

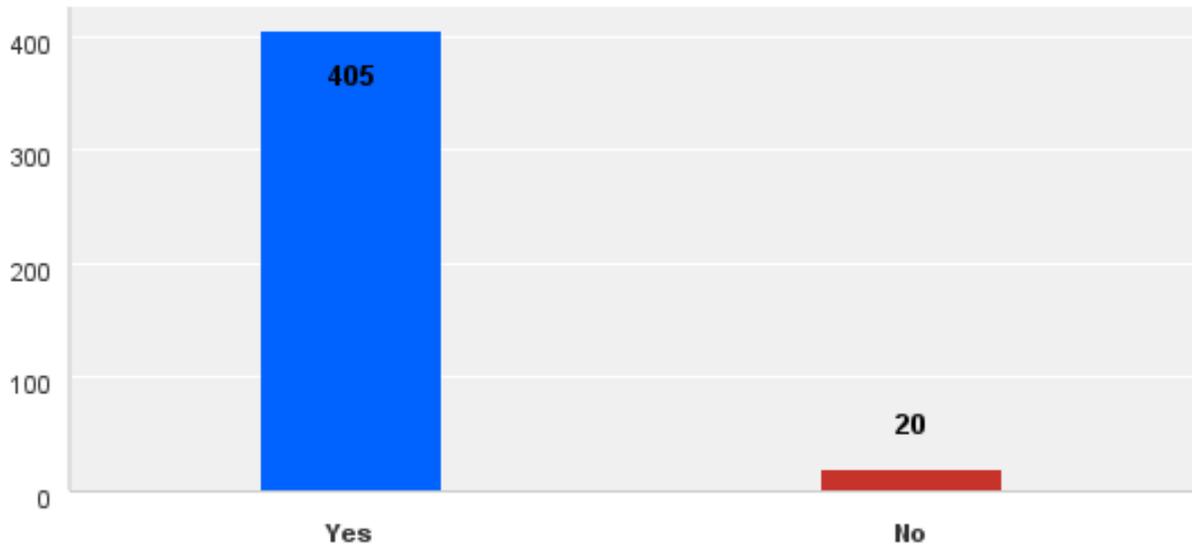
2017 Army Navy Country Club



Golf Coaching & Programming Survey

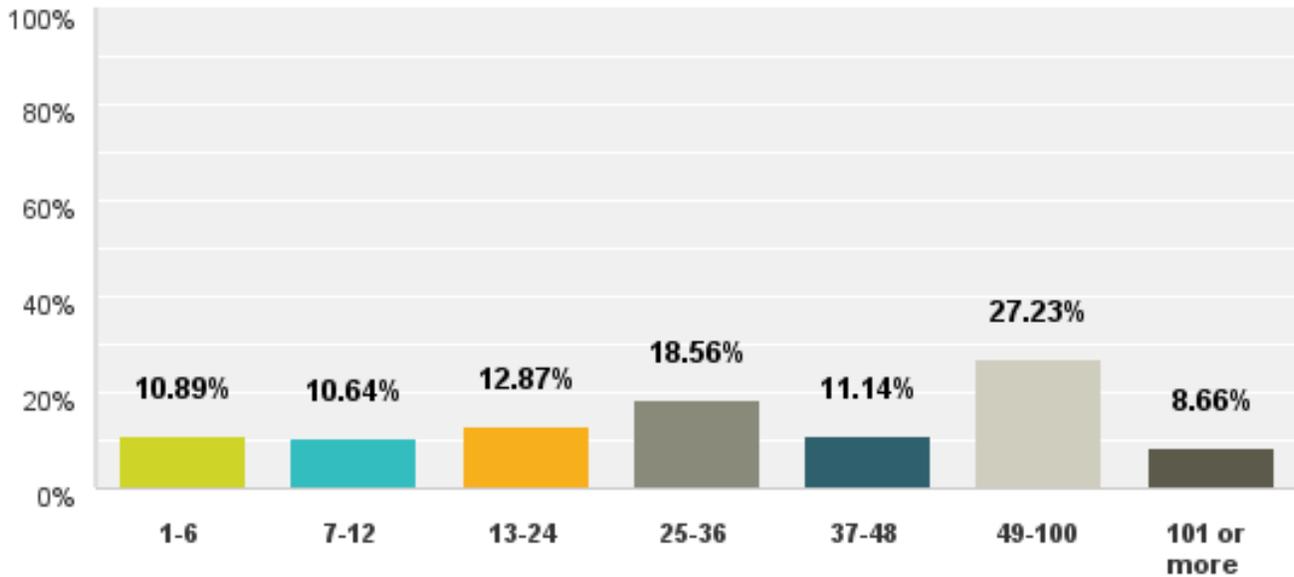
Question #1: Do you play golf?

Answer Options	Response Percent	Response Count
Yes	95.3%	405
No	4.7%	20
<i>answered question</i>		425
<i>skipped question</i>		2



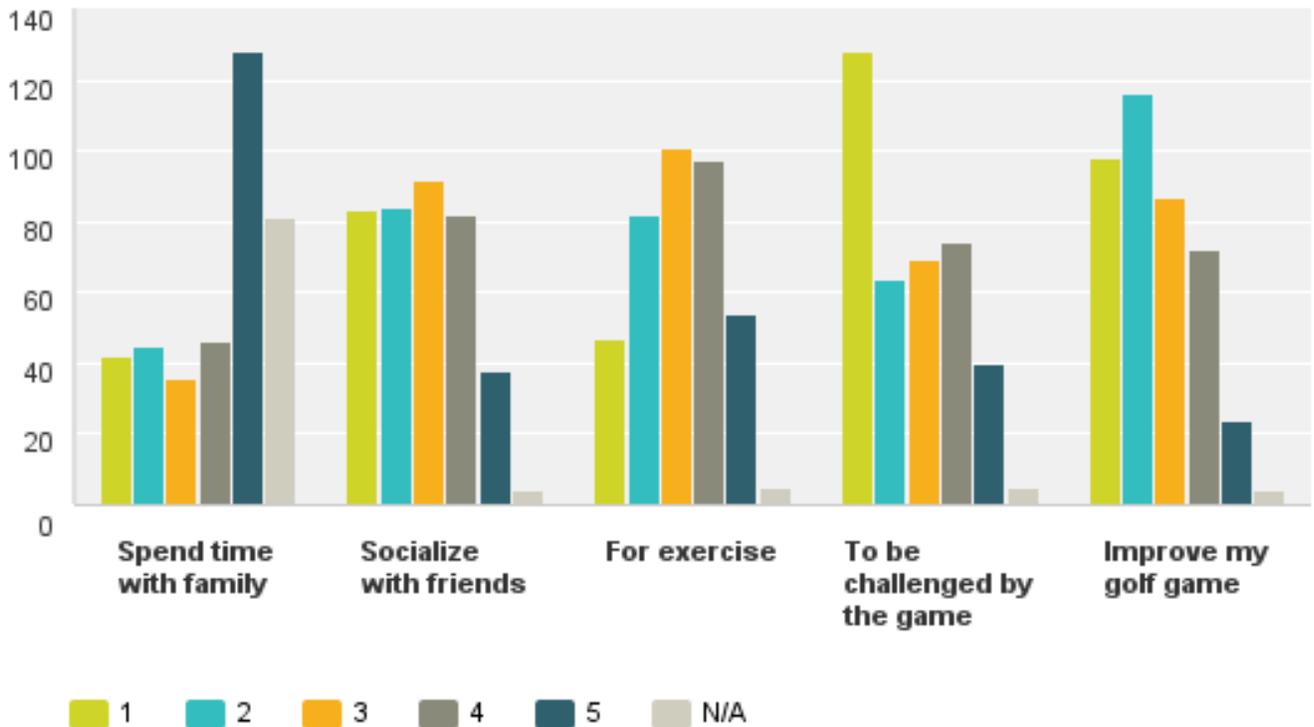
Question #2: Approximately how many rounds of golf did you play in 2016?

Answer Options	Response Percent	Response Count
1-6	10.9%	44
7-12	10.6%	43
13-24	12.9%	52
25-36	18.6%	75
37-48	11.1%	45
49-100	27.2%	110
101 or more	8.7%	35



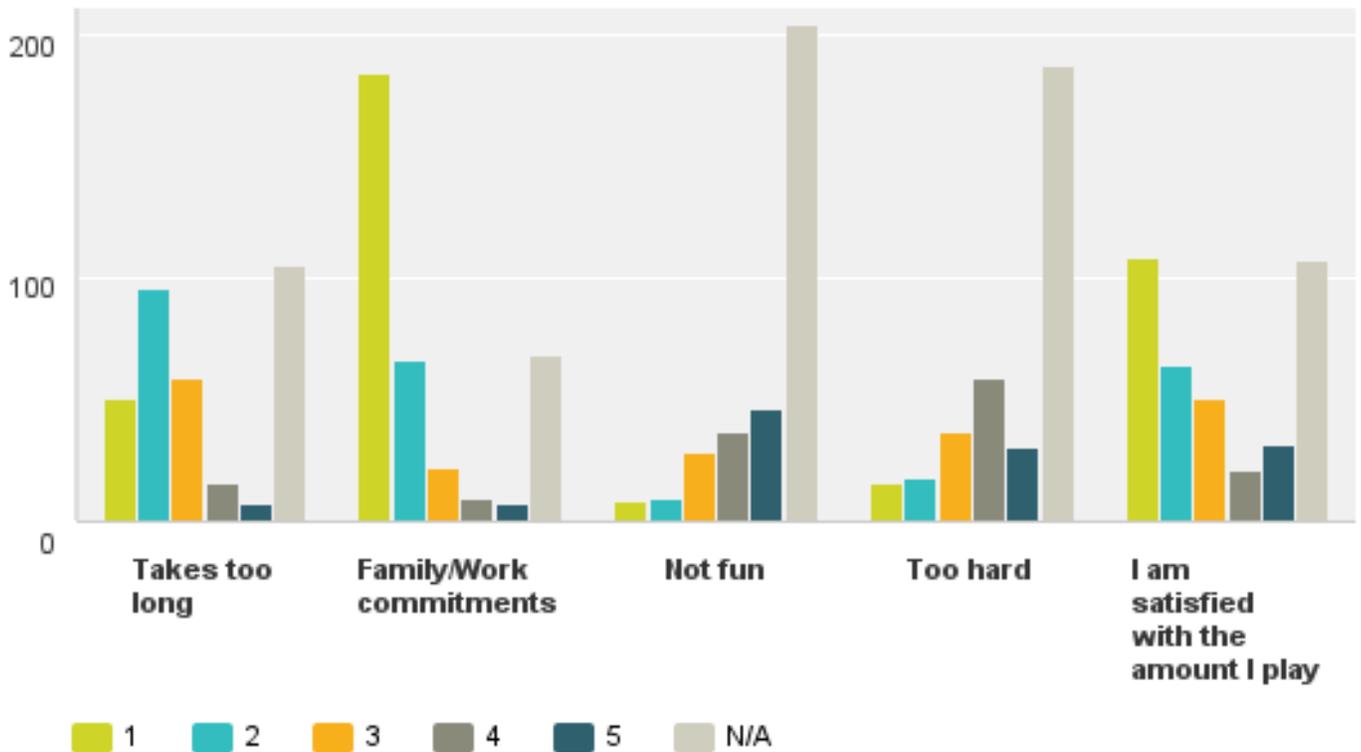
Question #3: Why do you play golf? Please rank in order of importance with 1 being the most important and 5 being the least important.

Answer Options	1	2	3	4	5	N/A	Response Count
Spend time with family	42 11%	45 12%	36 10%	46 12%	128 34%	81 21%	378
Socialize with friends	83 22%	84 22%	92 24%	82 22%	38 10%	4 1%	383
For exercise	47 12%	82 21%	101 26%	97 26%	54 15%	5 1%	386
To be challenged by the game	128 34%	64 17%	69 18%	74 19%	40 11%	5 1%	380
Improve my golf game	98 23%	116 30%	87 22%	72 18%	24 6%	4 1%	401



Question #4: What is the biggest obstacle that keeps you from playing more golf? Please rank the following with 1 being the most preventative and 5 being the least preventative.

Answer Options	1	2	3	4	5	N/A	Response Count
Takes too long	50 15%	96 28%	59 18%	16 5%	7 2%	105 32%	333
Family/Work commitments	184 52%	66 19%	22 6%	9 2%	7 2%	68 19%	356
Not fun	8 2%	9 2%	28 8%	37 11%	46 15%	204 62%	332
Too hard	16 4%	18 5%	37 11%	59 18%	30 9%	187 53%	347
I am satisfied with the amount of golf I play	108 28%	64 17%	50 13%	21 6%	32 8%	107 28%	382



Question #5: What coaching and educational programs would encourage you to play more golf? Please rank the following with 1 being the most likely to encourage you to play more and 8 being the least likely.

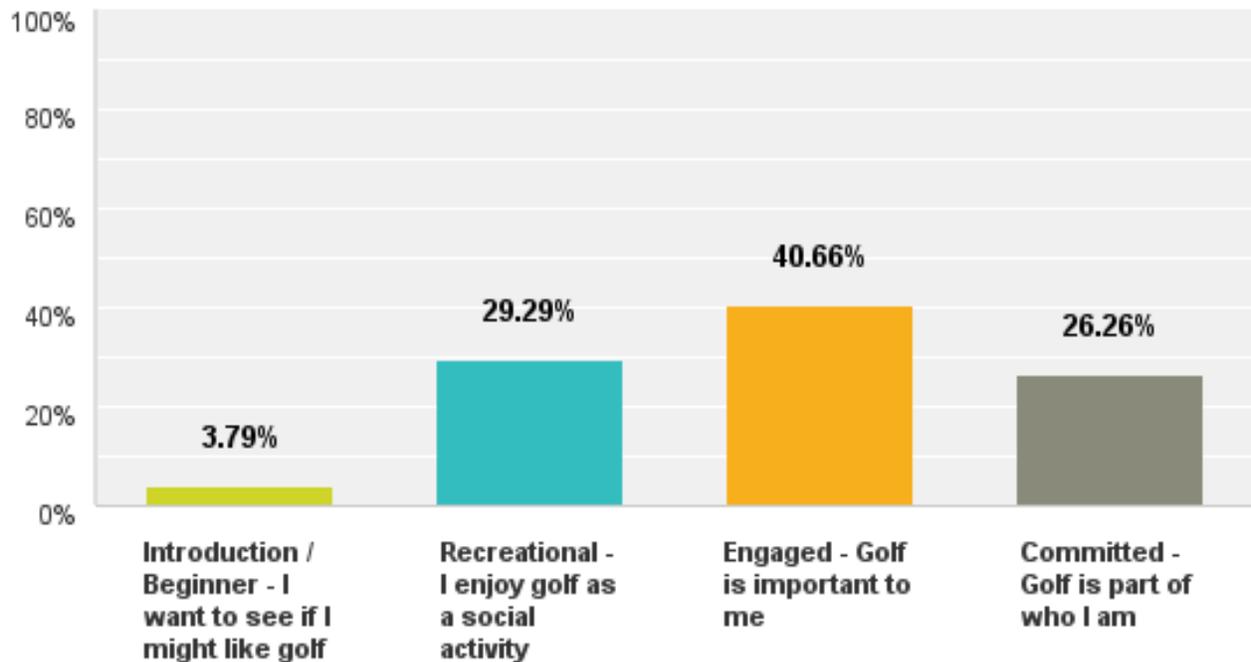
Answer Options	1	2	3	4	5	6	7	8	N/A	Response Count
Group coaching with golfers who are similar in skill and passions	61 19%	62 19%	43 13%	31 10%	22 6%	16 4%	14 4%	12 4%	69 21%	330
One-on-one coaching	114 34%	71 21%	40 12%	21 6%	10 3%	21 6%	11 3%	4 1%	45 14%	337
Coaching with social aspects mixed in	17 5%	29 10%	32 10%	41 13%	39 12%	33 10%	32 10%	15 5%	80 25%	318
Opportunities to learn with my friends	11 4%	24 7%	30 10%	45 15%	51 17%	38 12%	23 7%	7 2%	81 26%	310
Opportunities to learn with my family	14 4%	21 6%	18 6%	26 9%	19 6%	23 7%	37 12%	31 10%	126 40%	315
Opportunities to meet people who have the same level of golf ability as I do	28 9%	31 9%	40 12%	38 12%	46 14%	40 12%	22 7%	7 2%	76 23%	328
Offer on-course coaching opportunities	57 17%	72 21%	66 19%	28 8%	23 8%	20 6%	18 5%	7 2%	49 14%	340
ANCC offers enough and the right type of learning opportunities for me	70 21%	14 4%	22 7%	33 10%	17 5%	19 5%	35 11%	37 11%	85 26%	332

Question #6: What playing opportunities would encourage you to play more golf? Please rank in order of preference with 1 being the most important and 10 being the least important.

Answer Options	1	2	3	4	5	6	7	8	9	10	N/A	Re- sponse Count
Golf events with a social activity following play	51 17%	41 14%	40 14%	33 11%	16 5%	19 6%	17 6%	14 5%	15 5%	1 1%	44 15%	291
Social events with some golf mixed in	16 6%	35 12%	25 9%	21 7%	23 8%	14 5%	18 6%	19 7%	20 7%	21 7%	67 24%	279
Competitions that allow me to play with my friends	49 17%	39 13%	38 13%	33 11%	25 9%	20 7%	16 5%	11 4%	5 2%	1 1%	51 18%	288
Competitive tournaments	36 13%	19 7%	25 9%	28 10%	19 7%	25 9%	24 8%	25 9%	12 4%	10 3%	59 21%	282
Competitions where who I play with is determined at random by the Golf Professional staff	12 4%	24 9%	26 9%	29 10%	26 9%	25 9%	31 11%	19 7%	14 5%	6 2%	64 23%	276
Competitions where I choose who I play with	15 5%	28 10%	18 6%	21 7%	29 7%	40 14%	29 10%	31 11%	7 2%	4 1%	63 22%	285
Golf events that would introduce me to members who have the same level of golf ability as I do	66 21%	37 12%	39 12%	21 7%	26 8%	16 5%	22 7%	7 2%	17 5%	4 1%	53 17%	308
Opportunities to play with the Professional Staff	15 5%	44 15%	29 10%	28 10%	28 10%	20 7%	23 8%	21 7%	18 6%	3 1%	53 19%	282
Pro Am Tournaments	10 4%	16 6%	16 6%	18 6%	17 6%	19 7%	8 3%	23 8%	42 15%	26 9%	83 30%	278
ANCC offers enough playing opportunities for me	101 31%	12 4%	19 6%	13 4%	11 3%	9 3%	6 2%	14 4%	25 8%	40 12%	73 23%	323

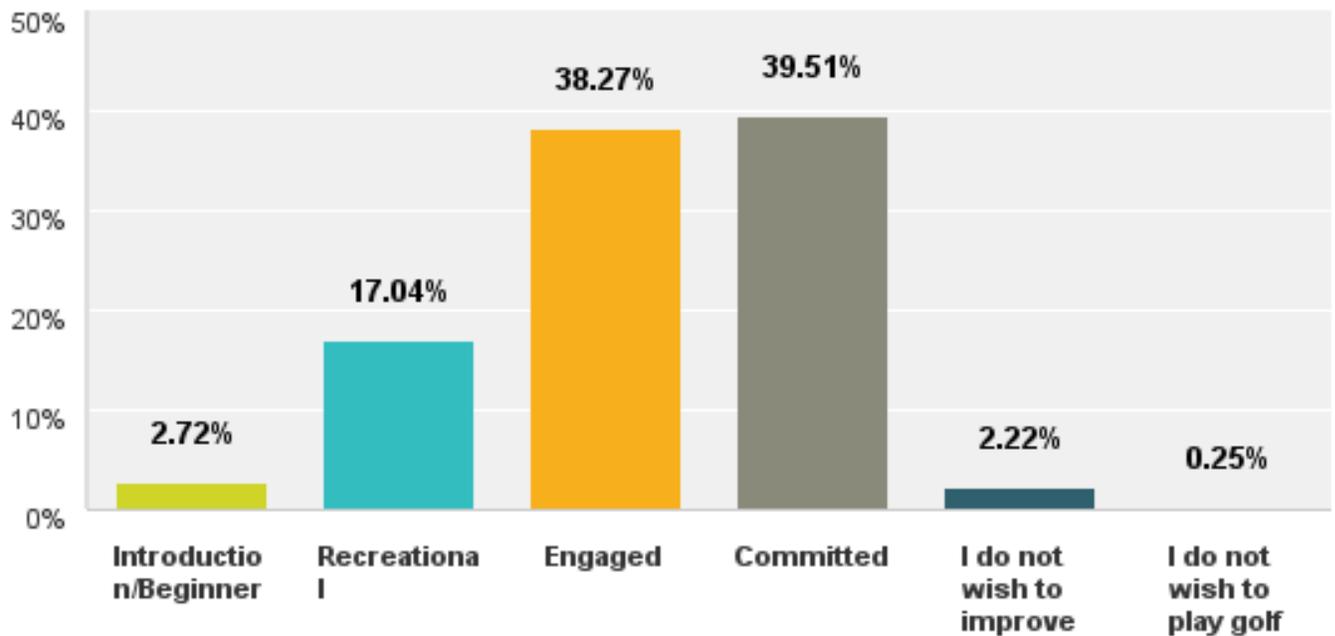
Question #7: What is your current level of golf ability?

Answer Options	Response Percent	Response Count
Introduction / Beginner - I want to see if I might like golf	3.8%	15
Recreational - I enjoy golf as a social activity	29.3%	116
Engaged - Golf is important to me	40.7%	161
Committed - Golf is part of who I am	26.3%	104



Question #8: Would you like to start playing golf, return to golf or improve your golfing ability? If so, what kind of golfer would you like to become?

Answer Options	Response Percent	Response Count
Introduction / Beginner - I want to see if I might like golf	2.7%	11
Recreational - I enjoy golf as a social activity	17.0%	69
Engaged - Golf is important to me	38.3%	155
Committed - Golf is part of who I am	39.5%	160
I do not wish to improve my golfing ability	2.2%	9
I do not wish to play golf	0.2%	1



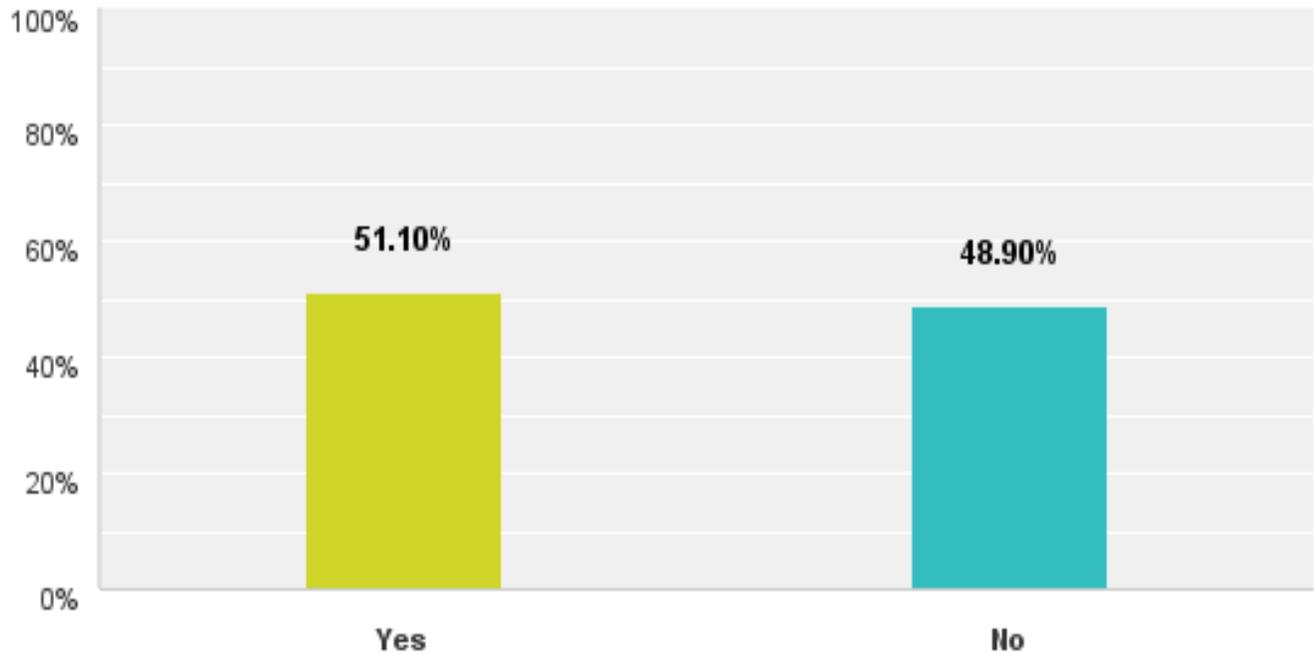
Question #9: If you are a Beginner Golfer or a Lapsed Golfer (played at one time and do not currently play) and would like to become a Recreational, Engaged or Committed Golfer would you be interested in any of the following coaching and playing opportunities to help achieve your goal?

Please rank in order of interest to you with 1 being the most interesting and 9 being the least interesting.

Answer Options	1	2	3	4	5	6	7	8	9	Re- sponse Count
One-on-one coaching	49 49%	10 10%	8 8%	7 7%	8 8%	8 8%	5 5%	2 2%	3 3%	100
Group Coaching	16 17%	25 26%	13 14%	14 14%	8 8%	10 10%	5 5%	3 3%	2 2%	96
Social events with golf mixed in	10 12%	6 7%	9 12%	6 7%	14 16%	11 13%	12 14%	10 12%	6 7%	84
Meeting other members who have the same level of golfing ability as I do	22 20%	15 15%	25 24%	16 16%	10 10%	5 5%	6 6%	3 3%	1 1%	103
Group coaching with your family	7 8%	10 12%	4 5%	12 15%	7 8%	7 8%	14 17%	12 15%	10 12%	83
Playing family golf	9 10%	11 13%	13 14%	8 9%	7 8%	11 13%	6 7%	12 13%	11 13%	88
Golf events with social aspects mixed in	1 1%	12 13%	12 13%	18 19%	17 19%	11 12%	14 15%	4 4%	4 4%	93
Playing golf with the Professional Staff	4 4%	16 18%	14 16%	6 7%	5 6%	9 10%	6 7%	26 28%	4 4%	90
Golf trips with the Professional Staff	4 5%	4 5%	6 7%	5 6%	3 3%	4 5%	11 12%	6 7%	43 50%	86

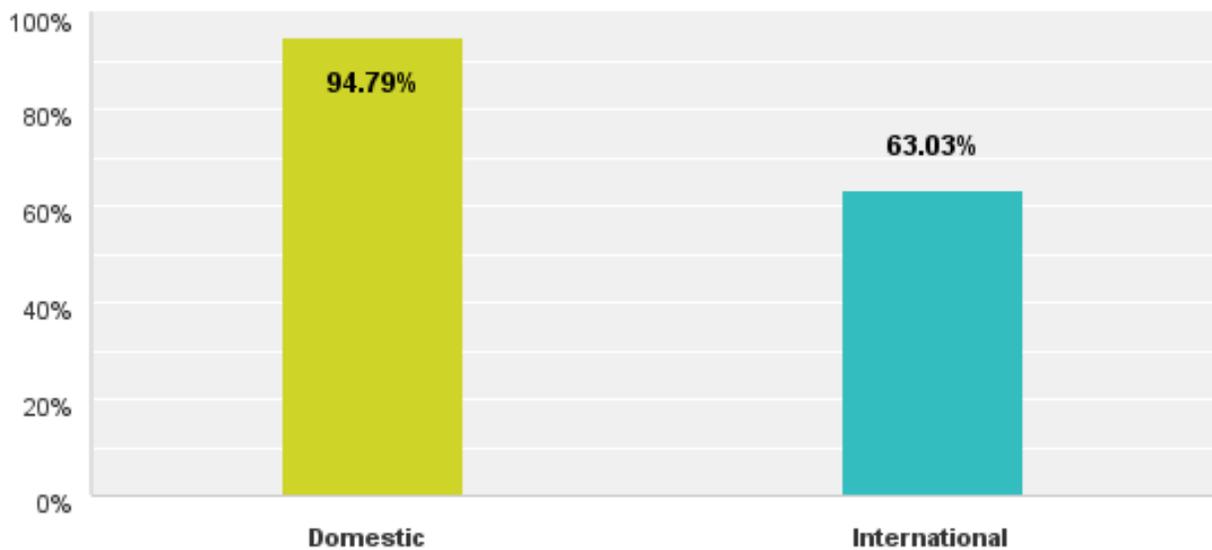
Question #10: Would you be interested in traveling with other members and members of the ANCC Professional Staff?

Answer Options	Response Percent	Response Count
Yes	51.1%	209
No	48.9%	200



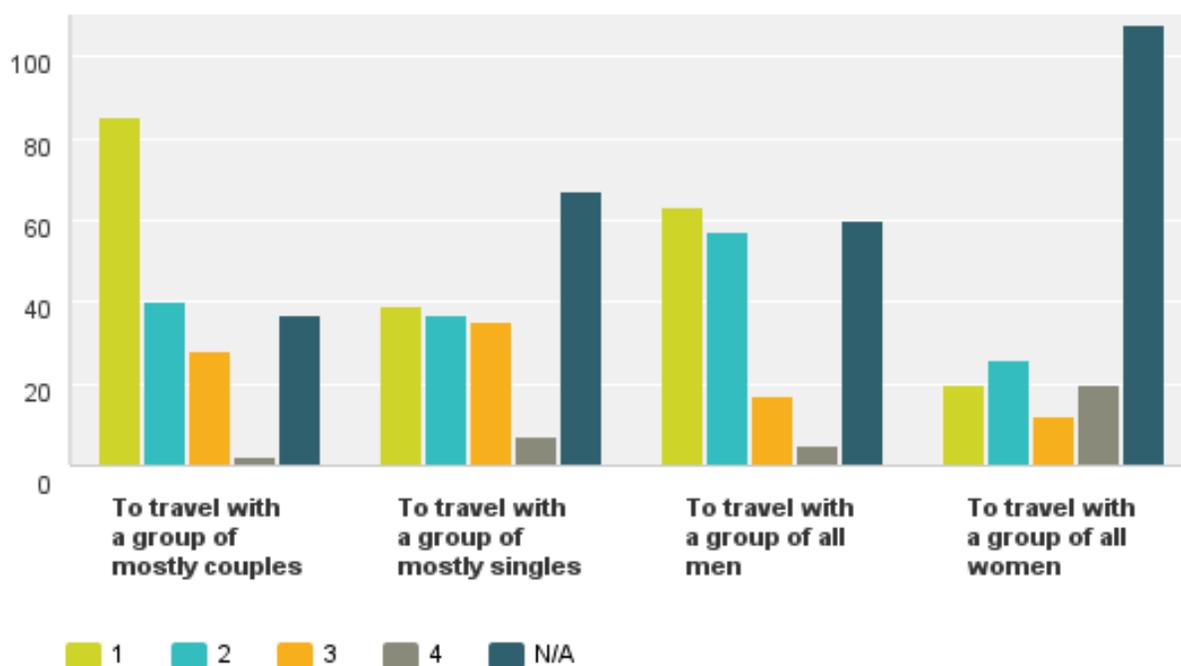
**Question #11: If yes, what type of travel would you consider?
(select all that apply)**

Answer Options	Response Percent	Response Count
Domestic	94.8%	200
International	63.0%	133



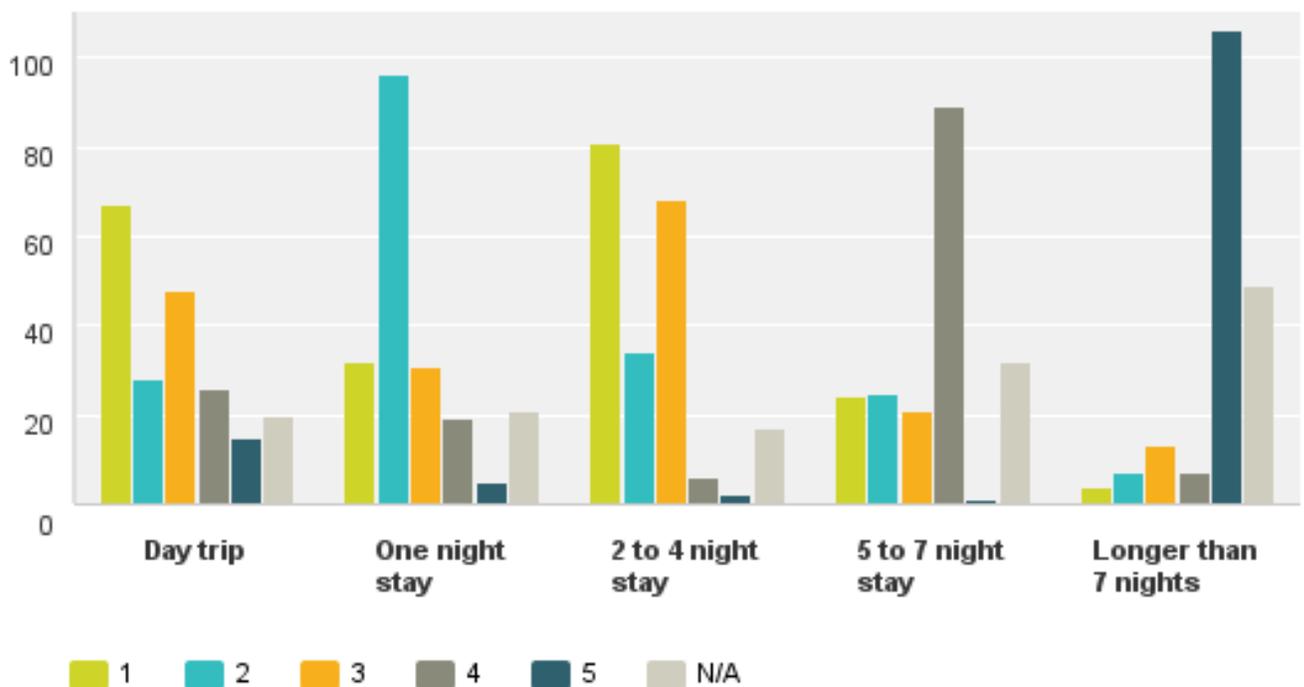
Question #12: What type of trip would you prefer? Please rank in order of preference with 1 being the most appealing and 4 being the least appealing.

Answer Options	1	2	3	4	N/A	Response Count
To travel with a group of mostly couples	85 44%	40 21%	28 15%	2 1%	37 19%	192
To travel with a group of mostly singles	39 21%	37 20%	35 19%	7 4%	67 36%	185
To travel with a group of all men	63 31%	57 28%	17 8%	5 3%	60 30%	202
To travel with a group of all women	20 11%	26 14%	12 6%	20 11%	108 58%	186



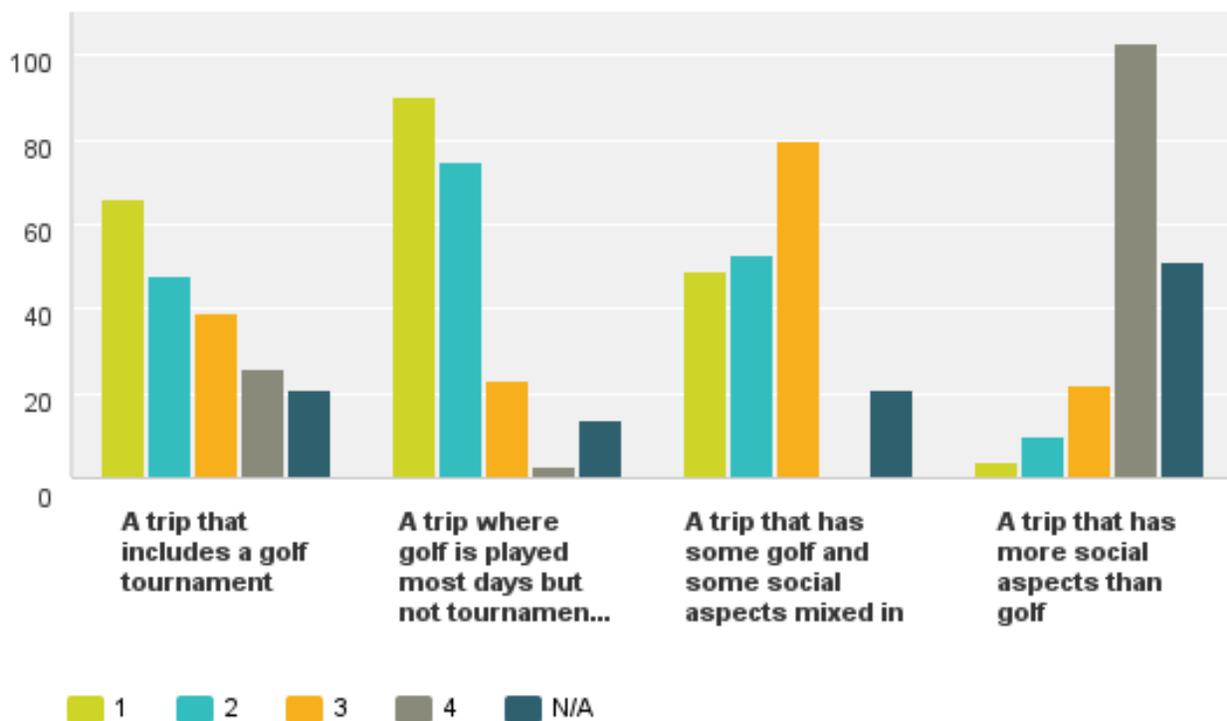
Question #13: What length of trip would you consider signing up for? Please rank in order of preference with 1 being the most appealing and 5 being the least appealing.

Answer Options	1	2	3	4	5	N/A	Response Count
Day trip	67 33%	28 14%	48 24%	26 13%	15 7%	20 9%	204
One night stay	32 16%	96 47%	31 15%	19 10%	5 2%	21 10%	204
2 to 4 night stay	81 39%	34 16%	68 33%	6 3%	2 1%	17 8%	208
5 to 7 night stay	24 13%	25 13%	21 11%	89 46%	1 1%	32 16%	192
Longer than 7 nights	4 2%	7 4%	13 7%	7 4%	106 57%	49 26%	186



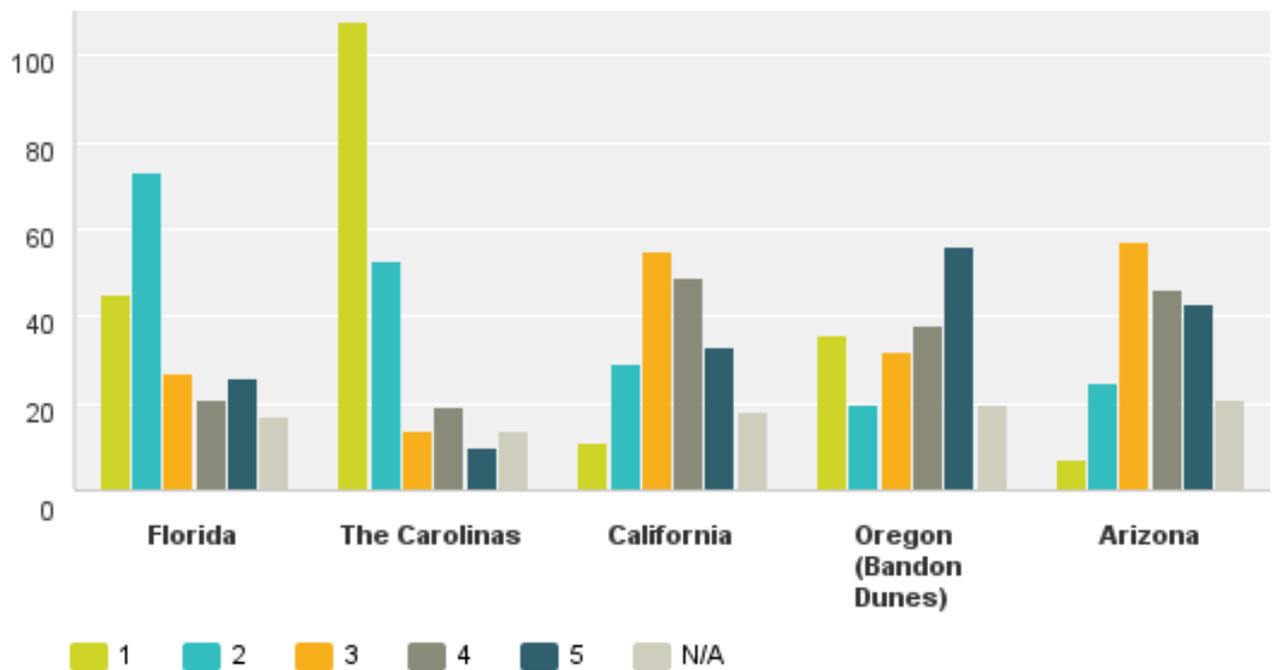
**Question #14: What type of trip are you more likely to sign up for?
Please rank in order of interest with 1 being the most interesting
and 4 being the least interesting.**

Answer Options	1	2	3	4	N/A	Response Count
A trip that includes a golf tournament	66 33%	48 24%	39 20%	26 13%	21 10%	200
A trip where golf is played most days but not tournament golf	90 44%	75 37%	23 11%	3 1%	14 7%	205
A trip that has some golf and some social aspects mixed in	49 25%	53 26%	80 39%	0 0%	21 10%	203
A trip that has more social aspects than golf	4 2%	10 5%	22 12%	103 54%	51 27%	190



Question #15: Please rank the following domestic destinations with 1 being the most likely destination you would like to travel to and 5 being the least likely destination you would like to travel to.

Answer Options	1	2	3	4	5	N/A	Response Count
Florida	45 22%	73 35%	27 13%	21 10%	26 12%	17 8%	209
The Carolinas	108 50%	53 24%	14 6%	19 9%	10 5%	14 6%	218
California	11 6%	29 15%	55 28%	49 25%	33 17%	18 9%	195
Oregon (Bandon Dunes)	36 18%	20 10%	32 16%	38 18%	56 28%	20 10%	202
Arizona	7 3%	25 12%	57 29%	46 23%	43 22%	21 11%	199



Question #16: Please add any additional domestic destinations here:

- Courses in Virginia
- California
- HAWAII
- Alabama golf trail
- Wisconsin (Kohler), Pennsylvania (e.g., Nemaquin), Las Vegas, Alabama (RTJ trail), West Virginia (e.g., Greenbrier), Virginia (e.g., Homestead), Hawaii
- None
- Georgia
- Alabama Trail
- Hawaii
- Local Clubs for social play
- Wisconsin (Kohler, and Erin Hills)
- Nevada
- Alabama Trail, South Carolina
- Hawaii
- Alabama, NY
- MD
- RTJ Trail, AL.
- RTJ Trail in Alabama
- Local DMV area
- Colorado
- The Homestead, Bedford Springs (PA), Greenbrier

Question #16: Please add any additional domestic destinations here: (continued)

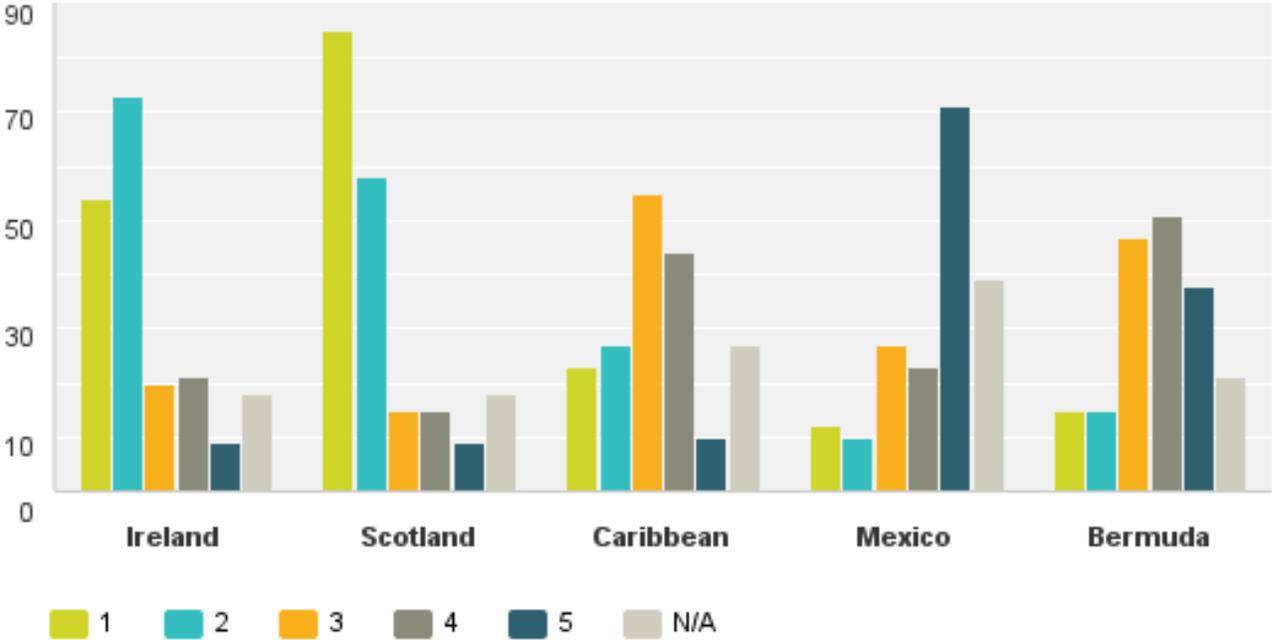
- Virginia, Maryland, Pennsylvania
- Colorado
- Texas, Utah
- New York (Bethpage)
- Middle Atlantic
- Penn National, Homestead, Tides
- Hawaii
- Robert Trent Jones Trail (Alabama)
- Alabama
- Alabama
- Hawaii
- San Antonio, Texas - New England
- eastern shore of MD
- Northeast - New York Bethpage
- Lake Tahoe Area
- Virginia
- RTJ Trail
- Rocky Mountains during heat of summer
- NY, NJ, Wisconsin, Hawaii
- Hawaii
- Texas
- Maryland and New Jersey
- Other CCs in the DC area, i.e.
- South Texas
- New York, New Jersey
- The Trail - Alabama
- Prior major championship courses
- RTJ Trail
- Alabama
- Utah

Question #16: Please add any additional domestic destinations here: (continued)

- Hawaii
- Las Vegas NV
- Robert Trent Jones Trail - Alabama
- Kohler, Wisconsin
- RTJ Trail
- Wisconsin; New Jersey; HI
- Southern Virginia, I.e Williamsburg Virginia Beach
- Maryland, Pennsylvania
- Mountain courses...Pennsylvania, W Virginia, Virginia
- Williamsburg, VA
- Florida
- Virginia
- New England, Hawaii
- Streamsong in Florida
- Kohler, WI

Question #17. Please rank the following international destinations with 1 being the most likely destination you would like to travel to and 5 being the least likely destination you would like to travel to.

Answer Options	1	2	3	4	5	N/A	Response Count
Ireland	54 28%	73 38%	20 10%	21 10%	9 5%	18 9%	195
Scotland	85 42%	58 30%	15 7%	15 7%	9 5%	18 9%	200
Caribbean	23 12%	27 14%	55 30%	44 24%	10 5%	27 15%	186
Mexico	12 7%	10 5%	27 15%	23 13%	71 39%	39 21%	182
Bermuda	15 8%	15 8%	47 26%	51 27%	38 20%	21 11%	187



Question #18: Please add any additional international destinations here:

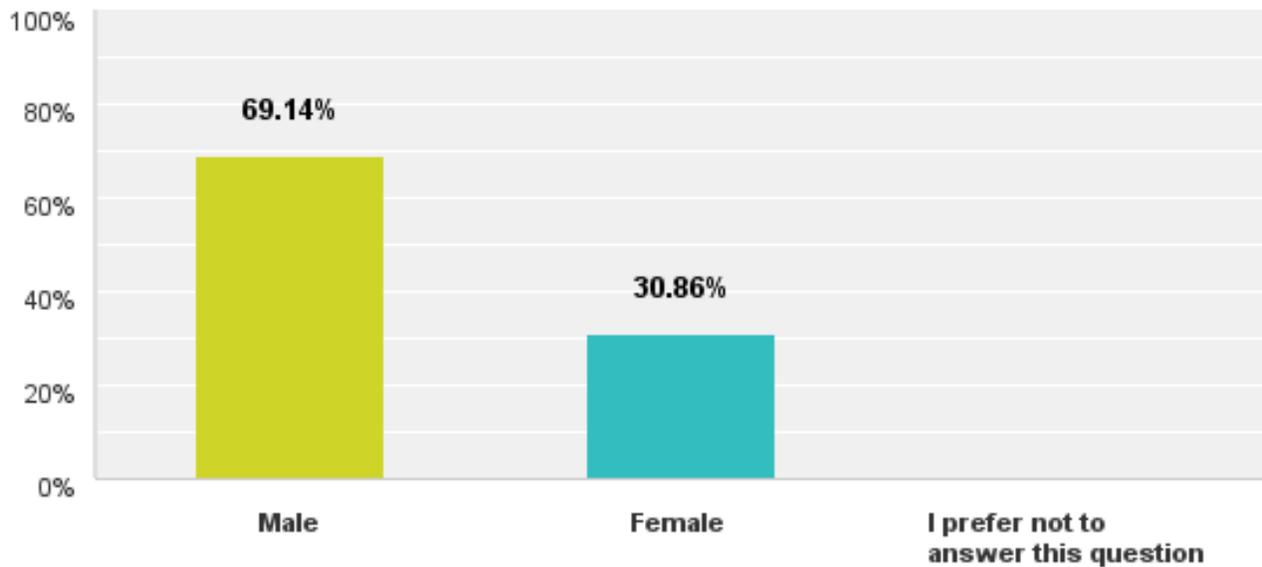
- South Africa
- England
- None
- Spain, Portugal
- South Africa
- NA
- Switzerland and Germany
- Spain
- Portugal France
- Canada
- United Kingdom, Australia
- England, S. Africa, Australia
- Spain, Portugal
- Germany
- Canada
- Dubai
- South Africa
- Spain
- Asia or Dubai
- Canada
- Spain

Question #18: Please add any additional international destinations here: (continued)

- SPAIN and PORTUGAL
- Australia
- Canada
- Anywhere in Canada during heat of summer
- Spain, France, UK
- Costa del Sol Spain
- Japan, china
- Spain, Dubai, UAE
- Austria (can recommend a contact - done this many times!)
- Cabot Links, Canada
- England; Canada;
- Portugal
- If I went on an international trip I would want it to be a mixture of golf and exploring the areas
- Australia
- South Africa
- Aruba
- Canada
- Portugal
- Spain

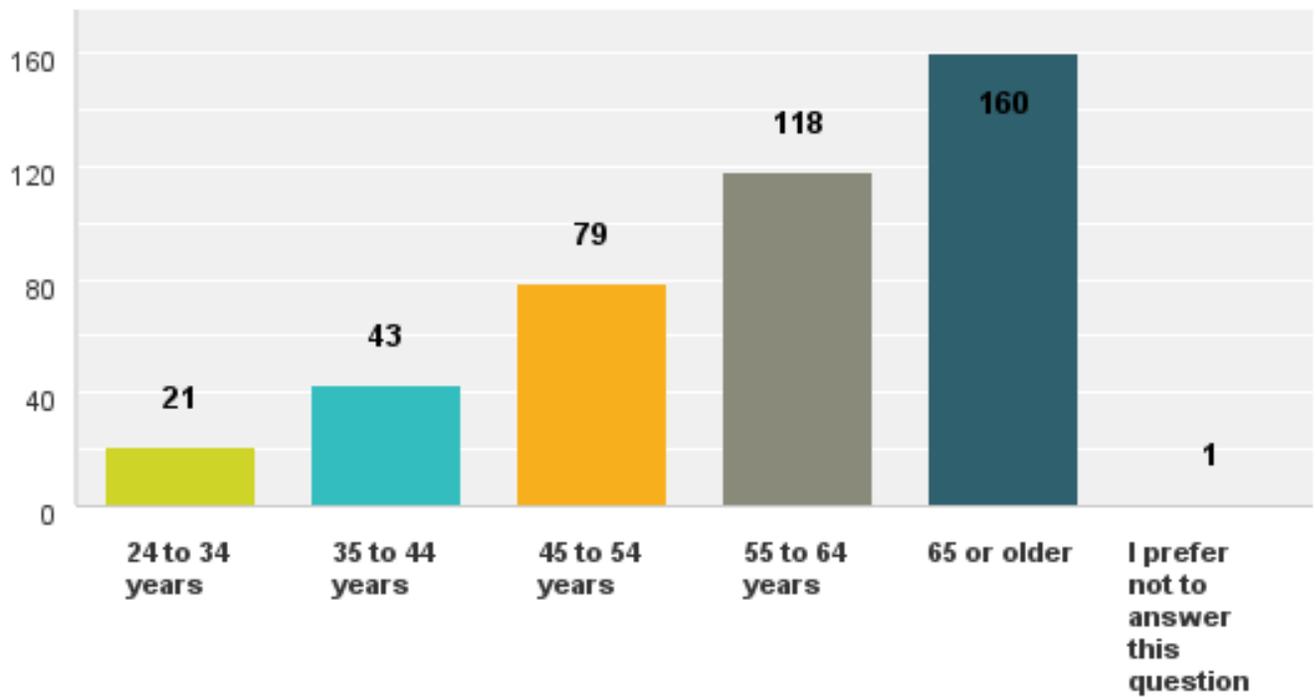
Question #19: What is your gender?

Answer Options	Response Percent	Response Count
Male	69.1%	289
Female	30.9%	129
I prefer not to answer this question	0.0%	0



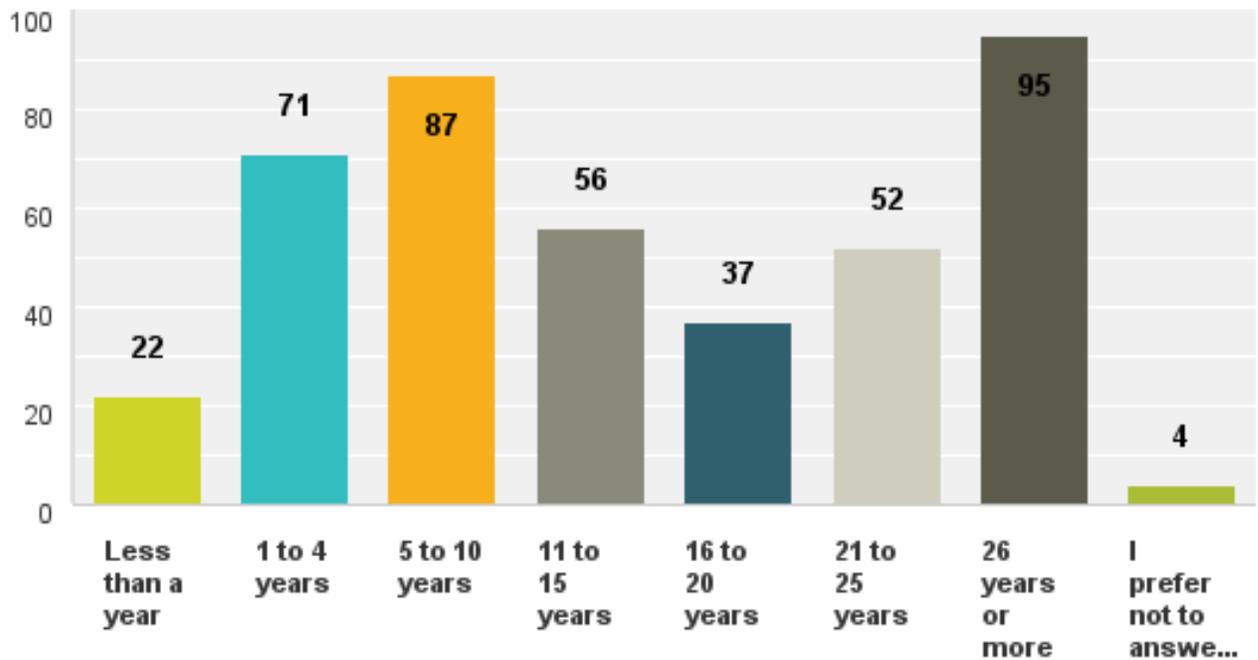
Question #20: What is your age?

Answer Options	Response Percent	Response Count
24 to 34 years	5.0%	21
35 to 44 years	10.2%	43
45 to 54 years	18.7%	79
55 to 64 years	28.0%	118
65 or older	37.9%	160
I prefer not to answer this question	0.2%	1



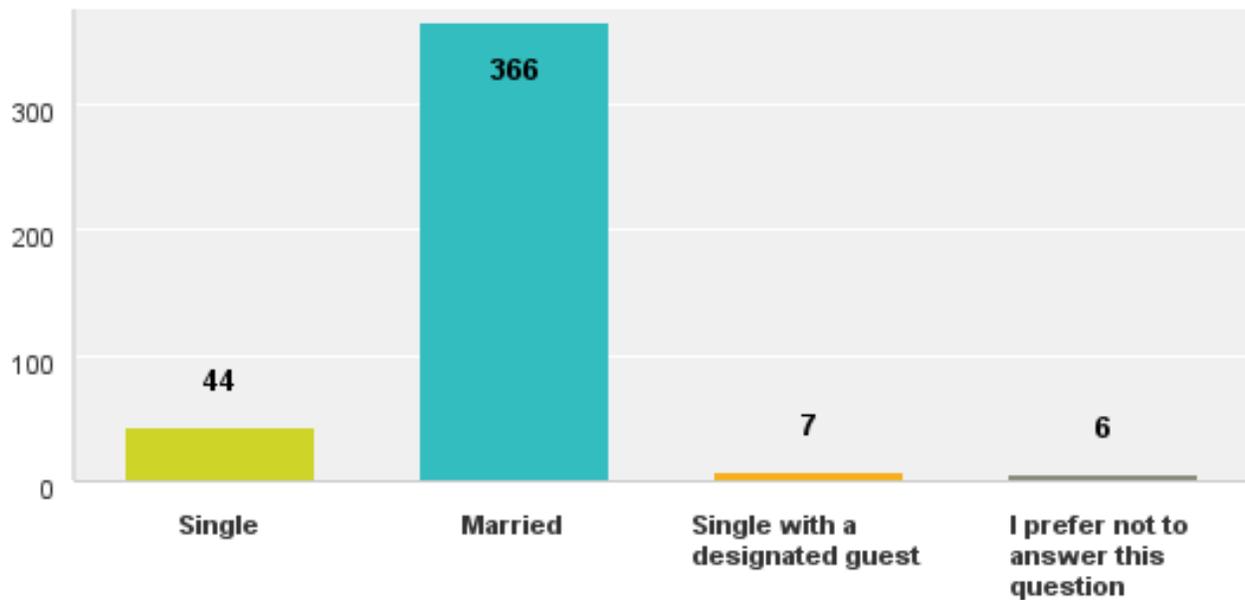
Question #21: How long have you been a member of ANCC?

Answer Options	Response Percent	Response Count
Less than a year	5.2%	22
1 to 4 years	16.7%	71
5 to 10 years	20.5%	87
11 to 15 years	13.2%	56
16 to 20 years	8.7%	37
21 to 25 years	12.3%	52
26 years or more	22.4%	95
I prefer not to answer this question	0.9%	4



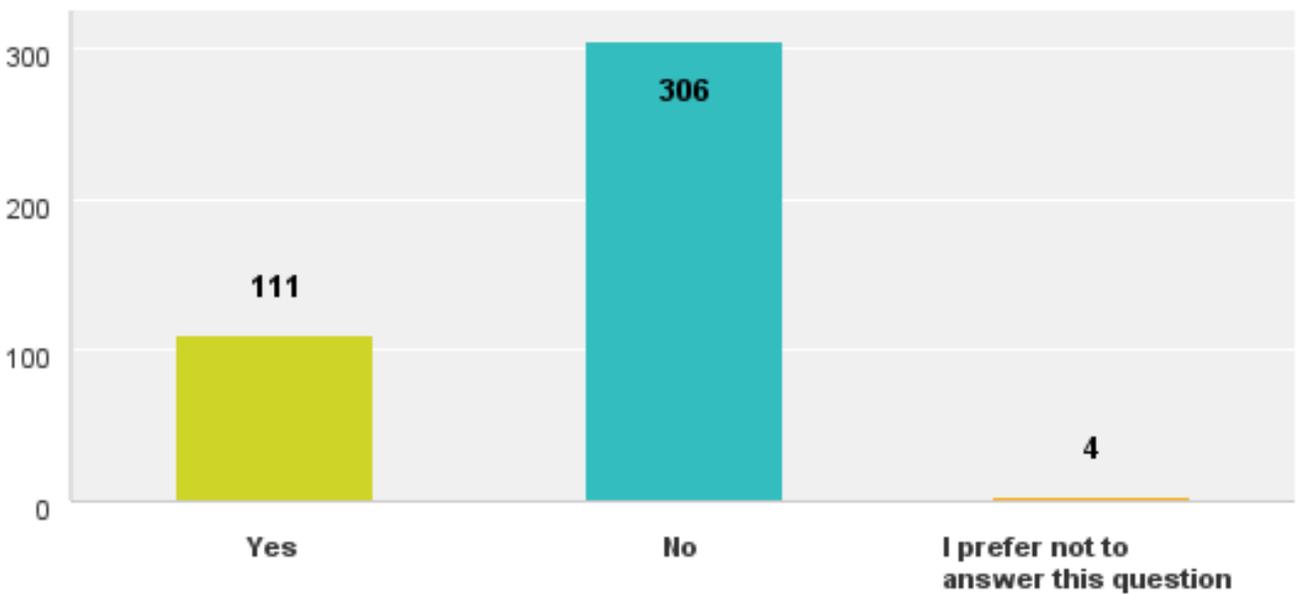
Question #22: What is your marital status?

Answer Options	Response Percent	Response Count
Single	10.4%	44
Married	86.5%	366
Single with a designated guest	1.7%	7
I prefer not to answer this question	1.4%	6



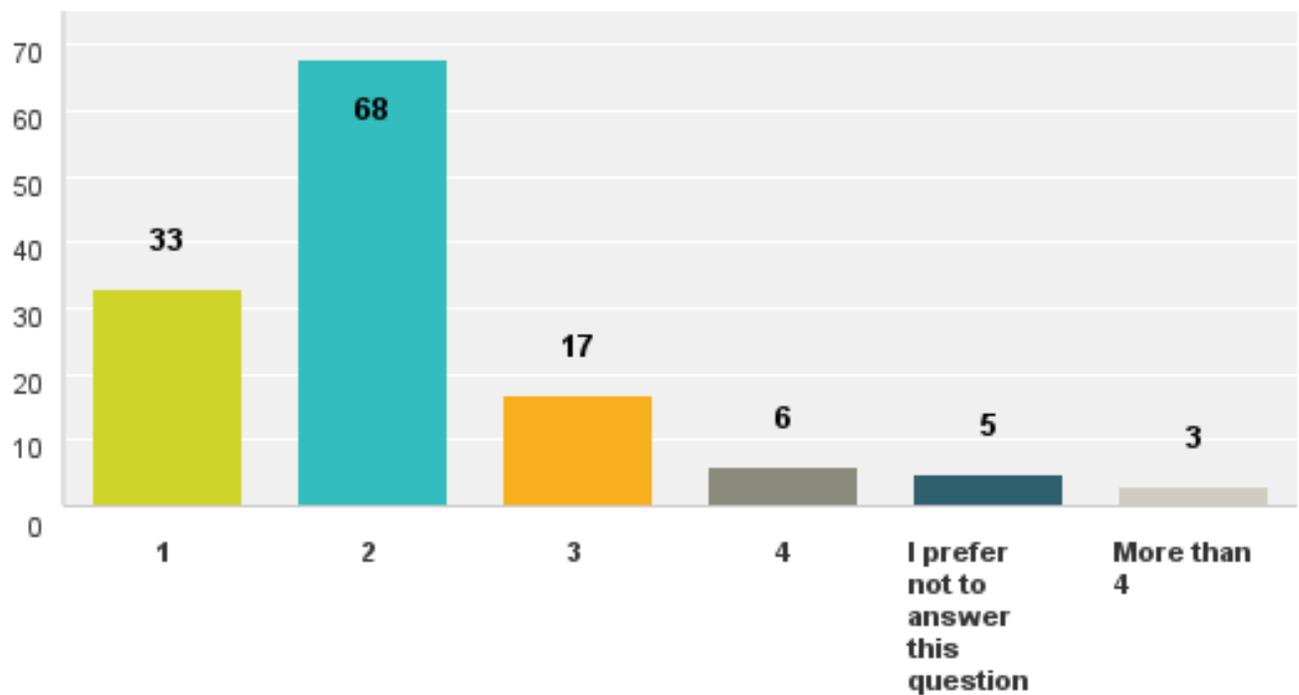
Question #23: Do you have children at home?

Answer Options	Response Percent	Response Count
Yes	26.4%	111
No	72.7%	306
I prefer not to answer this question	1.0%	4



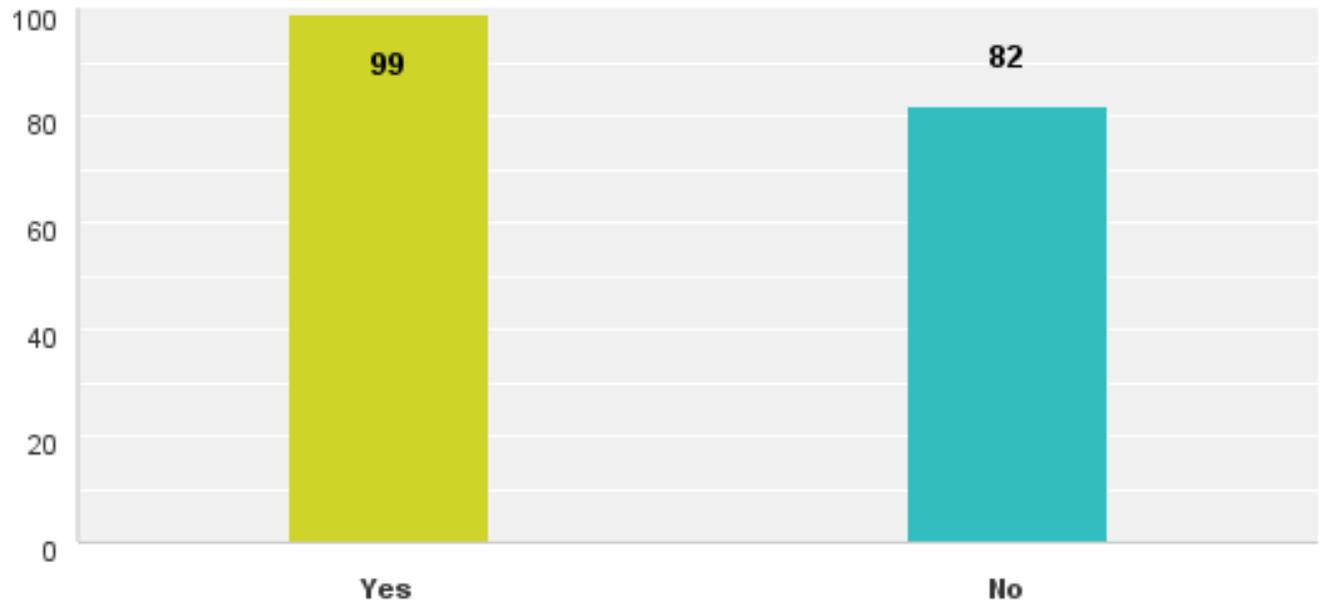
Question #24: If yes, how many children do you have?

Answer Options	Response Percent	Response Count
1	25.0%	33
2	51.5%	68
3	12.9%	17
4	4.5%	6
I prefer not to answer this question	3.8%	5
How many children do you have at home? (if more than 4)	2.3%	3



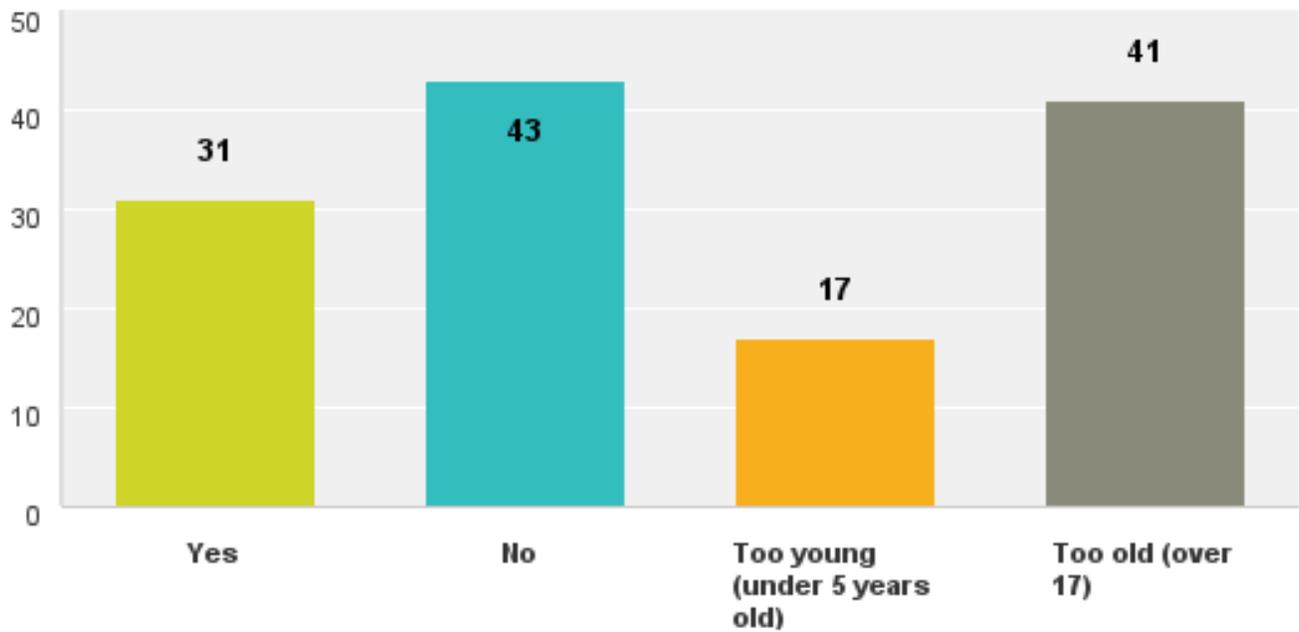
Question #25: If you have children, do they play golf?

Answer Options	Response Percent	Response Count
Yes	54.7%	99
No	45.3%	82



Question #26: If yes, do they participate in the ANCC Junior Golf Program?

Answer Options	Response Percent	Response Count
Yes	23.5%	31
No	32.6%	43
Too young (under 5 years old)	12.9%	17
Too old (over 17)	31.1%	41
Other (please specify)		12

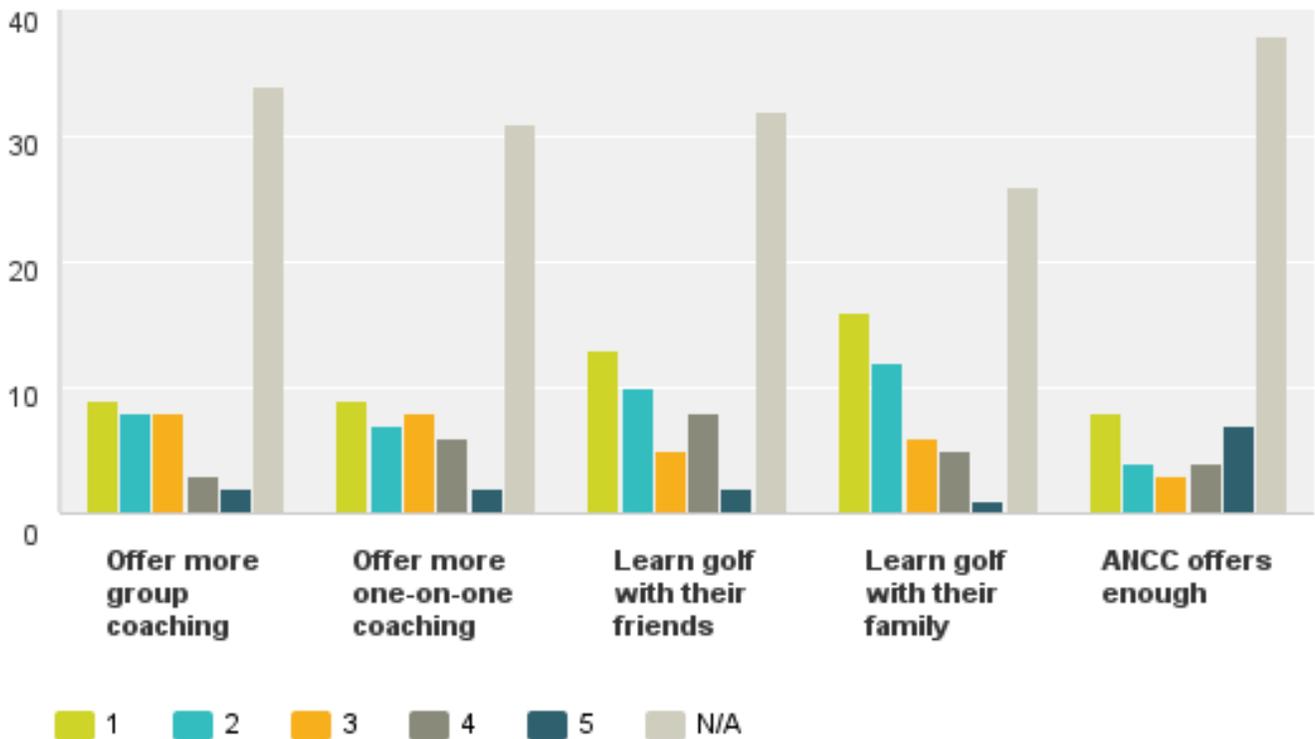


**Question #26: If yes, do they participate in the
ANCC Junior Golf Program?
COMMENTS**

- They did participate until departing for college.
- They played earlier but moved on to different sports. I will say that the junior golf program is much improved with Jimmy Kowalski than in previous years with Tommy and James.
- they used to take lessons and enjoyed it. Learned how to play at sports camp
- going to start this year
- I am single and I did have a designated guest a long time ago (I think I turned that off). Note that I'd play a lot more golf if my adult daughter could be my designated guest on some days and then my golf-playing girlfriend could be my designated guest on other days.
- Grandchildren participate - Two, an 8 Year old and 5 year old.
- They did when they were younger. Our children now range from 32 to 24.
- Adult children - and YES! Loved ANCC junior golf!
- They did 15 years ago !
- They have done some clinics only.
- No other space for comments so using this one - please make sure to consider FAIRFAX location when coming up with opportunities especially for kids. Arlington for many is too far to go.

Question #27: If your child is between the ages of 5 and 17 years old and is not enrolled in any of the ANCC Junior Golf Programming what could the Professional Staff do to assist them to start to play? Please rank in order of importance with 1 being the most important and 5 being the least important.

Answer Options	1	2	3	4	5	N/A	Response Count
Offer more group coaching	9 14%	8 13%	8 13%	3 4%	2 3%	34 53%	64
Offer more one-on-one coaching	9 14%	7 11%	8 13%	6 10%	2 3%	31 49%	63
Offer more opportunities to learn golf with their friends	13 19%	10 14%	5 7%	8 11%	2 3%	32 46%	70
Offer more opportunities to learn golf with their family	16 24%	12 18%	6 9%	5 8%	1 1%	26 40%	66
ANCC offers enough coaching opportunities for them	8 13%	4 6%	3 6%	4 6%	7 10%	38 59%	64



Question #28: What is your total household income before taxes in the last 12 months?

Answer Options	Response Percent	Response Count
Less that \$75,000	1.0%	4
\$75,001 to \$99,999	1.9%	8
\$100,000 to \$149,999	10.5%	44
\$150,000 to \$199,999	12.0%	50
\$200,000 or more	42.6%	178
I prefer not to answer this question	32.1%	134

