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**MEMORANDUM**

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**TO:** GREENSPAN CUP PLAYERS  
**FROM:** NICK JENKINS  
**SUBJECT:** 2012 QUESTIONNAIRE RESULTS  
**DATE:** 9/25/2012

### **COMPETITIONS**

I asked each player to rate each of our competitions on a scale of “Love It” to “Don’t Like It.” I assigned a 1 for a “Don’t Like,” a 2 for an “It’s Okay,” a 3 for a “Like It” and a 4 for a “Love It.” Thus if everyone “loved” it, the score would be 4.0. If everyone didn’t like it, the score would be 1.0.

In total we had twenty (20) respondents for this question. The results were as follows:

| Competitions        | Avg. Score<br>(0-4) |
|---------------------|---------------------|
| Fourball Match      | 3.75                |
| Fourball Tiebreaker | 3.45                |
| Fourball Medal      | 3.4                 |
| Stableford          | 3                   |
| Chapman             | 2.8                 |

### **SLOW PLAY**

I asked each player to rate his colleagues with any of four choices: “Not a problem,” “Could speed up a little,” “A real problem” and “No opinion.”

I assigned values for each of the first three – 10 points for “Not a problem,” 5 points for “Could speed up” and 0 for “A real problem.” I did not include a “No opinion” as a response, and I gave every player a “no opinion” for himself, no matter how much of a problem he insisted he wasn’t. In other words, if every respondent said “No problem” your score would be 10.0. If every respondent said “Real problem” your score would be 0.0.

The results:

|            | Score (0-10) | Respondents | No. People Said "Real Problem" | % People Said "Real Problem" |
|------------|--------------|-------------|--------------------------------|------------------------------|
| Hansen     | 10.00        | 15          | 0                              | 0%                           |
| OB         | 10.00        | 17          | 0                              | 0%                           |
| Nelson     | 10.00        | 14          | 0                              | 0%                           |
| Waldner    | 10.00        | 18          | 0                              | 0%                           |
| Cheever    | 9.72         | 18          | 0                              | 0%                           |
| Anderson   | 9.71         | 17          | 0                              | 0%                           |
| Sharkey    | 9.64         | 14          | 0                              | 0%                           |
| Smith      | 9.62         | 13          | 0                              | 0%                           |
| Kofeod     | 9.50         | 10          | 0                              | 0%                           |
| Jenkins    | 9.44         | 18          | 0                              | 0%                           |
| Waalkes    | 9.17         | 18          | 0                              | 0%                           |
| White      | 8.85         | 13          | 1                              | 8%                           |
| Aro        | 8.21         | 15          | 2                              | 13%                          |
| Harrison   | 8.13         | 16          | 0                              | 0%                           |
| Patten     | 7.81         | 16          | 0                              | 0%                           |
| Deandre    | 7.65         | 17          | 1                              | 6%                           |
| Secretario | 6.56         | 16          | 3                              | 19%                          |
| Gaston     | 6.32         | 19          | 3                              | 16%                          |
| Stonesifer | 6.25         | 4           | 1                              | 25%                          |
| Ahern      | 5.00         | 15          | 4                              | 27%                          |
| Whitaker   | 4.23         | 13          | 5                              | 38%                          |
| Benezra    | 4.12         | 17          | 5                              | 29%                          |
| Cheuk      | 2.11         | 19          | 13                             | 68%                          |

## VENUES

I asked several questions related to venues. Unfortunately I wasn't clear enough as to how to an

The question in re: how people liked the venues was straightforward enough. The results were as follows:

| Venue    | Love | OK | Stay Away | Average (0-2) |
|----------|------|----|-----------|---------------|
| Bandon   | 17   | 3  | 0         | 1.85          |
| Kelowna  | 11   | 3  | 2         | 1.56          |
| Sunriver | 10   | 8  | 1         | 1.47          |
| Victoria | 9    | 6  | 2         | 1.41          |
| Suncadia | 7    | 12 | 3         | 1.18          |
| Chelan   | 1    | 7  | 11        | 0.47          |

Note that not everyone had an answer for each venue, which is why not all the respondent numbers are the same.

The question in re: how often players would like to return to a given venue during a ten-year period proved a more difficult proposition. For whatever reason, most guys just didn't get the question. The numbers were supposed to add up to ten (hence: ten-year period). Usually they didn't. Thus I ended up only tallying the results for the eleven players who understood the question. The results:

| Venue    | Avg Desired Frequency in Ten-Year Period |
|----------|--|
| Sunriver | 1.64                                     |
| Kelowna  | 1.55                                     |
| Victoria | 1.30                                     |
| Bandon   | 3.67                                     |
| Suncadia | 1.91                                     |
| Chelan   | 0.56                                     |

## SHIRTS

The shirt data is relevant by team.

## Seattle Team

### *Cost*

| Desired Price Range   | Players |
|-----------------------|---------|
| Keep around \$100-120 | 3       |
| Willing to pay more   | 8       |

Bottom line: most Seattle players are willing to pay a little more for shirts they'll like and wear.

### *Versatility*

| Crossover v. Golf | Avg. |
|-------------------|------|
| Golf              | 1.54 |
| Crossover         | 1.46 |

Bottom line: Seattle players want a rough split between golf shirts and crossovers – basically what we had in 2012. (The salmon shirt was on the line.)

### *Style*

| Style              | Avg (0-2) |
|--------------------|-----------|
| Solids             | 1.83      |
| Thin Stripes       | 1.25      |
| Geometric Patterns | 0.92      |
| Big Bold Stripes   | 0.58      |

Bottom line: Seattle players really like solids.

### *Color*

| Color   |      |
|---------|------|
| Neutral | 0.92 |
| Bold    | 2.08 |

Bottom line: Seattle players basically want two bold shirts and one neutral one – exactly what we had in 2012.

## World Team

### *Cost*

| Desired Price Range   | Players |
|-----------------------|---------|
| Keep around \$100-120 | 2       |
| Willing to pay more   | 8       |

Bottom line: Most World players are willing to pay a little more for shirts they'll like and wear.

### *Versatility*

| Crossover v. Golf | Avg. |
|-------------------|------|
| Golf              | 1.78 |
| Crossover         | 1.22 |

Bottom line: World players slightly prefer golf-only shirts over crossover ones.

### *Style*

| Style              | Avg (0-2) |
|--------------------|-----------|
| Solids             | 1.7       |
| Thin Stripes       | 1.2       |
| Geometric Patterns | 1.6       |
| Big Bold Stripes   | .5        |

Bottom line: World players like solids and geometric patterns.

### *Color*

| Color   |      |
|---------|------|
| Neutral | 2.17 |
| Bold    | .83  |

Bottom line: Seattle players basically want two neutral shirts and one bold one.

## DINNERS

| Venue               | Avg. |
|---------------------|------|
| Group at Restaurant | 1.0  |
| Delivery            | 1.73 |
| On Own              | .27  |

Bottom line: save for a few guys who want to go out on their own, most players pretty want to eat out at a restaurant once and have home delivery twice – exactly what we did in 2012 (props to Nelson for that call).

NGJ