

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



A recent survey by Bayer Environmental Science of superintendents indicates that more than 90 percent of respondents

believe the Internet and related online services have a moderate to high impact on the golf course industry. However, most use the Internet to read news and obtain product and technical information, not yet to purchase products, the survey indicated. Here's what superintendents surf for:

Research product/technical information	<b>62%</b>
Read news	<b>37%</b>
Review job openings	<b>31%</b>
Make purchases, general and work-related	<b>21%</b>
Get event updates	<b>21%</b>
Just curious	<b>17%</b>
Correspond through forums	<b>3%</b>
Don't use it	<b>1%</b>

ILLUSTRATION BY DAN BEEDY

## Golf Rounds Played

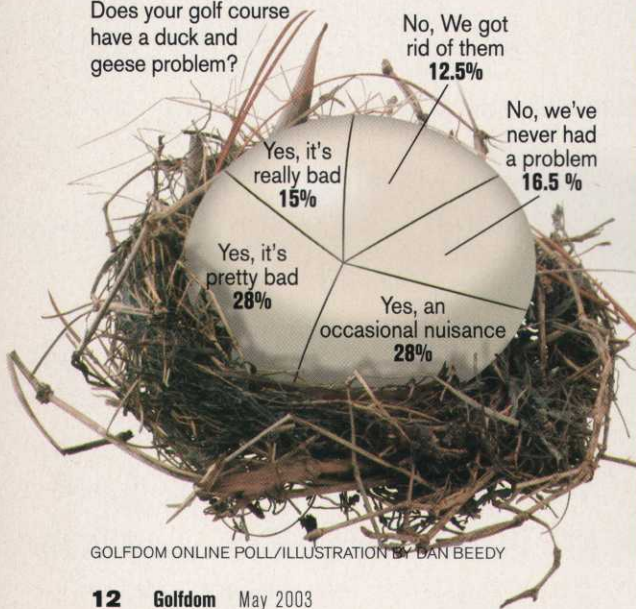
The percentages below represent the difference in number of rounds played in the month of January compared to the number of rounds played in January 2002.

REGION	JANUARY	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-86.2%	-86.2%
<b>Middle Atlantic</b> NY, PA, NJ	-83.2%	-83.2%
<b>East North Central</b> MI, OH, IN, IL, WI	-76.5%	-76.5%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-39.6%	-39.6%
<b>South Atlantic</b> WV, VA, DE, MD, NC, SC, GA, FL	-6%	-6%
<b>Florida</b>	1.9%	1.9%
<b>East South Central</b> KY, TN, AL, MS	-27.2%	-27.2%
<b>West South Central</b> OK, AR, LA, TX	-9.1%	-9.1%
<b>Texas</b>	-7%	-7%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	30.3%	30.3%
<b>Pacific</b> WA, OR, AK, HI, CA	14.5%	14.5%
<b>California</b>	7.5%	7.5%
<b>TOTAL UNITED STATES</b>	1.6%	1.6%

GOLF DATATECH

## Duck, Duck, Goose

Does your golf course have a duck and geese problem?



GOLFDOM ONLINE POLL/ILLUSTRATION BY DAN BEEDY



DIGITAL STOCK

## Golf By the Numbers

	Daily Fee	Municipal	Private	Total
9 holes	3,064	755	854	4,673
18 holes	5,267	1,400	3,040	9,707
27 holes	449	137	200	786
36 holes	249	80	179	508
45 holes or more	84	16	53	153
<b>Total</b>	<b>9,113</b>	<b>2,388</b>	<b>4,326</b>	<b>15,827</b>

NATIONAL GOLF FOUNDATION