




CONSUMER RESEARCH

A glimpse of how golfers' behavior affects the business of golf facility maintenance and management.



Tracking driver and ball buyers



Customer profiles can be an important tool to help drive revenue at any facility. The National Golf Foundation released its "Golf Consumer Buying Profiles" report in June 2009 based on a survey of 2,400 adult core golfers conducted in November 2008. Core golfers play eight or more rounds per year. A few highlights include:

● DRIVER BUYERS (those who bought a new driver in the past year for at least \$100):

- Who are male bought 84 percent of all drivers sold.
- In the 18-29 age range are 30 percent more likely to have bought a driver in the past year than total core golfers.
- With household incomes of \$100,000-plus are responsible for purchasing 50 percent of all drivers sold, despite making up 38 percent of core golfers.
- Who score 80-89 make up 27 percent of core golfers, but purchase 45 percent of drivers sold.

● PREMIUM GOLF BALL BUYERS (those who bought at least two dozen new golf balls in the past year for \$24 or more per dozen):

- Who are female are 25 percent less likely to have bought premium balls than core golfers.
- With household income of \$100,000-plus are responsible for purchasing 56 percent of all premium golf balls.
- Who score less than 80: 51 percent of them bought premium balls, compared to 32 percent of those who score 80-89, 23 percent of those who score 90-99 and 8 percent of those who score 100-plus.
- Who subscribe to golf magazines spend 69 percent of all dollars spent on premium golf balls. Those who watch golf on TV at least weekly spent 81 percent of all dollars spent on premium golf balls.

● NON-PREMIUM GOLF BALL BUYERS (those who bought at least two dozen new golf balls in the past year for less than \$24 per dozen):

- Who are female are 31 percent more likely to have bought non-premium balls than core golfers.
- Who are 40-49, despite making up only 20 percent of core golfers, are responsible for buying a quarter of non-premium golf balls.
- Who score 100-plus: 32 percent of them have bought non-premium balls in the last year, compared to only 8 percent of those scoring less than 80.

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