

# Idaho Falls Municipal Golf Course Customer Satisfaction Survey



The City of Idaho Falls is currently compiling a Five-Year Business Plan and an important part of the plan is getting input from golfers who have played the municipal golf courses. Thank you for your time and feedback.

1. How many rounds did you play at the Idaho Falls municipal golf courses in the past 12 months? \_\_\_\_\_ rounds

2. To what extent have Idaho Falls municipal golf courses met your expectations?

Falls short of your expectations					Exceeds your expectations				
1	2	3	4	5	6	7	8	9	10

3. Please rate how likely you would be to **RECOMMEND** Idaho Falls municipal golf courses to a friend or colleague?

Not At All Likely					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

4. Did you play at an Idaho Falls municipal golf course primarily on the basis of a referral from a friend or colleague?  Yes  No

5. How many friends or colleagues, if any, did you **positively** refer to Idaho Falls municipal golf courses in the last 12 months? \_\_\_\_\_

	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied or Dissatisfied	Somewhat Satisfied	Very Satisfied	Don't Know / Can't Rate
Overall Value of Course	1	2	3	4	5	<input type="checkbox"/>
Tee Time Availability	1	2	3	4	5	<input type="checkbox"/>
Overall Course Conditions	1	2	3	4	5	<input type="checkbox"/>
Condition of Greens	1	2	3	4	5	<input type="checkbox"/>
Scenery and Aesthetics of Course	1	2	3	4	5	<input type="checkbox"/>
Pace of Play	1	2	3	4	5	<input type="checkbox"/>
Condition of Golf Carts	1	2	3	4	5	<input type="checkbox"/>
Amenities ( <i>clubhouse, pro shop, locker room</i> )	1	2	3	4	5	<input type="checkbox"/>
Friendliness/Service of Staff	1	2	3	4	5	<input type="checkbox"/>
Food and Beverage Service	1	2	3	4	5	<input type="checkbox"/>
On-Course Services ( <i>restrooms, drinking water</i> )	1	2	3	4	5	<input type="checkbox"/>
Overall Experience	1	2	3	4	5	<input type="checkbox"/>
Affordability	1	2	3	4	5	<input type="checkbox"/>
Condition of Tees	1	2	3	4	5	<input type="checkbox"/>
Condition of Bunkers	1	2	3	4	5	<input type="checkbox"/>
Condition of Fairways	1	2	3	4	5	<input type="checkbox"/>
Overall Quality of Practice Facility	1	2	3	4	5	<input type="checkbox"/>
Overall Quality of Golf Shop	1	2	3	4	5	<input type="checkbox"/>
Overall Quality of Golf Shop Apparel	1	2	3	4	5	<input type="checkbox"/>
Overall Quality of Golf Shop Merchandise	1	2	3	4	5	<input type="checkbox"/>

6. What do you like most about the Idaho Falls municipal golf courses? **(PLEASE BE AS SPECIFIC AS POSSIBLE)**

7. ZIP code of primary residence: \_\_\_\_\_

8. Gender:  Male  Female

9. Age: *(please specify)* \_\_\_\_\_

10. Annual household income: (optional)

- |   |  |
|---|--|
| <input type="checkbox"/> Prefer not to answer | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> Under \$25,000       | <input type="checkbox"/> \$150,000 - \$199,999 |
| <input type="checkbox"/> \$25,000 - \$49,999  | <input type="checkbox"/> \$200,000 - \$249,999 |
| <input type="checkbox"/> \$50,000 - \$74,999  | <input type="checkbox"/> \$250,000 or more     |
| <input type="checkbox"/> \$75,000 - \$99,999  |  |

11. Which of the following best describes you?

*("X" one box only)*

- Resident Passholder
- Non-Resident Pass Holder
- City Resident
- Non-Resident
- Resident Punch Pass Holder
- Non-Resident Punch Pass Holder

12. What suggestions, if any, would you offer to improve the overall golfing experience at the Idaho Falls municipal golf courses?

13. What one golf course alteration/improvement would be most likely to increase your frequency of play at the City of Idaho Falls municipal golf courses?

14. What would induce you to play more frequently at the Idaho Falls municipal golf courses? *(choose one)*

- Better course conditions
- Better customer service
- Robust schedule of tournaments
- Nothing - I prefer to play several area courses
- Course specific, if any \_\_\_\_\_

