

Know your customers' buying habits

Do you have fresh insights into your customers' characteristics, attitudes, perceptions and spending behavior? If you don't, you should. Being more in tune with customers helps operators manage their business better and chart a course for growth.

When it comes to golfers' purchasing habits, their purchase incidence increases with age and income. Golfers age 60 and older have a higher purchase incidence for shoes, for example, compared to those age 18 to 39 (38 percent to 20 percent, respectively). Higher income players are more likely to purchase shirts – 52 percent of \$100,000-plus purchase versus 32 percent of less than \$50,000.

Additionally, there's a distinct channel profile among buyers. Channel profile means the profile of golfers by different channels of distribution for a given product, such as golf gloves. The on-course shopper plays more frequently, has a higher income and is more likely to be a private club member compared to the sporting goods shopper. However, the sporting goods shopper shoots lower scores and is more tuned into golf Web sites compared to on-course and off-course shoppers.

Take the Wal-Mart shopper for golf balls. The profile of the golfer who buys golf balls exclusively at mass merchants is quite different from other buyers. The Wal-Mart shopper is a less avid golfer in terms of rounds, number of balls purchased and golf media consumption. The mass merchant shopper also has a lower income and is less likely to be a private club member.

The statistics 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



CLUB BUYER PROFILE

GOLFING CHARACTERISTICS	Club buyers	Index to all golfers (100=average)
Average rounds 2006	30	142
Average score	94	95
% hooked on golf	84	127
% watch golf on TV at least monthly	78	122
% read golf magazines at least monthly	62	157
% visit golf websites at least monthly	42	166
% went on golf trip last 12 months	67	149
DEMOGRAPHIC CHARACTERISTICS		
% male	81	106
Average age	49	103
Average household income	\$102,790	111

Buyers are defined as having spent \$200+ on new clubs in the past 12 months.

PREMIUM SHIRT PROFILE

GOLFING CHARACTERISTICS	Premium shirt buyers	Index to all golfers (100=average)
Average rounds	38	192
% private	47	302
% maintain handicap	65	209
% take golf lessons	29	286
% read golf magazines at least monthly	73	186
% watch golf on TV at least monthly	88	139
DEMOGRAPHIC CHARACTERISTICS		
% male	77	100
Average age	59	123
Average household income	\$152,300	164
% college grad	79	143
% retired	36	175

Buyers are defined as typically spending \$40 or more per shirt.

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