

SPORT MARKET SURVEY SHOWS Golf Field Is Greatest FOR BUSINESS DEVELOPMENT

Jerry Stedman of the University of Detroit faculty has been doing some interesting work in determining the sport market of the country as one of the practical applications of his merchandising instruction. This work, through association with a prominent Detroit advertising agency, brought to light some definite data that may be of value to golf goods manufacturers, professionals and course-owners, as an indication that the golf market has plenty of room for a big increase right before its eyes.

By courtesy of *Sporting Goods Illustrated-Chicago*, the three illustrations that show the major findings of the Stedman survey of a representative metropolitan dis-

trict market are reproduced here.

Some of the survey's facts worth study concern the potentialities of the women's market. It was found that 35 per cent of women office workers play golf, while only 30 per cent of the office men play, although the women do not play as much as men. Of 50 housewives interviewed only four who played golf were found. Of the housewives interviewed 76 per cent said they would like to play golf. Sixty-two per cent of the non-golfing office girls said they would like to play.

Pros' Winter Money-Maker?

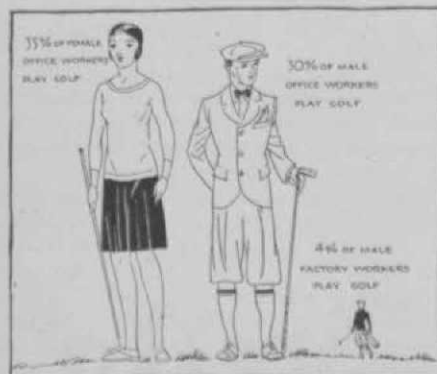
Reports of the success of a "door to door" campaign of golf club selling, tips off some smart pros to what might be done with some of their spare time in the winter. Stedman says of this significant incident: "Macumber and Smith of Detroit, sent a salesman out to visit golfers in their offices and explain the new styles in golf equipment and, in his February operations, this salesman sold \$3,000 worth of golf clubs merely on the story that the prospect's present equipment now was out of date."

That the Detroit sales canvassing idea might well be adapted by professionals is tipped off further in the Stedman article, for he says, in presenting his findings to the sporting goods dealers: "A golf professional is in most intimate contact with golfers. They are influenced by him.



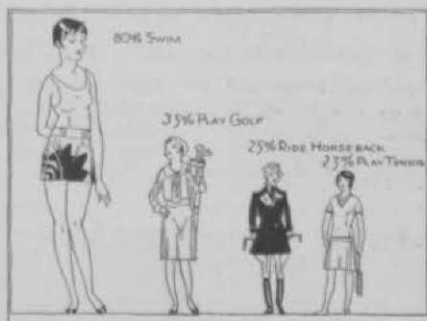
Those Who Wanted to Learn the Game

Mr. Stedman's survey showed that out of 300 persons interviewed, 248 wanted to learn golf and 129 wanted to learn tennis. Out of this total there were 77 actual golf players and 23 actual tennis players.



Comparison of Golf Activity—Men and Women

Of several hundred workers questioned by Mr. Stedman's staff, 35% of female office workers played golf, 30% of male office workers, and 4% of male factory workers were active in the game.



The Sports Preferred by Office Girls

Of a large number questioned by Mr. Stedman's staff, 80% preferred beach sports, 35% played golf, 35% went in for horserback riding and 27% played tennis.