



City of San Diego

**City of San Diego  
Park and Recreation Department  
Golf Division**

**Municipal Golf Course  
Customer Satisfaction Survey**

**Park and Recreation Board Meeting  
September 15, 2011**



# Background

- Golfer satisfaction was evaluated at Balboa Park, Mission Bay and Torrey Pines golf facilities
- Customer satisfaction study was conducted by an independent consulting firm
- Customer survey initiative had previously been discussed with the City Council Natural Resources & Culture Committee
- Survey results will provide key data for Golf Business Plan



# Survey Methodology

- Survey of golfers who played in calendar year 2010
- 1,306 golfers completed the survey
- Statistical margin of sampling error is +/- 2.68% at the 95% level of confidence



# Satisfaction Survey Summary

Golf Course Satisfaction	Excellent	Good	Fair	Poor	Very Poor	Not Sure	Satisfaction (Excellent, Good or Fair)
Balboa Park	16%	58%	21%	4%	3%	0%	95%
Mission Bay	11%	48%	29%	10%	3%	1%	88%
Torrey Pines	49%	39%	7%	4%	1%	0%	95%



# Conclusion

- Customers rating City operated golf facilities satisfactory or better is an average of 94%
- Golfer satisfaction study will be conducted annually in the future