

This is a glimpse at how golfers' behavior impacts the business of facility maintenance and management. It shows the link between the professional community and golfers. Throughout the year, we'll publish trends, likes/dislikes, suggestions and other information from your customers.

Caught on the game

In a sign of health for the industry, the vast majority of adult golfers (84 percent) say they're hooked on the game or want to be. In our 2007 consumer survey we posed the question: "Even if you don't play golf very often, would you say you are hooked on golf?" Almost three-quarters (72 percent) indicated they're hooked, whatever that term might mean to them. Another 12 percent said they're likely to be hooked in the future.

Hooked golfers play and spend three to four times more than nonhooked golfers – all the more reason to try to get them hooked.

The 6.8 million golfers who say they're not hooked are far more likely to say they're intimidated or embarrassed at the golf course. So, efforts to make these players feel more comfortable could have a substantial return on investment. GCI



Source: National Golf Foundation

INTERESTING FACTS

about golfers not hooked on golf

44% are intimidated by other players

20% are intimidated by the environment in general

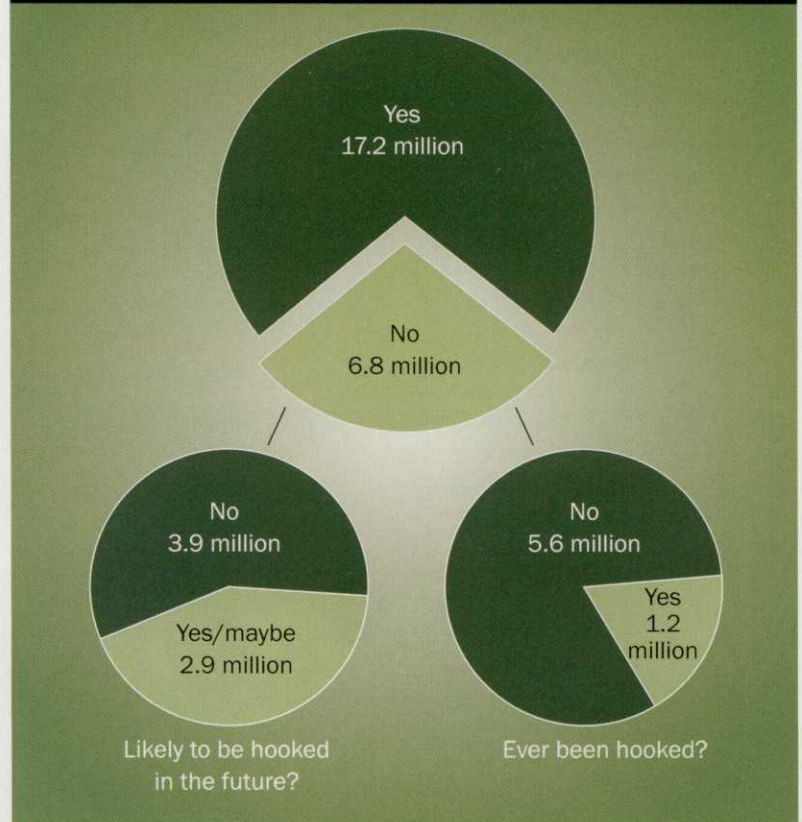
13% are embarrassed by their lack of knowledge of etiquette

16% are intimidated by facility staff

51% are embarrassed by their lack of skill

15% are embarrassed by their lack of knowledge of the rules

HOOKED ON GOLF



GOLFER PROFILES

	Hooked now	Not hooked now but likely to be in the future
Number of adult golfers	17.2 million	2.9 million
% female	21%	33%
Average age	56	48
Average score	97	106
Average rounds	26	7
Average equipment spending 2006*	\$254	\$89
Intimidated by players/staff/environment	34%	58%
Embarrassed by lack of skill/knowledge	33%	57%

*Balls, clubs, shirts, shoes

Sponsored by



The Chemical Company