Consumer RESEARCH

This year, *Golf Course Industry* is publishing feedback from golfers throughout the United States. We're conducting this research to establish a dialogue between the professional community and golfers. On this page, we'll report trends, likes/dislikes, suggestions and other information we gather through our face-to-face, Web-based and phone research.

How they play

At most golf facilities, golfers' abilities vary greatly, and those abilities are related to golf course conditions. Superintendents and others in management take this into consideration when maintaining a golf course, maintaining it so it appeals to the majority of their customers. Green speeds, bunkers, fairway widths and course length are a few examples of conditions that can't be too difficult for the majority of golfers or else revenue will decline.

Use the questions in the charts on this page as a guide to determine how the golfers at your facility play. Maybe you can tailor the conditions at your course to fit your customers better.
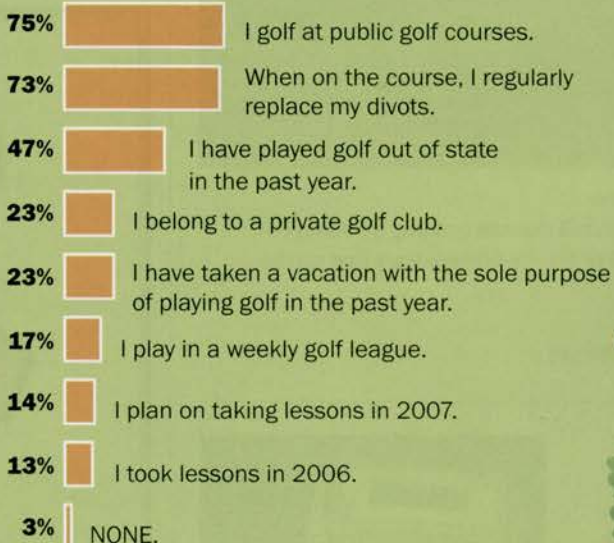
A random sample of golfers throughout the country were surveyed by InsightExpress, a market research company. Golfers surveyed play at least five times a year. There were a total of 200 responses, and multiple answers were allowed.

How many holes do you typically play when you golf?

I play 9 holes and 18 holes a relatively equal amount of time.

More than 18 holes — **4%** **9%**

9 holes **20%**

18 holes **67%**

Which of the following apply to you and your golf game?

%	
75%	I golf at public golf courses.
73%	When on the course, I regularly replace my divots.
47%	I have played golf out of state in the past year.
23%	I belong to a private golf club.
23%	I have taken a vacation with the sole purpose of playing golf in the past year.
17%	I play in a weekly golf league.
14%	I plan on taking lessons in 2007.
13%	I took lessons in 2006.
3%	NONE.

Typically, do you ride or walk when playing a round of golf?

Walk/take a cart a relatively equal amount of time **16%**

Walk **23%**

Ride/take a cart **61%**