

**TONBRIDGE AND MALLING BOROUGH COUNCIL  
POULT WOOD GOLF CENTRE – 2007 MARKET SURVEY RESULTS**

## Notes:

1. # indicates that this question was not asked in the 2005 survey.
2. The surveys were graded on a scale of between 5 points 'Very Good' to 1 point 'Very Poor', these are the scores indicated in the below tables.

**How were you first introduced to Poulton Wood?**

|                          | <b>2007</b> | <b>2005</b>  |
|--------------------------|-------------|--------------|
| Through an existing user | 48%         | 52%          |
| Advert in local paper    | 1%          | Less than 1% |
| Council's Leisure Guide  | 1%          | 1%           |
| Local knowledge          | 44%         | 42%          |
| Other                    | 4%          | 4%           |

**Why do you visit Poulton Wood?**

|                       | <b>2007</b> | <b>2005</b> |
|-----------------------|-------------|-------------|
| Quality of facilities | 62%         | 64%         |
| Value for money       | 78%         | 77%         |
| Bar/restaurant        | 42%         | 44%         |
| Location              | 61%         | 61%         |
| Other                 | 5%          | 10%         |

(Respondents could answer more than one option on this question.)

**Do you have a Discount Card (formerly the Loyalty Card)?**

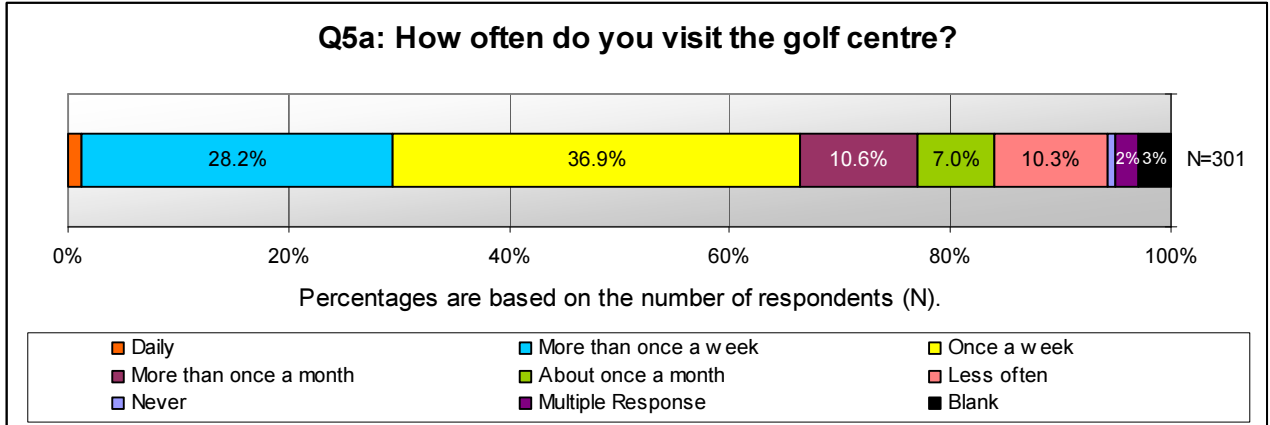
|     | <b>2007</b> | <b>2005</b> |
|-----|-------------|-------------|
| Yes | 39%         | 45%         |
| No  | 58%         | 53%         |

**Which of the following have you used?**

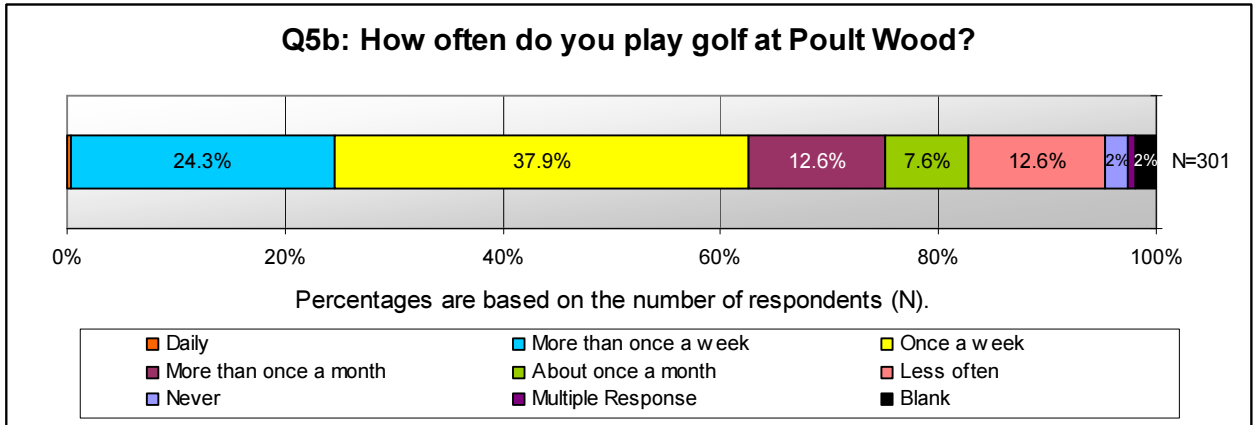
|                  | <b>2007</b> | <b>2005</b> |
|------------------|-------------|-------------|
| 18-hole course   | 85%         | 83%         |
| 9-hole course    | 76%         | 85%         |
| Restaurant       | 62%         | 61%         |
| Bar              | 90%         | 61%         |
| Putting green    | 53%         | #           |
| Changing rooms   | 45%         | 41%         |
| Vending machines | 36%         | 32%         |
| Driving range    | 30%         | #           |
| Golf lessons     | 14%         | #           |
| Squash courts    | 9%          | 3%          |

Note that, in the 2005 survey, the 'Bar' and 'Restaurant' categories were combined.

### How often do you visit the Golf Centre?

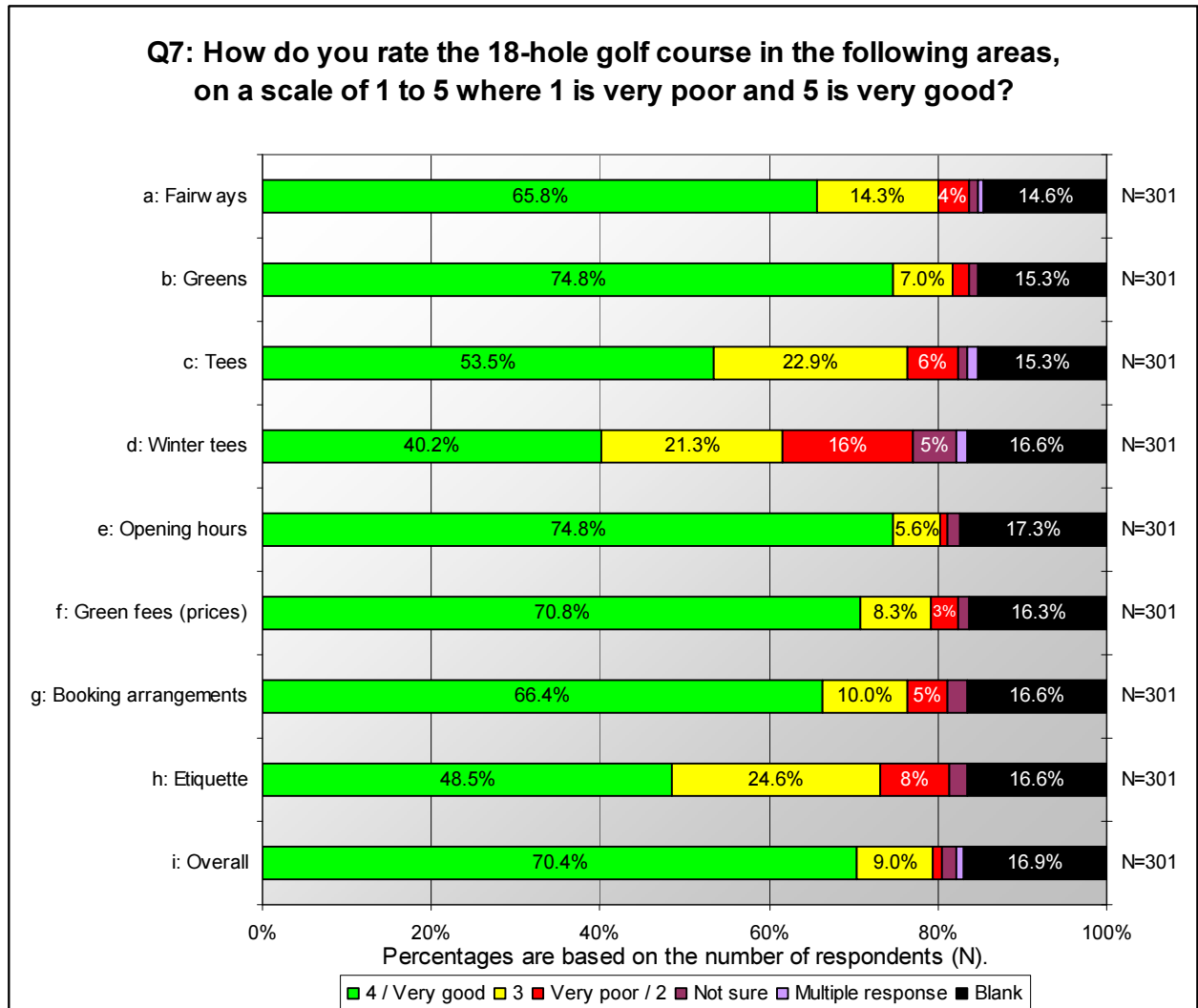


### How often do you play golf at Poult Wood?



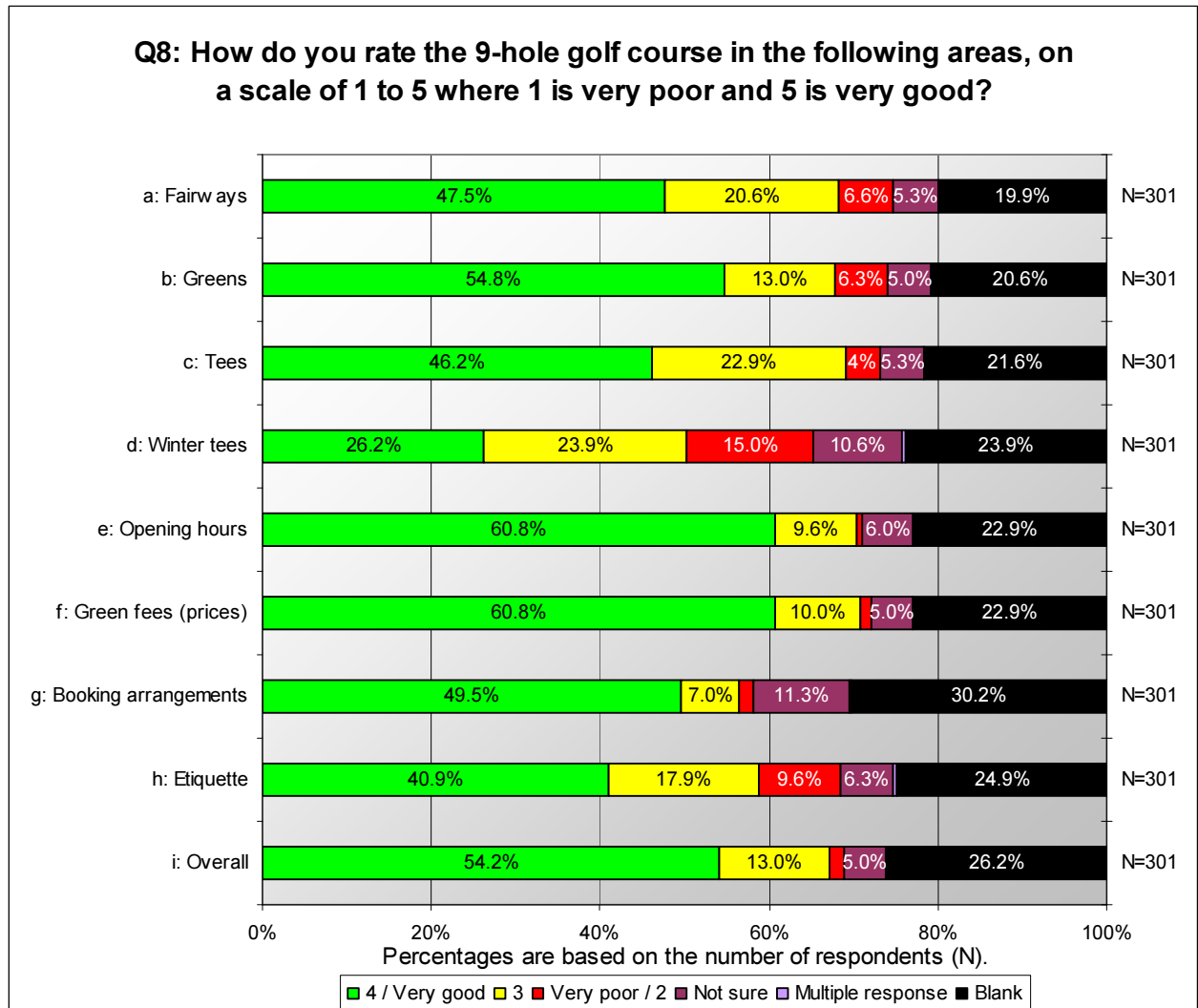
## How do you rate the 18-hole Golf Course?

The rating scales used in the 2005 and 2007 surveys were different, hence direct comparison between results is not possible.



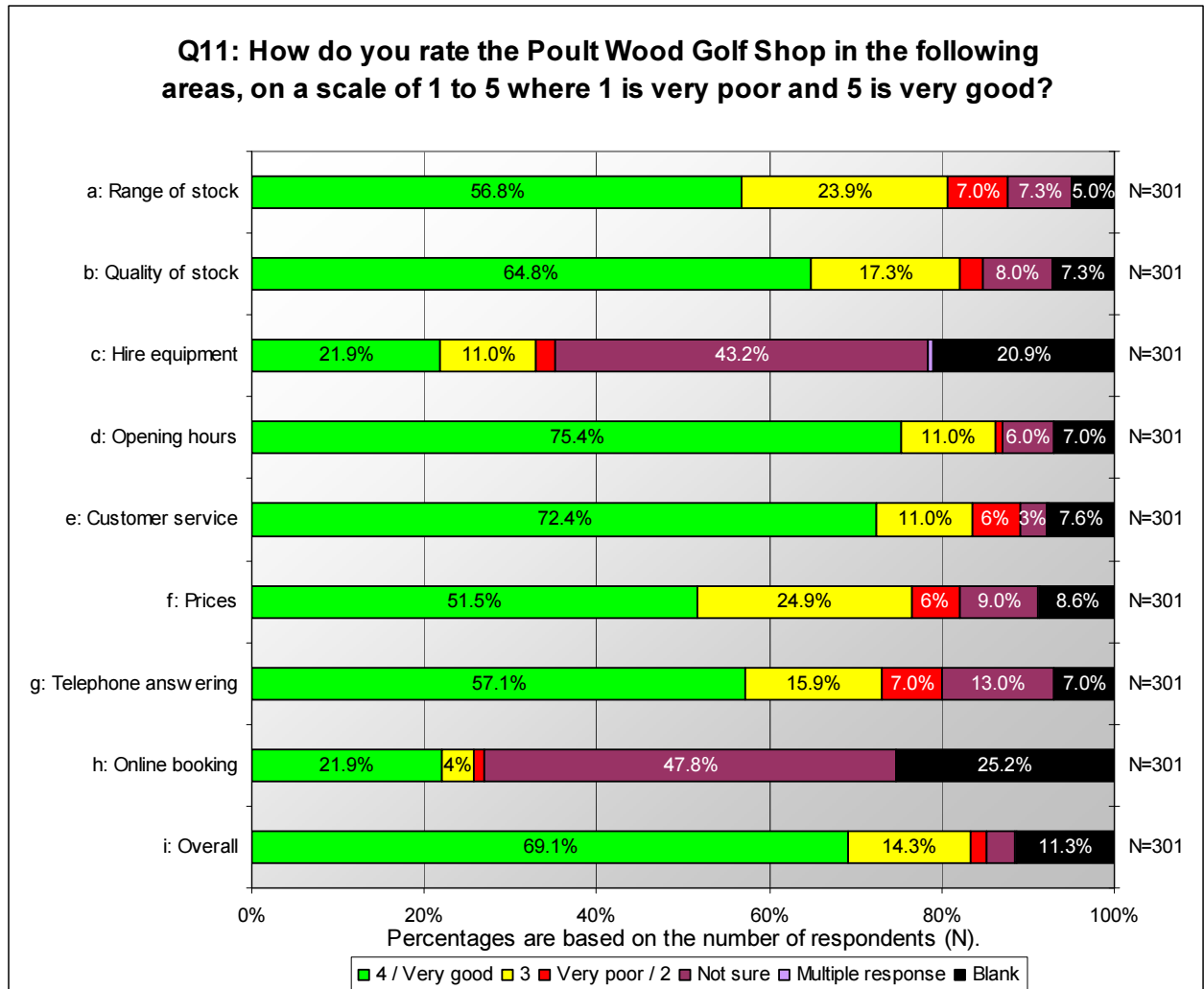
## How do you rate the 9-hole Golf Course?

The rating scales used in the 2005 and 2007 surveys were different, hence direct comparison between results is not possible.

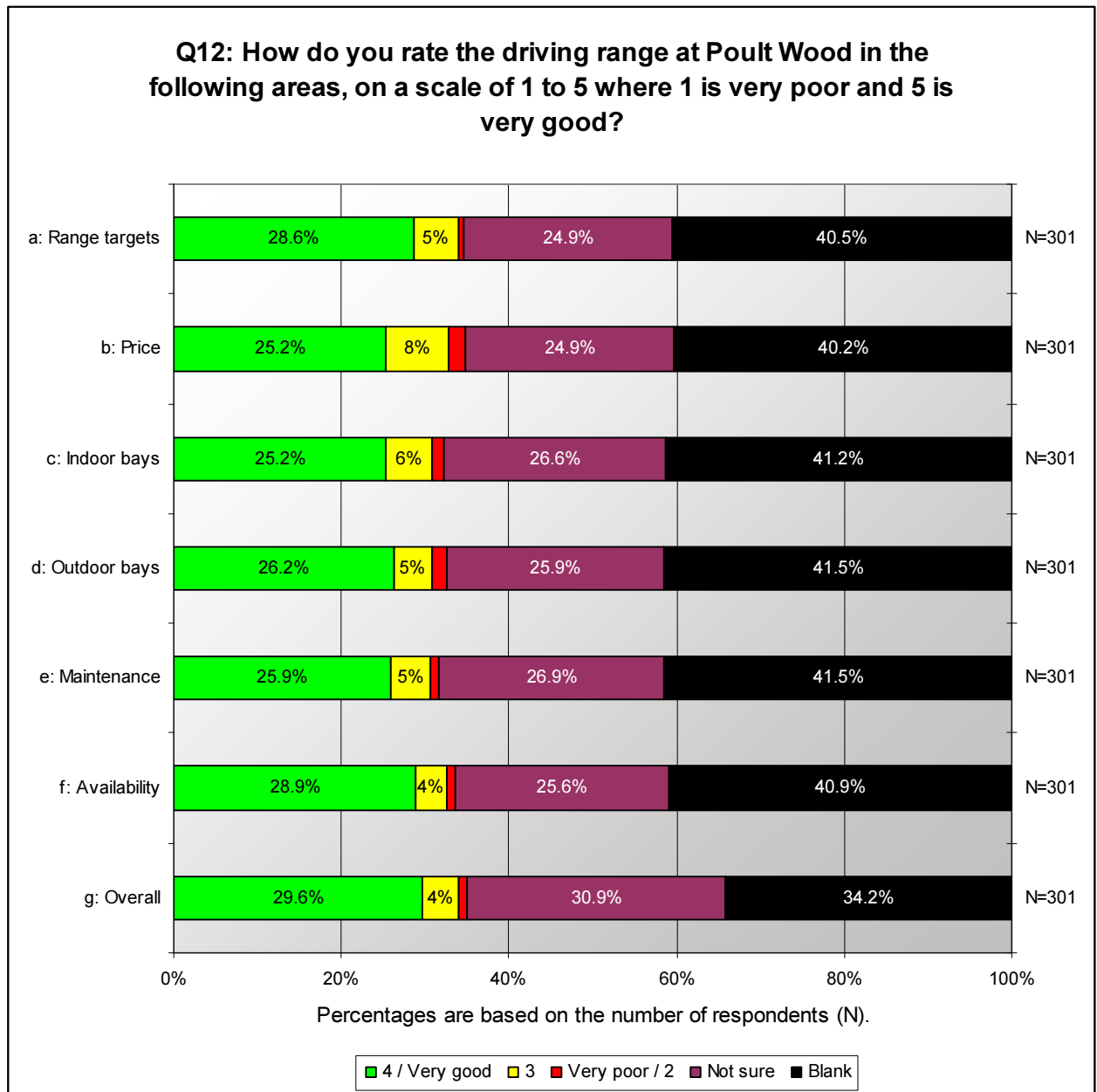


## How do you rate the Poult Wood Golf Shop?

The rating scales used in the 2005 and 2007 surveys were different, hence direct comparison between results is not possible.

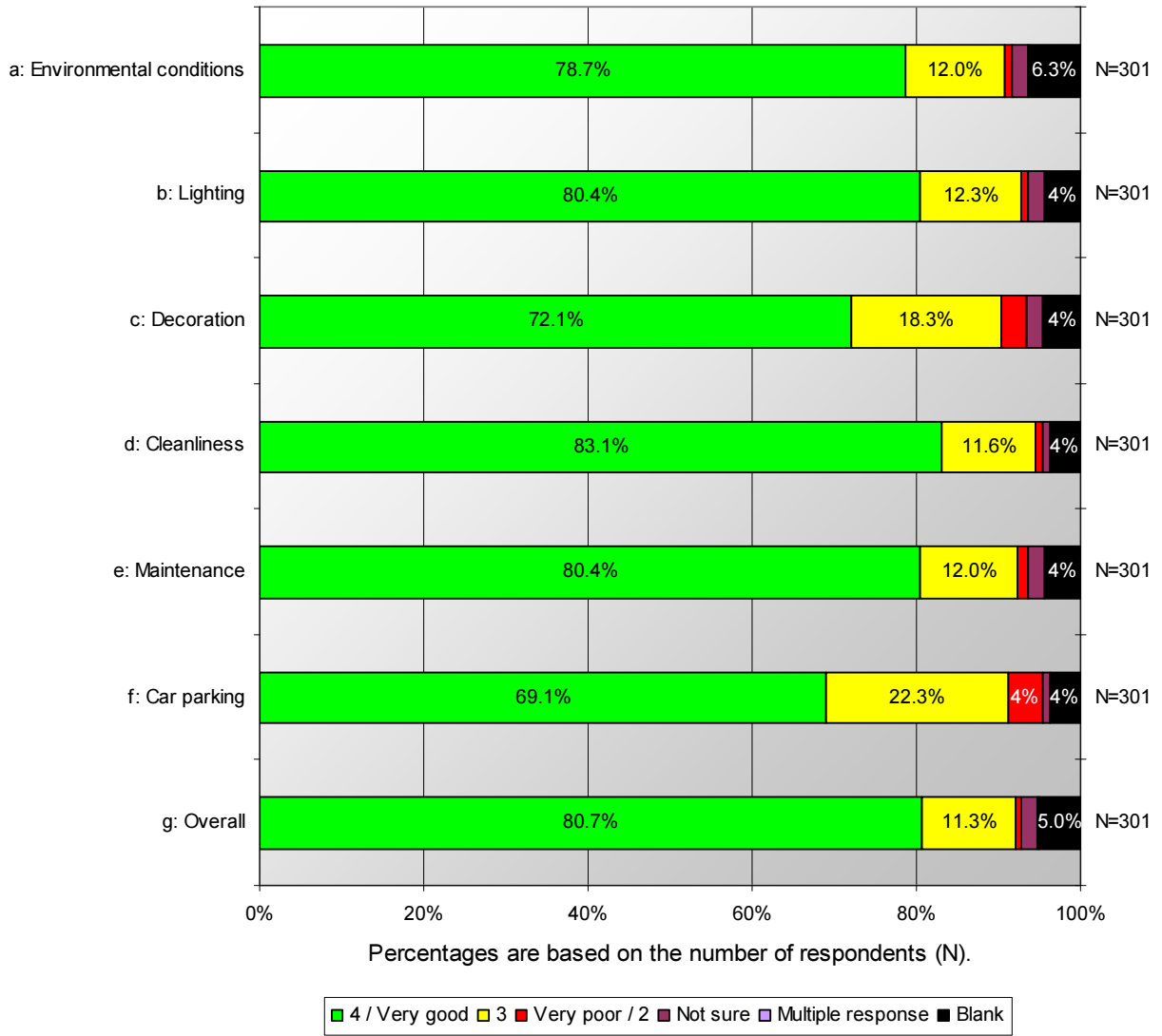


## How do you rate the Driving Range?



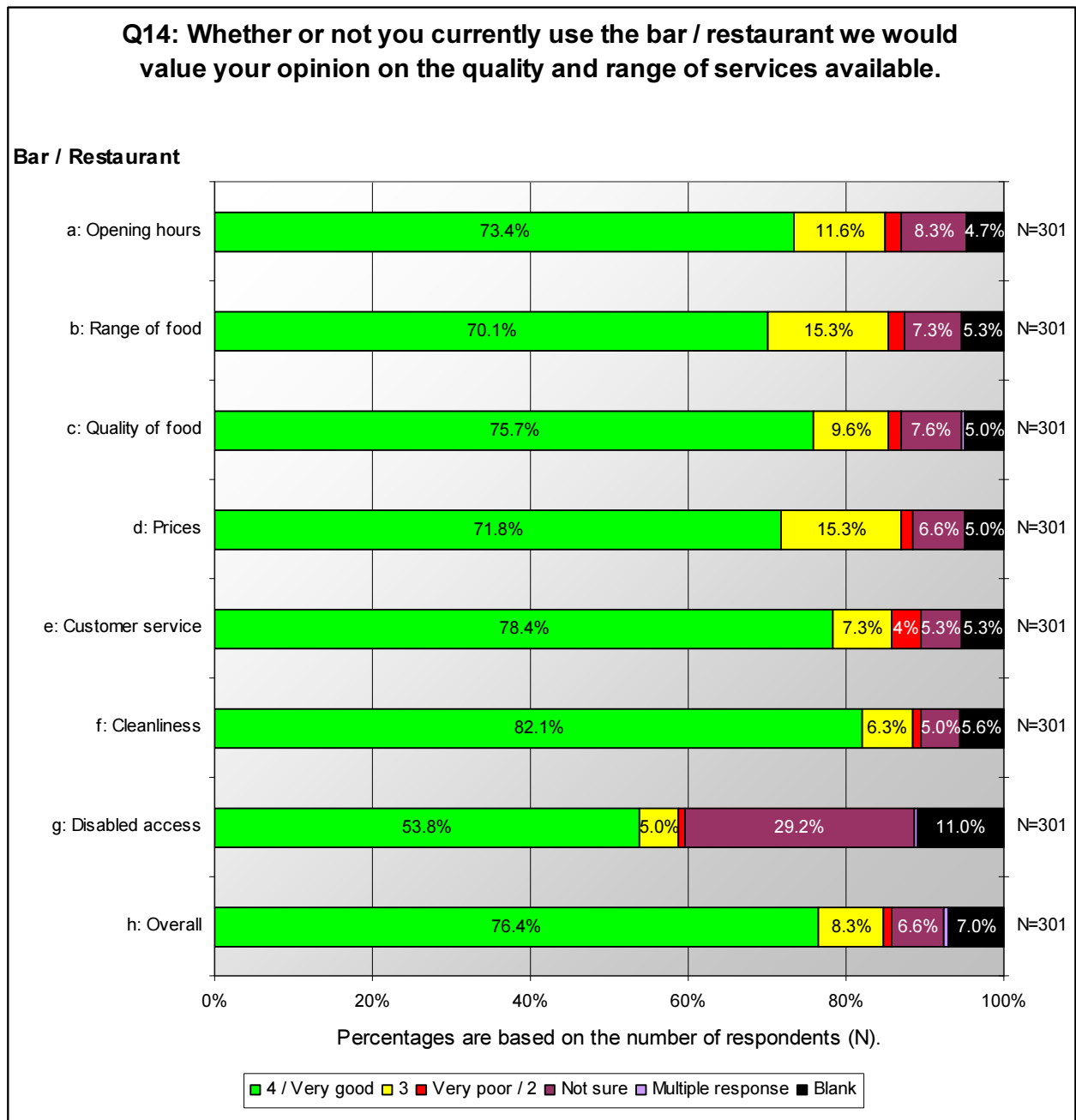
## How would you rate the Clubhouse Building

**Q13: How would you rate the clubhouse building in the following areas, on a scale of 1 to 5 where 1 is very poor and 5 is very good?**



## How would you rate the Bar and Restaurant?

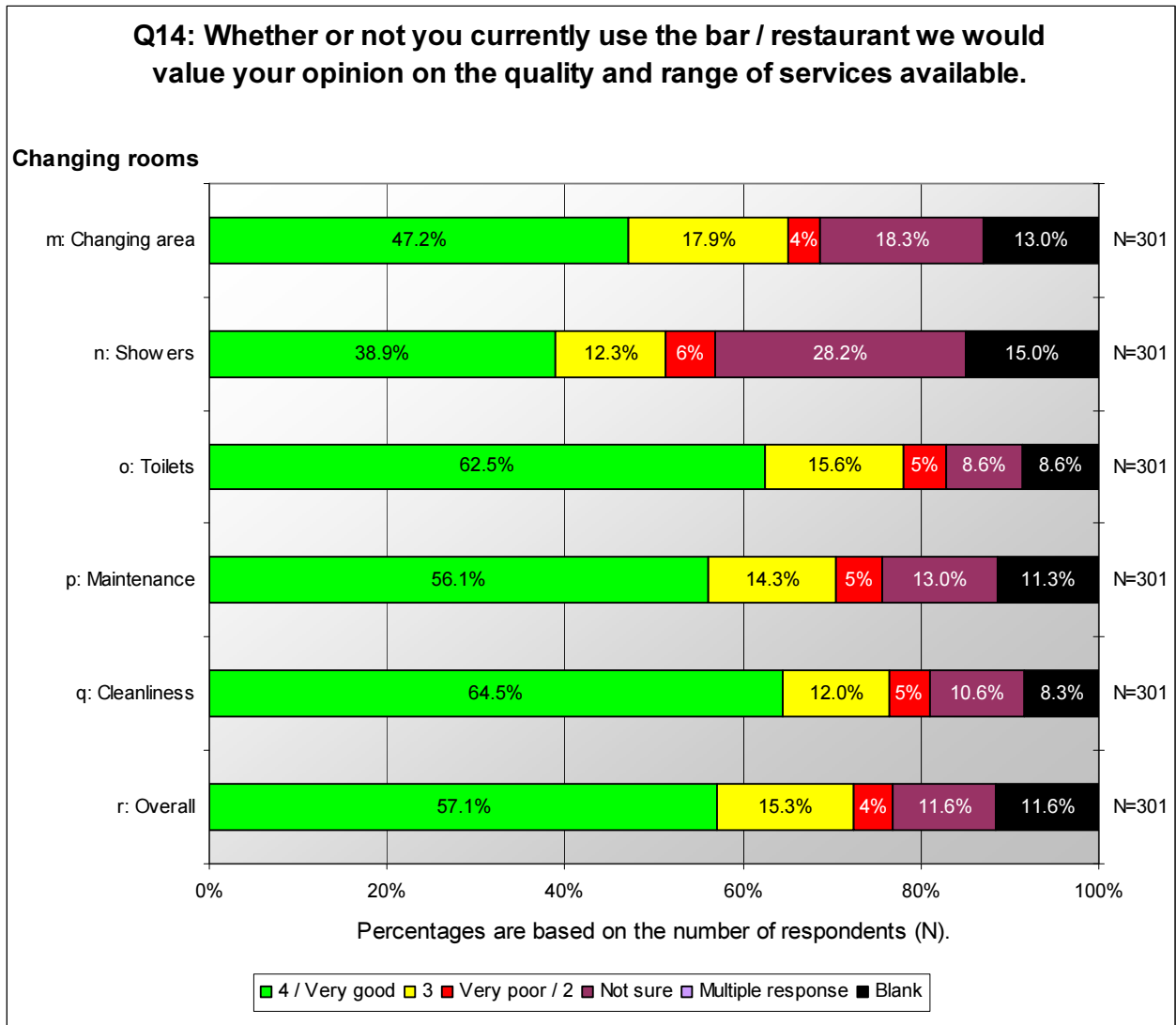
The rating scales used in the 2005 and 2007 surveys were different, hence direct comparison between results is not possible.





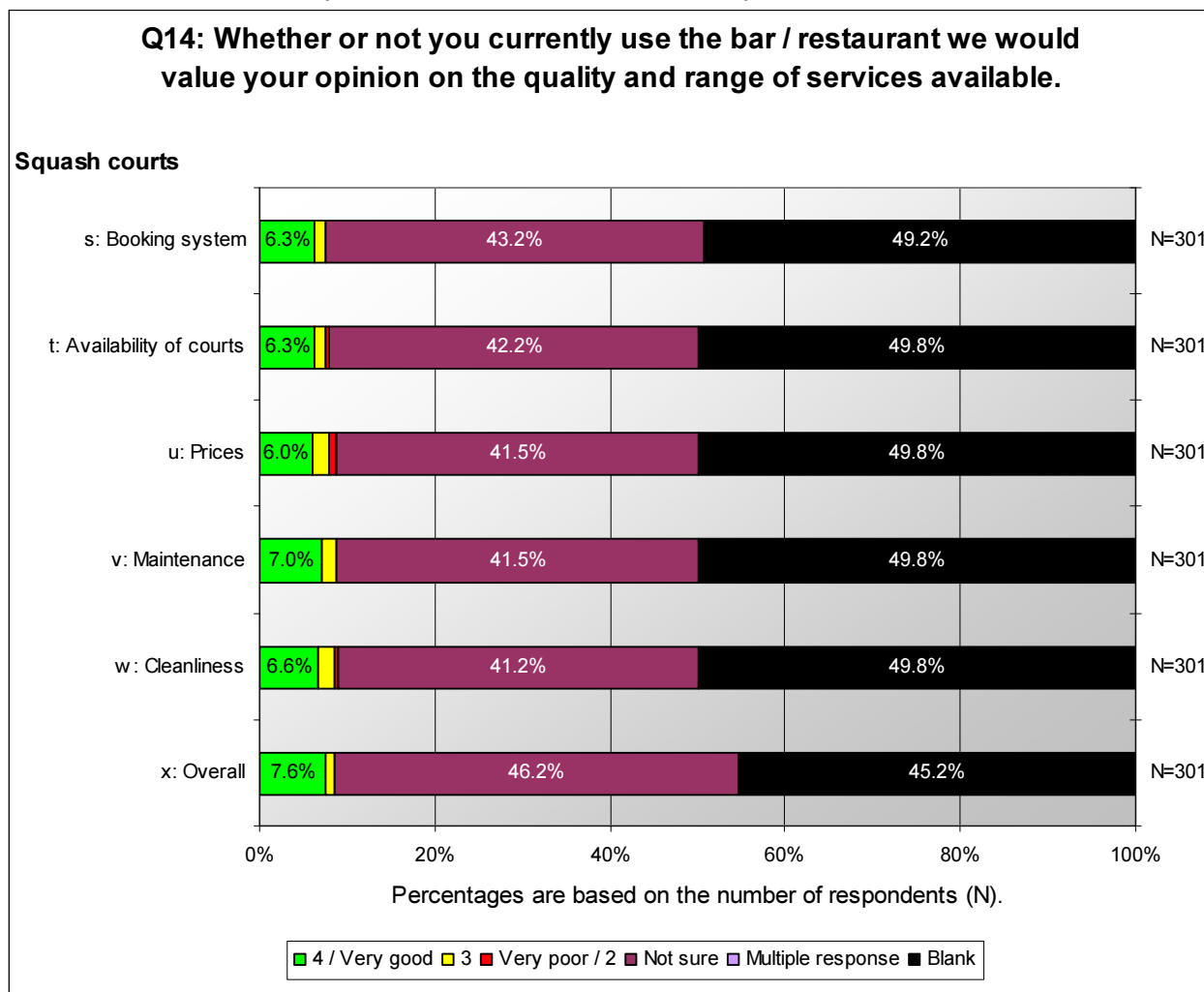
## How would you rate the Changing Rooms?

The rating scales used in the 2005 and 2007 surveys were different, hence direct comparison between results is not possible.



## How would you rate the Squash Courts?

The rating scales used in the 2005 and 2007 surveys were different, hence direct comparison between results is not possible.



## Have you seen our newspaper advertising?

|     | 2007 | 2005 |
|-----|------|------|
| Yes | 41%  | 37%  |
| No  | 55%  | 61%  |

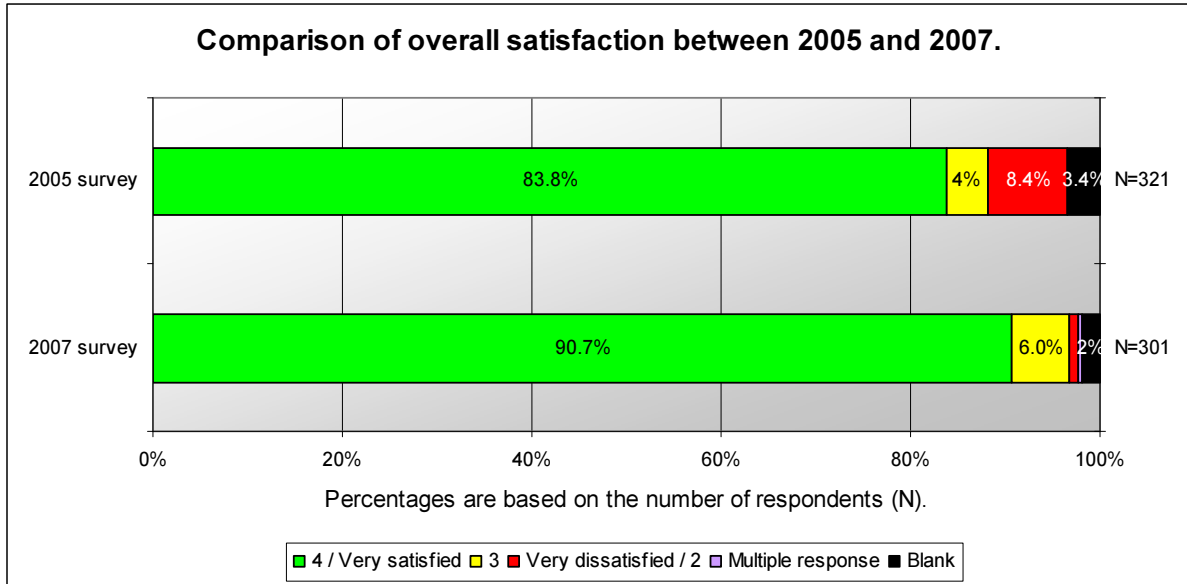
## If you could make just one improvement to Poulton Wood Golf Centre what would it be? (Percentages based on the number of respondents).

|                                    | 2007 |
|------------------------------------|------|
| Maintenance of fairways and greens | 10%  |
| Toilets                            | 7%   |
| Wardens and staff                  | 6%   |
| Bar/restaurant                     | 5%   |
| Improved bunkers                   | 5%   |
| Winter tees                        | 5%   |
| Car park                           | 5%   |
| Changing rooms                     | 4%   |
| Teeing off times                   | 3%   |

**Would you recommend Poulit Wood Golf Centre to others?**

|              | 2007 | 2005 |
|--------------|------|------|
| Yes          | 98%  | 97%  |
| No           | 0%   | 0%   |
| Not answered | 2%   | 3%   |

**In overall terms, how satisfied are you with your visit to Poulit Wood Golf Centre today?**



## DEMOGRAPHICS OF COURSE USERS

### Are you male/female?

|        | 2007 | 2005 |
|--------|------|------|
| Male   | 73%  | 80%  |
| Female | 24%  | 18%  |

### What was your age at your last birthday?

|             | 2007 | 2005 |
|-------------|------|------|
| Minimum age | 10   | 9    |
| Maximum age | 89   | 90   |
| Mean        | 55.5 | 53.5 |

### Respondent's age

|          | 2007  | 2005 |
|----------|-------|------|
| Under 18 | 14%   | 10%  |
| 18-29    | 7%    | 8%   |
| 30-39    | 5%    | 7%   |
| 40-49    | 10%   | 9%   |
| 50-59    | 13.6% | 11%  |
| 60-65    | 15%   | 13%  |
| Over 65  | 36%   | 39%  |

### Which of these descriptions best applies to you?

|                                   | 2007 | 2005         |
|-----------------------------------|------|--------------|
| Full time job                     | 21%  | 28%          |
| Part time job                     | 4%   | 6%           |
| Self employed                     | 9%   | #            |
| Full time education               | 5%   | 7%           |
| Looking after the home            | 3%   | 1%           |
| Unemployed and available for work | 2%   | Less than 1% |
| Permanently sick or disabled      | 1%   | #            |
| Retired                           | 45%  | 50%          |
| Doing something else              | 1%   | 1%           |

### Do you have a long-standing illness, disability or infirmity?

|     | 2007 | 2005 |
|-----|------|------|
| Yes | 14%  | 13%  |
| No  | 82%  | 84%  |

### Does this illness or disability limit your activities in any way?

|     | 2007 | 2005 |
|-----|------|------|
| Yes | 47%  | 52%  |
| No  | 51%  | 48%  |

### What is your ethnic background?

|                        | 2007 | 2005         |
|------------------------|------|--------------|
| White British          | 94%  | 93%          |
| White Irish            | 1%   | Less than 1% |
| Other white background | 1%   | 2%           |
| Other ethnic groups    | 1%   | 2%           |