

Survey Says



SUPERINTENDENTS ARE GETTING THE MESSAGE ABOUT IRRIGATING EFFICIENTLY, BUT WHAT ABOUT GOLFERS?

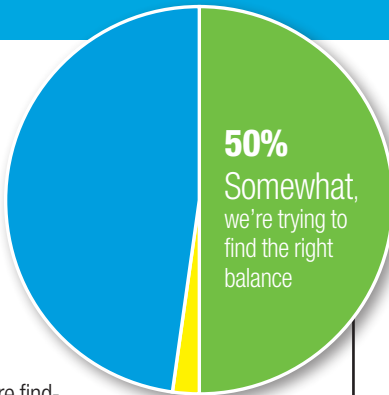
GOLF COURSE SUPERINTENDENTS continue to get the message loud and clear that they need to be more efficient irrigators. But golfers? Not so much.

According to *Golfdom's* 2010 Water Wise Survey, 61 percent of superintendents answered "very important" when asked: "Where does a sound water management program, including an effort to conserve water, rank on your priority list when it comes to golf course management?" Another 38 percent answered "somewhat important." Only 1 percent answered "not important." The findings are similar to the answers we received in last year's survey.

However, superintendents paint a less-caring picture of golfers regarding irrigation management. Only 12 percent of superintendents answered, "They think it's very important," when asked: "How do your golfers feel about water conservation on the golf course?" That's down from 16 percent a year



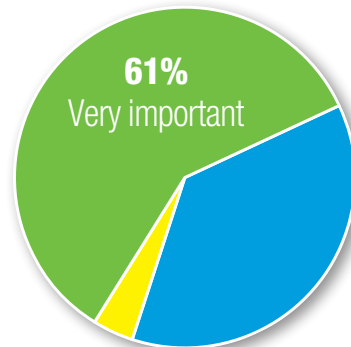
Are you doing all you can to manage water as efficiently as possible?
(383 responses)



48% Yes, we're finding ways to reduce overall water use, even if it causes occasional stress on the turf

2% No, we're watering away to attain as green and lush turf as possible

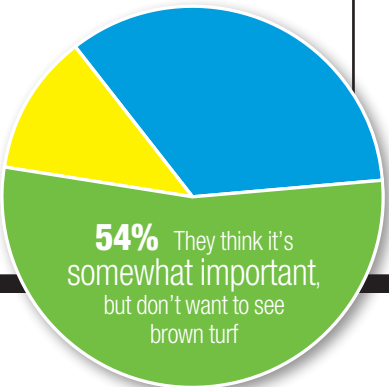
Where does a sound water management program, including an effort to conserve water, rank on your priority list when it comes to golf course management? (384 responses)



1% Not important

38% Somewhat important

How do your golfers feel about water conservation on the golf course? (383 responses)



12% They think it's very important

34% They don't care

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ago. Thirty-four percent of respondents said, "Golfers don't care." Fifty-four percent said, "They think it's somewhat important, but don't want to see brown turf."

Of course, as superintendents know, it's vital to get more golfers to care about water conservation on the golf course, considering the pressures on superintendents to use less water.

Our survey results also reveal that 98 percent of superintendents are trying to manage water the best they can. In the survey, we asked them: Are you doing all you can to manage water as efficiently as possible? Forty-eight percent answered, "Yes, we're finding ways to reduce overall water use, even if it causes occasional stress on the turf." Fifty percent said, "Somewhat, we're trying to find the right balance." Only 2 percent answered, "No, we're watering away to attain as green and lush turf as possible."

Regarding the final answer, that number is down from 3 percent who gave that answer to the same question a year ago. In 2006, we asked the same question, and 10 percent of

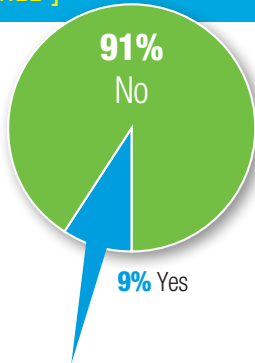
respondents said they were "watering away."

Superintendents might want to consider an irrigation audit to help them become better water managers. According to the survey, only 22 percent of superintendents had an irrigation audit performed on their courses in the past two years. Of that 22 percent, we asked: Do you feel the audit was beneficial? Seventy-eight percent answered, "Yes, we've improved our irrigation efficiency on the course because of it." The remaining superintendents answered, "No, because we didn't implement the right corrective actions after the audit was completed."

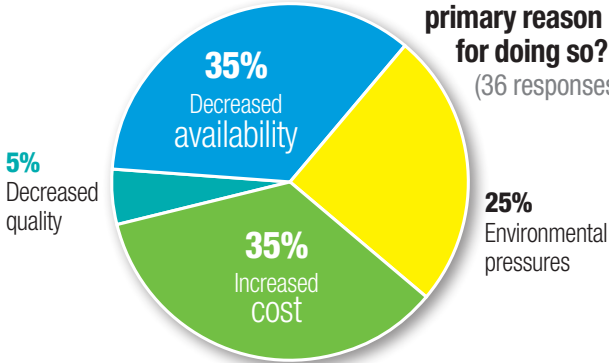
Most superintendents say they're willing to pay more for highly advanced irrigation equipment that will save them money on water and maintenance costs in the long run. But there's a catch. Fifty percent said they are willing to pay, just not now "because of budget constraints." Only 18 percent said advanced equipment isn't needed because "we have the right technology now, and it's at the right cost." ■

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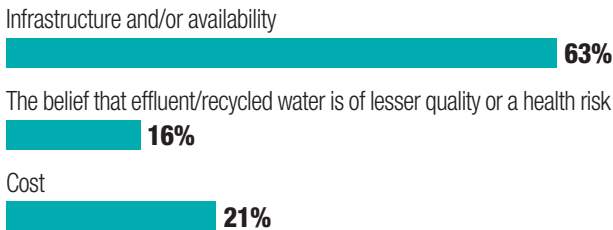
Do you anticipate changing your source of water over the next three to five years? (382 responses)



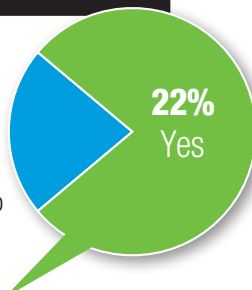
What is the primary reason for doing so? (36 responses)



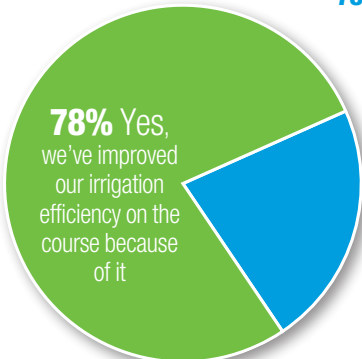
What do you believe could hinder more widespread use of effluent/recycled water? (382 responses)



Have you done an irrigation audit on your course in the past two years? (383 responses)

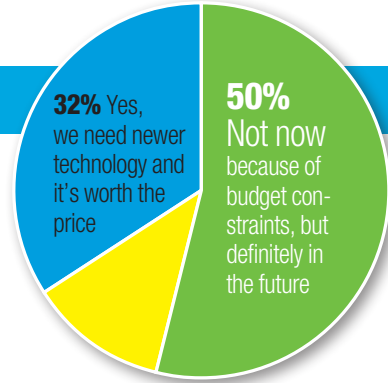


Do you feel the audit was beneficial? (83 responses)



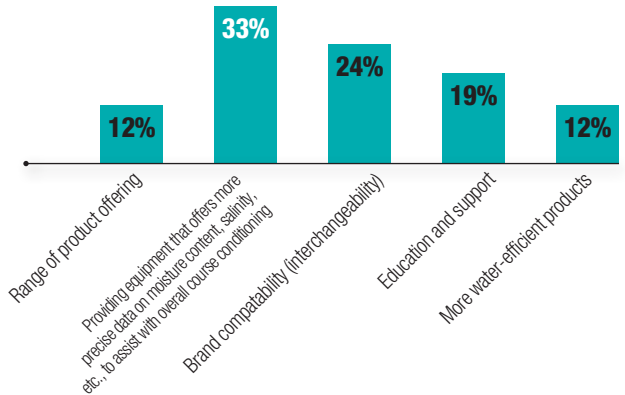
22% No, because we didn't implement the right corrective actions after the audit was conducted

Are you willing to pay more for highly advanced irrigation equipment that will save you money on water and maintenance costs in the long run? (383 responses)



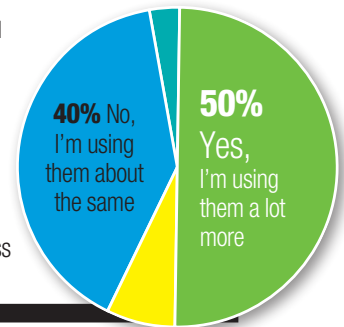
18% No, I believe we have the right technology now and it's at the right cost

What area would you most like to see irrigation equipment companies improve on? (380 responses)



Are you using soil wetting agents differently than you were five years ago? (383 responses)

3% I don't use soil wetting agents



7% I'm actually using them less

What improvements would you like to see from soil surfactant companies with regard to their products? (383 responses)

