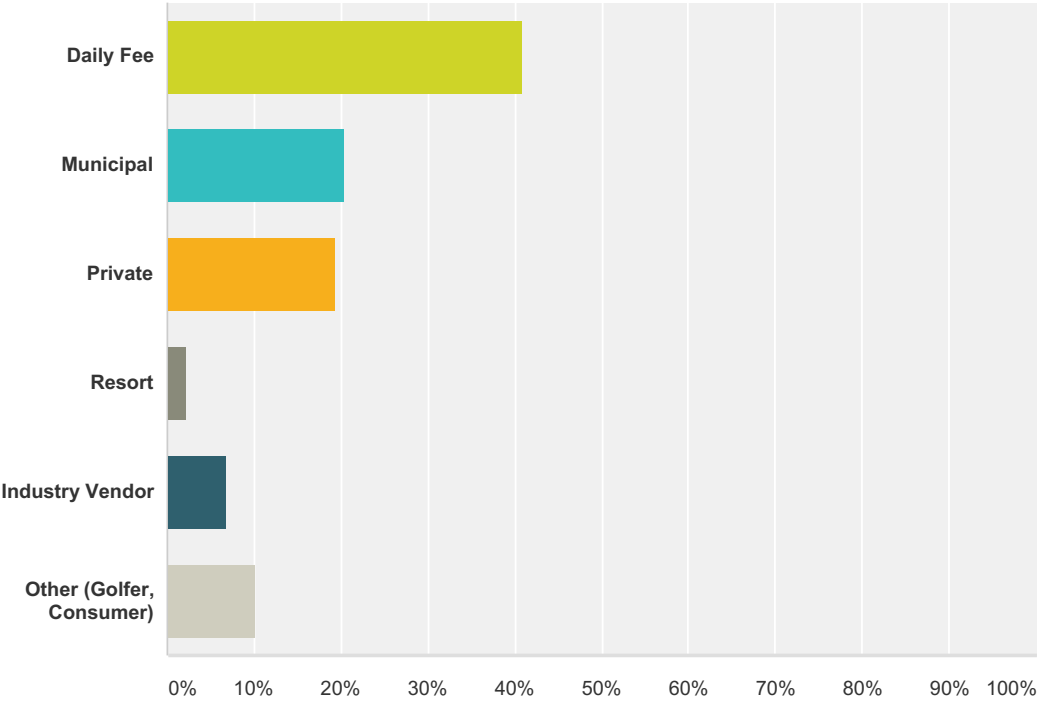


Q1 The type of facility you operate is?

Answered: 88 Skipped: 2



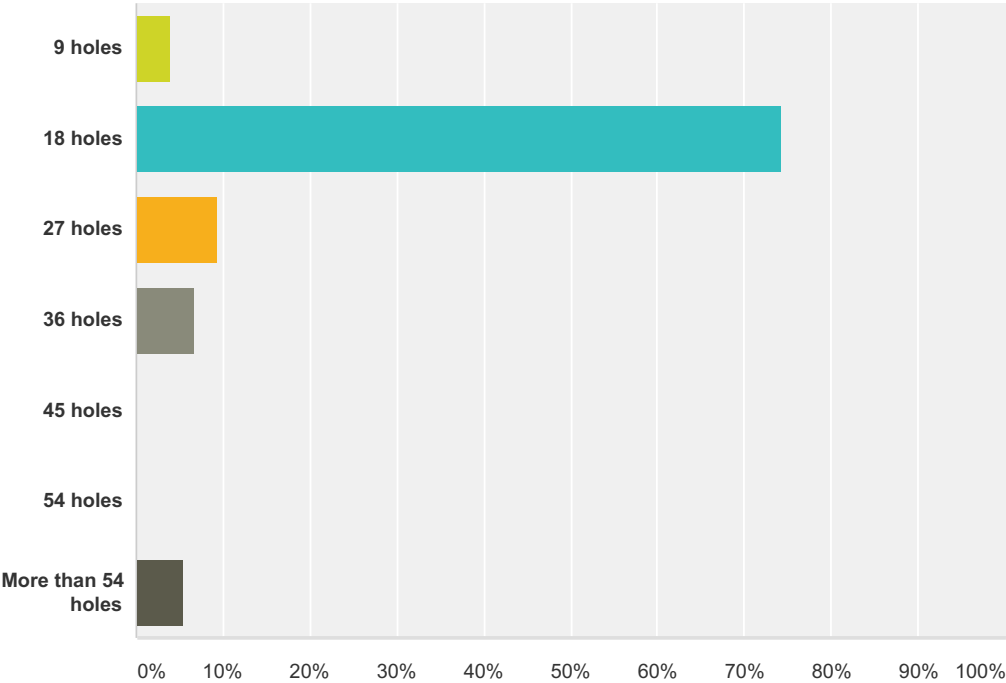
Answer Choices	Responses	
Daily Fee	40.91%	36
Municipal	20.45%	18
Private	19.32%	17
Resort	2.27%	2
Industry Vendor	6.82%	6
Other (Golfer, Consumer)	10.23%	9
Total		88

Q2 What is your postal code?

Answered: 63 Skipped: 27

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

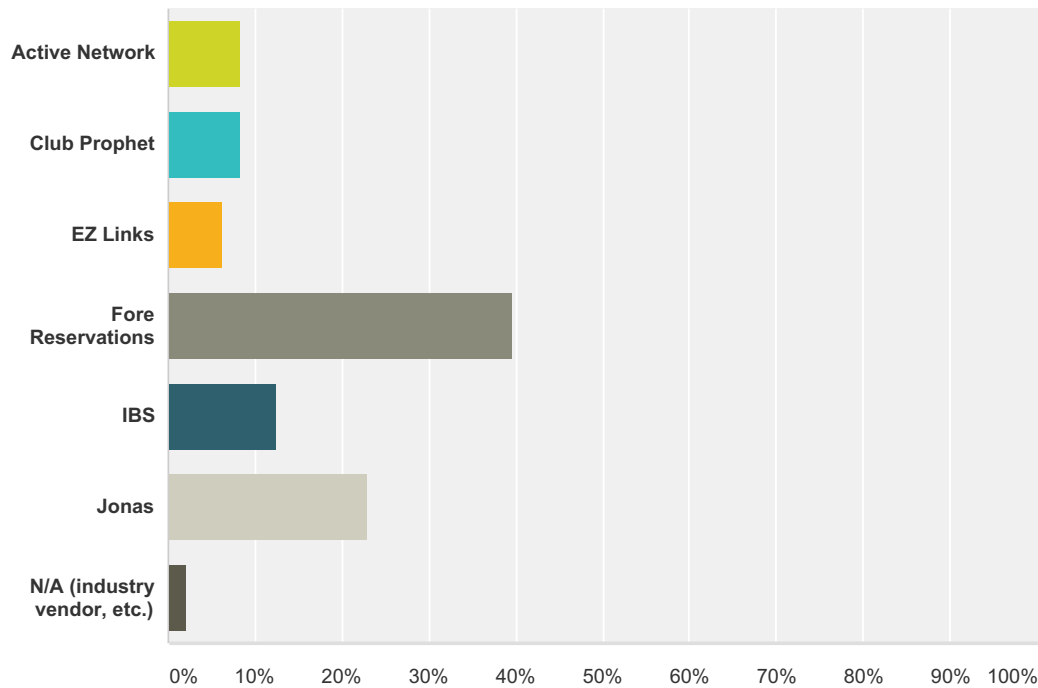
Answered: 74 Skipped: 16



Answer Choices	Responses	
9 holes	4.05%	3
18 holes	74.32%	55
27 holes	9.46%	7
36 holes	6.76%	5
45 holes	0.00%	0
54 holes	0.00%	0
More than 54 holes	5.41%	4
Total		74

Q4 Who is your primary software vendor?

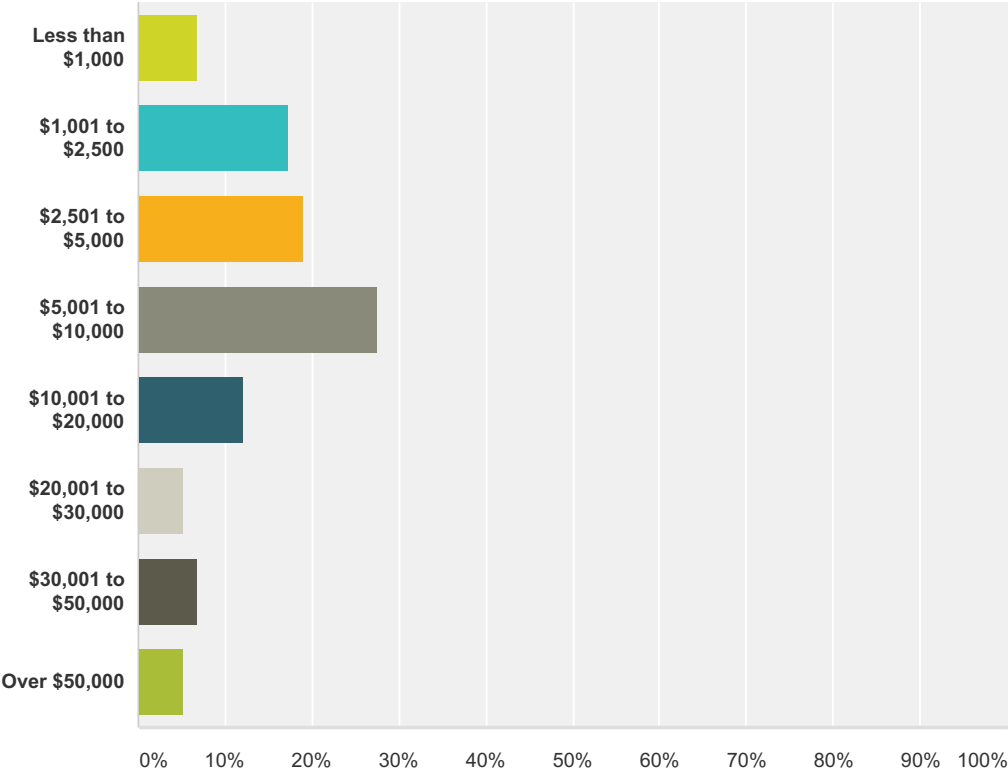
Answered: 48 Skipped: 42



Answer Choices	Responses	
Active Network	8.33%	4
Club Prophet	8.33%	4
EZ Links	6.25%	3
Fore Reservations	39.58%	19
IBS	12.50%	6
Jonas	22.92%	11
N/A (industry vendor, etc.)	2.08%	1
Total		48

Q5 The initial cost, exclusive of hardware, for your software license, installation, training and support for the first 12 months of the agreement was?

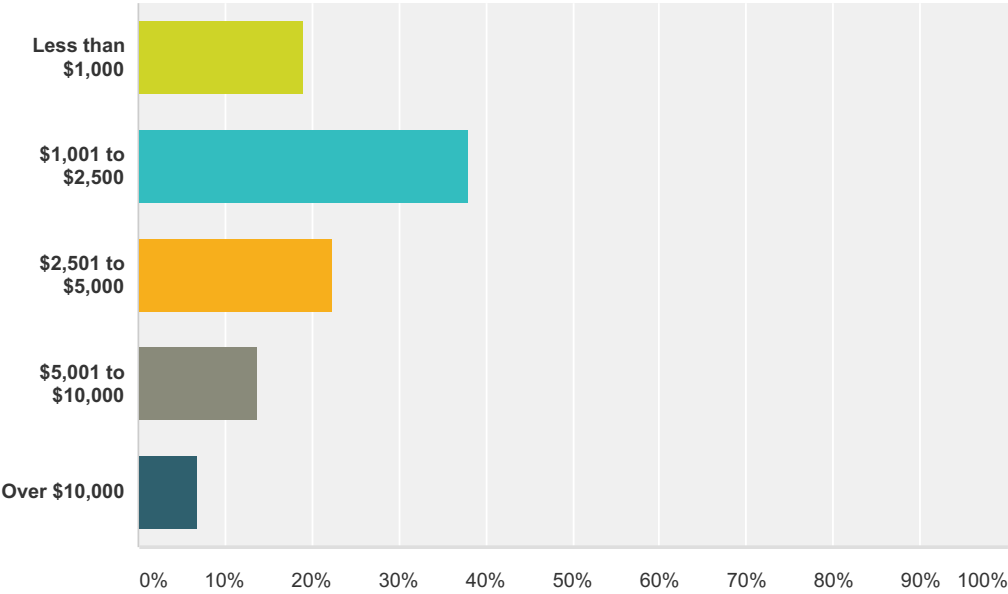
Answered: 58 Skipped: 32



Answer Choices	Responses	
Less than \$1,000	6.90%	4
\$1,001 to \$2,500	17.24%	10
\$2,501 to \$5,000	18.97%	11
\$5,001 to \$10,000	27.59%	16
\$10,001 to \$20,000	12.07%	7
\$20,001 to \$30,000	5.17%	3
\$30,001 to \$50,000	6.90%	4
Over \$50,000	5.17%	3
Total		58

Q6 Your annual technology cost for software licensing and support is?

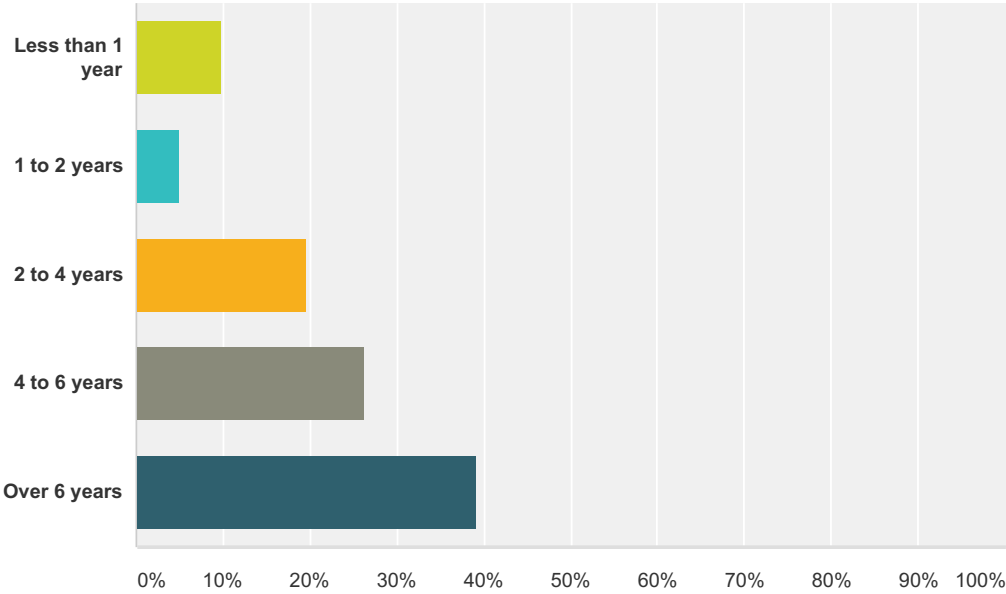
Answered: 58 Skipped: 32



Answer Choices	Responses	
Less than \$1,000	18.97%	11
\$1,001 to \$2,500	37.93%	22
\$2,501 to \$5,000	22.41%	13
\$5,001 to \$10,000	13.79%	8
Over \$10,000	6.90%	4
Total		58

Q7 How many years have you used your current software vendor?

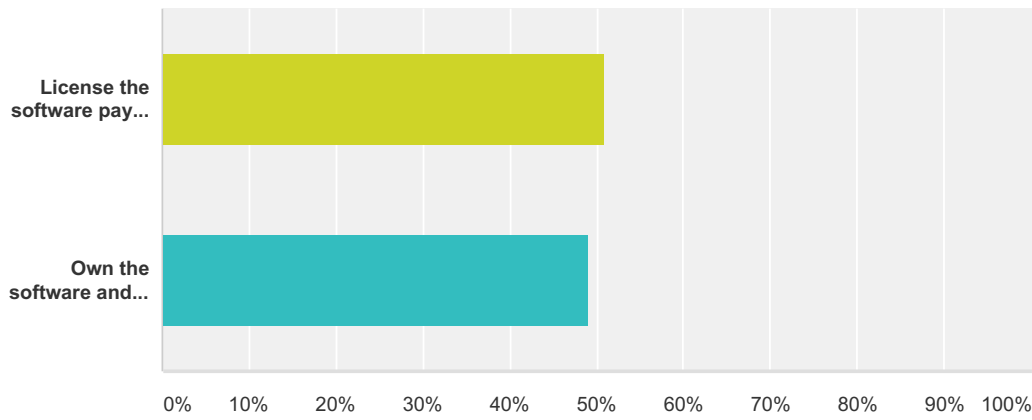
Answered: 61 Skipped: 29



Answer Choices	Responses
Less than 1 year	9.84%6
1 to 2 years	4.92%3
2 to 4 years	19.67%12
4 to 6 years	26.23%16
Over 6 years	39.34%24
Total	61

Q8 Do you currently?

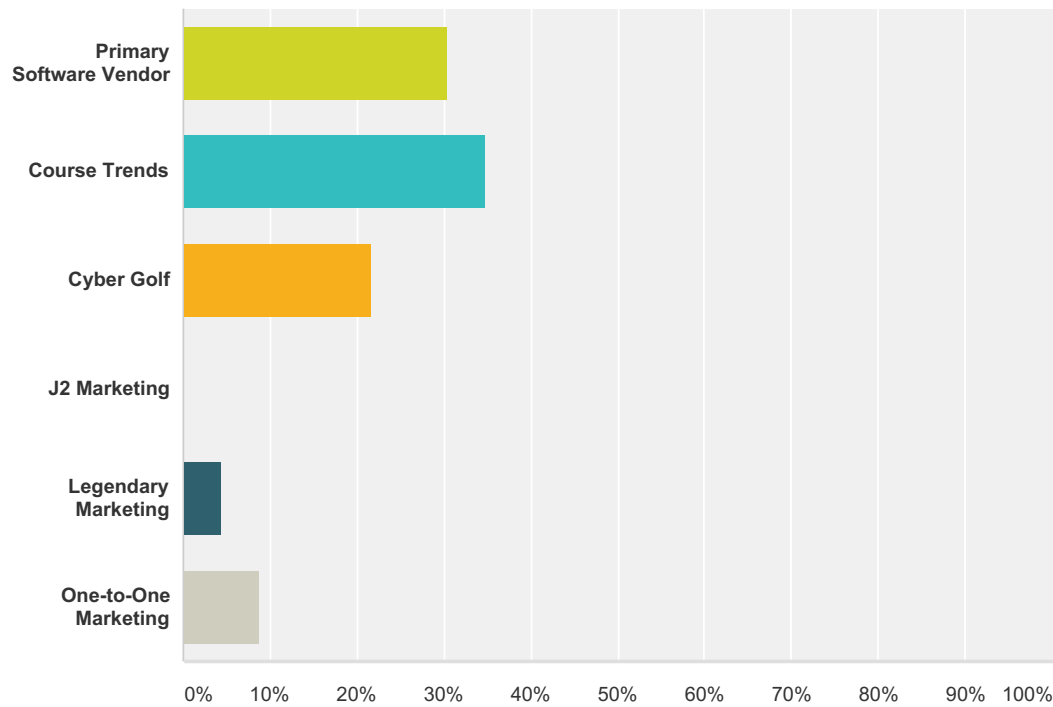
Answered: 59 Skipped: 31



Answer Choices	Responses	
License the software paying a monthly/quarterly/or annual fee?	50.85%	30
Own the software and merely pay for upgrade and software support annually?	49.15%	29
Total		59

Q9 Who created your web site?

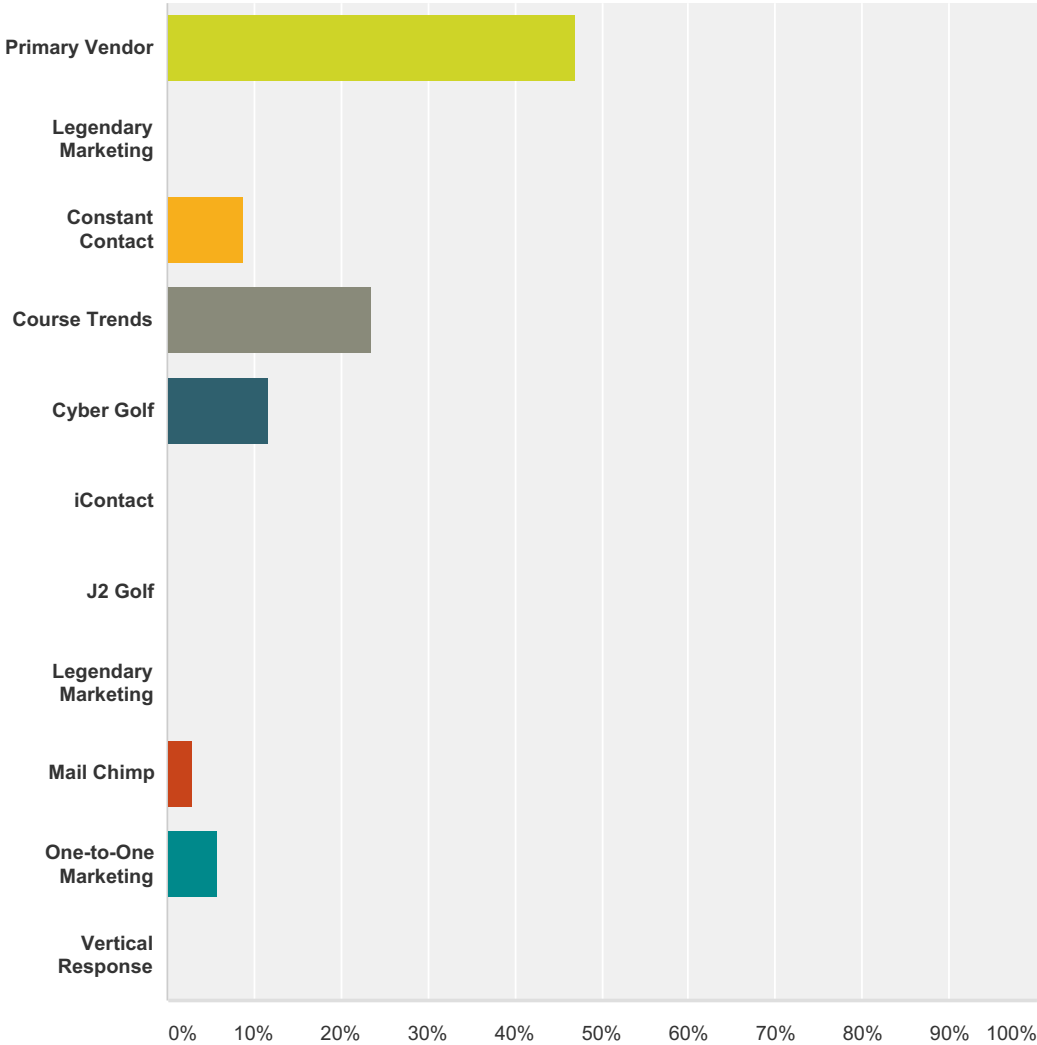
Answered: 23 Skipped: 67



Answer Choices	Responses	
Primary Software Vendor	30.43%	7
Course Trends	34.78%	8
Cyber Golf	21.74%	5
J2 Marketing	0.00%	0
Legendary Marketing	4.35%	1
One-to-One Marketing	8.70%	2
Total		23

Q10 Who provides your email marketing software?

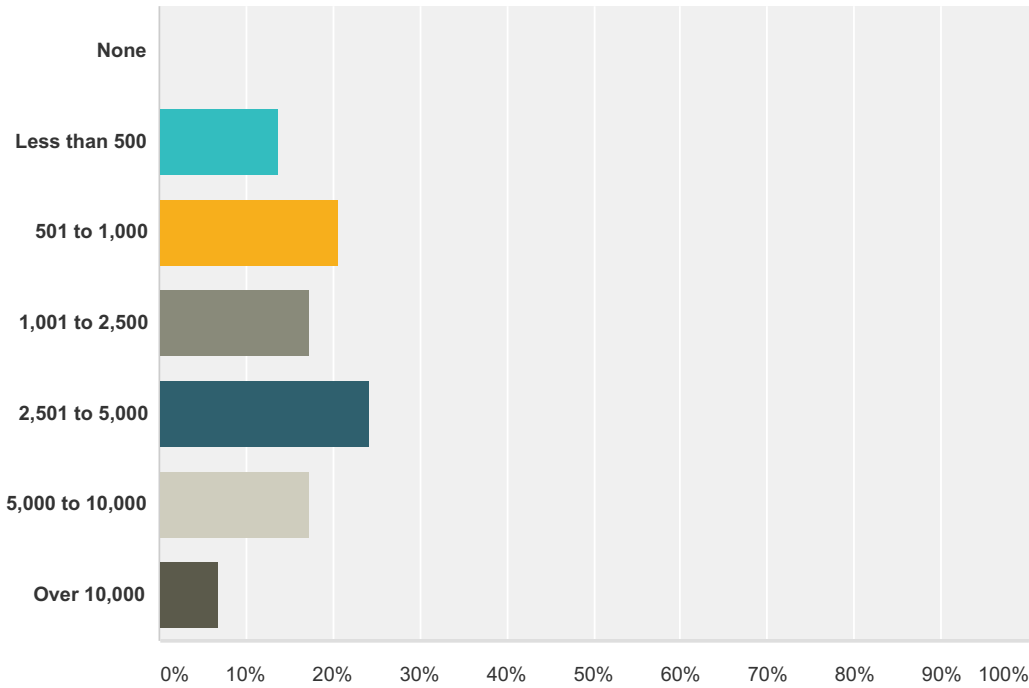
Answered: 34 Skipped: 56



Answer Choices	Responses	
Primary Vendor	47.06%	16
Legendary Marketing	0.00%	0
Constant Contact	8.82%	3
Course Trends	23.53%	8
Cyber Golf	11.76%	4
iContact	0.00%	0
J2 Golf	0.00%	0
Legendary Marketing	0.00%	0
Mail Chimp	2.94%	1
One-to-One Marketing	5.88%	2
Vertical Response	0.00%	0
Total		34

Q11 How many email addresses, per 18 holes, do you maintain in your database?

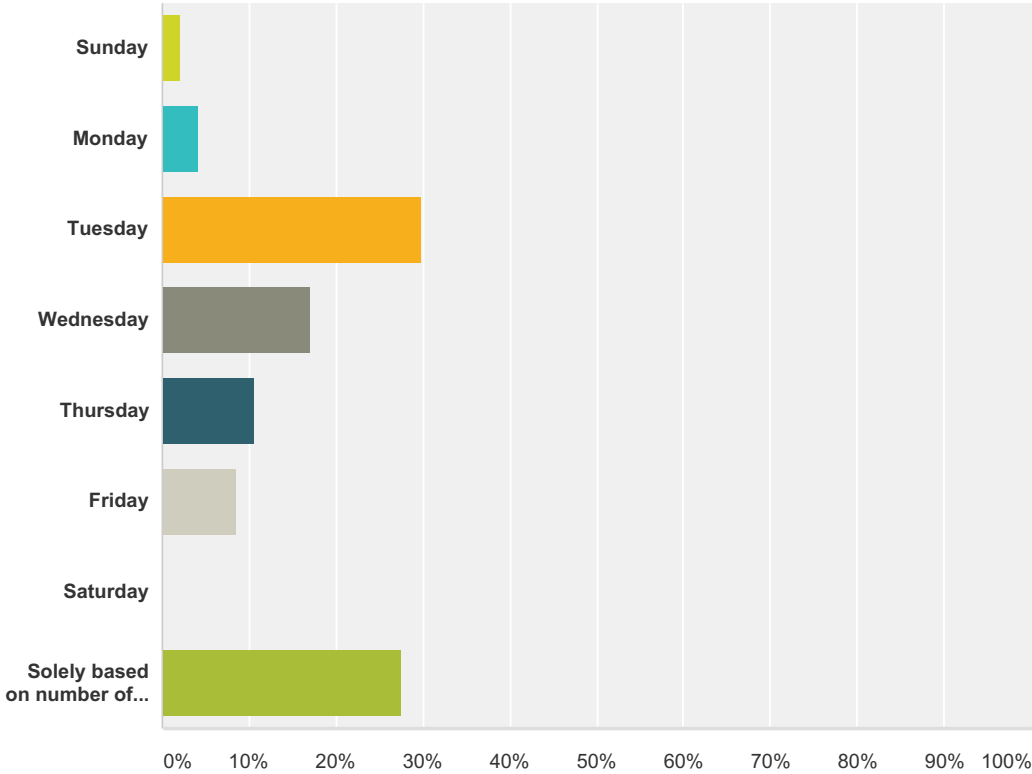
Answered: 58 Skipped: 32



Answer Choices	Responses	
None	0.00%	0
Less than 500	13.79%	8
501 to 1,000	20.69%	12
1,001 to 2,500	17.24%	10
2,501 to 5,000	24.14%	14
5,000 to 10,000	17.24%	10
Over 10,000	6.90%	4
Total		58

Q12 What day of the week do you primarily delivery mass emails to your customers?

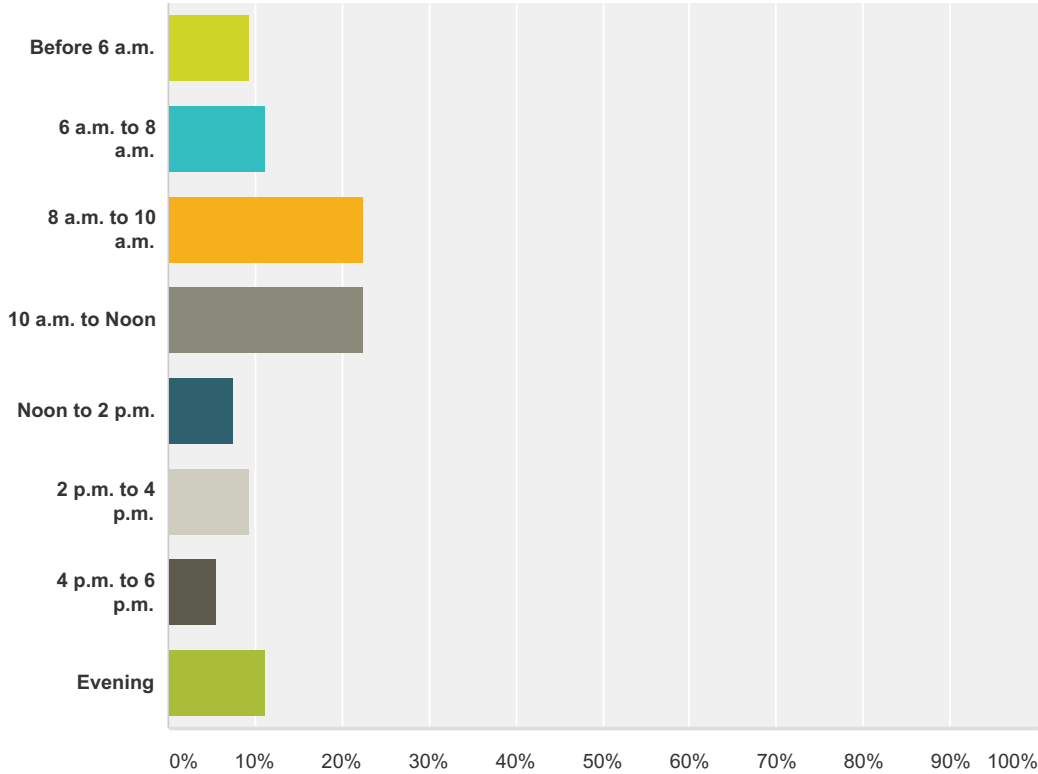
Answered: 47 Skipped: 43



Answer Choices	Responses	
Sunday	2.13%	1
Monday	4.26%	2
Tuesday	29.79%	14
Wednesday	17.02%	8
Thursday	10.64%	5
Friday	8.51%	4
Saturday	0.00%	0
Solely based on number of days in advance of event	27.66%	13
Total		47

Q13 What time of day do you primarily release mass emails?

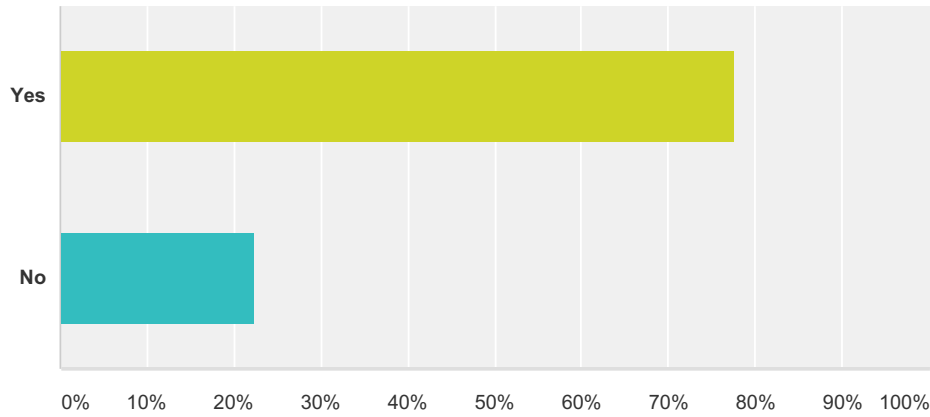
Answered: 53 Skipped: 37



Answer Choices	Responses	
Before 6 a.m.	9.43%	5
6 a.m. to 8 a.m.	11.32%	6
8 a.m. to 10 a.m.	22.64%	12
10 a.m. to Noon	22.64%	12
Noon to 2 p.m.	7.55%	4
2 p.m. to 4 p.m.	9.43%	5
4 p.m. to 6 p.m.	5.66%	3
Evening	11.32%	6
Total		53

Q14 Do you believe that "unsubscribe" links create trust?

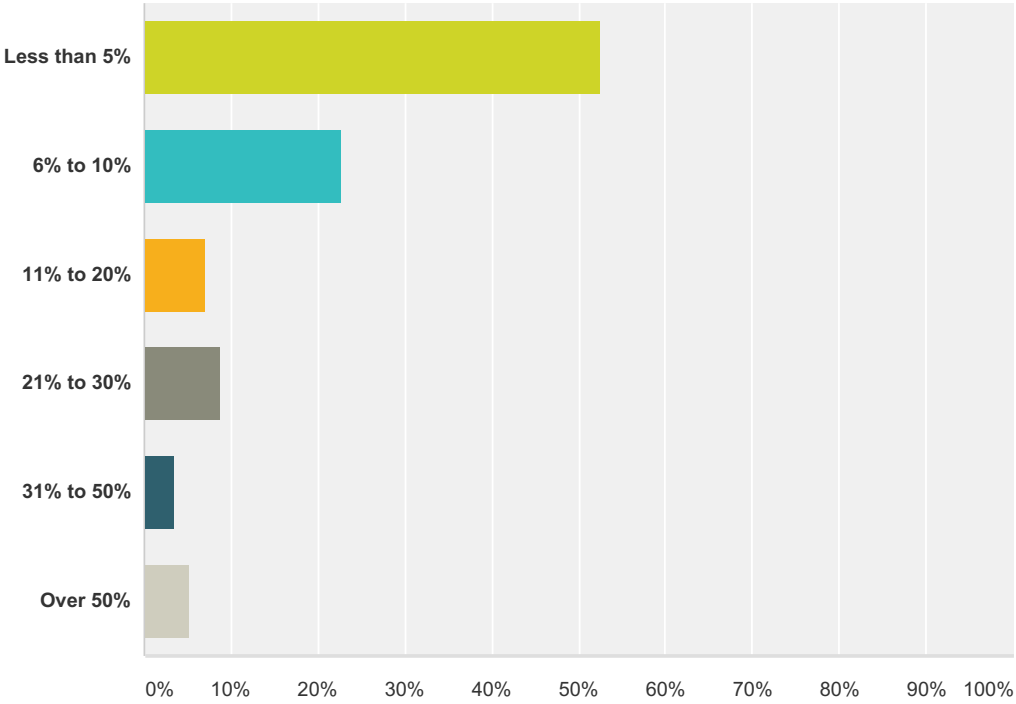
Answered: 58 Skipped: 32



Answer Choices	Responses	
Yes	77.59%	45
No	22.41%	13
Total		58

Q15 What percent of your tee time reservations are booked via your web site?

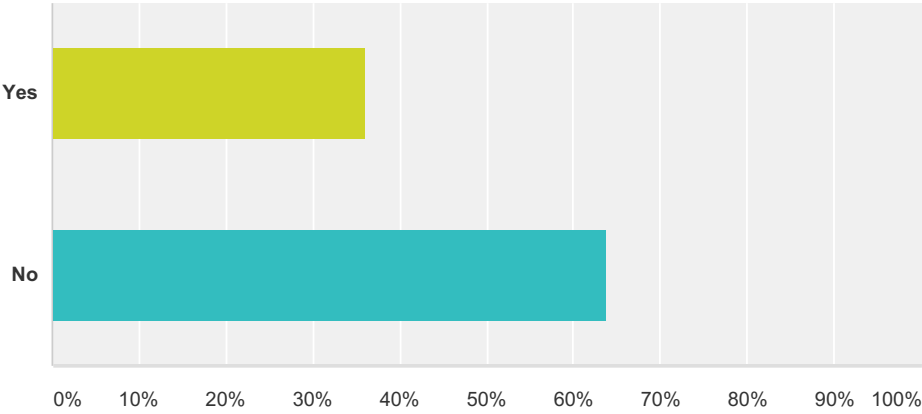
Answered: 57 Skipped: 33



Answer Choices	Responses	
Less than 5%	52.63%	30
6% to 10%	22.81%	13
11% to 20%	7.02%	4
21% to 30%	8.77%	5
31% to 50%	3.51%	2
Over 50%	5.26%	3
Total		57

Q16 Do you use a third-party tee time service?

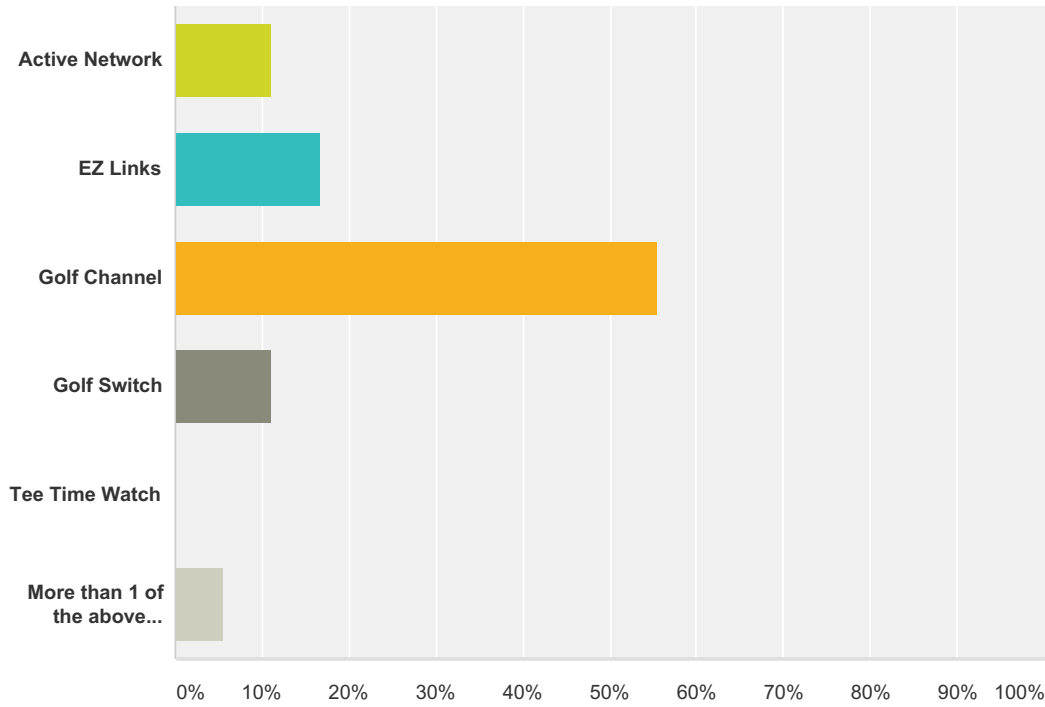
Answered: 58 Skipped: 32



Answer Choices	Responses	
Yes	36.21%	21
No	63.79%	37
Total		58

Q17 Which third party tee time provider do you use?

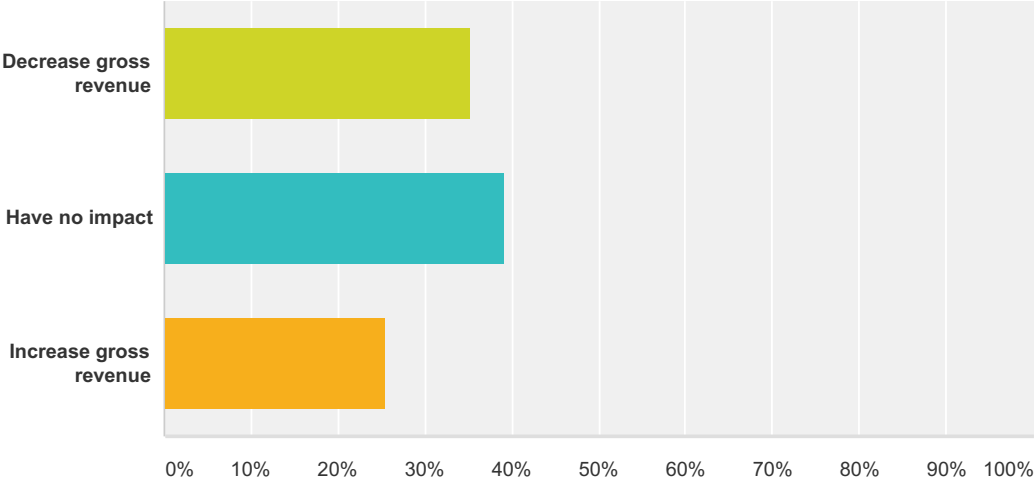
Answered: 18 Skipped: 72



Answer Choices	Responses	
Active Network	11.11%	2
EZ Links	16.67%	3
Golf Channel	55.56%	10
Golf Switch	11.11%	2
Tee Time Watch	0.00%	0
More than 1 of the above listed vendors	5.56%	1
Total		18

Q18 Do you believe that third party tee time companies?

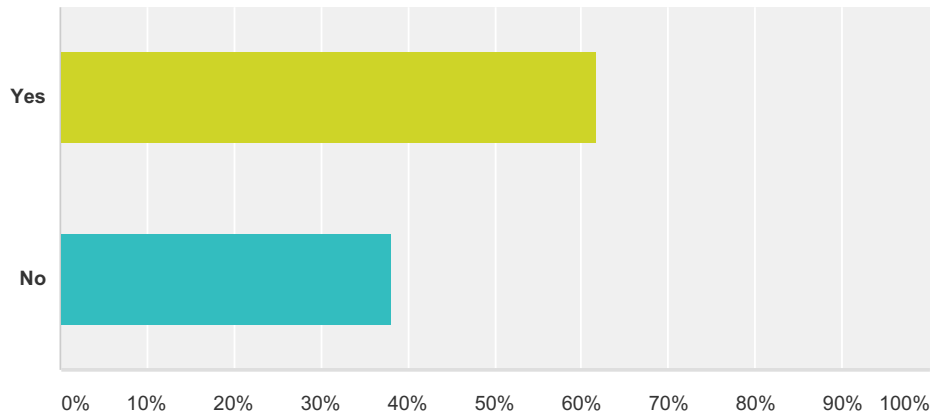
Answered: 51 Skipped: 39



Answer Choices	Responses	
Decrease gross revenue	35.29%	18
Have no impact	39.22%	20
Increase gross revenue	25.49%	13
Total		51

Q19 Rather than compensating third party
tee time companies with bartered rounds,
would you prefer to pay fair market value
for an annual license fee?

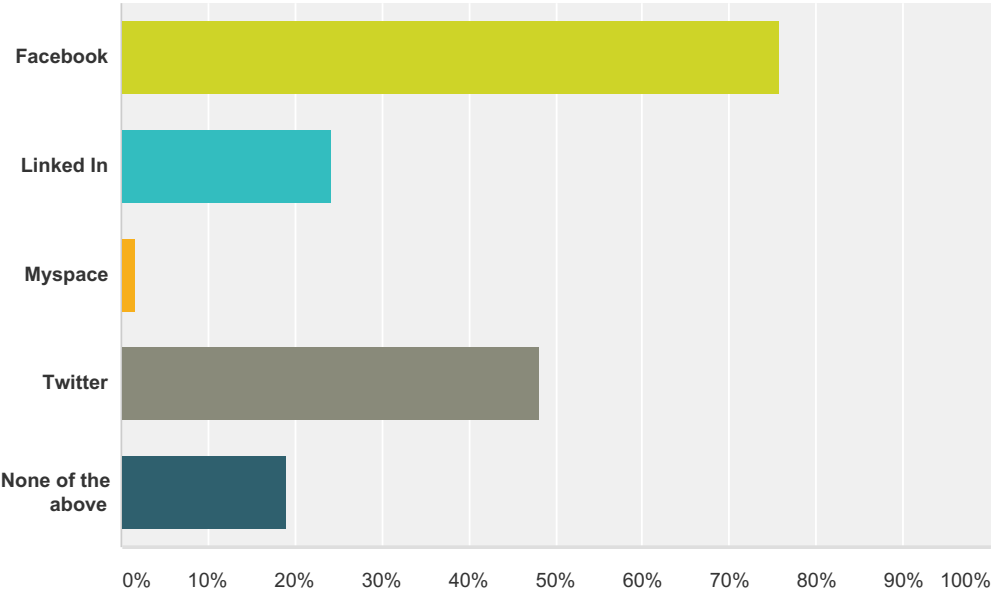
Answered: 55 Skipped: 35



Answer Choices	Responses	
Yes	61.82%	34
No	38.18%	21
Total		55

Q20 Does your facility use? Check all that apply.

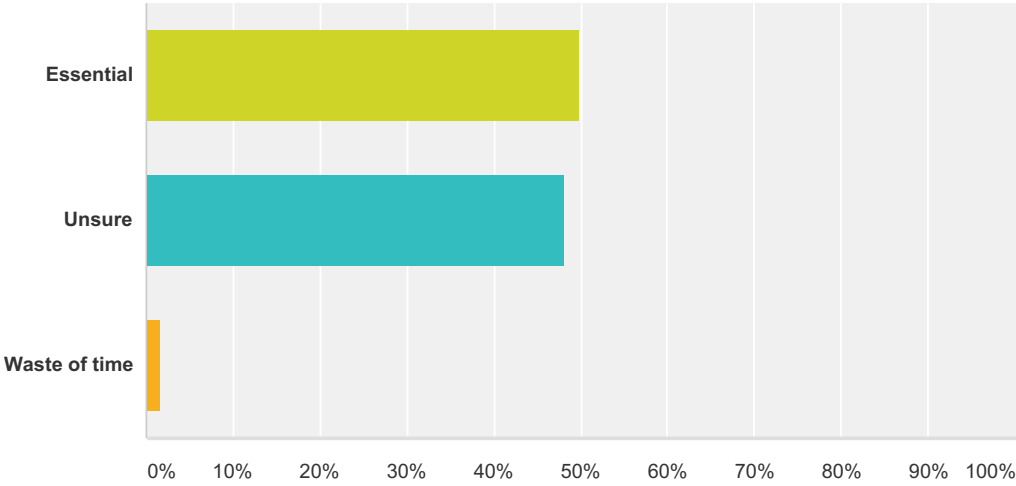
Answered: 58 Skipped: 32



Answer Choices	Responses	
Facebook	75.86%	44
Linked In	24.14%	14
Myspace	1.72%	1
Twitter	48.28%	28
None of the above	18.97%	11
Total Respondents: 58		

Q21 What is your facility's opinion of social media?

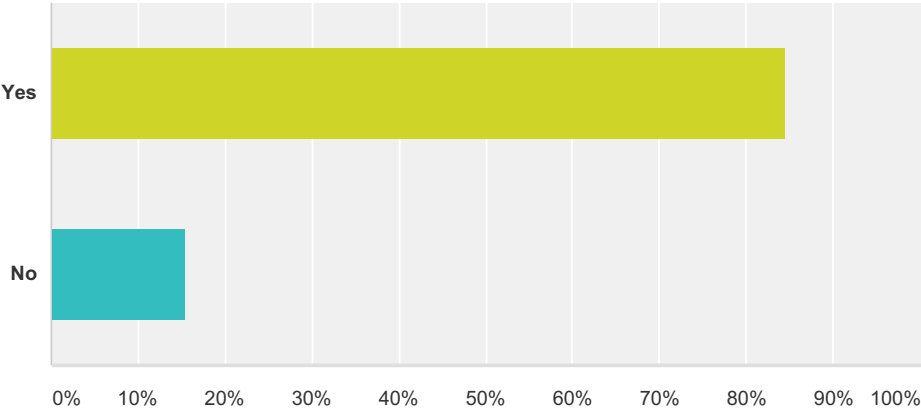
Answered: 58 Skipped: 32



Answer Choices	Responses	
Essential	50.00%	29
Unsure	48.28%	28
Waste of time	1.72%	1
Total		58

Q22 Would you like to answers the questions regarding your personal use of technology?If you choose to do so, thank you for the extra minute or two to answers these questions.

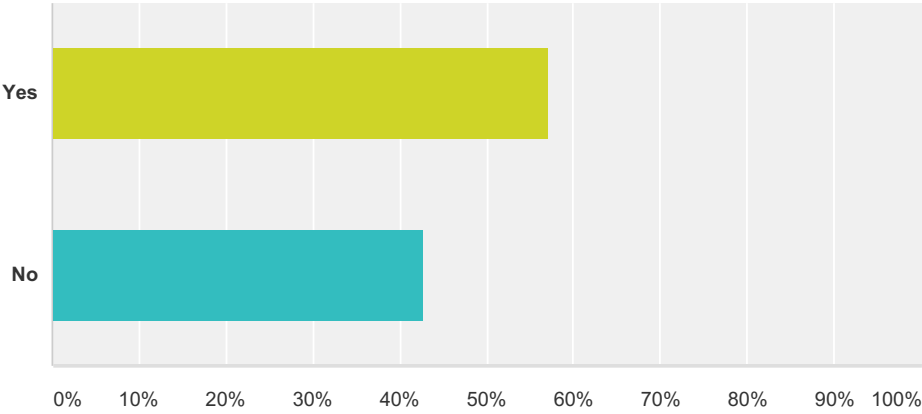
Answered: 58 Skipped: 32



Answer Choices	Responses	
Yes	84.48%	49
No	15.52%	9
Total		58

Q23 Does your personal and business email come into a single inbox?

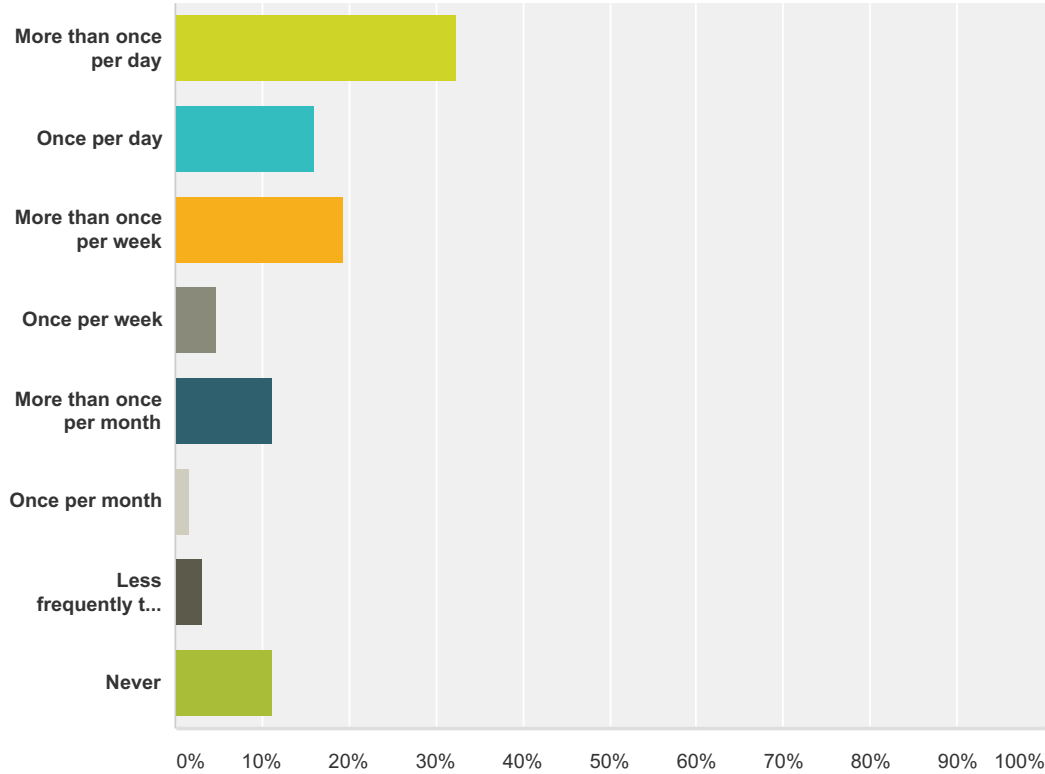
Answered: 63 Skipped: 27



Answer Choices	Responses	
Yes	57.14%	36
No	42.86%	27
Total		63

Q24 How often do you forward corporate emails?

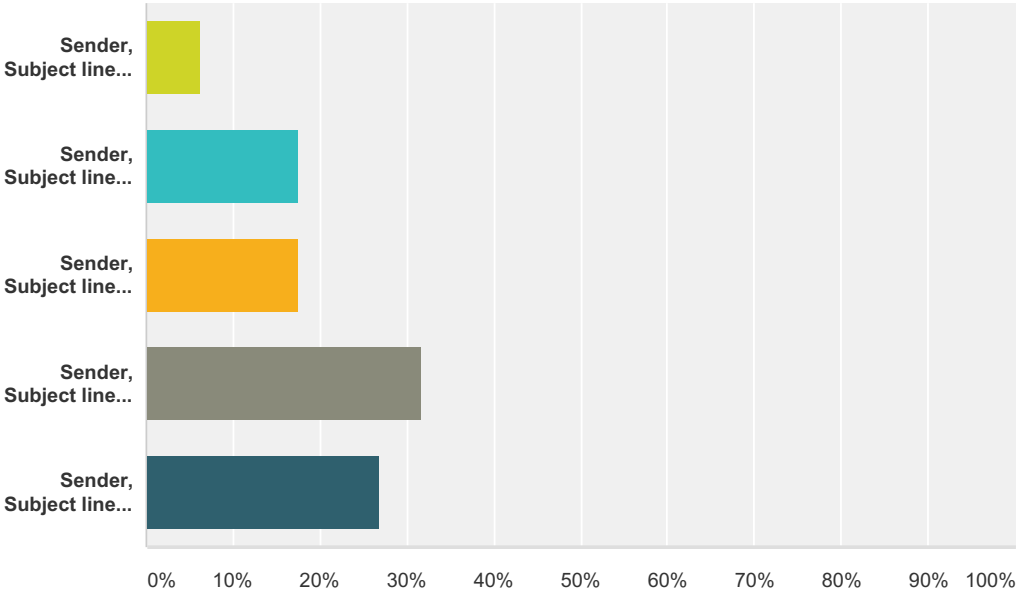
Answered: 62 Skipped: 28



Answer Choices	Responses	
More than once per day	32.26%	20
Once per day	16.13%	10
More than once per week	19.35%	12
Once per week	4.84%	3
More than once per month	11.29%	7
Once per month	1.61%	1
Less frequently than once per month	3.23%	2
Never	11.29%	7
Total	62	

Q25 What percent of your email do you read?

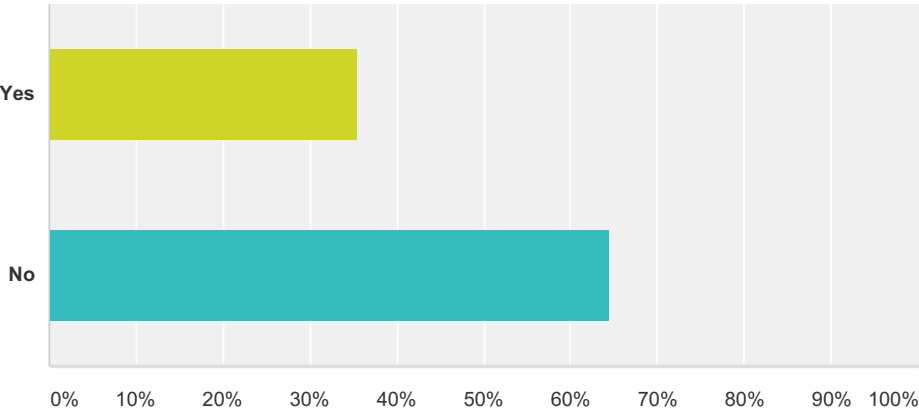
Answered: 63 Skipped: 27



Answer Choices	Responses	
Sender, Subject line and scan body only	6.35%	4
Sender, Subject line and read less than 25%	17.46%	11
Sender, Subject line and read between 25% and 50% of email	17.46%	11
Sender, Subject line and read between 51% and 75% of email	31.75%	20
Sender, Subject line and read over 75% of email	26.98%	17
Total		63

Q26 Do you maintain pseudo email addresses in which to forward much of your incoming email to a junk folder?

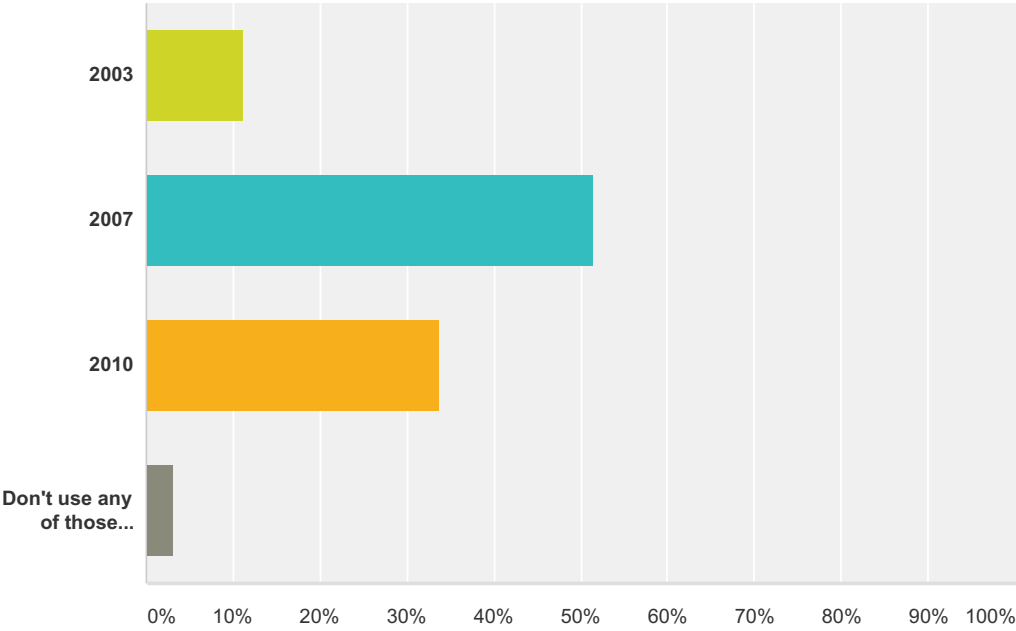
Answered: 62 Skipped: 28



Answer Choices	Responses	
Yes	35.48%	22
No	64.52%	40
Total		62

Q27 What version of Microsoft Office do you use?

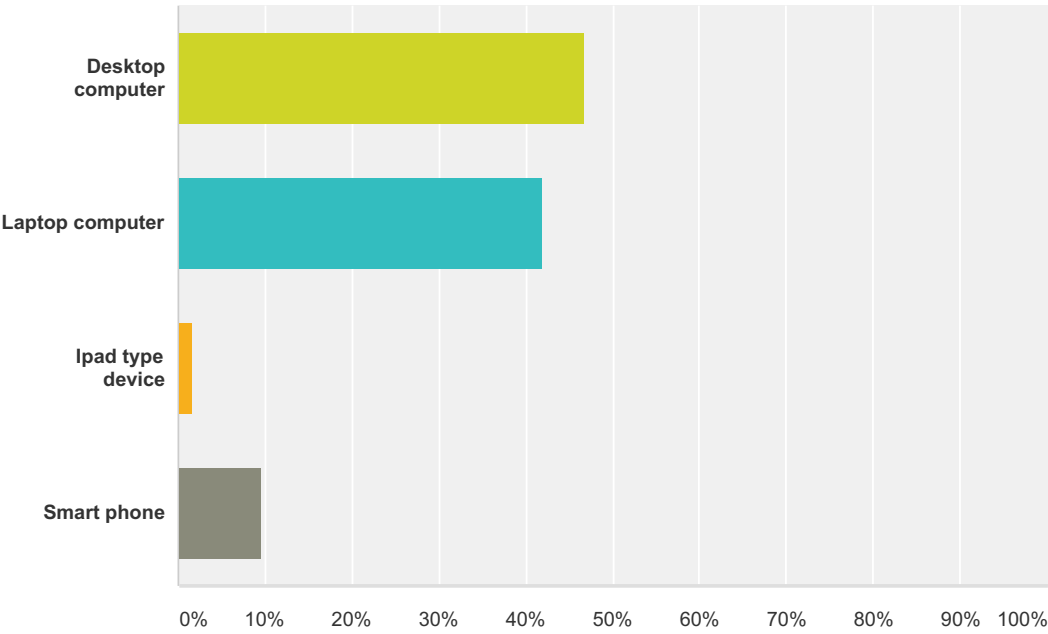
Answered: 62 Skipped: 28



Answer Choices	Responses	
2003	11.29%	7
2007	51.61%	32
2010	33.87%	21
Don't use any of those editions.	3.23%	2
Total		62

Q28 Which do you rely on more?

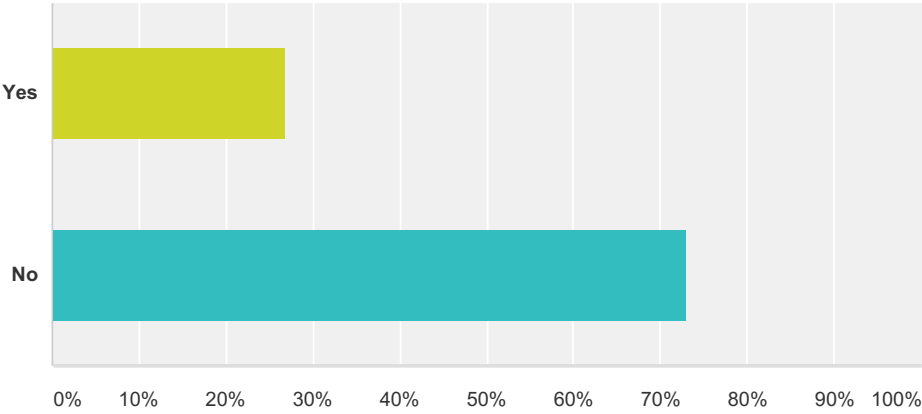
Answered: 62 Skipped: 28



Answer Choices	Responses	
Desktop computer	46.77%	29
Laptop computer	41.94%	26
Ipad type device	1.61%	1
Smart phone	9.68%	6
Total		62

Q29 Do you own an Ipad or similar technology?

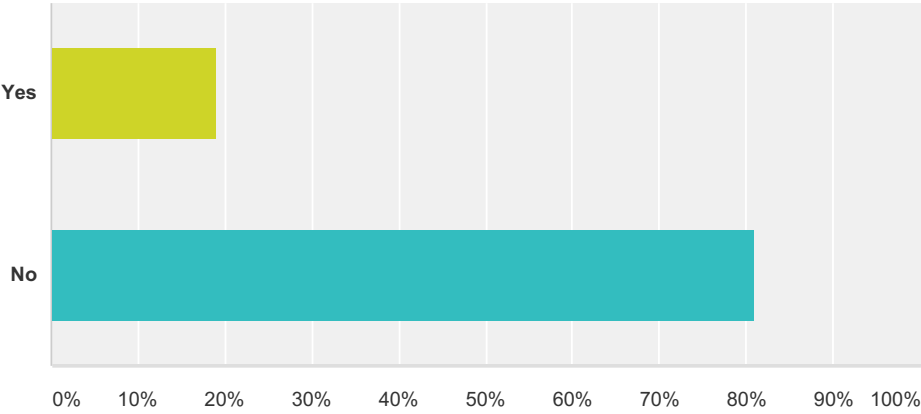
Answered: 63 Skipped: 27



Answer Choices	Responses	
Yes	26.98%	17
No	73.02%	46
Total		63

Q30 Do you own an Amazon Kindle or similar technology for reading books?

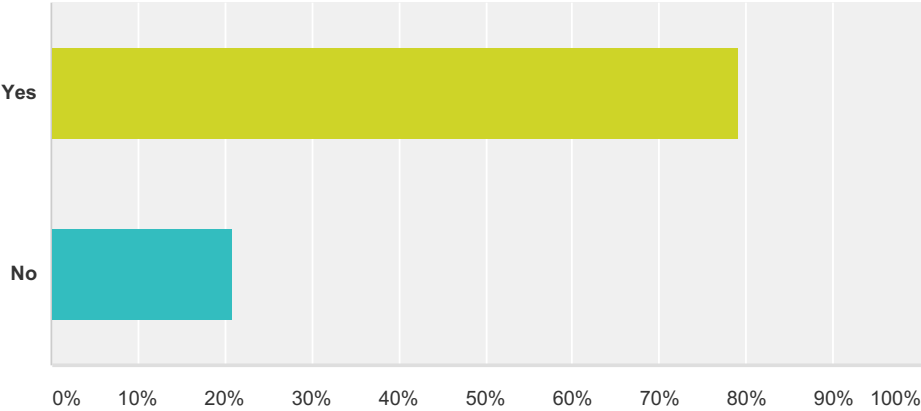
Answered: 63 Skipped: 27



Answer Choices	Responses	
Yes	19.05%	12
No	80.95%	51
Total		63

Q31 Do you have a Facebook account?

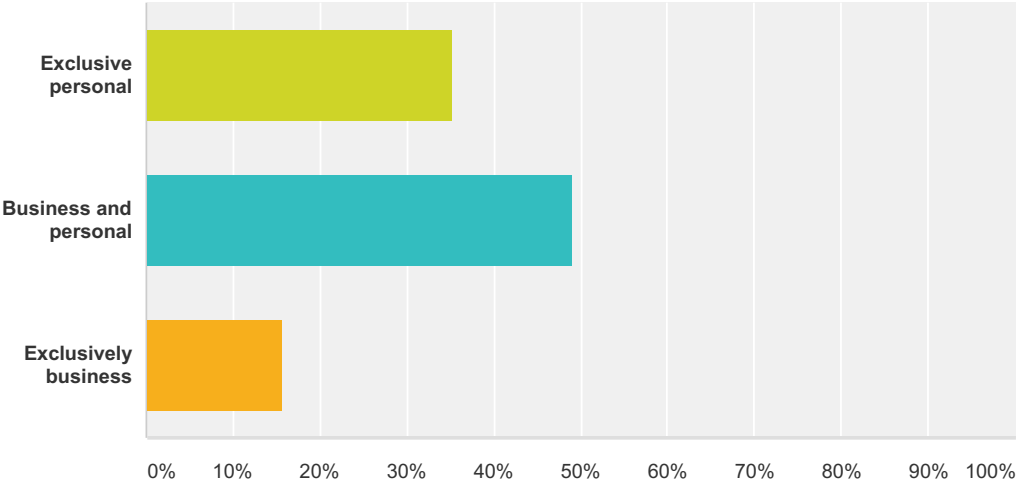
Answered: 62 Skipped: 28



Answer Choices	Responses	
Yes	79.03%	49
No	20.97%	13
Total		62

Q32 Is your Facebook account used for?

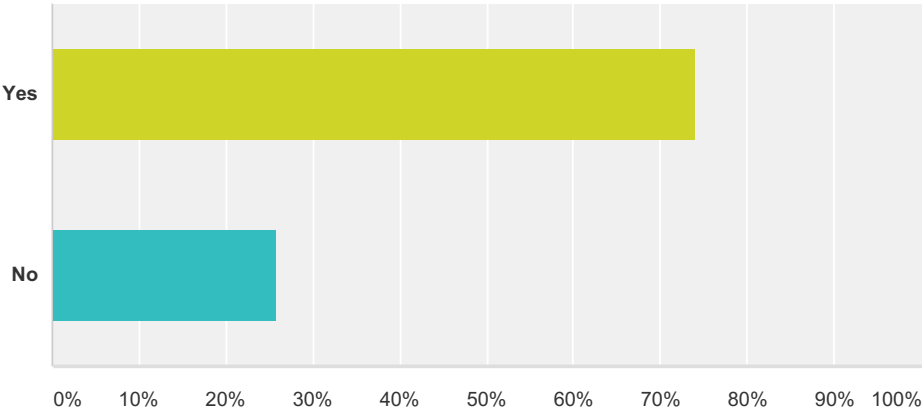
Answered: 51 Skipped: 39



Answer Choices	Responses	
Exclusive personal	35.29%	18
Business and personal	49.02%	25
Exclusively business	15.69%	8
Total		51

Q33 Do you believe that Facebook has applicability for business to business relationships (B2B)?

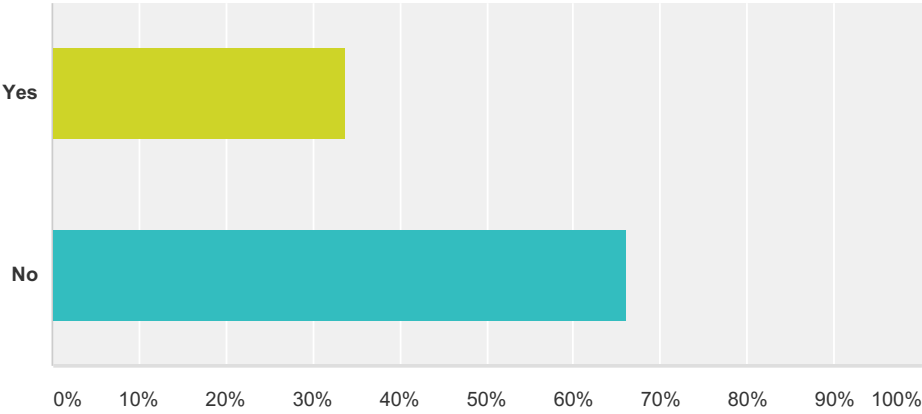
Answered: 62 Skipped: 28



Answer Choices	Responses	
Yes	74.19%	46
No	25.81%	16
Total		62

Q34 Do you have a personal Twitter account?

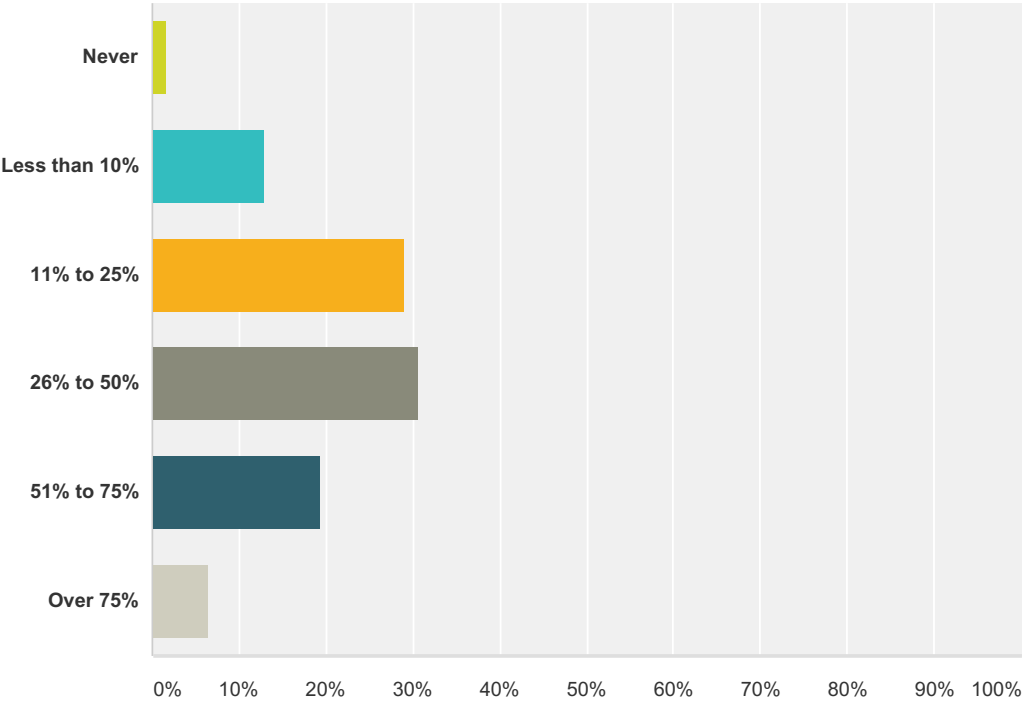
Answered: 62 Skipped: 28



Answer Choices	Responses	
Yes	33.87%	21
No	66.13%	41
Total		62

Q35 How many hours do you spend on a computer each day?

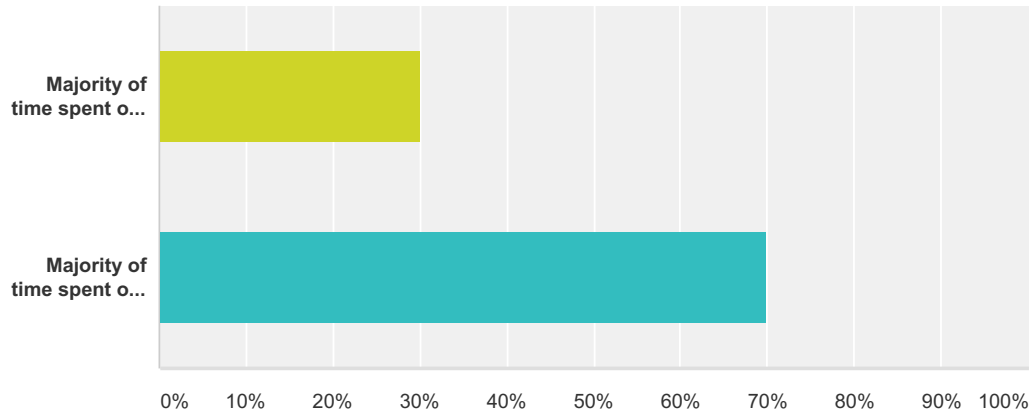
Answered: 62 Skipped: 28



Answer Choices	Responses	
Never	1.61%	1
Less than 10%	12.90%	8
11% to 25%	29.03%	18
26% to 50%	30.65%	19
51% to 75%	19.35%	12
Over 75%	6.45%	4
Total	62	

Q36 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: 63 Skipped: 27



Answer Choices	Responses	
Majority of time spent on cloud computing applications	30.16%	19
Majority of time spent on desktop applications	69.84%	44
Total		63

Q37 If you would like to receive a copy of this survey, please enter your email address?Golf Convergence greatly appreciates your assistance in helping formulate the appropriate research to guide an industry.JJ Keegan

Answered: 62 Skipped: 28