

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

On the Green

Are you optimistic about how the golf industry will perform this year, even if the economy struggles?



SOURCE: GOLFDOM ONLINE POLL

Golf Rounds Played

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

REGION	FEBRUARY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-94.4%	-91.7%
Middle Atlantic NY, PA, NJ	-91.1%	-88%
East North Central MI, OH, IN, IL, WI	-71.3%	-74.1%
West North Central ND, MN, SD, NE, KS, IA, MO	-24.6%	-32.8%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-1.1%	-3.4%
Florida	9.8%	6.1%
East South Central KY, TN, AL, MS	-21.1%	-23.7%
West South Central OK, AR, LA, TX	-19.4%	-14.3%
Texas	-17.4%	-12.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-1.8%	12.7%
Pacific WA, OR, AK, HI, CA	-2.7%	5.3%
California	-5.5%	.9%
TOTAL UNITED STATES	-5.7%	-2.3%

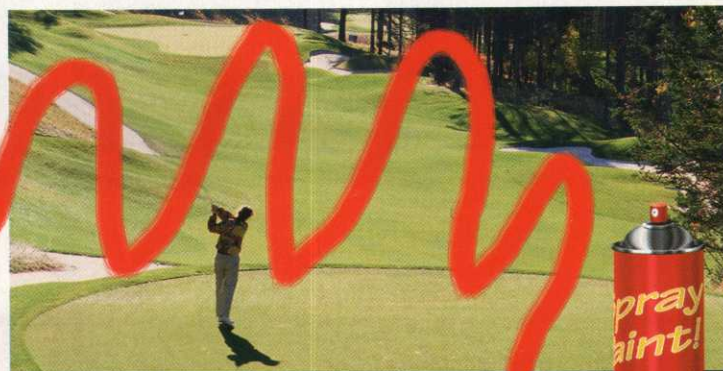
GOLF DATATECH

Lost and Found



It's estimated that 518 million rounds of golf are played in the United States each year. On average, a golfer loses 4.5 balls per round. This results in 2.5 billion balls being consumed compared to only 600 million new balls being sold. This means golfers are using 1.9 billion found or recycled balls annually.

SOURCE: PERFORMANCE INDICATOR LLC



Breaking Point

Have you experienced vandalism at your course?

No	12.5%
Yes, minor destruction	21.6%
Yes, at little expense or downtime	52.1%
Yes, at considerable expense or downtime	12.7%
No answer	1.1%

SOURCE: GCSAA 2002