

Startling Results from NGF/Market Facts Golf Participation Study

Twenty-five percent of the nation's 17.5 million golfers account for 77 percent of all rounds played, according to a major golf participation study conducted in October of 1985 by the National Golf Foundation and Market Facts, Inc., a Chicago based marketing research company.

"When we looked closely at frequency of play, we were very surprised to find that the small group (25%) of avid golfers account for the vast majority (77%) of rounds played," stated **Dr. Joe Beditz**, NGF vice president of research. "Conversely, golfers who play less than eight times a year, a group that represents half of all golfers, are only responsible for seven percent of all rounds played."

This is the classic 20/80 rule as applied to golf consumers," remarked **Dr. Beditz**. "A small proportion of golfers account for most golf activity, and, I suspect, most golf product purchases."

The research showed that eight percent of all Americans played golf at least once in 1985, and that 21 percent of all golfers play once or twice a year, while the average golfer plays between 8 and 24 rounds per year. Golf participation was highest among the 30-39 age segment (10.4%) and lowest among the under 20 age segment (3.9%). Males are about four times as likely to play golf than females.

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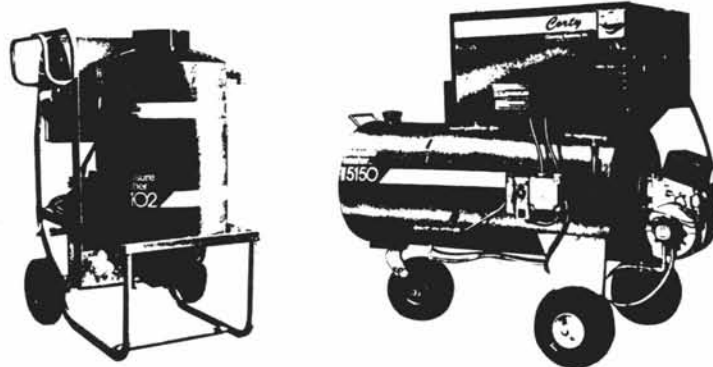
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The north central area of the country was found to have the highest regional golf participation rate (11.5%). The study also revealed a strong relationship between household income and golf participation. Households with total income over \$40,000 are 3 times as likely (13.4%) to contain a golfer than households with income less than \$20,000 (4.4%).

"This is the first definitive study of the American golfer," remarked NGF President **David Hueber**. "The results so far have been startling and we will use our findings to shape our promotional efforts and to direct our resources in areas that will give us the greatest yield."

The NGF/Market Facts study, which featured a nationally representative sample of 20,000 households, is the largest of its kind ever conducted solely for golf. Two reports will be published in the spring of 1986. The first, entitled "Golf Participation in the United States," will present the results of the October survey showing how many golfers there are and where they are located. The second, entitled "The Golf Consumer Profile," will be based on the results of a follow up study to be conducted in January of 1986. This report will present much more detail on the characteristics of the American golfer.

FREQUENCY OF PLAY

Number of Rounds Played Per Year	Percent of Golfers	Percent of Rounds Played
1-2 rounds	21%	1%
3-7 rounds	28%	6%
8-24 rounds	26%	16%
more than 24 rounds	25%	77%
	100%	100%



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