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Wednesday, January 31, 2007

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Visible: 82

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Reports: Summary and Detail

2. Site Use

1. How did you first learn about areagreens.com?

	Response Percent	Response Total
Search engine (Google, Yahoo, etc.)	41.5%	34
A friend	18.3%	15
Referral/Link from another site	24.4%	20
Magazine/Print advertisement	7.3%	6
Other (please specify)	8.5%	7
Total Respondents		82
(skipped this question)		0

2. What is your favorite feature on areagreens.com?

	Response Percent	Response Total
Attractive website	8.5%	7
Ability to search	11%	9
Option to win free golf	20.7%	17
Featured Course on the main page	6.1%	5
Golf course coupons	26.8%	22
Detailed course information	17.1%	14
Easy to navigate website	8.5%	7
Other (please specify)	1.2%	1
Total Respondents		82
(skipped this question)		0

3. What features would you like to see added to areagreens.com?

		Response Percent	Response Total
Additional course coupons		70.7%	58
Courses outside of Michigan		9.8%	8
Improved search capabilities		12.2%	10
More Featured Courses		25.6%	21
More detailed course information		25.6%	21
Advertising		1.2%	1
View Other (please specify)		4.9%	4
Total Respondents			82
(skipped this question)			0

4. Please tell us about other golf related websites that you like (i.e. "I love lastminutegolfer.com because it allows me to save money on golfing but I don't like that there are only a few courses on the website"):

View Total Respondents	40
(skipped this question)	42

3. Demographic

5. How long have you been a golfer?

		Response Percent	Response Total
0-1 year		2.4%	2
1-5 years		11%	9
5-10 years		17.1%	14
10-20 years		26.8%	22
20+ years		39%	32
View Other (please specify)		3.7%	3
Total Respondents			82
(skipped this question)			0

6. What is your handicap?

		Response Percent	Response Total
20+		26.8%	22
15-19		32.9%	27
10-14		28%	23
1-9		7.3%	6
I'm a professional!		1.2%	1
View Other (please specify)		3.7%	3
Total Respondents			82

(skipped this question) 0

7. How often do you golf per week (June - August)?

	Response Percent	Response Total
5 or more	8.5%	7
4	4.9%	4
3	20.7%	17
2	41.5%	34
1 or less	24.4%	20
Total Respondents		82
(skipped this question)		0

8. Please select the answer that best describes you.

	Male	Female	Response Total
Under 15 years old	100% (2)	0% (0)	2
16 - 20 years old	100% (1)	0% (0)	1
21 - 30 years old	78% (7)	22% (2)	9
31 - 40 years old	92% (11)	8% (1)	12
41 - 50 years old	79% (19)	21% (5)	24
51 - 60 years old	91% (21)	9% (2)	23
61 - 70 years old	100% (9)	0% (0)	9
71 years or older	100% (3)	0% (0)	3
Total Respondents			82
(skipped this question)			0

4. Future Directions

9. The following features may be added to areagreens.com in the near future. Please rate the importance of the following features.

	Very Important	Important	Somewhat Important	Not Important	Response Total
More golf courses outside of Michigan	2% (2)	25% (20)	44% (35)	29% (23)	80
Ability to post feedback about courses	14% (11)	51% (40)	29% (23)	5% (4)	78
Interactive maps for finding courses	31% (25)	54% (43)	10% (8)	5% (4)	80
Ability to log in and track "favorite courses"	14% (11)	41% (32)	38% (30)	8% (6)	79
Tee times on line	42% (33)	35% (28)	16% (13)	6% (5)	79
Total Respondents					80
(skipped this question)					2

10. LAST QUESTION: Are you satisfied with the overall usability of areagreens.com? Tell us how we can

improve... ALSO, please provide your e-mail (or phone #) so we can contact you if you are the winner of the free golf!

View	Total Respondents	73
	(skipped this question)	9

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