

# PROFESSIONALS

*... made slight gains this year.  
The largest were made in small purchase items*

Pro shop sales made only a slight recovery from the 1970 slump. The national gross dollar volume rose 8.4 per cent from \$201.8 million in 1970 to \$218.7 million in 1971. With only three exceptions, sales in each specific product category showed some improvement.

Among the sales declines, golf balls dropped 4.8 per cent to \$43.4 million, but remained the unquestionable leader, accounting for almost 20 per cent of total pro shop sales. Sales of woods fell 6 per cent to \$20.2 million and dropped one notch to fifth place in terms of its contribution to total pro shop sales.

Men's apparel moved up to the fourth spot (\$25.6 million) behind women's apparel, irons and golf balls, in that order up the scale. The professional put his best merchandising foot forward in the apparel categories. Along with a 21.9 per cent gain in sales of men's apparel, there was a 20.3 per cent increase in the dollar volume for women's apparel, bringing it to more than \$26 million. And the golf shoe category, which straddles the apparel and equipment areas, accelerated its growth rate, climbing more than 21 per cent to \$16.1 million. These figures show that professionals are coming into their own as apparel merchandisers.

The declines in sales of woods and utility clubs were offset by a slight increase in irons and a heftier one in putter sales. Therefore, sales of the four golf club categories combined only dropped slightly, from \$62.7 million in 1970 to \$62.5 million in 1971.

In taking a comparative look at equipment sales versus apparel sales, there was evidence of what many professionals concluded in an informal survey last summer: Economic conditions were such that it was not too difficult to move small purchase items, but it was tough to sell major items.

In the golf club categories, lightweight steel shafted clubs took the majority of sales. Over-all, they accounted for 67.5 per cent of the golf club sales in 1971, as compared to 43.8 per cent in 1970. This increase, of course, took a good bite out of sales in the other two major materials categories, particularly aluminum. Aluminum shafted clubs accounted for only 11.5 per cent of 1971 sales versus 34.4 per cent in 1970, and conventional steel accounted for 17.1 per cent of the sales versus 19.2 per cent in 1970.

Professionals' income from golf lessons made a modest gain, but did not approach the 1969 level. Over-all, revenues from golf lessons increased 8.9 per cent in 1971 to \$13.5 million.

The slight gains in most revenue areas created some upward mobility in professionals' net incomes. For instance, the percentages of those who indicated net incomes of under \$5,000 dropped from 18 per cent in 1970 to 13.3 per cent in 1971, and those who fell in the \$5,001 to \$7,500 bracket dropped from 12.2 per cent to 10.5 per cent. Many of these professionals apparently moved into the \$7,501 to \$10,000 range, which claimed 24.4 per cent of the respondents as opposed to 13.7 per cent in 1970. □

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## PROFESSIONALS' TABLES AND GRAPHS

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### Professionals' net income

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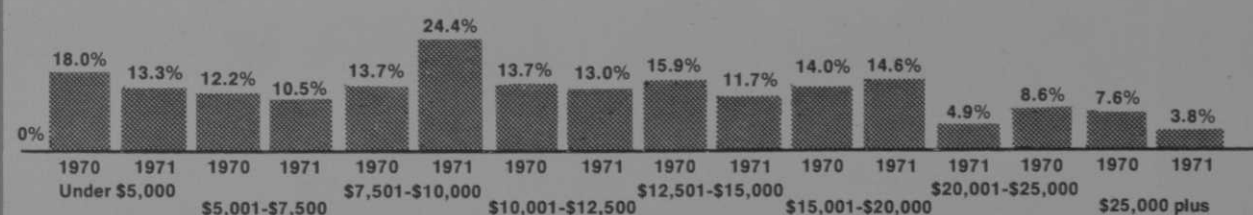
# ESTIMATE OF NET PRO INCOME\* (per cent of responses in each course type)

| Salary ranges     | Private |       | Semi-private |       | Hotel/Resort |       | Public |       |
|-------------------|---------|-------|--------------|-------|--------------|-------|--------|-------|
|                   | 1970    | 1971  | 1970         | 1971  | 1970         | 1971  | 1970   | 1971  |
| Under \$5,000     | 13.3%   | 8.7%  | 21.7%        | 15.2% | 26.1%        | 16.7% | 33.3%  | 33.3% |
| \$5,001-\$7,500   | 11.6%   | 8.7%  | 10.8%        | 12.0% | 13.0%        | 8.3%  | 33.3%  | 18.5% |
| \$7,501-\$10,000  | 12.7%   | 21.5% | 17.5%        | 32.6% | 4.3%         | 25.0% | 8.4%   | 14.8% |
| \$10,001-\$12,500 | 11.6%   | 13.4% | 15.8%        | 14.1% | 21.7%        | 12.5% | 8.4%   | 7.4%  |
| \$12,501-\$15,000 | 19.1%   | 15.1% | 12.5%        | 7.6%  | 17.5%        | 8.3%  | —**    | 7.4%  |
| \$15,001-\$20,000 | 17.9%   | 16.9% | 10.0%        | 10.9% | 4.3%         | 16.7% | 16.6%  | 11.1% |
| \$20,001-\$25,000 | 5.8%    | 11.0% | 4.2%         | 5.4%  | 4.3%         | 8.3%  | —**    | 3.7%  |
| \$25,000 plus     | 8.0%    | 4.7%  | 7.5%         | 2.2%  | 8.8%         | 4.2%  | —**    | 3.7%  |

\* After cost, payroll and other operational expenses \*\* No response in these categories

## PRO NET INCOME (per cent of response, all course types combined)

100%



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, 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 more than 8,200 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.

In some cases averages for 1970 and 1971 are the same, but national projections are different. This is indicative of the growth in the number of golf facilities.

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.

(Continued on page 68)

# GROSS PRO SHOP SALES

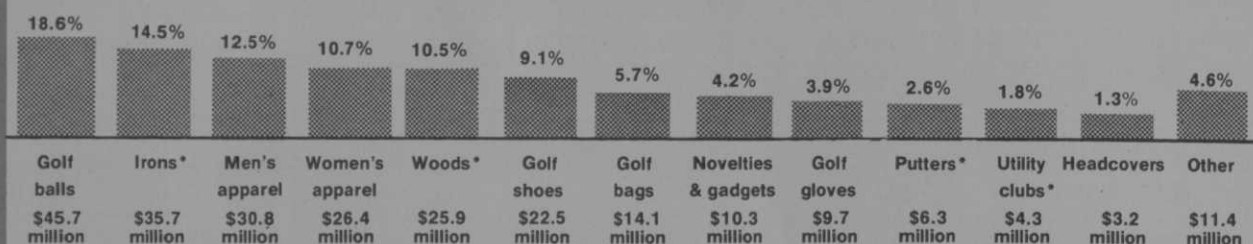
| Type of course | Irons                |                 | Woods                |                 | Putters              |                 |
|----------------|----------------------|-----------------|----------------------|-----------------|----------------------|-----------------|
|                | Average per facility | National totals | Average per facility | National totals | Average per facility | National totals |
| Private        |                      |                 |                      |                 |                      |                 |
| 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   |
| 1971           | \$4,100              | \$14.7 million  | \$2,800              | \$9.9 million   | \$750                | \$2.6 million   |
| Semi-private   |                      |                 |                      |                 |                      |                 |
| 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   |
| 1971           | \$4,600              | \$11.9 million  | \$2,400              | \$6.2 million   | \$690                | \$1.8 million   |
| Hotel/Resort   |                      |                 |                      |                 |                      |                 |
| 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       |
| 1971           | \$1,900              | \$796,600       | \$1,100              | \$446,900       | \$690                | \$282,900       |
| Public         |                      |                 |                      |                 |                      |                 |
| 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     |
| 1971           | \$3,800              | \$6.6 million   | \$2,100              | \$3.7 million   | \$510                | \$887,300       |
| 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        |                      |                 |                      |                 |                      |                 |
| 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  |
| 1971           | \$2,100              | \$7.5 million   | \$4,500              | \$15.6 million  | \$4,000              | \$14 million    |
| Semi-private   |                      |                 |                      |                 |                      |                 |
| 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   |
| 1971           | \$2,400              | \$6.2 million   | \$2,000              | \$5.2 million   | \$2,800              | \$7.2 million   |
| Hotel/Resort   |                      |                 |                      |                 |                      |                 |
| 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   |
| 1971           | \$1,400              | \$560,500       | \$7,300              | \$3 million     | \$8,100              | \$3.3 million   |
| Public         |                      |                 |                      |                 |                      |                 |
| 1969           | \$980                | \$1.6 million   | \$910                | \$1.5 million   | \$520                | \$870,700       |
| 1970           | \$2,200              | \$3.8 million   | \$610                | \$1 million     | \$320                | \$536,300       |
| 1971           | \$1,100              | \$1.8 million   | \$1,100              | \$1.8 million   | \$890                | \$1.5 million   |

| 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 |
| \$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  |
| \$360                | \$1.3 million   | \$1,600              | \$5.7 million   | \$410                | \$1.4 million   | \$5,500              | \$19.1 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  |
| \$400                | \$1 million     | \$1,200              | \$3 million     | \$260                | \$673,100       | \$5,500              | \$14.2 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   |
| \$280                | \$114,800       | \$610                | \$250,100       | \$180                | \$73,800        | \$5,800              | \$2.4 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   |
| \$360                | \$620,400       | \$1,200              | \$2 million     | \$320                | \$549,400       | \$4,500              | \$7.7 million   |
| Golf gloves          |                 | Novelties & Gadgets  |                 | Other                |                 |                      |                 |
| Average per facility | National totals | Average per facility | National totals | Average per facility | National totals |                      |                 |
| \$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   |                      |                 |
| \$1,600              | \$5.7 million   | \$570                | \$2 million     | \$3,500              | \$12.3 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   |                      |                 |
| \$1,300              | \$3.5 million   | \$420                | \$1.1 million   | \$700                | \$1.8 million   |                      |                 |
| \$2,300              | \$914,000       | \$1,100              | \$444,400       | \$4,000              | \$1.6 million   |                      |                 |
| \$1,800              | \$731,600       | \$320                | \$126,400       | \$610                | \$243,200       |                      |                 |
| \$1,400              | \$581,400       | \$380                | \$155,800       | \$610                | \$250,500       |                      |                 |
| \$1,000              | \$1.7 million   | \$540                | \$894,000       | \$490                | \$815,700       |                      |                 |
| \$1,400              | \$2.4 million   | \$300                | \$500,600       | \$480                | \$806,100       |                      |                 |
| \$1,200              | \$2.1 million   | \$420                | \$727,900       | \$690                | \$1.2 million   |                      |                 |

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## GROSS PRO SHOP SALES 1969 NATIONAL GRAND TOTALS

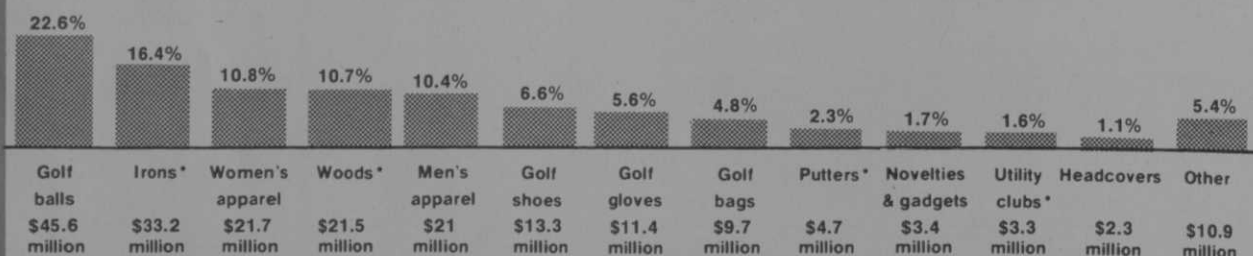
100% = \$246.4 million (up 24.4% from 1968)



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

## GROSS PRO SHOP SALES 1970 NATIONAL GRAND TOTALS

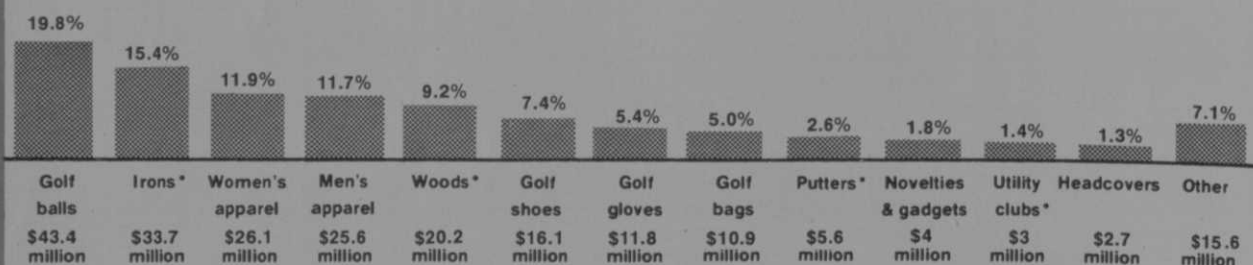
100% = \$201.8 million (down 18.1% from 1969)



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

## GROSS PRO SHOP SALES 1971 NATIONAL GRAND TOTALS

100% = \$218.7 million (up 8.4% from 1970)



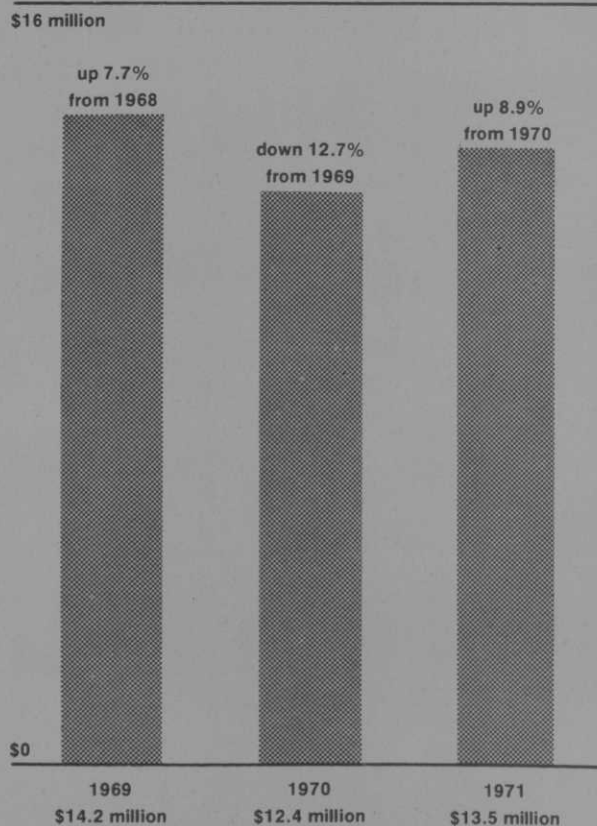
\*Sales of the four golf club categories combined totaled \$62.5 million and constituted 28.6% of total pro shop sales.



### PRO INCOME FROM GOLF LESSONS

| Type of course      | Average per facility | National totals |
|---------------------|----------------------|-----------------|
| <b>Private</b>      |                      |                 |
| 1969                | \$2,800              | \$9.1 million   |
| 1970                | \$1,900              | \$6.6 million   |
| 1971                | \$2,000              | \$7.1 million   |
| <b>Semi-private</b> |                      |                 |
| 1969                | \$ 850               | \$ 2 million    |
| 1970                | \$1,300              | \$3.2 million   |
| 1971                | \$1,400              | \$3.6 million   |
| <b>Hotel/Resort</b> |                      |                 |
| 1969                | \$1,100              | \$440,000       |
| 1970                | \$1,100              | \$446,800       |
| 1971                | \$1,200              | \$447,700       |
| <b>Public</b>       |                      |                 |
| 1969                | \$1,500              | \$2.6 million   |
| 1970                | \$1,300              | \$2.2 million   |
| 1971                | \$1,300              | \$2.3 million   |

### PRO INCOME FROM GOLF LESSONS NATIONAL GRAND TOTALS



### GOLF CLUB SALES BY TYPES OF SHAFTS

| Type of course | Conventional steel |       | Lightweight steel |       | Stainless steel |      | Aluminum |       | Other |      |
|----------------|--------------------|-------|-------------------|-------|-----------------|------|----------|-------|-------|------|
|                | 1970               | 1971  | 1970              | 1971  | 1970            | 1971 | 1970     | 1971  | 1970  | 1971 |
| Private        | 12.0%              | 13.1% | 48.8%             | 72.9% | 2.2%            | 4.0% | 36.6%    | 9.6%  | .4%   | .4%  |
| Semi-private   | 30.8%              | 19.9% | 35.4%             | 63.5% | 2.6%            | 3.3% | 31.1%    | 13.1% | .1%   | .2%  |
| Hotel/Resort   | 41.9%              | 24.2% | 37.0%             | 62.6% | .9%             | 1.4% | 20.0%    | 11.6% | .2%   | .2%  |
| Public         | 32.7%              | 20.8% | 30.7%             | 55.0% | 2.5%            | 4.2% | 34.0%    | 19.0% | .1%   | 1.0% |

### PRO INCOME FROM CLUB CLEANING AND STORAGE SERVICE

| Type of course               | Average per facility |         | National totals |                |
|------------------------------|----------------------|---------|-----------------|----------------|
|                              | 1970                 | 1971    | 1970            | 1971           |
| Private                      | \$5,300              | \$4,700 | \$18.1 million  | \$16.3 million |
| Semi-private                 | \$1,200              | \$1,400 | \$ 3.1 million  | \$ 3.7 million |
| Hotel/Resort                 | \$ 980               | \$1,600 | \$392,000       | \$656,000      |
| Public                       | —**                  | \$1,800 | —**             | \$ 3.2 million |
| <b>National Grand Totals</b> |                      |         | \$21.6 million  | \$23.9 million |

\*\* No response in these categories

### PRO INCOME FROM DRIVING RANGES\*

| Type of course               | Average per facility |         | National totals |                |
|------------------------------|----------------------|---------|-----------------|----------------|
|                              | 1970                 | 1971    | 1970            | 1971           |
| Private                      | \$3,400              | \$2,500 | \$ 6.4 million  | \$ 5.3 million |
| Semi-private                 | \$7,100              | \$3,800 | \$ 7.2 million  | \$ 4.1 million |
| Hotel/Resort                 | \$6,800              | \$4,000 | \$ 1.7 million  | \$ 1.1 million |
| Public                       | \$6,800              | \$4,000 | \$ 3.8 million  | \$ 2.8 million |
| <b>National Grand Totals</b> |                      |         | \$19.2 million  | \$13.4 million |

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

### DO YOU EARN PRIZE MONEY FROM TOURNAMENT PLAY?

| Type of course      | Yes   |       | No    |       |
|---------------------|-------|-------|-------|-------|
|                     | 1970  | 1971  | 1970  | 1971  |
| Private             | 60.0% | 52.0% | 40.0% | 48.0% |
| Semi-private        | 41.6% | 33.0% | 58.4% | 67.0% |
| Hotel/Resort        | 40.0% | 51.9% | 60.0% | 48.1% |
| Public              | 33.3% | 41.9% | 66.7% | 58.1% |
| % of total response | 50.6% | 45.4% | 49.4% | 54.6% |

### AVERAGE AMOUNT WON BY PROS WHO EARN MONEY FROM TOURNAMENT PLAY

| Type of course | Average earned |         |
|----------------|----------------|---------|
|                | 1970           | 1971    |
| Private        | \$ 930         | \$1,100 |
| Semi-private   | \$ 680         | \$ 620  |
| Hotel/Resort   | \$ 640         | \$ 510  |
| Public         | \$1,600        | \$1,000 |

100%

### NATIONAL GOLF CLUB SALES BY TYPES OF SHAFTS

