

CONSUMER RESEARCH

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

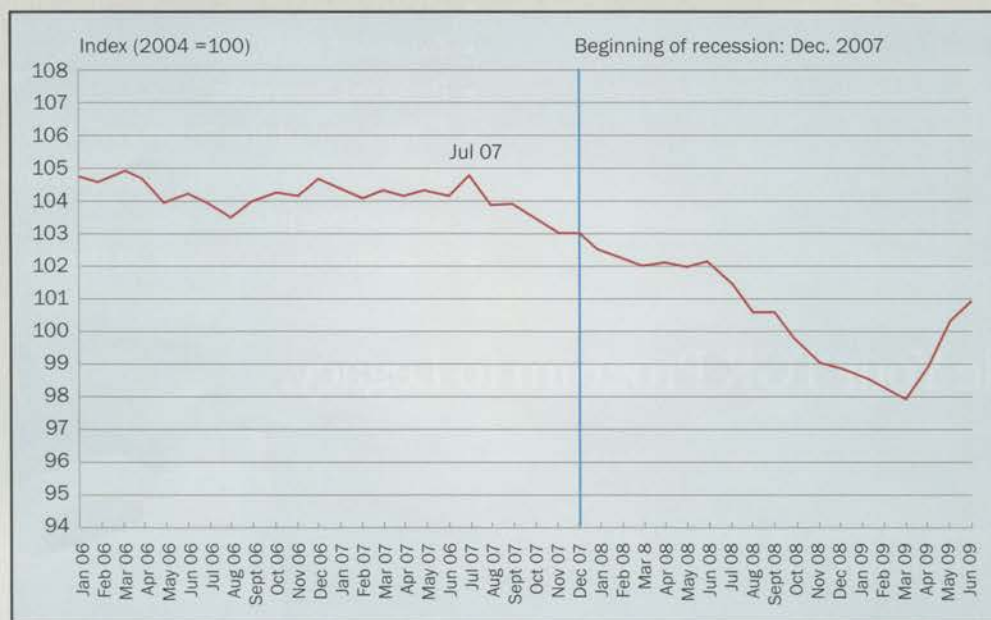
TAKING CUES FROM CONFIDENCE

Just as consumer confidence is an key indicator for the greater economy, golfer confidence is an important metric for the golf industry.

The National Golf Foundation has been tracking golf consumer confidence during the recession that began in December 2007 by periodically surveying core golfers about their rounds and spending habits.

As the chart at right shows, after worsening in 2008, golfer confidence has stabilized recently. As a comparison, consumer confidence information is included below.

CONSUMER CONFIDENCE



Source: The Conference Board Leading Economic Index for the United States

GOLFER CONFIDENCE



Source: NGF research