

PROFESSIONALS...

gained substantially in sales of major equipment; soft goods sales reached a five-year high

Pro shop sales in 1972 broke out of a two-year slump with almost a 25 per cent increase to \$272.8 million worth of merchandise. Every major category of hard and soft goods realized a healthy gain.

Golf ball sales, the traditional leader, received an extra boost from the introduction of some innovative golf ball designs in 1972. Nationally, golf ball sales in pro shops leaped 28.3 per cent to \$55.7 million.

In other hard goods categories, irons and woods made significant gains, and sales of putters and utility clubs declined only slightly. However, sales of all four combined jumped more than \$10 million dollars from \$62.5 million in 1971 to \$72.8 million in 1972. Again, new designs and materials stimulated customer interest in clubs last year.

Soft goods again proved to be a leading pro shop money maker. Combined men's and women's apparel sales totaled almost \$59 million—the best figure reported in five annual studies. For the third consecutive year, sales of men's and women's apparel ran about even.

In 1971, soft goods saved the day for many pro shops that were having trouble moving major equipment. The economic climate that year discouraged large purchases. However, 1972 reflected renewed interest in clubs, and 1973 promises to be a banner year for golf club sales, with almost every manufacturer introducing design changes and investment cast stainless steel clubheads. With relatively few on the market in 1972, clubs with investment cast heads already accounted for 26.5 per cent of club sales.

Professionals were not as successful with the teaching side of their businesses. Income from golf lessons dropped off almost 12 per cent in

1972 to \$11.9 million. Uncooperative weather in many areas of the country accounted in part for this decline.

Figures on pro net income indicate that whatever gains professionals made in shop sales were, in great part, absorbed by rising business costs. There was little upward mobility noted. Some 8.9 per cent of the pro respondents reported net incomes of more than \$25,000, versus 3.8 per cent in 1971. However, this still is a small percentage by comparison with the number of professionals at the lower end of the scale.

continued on page 23

(See page 45 for statistics on pro income from tennis merchandise and page 48 for information on pro income from golf car rentals.)



PROFESSIONALS' TABLES AND GRAPHS

Professionals' net income

Each course type	23
All course types	23

Gross pro shop sales

Averages and national totals	24, 25
National grand totals	26

Income from golf lessons

Average and national totals	29
National grand totals	29

Golf club sales by clubhead types

Over-all response	29
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Income from club cleaning and storage

Average and national totals	30
National grand totals	30

Income from driving ranges

Average and national totals	30
National grand totals	30

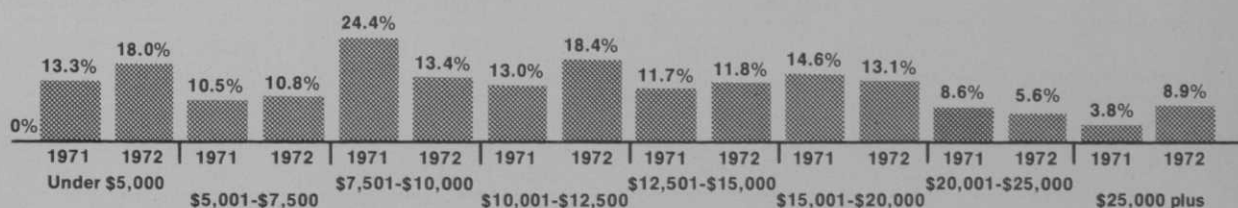
ESTIMATE OF NET PRO INCOME* (per cent of responses in each course type)

Income ranges	Private		Semi-private		Hotel/Resort		Public	
	1971	1972	1971	1972	1971	1972	1971	1972
Under \$5,000	8.7%	17.1%	15.2%	26.4%	16.7%	5.9%	33.3%	11.4%
\$5,001-\$7,500	8.7%	6.1%	12.0%	16.7%	8.3%	41.1%	18.5%	8.6%
\$7,501-\$10,000	21.5%	11.0%	32.6%	18.0%	25.0%	0%	14.8%	22.8%
\$10,001-\$12,500	13.4%	22.7%	14.1%	5.6%	12.5%	11.8%	7.4%	25.7%
\$12,501-\$15,000	15.1%	12.7%	7.6%	11.1%	8.3%	0%	7.4%	14.3%
\$15,001-\$20,000	16.9%	14.4%	10.9%	11.1%	16.7%	11.8%	11.1%	11.4%
\$20,001-\$25,000	11.0%	6.6%	5.4%	4.2%	8.3%	5.9%	3.7%	2.9%
\$25,000 plus	4.7%	9.4%	2.2%	6.9%	4.2%	23.5%	3.7%	2.9%

* After cost, payroll and other operational expenses

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, we mean pro shops at regulation golf facilities only.

The term golf facility refers to an entire golf establishment. A club with two or more courses is considered to be one golf facility, because the courses are under the same management and share 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 almost 8,400 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 1971 and 1972 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.

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GROSS PRO SHOP SALES

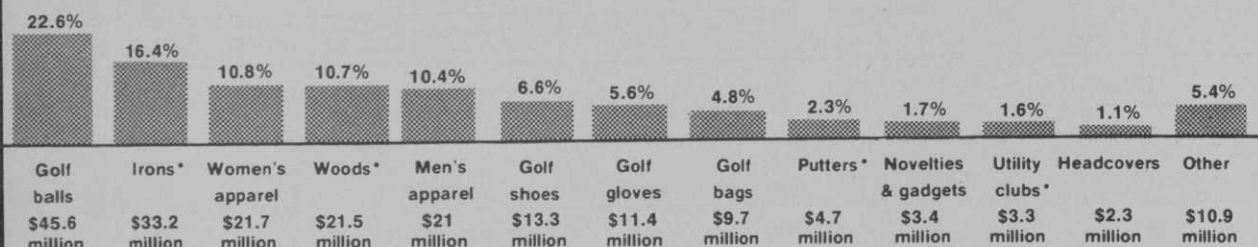
Type of course	Irons		Woods		Putters	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1970	\$4,900	\$16.7 million	\$3,300	\$11.1 million	\$650	\$2.2 million
1971	\$4,100	\$14.7 million	\$2,800	\$9.9 million	\$750	\$2.6 million
1972	\$4,200	\$15.0 million	\$3,000	\$10.4 million	\$620	\$2.2 million
Semi-private						
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
1972	\$3,100	\$8.2 million	\$2,300	\$6.3 million	\$520	\$1.4 million
Hotel/Resort						
1970	\$1,800	\$732,800	\$1,200	\$461,600	\$530	\$213,200
1971	\$1,900	\$796,600	\$1,100	\$446,900	\$690	\$282,900
1972	\$3,600	\$1.5 million	\$2,300	\$979,400	\$520	\$217,800
Public						
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
1972	\$8,000	\$14.0 million	\$5,100	\$8.9 million	\$510	\$891,300
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						
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
1972	\$2,700	\$9.4 million	\$5,300	\$18.6 million	\$4,700	\$16.6 million
Semi-private						
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
1972	\$2,500	\$6.8 million	\$1,900	\$5.1 million	\$2,000	\$5.6 million
Hotel/Resort						
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
1972	\$3,600	\$1.5 million	\$5,000	\$2.1 million	\$6,800	\$2.8 million
Public						
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
1972	\$1,900	\$3.4 million	\$2,200	\$3.9 million	\$2,400	\$4.2 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
\$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
\$410	\$1.5 million	\$1,700	\$6.1 million	\$360	\$1.3 million	\$6,900	\$24.2 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
\$300	\$798,600	\$3,700	\$9.8 million	\$340	\$897,800	\$6,800	\$18.1 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
\$290	\$119,100	\$930	\$388,300	\$260	\$110,400	\$4,600	\$1.9 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
\$320	\$551,600	\$1,100	\$1.9 million	\$230	\$408,000	\$6,500	\$11.4 million
Golf gloves		Novelties & Gadgets		Other			
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals		
\$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		
\$1,900	\$6.8 million	\$670	\$2.4 million	\$3,200	\$11.4 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		
\$1,300	\$3.6 million	\$240	\$643,200	\$2,400	\$6.5 million		
\$1,800	\$731,600	\$320	\$126,400	\$610	\$243,200		
\$1,400	\$581,400	\$380	\$155,800	\$610	\$250,500		
\$2,400	\$1.0 million	\$300	\$125,400	\$13,100	\$5.5 million		
\$1,400	\$2.4 million	\$300	\$500,600	\$480	\$806,100		
\$1,200	\$2.1 million	\$420	\$727,900	\$690	\$1.2 million		
\$1,300	\$2.3 million	\$220	\$383,500	\$1,700	\$3.0 million		

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GROSS PRO SHOP SALES 1970 NATIONAL GRAND TOTALS

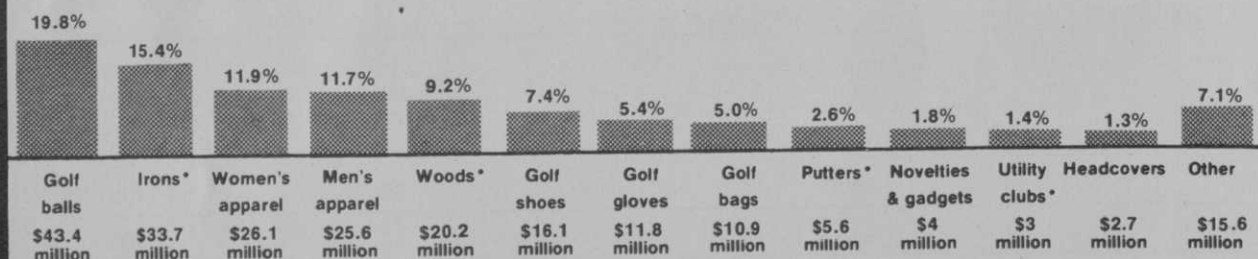
100% = \$201.8 million (down 18.1% from 1969)



*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.

GROSS PRO SHOP SALES 1972 NATIONAL GRAND TOTALS

100% = 272.8 million (up 24.7% from 1971)



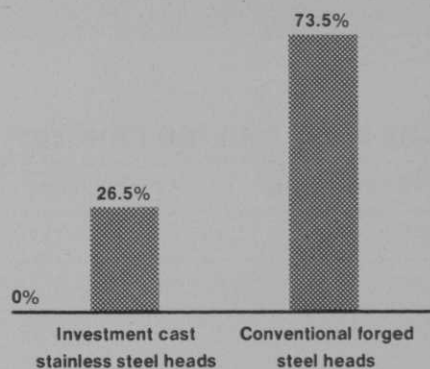
*Sales of the four golf club categories combined totaled \$72.8 million and constituted 26.7% of total pro shop sales.

**Men's shoe sales totaled \$15.4 million and women's totaled \$5.7 million.

continued on page 29

100%

NATIONAL CLUB SALES BY TYPES OF CLUBHEADS



GOLF CLUB SALES BY TYPES OF CLUBHEADS

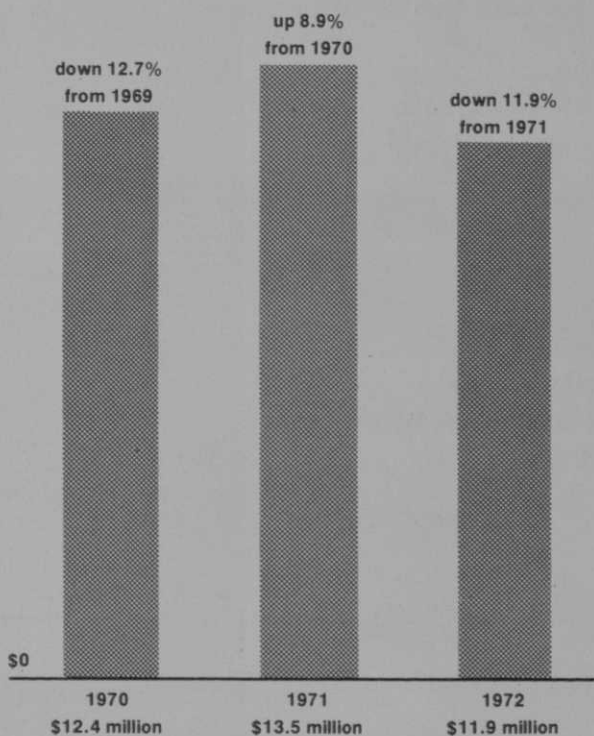
Type of course	Investment cast stainless steel	Conventional forged steel
Private	29.7%	70.3%
Semi-private	22.2%	77.8%
Hotel/Resort	23.2%	76.8%
Public	19.0%	81.0%

PRO INCOME FROM GOLF LESSONS

Type of course	Average per facility	National totals
Private		
1970	\$1,900	\$6.6 million
1971	\$2,000	\$7.1 million
1972	\$1,700	\$6.1 million
Semi-private		
1970	\$1,300	\$3.2 million
1971	\$1,400	\$3.6 million
1972	\$1,000	\$2.7 million
Hotel/Resort		
1970	\$1,100	\$446,800
1971	\$1,200	\$447,700
1972	\$1,300	\$562,600
Public		
1970	\$1,300	\$2.2 million
1971	\$1,300	\$2.3 million
1972	\$1,400	\$2.5 million

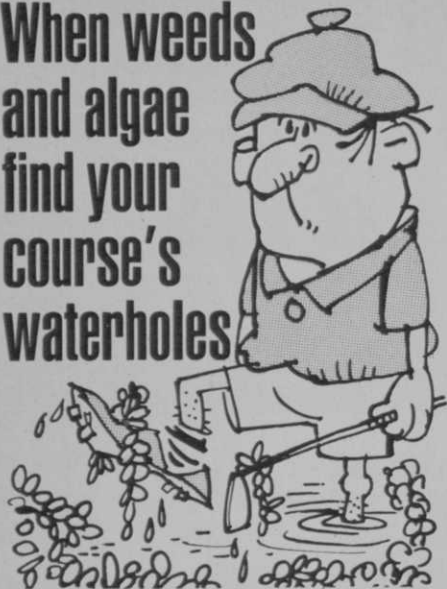
PRO INCOME FROM GOLF LESSONS NATIONAL GRAND TOTALS

\$16 million



continued on page 30

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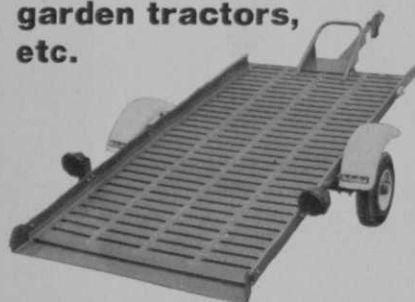
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PRO INCOME FROM DRIVING RANGES*

Type of course	Average per facility		National totals	
	1971	1972	1971	1972
Private	\$2,500	\$2,500	\$ 5.3 million	\$ 6.7 million
Semi-private	\$3,800	\$2,300	\$ 4.1 million	\$ 4.4 million
Hotel/Resort	\$4,000	\$3,900	\$ 1.1 million	\$ 1.1 million
Public	\$4,000	\$1,900	\$ 2.8 million	\$ 2.1 million
National Grand Totals			\$13.4 million	\$14.4 million

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

PRO INCOME FROM CLUB CLEANING AND STORAGE SERVICE

Type of course	Average per facility		National totals	
	1971	1972	1971	1972
Private	\$4,700	\$4,700	\$16.3 million	\$16.6 million
Semi-private	\$1,400	\$1,300	\$ 3.7 million	\$ 3.5 million
Hotel/Resort	\$1,600	\$1,200	\$656,000	\$515,400
Public	\$1,800	\$1,400	\$ 3.2 million	\$ 2.5 million
National Grand Totals			\$23.9 million	\$23.1 million