

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.

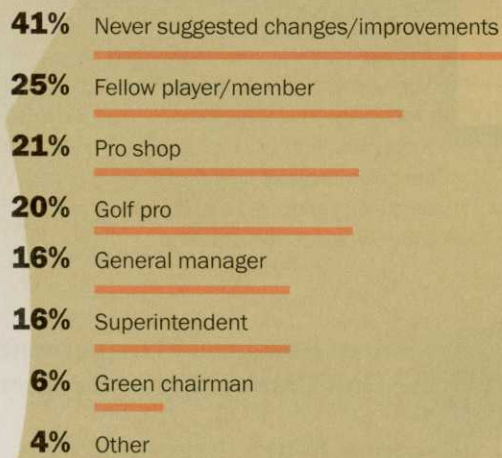
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Communicating with golfers is a popular topic among golf course superintendents. During educational sessions and seminars throughout the country, speakers and superintendents have stressed the importance of managing golfer expectations. Communication is necessary to do that, and is probably more common at private clubs than public golf courses. For many superintendents, it's the most difficult and least desirable part of their job.

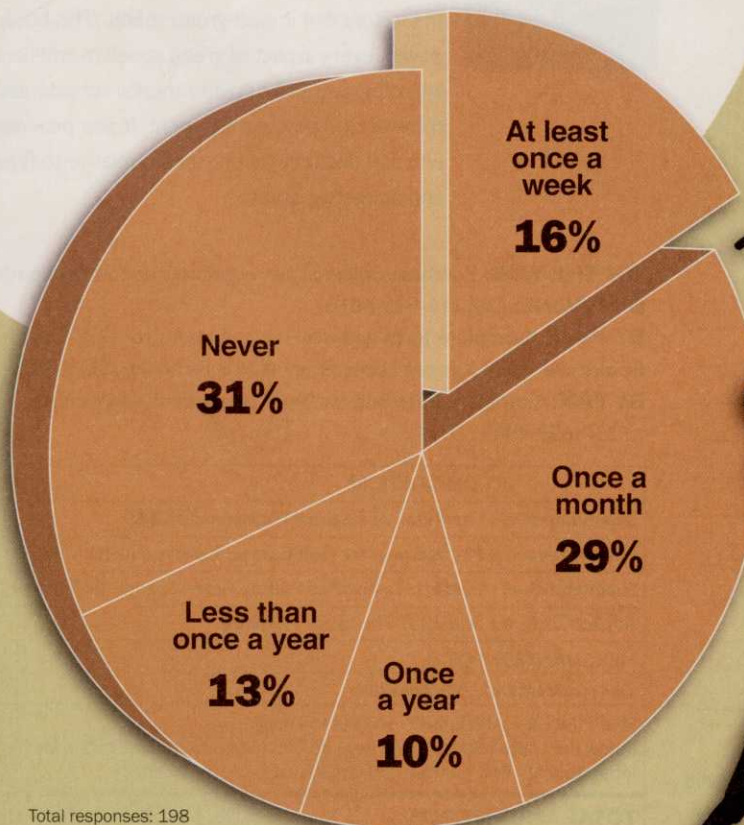
But communication is supposed to be a two-way street, so to speak. We asked golfers about communicating with golf course maintenance professionals and other golf facility managers. Below are charts that show how often golfers approach a golf course manager and shed light on how important they view talking to you.

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.

Have you discussed any changes (improvements) you would like to see at the course you most frequently play golf? If so, with whom?



Total responses: 198 Source: GCI research



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How often do you talk with the golf course superintendent or other maintenance professional at your primary course?

