

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

Environmental Friend or Foe?

More avid golfers believe that golf courses are not environmental threats, according to the National Golf Foundation. According to NGF's recent study, Avid Golfer Attitudes and Perceptions:

- 80 percent of golfers say that golf courses are good for the environment, compared to 78 percent of golfers who were surveyed in 1996.
- 85 percent of golfers say golf courses are more environmentally friendly today than they were 10 years ago compared to 77 percent in 1996.



PHOTODISC

What's in a Builder?

Golf course owners were asked the most important reasons for picking a golf course builder for their new projects and/or to renovate their existing courses. Some are listed at right.



NATIONAL GOLF COURSE OWNERS ASSOCIATION

PHOTODISC

Golf Rounds Played

The percentages below represent the difference in number of rounds played in the month of July 2003 compared to the number of rounds played July 2002.

REGION	JULY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	1%	-6%
Middle Atlantic NY, PA, NJ	-4.2%	-11.3%
East North Central MI, OH, IN, IL, WI	-8%	-8%
West North Central ND, MN, SD, NE, KS, IA, MO	2.1%	3.2%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-1.8%	-5.5%
Florida	6.3%	3.5%
East South Central KY, TN, AL, MS	1.9%	-2.5%
West South Central OK, AR, LA	-3%	-2.8%
Texas	-4%	-3.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-7.9%	-4%
Pacific WA, OR, AK, HI	-1.6%	-6%
California	-4%	-2.6%
TOTAL UNITED STATES	-1.6%	-3.1%

GOLF DATATECH

Women and Golf

- Women make up half the population but only represent 22 percent of all golfers.
- The average score of women golfers is 108, compared to 96 for men.
- Thirty-seven percent of women golfers are 50 or older, compared to 32 percent for men.
- Fifty-six percent of women golfers work full-time.



WOMEN WELCOME HERE! A GUIDE TO GROWING WOMEN'S GOLF, PUBLISHED BY THE NATIONAL GOLF FOUNDATION

DIGITAL STOCK

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