

**Parks and Recreation Department
Golf Operations Division**

Fiscal Year 2023 Customer Satisfaction Survey

**Municipal Golf Committee
October 20, 2022**

Survey Overview

- True North Research conducted a survey for City of San Diego
- Independent third party research firm

Methodology

- Over 1,200 randomly selected customers completed the survey online by email or telephone
- Customers who played City Courses in FY22 to FY23
- Customers were recruited by email invitations and telephone
- The maximum margin of error for this study is $\pm 2.8\%$

Demographic Breakdown – Who is playing?



BALBOA PARK
GOLF COURSE



	Course Played in Past 12 Months			
	Torrey Pines South	Torrey Pines North	Balboa Park	Mission Bay
Q1 Area of Current Residence				
City of San Diego	62.7	77.6	82.7	80.1
Other SD County	5.6	6.0	10.6	10.8
CA, Outside SD County	6.0	3.4	1.5	3.1
USA, Outside CA	23.0	12.3	4.9	5.6
Outside USA	2.6	0.7	0.3	0.5
QD1 Age				
Under 35	6.7	5.8	6.4	8.2
35 to 44	12.9	11.1	10.6	11.0
45 to 54	18.4	18.8	16.2	13.7
55 to 64	26.6	23.5	18.9	15.6
65+	25.1	28.4	37.3	42.0
Prefer not to answer	10.4	12.5	10.5	9.4
QD2 Gender				
Male	88.6	86.4	81.2	80.3
Female	7.5	9.2	14.7	17.2
Prefer not to answer	3.9	4.4	4.1	2.5
QD3 Golf Club Member				
Yes	51.6	50.7	41.6	40.0
No	44.4	45.9	55.2	58.3
Refused	4.0	3.3	3.2	1.7
QD4 Home Ownership Status				
Own	80.9	79.4	78.6	78.4
Rent	11.3	12.6	13.9	14.8
Prefer not to answer	7.8	8.0	7.5	6.8
QD5 Household Income				
Under \$35K	0.1	0.3	0.8	0.8
\$35K to \$49K	0.4	0.6	0.9	0.9
\$50K to \$74K	4.6	4.5	5.7	7.0
\$75K to \$99K	6.3	8.6	10.4	11.3
\$100K to \$149K	14.8	15.9	17.9	19.0
\$150K or more	49.6	45.0	39.6	37.8
Not sure / Prefer not to answer	24.2	25.2	24.7	23.2
City of San Diego Resident				
Resident	62.7	77.6	82.7	80.1
Non-resident	37.3	22.4	17.3	19.9

Table 1 – Page 20

Rating City of San Diego Golf Courses

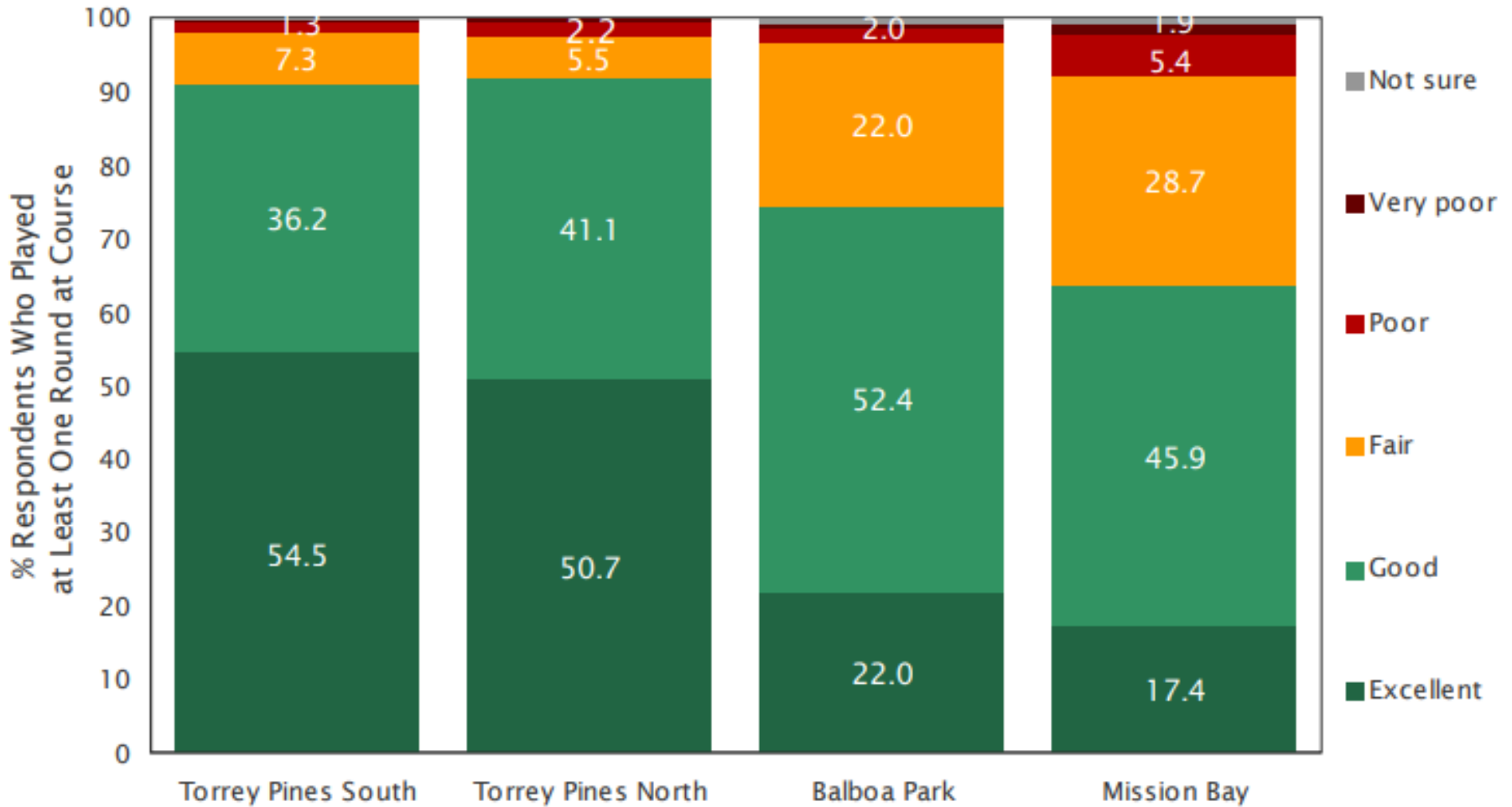


Figure 17 - Page 21

Areas of Improvements

Torrey Pines South Course

- Enforcing speed of play (15%)
- Reducing fees (9%)
- Increasing availability of tee times (9%)
- Improving access to tee time information (7%)

Torrey Pines North Course

- Enforcing speed of play (20%)
- Improving access to tee time information (8%)
- Increasing availability of tee times (7%)
- Reducing fees (9%)

Balboa Park Golf Course

- Enforcing speed of play (11%)
- Improving overall course quality (10%)
- Improving fairways (7%)
- Maintaining tee boxes (5%)

Mission Bay Golf Course

- Enforcing speed of play (11%)
- Improving overall course quality (10%)
- Improving fairways (7%)
- Maintaining tee boxes (5%)



BALBOA PARK
GOLF COURSE



Conclusions - How Are We Doing?

- Customers echoed positive assessments
- Continue to make improvements of those areas of focus
- 9 out of 10 are satisfied with our levels of service and quality of our facilities
- 8 out of 10 are satisfied with the value of the course for the fees are excellent and good
- Overall customer satisfaction in the FY23 report ranged between 92 and 98% for City-operated golf courses.
- Customer rating choices for satisfaction were: Excellent, Good, Fair, Poor, Very Poor or Not Sure. Ratings of Excellent, Good or Fair were deemed satisfied customers.



Questions?