

# CONSUMER RESEARCH

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



## Ball and club sales

This recent recession has been more severe than previous ones, and effects on golf equipment sales have been meaningful, according to recent research conducted by the National Golf Foundation.

With regard to club shipments, units and dollars peaked in 2005-2007, and have since declined. Units are off 21 percent from peak and dollars are off 27 percent, according to NGF data.

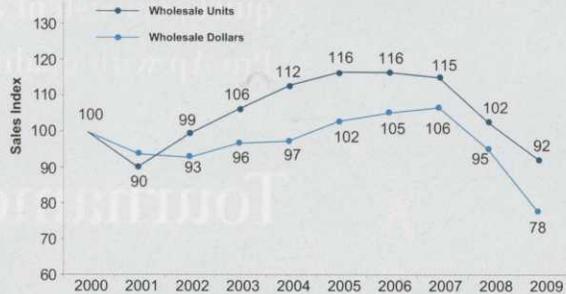
Ball shipments also continued to drop in 2009. Units are off 25 percent over the past three years and dollars are off 17 percent, according to NGF data.

However, the NGF does not believe this decline is unusual, relative to the drop in consumer demand for similar discretionary items.

GOLF BALLS



GOLF CLUBS



Source: National Golf Foundation

