

The second installment of our 2019 Millennial Research Study analyzing data collected from more than 3,600 avid millennial golfers. Data included is a continuation of the Part 1 installment which is available at globalgolfadvisors.com.

REASONS FOR PLAYING GOLF & JOINING A PRIVATE CLUB

Millennials look for a combination of cost savings, social triggers, and a unique, valuable golfing experience.



WHAT TRIGGERS MILLENNIALS TO JOIN PRIVATE CLUBS?



72% of millennials indicated that they would join a private club if they receive a new job or a promotion that allows for more leisure dollars.

44% of millennials are also looking for joining incentives offered by the club.

Millennials are at a stage of their life where they are cost-sensitive and would need a financial justification to join a private club.

HOW DOES THIS DIFFER BY INCOME?



For those earning \$75,000 per year or more, **62%** indicated that more leisure dollars would trigger them to join a private club vs. **82%** of those who earn less than \$50,000 annually.

Higher earners tended to be more influenced by family benefits and approval from their spouse, whereas lower earners would be more influenced by the ability to use the Club to network for business.

DO MILLENNIALS WITH CHILDREN THINK DIFFERENTLY?

CHILDREN

53% indicated that they would be influenced by family benefits offered by the Club.

28% noted that approval from their spouse would be required before joining a Club.

~~CHILDREN~~

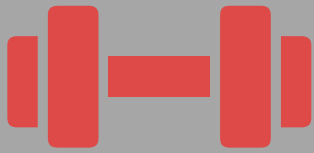
35% indicated that they would be influenced by family benefits offered by the Club.

20% noted that approval from their spouse would be required before joining a Club.

Influence from family members as well as family benefits offered by the club become more apparent when children are involved. Those without children are naturally less interested in family benefits but would still require collaboration with their spouse or significant other before making the decision to join a private club.

WHAT NON-GOLF AMENITIES ARE IMPORTANT TO MILLENNIALS?

76% of respondents highlighted the importance of a fitness center and **71%** are interested in a pool.

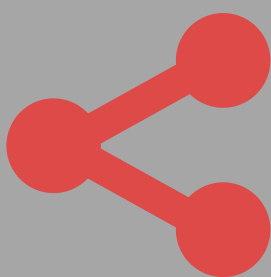


Fitness and wellness are tactics clubs are using to promote relevance to a younger demographic:

87% of respondents play golf to get outdoors and **84%** play for athletic competition.

Non-golf amenities have always been important to millennials and golf offerings alone are not enough to recruit millennials on the basis of interest or value for money perceptions.

WHAT ABOUT SOCIALIZATION?



Millennials are also very interested in socialization and events (**68%**), up from 57% in 2018.

Millennials showed a lower interest in a business center (**15%**) and don't necessarily believe clubs need to place an emphasis on technology and music (**22%**).

Socialization is not only aligned with millennial interests, but is also the key reason why they play golf and the way many were initially introduced them to the game.

WHY ARE MILLENNIALS PLAYING GOLF IN THE FIRST PLACE?



90% of millennials are being introduced to the game by family (73%) or friends (17%).

The most common reasons for millennials playing golf are to hang out with friends (**91%**) and to get outdoors (**87%**).

These figures are nearly identical to 2018 results, with 88% of respondents indicating that they play golf to hang out with friends and 85% indicating they play golf to get outdoors.

WHAT MAKES A MILLENNIAL WANT TO EMBARK ON A GOLF TRIP?



2018 data indicated that two-thirds of golfing millennials organize a golf trip or "getaway" with friends or family.

In 2019, cost was ranked as the most important factor that millennials consider, followed by the rating of the golf course they are visiting.

Socialization is a key driver of golf frequency for millennials. Clubs with substantial social offerings can attract the interest of millennials by cultivating lifestyle experiences that can be shared with family and friends.

Data collected through Millennial Golf Industry Surveys conducted by Global Golf Advisors and Nextgengolf. Based upon 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.

The next infographic will consider barriers which inhibit, deter, or prevent millennials from joining private clubs.