

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



## Show Me The Money

2000 Compensation and Benefits Survey

### SUPERINTENDENTS' AVERAGE SALARY

2000	\$57,057
1998	\$53,205
1995	\$49,269
1993	\$44,500

25% earn \$68,000+

10% earn \$88,000+

3% earn \$110,000+

62% earn \$68,000 or less

CGCS earn \$72,000



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PHOTODISC

## Long Work Weeks

Do you work so many hours that it has a negative affect on the time you spend with your family and/or away from the golf course?

52% NO

48% YES

GOLFDOM

PHOTODISC

## Golf Rounds Played

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

REGION	OCTOBER	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-12.2%	-4%
<b>Middle Atlantic</b> NY, PA, NJ	-15%	-2.3%
<b>East North Central</b> MI, OH, IN, IL, WI	0%	-4.3%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-23.1%	-7.1%
<b>South Atlantic</b> WV, VA, DE, MD, NC, SC, GA, FL	-3%	0%
<b>South Atlantic</b> without FL	-8.6%	-1.3%
<b>Florida</b>	6.9%	2%
<b>East South Central</b> KY, TN, AL, MS	-8.8%	-3.3%
<b>West South Central</b> OK, AR, LA, TX	-18.5%	-1.3%
<b>West South Central</b> without TX	-18.6%	-4.2%
<b>Texas</b>	-18.4%	07%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	2.9%	-2%
<b>Pacific</b> WA, OR, AK, HI, CA	5.4%	.7%
<b>Pacific</b> without CA	24.9%	1.8%
<b>California</b>	-.2%	.3%
<b>TOTAL UNITED STATES</b>	-6.3%	-2.3%
<b>British Columbia</b>	14.1%	-5.4%
<b>Alberta</b>	-17.2%	-9.1%
<b>Saskatchewan/Manitoba</b>	-29.9%	-10.0%
<b>Ontario</b>	-.3%	-6.7%
<b>Quebec</b>	0%	-7.8%
<b>Maritime Province</b>	-15.4%	-3.2%

GOLF DATATECH

## Social Graces

What's the biggest factor contributing to lapses in player etiquette?

Lack of respect for the game	44.9%
Lack of knowledge of the game	22.3%
Not enough public education from golf's governing bodies	16.3%
Increased regulation of pesticides	13%
First-time golfers new to the game	8.5%
Lack of lessons/caddying experience	5%
Don't know/No answer	3%



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