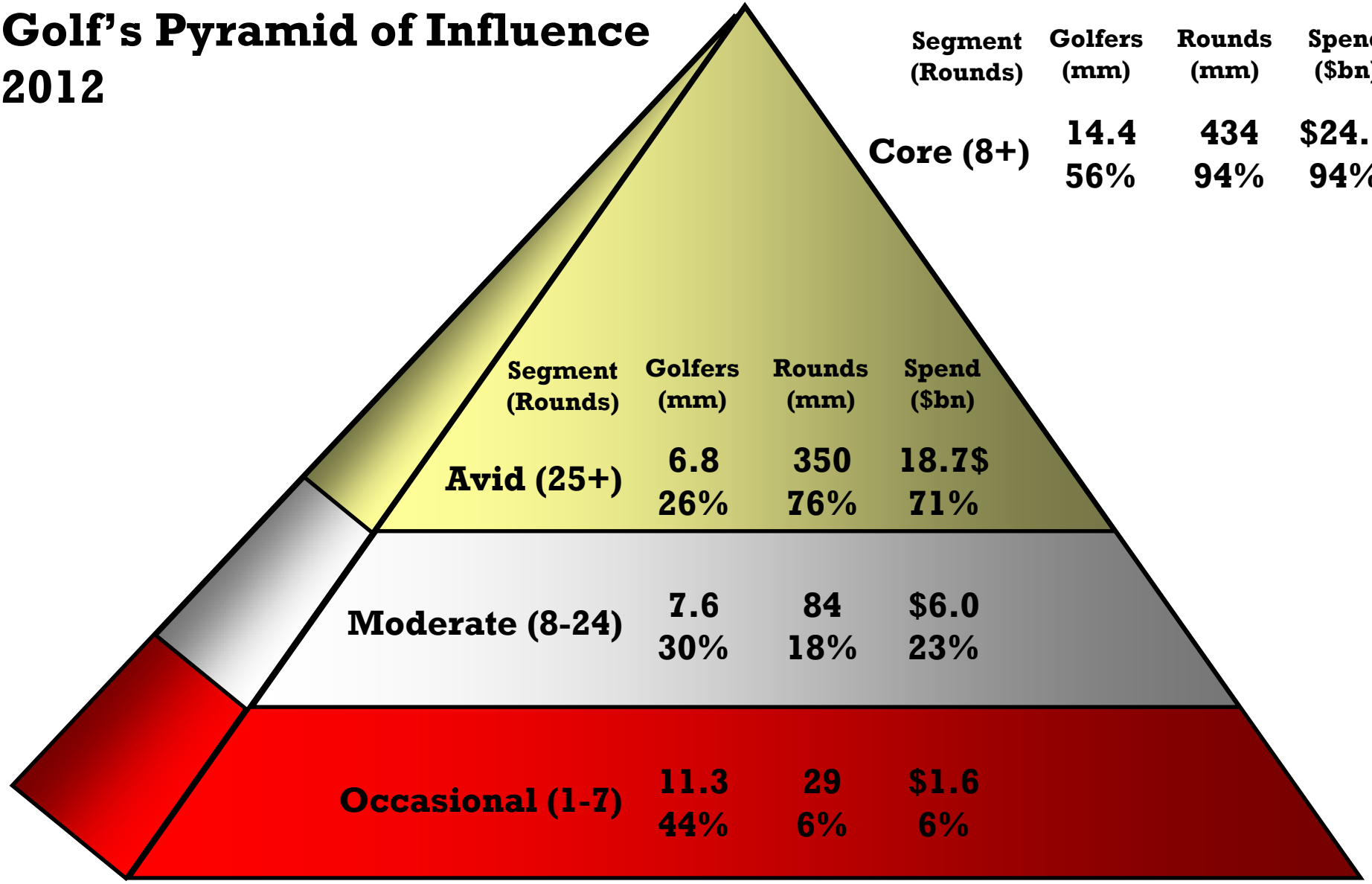
Golf's Pyramid of Influence 2012



Total	25.7	463	$26.3B

NGF

NOTES: Percentages reflect % of total golfers. Avid is a sub-set of Core – Note: Spending Data from 2010 reporting