



2019 Membership Survey

Please answer each question by selecting the answer that best reflects your opinion. Completing this survey is one way of having a voice in the future of the Club. Each spouse should complete a separate survey.

If you cannot answer a question, Are unfamiliar with that item, Have no opinion, or if the question does not pertain to you or your membership status, Please leave the question blank or select N/A.

There is a section for your written comments at the end of the survey, Please compile any comments you feel are important and enter them in that section. Moreover, there will also be a section at the end for you to express or clarify any areas you expressed dissatisfaction with.

GENERAL ISSUES

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|--|----------------|----------------|-------------------|-------------------|-----|
| 1. Overall, I am pleased with the club | 0 | 0 | 0 | 0 | 0 |
| 2. The Club is overall a good value for what I pay in dues and fees | 0 | 0 | 0 | 0 | 0 |
| 3. The Club should: (Please select only one) | | | | | |
| 0 Seek to improve, add, and/enlarge its amenities./services/infrastructure to meet or exceed the member’s needs, recognizing that this will likely require a dues increase or an assessment. | | | | | |
| 0 Seek to maintain current amenities/services consistent with having modest increases in dues, but limited or no assessments. | | | | | |
| 0 Seek the lowest possible dues structure and no assessments, even if it results in reductions in services and fewer amenities. | | | | | |

IMPORTANCE OF CLUB AREA AND ACTIVITIES

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|---|----------------|----------------|-------------------|-------------------|-----|
| 4. Golf | 0 | 0 | 0 | 0 | 0 |
| 5. Tennis | 0 | 0 | 0 | 0 | 0 |
| 6. Pool | 0 | 0 | 0 | 0 | 0 |
| 7. Adult dining/socializing | 0 | 0 | 0 | 0 | 0 |
| 8. Casual family dining/socializing | 0 | 0 | 0 | 0 | 0 |
| 9. Club special events/ social functions | 0 | 0 | 0 | 0 | 0 |
| 10. Hosting a private party/meeting/wedding | 0 | 0 | 0 | 0 | 0 |
| 11. Family children activates | 0 | 0 | 0 | 0 | 0 |

OVERALL SATISFACTION WITH CLUB AREA AND ACTIVITIES

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|--|----------------|----------------|-------------------|-------------------|-----|
| 12. Golf | 0 | 0 | 0 | 0 | 0 |
| 13. Tennis | 0 | 0 | 0 | 0 | 0 |
| 14. Pool | 0 | 0 | 0 | 0 | 0 |
| 15. Adult dining/socializing | 0 | 0 | 0 | 0 | 0 |
| 16. Casual family dining/socializing | 0 | 0 | 0 | 0 | 0 |
| 17. Club special events/social function | 0 | 0 | 0 | 0 | 0 |
| 18. Hosting a private party/meetings/wedding | 0 | 0 | 0 | 0 | 0 |
| 19. Family/children activities | 0 | 0 | 0 | 0 | 0 |

GENERAL CLUB OPERATIONS

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|---|----------------|----------------|-------------------|-------------------|-----|
| 20. Overall staff courtesy/friendliness | 0 | 0 | 0 | 0 | 0 |
| 21. Initiation fee | 0 | 0 | 0 | 0 | 0 |
| 22. Dues and fees | 0 | 0 | 0 | 0 | 0 |
| 23. Communication from club | 0 | 0 | 0 | 0 | 0 |

GOLF OPERATIONS

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|---|----------------|----------------|-------------------|-------------------|-----|
| 24. Golf staff | 0 | 0 | 0 | 0 | 0 |
| 25. Golf lessons | 0 | 0 | 0 | 0 | 0 |
| 26. Golf events, tournaments, & programs | 0 | 0 | 0 | 0 | 0 |
| 27. Junior golf program | 0 | 0 | 0 | 0 | 0 |
| 28. Ability to play golf on the day and time of your preference | 0 | 0 | 0 | 0 | 0 |
| 29. Speed or pace of play on the golf course | 0 | 0 | 0 | 0 | 0 |

| | | | | | |
|----------------------------------|---|---|---|---|---|
| 30. Merchandise in the golf shop | 0 | 0 | 0 | 0 | 0 |
|----------------------------------|---|---|---|---|---|

SATISFACTION WITH FOOD SERVICE

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|------------------------------|----------------|----------------|-------------------|-------------------|-----|
| 31. Quality of the food | 0 | 0 | 0 | 0 | 0 |
| 32. Menu selection | 0 | 0 | 0 | 0 | 0 |
| 33. Food and beverage prices | 0 | 0 | 0 | 0 | 0 |
| 34. Quality of service | 0 | 0 | 0 | 0 | 0 |
| 35. Speed of service | 0 | 0 | 0 | 0 | 0 |

36. When you choose to dine somewhere other than the Club (when it's open), what drives your decision to go there?

| | | |
|--|---|-------------------------------------|
| Convenience of other restaurants | Appearance & size of the dining area | Price of food & beverage |
| Prefer variety of other restaurants | inconsistent quality of service | inconsistent quality of food |
| Change of "pace" | Dining area is not family friendly | |

Other : _____

CLUB FACILITIES

GENERAL

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|--|----------------|----------------|-------------------|-------------------|-----|
| 37. Overall exterior appearance of clubhouse | 0 | 0 | 0 | 0 | 0 |
| 38. Amount of available parking | 0 | 0 | 0 | 0 | 0 |
| 39. Overall interior appearance of the clubhouse | 0 | 0 | 0 | 0 | 0 |
| 40. Appearance of the men's locker room | 0 | 0 | 0 | 0 | 0 |
| 41. Appearance of the women's locker room | 0 | 0 | 0 | 0 | 0 |

DINING AREA

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|---|----------------|----------------|-------------------|-------------------|-----|
| 42. Appearance and size of the Dining Room | 0 | 0 | 0 | 0 | 0 |
| 43. Appearance and size of the Bar | 0 | 0 | 0 | 0 | 0 |
| 44. Appearance and size of the Ballroom | 0 | 0 | 0 | 0 | 0 |
| 45. Appearance and size of the meeting room (s) | 0 | 0 | 0 | 0 | 0 |

GOLF

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|--|----------------|----------------|-------------------|-------------------|-----|
| 46. Driving range | 0 | 0 | 0 | 0 | 0 |
| 47. Short game practice area | 0 | 0 | 0 | 0 | 0 |
| 48. Overall course condition and maintenance | 0 | 0 | 0 | 0 | 0 |
| 49. Greens condition and maintenance | 0 | 0 | 0 | 0 | 0 |
| 50. Tee area condition and maintenance | 0 | 0 | 0 | 0 | 0 |
| 51. Fairway condition and maintenance | 0 | 0 | 0 | 0 | 0 |
| 52. Rough condition and maintenance | 0 | 0 | 0 | 0 | 0 |
| 53. Bunker condition and maintenance | 0 | 0 | 0 | 0 | 0 |
| 54. Golf Pro shop | 0 | 0 | 0 | 0 | 0 |

CLUB ISSUES

55. I am willing to pay more in dues to maintain the membership at its current number of members.

| Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|----------------|----------------|-------------------|-------------------|-----|
| 0 | 0 | 0 | 0 | 0 |

56. It is important to me that the Club try to be as environmentally conscious ("green") as possible, even if it increase operating costs and dues.

| Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|----------------|----------------|-------------------|-------------------|-----|
| 0 | 0 | 0 | 0 | 0 |

CAPITAL PROJECT PREFERENCES

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|--|----------------|----------------|-------------------|-------------------|-----|
| 57. Renovate and improve the golf course bunkers | 0 | 0 | 0 | 0 | 0 |

| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | N/A |
|--------------------------|----------------|----------------|-------------------|-------------------|-----|
| 58. Build fitness center | 0 | 0 | 0 | 0 | 0 |

CLASSIFICATION

- 59. Please indicate your membership category Golf Social
- 60. Person completing survey Member Spouse
- 61. Gender Male Female
- 62. Age Under 40 40-49 50-55 60-69 70 and over
- 63. Approximately how long have you been a Member at the Club? 4yrs or less 5-10yrs 11-19yrs 20-29yrs 30 or more years
- 64. Which areas do you currently use at least four times per month on average during its season? (please select all that apply)

Dining room Golf Tennis Pool

- 65. How many children in your family under the age of 26 live in your home? _____
- 66. What is your typical monthly statement at the Club including dues

Less than \$500 \$500-\$1000 \$1001-\$1,500 \$1501-\$2000 Over \$2,000

67. Suggestions for membership recruitment: _____

68. If you express dissatisfaction in any previous area of the survey, please elaborate. Moreover, if the survey has not touched on a topic that is important to you, please list any additional comments and suggestions that would enhance your experience at the Club.



LAKESWOOD GOLF & COUNTRY CLUB Thank you for your time and opinions: Please return this survey to the office or mail to Lakewood Golf & Country Club 1900 Country Club DR Tullahoma, TN 37388.