

**Parks and Recreation Department
Golf Operations Division**

Fiscal Year 2024 Customer Satisfaction Survey

**Municipal Golf Committee
May 15, 2025**

Survey Overview

- True North Research - Conducting customer satisfaction surveys on behalf of the Golf Division
- since 2011
- Independent Research Firm

Methodology

- Over 1,100 randomly selected customers completed the survey by telephone or email
- Customers who played City Courses in Fiscal Year 2024
- Customers were recruited by email invitations and telephone
- The maximum margin of error for this study is +2.9%

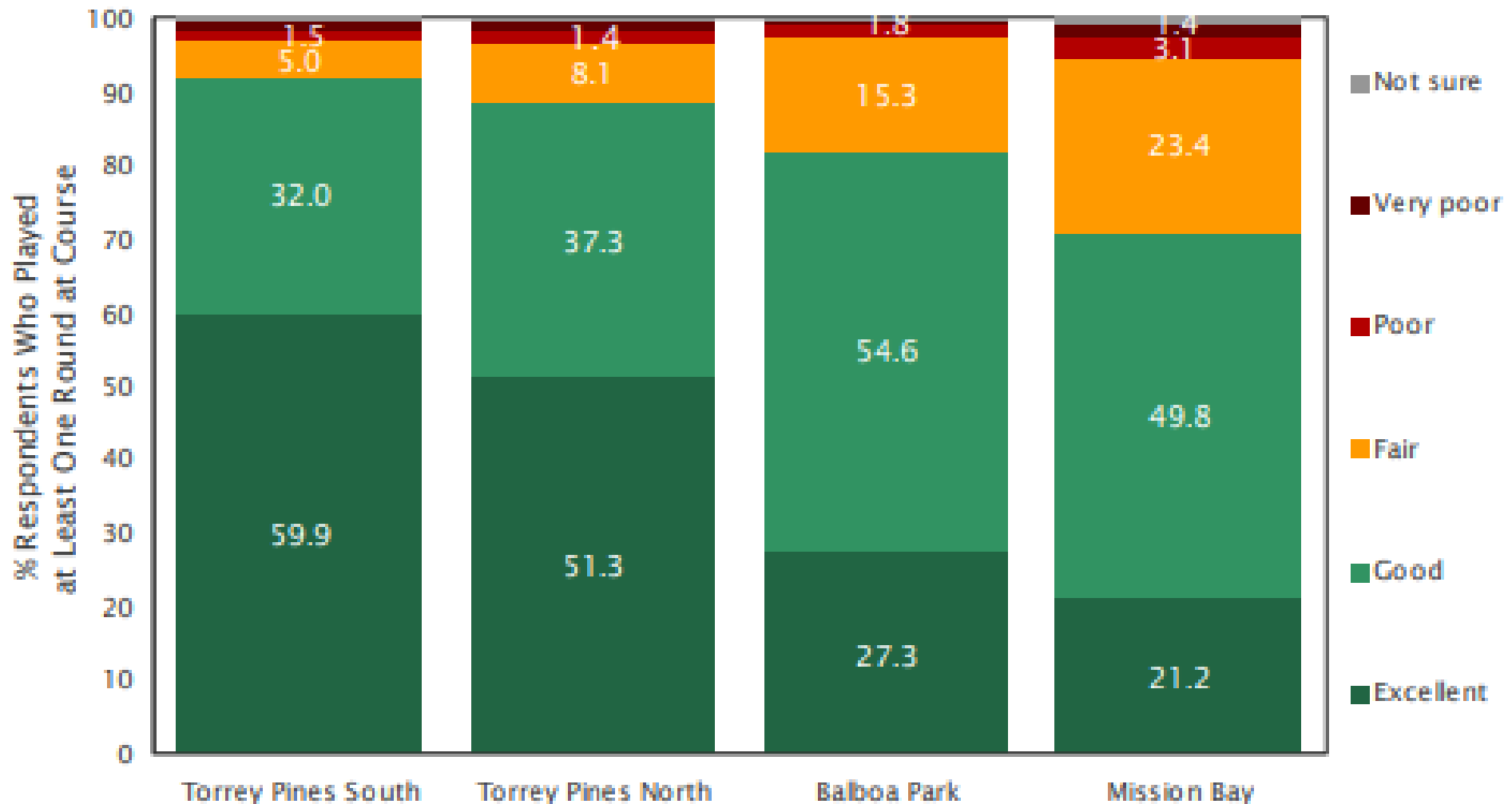


Who's Playing City Courses?



	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	63.2	73.7	81.3	79.9
Other SD County	9.0	9.7	11.1	12.1
CA, Outside SD County	6.6	4.2	1.6	1.4
USA, Outside CA	18.7	10.6	5.3	5.7
Outside USA	2.4	1.8	0.8	1.0
QD1 Age				
Under 35	5.5	7.1	5.7	7.0
35 to 44	11.7	8.9	7.7	6.5
45 to 54	15.9	15.3	13.3	12.2
55 to 64	27.1	25.8	21.6	19.8
65+	31.4	34.3	42.6	45.2
Prefer not to answer	8.4	8.7	9.0	9.4
QD2 Gender				
Male	92.5	90.0	85.8	77.1
Female	5.9	8.1	12.2	20.3
Prefer not to answer	1.5	1.9	2.1	2.6
QD3 Golf Club Member				
Yes	50.0	49.2	41.5	35.3
No	46.5	48.6	56.0	62.6
Refused	3.5	2.2	2.5	2.1
QD4 Home Ownership Status				
Own	77.9	78.4	74.9	72.2
Rent	14.3	14.6	15.8	18.0
Prefer not to answer	7.8	7.0	9.3	9.8
QD5 Household Income				
Under \$35K	0.7	0.3	0.2	0.6
\$35K to \$49K	1.2	1.5	1.9	0.7
\$50K to \$74K	4.1	3.2	4.8	7.2
\$75K to \$99K	5.8	5.9	7.8	9.2
\$100K to \$149K	13.4	14.7	15.4	14.9
\$150K or more	54.3	52.0	44.7	41.8
Not sure / Prefer not to answer	20.6	22.3	25.1	25.6
City of San Diego Resident				
Resident	63.2	73.7	81.3	79.9
Non-resident	36.8	26.3	18.7	20.1

Rating City Courses



Improvements from 2022 Survey



Torrey Pines

- Pace of play +8
- Availability and conditions of practice putting greens +7.5
- Availability and condition of driving range facilities +6.8
- Enforcement of golf course rules and regulations +5.2

BALBOA PARK
GOLF COURSE



Balboa Park Golf Course

- Fairway conditions +13.4
- Value for fee +9
- Course conditions +7
- 91% recommend the course (top spot)



Mission Bay Golf Course

- Quality of pro shop +49
- Availability and conditions of restrooms +26
- Availability of walk-up tee times +12
- Condition of rough +11

Areas of Improvement for Overall Experience



Torrey Pines South Course

- Enforce speed of play (11%)
- Reduce fees, costs in general (8.1%)
- Improve access to tee time info (7.5%)
- Increase availability of tee times (7.2%)

BALBOA PARK
GOLF COURSE



Torrey Pines North Course

- Enforce speed of play (13.4%)
- Increase availability of tee times (8.5%)
- Reduce fees, costs in general (7.7%)
- Improve access to tee time info (7.2%)

Balboa Park Golf Course

- Enforce speed of play (10.7%)
- Maintain tee boxes (6.5%)
- Improve fairways (5.2%)
- Improve greens conditions (5.0%)



Mission Bay Golf Course

- Maintain tee boxes (9.4%)
- Better lighting, extended hours (7.2%)
- Improve course quality (5.9%)
- Improve green conditions (5.6%)

Improvements to Golf Courses

“No Changes/Cannot Think of Any”



Torrey Pines South Course – 38.3%

Torrey Pines North Course – 39.2%

BALBOA PARK
GOLF COURSE



Balboa Park Golf Course – 40.1%



Mission Bay Golf Course – 40.5%



Questions?