NGF GOLFSAT
NATIONAL GOLF FOUNDATION

Schifferdecker Golf Course

Satisfaction Measures

Responses from 3/29/2014 thru 7/22/2014

(53 responses)

	Average Score	Value Percentile[1]	National Percentile[1]
Overall customer satisfaction	7.7	31	25
Satisfaction compared to expectations	8.2	86	77
Satisfaction compared to other courses	7.9	74	65
Likelihood to play more	6.6	55	51
Likelihood to recommend	7.8	43	38



Loyalty Index

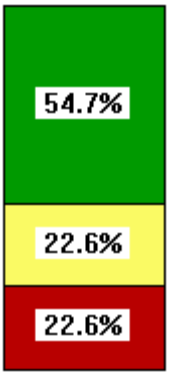
[1] Measured on a scale of 0 to 100, this number represents the percent of golf facilities that received lower customer ratings on this measure than your facility.

<< Report Menu Satisfaction Factors >>

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Schifferdecker Golf Course

Loyalty Index
Responses from 3/29/2014 thru 7/22/2014
(53 responses)



Loyalty Index: 32.1%
(Promoters minus detractors)

	Promoters (9-10)	Passives (7-8)	Detractors (0-6)	Loyalty Index
Schifferdecker Golf Course	54.7%	22.6%	22.6%	32.1%
Value Benchmark	40.8%	36.0%	23.2%	17.6%
National	43.6%	36.4%	20.0%	23.6%

<< Satisfaction Measures Report Menu Satisfaction Factors >>

NGF GOLFSAT
NATIONAL GOLF FOUNDATION

Schifferdecker Golf Course

Satisfaction Factors

Responses from 3/29/2014 thru 7/22/2014

(53 responses)

Satisfaction Factors	Average Score (Scale 1-10)	Value Percentile[1]	National Percentile[1]
Overall value	8.6	78	91
Overall course conditions	7.3	35	18
Pace of play	7.5	57	61
Friendliness/helpfulness of staff	9.6	99	99
Golf course design/layout	7.7	24	11
Tee Time Availability	8.8	82	94
Condition of Greens	6.9	23	11
Food and Beverage Service	6.7	19	9
Affordability	9.4	100	100
Condition of Tees	6.9	20	10
Condition of Bunkers	6.6	45	26
Condition of Fairways	6.8	18	8



Loyalty Driver

[1] Measured on a scale of 0 to 100, this number represents the percent of golf facilities that received lower customer ratings on this measure than your facility.

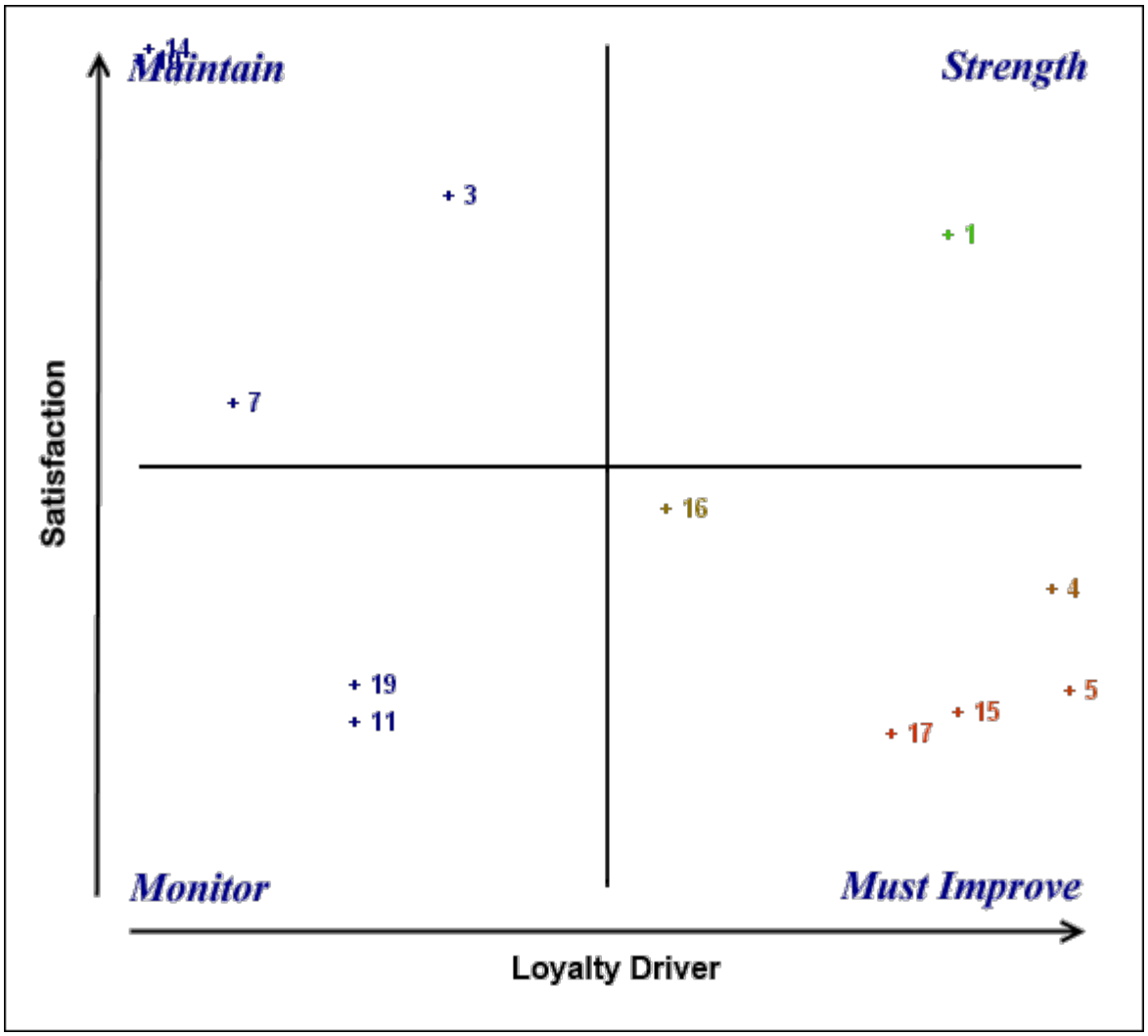
<< Satisfaction Measures Report Menu Customer Referralls >>

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Schifferdecker Golf Course

Loyalty Driver

Responses from 3/29/2014 thru 7/22/2014
(53 responses)



	Factor	Average Score (Scale 1-10)	Value Percentile [1]	Loyalty Driver
1	Overall value	8.6	78	80
3	Tee Time Availability	8.8	82	48
4	Overall course conditions	7.3	35	86
5	Condition of Greens	6.9	23	87
7	Pace of play	7.5	57	35
10	Friendliness/helpfulness of staff	9.6	99	29
11	Food and Beverage Service	6.7	19	43
14	Affordability	9.4	100	30
15	Condition of Tees	6.9	20	80

16	Condition of Bunkers	6.6	45	62
17	Condition of Fairways	6.8	18	76
19	Golf course design/layout	7.7	24	43

<< Satisfaction Measures Report Menu Customer Referralls >>

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Schifferdecker Golf Course

Competition

Responses from 3/29/2014 thru 7/22/2014

(53 responses)

	Courses that Customers also Play:
Carthage Municipal Golf Course	49%
Peoria Ridge Golf Course	38%
Briarbrook Golf Course	34%
Neosho Municipal Golf Course	34%
Rangeline Golf Center Inc.	19%
The Bald Eagle Course At Eagle Creek Golf Club	11%
Four Oaks Golf Course	6%
Crestwood Country Club	4%
Baxter Country Club	4%
Countryside Golf Course	2%
Twin Hills Golf & Country Club	2%

<< Comments Improvements Report Menu Customer Origin >>

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Schifferdecker Golf Course

Customer Origin

Responses from 3/29/2014 thru 7/22/2014

(53 responses)

	Number of Customers	Percent of Customers	Cumulative Percent
64804	25	47.2%	47.2%
64801	9	17.0%	64.2%
64060	4	7.5%	71.7%
64068	3	5.7%	77.4%
64834	3	5.7%	83.0%
6483r	1	1.9%	84.9%
65653	1	1.9%	86.8%
65810	1	1.9%	88.7%
66223	1	1.9%	90.6%
66725	1	1.9%	92.5%
66735	1	1.9%	94.3%
66739	1	1.9%	96.2%
73103	1	1.9%	98.1%
640804	1	1.9%	100.0%

< back >

<< Competition Report Menu Customer Profile >>

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Schifferdecker Golf Course

Custom Questions

Responses from 3/29/2014 thru 7/22/2014

How much additional green fees would you be willing to pay if the money was invested back into the property? (Single select, Active)

- $2 - $4 (**21 responses**)
- $5 - $7 (**14 responses**)
- $8 - $10 (**3 responses**)
- Not willing to pay more (**9 responses**)
- I will pay whatever the fees are (**6 responses**)

Have you ever been to a golf driving range or practice facility? (Single select, Active)

- Yes (**54 responses**)
- No (**0 responses**)

Would you be willing to pay for a monthly membership program which included unlimited range balls (if driving range was available), advanced tee time reservations, 2 free lessons, and discounts on food and drinks? (Single select, Active)

- Yes (**23 responses**)
- No (**17 responses**)
- I don't know (**14 responses**)

Why do you typically go to a driving range? Select all that apply: (Multiple select, Active)

- As a fun destination for a social gathering/date idea/ company function/etc. (**5 responses**)
- To hang out with friends and family and play around (**1 response**)
- To improve my woods and longer irons (**45 responses**)
- To let off some steam after a long day (**3 responses**)
- To improve my short game, chipping, and pitching (**38 responses**)
- To demo or try out new equipment (**21 responses**)

On a scale of 1 to 5 please rank us on your level of satisfaction for Snack Bar SELECTION. (Single select, Active)

- 1 - Very dissatisfied (**5 responses**)
- 2 - Somewhat dissatisfied (**4 responses**)
- 3 - Neither satisfied nor dissatisfied (**33 responses**)
- 4 - Somewhat satisfied (**12 responses**)
- 5 - Very satisfied (**0 responses**)

On a scale of 1 to 5 please rank us on your level of satisfaction for Snack Bar PRICING. (Single select, Active)

- 1 - Very Dissatisfied (**5 responses**)
- 2 - Somewhat dissatisfied (**4 responses**)
- 3 - Neither satisfied nor dissatisfied (**26 responses**)
- 4 - Somewhat satisfied (**13 responses**)
- 5 - Very satisfied (**6 responses**)

What are your most important reasons for not golfing more at Schifferdecker Golf Course? Select any of the below answer choices that you consider to be a major barrier to golfing more: (Multiple select, Active)

- I don't have more free time (**27 responses**)
- Spouse or significant other doesn't play (**3 responses**)
- Golf course is too congested (**6 responses**)
- Course isn't welcoming for women (**0 responses**)
- Course isn't welcoming for beginners (**0 responses**)
- Round of golf takes too long (**3 responses**)
- Golf is a lower priority than other leisure activities (**2 responses**)
- Limited options besides playing full 18-hole round (**1 response**)
- The game is too difficult (**1 response**)
- My friends don't play golf or play at another course (**7 responses**)
- I don't know the rules / norms (**0 responses**)
- I have an ailment that prevents me from playing more often (**3 responses**)
- Course isn't a place I can take my kids to (**1 response**)
- Fees too expensive (**1 response**)
- Buying equipment too expensive (**0 responses**)

Please list activities you would be interested in participating at our facility: (Multiple select, Active)

- League Play (**14 responses**)
- Men's/Ladies' Club Association (**12 responses**)
- Tournaments (**26 responses**)
- Clinics (**13 responses**)
- Private Lessons (**15 responses**)
- Junior Programs (**2 responses**)
- Hosting a Corporate or Group Golf Outing (**2 responses**)

Please tell us what we could do to enhance your golfing experience? (Text, Active)
(Click here to view the 41 responses)

What enhancements would you like to see at our Clubhouse? (Text, Active)
(Click here to view the 38 responses)

<< Customer Profile Report Menu