

Appendix I – Full Survey Results

The majority of questions presented in the survey were phrased as agreement questions, with answer choices ranging from “Extremely Unlikely” to “Extremely Likely”. Each of these questions have been visualized through a horizontal bar chart, combined with the percentage of respondents who selected each answer option.

In addition to these bar charts, the responses have been visualized through an “average” number out of the highest potential score of 5.00. This number has been generated by assigning a rating scale to the existing range of answer options, then taking a weighted average of each selection. Higher averages translate to higher agreement among respondents. A score of 5.00 would assume every respondent answered Extremely Likely. Note that this rating scale is purely meant as a way of quantifying the data to easily make comparisons between various questions. The rating scale is as follows:

1 = “Extremely Unlikely”

2 = “Unlikely”

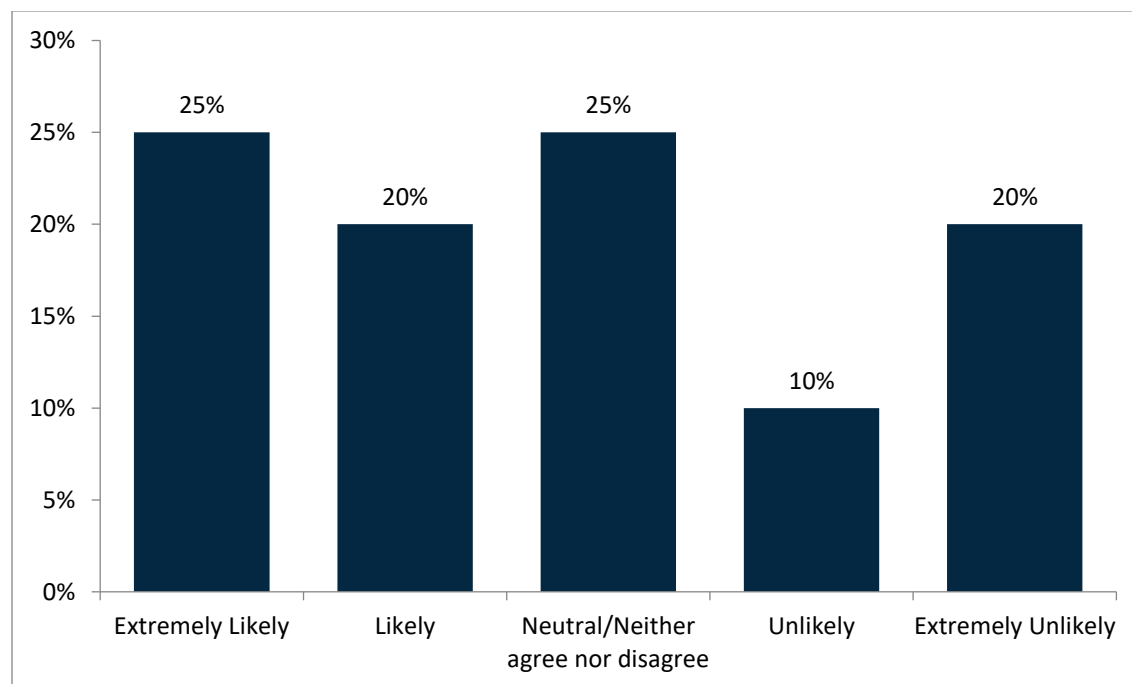
3 = “Neutral/Neither agree nor disagree”

4 = “Likely”

5 = “Extremely Likely”

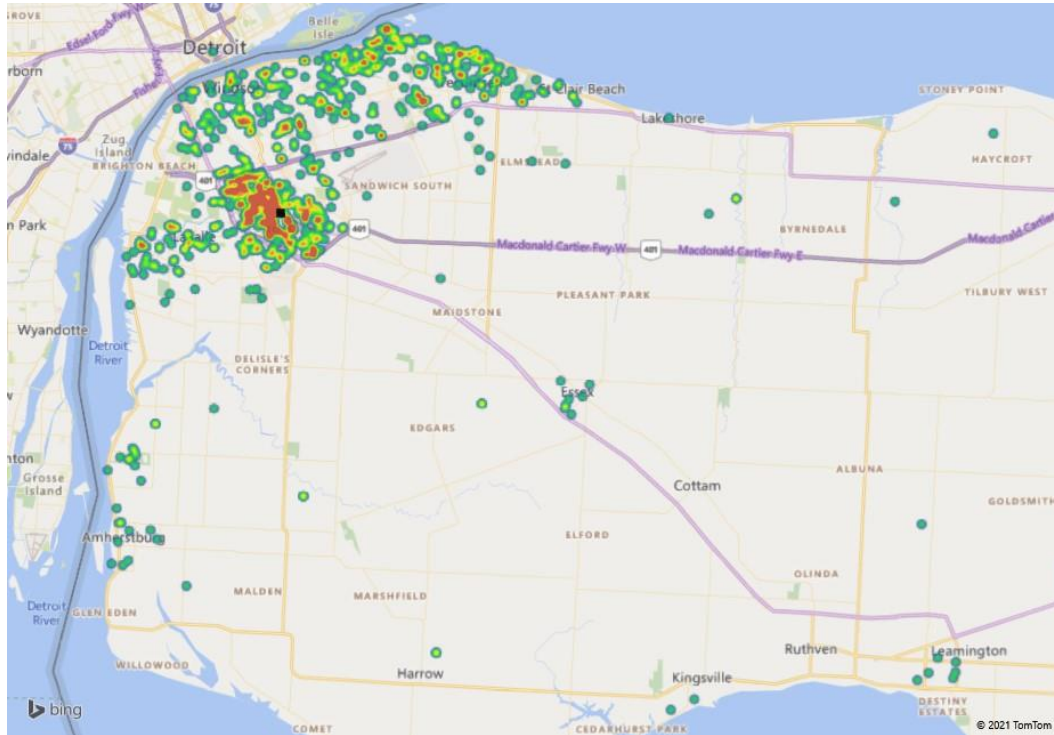
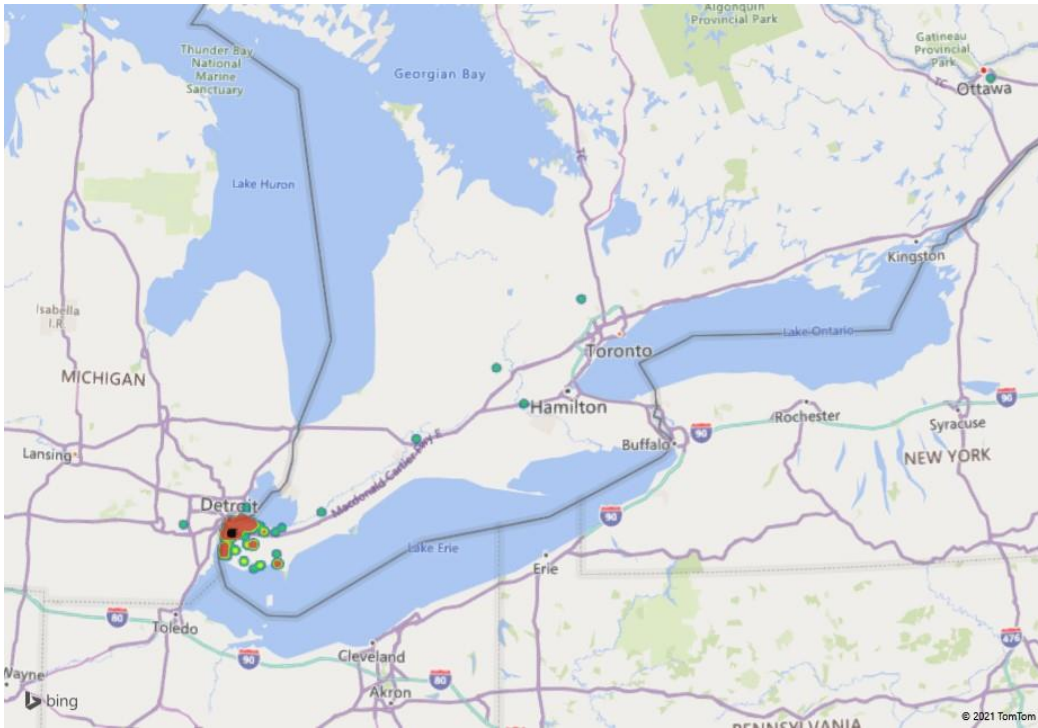
A visualization of the weighted average scoring system is shown below:

The below response set represents a Weighted Average Score of 3.20/5.00.



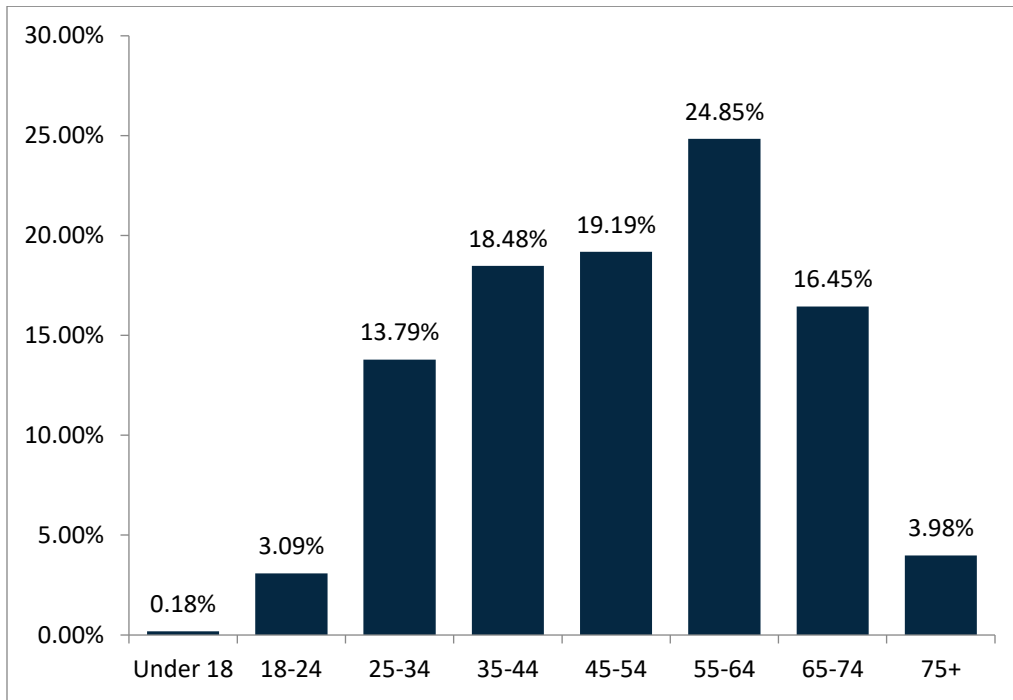
Q1: Please enter your postal code/zip code:

1,071 Respondents, Roseland is represented by a black dot.



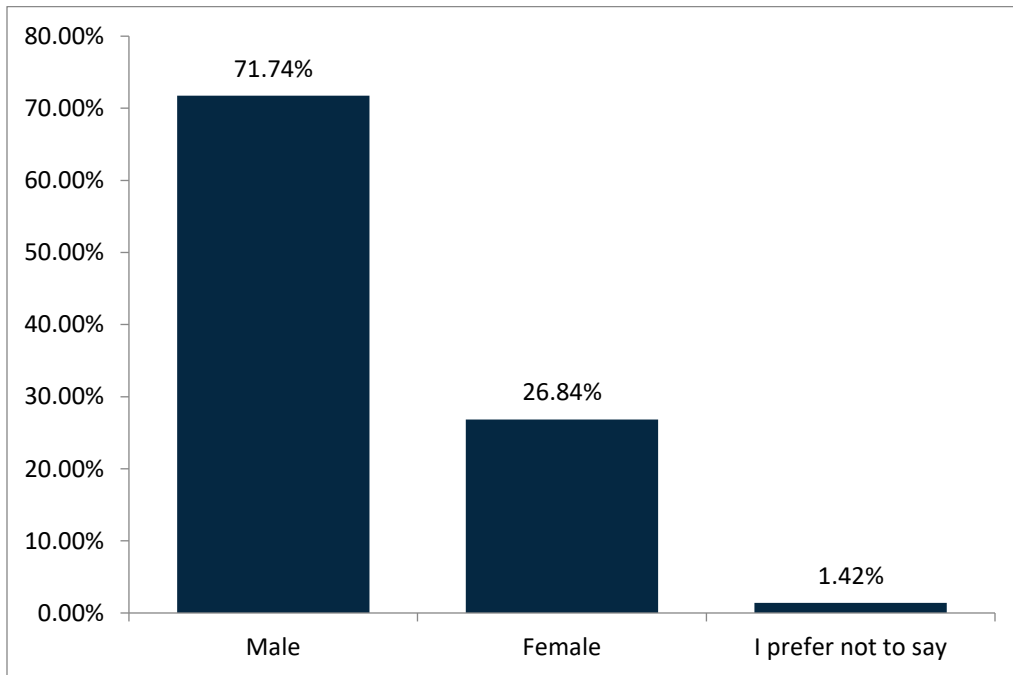
Q2: Age:

1,131 Respondents



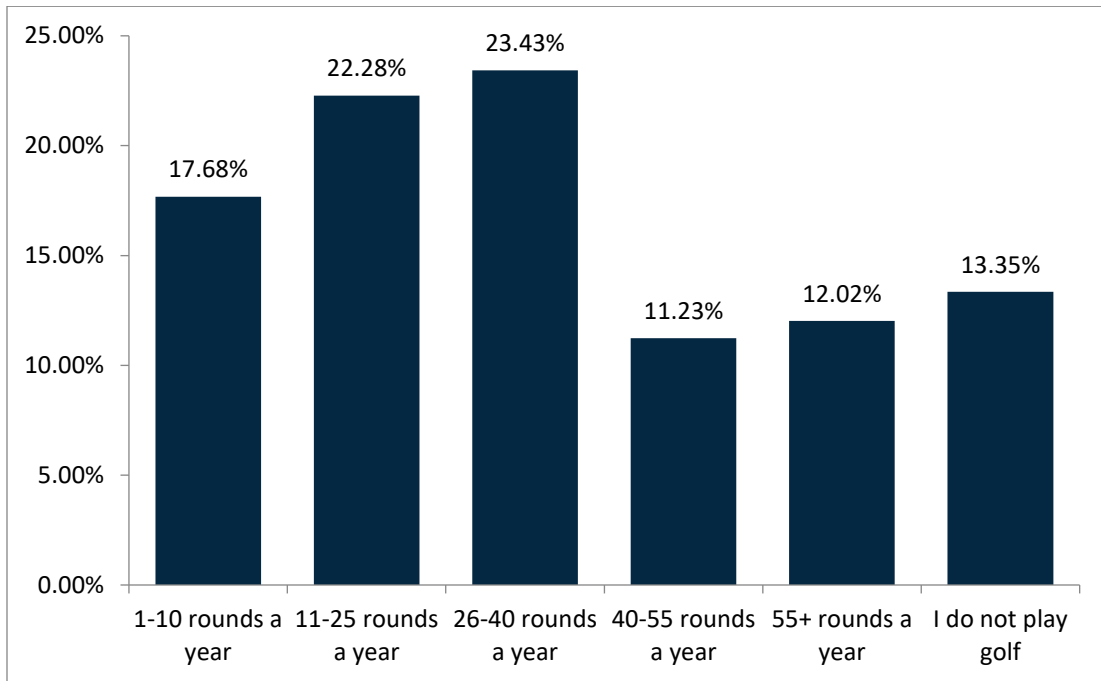
Q3: Gender:

1,129 Respondents



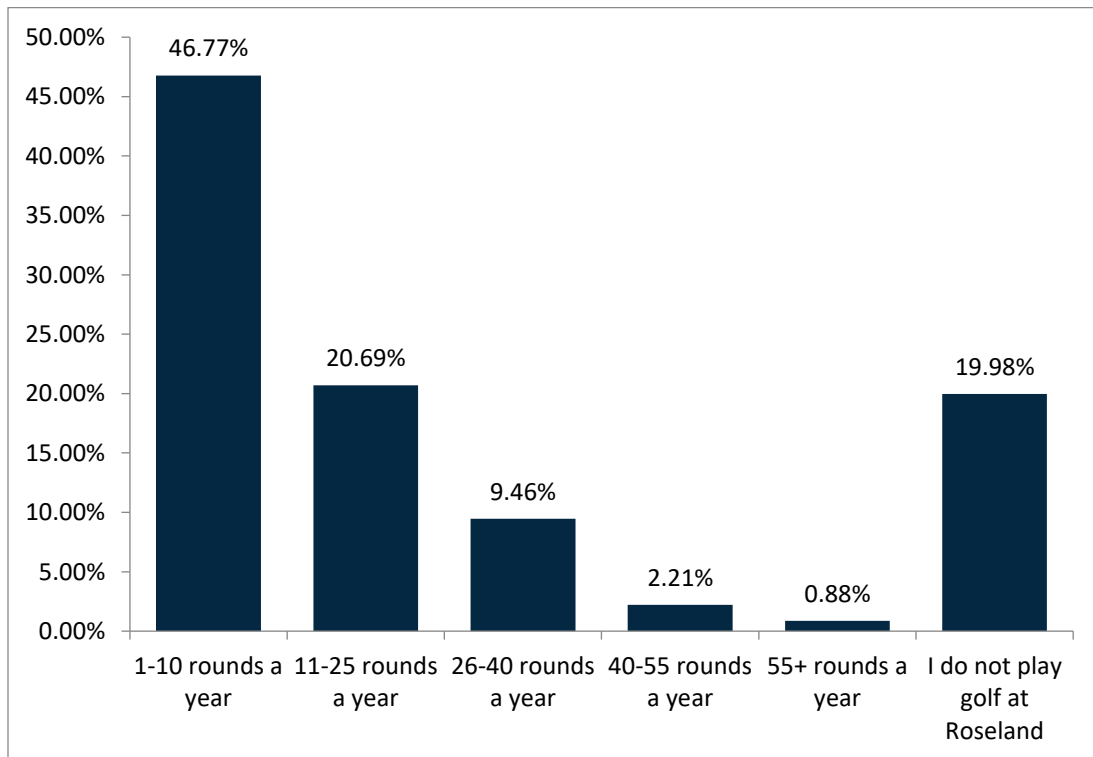
Q4: Please indicate how many rounds of golf you play anywhere per year:

1,131 Respondents



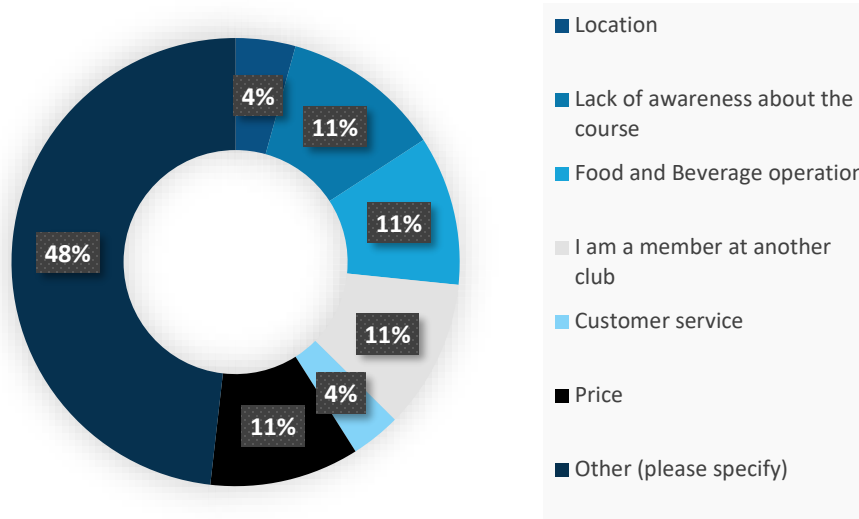
Q5: Please indicate how many rounds of golf you play at Roseland per year:

1,131 Respondents



Q6: If you play golf but do not play at Roseland, please select the reasons below for not choosing Roseland:

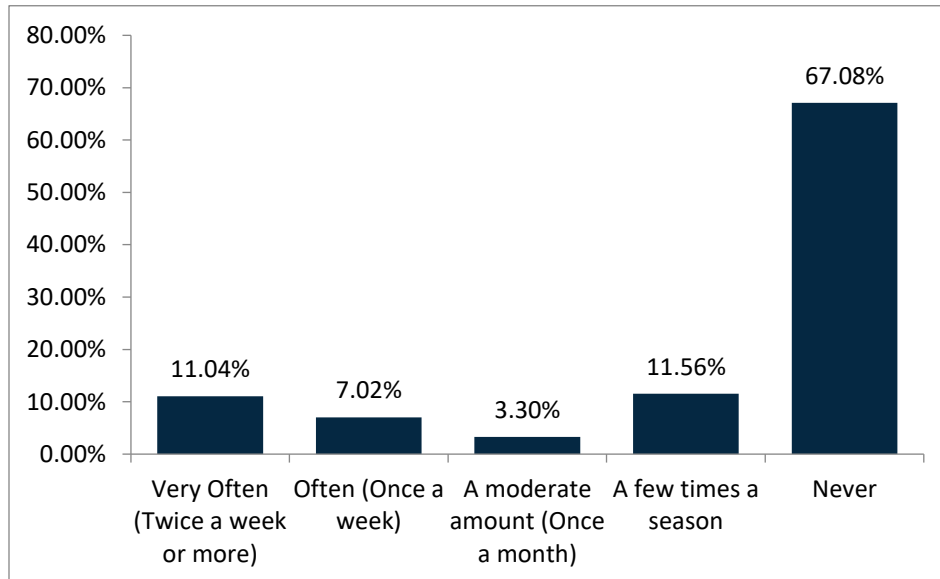
114 Respondents



The majority of comments in the other section indicated the respondent was not a consistent golfer with some respondents noting the league/group they play in does not frequent the course.

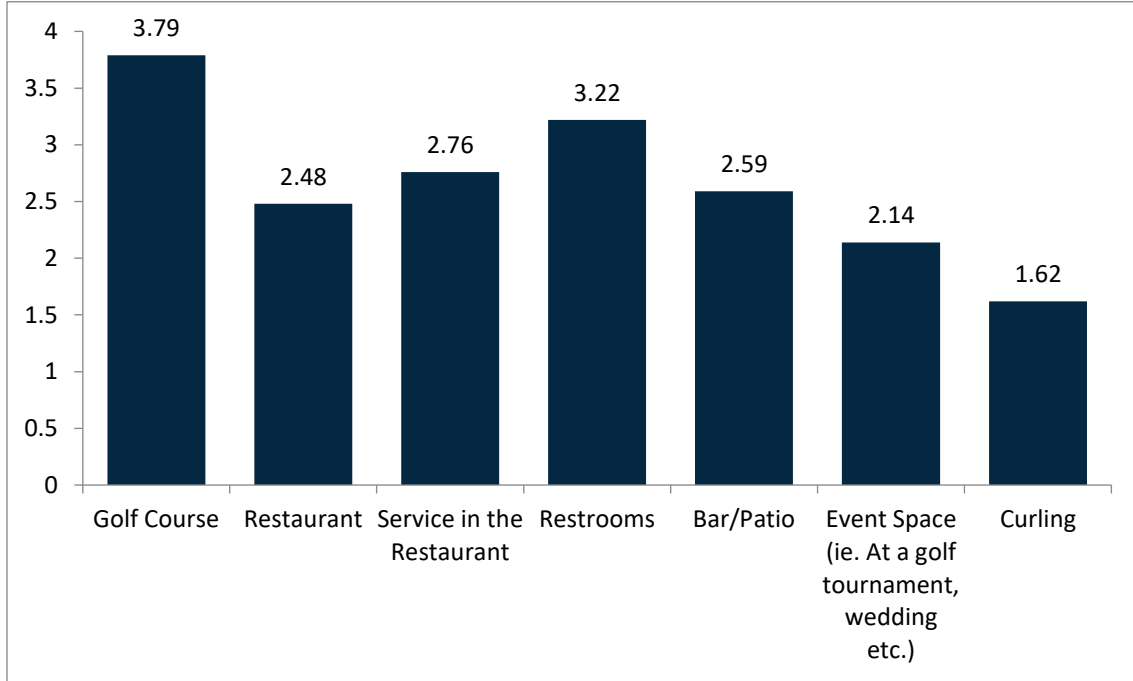
Q7: How often do you use the Curling Facilities at Roseland?

969 Respondents



Q8: The following table will be used to rate your satisfaction with Roseland's current facilities. Please rate each of the facilities at Roseland listed below based on your satisfaction.

969 Respondents, weighted average of satisfaction shown below with Highly Satisfied = 5 and Highly Dissatisfied = 1



Q9 Please indicate any comments you have pertaining to your satisfaction with the Club's facilities in the space below:

574 Respondents

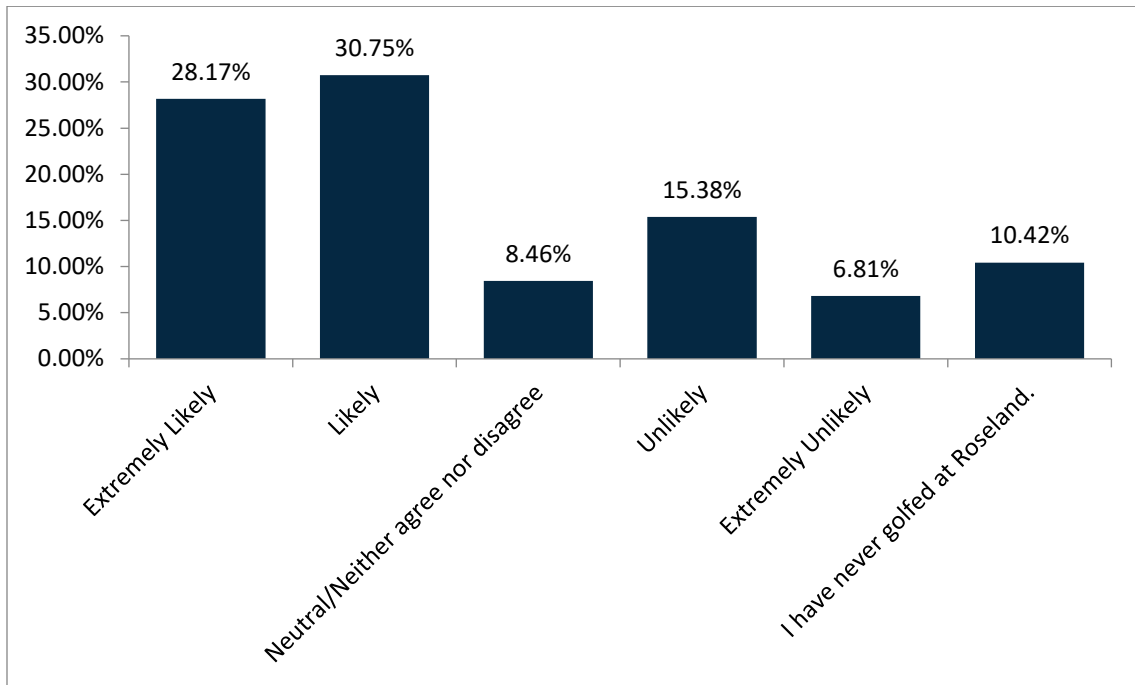
Common themes from the comments include:

- The course is in excellent shape however the indoor facilities need an upgrade/update
- Service in the food and beverage operation could be improved
- There could be an opportunity to add another restroom on course
- A high number of comments on the requirement for an upgrade
- Food choices could be improved
- Dissatisfaction over the stairs in the clubhouse



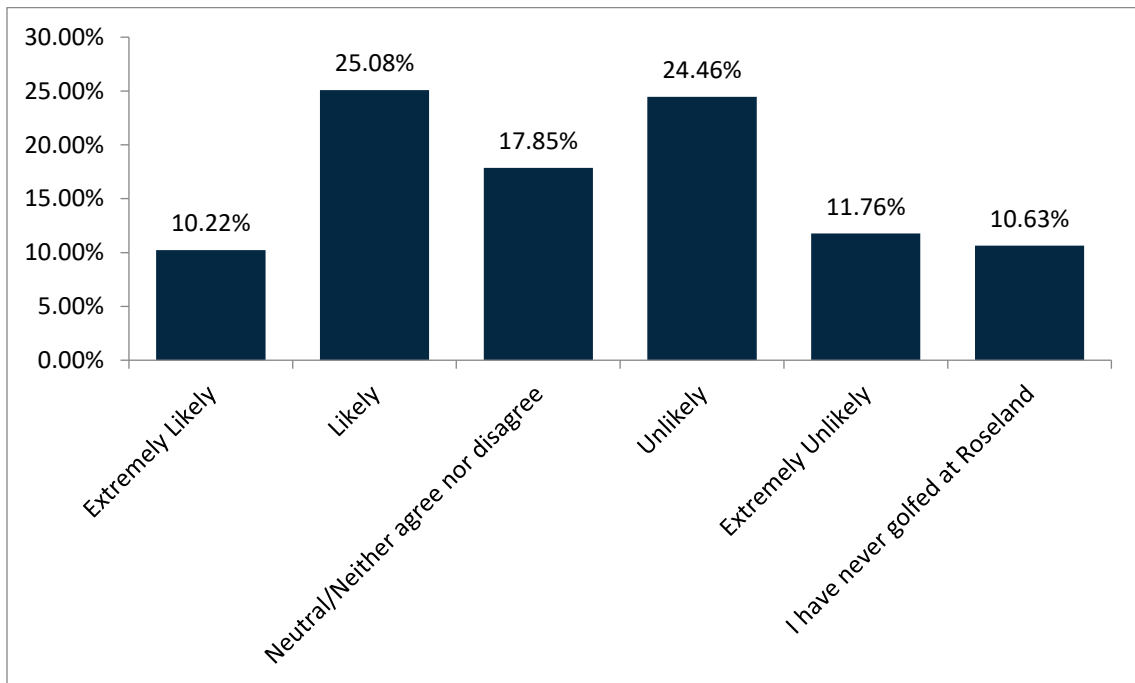
Q10: When golfing at Roseland I am likely to have a drink on the patio after my round.

969 Respondents, Weight Average: 3.27



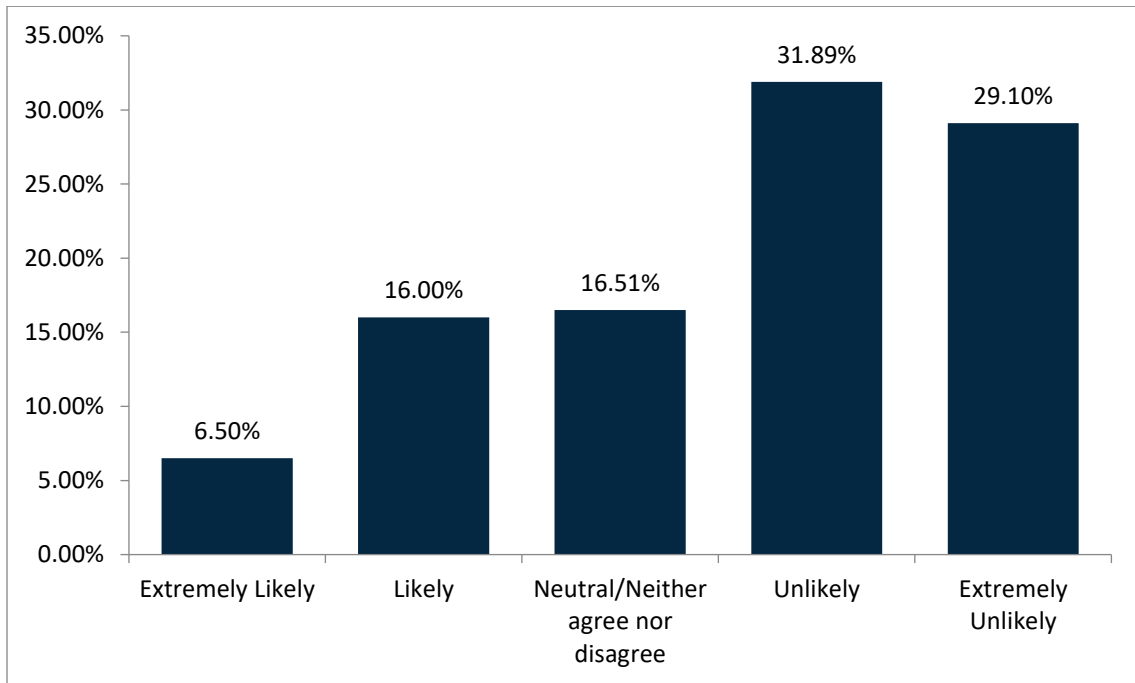
Q11: When golfing at Roseland I am likely to have a meal after my round.

969 Respondents, Weighted Average: 2.66



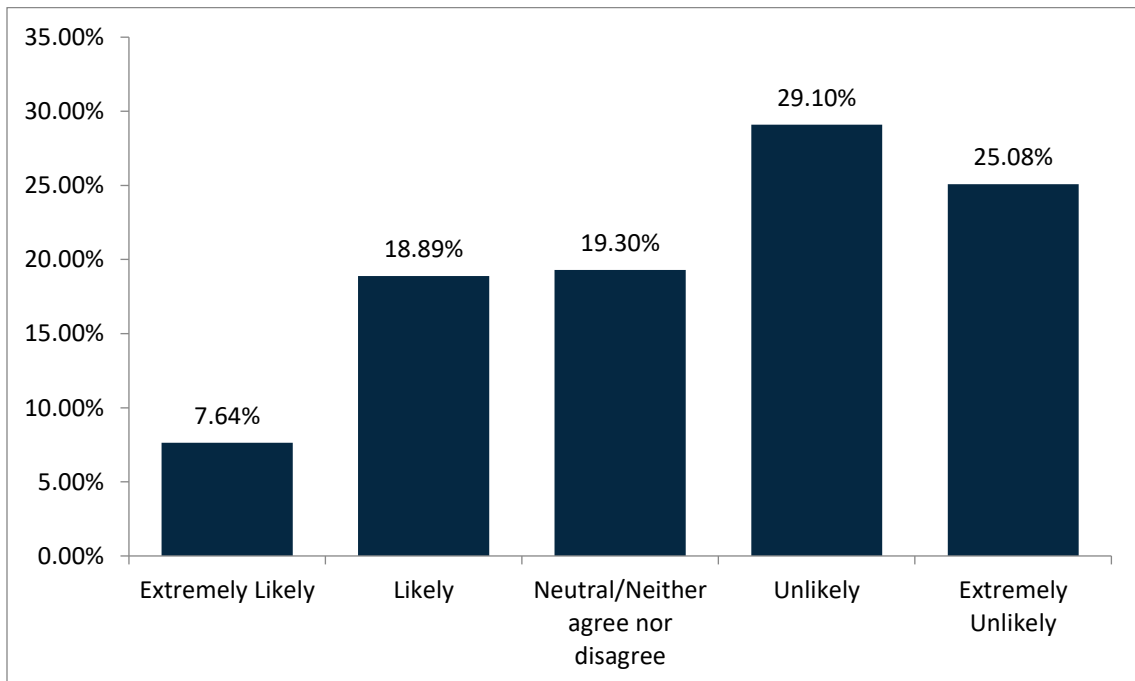
Q12: I am likely to come to Roseland solely (without golfing) for a drink on the patio.

969 Respondents, Weighted Average: 2.39



Q13: I am likely to come to Roseland solely (without golfing) for a meal.

969 Respondents, Weighted Average: 2.55



Q14: If you do not use the Food and Beverage options at Roseland, please indicate why. (If you do please input "N/A")

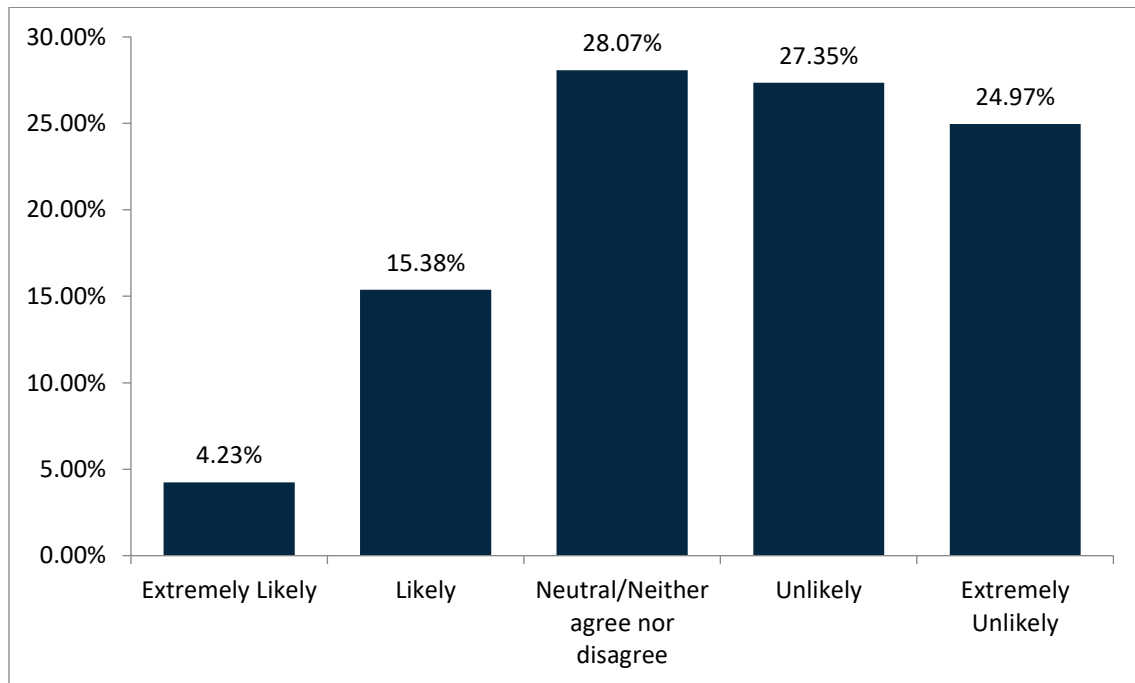
656 Respondents

Common themes from the comments include:

- A number of comments noted the outdated facilities and décor not having an enticing atmosphere to utilize the food and beverage operation
- Many people noted issues with service at the Club
- A few people noted price concerns
- A few comments noting they were unaware of the food options
- There were a number of comments noting the lack of gluten-free options on the menu

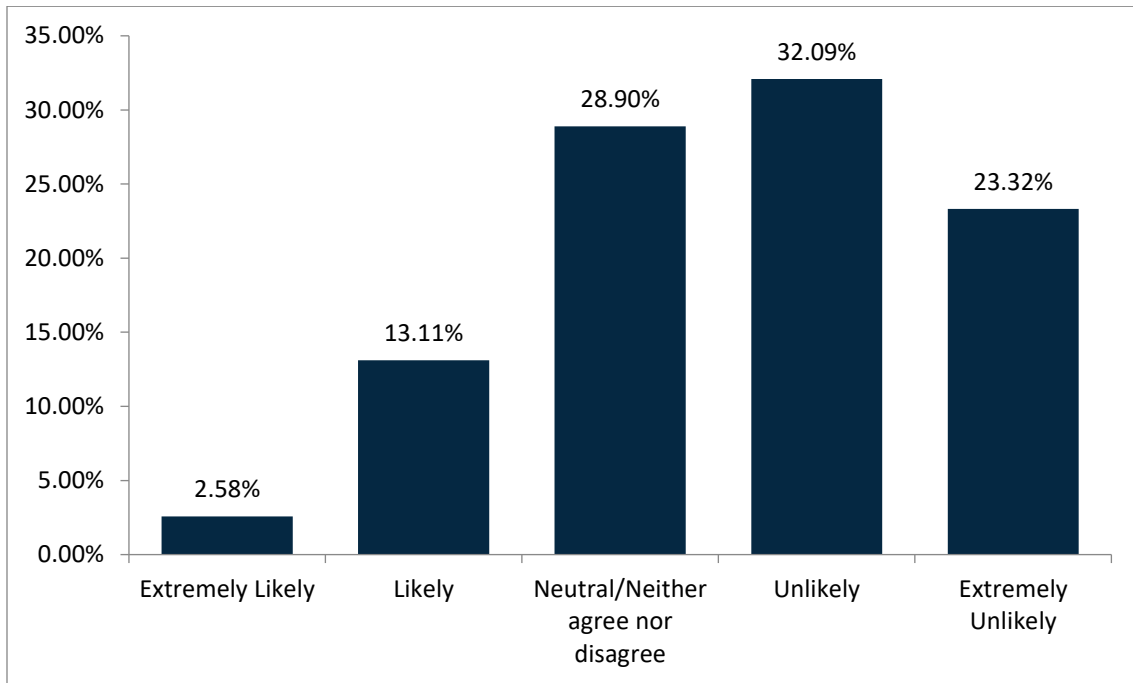
Q15: I am likely to host a golf tournament at Roseland.

969 Respondents, Weighted Average: 2.47



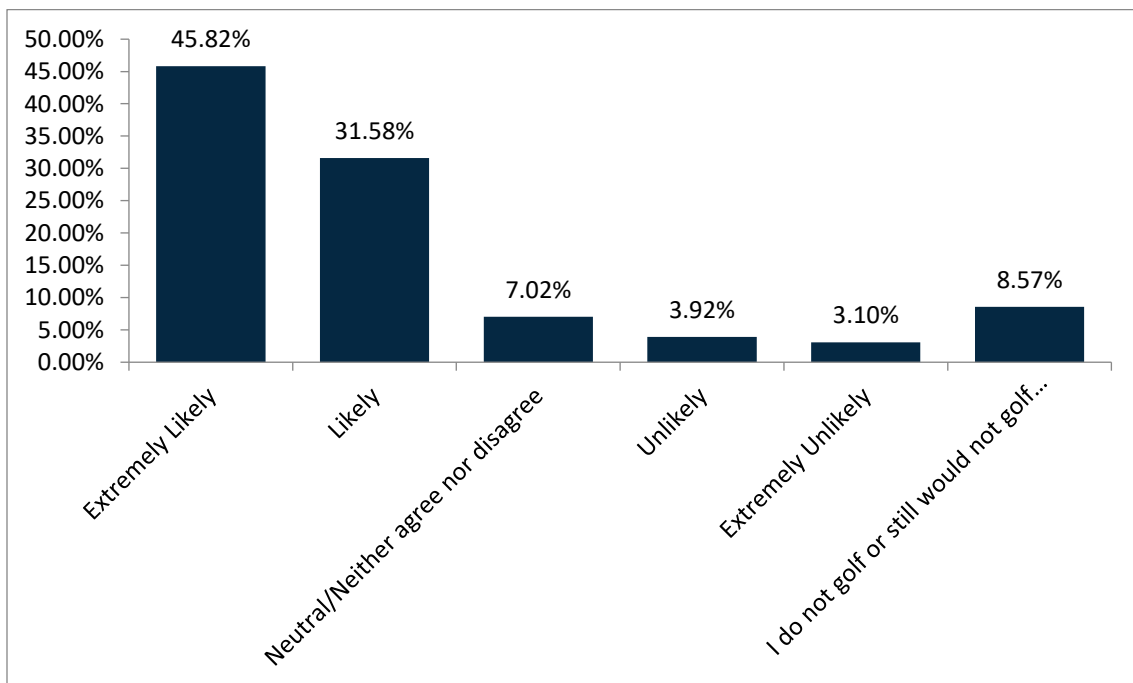
Q16: I am likely to host a non-golf/special event (team meeting, wedding, etc.) at Roseland.

969 Respondents, Weighted Average: 2.40



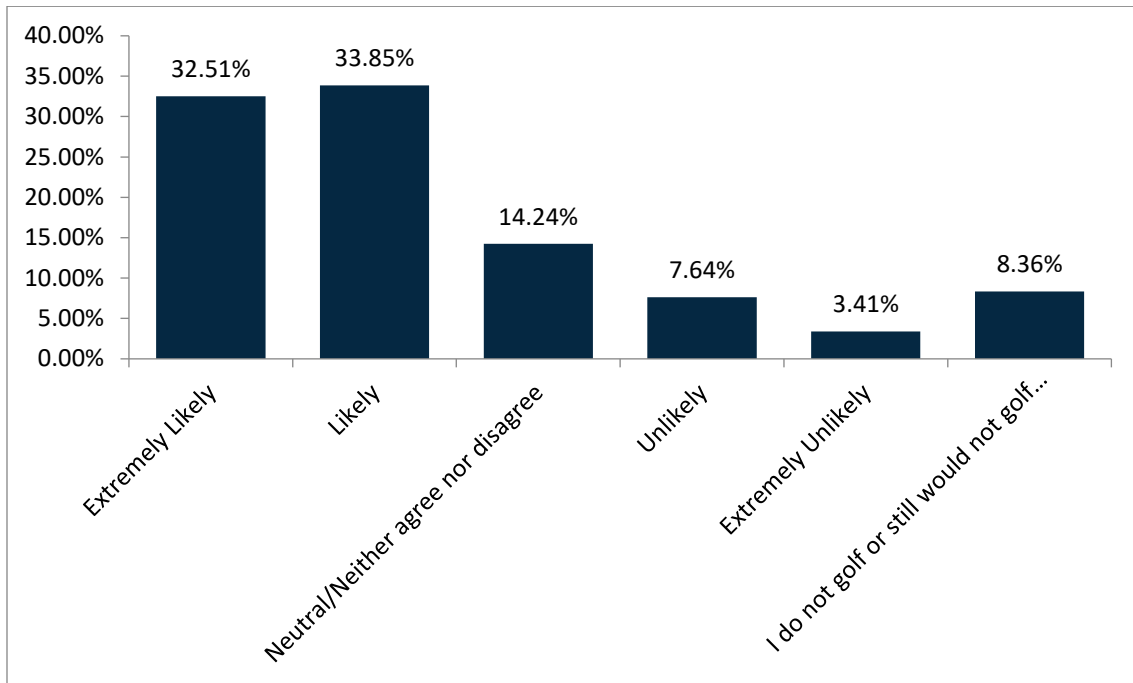
Q17: When golfing at Roseland I am likely to have a drink on the new patio after my round.

969 Respondents, Weighted Average: 3.87



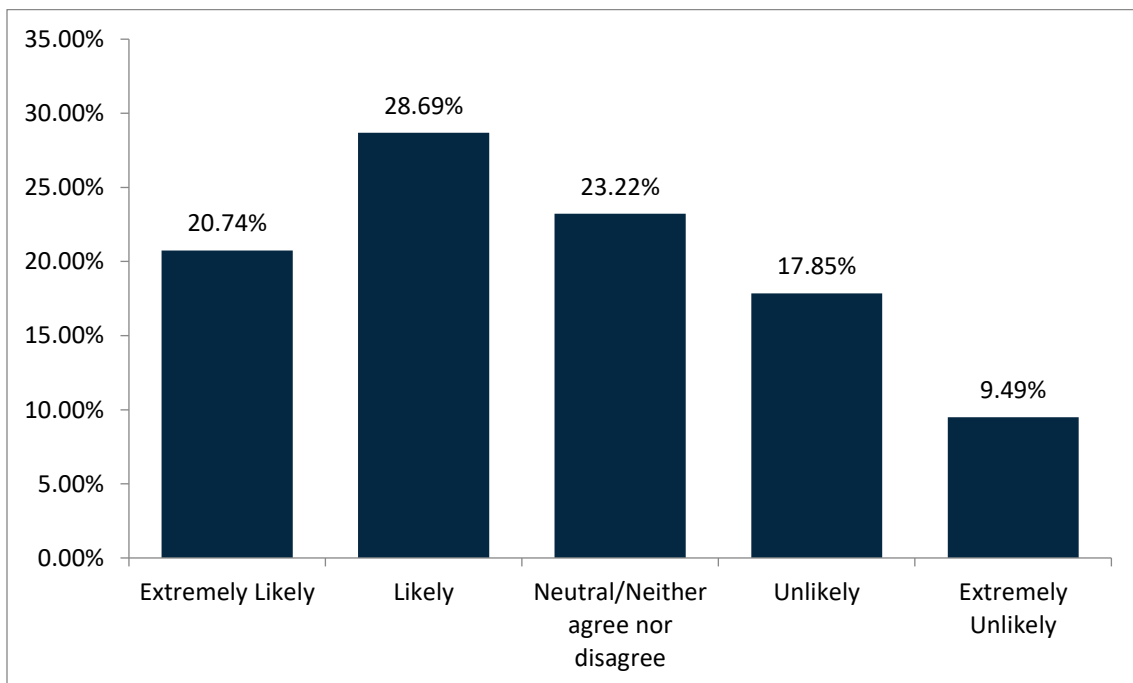
Q18: When golfing at Roseland I am likely to have a meal in the new clubhouse after my round.

969 Respondents, Weighted Average: 3.59



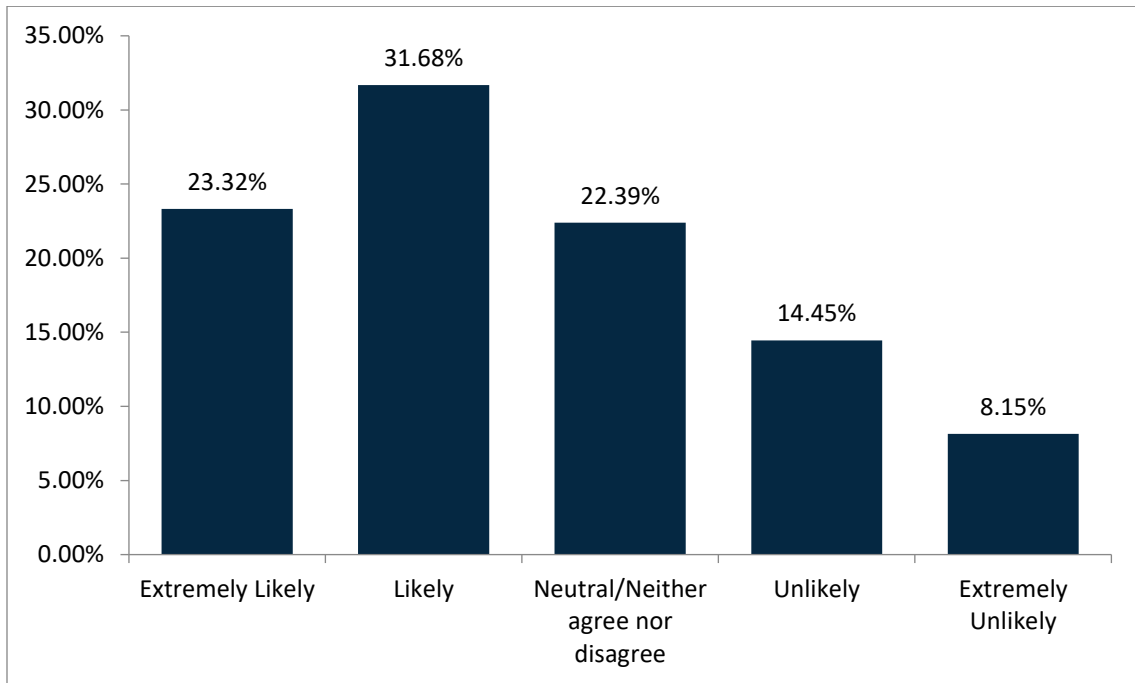
Q19: I am likely to come to Roseland solely (without golfing) for a drink on the new patio.

969 Respondents, Weighted Average 3.33



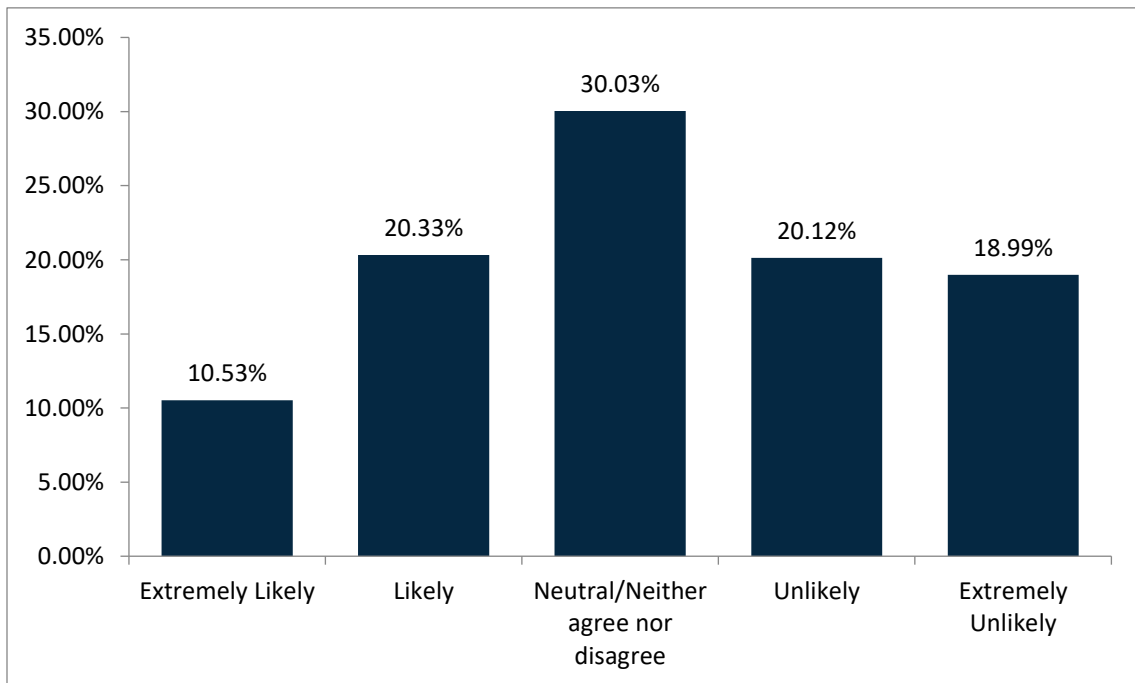
Q20: I am likely to come to Roseland solely (without golfing) for a meal in the new clubhouse.

969 Respondents, Weighted Average 3.48



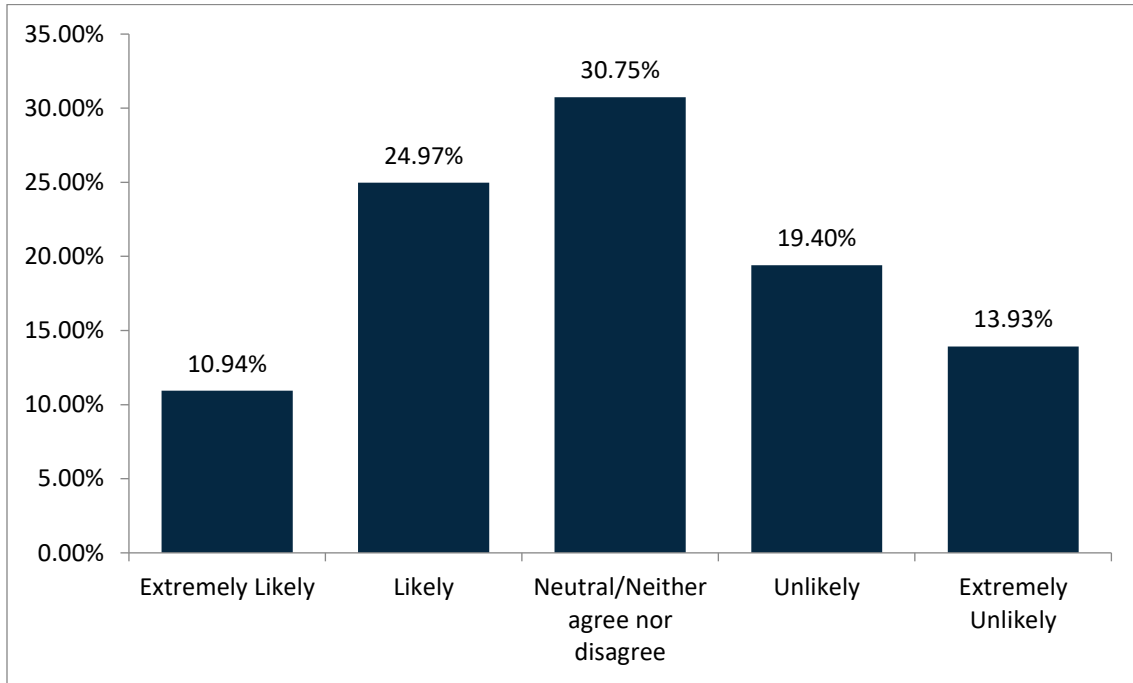
Q21: I am likely to host a golf tournament in the new facilities and with the new furniture at Roseland.

969 Respondents, Weighted Average 2.83



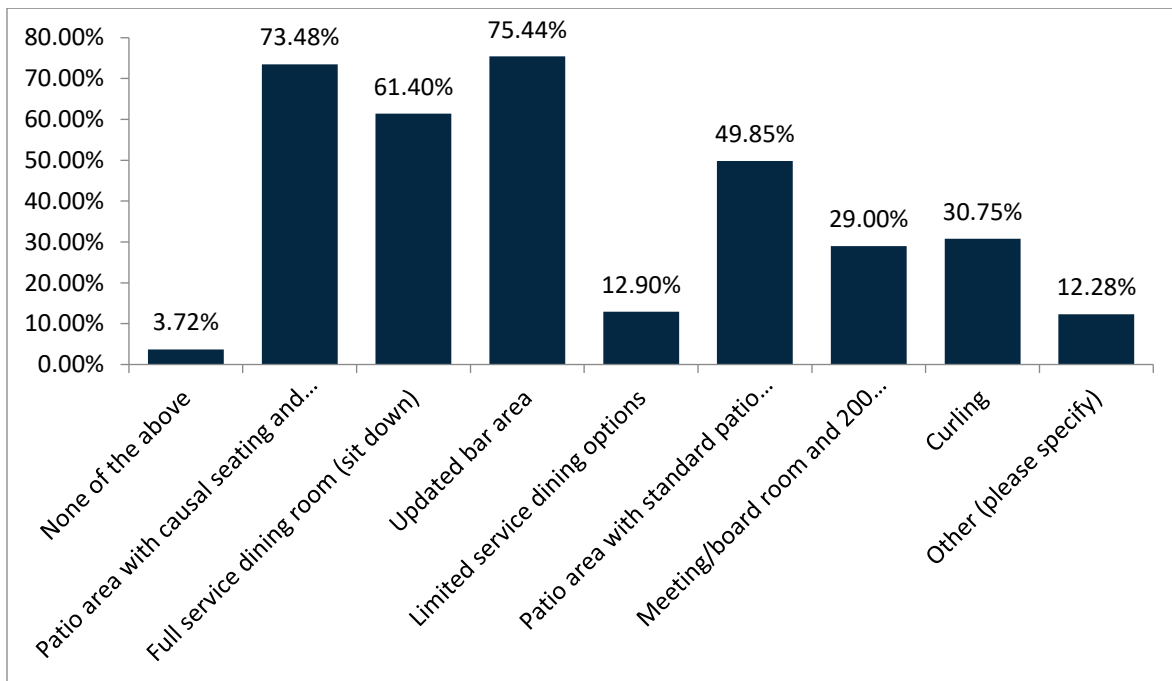
Q22: I am likely to host a non-golf/special event (team meeting, wedding, etc.) in the new facilities and with the new furniture at Roseland.

969 Respondents, Weighted Average 3.00



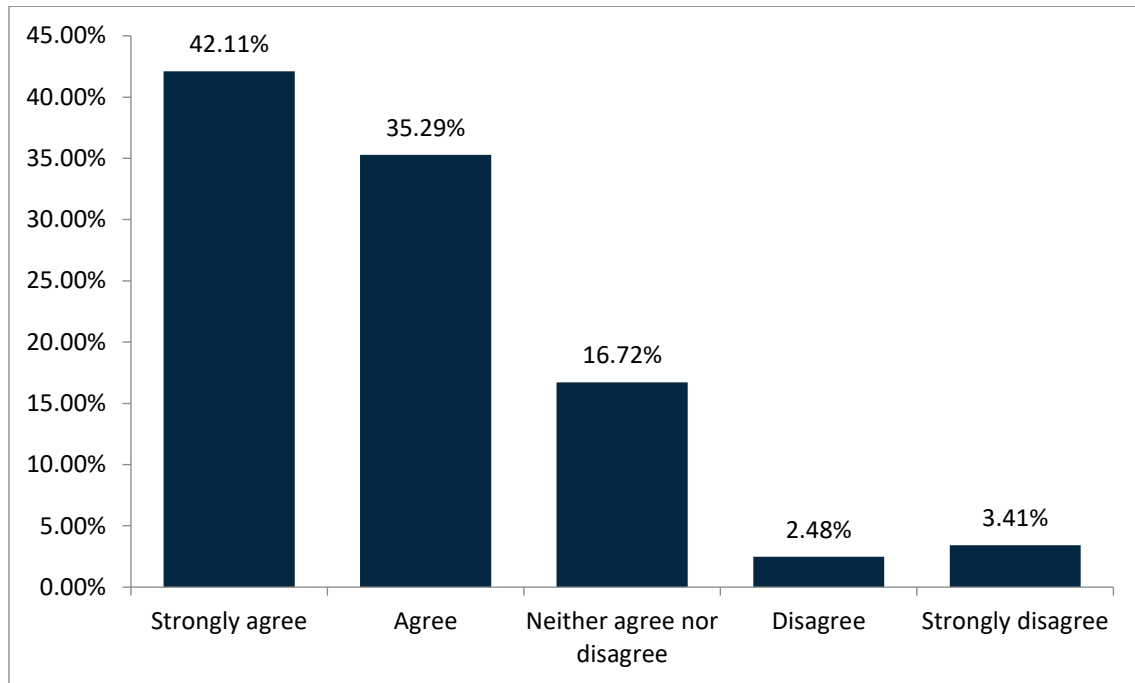
Q23: If Roseland were to build a new clubhouse, I would want the following features (select as many as apply):

969 Respondents



Q24: Overall, if Roseland were to improve their clubhouse, I would be more likely to visit the Club.

969 Respondents



Q25: Please indicate any comments you have pertaining to improvements at Roseland in the space below:

516 Respondents

Common themes from the comments include:

- A number of comments note that this is a special facility to them and their families and would like to see it updated to continue staying relevant
- There were a number of respondents who asked for a beer/beverage cart
- A few people mentioned pace of play needs to be improved
- As noted throughout the survey, a number of people asked for a new patio and bar area to greatly improve the facility and the likelihood of them using the food and beverage offerings
- Respondents who identified as curlers answered that they would like to see curling stay

