UNDERSTANDING THE GOLFER

Essential to meeting the needs of golfers is to understand them demographically & behaviorally.

SOME KEY DEMOGRAPHIC STATS
- 77% male / 23% female
- Avg age is 46
- 68% married
- 67% attended or graduated college
- 60% white collar
- 90% use the internet

ECONOMIC PROFILE
- Avg income $95,000
- 98% own credit/debit card
- 68% own a home
- 18% own 2+ homes
- 75% own a computer

GOLFER PURCHASE INTENTIONS NEXT 12 MOS
- 53% golf equipment
- 47% auto purchase/lease
- 40% financial planning
- 34% travel/vacation
- 48% office equipment
- 46% continuing education/training

INTERNET ACTIVITY
- 67% purchase products
- 57% book travel
- 56% banking
- 36% watch movies/videos

DINE OUT
- 73% dine out once per week or more
- 32% spend $3,000+ annually on dining out

DATA SOURCES: US CENSUS, NAT’L GOLF FOUNDATION 2016