

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



Major Slow Down

According to the National Golf Foundation's *Golf Facilities in the U.S. 2003 Edition*, about 220 18-hole golf courses opened in 2002. That's down 13 percent from 2001, and down 38 percent from 2000. But NGF predicts that openings will stabilize this year.

Movin' Out?

A new *Golfdom* online poll reveals that most superintendents are against the GCSAA moving its current headquarters in Lawrence, Kan., to a more "golf-centric" location.



No, GCSAA shouldn't move **43%**

Yes, GCSAA should move **34%**

I don't care if GCSAA moves **12%**

Maybe GCSAA should move **11%**

(Based on 425 responses)

GOLFDOM

PHOTODISC

Golf Rounds Played

The percentages below represent the difference in number of rounds played in the month of December 2002 compared to the number of rounds played December 2001.

REGION	DECEMBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-38.7%	-1.7%
Middle Atlantic NY, PA, NJ	-69.5%	-4.3%
East North Central MI, OH, IN, IL, WI	-79.5%	-5.7%
West North Central ND, MN, SD, NE, KS, IA, MO	21.9%	-7.2%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-21.5%	-2.2%
Florida	-9.5%	2.1%
South Atlantic without FL	-39.5%	-5.3%
East South Central KY, TN, AL, MS	-17.8%	-4.8%
West South Central OK, AR, LA, TX	-2.1%	-1.8%
West South Central without TX	-28.2%	-7.4%
Texas	10.2%	1.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	6.1%	-1%
Pacific WA, OR, AK, HI, CA	5.7%	1.9%
Pacific without CA	3%	3.2%
California	6.2%	1.5%
TOTAL UNITED STATES	-10.7%	-2.9%

GOLF DATATECH

Anatomy of a Golfer

1 in 10 kids who are not exposed to golf at all become long-term adult golfers

3 in 10 kids who are only exposed to golf loosely (i.e., tagging along with a relative as they play golf) become long-term adult golfers

6 in 10 kids who are introduced to golf in a structured junior golf program become long-term adult golfers



Source: World Golf Foundation

DIGITAL STOCK