Sample Questionnaires
Questionnaire #1
QUESTIONNAIRE FOR NMSU P.G.M. PROGRAM

The following questionnaire has been designed to determine the purchasing habits of P.G.M. students at New Mexico State University. The P.G.M. Program is interested in how much you are willing to spend on golf equipment and clothing.

Rest assured that your answers to the following questions are completely confidential.

Your cooperation in filling out this questionnaire is important to the P.G.M. Program and is greatly appreciated.

Dr. Michael R. Hyman, Associate Professor of Marketing
MKTG 310: Marketing Research, MWF 1:30 - 2:20

INSTRUCTIONS: FOR EACH QUESTION, PLEASE CIRCLE THE NUMBER NEXT TO YOUR ANSWER OR FILL IN THE BLANK SPACE. REMEMBER, THERE ARE NO RIGHT OR WRONG ANSWERS TO THESE QUESTIONS.

(1) When did you purchase your current set of golf clubs?
   Within the last year ........ 1
   1-2 years ago ........ 2
   3-4 years ago ........ 3
   5-6 years ago ........ 4
   More than 6 years ago .... 5

(2) How much did you spend on your current set of golf clubs?
   Less than $100 ........ 1
   $100-199 ........ 2
   $200-299 ........ 3
   $300-399 ........ 4
   $400-499 ........ 5
   $500-599 ........ 6
   $600-699 ........ 7
   $700-799 ........ 8
   $800-899 ........ 9
   More than $899 ....... 10

(3) Where did you purchase your current set of golf clubs?
   Golf course pro shop ........ 1
   Golf discount store (such as Golf USA) ........ 2
   Sporting goods store (such as Oshman’s) ........ 3
   Discount store (such as Kmart) ........ 4
   Other type of retailer (such as mail order) ........ 5
   Specify ____________________________

(4) How often do you purchase golf balls?
   More than once a week .... 1
   Once a week ........ 2
   Once every two weeks ..... 3
   Once every three weeks ... 4
   Once a month or less ...... 5
(5) On average, how much do you spend for one dozen golf balls?

Less than $12 .................. 1
$12-16 .......................... 2
$17-20 .......................... 3
$21-24 .......................... 4
$25-28 .......................... 5
More than $28 ................. 6

(6) Where do you most often purchase golf balls?

Golf course pro shop .......................... 1
Golf discount store (such as Golf USA) ......................... 2
Sporting goods store (such as Oshman’s) ...................... 3
Discount store (such as Kmart) ................................. 4
Other type of retailer (such as mail order) ..................... 5

Specify ________________________________

(7) How much do you typically spend on a pair of golf shoes?

Less than $50 .................. 1
$50-99 ......................... 2
$100-149 ..................... 3
$150-199 ..................... 4
More than $199 ............... 5

(8) Where do you most often purchase a pair of golf shoes?

Golf course pro shop .......................... 1
Golf discount store (such as Golf USA) ......................... 2
Sporting goods store (such as Oshman’s) ...................... 3
Discount store (such as Kmart) ................................. 4
Other type of retailer (such as mail order) ..................... 5

Specify ________________________________

(9) On average, how much do you spend on golf equipment (clubs, shoes, and balls) each year?

Less than $100 ............... 1 $500-599 ......................... 6
$100-199 ..................... 2 $600-699 ......................... 7
$200-299 ..................... 3 $700-799 ......................... 8
$300-399 ..................... 4 $800-899 ......................... 9
$400-499 ..................... 5 More than $899 ............... 10

(10) On average, how much do you spend on golf apparel each year?

Less than $50 .................. 1
$50-99 ......................... 2
$100-149 ..................... 3
$150-199 ..................... 4
$200-299 ..................... 5
$300-399 ..................... 6
More than $399 ............... 7
(11) Where do you purchase most of your golf apparel?
- Golf course pro shop ........................................... 1
- Golf discount store (such as Golf USA) ......................... 2
- Sporting goods store (such as Oshman’s) ...................... 3
- Discount store (such as Kmart) .................................. 4
- Other type of retailer (such as mail order) ....................... 5

Specify ______________________________________________

(12) What is your handicap? ...........................................

(13) How many times have you played golf in the last week?
- None ......................................................... 1
- Once ...................................................... 2
- Two or three times ......................................... 3
- Four or five times .......................................... 4
- More than five times ....................................... 5

(14) What is your class standing?
- Freshman .................................................. 1
- Sophomore ............................................... 2
- Junior .................................................... 3
- Senior .................................................... 4

(15) What is your gender?
- Male ...................................................... 1
- Female ................................................... 2

(16) What is your height? ...........................................

(17) What is your weight? ..........................................

(18) What is your shoe size? ......................................

(19) Are you left handed or right handed?
- Left handed .............................................. 1
- Right handed ............................................ 2

Optional: Our professor, Dr. Hyman, may wish to verify that you completed this questionnaire. Thus, if you are comfortable doing so, would you please write in your first name and your local telephone number.

First Name _______________________________________

Home Phone Number ________________________________

THANK YOU FOR YOUR COOPERATION.
Questionnaire #2
QUESTIONNAIRE FOR EXECUTIVE (PAR 35) NINE-HOLE GOLF COURSE

The following questionnaire has been designed to determine the attitudes that local golfers hold about the addition of an Executive (Par 35) nine-hole golf course at New Mexico State University.

Rest assured that your answers to the following questions are completely confidential.

Your cooperation in filling out this questionnaire is important to the golf program at New Mexico State University and is greatly appreciated.

Dr. Michael R. Hyman, Associate Professor of Marketing
MKTG 310: Marketing Research, MWF 1:30 - 2:20

INSTRUCTIONS: FOR EACH QUESTION, PLEASE CIRCLE YOUR ANSWER OR THE NUMBER NEXT TO YOUR ANSWER. REMEMBER, THERE ARE NO RIGHT OR WRONG ANSWERS TO THESE QUESTIONS.

(1) On average, how many times per week do you play golf at each of the following golf courses?

<table>
<thead>
<tr>
<th>Course</th>
<th>Times per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Cruces Country Club</td>
<td>0 1 2 3 4 5 6 7 7+</td>
</tr>
<tr>
<td>New Mexico State Golf Course</td>
<td>0 1 2 3 4 5 6 7 7+</td>
</tr>
<tr>
<td>Picacho Country Club</td>
<td>0 1 2 3 4 5 6 7 7+</td>
</tr>
<tr>
<td>White Sands Golf Club</td>
<td>0 1 2 3 4 5 6 7 7+</td>
</tr>
</tbody>
</table>

IF YOU ANSWERED "0" TIMES PER WEEK AT THE NEW MEXICO STATE GOLF COURSE, SKIP TO QUESTION #3.

(2) Please circle the number which best corresponds with your beliefs about the New Mexico State University golf course, where:

1 = I strongly disagree with this statement
2 = I somewhat disagree with the statement
3 = I neither agree or disagree with the statement
4 = I somewhat agree with the statement
5 = I strongly agree with the statement

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am satisfied with the playing conditions</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>The current fees are reasonable</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>The condition of the greens is adequate for the fees that I pay</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>I schedule my tee times to avoid crowding</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Often there are long delays when I play this course</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>
(3) Would you be willing to play an Executive nine-hole golf course at New Mexico State University?
   Yes .......... 1
   No ............ 2

IF YOU ANSWERED "NO" TO QUESTION #3, SKIP TO QUESTION #7.

(4) Please circle the number which best corresponds with your beliefs about an Executive nine-hole golf course at New Mexico State University, where:

1 = I strongly disagree with this statement
2 = I somewhat disagree with the statement
3 = I neither agree or disagree with the statement
4 = I somewhat agree with the statement
5 = I strongly agree with the statement

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would consider playing this course if I were pressed for time</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>I prefer such a course be fairly easy</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Such a course would reduce tee time delays at the 18-hole course at NMSU</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Such a course would help beginners to improve their game</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

(5) How much would you be willing to pay to play a Executive nine-hole golf course at New Mexico State University?

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $3</td>
<td>$10 - $11</td>
<td></td>
</tr>
<tr>
<td>$4 - $5</td>
<td>$12 - $13</td>
<td></td>
</tr>
<tr>
<td>$6 - $7</td>
<td>$14 - $15</td>
<td></td>
</tr>
<tr>
<td>$8 - $9</td>
<td>More than $15</td>
<td></td>
</tr>
</tbody>
</table>

(6) If available, and assuming the green fee you answered in Question #4, how many times in an average week would you play an Executive golf course at New Mexico State University?

0 1 2 3 4 5 6 7 7+

FINALLY, WE NEED TO ASK YOU A FEW PERSONAL QUESTIONS TO HELP US GROUP YOU WITH SIMILAR PEOPLE.

(7) What is your handicap?

<table>
<thead>
<tr>
<th></th>
<th>1 - 4</th>
<th>17 - 20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 - 8</td>
<td>21 - 24</td>
</tr>
<tr>
<td></td>
<td>9 - 12</td>
<td>Over 24</td>
</tr>
<tr>
<td></td>
<td>13 - 16</td>
<td>Don't have a handicap</td>
</tr>
</tbody>
</table>
(8) Are you left handed or right handed?
   Left handed .................. 1
   Right handed ................. 2

(9) Including yourself, how many golfers are there in your household?
   1  2  3  4  5  6  7  7+

(10) What is your gender?
    Male .......................... 1
    Female ........................ 2

(11) In which of the following categories does your age fall?
    15 - 24 ......................... 1
    25 - 34 ........................ 2
    35 - 44 ........................ 3
    45 - 54 ........................ 4
    55 - 64 ........................ 5
    Over 64 ........................ 6

(12) In which of the following categories does your total (pre-tax) annual household income fall?
    Under $15,000 ................. 1
    $15,000 - $24,999 ............. 2
    $25,000 - $34,999 ............. 3
    $35,000 - $44,999 ............. 4
    $45,000 - $54,999 ............. 5
    $55,000 - $64,999 ............. 6
    $65,000 - $74,999 ............. 7
    $75,000 or more ............... 8

Optional: Our professor, Dr. Hyman, may wish to verify that you completed this questionnaire. Thus, if you are comfortable doing so, would you please write in your first name and your local telephone number.

First Name

Home Phone Number

THANK YOU FOR YOUR COOPERATION.
Questionnaire #3
# QUESTIONNAIRE FOR PGM PROGRAM/NEW MEXICO STATE UNIVERSITY

This questionnaire is designed to help the PGM program at New Mexico State University understand and meet your needs. Your honest opinions are important, so please take a few minutes to answer the following questions carefully. The students and teacher of a marketing research class at New Mexico State University volunteered to design this questionnaire, analyze the results of this survey, and report those results to the director of the Professional Golf Management Program, Mr. Pat Gavin.

Rest assured that your answers to the following questions are completely confidential.

Thank you for taking the time to complete this questionnaire.

Dr. Michael R. Hyman, Associate Professor of Marketing
MKTG 310: Marketing Research, MWF 1:30 - 2:20

## INSTRUCTIONS: PLEASE CIRCLE THE NUMBER NEXT TO YOUR ANSWER OR FILL IN THE APPROPRIATE NUMBERS TO THE FOLLOWING QUESTIONS. REMEMBER, THERE ARE NO RIGHT OR WRONG ANSWERS TO THESE QUESTIONS.

**Q#1:** Do you use a driving range in the surrounding Las Cruces area?
- Yes ........................................... 1
- No ........................................... 2

**IF YOU ANSWERED "NO" TO QUESTION #1, SKIP TO QUESTION #15. IF YOU ANSWERED "YES" TO QUESTION #1, PLEASE ANSWER QUESTIONS #2 TO #20.

**Q#2:** How many times per week do you use an area driving range?
- Less than once ................................ 1
- Once ......................................... 2
- Twice ........................................ 3
- Three times .................................. 4
- Four times ................................... 5
- More than four times ......................... 6

**Q#3:** What percent of the time do you use an area driving range for:
- Warming up .................................. %
- Practicing ................................... %

**Q#4:** How often do you practice (hitting range balls)?
- 0 times a week ............................... 1
- Once a week ................................ 2
- Twice a week ................................ 3
- Three times a week ......................... 4
- Four times a week ........................... 5
- Five times a week or more .................. 6

**Q#5:** When you practice, how many buckets of balls do you hit during a typical practice session?
- One small bucket ............................ 1
- One large bucket ............................. 2
- Two large buckets ........................... 3
- Three or more large buckets ............... 4
Q#6: How much money do you spend a week on range balls?

- $0 .................................................. 1
- $1 - $5 .................................................. 2
- $6 - $10 .................................................. 3
- $11 - $15 .................................................. 4
- $16 - $20 .................................................. 5
- More than $20 .................................................. 6

Q#7: What percent of the time do you practice between

- 7am - 10am .................................................. %
- 10am - 1pm .................................................. %
- 1pm - 4pm .................................................. %
- 4pm - 7pm .................................................. %

Q#8: How likely would you be to practice at night if an area driving range had lights?

- Very likely .................................................. 1
- Somewhat likely .................................................. 2
- Very unlikely .................................................. 3

Q#9: What percent of your practice time would be at night if an area driving range had lights?

- 0 - 20% .................................................. 1
- 20 - 40% .................................................. 2
- 40 - 60% .................................................. 3
- 60 - 80% .................................................. 4
- 80 - 100% .................................................. 5

Q#10: What percent of the time do you play at

- Las Cruces Country Club .................................................. %
- New Mexico State Golf Course .................................................. %
- Picacho Country Club .................................................. %
- White Sands Golf Course .................................................. %

Q#11: What percent of the time do you practice (hitting range balls) at

- Las Cruces Country Club .................................................. %
- New Mexico State Golf Course .................................................. %
- Picacho Country Club .................................................. %
- White Sands Golf Course .................................................. %

Q#12: Rate the four driving ranges listed below on a 1 to 8 scale, where 1 = Extremely bad, 2 = Very bad, 3 = Bad, 4 = Mediocre, 5 = Good, 6 = Very good, 7 = Extremely good, and 8 = Don't know/haven't used.

- Las Cruces Country Club .................................................. 1 2 3 4 5 6 7 8
- New Mexico State Golf Course .................................................. 1 2 3 4 5 6 7 8
- Picacho Country Club .................................................. 1 2 3 4 5 6 7 8
- White Sands Golf Course .................................................. 1 2 3 4 5 6 7 8

Q#13: Rank the following reasons why you practice at a certain range (from most important being a 1 to least important being a 6).

- I live close to it ..................................................
- I am a member at the course ..................................................
- The prices per basket are lower ..................................................
- The range is better ..................................................
- I don't have to wait for a spot to hit from ..................................................
- The balls are better ..................................................
Q#14: Please circle the number which corresponds with how you feel about the following questions, where:

- 1 = I definitely disagree with this statement
- 2 = I generally disagree with the statement
- 3 = I moderately disagree with the statement
- 4 = I neither agree or disagree with the statement
- 5 = I moderately agree with the statement
- 6 = I generally agree with the statement
- 7 = I definitely agree with the statement

<table>
<thead>
<tr>
<th>Statement</th>
<th>Definitely Disagree</th>
<th>Definitely Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer to hit range balls off the grass (natural turf) rather than mats</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The quality of grass that I practice from is very important to me</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I don’t mind practicing on uneven ground (sidehill, downhill, uphill)</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to hit range balls that react or perform to a true shot</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to hit (aim) at target greens when I practice as opposed to just hitting at a flag stick stuck in the ground</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>There are adequate spots to hit from at the range I practice at most frequently (you don’t have to wait for a spot to hit from or you don’t feel cramped while practicing)</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>There are adequate yardage markers at the range I practice at most frequently</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The range I practice at most frequently is wide enough</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The range I practice at most frequently is long enough</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

Q#15: How many rounds of golf do you play in a month?

- 1 - 4: 1
- 5 - 8: 2
- 9 - 12: 3
- 13 - 16: 4
- 17 - 20: 5
- Over 20: 6

Q#16: What’s your handicap (if you have one)?

- 1 - 4: 1
- 5 - 8: 2
- 9 - 12: 3
- 13 - 16: 4
- 17 - 20: 5
- Over 20: 6
Q#17: Including yourself, how many golfers are there in your household? (PLEASE CIRCLE YOUR ANSWER.)

1  2  3  4  5  6  7  7+

Q#18: What is your gender?
Male .................................................. 1
Female ................................................ 2

Q#19: In which of the following categories does your age fall?
18 - 26 ......................... 1
27 - 35 ......................... 2
36 - 44 ......................... 3
45 - 53 ......................... 4
54 - 61 ......................... 5
Over 61 ......................... 6

Q#20: In which of the following categories does your total (pre-tax) annual household income fall?
Under $15,000 ..................... 1
$15,000 - $24,999 ............... 2
$25,000 - $34,999 ............... 3
$35,000 - $44,999 ............... 4
$45,000 - $58,999 ............... 5
$60,000 or more ............... 6

IF YOU SKIPPED TO QUESTION #15, PLEASE ANSWER THE FOLLOWING QUESTIONS.
OTHERWISE, SKIP TO THE BOTTOM OF THIS PAGE.

Q#21: If you don’t use an area driving range, where do you practice?


Q#22: Why don’t you use an area driving range?


Optional: Our professor, Dr. Hyman, may wish to verify that you completed this questionnaire. Thus, if you are comfortable doing so, would you please write in your first name and your local telephone number.

First Name

Home Phone Number

THANK YOU FOR YOUR COOPERATION.