



you're reaching the right market!



Core Golfers Profile:

(play 8 or more rounds a year)

High Income

- Average household income \$85,960
- 42% of households \$100,000+
- 24% of households \$125,000+

Highly Educated

- 84% attended college, graduated or post-grad studies

Influencers

- 75% recommend, order or approve products or services at their business – average \$176,000 annually

Reach High-Value Market Segments:

Women

Women golfers have high incomes, advanced degrees, sophisticated tastes, control family budgets – 41% of all new golfers – a growing golf market segment

Boomers – Here They Come!

Boomers alone will account for an increase of 75 to 100 million extra rounds played in the US over the next ten years.

This is the most affluent, high-spending generation in history. They control 70% of America's net worth and half of all the household discretionary income.

Boomer Golfers:

- Have, on average, an investment portfolio of \$245,000 – 70% own mutual funds, 63% own stocks.
- 91% own their primary residence
- 17% own a second home – average value of \$228,000

Private Club Members

- Play more rounds than non-members (43 vs 25)
- Are older (60 vs. 50)
- Have higher household incomes (\$130,000 vs. \$95,000)
- Purchase lots of goods and services
Last 12 months:
75% bought golf shirts
74% bought golf balls
58% bought golf shoes

Golfers are much more active, affluent consumers than non-golfers: Index: 100 = U.S. Average

	<u>Golfer</u>	<u>Non-Golfer</u>
Take 7+ roundtrip flights	228	97
Spent \$5,000+ on domestic trips	624	89
Take cruise	212	98
10+ stock transactions	264	81
Own transactions \$25,000+ in stock	267	81
Purchased 3+ business suits in past year	243	83
Smoke cigars	187	89
Drink beer	152	94
Drink whiskey	158	93
Drink Alcohol	158	93
Foreign business trip	219	86
Own a vacation/ weekend home	181	95
Purchase/lease an SUV	145	95
Spent \$1000 on fine jewelry in past year	166	92

Sources: National Golf Foundation, NGCOA-Golf 20/20, Pellucid Corp., Edgehill Consulting, The Boomer Project, Golf Digest-Publications-Research Resource Center.



USA Headquarters: 15105-D John J. Delaney Drive - Suite 234 • Charlotte, NC 28277 • Web: www.aithusa.com

Phone: 980-235-9898 • Fax: 980-235-9897 • E-mail: advertiser@aithusa.com