

Golfer Demographics

General Demographics

95% Male
Average Age: 39 Years Old
Married
Average Household Income: \$87,300
Average Total Net Worth: \$768,400
30% in Top Management
83% Professional/Managerial
26% Own Their Own Business
Average Total of All Investments: \$663,000

Finance/Investments

81% Possess a Visa Card
71% Possess a MasterCard
33% Possess an American Express Card
Average Monthly HH Credit Card Expenditure: \$1575
91% Own Their Principal Residence
18% Own a Second Home/Condo
Average Value of Principal Residence: \$380,000
58% Use a Professional Financial Advisor
21% Plan to Buy a Property Near a Golf Course

Information sources: NGF Publications 2003, 2004 & beta Research 2003, 2004

Travel

Average Number of Vacation Days in the Past 12 Months is 6.4
Average Cost of Principal Vacation is \$2800
44% Took Trips Outside the U.S. in the Past 3 Years
Rented a Car an Average of 7.5 Times in the Past Year
Took an Average of 5.5 Airline Trips in the Past Year
60% Book Travel Arrangements on the Internet
Played an Average of 9.5 Rounds of Golf on Vacation in the Past Year

Golf Participation and Equipment

\$17 Billion Annually Spent on Golf Equipment and Participation
Playing an Average of 25.1 Years
Played an Average of 58.1 Rounds in the Past Year
Spent an Average of \$311 on Golf Related Apparel in the Past Year

Activities/Electronics/Technology/Beverages

72% Made Home Repairs in the Past Year
38% Plan to Purchase a Digital Camera in the Next 12 Months
22% Plan to Buy a Computer in the Next Year
Average Use of the Internet is 160 Times per Month
53% Purchased Products on the Internet in the Last 30 Days
77% Consumed Beer
64% Consumed Bottled Water