

Tonbridge & Malling Borough Council
Poult Wood Golf Centre
2007 Market Survey Highlights

- ◆ 91% of all respondents tended to be satisfied overall with Poult Wood Golf Centre, scoring 4 or 5 – *Very satisfied*, on a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very Satisfied. This total was comprised of 51% that scored 5 – *Very satisfied*, and 40% that scored 4. The mean score was 4.4.
- ◆ The main drivers of overall satisfaction (in descending order by strength of association) are:
 - Range of food in the bar / restaurant. This in turn is associated with the age of respondents, with those aged 66 and over more likely to rate this favourably¹.
 - Fairways on the 18-hole golf course. This in turn is associated with the age of respondents, with those aged 66 and over more likely to rate this favourably¹.
 - Decoration in the clubhouse building. This in turn is associated with the age of respondents, with those aged 66 and over more likely to rate this favourably¹.
 - Etiquette on the 18-hole golf course.
 - Where the reason for visiting Poult Wood is 'Quality of facilities'. This in turn is associated with the age of respondents, with those aged 66 and over more likely to rate this favourably¹.
- ◆ The mean age of respondents completing this survey was 55.5 years, compared to a mean age of respondents completing the 2005 survey of 53.3 years.
- ◆ The age of respondents is significantly associated with the rating they gave for various questions throughout the survey. Older respondents (aged 66 and over) are more likely, for example, to rate the 18-hole golf course favourably¹, more likely to rate booking arrangements favourably, more likely to rate prices favourably, and are more likely to be satisfied overall.
- ◆ Older respondents (aged 66 and over) are also more likely to have seen Poult Wood's newspaper advertising, are more likely to visit Poult Wood more frequently than younger respondents, and are more likely to have a Discount Card.
- ◆ The main reason cited for visiting Poult Wood is *Value for money*. This is significantly associated with age, with older respondents (aged 66 and over) more likely to cite this as a reason for visiting.
- ◆ Overall, 70% of respondents rate the 18-hole golf course favourably¹. This is significantly associated with age, with older respondents (aged 66 and over) more likely to rate the course favourably. This total was comprised of 31% that scored 5 – *Very satisfied*, and 39% that scored 4.
- ◆ Overall, 54% of respondents rate the 9-hole golf course favourably¹. This total was comprised of 23% that scored 5 – *Very satisfied*, and 31% that scored 4.
- ◆ Overall, 79% of respondents rate the Golf Course Wardens favourably¹. This total was comprised of 52% that scored 5 – *Very satisfied*, and 27% that scored 4. This is most significantly associated with the frequency of ticket checks – more frequent ticket checks is associated with a higher rating – although the frequency of ticket checks is in turn associated with frequency of playing golf and with age (older respondents play more frequently).
- ◆ Where comparisons are possible, there has been little change (and no statistically significant changes) in results between 2005 and 2007.
- ◆ Other demographic information, including gender and disability status, are significantly associated with other questions in this survey. Part 8 gives further details.

¹ The term 'favourably' means scoring 4 or 5 – *Very good* on a scale of 1 to 5 where 1 is Very poor and 5 is Very good.