

Purchasing habits

There's a distinct buyer profile among golfers. Buyers are different from golfers. Almost all golfers have to buy something at some point – a starter set, golf balls, a pull cart. But buyers are regularly in the market because they want to be or they have to be. Perhaps they have to have the latest technology or the newest models they believe will help improve scores. Perhaps they wear their equipment quickly.

For example, club buyers (defined as spending \$200 or more on new clubs during the past year) play more frequently, are more skilled, have higher incomes, are more likely to take golf trips and are more tuned into



golf media. Premium golf shirt buyers, almost half of whom are private-club members, also have a discrete profile. They play twice as many rounds as the average

golfer, they're twice as likely to be retired, they have relatively high incomes (\$152,300 on average), they're older (average 59), and they're keen on golf media.

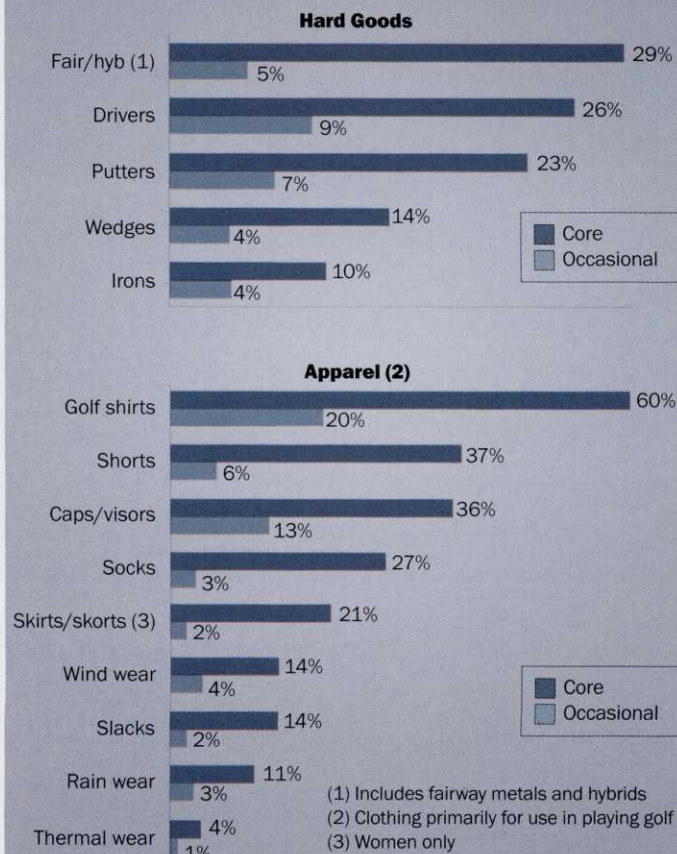
Purchase incidence differs by player frequency and product category. Core golfers (those playing eight or more rounds a year) are more likely than occasional golfers (one to seven rounds a year) to purchase any given golf product throughout the year. But core golfer purchase incidence varies greatly by product. While 76 percent of core golfers bought golf balls during the past year, 26 percent bought a driver, 42 percent bought shoes, 4 percent bought thermal outerwear, and 22 percent bought a golf bag. Why did only three-quarters of core golfers buy golf balls during the past year? Possible reasons: Frequent golfers are likely to find and reuse a lot of golf balls while playing; they might have enough golf balls on hand and need to replace them only every few years; they might be skilled enough that they don't lose many balls; they might play on courses that lack many hazards where balls are lost; or they might be satisfied playing balls that aren't in the best condition.

The statistics and charts on this page are based on more than 2,000 U.S. golfers who completed an online survey in May 2007 from the National Golf Foundation. The sample was drawn from global market research firm Synovate's nationally representative panel of 2.6 million Americans.

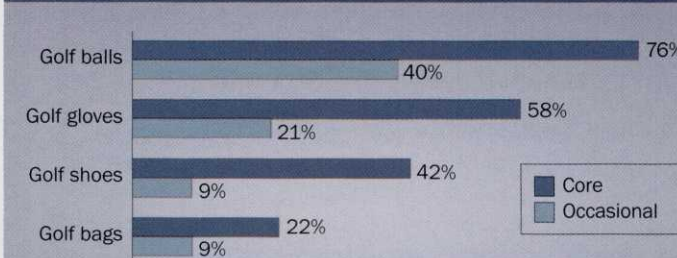
Source: National Golf Foundation

Golf equipment purchase incidence

Percentage of golfers who purchase or received equipment/apparel in the past 12 months (at least one item of the given category). Includes premium and nonpremium, new and used.



Soft goods purchase incidence



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