

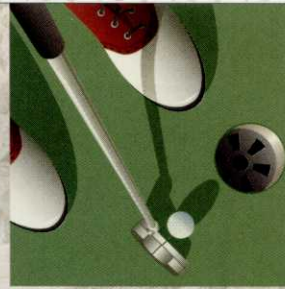
This year, *Golf Course Industry* is publishing feedback from golfers throughout the United States. We're conducting this research to establish a dialogue between the professional community and golfers. On this page, we'll report trends, likes/dislikes, suggestions and other information we gather through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

The regulars

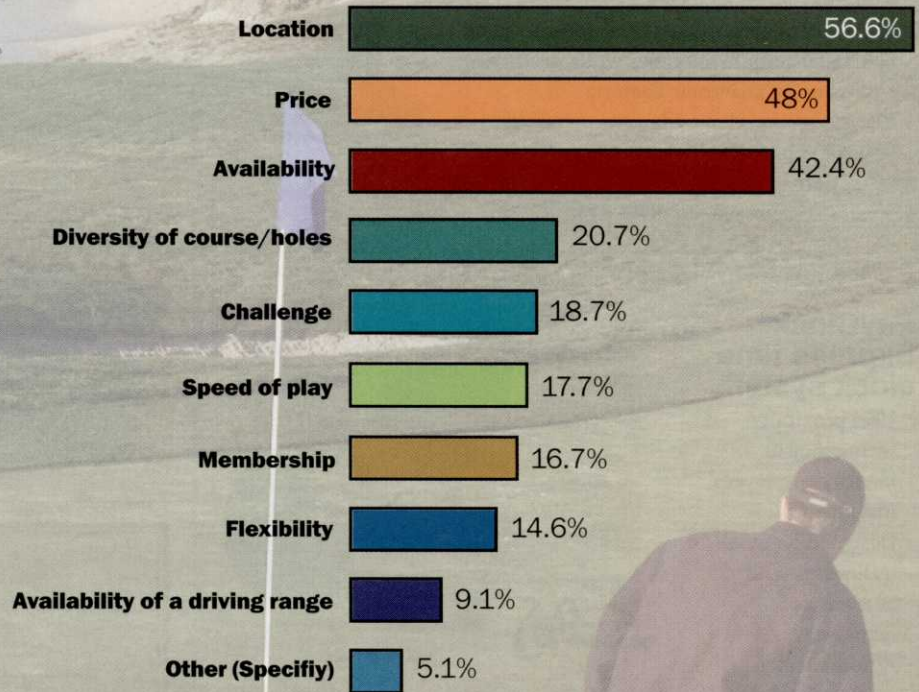
It's every public golf course operator's goal to increase his solid base of regular golfers or core customers. Whether it's the group of ladies who play every Tuesday morning, the group of retired men who play weekly or the executive-types who play with business associates, the regulars are important to a business. They're a good base on which to grow. Location, price and availability are the three most important factors that determine which courses golfers play regularly.

Below are a few charts that provide insight into what golfers consider when choosing to play certain golf courses most often. Tap into the minds of the golfers who play at your facility to help figure out how you can increase your core customer base. Do you believe you have enough regulars?

A random sample of golfers throughout the country were surveyed by InsightExpress, a market research company. Golfers surveyed play at least five rounds a year. There were a total of 200 responses, and multiple answers were allowed. Given the sample size and desired confidence levels, the data tolerance is +/- 7 percent.



What determines the course you play most often?



How many different courses have you played in the past year?

Average:6.28
 Median:4
 Max:63

How many different courses do you play regularly?

Average:2.91
 Median:2
 Max:20