

CONSUMER RESEARCH

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



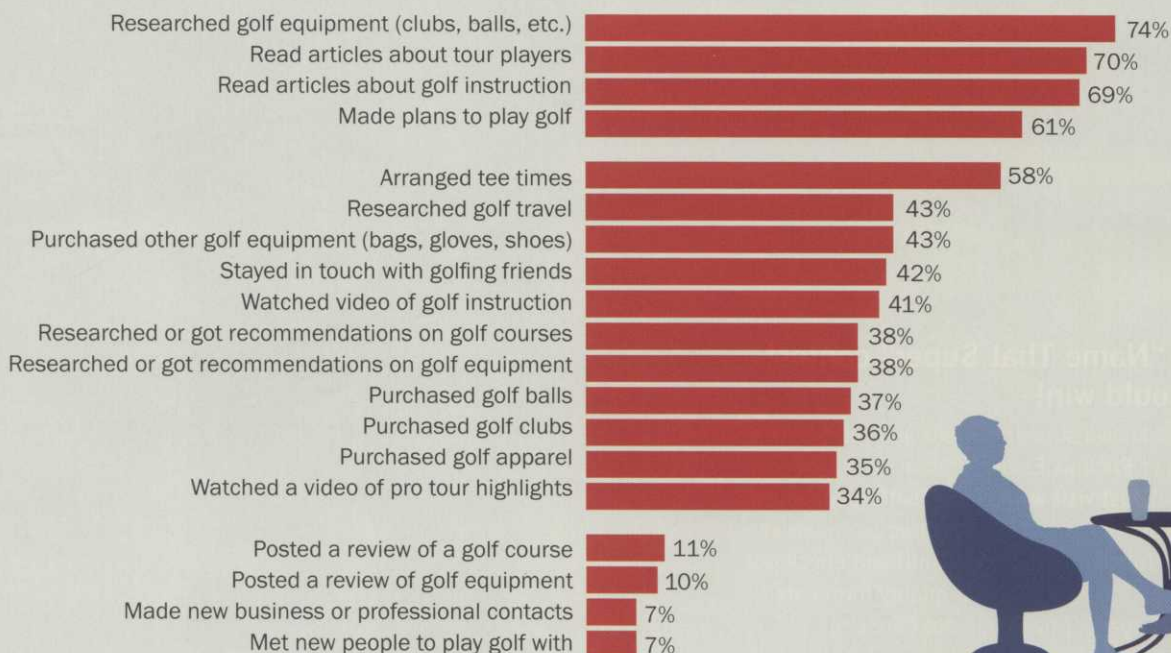
GOLFERS & THE WEB

In March NGF conducted a survey about golfers' technology habits. The survey was fielded online to a nationally representative sample of adult core golfers (those who play eight or more rounds per year). A total of 1,662 golfers completed the survey. Key findings include:

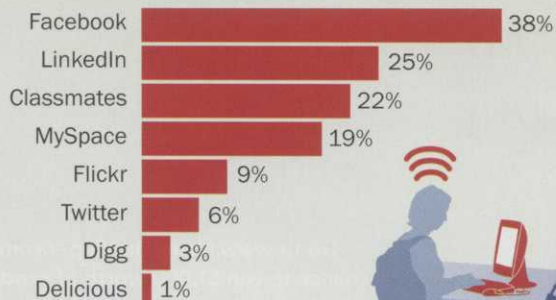
- Most core golfers are online and/or use e-mail every day (88 percent use it several times a day).
- 83 percent go online just for fun or to pass the time.
- Almost all core golfers are engaging in golf-related activities online.

Online golf-related activities of core golfers

Have done in last 12 months



Core golfers' use of social networking sites



Core golfers' use of golf-related social networking sites

