

Sharing the CLGA 2017 Survey Results

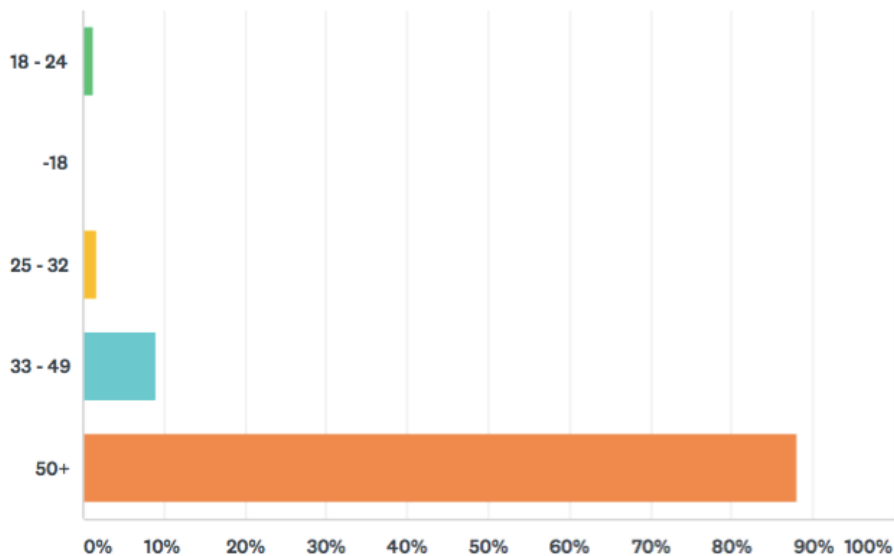
This first-ever CLGA membership survey grew out of our need to address those important conversations and ideas that you initiated throughout the 2017 golf season. Hearing, and appreciating, your input also triggered many good discussions among the CLGA executive team about how to formalize a response that would have the goal of improving the CLGA membership experience and participation for years to come.

We agreed that a survey of your opinions, viewpoints, and recommendations would be a productive start that would give us some data to work with. We further agreed to focus on the elements of our tournaments, events, and programs with the intent of ensuring that any improvements would have a manageable scope of work.

With that in mind we set out to design a survey that covered the important topics in a straightforward and accessible way. Based on the rate and thoroughness of your responses the CLGA executive team was confident that this was a worthwhile effort. We closed the survey on October 31st, 2017 and compiled the following summary information, which we are pleased to share with you. Thank you for your input to the survey and we look forward to hearing additional ideas you may have after reading the results.

426 of our CLGA members, from the following age groups, responded:

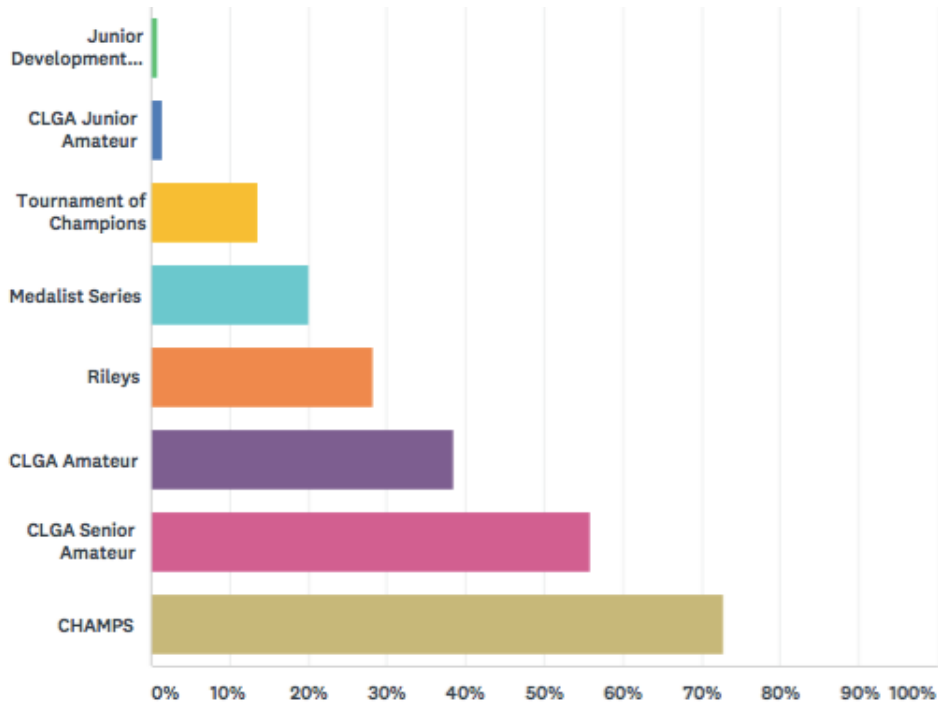
Answered: 422 Skipped: 4



ANSWER CHOICES	RESPONSES	
18 - 24	1.18%	5
-18	0.00%	0
25 - 32	1.66%	7
33 - 49	9.00%	38
50+	88.15%	372
TOTAL		422

Of these 426 respondents, 251 had participated in CLGA events or programs in the past 5 years. These 251 (more than half of the total) encouraged our confidence that we were provided very recent, relevant information.

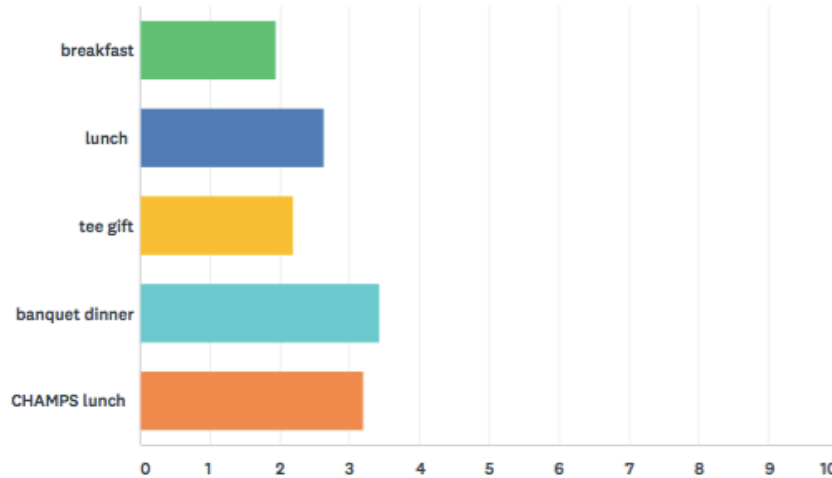
213 members participated in the following events/programs:



ANSWER CHOICES	RESPONSES
Junior Development Camp	0.94% 2
CLGA Junior Amateur	1.41% 3
Tournament of Champions	13.62% 29
Medalist Series	20.19% 43
Rileys	28.17% 60
CLGA Amateur	38.50% 82
CLGA Senior Amateur	55.87% 119
CHAMPS	72.77% 155
Total Respondents: 213	

209 members rated the following items in their decision to participate in CLGA Tournaments (1=not important; 5=most important):

Greater than 31% rated banquet dinners important to their decision to play in tournaments and CHAMPS lunches (+24%) are very important to the members who participate in the CHAMPS annual event.



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	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
breakfast	54.84% 102	16.67% 31	15.05% 28	5.38% 10	8.06% 15	186	1.95
lunch	31.75% 60	15.87% 30	22.75% 43	15.87% 30	13.76% 26	189	2.64
tee gift	46.52% 87	14.44% 27	20.86% 39	9.63% 18	8.56% 16	187	2.19
banquet dinner	17.80% 34	5.24% 10	23.56% 45	21.99% 42	31.41% 60	191	3.44
CHAMPS lunch	21.02% 37	8.52% 15	23.86% 42	22.16% 39	24.43% 43	176	3.20

number of questions focused on the City Amateur and the findings were as follows:

- Of the 157 respondents who play in the Amateur, 97 members said they would **not** play in this tournament if it was held on two different courses and 60 said they would.
- a practice round is very important to participants of the tournament
- Of the 157 respondents, 60 said they prefer the tournament to be a two day event, 54 said they would like to keep it as a three day event, and 42 said they have no preference.

Based on some of the findings of this survey, the CLGA executive will create a set of Guidelines which will be used by each Tournament Chair to assist with the breakdown of tournament costs and budgets. These Guidelines will be available for the 2018 golf season.