

Variables in Malpezzi's model assist in understanding study

Malpezzi's model for determining the market demand for golf includes the following variables: log population, log median household income, heating and cooling degree days, log median housing value, coastline miles, and percentage of the population over 65 years of age. Most of these variables are standard, but others deserve more explanation.

Heating days are measured by the number of days in a year that the temperature in an area falls below 65 degrees. These are days that require heating. Cooling degree days, therefore, are the number of days in a year that the temperature is above 65 degrees, and require cooling.

This statistic enables the model to directly compare warmer and cooler climates. Although more rounds of golf are played in warm climates, Malpezzi found that during warmer times of the year, it takes more golf courses in colder climates to handle the demand.

Another valuable statistic is median housing value. According to Malpezzi, "this allows the model to assess the opportunity cost of development in certain areas." Indeed, Malpezzi found that in areas with high median housing values, there were fewer golf holes per capita.

Also interesting are the variables

that Malpezzi left out of the model. The impact of tourism spending was found to not only be relatively insignificant, but also limited the number of cities that Malpezzi was able to include in the study. Racial and ethnic populations also had little statistical effect.

Golf study

Continued from page 13

Richards contends there is still room for development in Michigan, depending on the type of course. "High-end public courses will continue to do well. And private clubs up here still have waiting lists, so there is still room for development," said Richards.

According to the National Golf

Foundation's Judy Thompson, including information about golfer participation rates may be helpful to the model. "Figuring that in would certainly explain why a city like Grand Fork, N.D. (which made the top 10 "over supplied" list) has so many holes of golf per 1,000 population," said Thompson.

Malpezzi is planning to add all these variables into the next edition of his "Market for golf"

study. He plans to include types of golf courses, participation rates and development regulations in the next model. Malpezzi will also be updating the model using 1998 data to examine whether markets with higher potential in 1993 actually had higher rates of golf course development.

Malpezzi acknowledges the golf study, which is one of his many hobbies, is a work in progress.



Big Worm Problem.

There's Nothing Better on Worms Than SCIMITAR®.

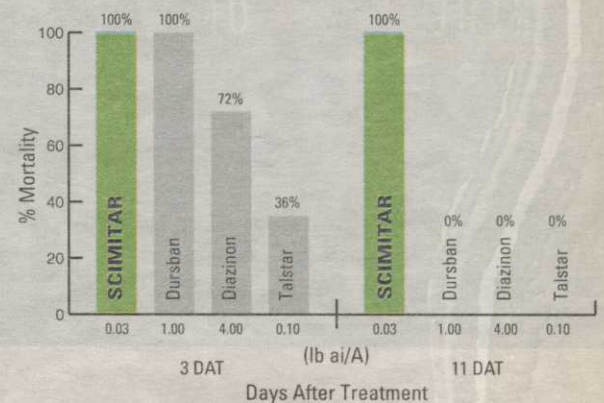
For big worm problems, SCIMITAR is an exceptional addition to your turf pest management program because it:

- Controls sod webworms, armyworms and cutworms
- Delivers fast knockdown and extended residual
- Provides outstanding performance at low use rates
- Is available in two convenient formulations—wetttable powder & capsule suspension
- Is easy on the environment
- Has application flexibility

For big worm problems in turf, nothing is better than SCIMITAR.

For more information, contact your authorized Zeneca Distributor, or call Zeneca Professional Products Toll Free at 1-888-617-7690.
www.zenecaprofprod.com

Residual Control of Fall Armyworm on Common Bermudagrass



Source: J. Reinart, Texas A&M University, Dallas, TX, 1996.

Scimitar
INSECTICIDE

Always read and follow label directions carefully. SCIMITAR® is a registered trademark of a Zeneca Group Company. Diazinon is a trademark of Novartis Corporation. Dursban is a trademark of DowElanco. Talstar is a trademark of FMC Corporation. © 1998. Zeneca Inc.

ZENECA Professional Products

CIRCLE #151

Periodicals postage paid at Yarmouth, Maine, and additional mailing office. *Golf Course News* (ISSN 1054-0644) is published monthly by United Publications, Inc., 106 Lafayette St., P.O. Box 997, Yarmouth, ME 04096. Phone number is 207-846-0600.

The publisher assumes no responsibility for unsolicited material or prices quoted in the newspaper. Contributors are responsible for proper release of proprietary classified information. Copyright 1999 by United Publications Inc. All rights reserved. Reproduction, in whole and in part, without the written permission from the publisher is expressly prohibited.

Reprints and permission to reprint may be obtained from Managing Editor of *Golf Course News*. Back issues, when available, cost \$6 each within the past 12 months, \$12 each prior to the past 12 months. Back issue orders must be paid in advance either by check or charged to American Express, Visa or MasterCard.

Golf Course News is distributed in the U.S. and Canada without charge to qualified personnel of golf course facilities and to golf course builders, developers and architects. Non-qualified paid subscriptions to the U.S. and Canada cost \$55. All foreign subscriptions cost \$125 annually to cover air delivery. All payments must be made in U.S. funds drawn on a U.S. bank. **For subscriber services, please call 215-788-7112.** Send address changes to *Golf Course News*, P.O. Box 3047, Langhorne, Pa. 19047-3047.