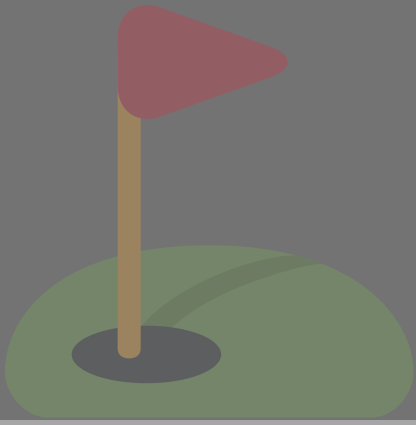


The fourth installment of our 2019 Millennial Research Study analyzing data collected from more than 3,600 avid millennial golfers. Data included is a continuation of the first three installments which are available at globalgolfadvisors.com.



LOW-HANDICAP GOLFERS

TOLERANCE TO PAY DUES/FEEES

Golfers with higher skill levels are willing to spend more to play.

Those who had a 7 handicap or lower had a much higher tolerance to pay an initiation fee (**\$7,116**) compared to those with a higher handicap (**\$5,492**).

Those who had a 7 handicap or lower also had a higher tolerance to pay annual dues (**\$4,296**) compared to those with a higher handicap (**\$3,772**).

HANDICAP BY AGE

Under 22

8.6

22 - 25

9.3

26 - 29

10.2

30 - 34

10.4

35 - 39

10.7

Over 39

10.9

Golfers under the age of 22 have the lowest handicap out of all age groups, and average handicap increases alongside age. This is a similar trend to 2018, where the lowest handicap was in the 18-25 age range and the highest was in the 36+ age group.

Midwest



9.3
(2019)

2018

9.2

2017

8.5

2018

10.7

2017

10.3

Northeast



10.3
(2019)

West



9.9
(2019)

2018

10.0

2017

9.8

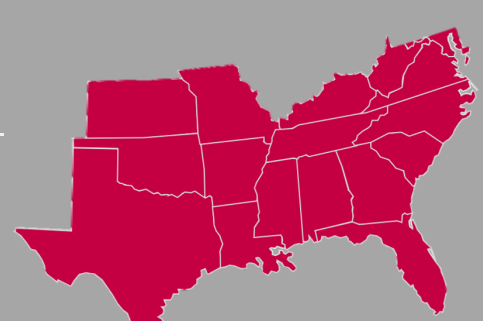
2018

9.4

2017

8.8

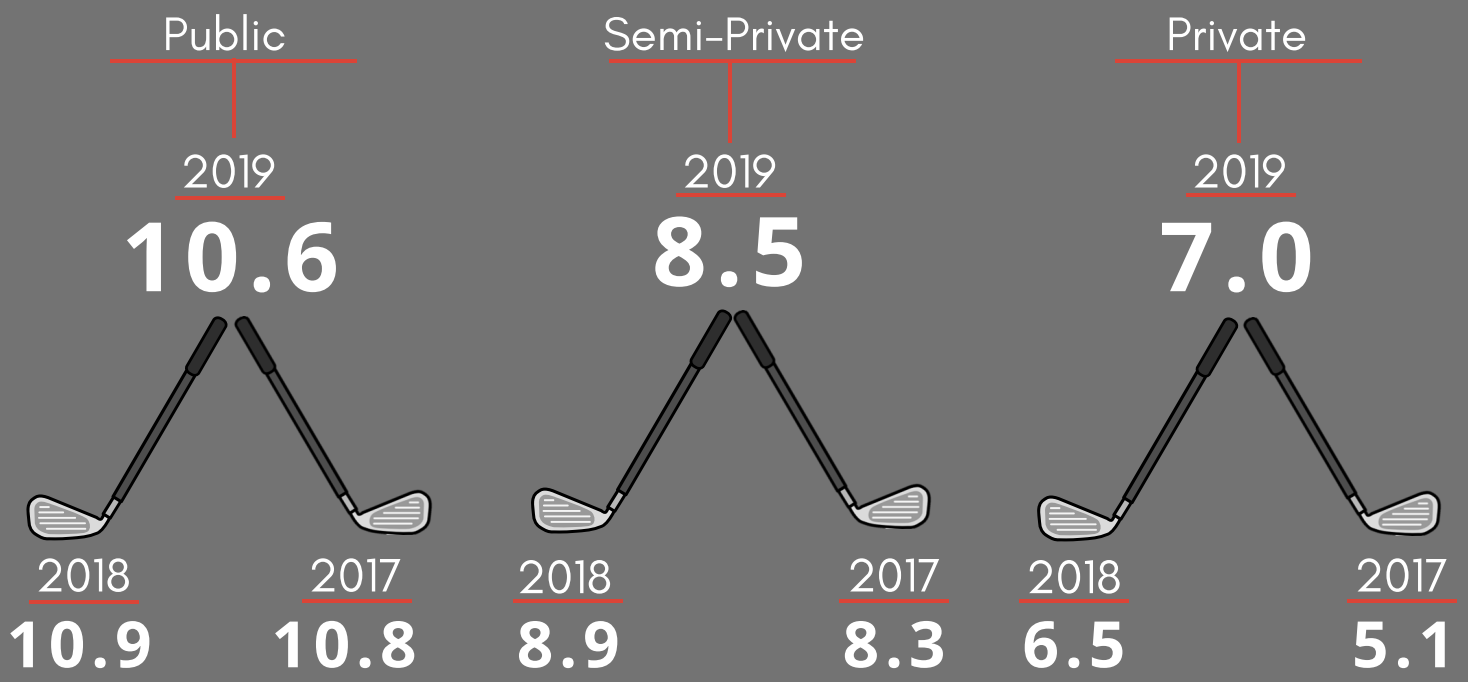
South



9.4
(2019)

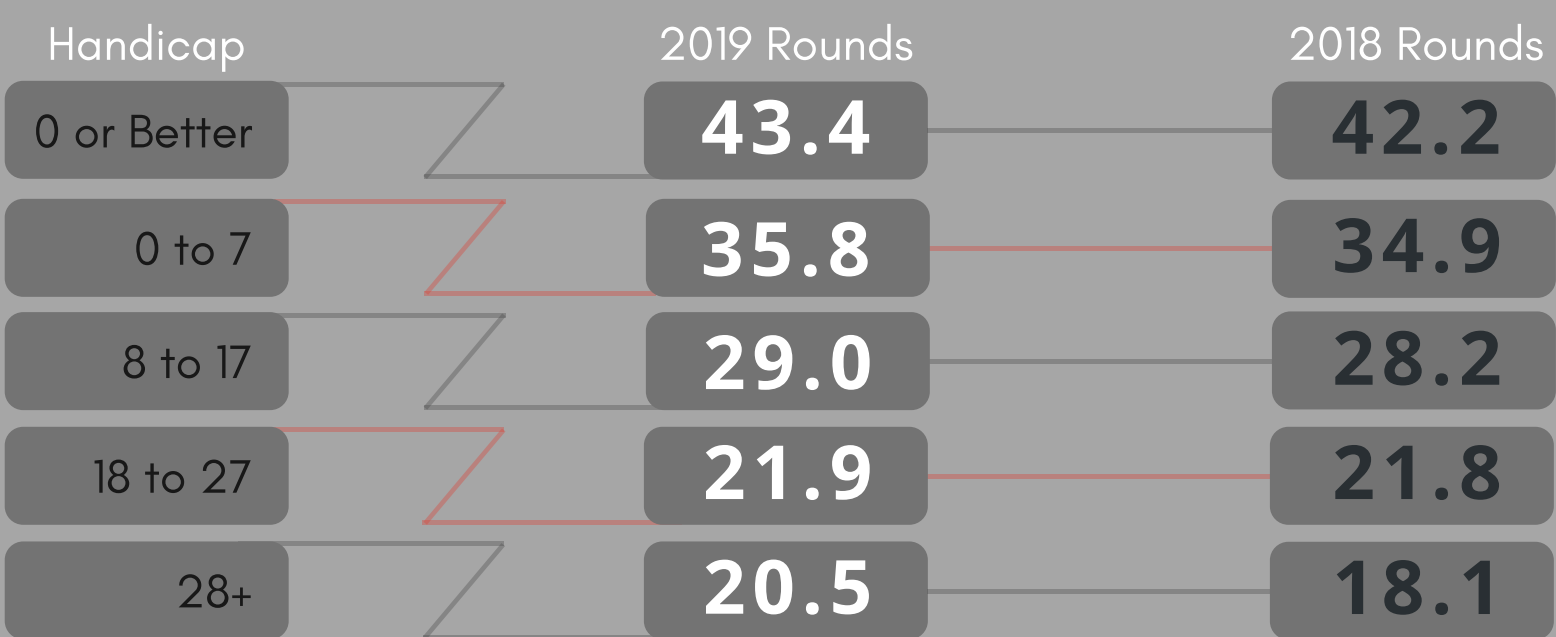
Those who have access to golf year-round tend to have better handicaps; those in the Northeast where snow and inclement weather are more common have consistently had the highest handicaps over the last three years.

HANDICAP BY FACILITY



Those with lower handicaps are more likely to be part of private facilities. This has stayed consistent since 2017.

ANNUAL ROUNDS BY HANDICAP



Millennials who play more golf per year have consistently lower handicaps than those who play less frequently, a trend which has continued since 2018.

MILLENNIALS' HANDICAPS VS. AGE THEY STARTED PLAYING GOLF



Those who have been playing golf from a very young age have significantly lower handicaps compared to those who started playing later. Millennial golfer handicaps trend upward the later the age they start playing.

KEY TAKEAWAYS

Better players play more golf at better facilities and are willing to pay a higher price to do so.

It is clear that, even among highly skilled players, those who have more exposure to the game are better golfers. Those with lower handicaps started playing earlier, are generally younger, and are able to play more rounds per year on average.

Regarding membership recruitment, exposing players to the game as early as possible and maximizing their ability to play regularly and consistently is a favorable outlook for maximizing rounds played at private clubs and ensuring a greater willingness/tolerance to pay private club fees.

WHAT FACTORS ARE INFLUENCING LOW-HANDICAP PREFERENCES?

RECOGNITION

Low-handicaps are often admired by friends and colleagues for their golfing abilities. They enjoy the recognition that belonging to a private club provides.

VALIDATION

This group is very competitive and the validation of their club among their peers is highly important.

SELF-PROMOTION

The opportunity to use their private club as a platform to showcase their skill and personality for business development and career advancement.

SUPERIOR CONDITIONING

Expectation levels for course quality and facility conditioning is higher among more skilled players.

ACCESS TO THE GOLF COURSE

Low-handicappers play more golf and the ability to get on the golf course on short notice is very important.

HOW CAN CLUBS ATTRACT THESE MILLENNIAL GOLFERS?

1. Host an Invitational event or tournament which attracts the top amateurs from your local market.
2. Host prestigious amateur/professional qualifiers and events that help improve the profile and ranking of your club.
3. Research and identify a list of the top amateurs in your marketplace. Initiate a contact and extend a personal invitation to select millennials to come experience your club.
4. Low-handicappers are very competitive and enjoy playing with their peers. Create a platform with great opportunities for talented golfers to play in fun club events and interclub competitions.

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 examine Household Income versus Utilization and what prevents millennials from playing more golf..