


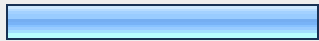
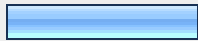


Private Club Communication and Identity

1. What is your title?			Response Percent	Response Count
Executive Management (CEO/COO/President/GM)			73.6%	215
Manager/Assistant Manager/Membership Director			17.8%	52
Food and Beverage Manager/Executive			3.4%	10
Golf Director/Golf Superintendent			5.1%	15
Other (please specify)				25
			answered question	292
			skipped question	1

2. Type of club			Response Percent	Response Count
Country Club			69.2%	202
Golf Club			17.1%	50
Athletic Club			3.8%	11
City Club			5.5%	16
Yacht Club			4.5%	13
Other (please specify)				25
			answered question	292
			skipped question	1

3. How many members are in your club?

		Response Percent	Response Count
Less than 100		3.4%	10
101-300		10.3%	30
301-500		31.5%	92
501-1,000		33.9%	99
Over 1,000		20.9%	61
		<i>answered question</i>	292
		<i>skipped question</i>	1

4. If you'd like to see the results of this survey, enter your e-mail address.

		Response Count
		246
		<i>answered question</i>
		246
		<i>skipped question</i>
		47

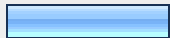
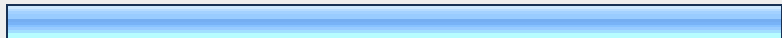

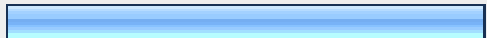
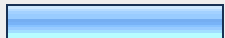
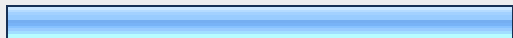
5. Which of the following publications does your club have? (Check all that apply)

		Response Percent	Response Count
Magazine		8.7%	25
Newsletter		89.6%	257
Web Site (external)		77.4%	222
Web Site (member only)		69.3%	199
Fax Newsletter		3.8%	11
E-Newsletter		57.1%	164
Event Mailers		62.0%	178
Event E-Mail		78.8%	226
Employee Newsletter		18.8%	54
Employee Web Site		7.7%	22
Newsletter for Club Special Interests (e.g., golf, women's activities, kids)		18.1%	52
Web sites for Club Special Interests		14.6%	42
		answered question	287
		skipped question	6

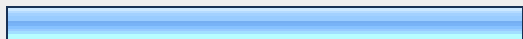

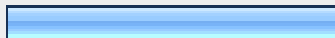
6. If you have a magazine or newsletter, is it produced...

		Response Percent	Response Count
Internally?		53.4%	141
Externally?		10.2%	27
Combination		37.5%	99
		answered question	264
		skipped question	29

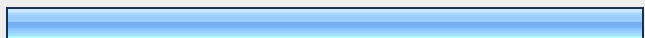
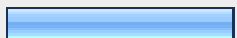
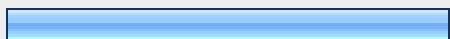
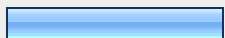
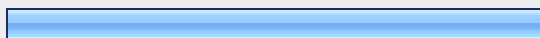
7. If you have a newsletter or magazine who is involved? (check all that apply)

		Response Percent	Response Count
A Committee		17.3%	46
General Manager		83.8%	223
Assistant Manager		27.8%	74
Marketing/Membership Director		51.5%	137
Communication Director		23.7%	63
A Member of the Club's Office Staff		54.9%	146
Other (please specify)			42
		answered question	266
		skipped question	27

8. If you have a Website or "e-newsletter" is it produced...

		Response Percent	Response Count
Internally?		55.2%	144
Externally?		9.6%	25
Combination?		35.3%	92
		answered question	261
		skipped question	32

9. If you have a Website or "e-newsletter" who is involved? (check all that is involved)

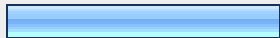
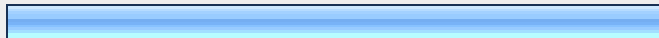
		Response Percent	Response Count
General Manager		68.1%	175
Assistant Manager		24.5%	63
Marketing/Membership Director		47.9%	123
Communication Director		23.4%	60
A Member of the Club's Office Staff		57.2%	147
Other (please specify)			33
		answered question	257
		skipped question	36

10. Which (if any) functions are performed by outside vendors or consultants? (check all that apply)			Response Percent	Response Count
Writing			3.4%	9
Design			49.1%	132
Production Administration			28.3%	76
Strategic Direction			3.7%	10
Computer Hosting			54.7%	147
None of the Above			23.4%	63
			Other (please specify)	9
			answered question	269
			skipped question	24

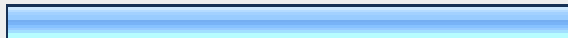
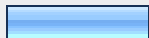
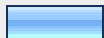
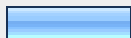
11. Does your club have a marketing or a communication committee?			Response Percent	Response Count
Yes			27.1%	76
No			73.3%	206
			answered question	281
			skipped question	12

12. If YES, what function does that committee serve? (check all that apply)			Response Percent	Response Count
Oversight of new member marketing			74.3%	55
Direct public relations and crisis management			24.3%	18
Provide strategic direction on all internal and external communication			50.0%	37
			answered question	74
			skipped question	219









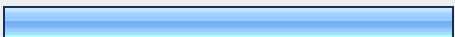


13. Does your club have written plans or guidelines in regard to marketing and communication?

		Response Percent	Response Count
Yes		29.4%	83
No		70.9%	200
		answered question	282
		skipped question	11




14. When was the current plan IMPLEMENTED or last revised?

		Response Percent	Response Count
Within the last year		60.2%	50
1-2 years ago		15.7%	13
2-3 years ago		10.8%	9
More than three years ago		13.3%	11
		answered question	83
		skipped question	210

15. What elements does the plan address? (check all that apply)

		Response Percent	Response Count
Membership Marketing		87.7%	71
New Member Orientation		70.4%	57
Event Promotion		79.0%	64
Publications		63.0%	51
Employee Materials		21.0%	17
External Outreach to the Community		35.8%	29
Crisis Management		25.9%	21
Use of the club's logo in print and on merchandise		56.8%	46
Specifications fro design/color, etc. of the club's letterhead or stationery		48.2%	39
Written Graphics Standards		42.0%	34
Rules for signage in and around the club		48.2%	39
		answered question	81
		skipped question	212

16. What do you see as the biggest challenge in communication/marketing at your club?

		Response Percent	Response Count
Consistent visual appearance of materials		30.6%	71
Consistent message		39.2%	91
Logistical/production management		30.2%	70
		Other (please specify)	56
		answered question	232
		skipped question	61

17. Thanks for taking the time to complete this survey! If you have other ideas or comments you'd like to share on club communication and marketing we'd appreciate your input.

		Response Count
		34
	<i>answered question</i>	34
	<i>skipped question</i>	259