

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



Football Scores Big How About Golf?

Percentage of Americans who are fans of these sports:

NFL	67%
Major League Baseball	59%
College football	56%
NBA	51%
Figure skating	50%
College basketball	47%
NASCAR	45%
Pro Golf	40%

ESPN

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Golf Rounds Played

The percentages below represent the difference in number of rounds played in the month of December 2003 compared to the number of rounds played December 2002.

REGION	DECEMBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	80.2%	-6.8%
Middle Atlantic NY, PA, NJ	81.8%	-9.3%
East North Central MI, OH, IN, IL, WI	75.2%	-1.2%
West North Central ND, MN, SD, NE, KS, IA, MO	-35.1%	1.6%
South Atlantic WV, DE, MD, VA, NC, SC, GA	5.3%	-2.8%
Florida	5.8%	2.4%
East South Central KY, TN, AL, MS	10.1%	1.1%
West South Central OK, AR, LA	10.8%	-1.2%
Texas	10.1%	-1.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-12.4%	-2.7%
Pacific WA, OR, AK, HI	-3.8%	-2%
California	-3.7%	-3.2%
TOTAL UNITED STATES	2.4%	-2.6%

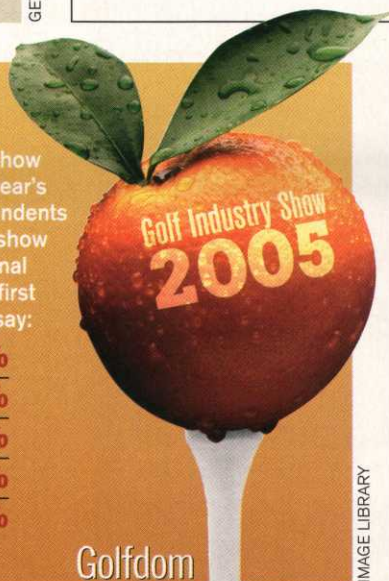
GOLF DATATECH

On to Orlando

Attendance for the GCSAA Conference and Show in San Diego was 19,317, up 1,153 from last year's total of 18,164 in Atlanta. We asked superintendents recently if they planned to attend next year's show in Orlando, which will combine with the National Golf Course Owners Association to form the first Golf Industry Show. Here's what they had to say:

You bet	61%
I plan to, but the budget will decide	27%
Not likely	6%
Can't get away from work then	0%
Don't know	7%

* BASED ON 101 RESPONSES



Golfdom

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Did You Know ...

... that 45 percent of superintendents play golf at least once a week and 24 percent play at least once a month?

... 54 percent of superintendents serve as consultants (paid or unpaid) for athletic facilities or grounds other than their golf courses?

GOLF INDUSTRY REPORT 2003



DIGITAL STOCK

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