

Oak Park Mall 11149 West 95 St. Overland Park, KS 66214 Retail Market Value Report 5-15-25 Mile Radii

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Retail Market Value Report 5-15-25 Mile Radii

Definitions

Total Hard Goods Retail Market Value: Total sales of woods, irons, wedges, putters, balls, bags, and gloves, within the selected geography level.

Total Soft Goods Retail Market Value: Total sales of footwear and apparel, within the selected geography level.

Grand Total Retail Market Value: Total sales of hard and soft goods, within the selected geography.

Total Golfers: Count of total population that plays golf with a one round a year requirement, within the selected geography level.

Avid Golfers: Count of total population that plays 25 rounds or more of golf a year, within the selected geography level.

Woods Retail Market Value: Total woods sales, within the selected geography level.

Irons set Retail Market Value: Total iron set sales, within the selected geography level.

Wedges Retail Market Value: Total wedge sales, within the selected geography level.

Putters Retail Market Value: Total putter sales, within the selected geography level.

Balls Retail Market Value: Total ball sales, within the selected geography level.

Bags Retail Market Value: Total bag sales, within the selected geography level.

Gloves Retail Market Value: Total glove sales, within the selected geography level.

Golf Footwear Retail Market Value: Total footwear sales, within the selected geography level.

Golf Apparel Retail Market Value: Total Apparel sales, within the selected geography level.

Retail Index: Measures the market dynamics for how the average spend for golfers in the local area compares to the average spend for USA golfers. It is an expectation index where it could be assumed that the local golfers will spend money on golf equipment at the same rate as all golfers in the USA, and thus a 100 index. If the index is over 100, then the local golf population spends at a higher rate than the USA golfers. If the index is below 100, then the local golf population spends at a lower rate than what is typical across the country.



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Retail Market Value - Overview			
	Radial Trade Area, 5 miles	Radial Trade Area, 15 miles	Radial Trade Area, 25 miles
Total Hard Goods Retail Market Value	\$5,133,743	\$17,140,223	\$24,711,488
Total Soft Goods Retail Market Value	\$2,858,790	\$9,544,752	\$13,760,906
Grand Total Retail Market Value	\$7,992,533	\$26,684,975	\$38,472,394
Avid Golfers	7,692	26,202	38,310
Total Golfer	36,876	125,635	185,337
Retail Index for Clubs/Bags	91	89	87
Retail Index for Balls/Gloves	99	97	95
Retail Index for Soft Goods	98	96	94
Retail Index - All	95	93	91

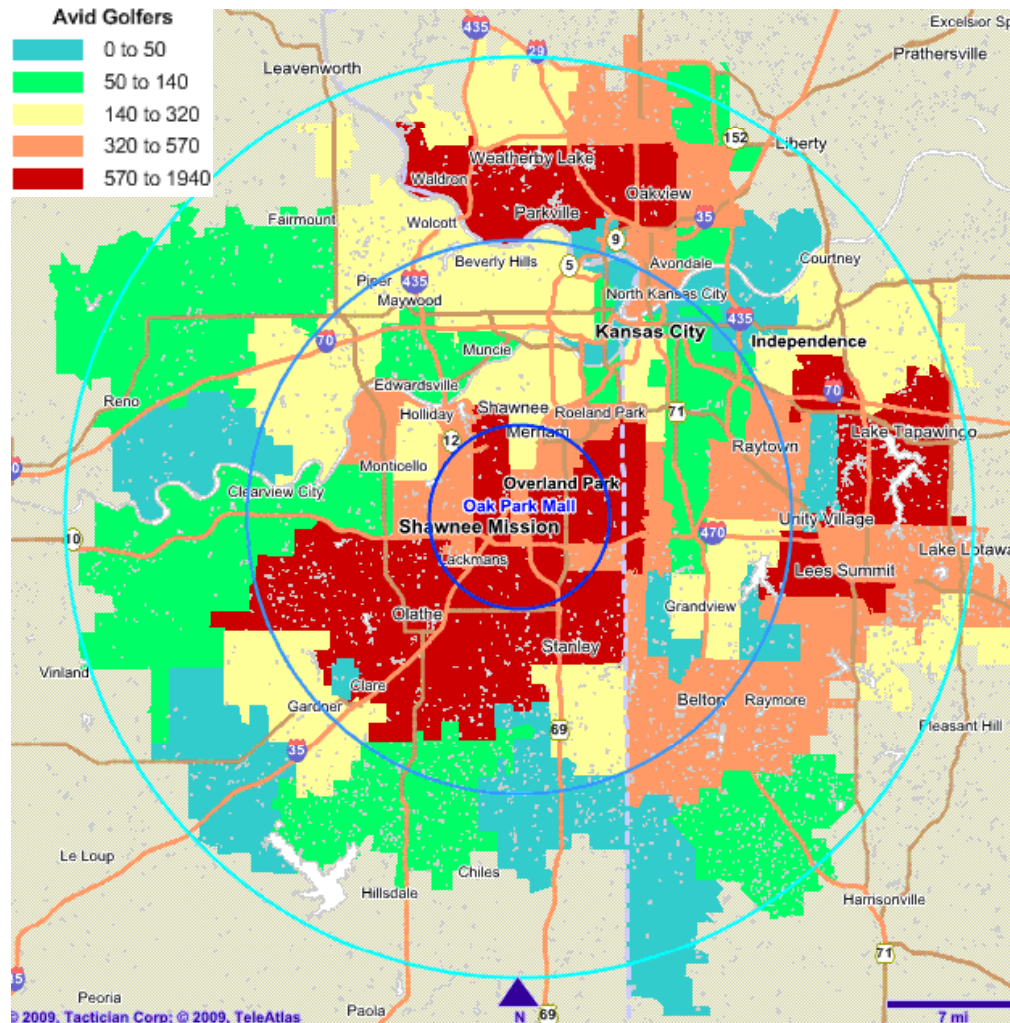
Retail Market Value - Hard Goods			
	Radial Trade Area, 5 miles	Radial Trade Area, 15 miles	Radial Trade Area, 25 miles
Woods Retail Market Value	\$1,684,646	\$5,624,589	\$8,109,563
Irons Set Retail Market Value	\$1,012,756	\$3,381,326	\$4,875,218
Wedges Retail Market Value	\$202,754	\$676,941	\$976,014
Putters Retail Market Value	\$267,513	\$893,153	\$1,287,755
Balls Retail Market Value	\$1,522,488	\$5,083,191	\$7,327,765
Bags Retail Market Value	\$222,616	\$743,260	\$1,071,637
Gloves Retail Market Value	\$220,970	\$737,763	\$1,063,536
Total Hard Goods Retail Market Value	\$5,133,743	\$17,140,223	\$24,711,488

Retail Market Value - Soft Goods			
	Radial Trade Area, 5 miles	Radial Trade Area, 15 miles	Radial Trade Area, 25 miles
Golf Footwear Retail Market Value	\$458,457	\$1,530,668	\$2,206,803
Golf Apparel Retail Market Value	\$2,400,333	\$8,014,084	\$11,554,103
Total Soft Goods Retail Market Value	\$2,858,790	\$9,544,752	\$13,760,906



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About Longitudes Group LLC.

Longitudes Group, LLC is a research and marketing company providing unique analysis on the travel and spending behaviors of avid golfers in the USA and Canada armed with consumer demand database containing information on the behavior of 7.0 million golfers mapped by county and zip/postal code. Longitudes Group uses a geo-demographic approach to probe both the location and travel behavior of the avid golfer population. Using Geographic Information Systems (GIS), the company can then map golfers population at the zip code and block level and correlate them with a variety of consumption traits. These formulas and methodologies can be applied to local, regional, and nationwide markets.

On the supply side, Longitudes Group has built the most up-to-date database of golf retailers in the USA market including more than 16,130 facilities, 1,230 off-course retail stores, and 1,880 chain sporting good stores.

The power of Longitudes Group data sets and specialized analysis is to replicate the universe of today's supply and demand in the golf marketplace. Manufacturers, resorts, real estate developments, golf courses, tour operators, and associations can overlay their current sales and customers to understand market performance, and organizational strengths and weaknesses. Armed with specific measurable information, Longitudes Group clients have been able to more efficiently and effectively target market retail customers and consumers, and make better decisions that impact the bottom line.

Longitudes Client List Includes:

- Bridgestone Golf
- Business Week
- Callaway Golf
- Cleveland/Srixon
- Executive Women's Golf Association
- Golf Digest Magazine Group
- Golf Etc.
- Golf Galaxy
- Golf USA
- Haversham & Baker Golf Expeditions
- Fujikura Shafts
- Mizuno
- Myrtle Beach Golf Holiday
- Nevada Bob's
- Nike Golf
- Palmetto Dunes Resort
- Precor USA
- Reed Exhibitions
- Shoshone-Bannock Tribe & Casino
- Terrace Hills Golf Course
- The Golfer's Warehouse
- Trump National - Bedminster, NJ
- Trump National - Westchester, NY

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