

# MILLENNIAL GOLF INDUSTRY SURVEY

Based on responses from 1,426 Millennials in a 2019 update on studies conducted in 2017 and 2018. More than 3,600 responses have been analyzed during the three-year research study.



Average Age: 26.0



95% Male  
5% Female



94%  
are studying or  
working full-time

## OCCUPATION

57% of respondents are full-time workers, 37% are Students, 1% are part-time workers and 5% indicated "Other" (e.g. active duty military, business owners, retirees, or a combination of work/study).



15% of respondents have children



Average income of **\$78,446**

16%

West

25%

Midwest

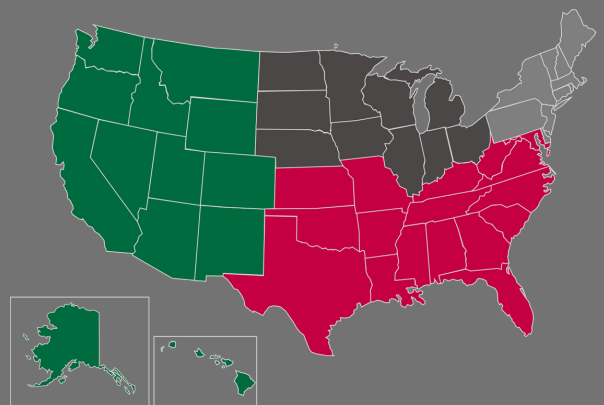
31%

South

27%

Northeast

## LOCATION OF RESPONDENTS



9.4

avg.  
handicap

## AVERAGE HANDICAP

This is well below the national average, consistent with the previous two years of the study. The attitudes, needs and expectations of low handicappers will be explored further in future pieces.

## TOLERANCE FOR DUES

\$3,989

\$4,014

\$3,876

2017

2018

2019

The average respondent is willing to pay \$3,876 in annual dues, down marginally from \$4,014 in 2018 and \$3,989 in 2017.

## AVERAGE NUMBER OF YEARS GOLFING

Given the average age of 26, this audience has been playing golf since the age of 13 on average.

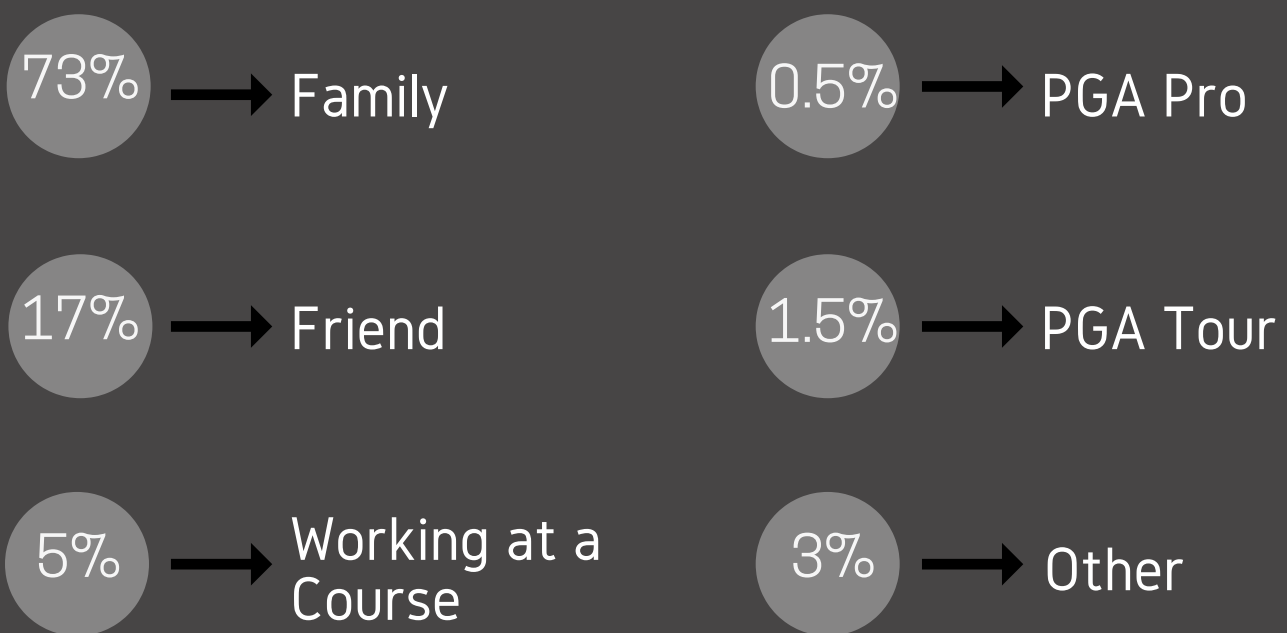


## NUMBER OF ROUNDS PER YEAR



The average respondent indicated just over 30 rounds of golf played per year. This number has remained fairly constant over the last two years.

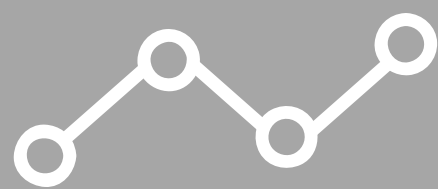
## HOW DID MILLENNIALS GET INTRODUCED TO THE GAME OF GOLF?



56% → MORE

34% → SAME

10% → LESS

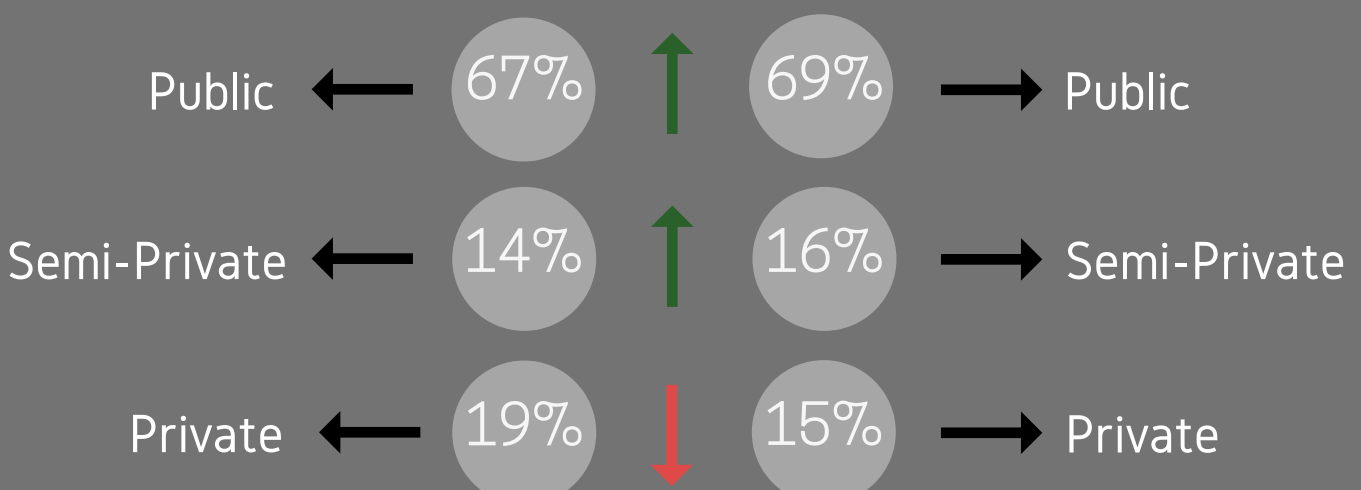


FREQUENCY OF PLAY OVER NEXT 5 YEARS

Reasons behind these trends will be revealed in future pieces.

### GOLF USAGE GROWING UP

### GOLF USAGE AT PRESENT



Future studies will explore millennials' aspirations to join a private golf club.