

## December 2004 Survey

### 81 Responses - All questions related to *FORE* Magazine

1. Do you follow up on promotional advertisements in *FORE* magazine such as?
 

	<u>Yes</u>	<u>No</u>
• Local Golf Courses	59	20
• Golf Travel	41	38
• Resort Destination Packages	40	39
• SCGA Partners Program	37	37
• Other: Equipment Group packages for golfers and non-golfers		
  
2. What section in *FORE* magazine interests you the most?
  - Know the Rules 20 (one person suggested a rules quiz)
  - Tournament Results/Articles 24
  - Sweet Shots 5
  - Travel & features on Resort Courses 5
  - Handicap 7
  - All of it 6
  - New golf courses 5
  - Features on local golf courses 4
  - Advertisements on play and stay packages 4
  - Hole in One articles 2
  - Advertising 3  
(includes current products and promotions and travel packages)
  - Features on Southern California individuals and the SCGA staff
  - President's message
  - New ways SCGA is promoting golf
  - Articles on equipment
  - Q & A's With SCGA Board Members
  - Club News and events
  
3. What else would you like to read more about in *FORE* Magazine:
  - Rules of Golf 66
  - Handicapping 44
  - Course Rating 33
  - Amateur Status 17
  - Profiles on SCGA members 31
  - Water/Environmental issues 16
  - Other:
    - Golf Club evaluations- what features of a club design are important
    - History of Golf and Rules
    - History of local golf courses
    - Golf Etiquette
    - Slow play
    - Tournament formats
    - Profiles on SCGA office staff
    - How members can get involved in SCGA Committees
    - Some commented they liked the magazine as is
    - Ways to control handicaps i.e. – tournament play vs. "Fun" days
  
4. Do other family members that are not SCGA members read your *FORE* magazine?
  - Yes 16 (includes 6 wives); No 56
  
5. Has anyone in your club ever purchased any of the gifts offered in the May/June issue with items for "Dads or Grads" or the November/December issue which has a "Holiday Gift Guide"?
  - Yes 16; No 30; Not Sure 20