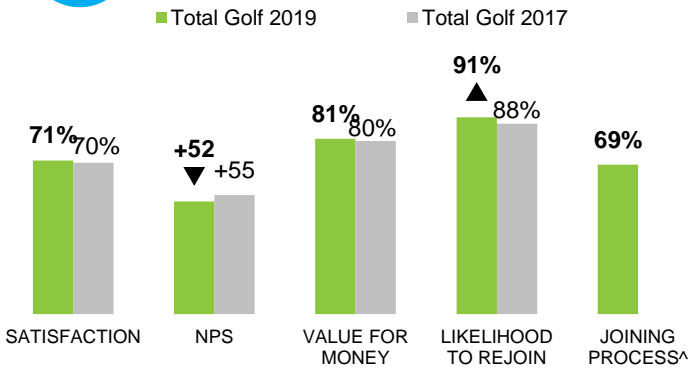


# SNAPSHOT OF PARTICIPANTS' EXPERIENCES

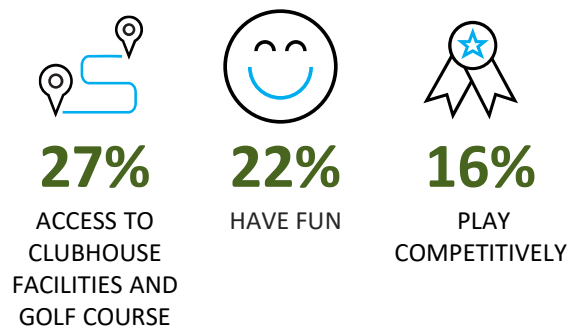
### SAMPLE OVERVIEW

<b>2019</b> participants: n=6,614 n= 6,577 players (99%) n= 37 parents (1%)	<b>2017</b> participants: n=5,977 n= 5,947 players (99%) n= 30 parents (1%)
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## KEY METRICS



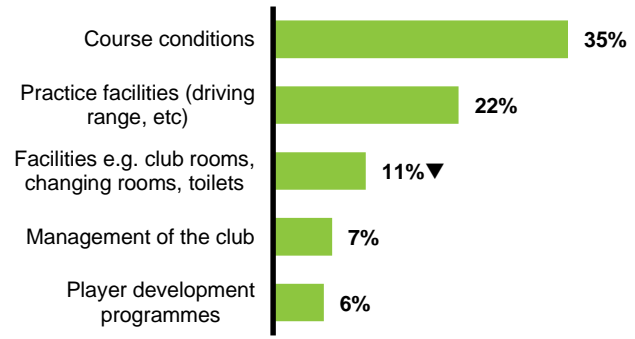
## REASONS FOR BELONGING (TOP 3)



## MOST IMPORTANT DRIVERS

- 1** VALUE FOR MONEY  
81% very/extremely satisfied
- 2** FOSTERING A SENSE OF PRIDE IN CLUB  
66% very/extremely satisfied
- 3** HAVING WELL MAINTAINED COURSE CONDITIONS  
74% very/extremely satisfied

## ONE ASPECT YOU WOULD IMPROVE (IF FEES INCREASED)



<sup>^</sup> please note change in metric in 2018 (previously average of four joining process attributes)

▲▼ Significantly higher/lower than Total Golf 2017