

# Opinion Poll Findings

Across sport and society we are seeing a variety of new and significant challenges.

Now, as people, businesses, industries and nations are getting back on their feet, there is an important conversation happening, about how to build back better – a more sustainable recovery.

GEO has reached out across golf to bring people and perspectives together.

Here is what we discovered...



## 19 Countries, 5 Continents

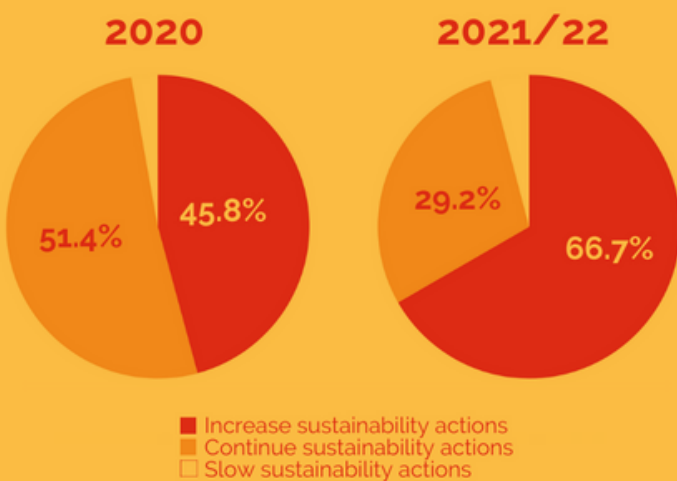
International perspectives  
from across the industry

# 79%

Number of respondents who said sustainability and climate action are very important in protecting the future of golf.

## Sustainability actions are only becoming more important.

We asked what best describes your plans for sustainability now and in the future...



The majority of respondents noted the importance of sustainability in making cost-savings and generating new business at a time when golf facilities are under pressure.

"Budgets are becoming tighter - sustainable management gets the best you can with minimal inputs, whilst green credentials attract future business."

## What more would you like to see being done to support and recognise sustainability in golf?

- 1 Communication within the industry about sustainability
- 2 Communications to get golfers involved
- 3 Research into the issues and how golf might address them
- 4 Promotion of sustainability support programmes and tools
- 5 Educational content around sustainability and climate action

## What do you feel are the most important drivers for sustainability going forward?

- 1 Long-term cost savings
- 2 Protecting and enhancing nature
- 3 Reducing climate impacts
- 4 Desire to be more responsible with water
- 5 Improving golf course playing quality
- 6 Immediate cost savings on materials
- 7 Positive publicity and awareness of the golf facility