



UK Golf Player Survey

Enhancing the playing experience

UK Player Survey



Enhancing the playing experience is crucial to attracting and retaining players at golf courses, to assure the financial sustainability of the club.

Understanding what attracts players to a course is essential for greenkeepers and club managers to prioritise their efforts on enhancing the playing experience.

Survey details – course type



Who did we ask?

305 golfers

Nationwide survey:

| | |
|------------------|-----|
| Scotland | 17% |
| Midlands | 18% |
| South East | 14% |
| Wales | 6% |
| North of England | 18% |
| Eastern counties | 15% |
| South West | 7% |
| Northern Ireland | 4% |

All ages:

| | |
|---------|-----|
| <35 | 13% |
| 36 – 50 | 32% |
| >50 | 54% |

Main course holes:

| | |
|----------|-----|
| 18 holes | 81% |
| 27 holes | 7% |
| 36 holes | 5% |
| Other | 7% |

Methodology and rating system

305 web interviews amongst male and female mixed ages from late October to November

Rating system – Importance / satisfaction score 1-10

| | |
|--------|---|
| 1 - 2 | Not at all satisfied / important |
| 3 - 4 | Quite dissatisfied / Quite unimportant |
| 5 - 6 | Neither satisfied or dissatisfied / important / unimportant |
| 7 - 8 | Quite satisfied / important |
| 9 - 10 | Very satisfied / important |

Overall club and course facilities

IMPORTANCE

Mean ranking score 1-15.
Scores inverted so that highest number = highest importance

SATISFACTION

Mean score from 1 to 10 where 1 = not at all satisfied and 10 = highly satisfied

| | | |
|------------------------------------|------|-----|
| Conditions of greens | 11.9 | 7.8 |
| Price of membership/play | 11.3 | 7.1 |
| Design of golf course | 10.6 | 7.8 |
| Condition of fairways | 10.6 | 7.4 |
| Condition of tees | 8.7 | 7.1 |
| Aesthetics of golf course | 8.4 | 7.5 |
| Clubhouse condition/facilities | 7.8 | 7.0 |
| Condition of bunkers | 7.5 | 6.3 |
| General speed of play | 7.3 | 6.7 |
| Clubhouse ambiance | 6.3 | 6.9 |
| Quality of practice facilities | 5.8 | 6.4 |
| Food and beverage service | 5.5 | 6.7 |
| Items available in the golf shop | 2.9 | 6.0 |
| Quality of golf shop merchandising | 2.8 | 6.2 |
| Golf buggy availability | 2.1 | 6.7 |

Overall course and club facilities - summary



Course condition is everything

- The golf course itself rated of higher importance than the clubhouse, pro shop or any of its facilities
- Green condition was the number 1 factor in judging a golf club
- The design of the course was also highly important – particularly for lower handicap golfers

Course condition is everything!



Enhancing the Playing Experience
Management tools to create quality turf that will keep players coming back for more.

strokesaver.
GOLF'S NEXT GENERATION TURF
Illustration of the 9th Hole at Bearwood Lakes Golf Club, Berkshire, courtesy of Strokesaver ©.

Source: GFK Kymetec Golf Player Survey, 305 golfers, January 2012.

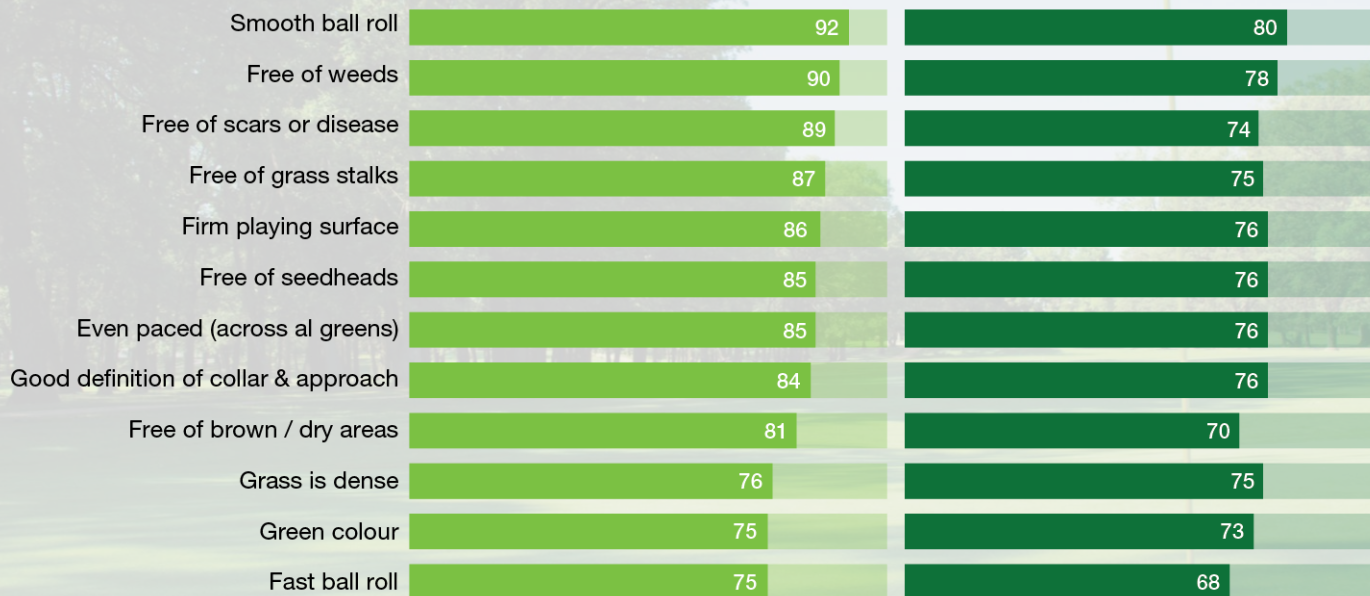
Greens - importance and satisfaction

IMPORTANCE

% scoring 7 or more

SATISFACTION

% scoring 7 or more



Condition of greens summary



- Smooth ball roll was the most important factor, followed by free of weeds and disease scars
- Greatest dissatisfaction was with the presence of dry or brown patches
- Fast ball roll was the least important factor – only 7% of players were dissatisfied with the green speed
- Generally player satisfaction level was very high for green condition

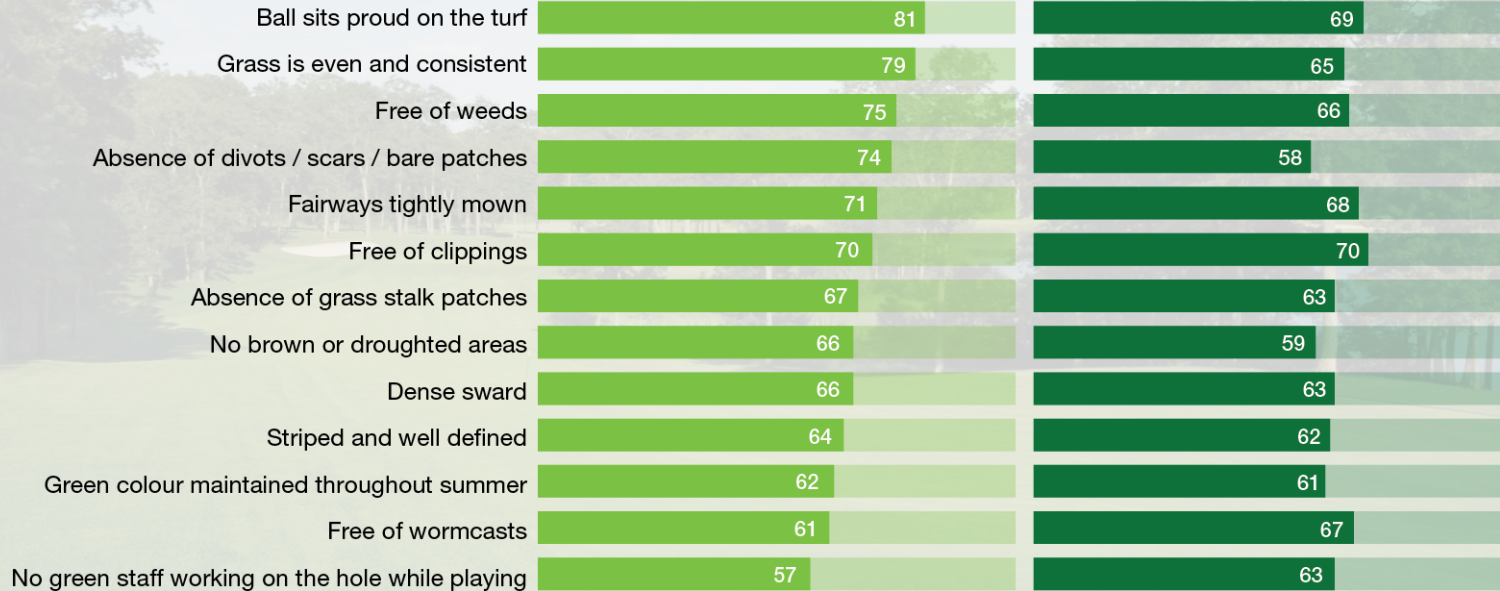
Fairways - importance and satisfaction

IMPORTANCE

% scoring 7 or more

SATISFACTION

% scoring 7 or more



Fairway condition summary



- The ball sitting proud with even and consistent turf were the key factors
- Brown and droughted areas were of greatest concern for players
- Players were less satisfied with fairway condition compared to greens
- Fairway condition was the 4th most important factor with regard the club

Tees - importance and satisfaction



Tee condition - summary



- Tee condition was of lower satisfaction amongst players than either green or fairway condition
- Free of thin or bare patches was the most important consideration
- Consider greater emphasis on tee condition and maintenance

In play rough - importance and satisfaction

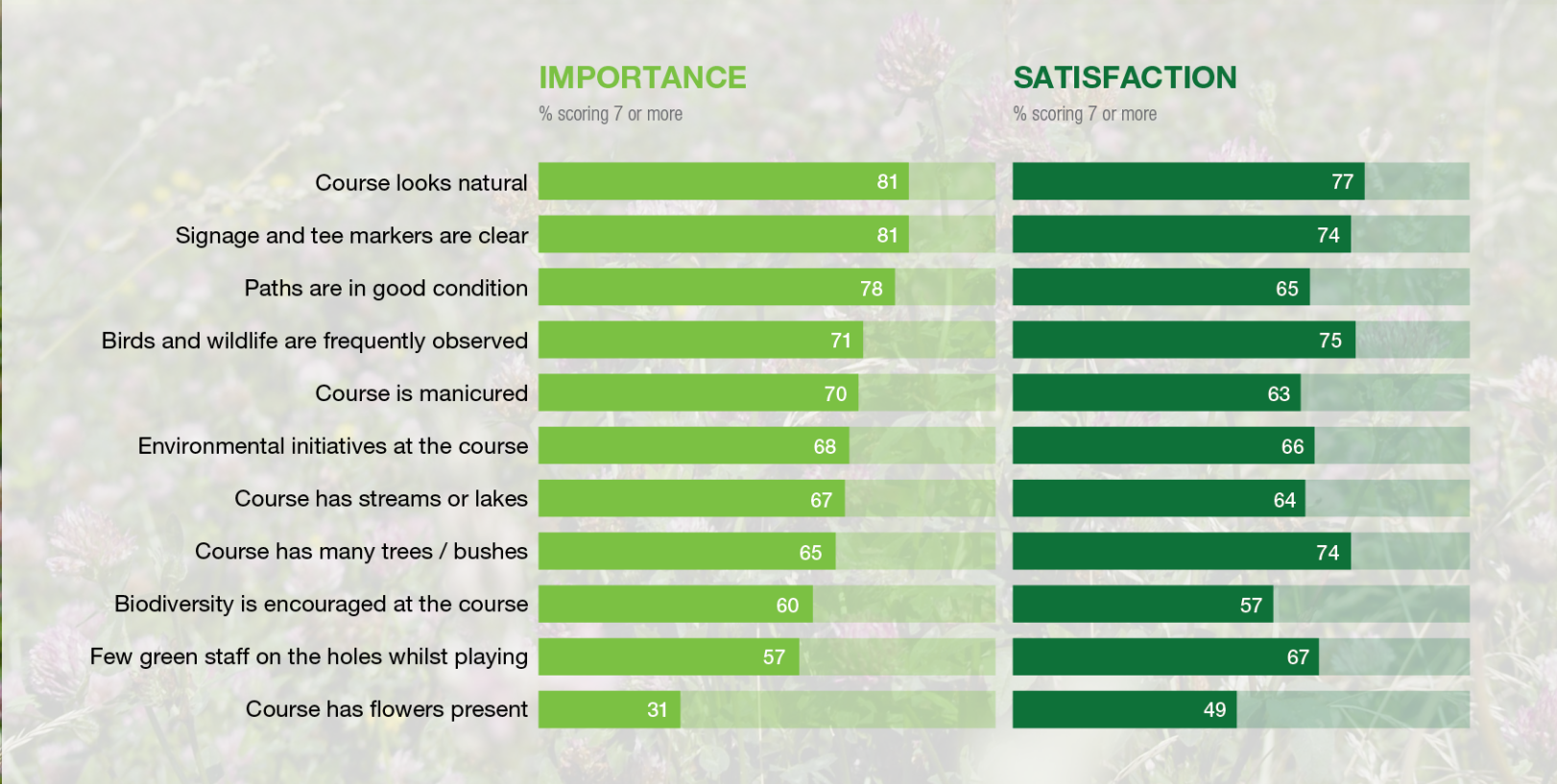


In play rough summary



- Approximately half of golfers are not satisfied with the rough
- Players want it managed so they can find their ball
- Management to achieve finer species would enhance satisfaction levels

Out of play rough and presentation - importance and satisfaction



Out of play rough and presentation - summary



- High desire for a natural looking course
- Clear and well maintained signage and paths also extremely important
- Biodiversity, environmental initiatives and the presence of flowers were rated of lower importance than playability and course presentation factors
- However biodiversity initiatives are still of significant importance and satisfaction levels are generally low

Overall conclusions



- Turf quality and playability are the overriding factors driving player satisfaction for a club
- Clubs must ensure the course and course presentation are given sufficient priority with regard to resource
- Greater emphasis could be placed on management of the tees, fairways and rough, relative to greens

Overall conclusions



- The study highlights the importance to increase biodiversity - but in harmony with course presentation and playability
- Manage the in play areas for playability and out of play areas for biodiversity and aesthetics
- Communication to players should form a key part of introducing new environmental schemes to explain the benefits to course, environment and wildlife



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