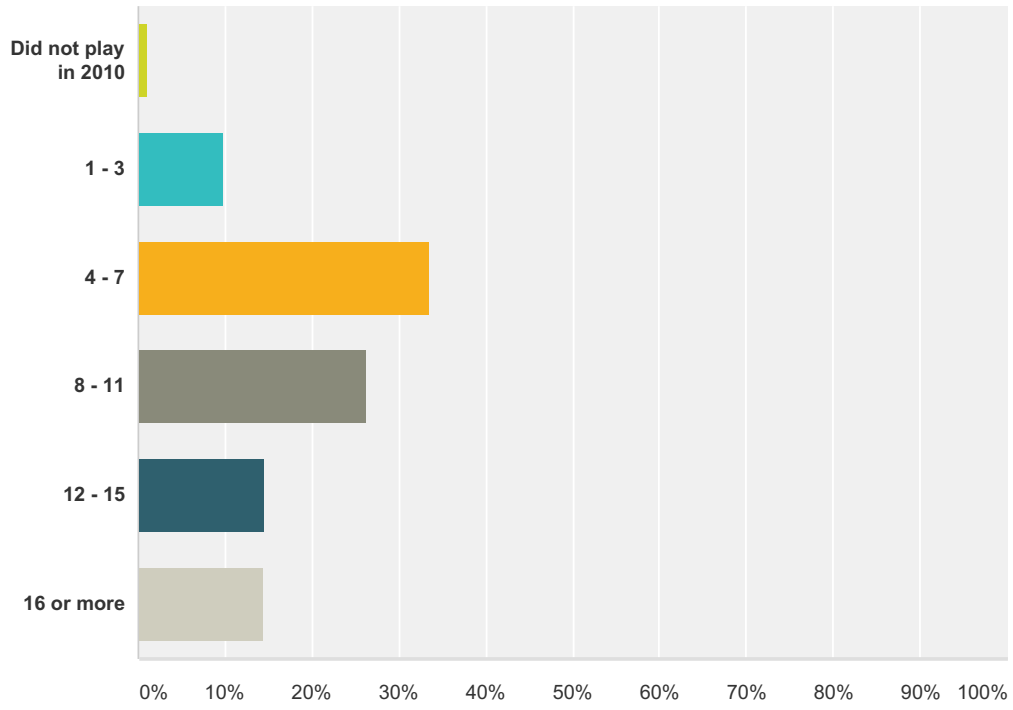
Answered: 999 Skipped: 22



Answer Choices	Responses	
1 - 4	1.70%	17
5 - 8	5.81%	58
8 - 19	21.92%	219
19 - 40	49.65%	496
Over 60 rounds	20.92%	209
Total		999

Q7 How many different golf courses have you played in the last 12 months?

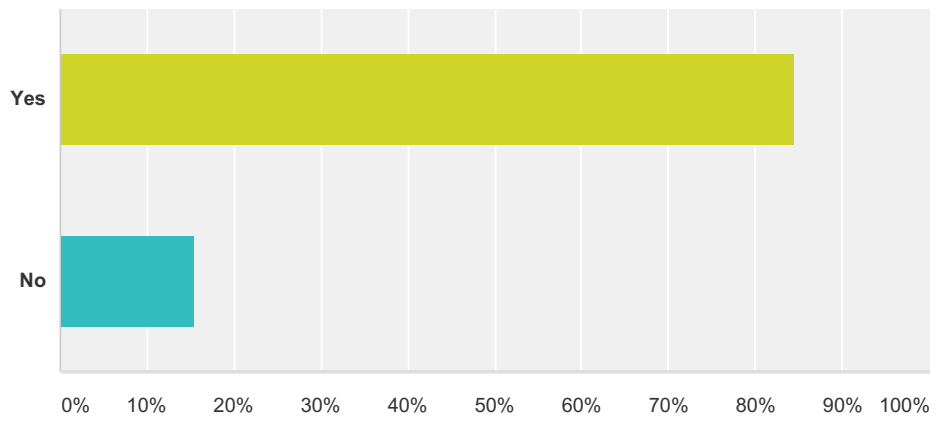
Answered: 1,000 Skipped: 21



Answer Choices	Responses	
Did not play in 2010	1.00%	10
1 - 3	9.80%	98
4 - 7	33.70%	337
8 - 11	26.40%	264
12 - 15	14.70%	147
16 or more	14.40%	144
Total		1,000

Q8 Do you make tee time reservations online?

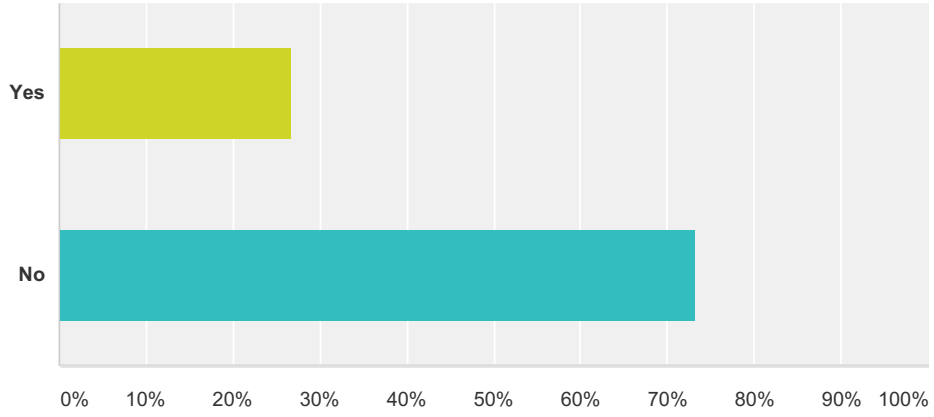
Answered: 992 Skipped: 29



Answer Choices	Responses	
Yes	84.58%	839
No	15.42%	153
Total		992

Q9 Are you supportive of the concept of permanent tee times at municipal and daily fee golf courses?Permanent tee times guarantee your group the same time each week for up to 18 weeks during the prime of the golf season.

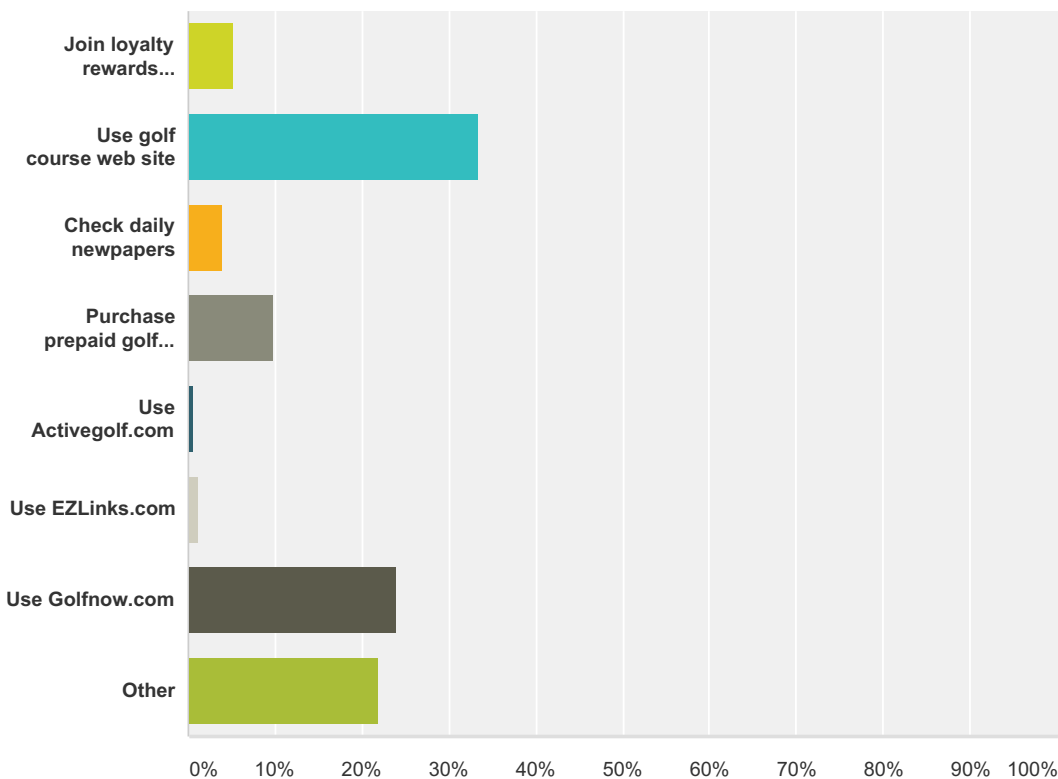
Answered: 987 Skipped: 34



Answer Choices	Responses
Yes	26.75% 264
No	73.25% 723
Total	987

Q10 How you obtain special prices? Do you...

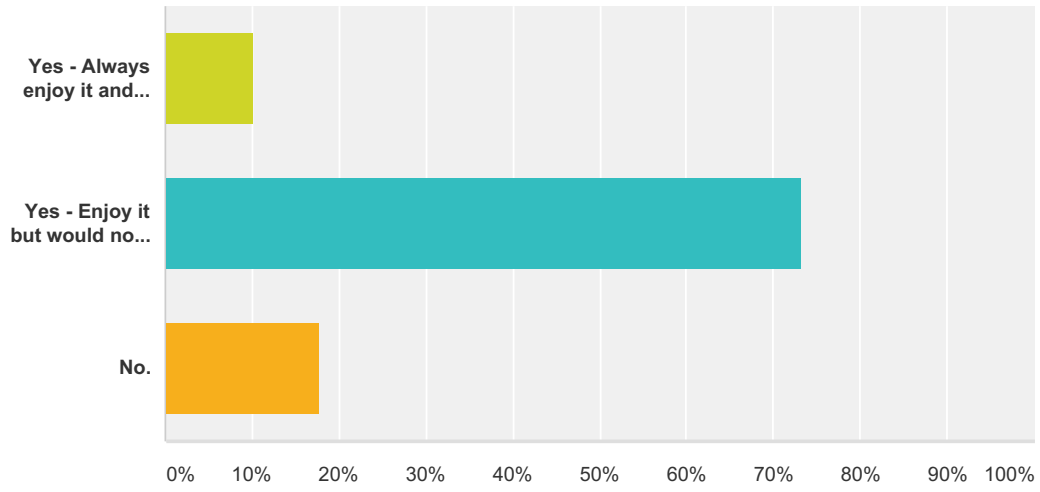
Answered: 929 Skipped: 92



Answer Choices	Responses
Join loyalty rewards programs	5.17% 48
Use golf course web site	33.37% 310
Check daily newspapers	3.88% 36
Purchase prepaid golf cards	9.90% 92
Use Activegolf.com	0.65% 6
Use EZLinks.com	1.18% 11
Use Golfnow.com	24.00% 223
Other	21.85% 203
Total	929

Q11 Do you think GPS on a cart enhances your golf experience?

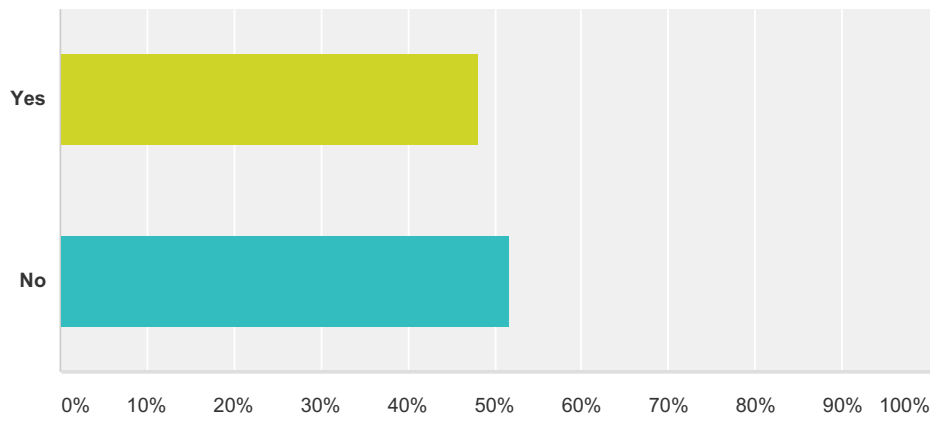
Answered: 994 Skipped: 27



Answer Choices	Responses
Yes - Always enjoy it and would pay a premium for it.	10.16% 101
Yes - Enjoy it but would not pay a premium for it.	73.24% 728
No.	17.81% 177
Total Respondents: 994	

Q12 Does your personal and business email come into a single inbox?

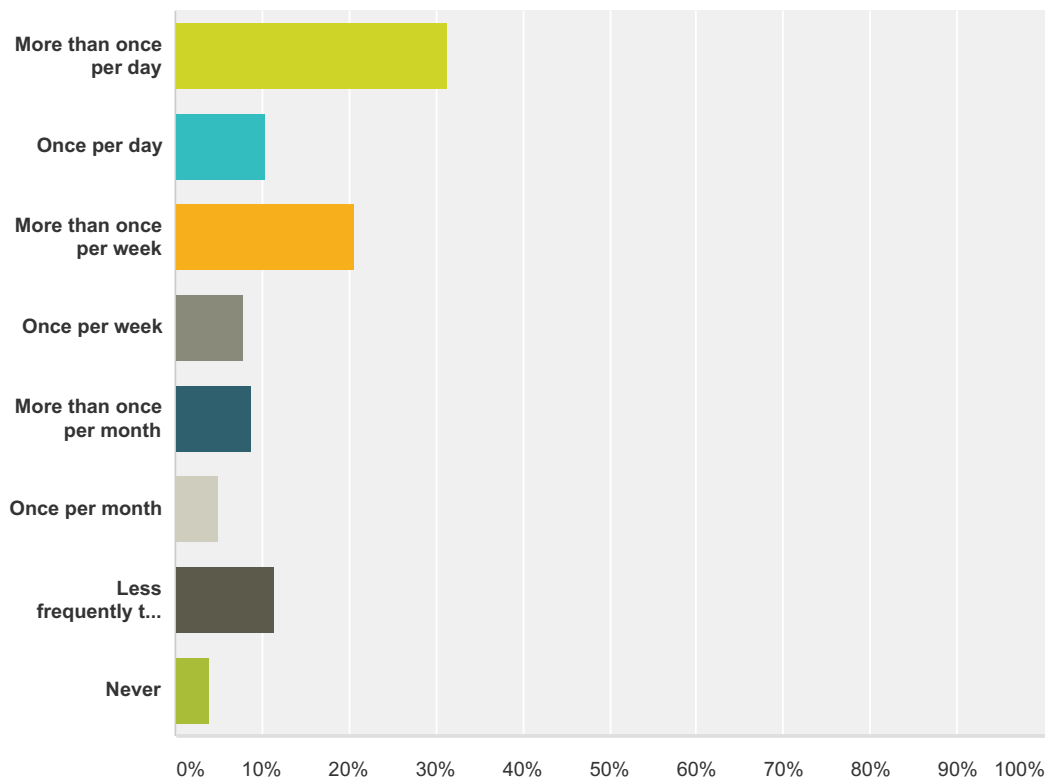
Answered: 945 Skipped: 76



Answer Choices	Responses
Yes	48.15% 455
No	51.85% 490
Total	945

Q13 How often do you forward emails?

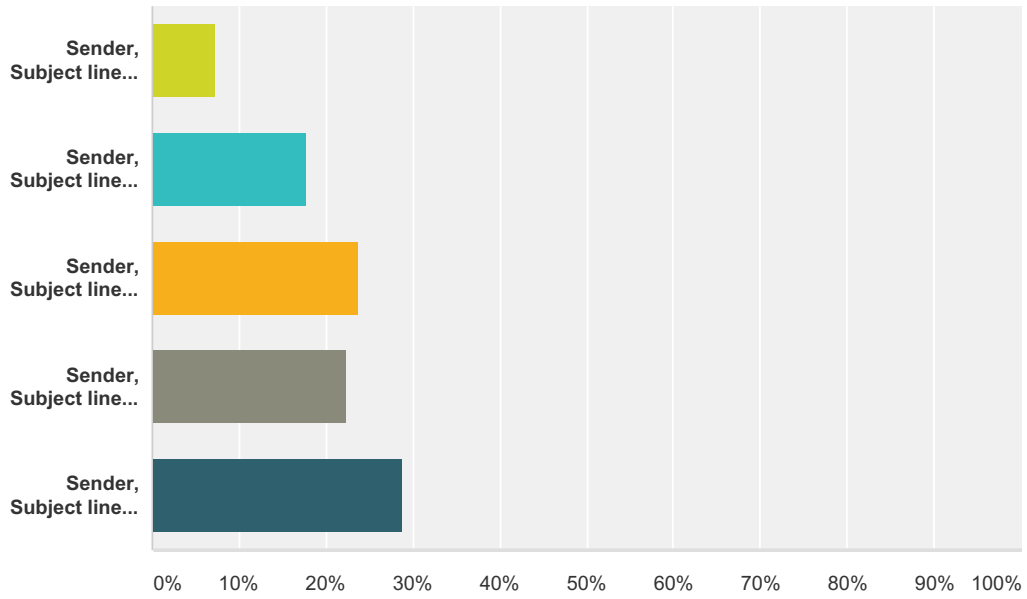
Answered: 950 Skipped: 71



Answer Choices	Responses	Count
More than once per day	31.37%	298
Once per day	10.53%	100
More than once per week	20.74%	197
Once per week	8.00%	76
More than once per month	8.84%	84
Once per month	4.95%	47
Less frequently than once per month	11.58%	110
Never	4.00%	38
Total		950

Q14 What percent of your email do you read?

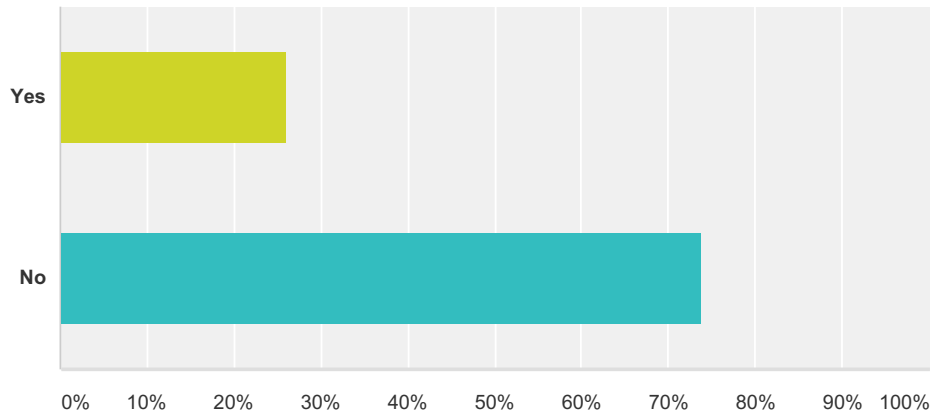
Answered: 944 Skipped: 77



Answer Choices	Responses
Sender, Subject line and scan body only	7.31% 69
Sender, Subject line and read less than 25%	17.80% 168
Sender, Subject line and read between 25% and 50% of email	23.83% 225
Sender, Subject line and read between 51% and 75% of email	22.25% 210
Sender, Subject line and read over 75% of email	28.81% 272
Total	944

Q15 Do you maintain pseudo email addresses in which to forward much of your incoming email to a junk folder?

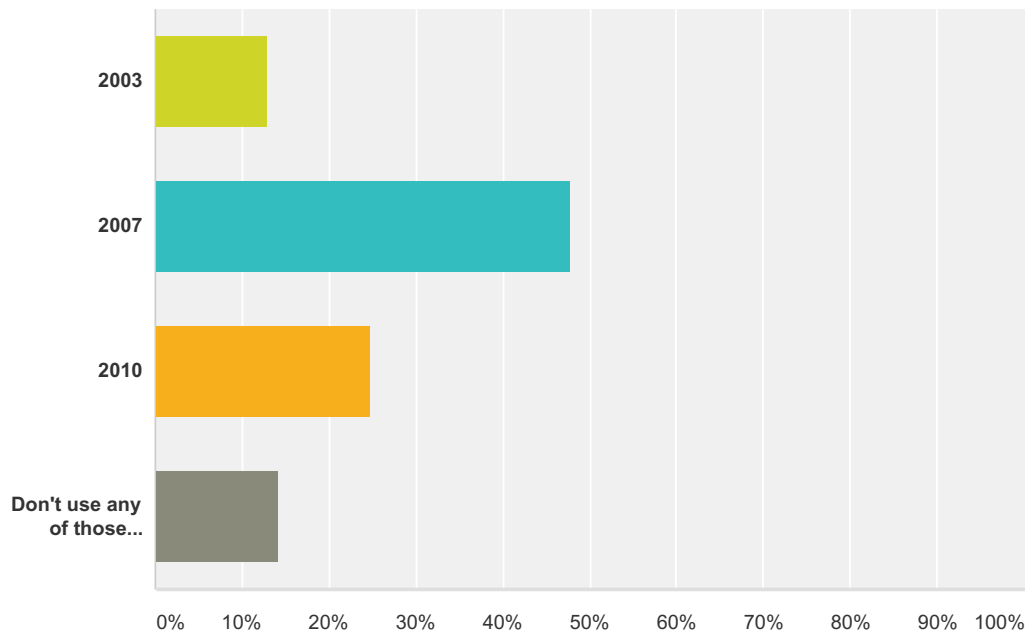
Answered: 945 Skipped: 76



Answer Choices	Responses	
Yes	26.03%	246
No	73.97%	699
Total		945

Q16 What version of Microsoft Office do you use?

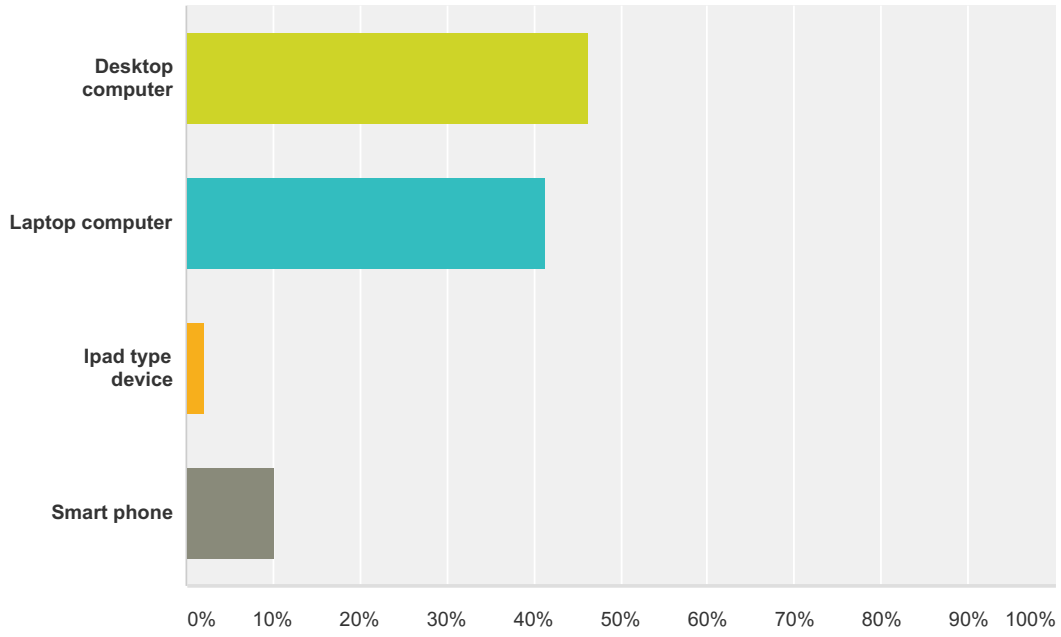
Answered: 917 Skipped: 104



Answer Choices	Responses
2003	12.98% 119
2007	47.87% 439
2010	24.86% 228
Don't use any of those editions.	14.29% 131
Total	917

Q17 Which do you rely on more?

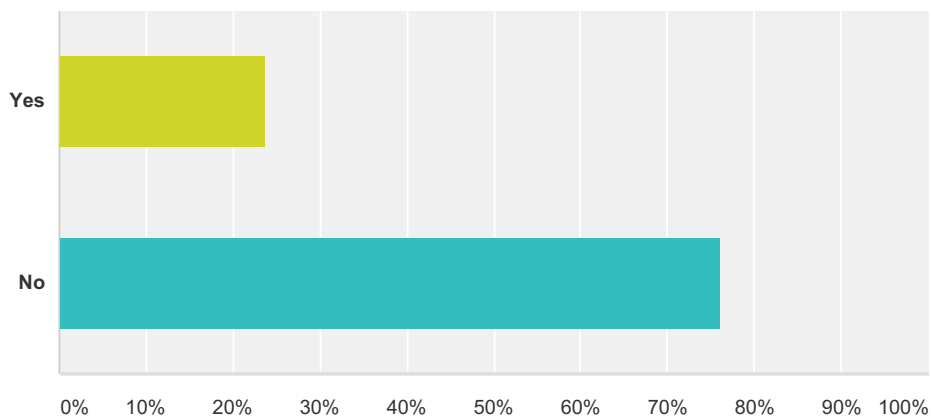
Answered: 954 Skipped: 67



Answer Choices	Responses
Desktop computer	46.44% 443
Laptop computer	41.30% 394
Ipad type device	2.10% 20
Smart phone	10.17% 97
Total	954

Q18 Do you own an Ipad or similar technology?

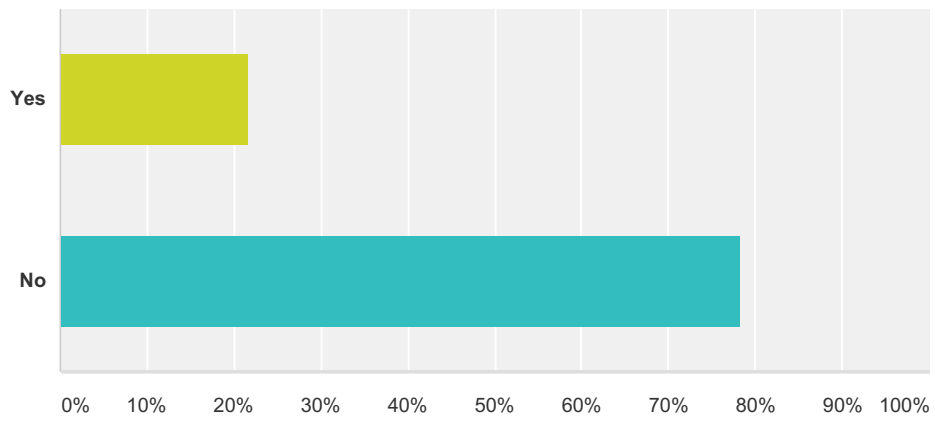
Answered: 947 Skipped: 74



Answer Choices	Responses
Yes	23.86% 226
No	76.14% 721
Total	947

Q19 Do you own an Amazon Kindle or similar technology for reading books?

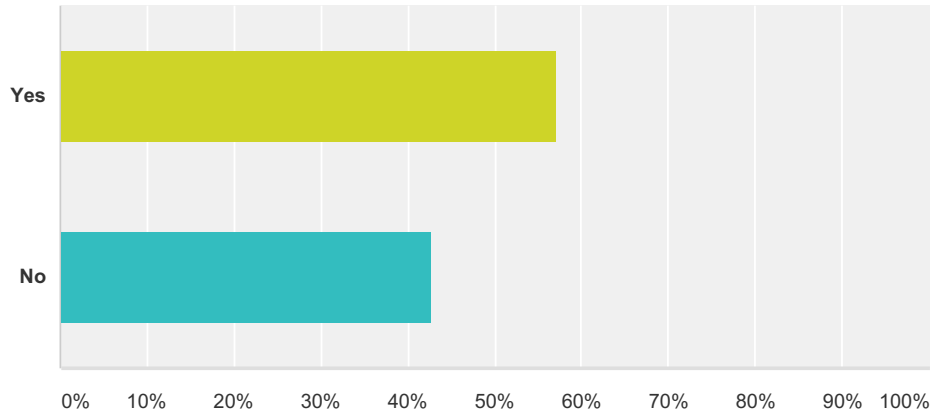
Answered: 948 Skipped: 73



Answer Choices	Responses
Yes	21.62% 205
No	78.38% 743
Total	948

Q20 Do you have a Facebook account?

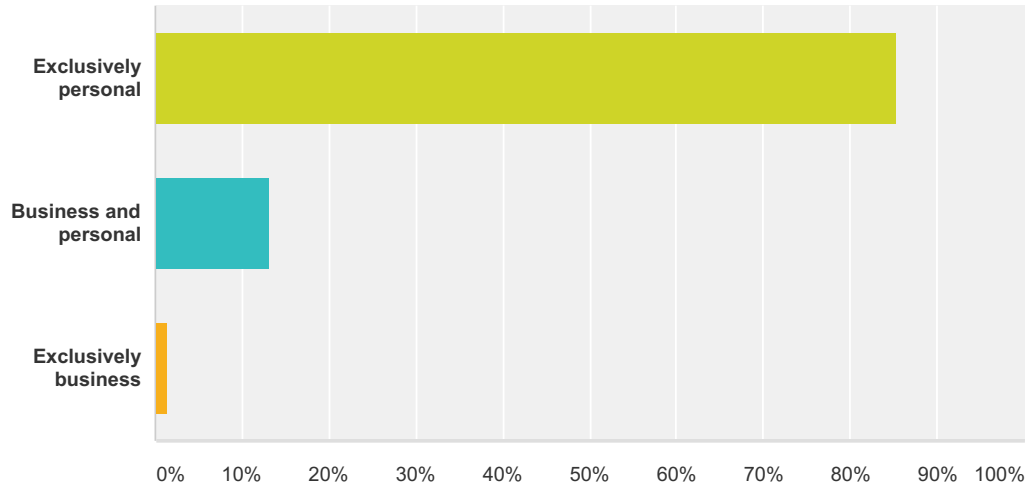
Answered: 943 Skipped: 78



Answer Choices	Responses	
Yes	57.26%	540
No	42.74%	403
Total		943

Q21 Is your Facebook account used for?

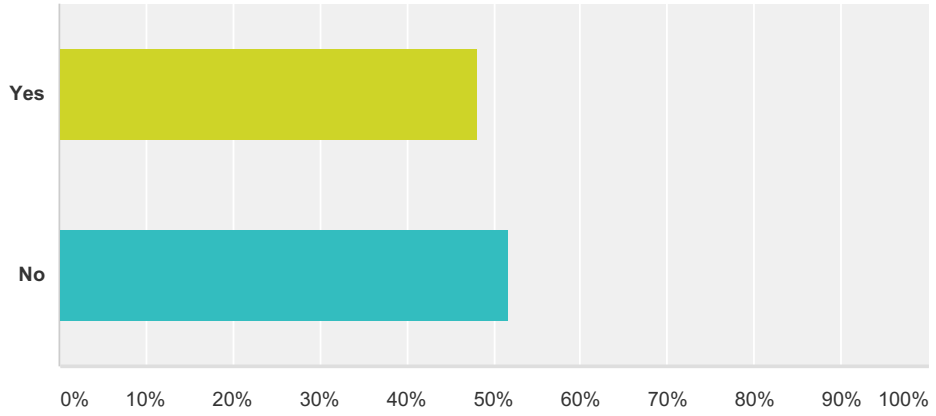
Answered: 551 Skipped: 470



Answer Choices	Responses
Exclusively personal	85.30% 470
Business and personal	13.25% 73
Exclusively business	1.45% 8
Total	551

Q22 Do you believe that Facebook has applicability for business to business relationships (B2B)?

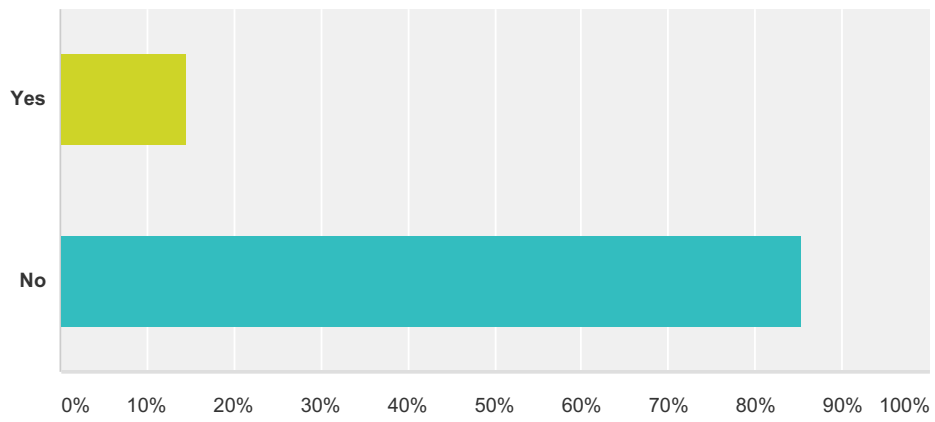
Answered: 825 Skipped: 196



Answer Choices	Responses
Yes	48.12% 397
No	51.88% 428
Total	825

Q23 Do you have a personal Twitter account?

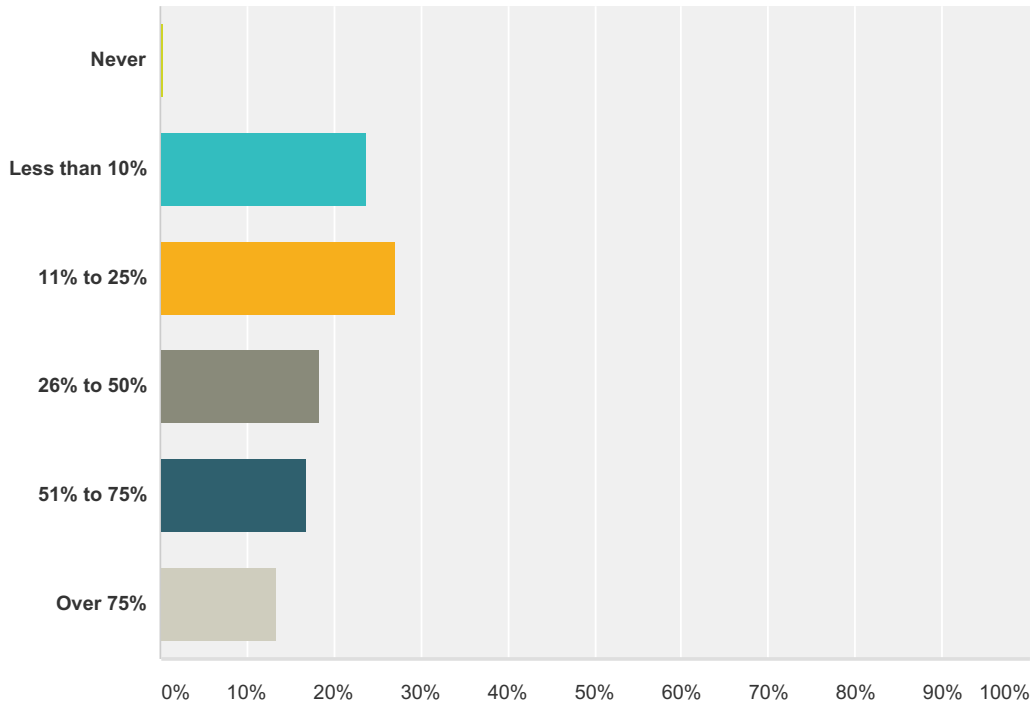
Answered: 939 Skipped: 82



Answer Choices	Responses
Yes	14.59% 137
No	85.41% 802
Total	939

Q24 What percent of time (8 hour day) do you spend on a computer?

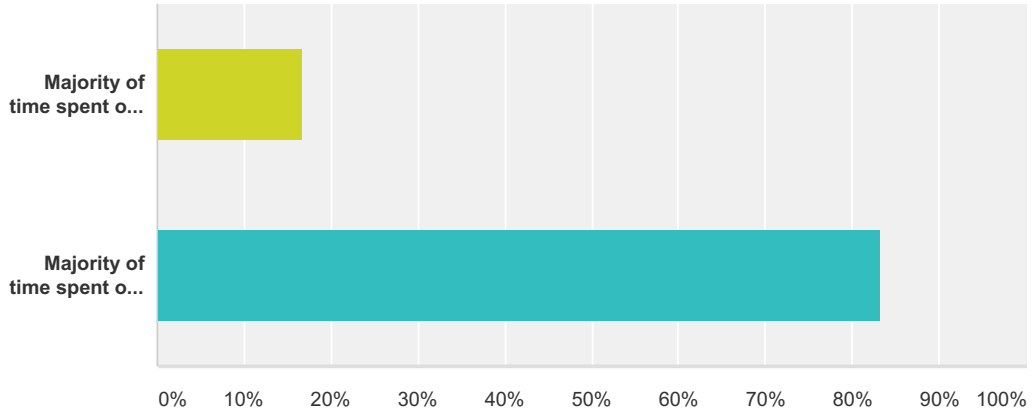
Answered: 942 Skipped: 79



Answer Choices	Responses
Never	0.32% 3
Less than 10%	23.89% 225
11% to 25%	27.07% 255
26% to 50%	18.47% 174
51% to 75%	16.99% 160
Over 75%	13.27% 125
Total	942

Q25 Of the time spent computing, what percentage is using the Internet with cloud based applications (i.e., Amazon, Facebook, Open Table, Twitter, Survey Monkey, Vertical Response, etc.) vs. desktop applications (i.e., Microsoft Word, third party golf management system, etc.)

Answered: 909 Skipped: 112



Answer Choices	Responses
Majority of time spent on cloud computing applications	16.72% 152
Majority of time spent on desktop applications	83.28% 757
Total	909

Q26 If you would like to receive a copy of this survey, please enter your email address?

Answered: 122 Skipped: 899