



CONSUMER RESEARCH

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

Tracking golf hat, shirt and shorts buyers

Customer profiles are important tools to drive revenue at any golf course facility. The National Golf Foundation released its "Golf Consumer Buying Profiles" in June based on a survey of 2,400 adult core golfers. The research was conducted in November 2008. Core golfers play eight or more rounds per year. Here are some highlights:

Golf hats and caps

(bought a golf hat/cap in the past 12 months, any type of store)

- Men make up 80 percent of core golfers; they also purchase 79 percent of all golf hats and caps sold.
- Golfers who subscribe to golf magazines spend 71 percent all dollars spent on golf hats and caps.
 - Forty seven percent of golfers ages 50-74 bought a golf hat or cap in the last year.
 - While women only make up 20 percent of core golfers, they are 22 percent more likely to have purchased a golf hat or cap than total core golfers.

Premium golf shirts

(bought one or more golf shirts in the past 12 months for at least \$40 at on-course or off-course shops):

- Of golfers who are male, 18 percent purchased a premium golf shirt in the last year, compared to 20 percent who were women.
- While golfers 60-plus represent 27 percent of golfers, they purchase 32 percent of all premium golf shirts sold.

- Golfers playing public courses represent 59 percent of all dollars spend on premium golf shirts.
- A quarter of golfers ages 30-39 bought a premium golf shirt in the last year.
- Golfers who play 25-49 annual rounds are 11 percent more likely to have bought a premium golf shirt in the past year than total core golfers.

Golf shorts

(bought shorts specifically for playing golf in the past 12 months at any type of store)

- Women golfers are more likely to purchase golf shorts (37 percent purchase incidence) than golf slacks (21 percent purchase incidence). Likewise, men were more likely to purchase golf shorts (29 percent purchase incidence) over golf slacks (12 percent purchase incidence).
 - While golfers who have an average score of between 80 and 89 represent 27 percent of golfers, they purchase 52 percent of all golf shorts sold.
 - Those golfers who maintain a handicap spend 85 percent of all dollars spent on golf shorts.
 - A little less than half (43 percent) of private club members purchased a pair of golf shorts in the last year.
 - Golfers who play more than 75 rounds per year are 41 percent more likely to have purchased a pair of golf shorts in the last year than total core golfers.



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