



CONSUMER RESEARCH

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



Tracking golf rainwear and windwear buyers

Customer profiles are important tools to drive revenue at any golf course facility. The National Golf Foundation released its "Golf Consumer Buying Profiles" last 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. Data is based on individuals who bought at least one of the following items in the past 12 months at any type of store.

GOLF WINDWEAR

- While golfers who maintain a handicap represent 37 percent of core golfers, they purchase nearly three quarters (73 percent) of all golf windwear.
- Golfers 18-29 spend 29 percent of all dollars spent on windwear. Likewise, golfers in this age group were 66 percent more likely to purchase windwear in the last year than total core golfers.
- 28 percent of golfers with an average score of less than 80 bought windwear in the last year.
- In contrast, 8 percent of golfers who report an average score of 100 or greater purchased windwear in the last year.
- Private club members were 33 percent more likely to purchase windwear in the last year than total core golfers.

GOLF RAINWEAR

- While golfers 60+ represent 27 percent of core golfers, they purchase nearly a quarter (24 percent) of all golf rainwear sold.
- Likewise, golfers who visit golf websites at least once a week represent 26 percent of core golfers, they purchase nearly two thirds (66 percent) of all golf rainwear.
- Golfers who play public courses spend 86 percent of all dollars spent on rainwear.
- Half of golfers who maintain an average score of 80-89 bought rainwear in the past year.
- Golfers with a total household income of \$50,000 were 23 percent more likely to have purchased rainwear in the past year than total core golfers. **GC1**