

Sales continue rising trend

Nearly half of pros surveyed report sales up more than 10% during the past two years.

By DESMOND TOLHURST

Things are looking up for the golf professional. Three-fourths of those surveyed reported that their sales climbed during the past two years, with nearly half reporting a rise of 10-30%.

Information on buying showed that spring items are purchased during the last four months of the year and summer buying is done in the first four months.

Spring is the big season for sales in the pro shop, accounting for 60.7% of all business. Summer is next with 43.4%, while fall shows the smallest sales with

11.4% (multiple answers).

Nearly half of the pros reported that Christmas sales are "substantial," and an equal number stated that these sales have increased during the past two years.

Half of the pros have a gross annual income of less than \$30,000 while nearly 14% reported gross annual incomes of more than \$100,000.

Golf cars are now very much a part of the scene, with 90% of clubs surveyed having them; however ownership is split about evenly between the club and pro.

THE PRO AND THE SHOP

Are the following available at your club?*

Golf cars	92.1%
Pull carts	83.3%
Caddies	59.2%

Are caddies . . .

In short supply	35.4%
Ample supply	38.1%
Not available	26.5%

Are golf cars operated by* . . .

The club	47.7%
Concession	6.5%
Club pro	48.6%
Other	6.5%

How many golf cars are there at your club?

1-19	57.2%
20-49	33.1%
50-74	6.9%
75-99	1.4%
100 and over	1.4%

Are golf cars purchased or leased?

Purchased	70.7%
Leased	29.3%

What percentage of golf car income do you retain?

None	22.7%
0- 9%	4.9%
10- 19%	13.6%
20- 29%	5.8%
30- 39%	1.8%
40- 49%	11.7%
50- 59%	4.9%
60- 69%	.9%
70- 79%	.6%
80- 89%	2.1%
90-100%	31.0%

Do you have club cleaning, storage concession?

Yes	79.6%
No	20.4%

How many people are employed in the pro shop?

None	4.2%
1	23.8%
2	23.4%
3	25.9%
4	10.5%
5	6.3%
6	2.1%
7	2.1%
8	.7%

*Multiple answers, do not add up to 100%.

9	.3%
More than 10	.7%
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How many assistant pros do you employ?	
None	31.2%
1	38.8%
2	21.4%
3	4.9%
More than 4	3.7%
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If you run shop, how do you finance inventory?*	
Own money	87.4%
Borrow from bank	30.0%
Advanced by club	2.6%
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What golf equipment do you carry?*	
Clubs	97.9%
Balls	98.3%
Bags	97.9%
None	.3%
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How many lines of clubs do you carry?	
2	2.2%
3	5.3%
4	11.3%
5	14.9%
6	16.3%
7	8.5%
8	10.6%
9	1.5%
More than 10	24.8%
Indeterminable	4.6%
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How many lines of balls do you carry?	
2	.4%
3	1.8%
4	3.9%
5	7.8%
6	11.7%
7	7.1%
8	11.3%
9	6.0%
More than 10	44.0%
Indeterminable	6.0%
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How many lines of bags do you carry?	
1	3.2%
2	15.7%
3	21.4%
4	17.1%
5	9.6%
6	8.2%
7	2.5%
8	2.1%
9	.7%
More than 10	14.9%
Indeterminable	4.6%

During what month(s) do salesmen call on you to take orders for the new lines of clubs, bags?*	
January	21.8%
February	23.0%
March	33.5%
April	33.9%
May	33.9%
June	31.9%
July	30.6%
August	43.5%
September	73.4%
October	69.8%
November	45.6%
December	25.8%

What golf apparel do you carry?*	
Shoes	80.7%
Ladies skirts	39.0%
Ladies shorts	54.5%
Ladies blouses	62.1%
Ladies sweaters	65.5%
Men's slacks	55.5%
Men's shorts	44.1%
Men's shirts	89.7%
Men's sweaters	84.5%
None	4.8%

How many lines of shoes do you carry?	
1	13.3%
2	37.5%
3	28.9%
4	10.5%
5 or more	4.7%
Indeterminable	5.1%

How many lines of ladies skirts do you carry?	
1	36.2%
2	27.6%
3	18.1%
4	7.9%
5 or more	5.5%
Indeterminable	4.7%

How many lines of ladies shorts do you carry?	
1	16.8%
2	30.7%
3	22.9%
4	14.5%
5 or more	8.4%
Indeterminable	6.7%

How many lines of ladies blouses do you carry?	
1	14.0%
2	26.4%
3	28.0%
4 or more	24.9%
Indeterminable	6.7%

*Multiple answers, do not add up to 100%.

Continued on next page

GOLF PRO SURVEY

Continued from preceding page

How many lines of ladies sweaters do you carry?

1	13.9%
2	35.9%
3	20.6%
4	12.4%
5 or more	10.1%
Indeterminable	7.1%

How many lines of men's slacks do you carry?

1	37.3%
2	35.6%
3	14.1%
4 or more	7.9%
Indeterminable	5.1%

How many lines of men's shorts do you carry?

1	38.1%
2	36.7%
3	12.2%
4 or more	5.5%
Indeterminable	7.5%

How many lines of men's shirts do you carry?

1	8.1%
2	16.6%
3	22.4%
4	15.1%
5	11.6%
6	6.9%
7	1.5%
8 or more	8.8%
Indeterminable	9.0%

How many lines of men's sweaters do you carry?

1	13.4%
2	29.3%
3	26.4%
4	14.6%
5	4.1%
6	3.3%
7 or more	2.8%
Indeterminable	6.1%

SALES

What has been the trend of your sales over the past two years?

Up	73.4%
Down	6.8%
Same	19.8%

If sales have been up, by what percentage?

More than 60%	2.6%
50-59%	3.0%
40-49%	.9%

30-39%	6.8%
20-29%	21.4%
10-19%	26.1%
Less than 10%	8.1%
Same	31.1%

If sales have been down, by what percentage?

10-19%	73.3%
20-29%	20.0%
More than 30%	6.7%

What has been the trend of your softgood sales over the past two years?

Up	63.2%
Down	9.1%
Same	27.7%

If your softgoods sales have been up, by what percentage?

More than 30%	11.9%
20-29%	21.2%
10-19%	18.1%
Less than 10%	6.6%
Same	42.2%

If your softgood sales have been down, by what percentage?

Less than 10%	18.2%
10-19%	36.4%
20-29%	27.3%
More than 30%	18.1%

What has been the trend of your golf equipment sales over the past two years?

Up	65.5%
Down	6.6%
Same	27.9%

If your golf equipment sales have been up, by what percentage?

More than 30%	11.9%
20-29%	19.8%
10-19%	20.2%
Less than 10%	7.4%
Same	40.7%

If your golf equipment sales have been down, by what percentage?

Less than 10%	20.0%
10-19%	40.0%
20-29%	30.0%
More than 30%	10.0%

*Multiple answers, do not add up to 100%.

What has been the trend of your bag sales over the past two years?

Up	51.5%
Down	12.3%
Same	36.2%

If bag sales have been up, by what percentage?

More than 30%	7.5%
20-29%	15.1%
10-19%	17.2%
Less than 10%	7.1%
Same	53.1%

If bag sales have been down, by what percentage?

Less than 10%	21.1%
10-19%	15.8%
20-29%	42.0%
More than 30%	21.1%

What percentage of your sales are to men?

None	.3%
Less than 20%	.8%
20-29%	.5%
30-39%	3.3%
40-49%	5.8%
50-59%	8.8%
60-69%	19.2%
70-79%	24.2%
80-89%	20.6%
90-100%	16.5%

What percentage of your sales are to women?

None	.6%
Less than 10%	7.2%
10-19%	16.2%
20-29%	25.0%
30-39%	19.2%
40-49%	13.8%
50-59%	9.4%
More than 60%	8.6%

During what period of the year do you do your greatest volume of business in the pro shop?*

Spring	60.7%
Summer	43.4%
Fall	11.4%
Winter	16.6%

In spring are sales . . .

Excellent	50.7%
Good	34.1%
Fair	14.1%
Poor	1.1%

In summer are sales . . .

Excellent	30.3%
Good	37.3%
Fair	22.5%
Poor	9.9%

In fall are sales . . .

Excellent	9.3%
Good	27.4%
Fair	49.6%
Poor	13.7%

In winter are sales . . .

Excellent	15.4%
Good	15.4%
Fair	20.4%
Poor	48.8%

INCOME

What is your gross annual income?

Less than \$30,000	50.8%
\$30-39,000	8.6%
\$40-49,000	6.9%
\$50-59,000	5.1%
\$60-69,000	4.6%
\$70-79,000	4.6%
\$80-89,000	4.0%
\$90-99,000	1.7%
\$100-124,000	8.0%
\$125-149,000	1.1%
More than \$150,000	4.6%

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Christmas Sales are Important

Have you developed a substantial Christmas business?

Substantial	49.1%
Average-fair	11.3%
Poor-none	39.6%

If your Christmas sales have been up, by what percentage?

More than 30%	7.9%
20-29%	11.7%
10-19%	15.7%
Less than 10%	64.7%

What has been the trend of your Christmas sales over the past two years?

Up	47.4%
Down	4.8%
Same	47.8%

If your Christmas sales have been down, by what percentage?

Less than 10%	16.7%
10-19%	33.3%
More than 30%	16.7%

*Multiple answers, do not add up to 100%.

GOLF PRO SURVEY

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What percentage of your total income is derived from teaching?

None	1.0%
Less than 10%	47.6%
10-19%	32.6%
20-29%	13.5%
More than 30%	5.3%

What percentage of your total income is derived from pro shop sales?

Less than 10%	1.4%
10-19%	4.1%
20-29%	7.8%
30-39%	9.1%
40-49%	9.1%
50-59%	12.3%
60-69%	16.9%
70-79%	17.8%
80-89%	13.7%
90-100%	7.8%

What percentage of your total income is derived from club cleaning and storage?

None	6.3%
Less than 10%	36.4%
10-19%	36.3%
20-29%	15.9%
More than 30%	5.1%

What percentage of your total income is derived from car rentals?

None	7.0%
Less than 10%	26.6%
10-19%	31.0%
20-29%	17.1%
30-39%	12.0%
More than 40%	6.3%

What percentage of your total income is derived from pull cart rentals?

None	11.2%
Less than 10%	72.2%
10-19%	12.0%
More than 20%	4.6%

BUYING

When do you buy your Spring line of apparel?*

January	26.7%
February	23.1%
March	11.4%
April	11.0%
May	9.6%
June	4.3%

July	5.0%
August	5.0%
September	48.8%
October	51.6%
November	52.0%
December	24.2%

When do you buy your Summer line of apparel?*

January	19.4%
February	21.2%
March	41.7%
April	40.3%
May	32.4%
June	6.8%
July	7.2%
August	7.6%
September	28.4%
October	30.6%
November	27.7%
December	16.5%

When do you buy your Fall line of apparel?*

January	5.4%
February	5.4%
March	19.4%
April	21.1%
May	24.0%
June	53.7%
July	57.0%
August	48.8%
September	13.2%
October	9.5%
November	9.1%
December	5.0%

When do you buy your Winter line of apparel?*

January	10.6%
February	9.6%
March	9.0%
April	9.0%
May	12.2%
June	37.2%
July	41.5%
August	42.6%
September	40.4%
October	30.9%
November	25.5%
December	9.6%

This completes GOLFDOM's survey of golf professionals. Additional comments on the PGA appear on page 118 of this issue. The first section of statistics and comments was in September GOLFDOM on page 22.

*Multiple answers, do not add up to 100%.