

This is a glimpse of how golfers' behavior impacts the business of facility maintenance and management. Golf course operators can analyze the trends so they can adjust their businesses to the changing market.

Trending downward

Every month, people digest reports about rounds played throughout the country. National, state and regional numbers in the reports are significant gauges the golf industry from the demand side.

The charts on this page depict participation, frequency and play rates throughout a 16-year period. The charts provide more of a historical view from a macro perspective. Rates are trending down right now, but with various efforts in the golf industry to grow the game, hopefully these rates trend upward soon.

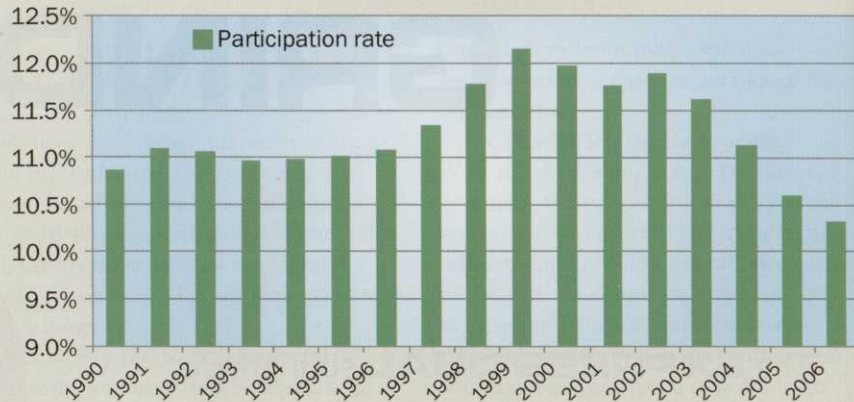
Although the golfer base is stabilizing, it's failing to keep up with the U.S. population growth of 1 percent; hence, participation rate, or relevancy, is declining (top chart). In 2006, the decline slowed slightly, falling from 10.6 percent to 10.3 percent.

Frequency continues its decline at an alarming rate, falling to its lowest level since the 1990 benchmark period (middle chart). The 2006 frequency rate declined from 23.4 rounds per golfer per year to 21.5 rounds per golfer per year versus 2005.

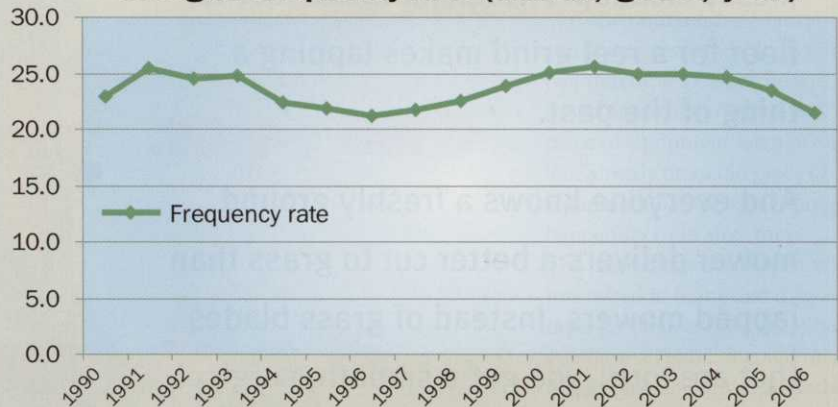
Following decline in participation and frequency rates, play rate also is now at the lowest level since the 1990 benchmark (bottom chart). In 2006, play rate declined from 2.5 rounds per capita per year to 2.2 rounds per capita per year.

Source: Pellucid Corp. and Edgehill Consulting

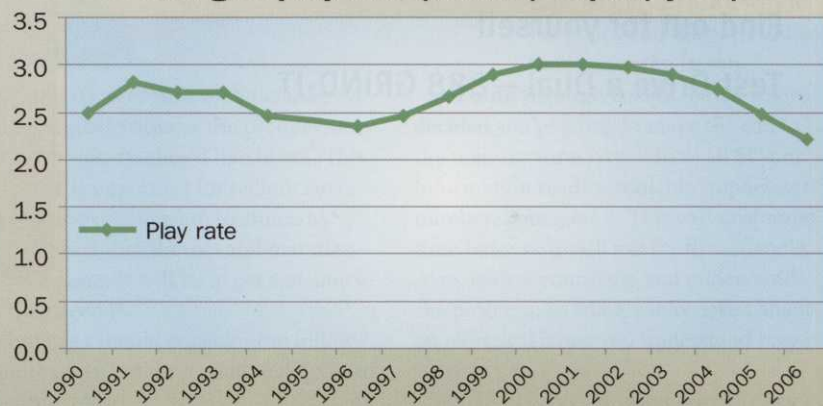
U.S. participation rate



U.S. golf frequency rate (rounds/golfer/year)



U.S. golf play rate (rounds/capita/year)



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