

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

Super Profile

Superintendents' credentials at a glance

- Average experience – **11 years**
- Average tenure – **five years** at one facility
- Average age – **41 years old**
- College educated – **80%** have a two- or four-year degree
- Interest in general management – **28%**

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CHARTS BY DAN BEEDEY

Golf Rounds Played

The percentages below represent the difference in number of rounds played in the month of October 2002 compared to the number of rounds played October 2001.

REGION	OCTOBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-12.2%	-4%
Middle Atlantic NY, PA, NJ	-15%	-2.3%
East North Central MI, OH, IN, IL, WI	0%	-4.3%
West North Central ND, MN, SD, NE, KS, IA, MO	-23.1%	-7.1%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-3%	0%
Florida	6.9%	2%
South Atlantic without FL	-8.6%	-1.3%
East South Central KY, TN, AL, MS	-8.8%	-3.3%
West South Central OK, AR, LA, TX	-18.5%	-1.3%
West South Central without TX	-18.6%	-4.2%
Texas	-18.4%	.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	2.9%	-2%
Pacific WA, OR, AK, HI, CA	5.4%	.7%
Pacific without CA	24.9%	-1.8%
California	-.2%	.3%
TOTAL UNITED STATES	-6.3%	-2.3%
British Columbia	14.1%	-5.4%
Alberta	-17.2%	-9.1%
Saskatchewan/Manitoba	-29.9%	-10%
Ontario	-.3%	-6.7%
Quebec	0%	-7.8%
Maritime Province	-15.4%	-3.2%

GOLF DATATECH

Union Shop

Should superintendents unionize to create more job security?



The Telly Factor

Which of the following contributes most to increased golfer expectations?

Televised golf events	53.8%
Comparison of courses by golfers	33.5%
Higher green fees	7.7%
Professional competition by builders, architects, superintendents and owners	1.8%
Articles or advertisements in newspapers and magazines	1.1%
Don't know	1%

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