

AGM Member Survey 2010

Buying & Golf Shop Merchandise Sales Habits

AVERAGE Golf Shop Merchandise Sales Statistics

	PRIVATE	PUBLIC	RESORT	OFF-COURSE
	<u>2009</u>	<u>2009</u>	<u>2009</u>	<u>2009</u>
Number of Rounds Played	29,523	42,192	34,828	N/A
Shop Square Footage	1,263	1,171	1,656	8,217
Gross Merchandise Sales	\$442,257	\$486,724	\$815,869	\$5,489,252
Dollars per Round	\$14.98	\$11.54	\$23.43	N/A
Dollars per Square Foot	\$350.16	\$415.65	\$492.67	\$668.04
Gross Profit Percentage	31.1%	37.7%	45.2%	37.3%
Cost of Sales Percentage	68.9%	62.3%	54.8%	62.7%
Turnover for Softgoods	2.3	2.2	2.5	3.1
Turnover for Hardgoods	2.1	2.0	2.3	3.5