

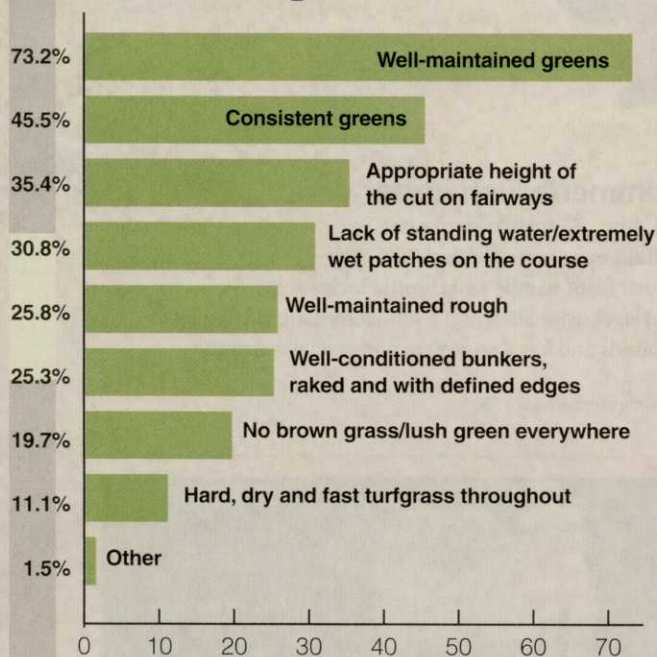
WHAT ARE THOSE CRAZY GOLFERS THINKING?

At times, the relationship between golf course superintendents and golfers can be frustrating to say the least. Golfer complaints about bunker consistency and green speed are on one side, not replacing divots and a lack of understanding about course maintenance/operations are on the other. Slow play can be considered a gripe of both sides.

Below are charts containing information that shed light on what golfers think about golf courses and the golfing experience. Superintendents, especially at public golf facilities, can use this type of information to better understanding golfers at their facilities. Ultimately, this can improve a facility's bottom line.

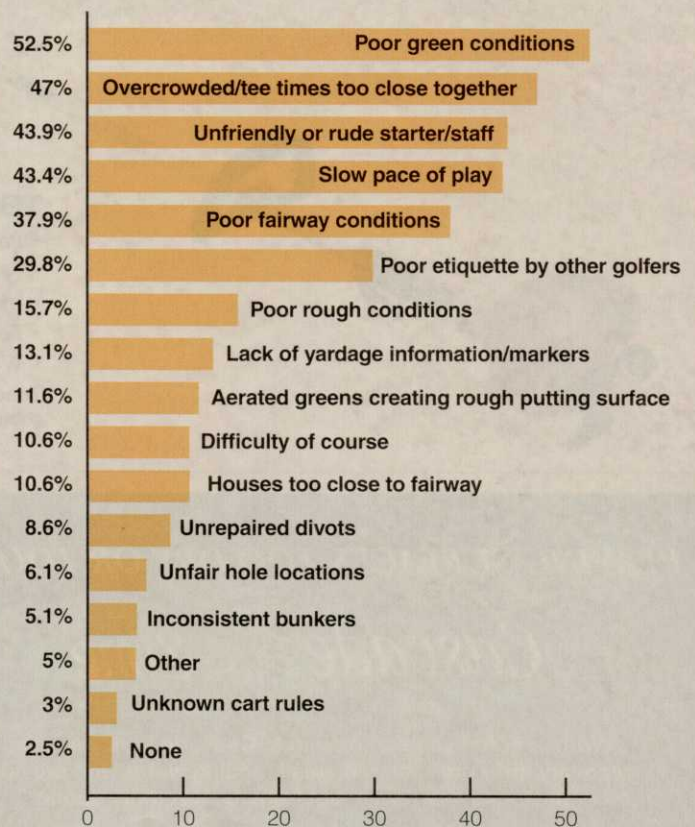
A random sample of 200 golfers throughout the country were surveyed by InsightExpress, a market research company. Golfers surveyed play at least five rounds a year.

What do you look for in a well-conditioned golf course?



Total responses: 198 (multiple responses allowed)

What characteristics of a golf experience make you less likely to return to a particular course?



Total responses: 198 (multiple responses allowed)