

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## Will They Ever Fix Their Ball Marks?

We asked superintendents: What's the biggest problem you have with your course's greens?

Unrepaired Ball Marks	71%
Too Much Traffic	12%
Compaction	11%
Green Speed – Too Slow	4%
Green Speed – Too Fast	2%

BASED ON 128 RESPONSES

Golfdom

DYNAMIC GRAPHICS

## Golf Rounds Played

The percentages below represent the difference in number of rounds played in the month of January 2004 compared to the number of rounds played January 2003.

REGION	JANUARY	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	209%	209%
<b>Middle Atlantic</b> NY, PA, NJ	80.4%	80.4%
<b>East North Central</b> MI, OH, IN, IL, WI	100.8%	100.8%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-3.5%	-3.5%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	8.9%	8.9%
<b>Florida</b>	7%	7%
<b>East South Central</b> KY, TN, AL, MS	25.6%	25.6%
<b>West South Central</b> OK, AR, LA	7.3%	7.3%
<b>Texas</b>	9.7%	9.7%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	-9.9%	-9.9%
<b>Pacific</b> WA, OR, AK, HI	-9%	-9%
<b>California</b>	-7.3%	-7.3%
<b>TOTAL UNITED STATES</b>	1%	1%

GOLF DATATECH

## It's in the Hole! Tiger Terrific as Carl Spackler

We asked superintendents: What do you think of the Tiger Woods/*Caddyshack* commercial for American Express?

It's a scream – hilarious	42%
It's funny, but Tiger is not us	15%
I hate it. I think it slams our business – again	8%

NOTE: 35 PERCENT HAD NOT SEEN THE COMMERCIAL AS OF EARLY APRIL

BASED ON 215 RESPONSES

Golfdom

RON HALL

## Did You Know ...

... that the median budget managed by superintendents is \$584,500 and includes labor, maintenance and equipment?

... that the average size of the maintenance staff managed by a superintendent is 20?

... that the average superintendent spends 36 percent of his or her time on maintenance tasks and 29 percent of supervisory/human resource-related tasks?

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MIKE KLEWME

GOLFDOM'S BIG PICTURE IS BROUGHT TO YOU IN PARTNERSHIP WITH

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