

# PROFESSIONALS

*... were unable to overcome the general economic slump in 1970 and recorded a drop in sales in nearly all merchandise categories*

## 3<sup>rd</sup> ANNUAL MARKETING & RESEARCH REPORT 1970

Pro shop sales unfortunately ran true to form with other economic indicators in 1970. With only a single exception, total pro shop sales in each product category fell below 1969 tallies. GOLFDOM's Third Annual Marketing and Research Study showed that total gross sales at the nation's estimated 8,000 pro shops dropped 18.1 per cent, from \$246.4 million in 1969 to \$201.8 million in 1970.

A look at the national grand total for sales in each product category reveals declines ranging from a sparse .2 per cent to a hefty 67 per cent. Among the categories that took the biggest dips were novelties and gadgets, men's apparel, golf shoes, golf bags and headcovers. Only golf gloves defied the trend and realized an over-all increase in sales. Irons fared the best in the major equipment categories, dropping only 7 per cent to \$33.2 million. Combining sales of all golf club categories (irons, woods, putters and utility clubs), the study revealed a 13.2 per cent drop to \$62.7 million in 1970.

Comparing 1969 and 1970 dollar volumes in terms of each product category's contribution to total pro shop sales, rankings in general remained the same. This finding bears out earlier informal reports from golf professionals who complained of a reluctance to buy across the merchandise board. In a similar comparison last year of 1968 and 1969, there had been significant re-shuffling among the leading dollar volume categories due to golfers' holding back on major purchases of new equipment in the summer of 1969. But 1970's figures show that golfers were squeamish about all purchases—large or small. The top

categories remained, respectively, golf balls, irons, men's apparel, women's apparel, woods and golf shoes.

Delving into golf club sales more specifically, golf professionals were asked to break down sales by types of shafts. The results showed that the industry's active promotion of lightweight steel in 1970 did pay off. Lightweight steel led in the materials mix, and aluminum, conventional steel and stainless steel followed in respective order. Of course, availability from only two manufacturers would have a considerable influence on the market in the case of stainless steel shafts.

Golf professionals could not even take heart from business in golf lessons. Good weather apparently was unable to overcome the economic climate in 1970, and total income from golf lessons dropped 12.7 per cent from 1969.

For the first time, GOLFDOM asked professionals to estimate their net incomes, deducting all costs, payroll items and other operational expenditures. In a breakdown by course type, professionals at public facilities fared poorly; the overwhelming majority reported incomes below GOLFDOM's midpoint category of \$12,501. More professionals at private clubs reported incomes above this midpoint than those in any other course type. Combining responses from professionals at all course types, the percentages of respondents for the six income ranges between "under \$5,000" and "\$15,001-\$20,000" came up relatively close to each other. However, a sharp drop appears for the two highest ranges—" \$20,001-\$25,000" and "\$25,000 plus." □

### Professionals' Tables and Graphs

<b>Professionals net income</b> (each course type) .....	65	Over-all response .....	69
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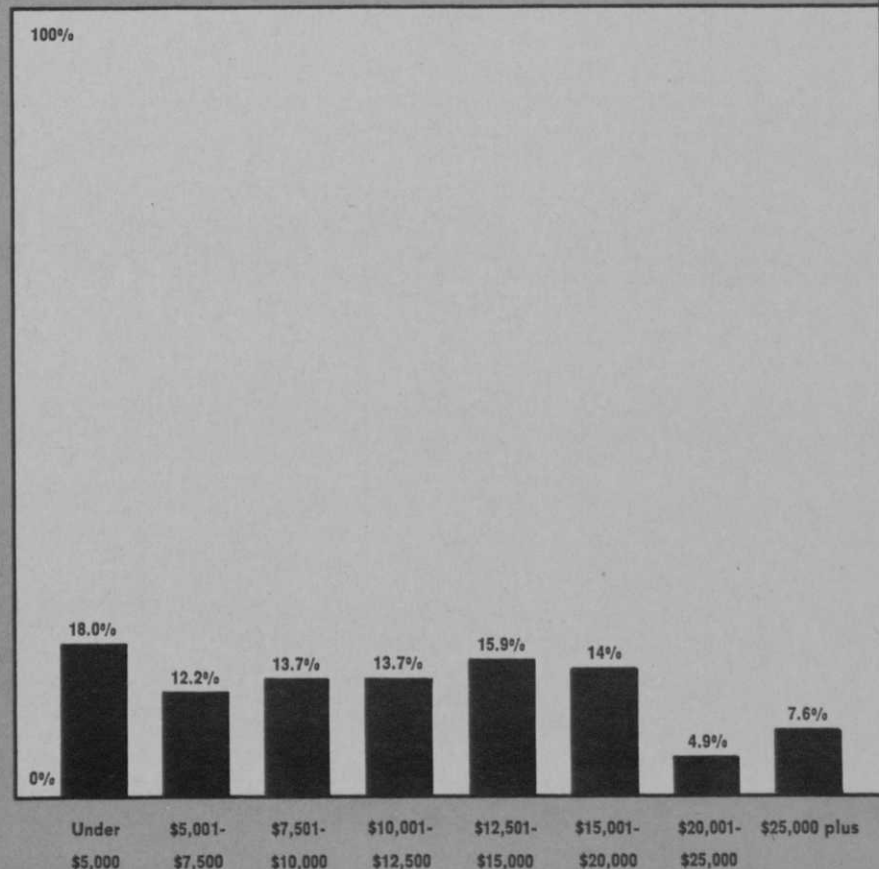
**Estimate of Net Pro Income for 1970\***  
(Per Cent of Responses in Each Course Type)

Salary ranges	Private	Semi-private	Hotel/Resort	Public
Under \$5,000	13.3%	21.7%	26.1%	33.3%
\$5,001-\$7,500	11.6%	10.8%	13.0%	33.3%
\$7,501-\$10,000	12.7%	17.5%	4.3%	8.4%
\$10,001-\$12,500	11.6%	15.8%	21.7%	8.4%
\$12,501-\$15,000	19.1%	12.5%	17.5%	—**
\$15,001-\$20,000	17.9%	10.0%	4.3%	16.6%
\$20,001-\$25,000	5.8%	4.2%	4.3%	—**
\$25,000 plus	8.0%	7.5%	8.8%	—**

\*After cost, payroll and other operation expenses.

\*\*No response in these categories.

**Pro Net Income for 1970**  
(Per Cent of Response, All Course Types Combined)



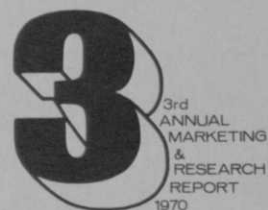
Notes: This golf professional study does not include non-regulation facilities (par-three, executive, etc.) because the number of such facilities with complete pro shop operations, handling all categories of merchandise and carrying out all functions covered here, are few. Therefore, when the article refers to pro shops at United States golf facilities or the nation's golf facilities, it should be understood that we mean pro shops at regulation golf facilities only.

The term golf facility refers to an entire golf establishment. Therefore, a club with two or more courses is considered to be one golf facility, because the courses are under the same management and share the same pro shop, clubhouse and other club facilities.

Not all regulation golf facilities have pro shops. Based on its own figures and those of the major golf equipment manufacturers, GOLFDOM estimates that there are a total of 8,000 pro shops at regulation golf facilities. This figure, for purposes of giving national totals, has been broken down by type of course as follows: private club pro shops; semi-private club pro shops; hotel/resort course pro shops, and public course pro shops.

For purposes of the survey, GOLFDOM has defined semi-private as a private, daily fee facility; hotel/resort as a facility owned and operated by a hotel or resort, and public as a municipal course or any other facility that does not represent private interests.

Figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with the national grand totals, because these are the sums of the unrounded figures.



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## Gross Pro Shop Sales

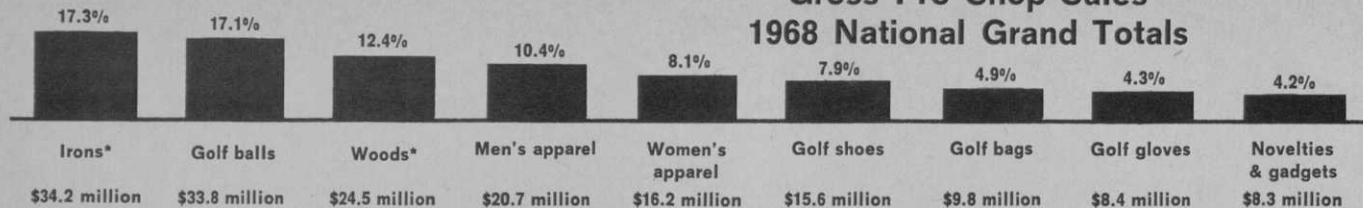
Type of course	Irons		Woods		Putters	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1968	\$4,500	\$14.4 million	\$3,800	\$12.2 million	\$1,300	\$4.2 million
1969	\$5,700	\$18.3 million	\$4,000	\$12.8 million	\$930	\$3 million
1970	\$4,900	\$16.7 million	\$3,300	\$11.1 million	\$650	\$2.2 million
Semi-private						
1968	\$4,600	\$11 million	\$2,700	\$6.5 million	\$1,000	\$2.4 million
1969	\$3,700	\$8.9 million	\$3,300	\$7.9 million	\$810	\$1.9 million
1970	\$3,600	\$8.8 million	\$2,000	\$4.9 million	\$500	\$1.2 million
Hotel/Resort						
1968	\$1,200	\$460,000	\$3,400	\$1.4 million	\$960	\$384,000
1969	\$2,100	\$851,000	\$2,700	\$1.1 million	\$340	\$134,800
1970	\$1,800	\$732,800	\$1,200	\$461,600	\$530	\$213,200
Public						
1968	\$5,000	\$8.3 million	\$2,600	\$4.4 million	\$630	\$1.1 million
1969	\$4,600	\$7.7 million	\$2,500	\$4.2 million	\$710	\$1.2 million
1970	\$4,100	\$6.9 million	\$2,900	\$5 million	\$590	\$1 million
Type of course	Golf shoes		Men's apparel		Women's apparel	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1968	\$2,600	\$8.4 million	\$3,300	\$10.7 million	\$2,300	\$7.6 million
1969	\$2,600	\$8.4 million	\$4,800	\$15.4 million	\$5,600	\$17.9 million
1970	\$1,900	\$6.4 million	\$4,000	\$13.6 million	\$4,000	\$13.6 million
Semi-private						
1968	\$2,400	\$5.8 million	\$3,000	\$7.3 million	\$2,300	\$4.7 million
1969	\$4,700	\$11.4 million	\$4,900	\$11.7 million	\$2,600	\$6.1 million
1970	\$1,100	\$2.6 million	\$1,600	\$4 million	\$2,000	\$4.8 million
Hotel/Resort						
1968	\$1,200	\$493,200	\$3,300	\$1.3 million	\$4,200	\$1.7 million
1969	\$2,700	\$1.1 million	\$5,400	\$2.1 million	\$3,700	\$1.5 million
1970	\$1,300	\$509,200	\$5,900	\$2.4 million	\$6,700	\$2.7 million
Public						
1968	\$520	\$867,400	\$770	\$1.3 million	\$1,300	\$2.2 million
1969	\$980	\$1.6 million	\$910	\$1.5 million	\$520	\$870,700
1970	\$2,200	\$3.8 million	\$610	\$1 million	\$320	\$536,300

Utility clubs		Bags		Headcovers		Golf balls	
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
\$650	\$2.1 million	\$1,600	\$5.2 million	\$580	\$1.9 million	\$4,600	\$14.8 million
\$680	\$2.2 million	\$2,300	\$7.5 million	\$430	\$1.4 million	\$6,800	\$22.1 million
\$470	\$1.6 million	\$1,500	\$5 million	\$360	\$1.2 million	\$6,500	\$22.2 million
\$590	\$1.4 million	\$990	\$2.4 million	\$370	\$881,500	\$4,700	\$11.3 million
\$710	\$1.7 million	\$1,900	\$4.6 million	\$580	\$1.4 million	\$6,000	\$14.4 million
\$330	\$808,300	\$1,000	\$2.6 million	\$210	\$517,300	\$4,600	\$11.4 million
\$150	\$60,000	\$740	\$294,000	\$210	\$82,400	\$4,200	\$1.7 million
\$210	\$85,600	\$550	\$221,200	\$220	\$86,000	\$3,800	\$1.5 million
\$190	\$74,000	\$600	\$241,600	\$160	\$65,600	\$7,700	\$3.1 million
\$200	\$328,600	\$1,100	\$1.9 million	\$520	\$859,000	\$3,600	\$6.1 million
\$220	\$363,600	\$1,100	\$1.8 million	\$220	\$358,600	\$4,600	\$7.7 million
\$490	\$823,000	\$1,000	\$1.8 million	\$260	\$448,000	\$5,200	\$8.9 million
Golf gloves		Novelties & Gadgets		Other			
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals		
\$1,400	\$4.5 million	\$1,800	\$5.8 million	\$2,000	\$6.4 million		
\$1,500	\$4.8 million	\$1,400	\$4.5 million	\$2,300	\$7.4 million		
\$1,600	\$5.5 million	\$600	\$2 million	\$2,300	\$7.7 million		
\$980	\$2.4 million	\$770	\$1.9 million	\$1,200	\$2.9 million		
\$940	\$2.3 million	\$1,900	\$4.5 million	\$660	\$1.6 million		
\$1,100	\$2.8 million	\$300	\$746,100	\$860	\$2.1 million		
\$1,200	\$476,000	\$330	\$130,000	\$3,300	\$1.3 million		
\$2,300	\$914,000	\$1,100	\$444,400	\$4,000	\$1.6 million		
\$1,800	\$731,600	\$320	\$126,400	\$610	\$243,200		
\$690	\$1.1 million	\$260	\$437,000	\$220	\$362,000		
\$1,000	\$1.7 million	\$540	\$894,000	\$490	\$815,700		
\$1,400	\$2.4 million	\$300	\$500,600	\$480	\$806,100		

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100%=\$198 million

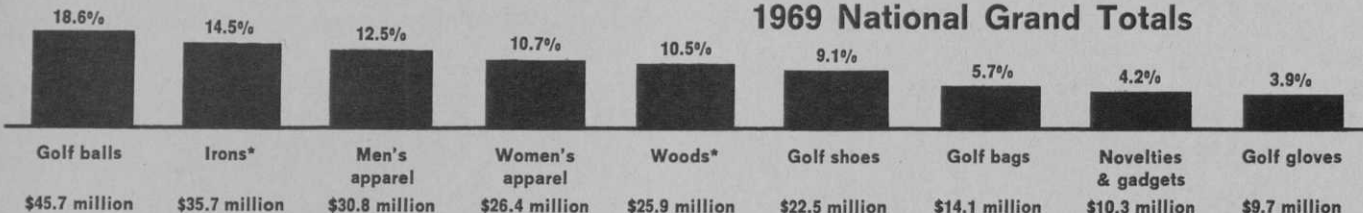
### Gross Pro Shop Sales 1968 National Grand Totals



\*Sales of the four golf club categories combined totaled \$70.7 million and constituted 35.7% of total pro shop sales.

100%=\$246.4 million (up 24.4% from 1968)

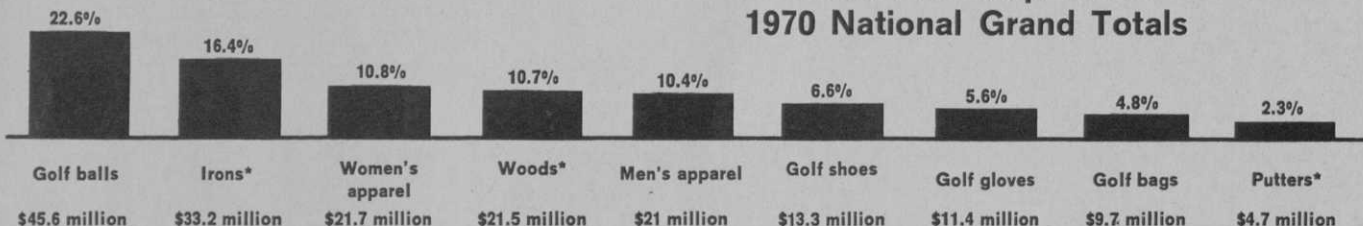
### Gross Pro Shop Sales 1969 National Grand Totals



\*Sales of the four golf club categories combined totaled \$72.2 million and constituted 29.3% of total pro shop sales.

100%=\$201.8 million (down 18.1% from 1969)

### Gross Pro Shop Sales 1970 National Grand Totals

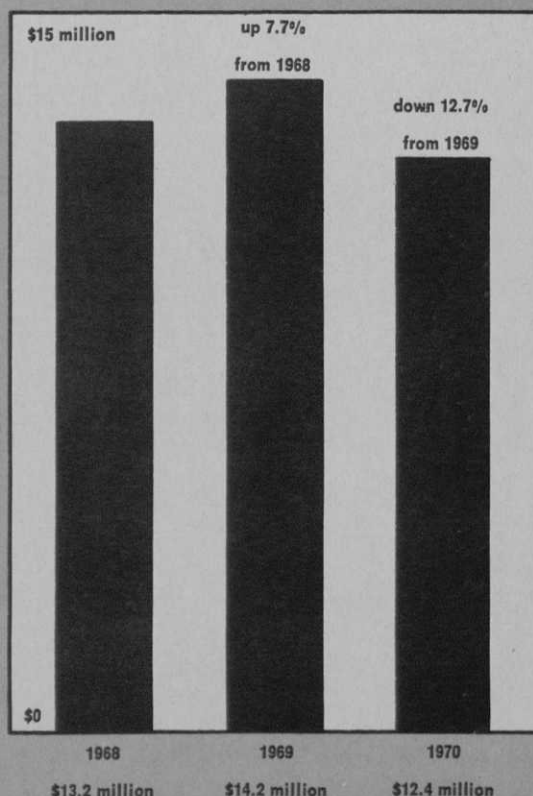


\*Sales of the four golf club categories combined totaled \$62.7 million and constituted 31.7% of total pro shop sales.

### Pro Income from Golf Lessons

Type of course	Average per facility	National totals
Private		
1968	\$2,500	\$8.1 million
1969	\$2,800	\$9.1 million
1970	\$1,900	\$6.6 million
Semi-private		
1968	\$ 800	\$1.9 million
1969	\$ 850	\$2 million
1970	\$1,300	\$3.2 million
Hotel/Resort		
1968	\$1,100	\$420,000
1969	\$1,100	\$440,000
1970	\$1,100	\$446,800
Public		
1968	\$1,600	\$2.7 million
1969	\$1,500	\$2.6 million
1970	\$1,300	\$2.2 million

### Pro Income from Golf Lessons National Grand Totals



### Pro Income from Club Cleaning and Storage Service in 1970\*

Type of course	Average per facility	National totals
Private	\$5,300	\$18.1 million
Semi-private	\$1,200	\$ 3.1 million
Hotel/Resort	\$ 980	\$392,000
<b>National Grand Total</b>		<b>\$21.6 million</b>

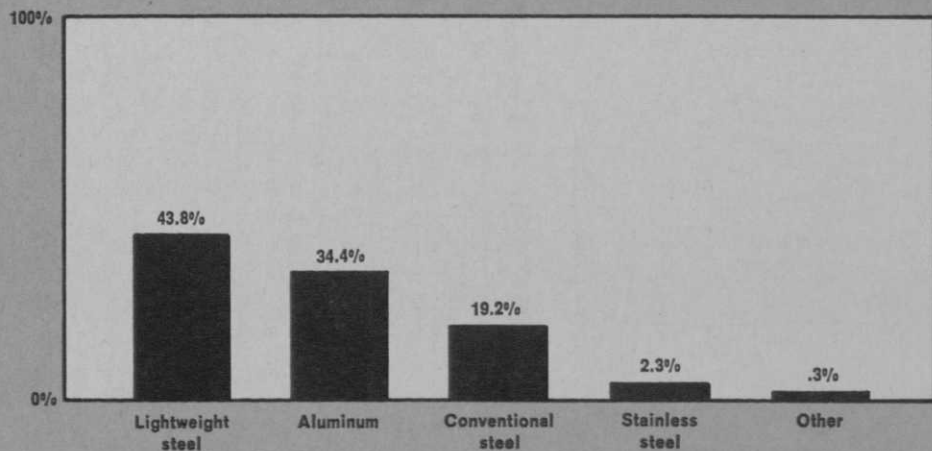
\*Public courses have been excluded because most are not involved in this type of service.

### Pro Income from Driving Ranges in 1970\*

Type of course	Average per facility	National totals
Private	\$3,400	\$ 6.4 million
Semi-private	\$7,100	\$ 7.2 million
Hotel/Resort	\$6,800	\$ 1.7 million
Public	\$6,800	\$ 3.8 million
<b>National Grand Total</b>		<b>\$19.2 million</b>

\*Figures represent the total number of such courses factored by the percentage which have a driving range.

### National Golf Club Sales by Types of Shafts



### 1970 Golf Club Sales by Types of Shafts

Type of course	Conventional steel	Lightweight steel	Stainless steel	Aluminum	Other
Private	12.0%	48.8%	2.2%	36.6%	.4%
Semi-private	30.8%	35.4%	2.6%	31.1%	.1%
Hotel/Resort	41.9%	37.0%	.9%	20.0%	.2%
Public	32.7%	30.7%	2.5%	34.0%	.1%

### Do You Earn Prize Money from Tournament Play?

Type of course	Yes	No
Private	60.0%	40.0%
Semi-private	41.6%	58.4%
Hotel/Resort	40.0%	60.0%
Public	33.3%	66.7%
% of Total Response	50.6%	49.4%

### Average Amount Won by Pros Who Earn Money from Tournament Play

Type of course	Average earned
Private	\$ 930
Semi-private	\$ 680
Hotel/Resort	\$ 640
Public	\$1,600

