

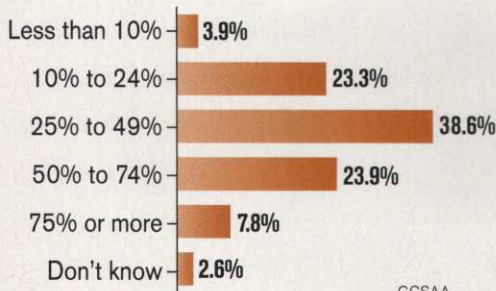
The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



At Your Desk

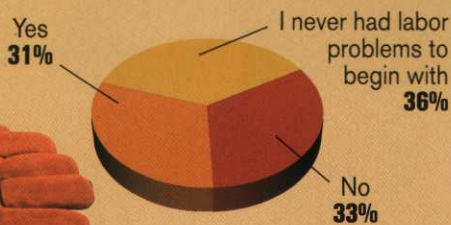
How much time do you spend on nonagricultural activities?



GCSAA

Work, Work, Work

Is it easier for you to find labor in this economic downturn than it was during the labor crunch two years ago?



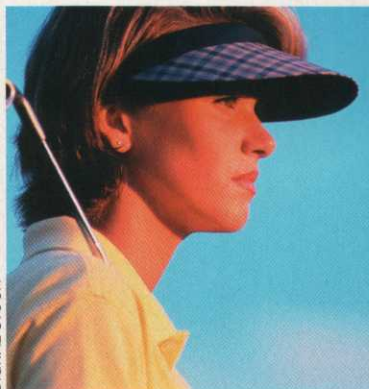
GOLFDOM
(BASED ON 83 RESPONSES)

Golf Rounds Played

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

REGION	NOVEMBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-32.6%	-1.7%
Middle Atlantic NY, PA, NJ	-41.4%	-4.1%
East North Central MI, OH, IN, IL, WI	-57.7%	-5.6%
West North Central ND, MN, SD, NE, KS, IA, MO	-48.6%	-7.3%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-26.6%	-4%
Florida	2%	3.1%
South Atlantic without FL	-13.6%	-1.1%
East South Central KY, TN, AL, MS	-20.3%	-4.5%
West South Central OK, AR, LA, TX	-14.4%	-1.8%
West South Central without TX	-29.2%	-6.5%
Texas	-5.3%	1.3%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	1.1%	-1.3%
Pacific WA, OR, AK, HI, CA	4.3%	1.7%
Pacific without CA	21.0%	3.3%
California	.6%	1.2%
TOTAL UNITED STATES	-18.3%	-2.7%

GOLF DATATECH



Battle of the Sexes

Is Augusta National right or wrong to not admit women as members?

Right

Women	22 %	Men	47 %
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Wrong

Women	60 %	Men	36 %
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DIGITAL STOCK

EYEWIRE

THE WALL STREET JOURNAL/HARRIS POLL (BASED ON 2,221 RESPONSES)